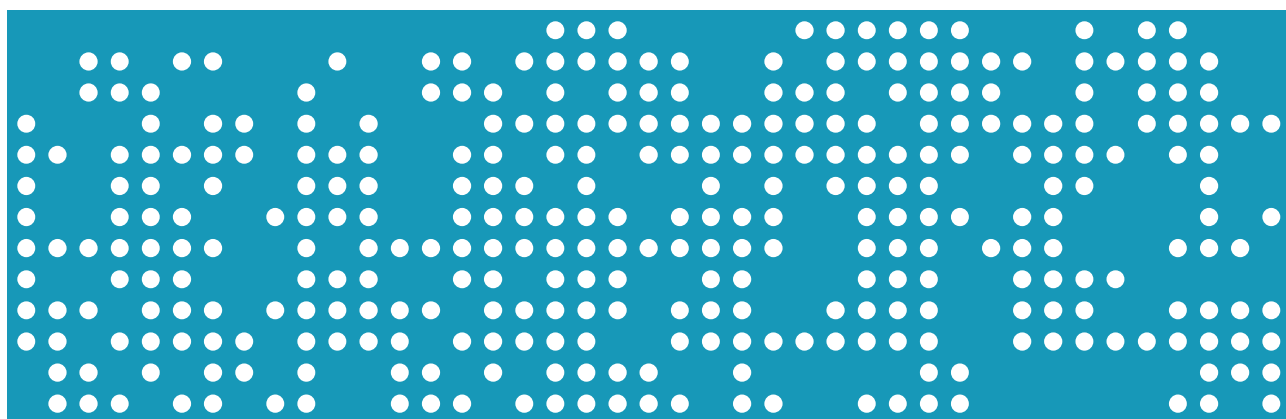


# Socio-demographic Profile of Internet Users

## Analysis of INE 2008 Data



January 2009

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## 1. KEY POINTS

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- In 2008 there was a significant increase in the number of Internet users, with twenty-three and a half million people aged ten years or over having accessed the Internet at some point. The resulting year on year increase of 9.8% in the period 2008 vs. 2007 exceeded the 9.2% increase in 2007 vs. 2006.
- Thus, 62% of the population aged between 16 and 74 had accessed the Internet at some point, 54.5% of this same population had used the Internet during the last month and 49.2% did so on a weekly or daily basis.
- The year on year increase in the Internet user population was concentrated in daily Internet users, that is, those who used it at least five days per week, with an increase during the last period of 3.5 million individuals aged between 16 and 74.
- The socio-demographic variables analysed highlight the following Internet user profile: male, aged under 45, in active employment and with university or second stage secondary education.
- The total percentage of weekly Internet users (including daily users), which was nearly half (49.2%) of the population aged between 16 and 74, was exceeded by more than 4 percentage points when considering only male internet users, 53.6% of which accessed with said frequency, whilst in the case of female users, the figure was 44.7%.
- Whilst the age segments of 16 to 24 and 25 to 34 continued to make up the largest groups –together with Internet users aged 35 to 44- it was nevertheless observed that the first two segments lost ground compared to the total number of Internet users, owing to the even greater increases registered in the 45 to 54 age segment in particular, which contributed to the gradual reduction in the generational digital divide.
- The greatest differences for the variable of employment situation were observed between students and pensioners, the two categories at either end of the age spectrum and also those most often associated with the digital divide. These differences between students and pensioners were similar among more and less frequent Internet users, whilst between the unemployed and the employed the differences became greater among more frequent Internet users.
- In terms of educational level, the greatest growth in the use of the Internet was observed in the population with first stage secondary education, a trend that has been observed over preceding years. The second greatest growth was in the segment of second stage secondary education; however, in terms of profile, this sector lost ground as regards its weight in the total Internet users in favour of primary education users who, on the other hand, continued to constitute a very minor sector on the Internet .
- In terms of habitat size, it can be seen how differences were reduced between the profile of Internet users and the profile of the total population, with smaller size towns gaining importance to the detriment of capitals and urban centres, although these still showed a greater proportion of Internet users.

## 2. INTRODUCTION

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This report has been carried out by the Telecommunications and Information Society National Observatory (ONTSI), which belongs to the public entity Red.es, using data produced by the Spanish National Institute for Statistics (INE). The report reflects the typical socio-demographic profile of Spanish Internet users, taking into consideration the variables of: gender, age, employment situation, completed education and habitat size, in the population aged between 16 and 74, resident across the entire country in 2008. However, in the initial analysis the study universe was extended to include individuals aged 10 and over, as well as 2007 and 2006.

The definition of reference population as individuals aged between **16 and 74** responds to European Union criteria for Eurostat statistical operations, as well as those of the various statistical offices of Member States, for comparative purposes specific to The Information Society issues.

The analysis presented in this report has been carried out based on three definitions or concepts of the Internet user. Firstly, an Internet user is deemed as any user who has accessed the Internet at any time. For the second definition of Internet user, the variable of "last Internet access" was taken into account (the most recent access at the time of completing the questionnaire), deeming Internet users as people who have accessed the Internet during the previous month. Lastly, for the third definition of Internet user, the variable "frequency of access" was taken into account, deeming Internet users as people who stated they had connected to the Internet at least once a week during the last three months.

For each socio-demographic variable, the report presents the percentage of Internet users in each category together with their distribution, comparing it to the typical distribution of the Spanish population as a whole.

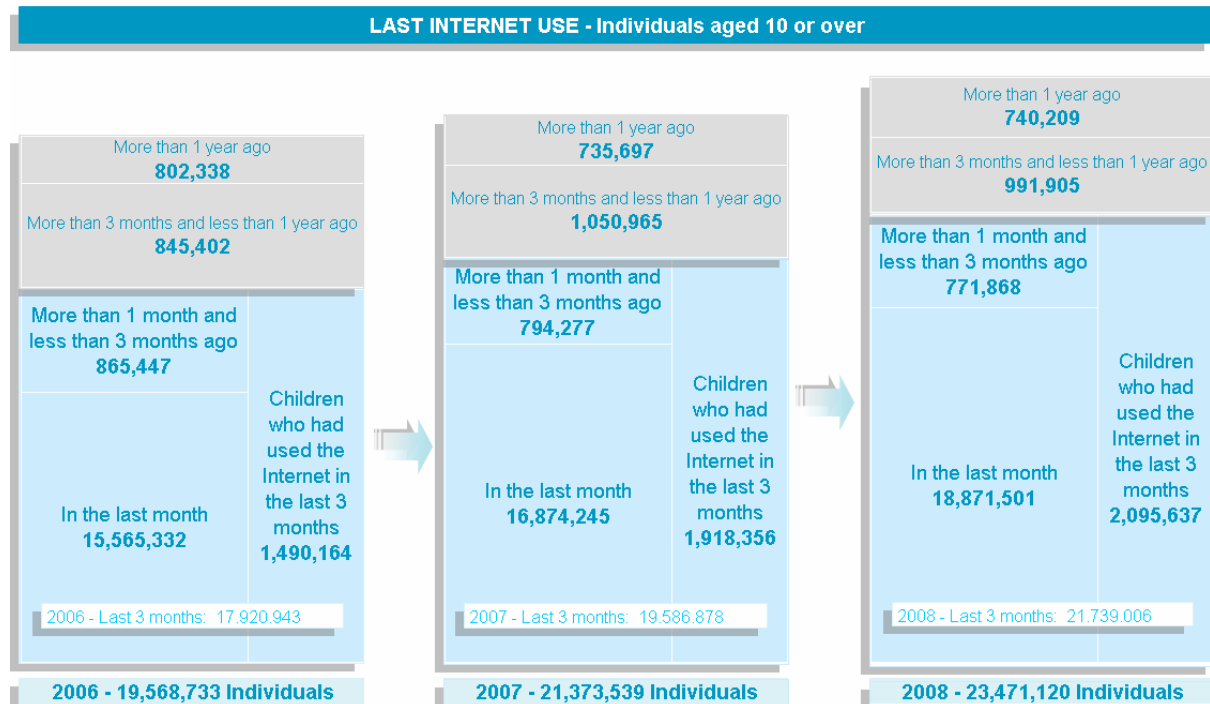
The primary data, which correspond to the "Survey of Equipment and Use of Information and Communication Technologies in Households" (TIC-H 2008) drawn up by the Spanish National Institute for Statistics, have been processed and analysed by the Studies and Reports Area of the Telecommunications and Information Society National Observatory (ONTSI).

The sample size of the TIC-H 2008 survey for individuals aged 16 or over was 20,502 individuals, to which a sample of 3,515 individuals aged between 10 and 15 was added. This gives a sample size of 24,017 individuals aged 10 or over. However, for the purposes of this report, which mainly considered the population aged between 16 and 74, the sample size was reduced to 17,513 individuals. Further information on the survey methodology can be obtained at <http://www.ine.es>.

### 3. INTERNET USERS

In 2008 the number of Internet users aged ten and over reached close to twenty-three and a half million individuals (23,471,120) with year on year growth of 9.8% in 2008 versus 2007 compared to 9.2% for 2007 versus 2006.

**Figure 1: Number of internet users aged 10 and over according to their last Internet use. 2006, 2007 and 2008.**



Note: The categories 'over one year ago' and 'over three months and less than one year ago' do not include individuals aged 10 to 15, as people aged under 16 were only counted if they had used the Internet in the last three months.

*Source: ONTSI using data from the Spanish National Institute for Statistics (INE)*

Thus, the 20% increase between 2006 and 2008 in the number of people who had used the Internet at some time was close, in absolute terms, to four (3.9) million individuals aged 10 and over.

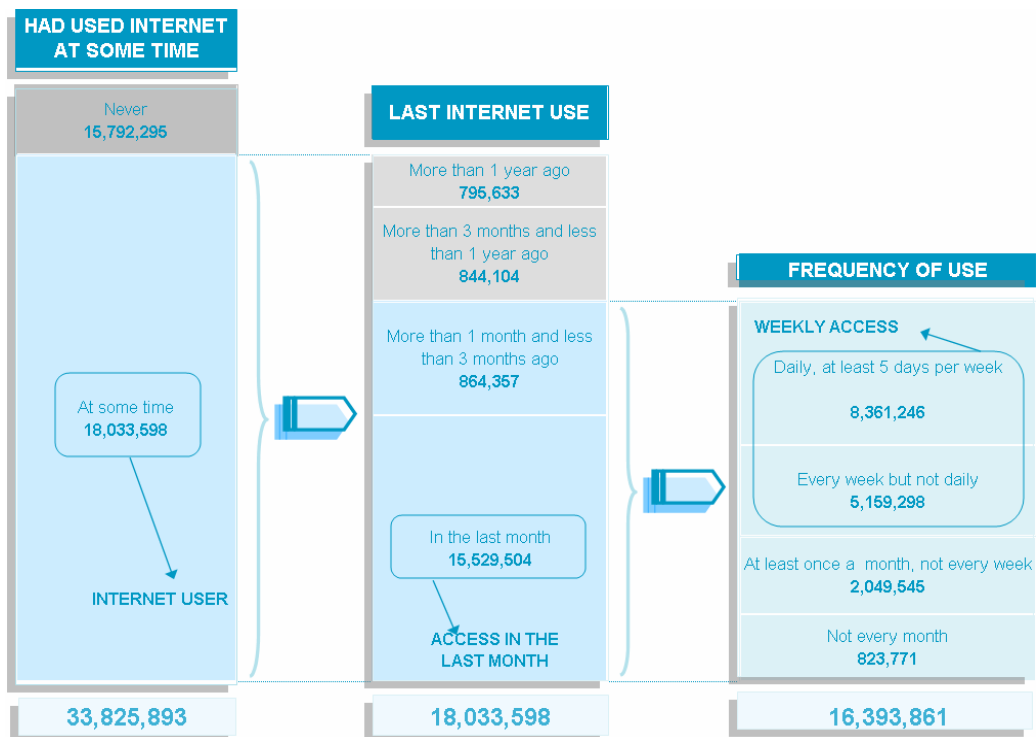
Consequently, the year on year rate of growth was sustained at around 9% or 10%, even showing a slight upward trend over this period.

These year on year increases were mainly concentrated in users who had accessed the Internet in the last month, indicating an increase in the frequency of use and a trend towards more regular and less sporadic use.

From this point -not just in this section but also in the remainder of this report- the data and analyses refer to the universe of individuals aged 16 to 74.

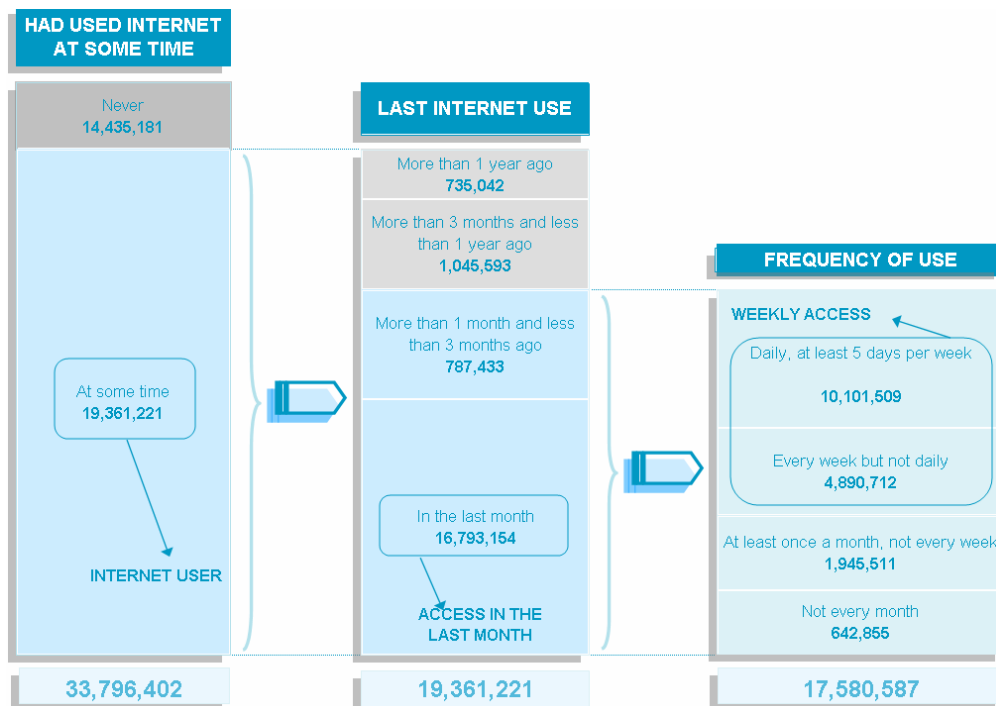
The following is a year by year analysis of Internet users aged between 16 and 74 according to their last Internet access and by frequency of use among those who had accessed Internet in the last three months.

**Figure 2: Number of Internet users aged 16-74 by last Internet use and frequency of access. 2006**



Source: ONTSI using data from the Spanish National Institute for Statistics (INE)

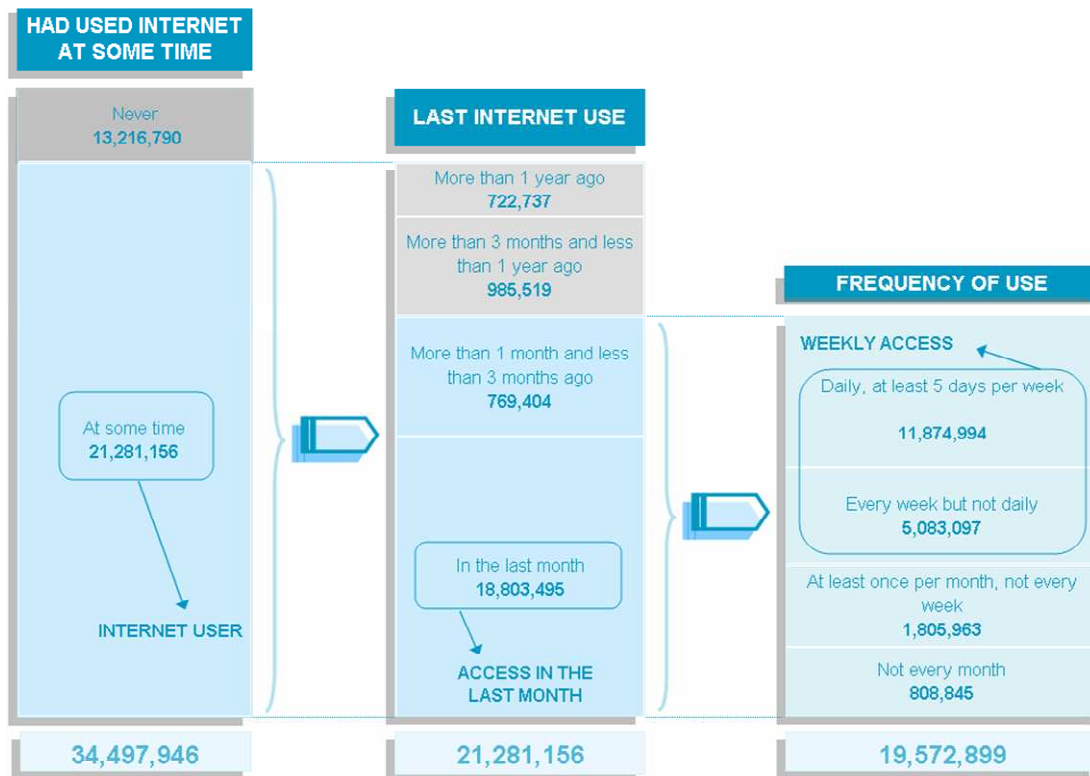
**Figure 3: Number of Internet users aged 16-74 by last Internet use and frequency of access. 2007**



Source: ONTSI using data from the Spanish National Institute for Statistics (INE)

The growth in the number of Internet users between 2006 and 2008 can be seen in the 16 to 74 age segment, a population that recorded an increase of 3.2 million individuals who had used the Internet at some time. As seen above, this figure was 3.9 million for individuals aged ten and over.

**Figure 4: Number of Internet users aged 16-74 by last Internet use and frequency of access. 2008**



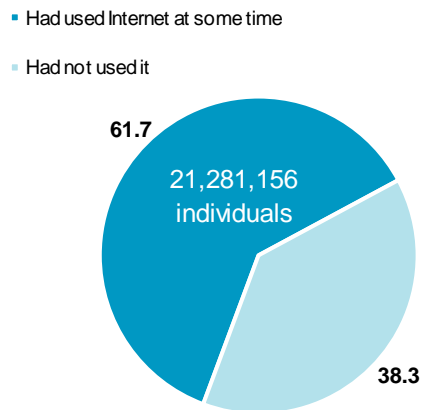
Source: ONTSI using data from the Spanish National Institute for Statistics (INE)

This growth in the frequency of use, higher than the increase of those who accessed Internet in the last month, was basically concentrated in those who used it daily, going from 8.4 million people in 2006 to 11.9 million in 2008, that is, a growth of around three and a half million daily Internet users, who had either increased their frequency of use or had used Internet on a daily basis right from the start.

## 4. USE AND FREQUENCY OF INTERNET USE

As seen in the previous section, the number of individuals aged between 16 and 74 who had accessed the Internet at some time was 21,281,156, which represented 61.7% of the total population in this age group.

**Figure 5: Internet use in the population aged between 16 and 74 (% of individuals). 2008**

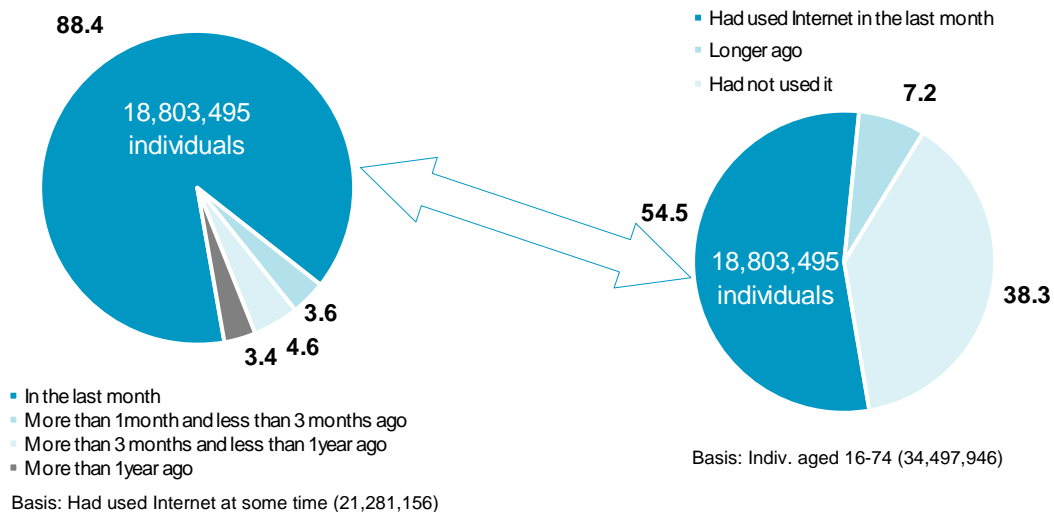


Base: individuals aged 16-74 (34,497,946)

Source: Spanish National Institute for Statistics (INE)

The vast majority of these individuals, almost nine out of ten (88.4%) had used the Internet in the last month, which represented more than half (54.5%) of the population aged between 16 and 74.

**Figure 6: Time of last Internet use and use in the last month (% of individuals). 2008**



Source: ONTSI using data from the Spanish National Institute for Statistics (INE)

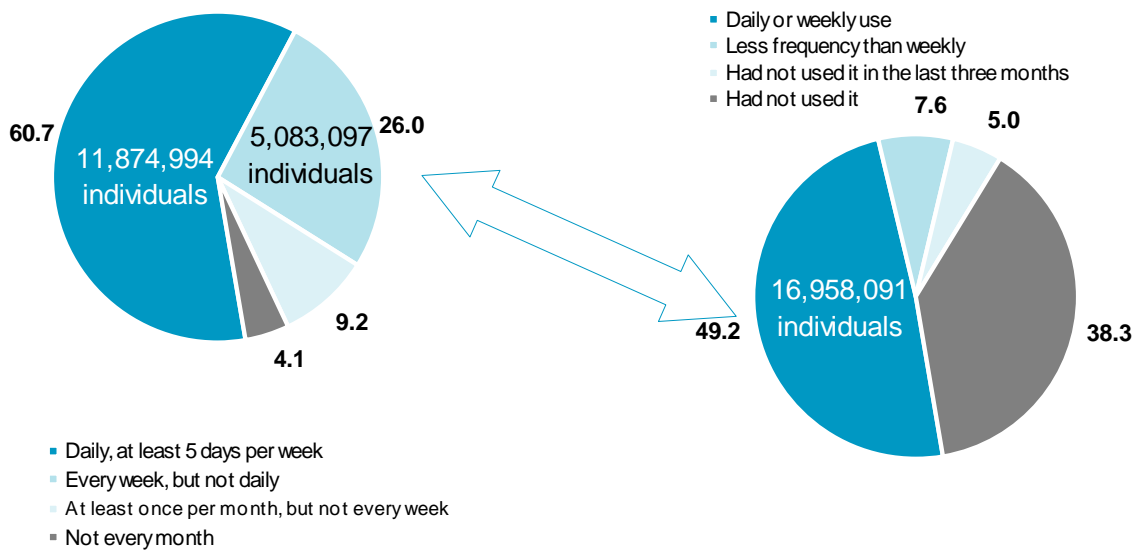


Of the total individuals who had used the Internet in the last three months (19,572,899) six out of ten (60.7%) did so on a daily basis -at least five days per week- which means that nearly 12 million Internet users maintained the maximum frequency of Internet use.

These 11,875,000 daily Internet users, plus the more than 5 million (5,083,097) who used it every week but not daily, represented 86.7% of the total number of users who had used the Internet in the last three months.

These frequent Internet users, a total of nearly 17 million individuals (16,958,091) who used it on a weekly or daily basis, represented 49.2% of the total population aged between 16 and 74.

**Figure 7: Frequency of Internet use and weekly use (% of individuals). 2008**



Basis: Had used Internet in the last 3 months (19,572,899)

Basis: Indiv. aged 16-74 (34,497,946)

*Source: ONTSI using data from the Spanish National Institute for Statistics (INE)*

## 5. INTERNET USE ACCORDING TO SOCIO-DEMOGRAPHIC CHARACTERISTICS

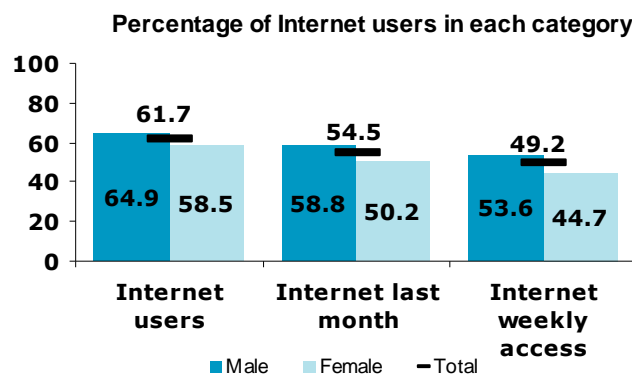
Significant differences were observed in respect of the different socio-demographic variables analysed: gender, age, employment situation, education level and habitat size, between people who had used the Internet at some time and those who had never used it.

This section compares the percentage of Internet users in each socio-demographic segment, in respect of the total percentage of Internet users, or to put it differently, it compares use penetration in each socio-demographic segment with the use penetration in the total population (aged between 16 and 74).

### 5.1. Gender

The differences in Internet access between men and women -with greater use by the former for the three Internet user types studied- were greater among more frequent Internet users, varying between 6.4 and 8.9 percentage points of the total Internet users and the weekly Internet users, respectively.

**Figure 8: Internet use by gender (% and number of individuals). 2008**



Sex	Total Internet users (used at some time)	Internet user in last month	Weekly (or daily) Internet user
Male	11,217,041	10,164,549	9,275,652
Female	10,064,115	8,638,946	7,682,439
Total	21,281,156	18,803,495	16,958,091

Source: Spanish National Institute for Statistics (INE)

Sixty-five percent of men aged between 16 and 74 had accessed the Internet at some time, whilst in the case of women the percentage was 58.5% for this age group.

58.8% of men were regular Internet users, that is, they had accessed it in the last month, whilst in the case of women the proportion was slightly lower, with regular Internet use in 50.2% of cases.

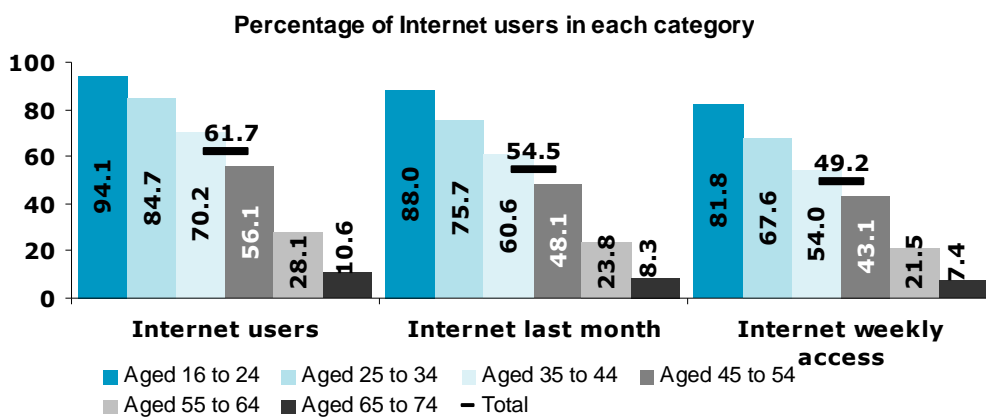
The total percentage of weekly Internet users (including daily users), which was nearly half (49.2%) of the population aged between 16 and 74, was exceeded by 4.4 percentage

points when considering only male internet users, 53.6% of which accessed with said frequency, whilst in the case of female users, the figure was 44.7%..

## 5.2. Age

There were major differences between the older and younger age segments in the percentage of Internet users. The generational digital divide was apparent in the three types of Internet users studied, although it can be seen that the gap between young and the elderly is less among the most frequent Internet users (daily or weekly use) than between less frequent users (in the last month and at some time).

**Figure 9. Internet use by age (% and number of individuals). 2008**



Age	Total Internet users (used at some time)	Internet user in last month	Weekly (or daily) Internet user
Aged 16 to 24	4,327,047	4,046,428	3,764,528
Aged 25 to 34	6,485,310	5,793,474	5,179,037
Aged 35 to 44	5,248,860	4,533,965	4,039,377
Aged 45 to 54	3,457,394	2,962,537	2,654,150
Aged 55 to 64	1,365,057	1,157,703	1,043,087
Aged 65 to 74	397,488	309,388	277,912
<b>Total</b>	<b>21,281,156</b>	<b>18,803,495</b>	<b>16,958,091</b>

*Source: Spanish National Institute for Statistics (INE)*

Ninety-four percent of young people aged between 16 and 24 and 84.7% of people aged between 25 and 34 had used the Internet at some time.

The percentages were equally high for those who had used the Internet in the last month, specifically 88% of young people aged between 16 and 24 and 75.7% of people aged between 25 and 34.

In the case of more frequent Internet users, 81.8% of young people aged between 16 and 24 accessed the Internet on a weekly or daily basis, as did 67.6% of those aged between 25 and 34.

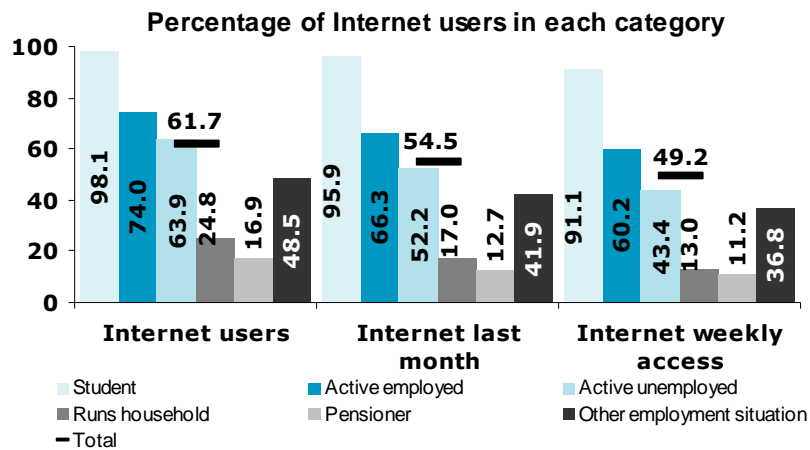
The increase in Internet users aged between 35 and 44 raised the percentages of people who had used the Internet at some time, those who had used it in the last month and those who were weekly/daily users, with 70.2%, 60.6% and 54.0% respectively.

In the population segment aged 45 to 54, it can be seen that the percentage of users was around 50% of the population: 56%, 48% and 43% for the three concepts or Internet user definitions, respectively.

### 5.3. Employment Situation

The greatest differences for the variable of employment situation were observed between students and pensioners, the two categories at either end of the age spectrum and also those most often associated with the digital divide. These differences between students and pensioners were similar between more and less frequent Internet users, whilst between the unemployed and the employed the differences became greater between more frequent Internet users.

**Figure 10: Internet use by employment situation (% and number of individuals). 2008**



Employment situation	Total Internet users (used at some time)	Internet user in last month	Weekly (or daily) Internet user
Active employed	15,231,604	13,632,668	12,377,622
Active unemployed	1,420,453	1,160,380	966,322
Student	2,469,245	2,413,414	2,292,630
Runs household	1,040,128	711,232	542,156
Pensioner	699,999	523,319	460,781
Other employment situation	419,727	362,482	318,580
<b>Total</b>	<b>21,281,156</b>	<b>18,803,495</b>	<b>16,958,091</b>

Source: Spanish National Institute for Statistics (INE)

The percentages of people who had used the Internet at some time by employment situation varied between 98.1% for students and 16.9% for pensioners.

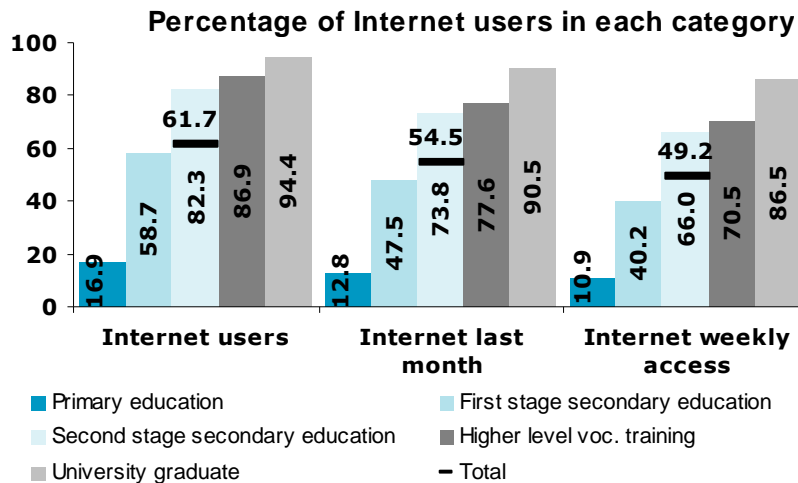
Students were the group that accessed the Internet most on a weekly or daily basis, nine out of ten students (91.1%) declared this frequency of use.

People whose work consisted of running the household were less frequent users than the rest of the active population, although slightly more than pensioners.

## 5.4. Educational Level

In terms of type and level of completed education, the highest levels of Internet use were recorded among university graduates and those with higher level vocational training, the figures varying from a total of 94.4% Internet users and 86.5% weekly users in the case of the former, and 86.9% and 70.5%, respectively, for both types of users in the case of people with vocational training (FP).

**Figure 11: Internet use by completed education (% and number of individuals). 2008**



Completed education	Total Internet users (used at some time)	Internet user in last month	Weekly (or daily) Internet user
Illiterate	2,259	2,259	0
Primary ed.	1,399,809	1,064,347	901,399
1st stage secondary ed.	5,165,494	4,179,493	3,538,324
2nd stage secondary ed.	5,895,045	5,285,801	4,728,391
Higher level voc. training	2,786,884	2,488,955	2,260,691
University graduate	6,019,464	5,770,439	5,521,354
Cannot be coded	12,201	12,201	7,932
<b>Total</b>	<b>21,281,156</b>	<b>18,803,495</b>	<b>16,958,091</b>

Source: Spanish National Institute for Statistics (INE)

Of the people with completed university degree studies, 94.4% had accessed the Internet at some time. The higher the level of academic training, the more likely they were to be Internet users.

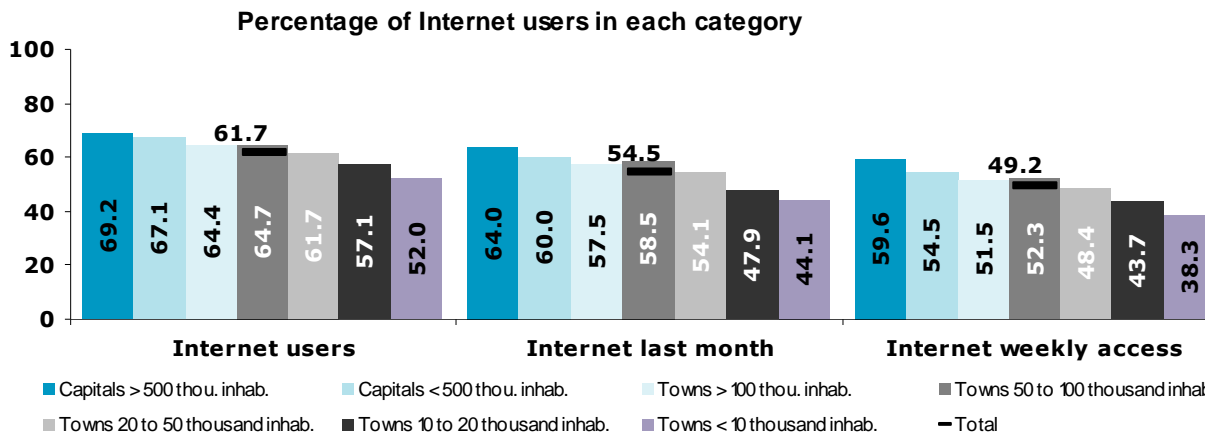
Of the people with university degrees, 90.5% had used the Internet in the last month.

Among university graduates, 86.5% were weekly Internet users, as were 70.5% of those with higher level vocational training qualifications.

## 5.5. Habitat

The distribution of Internet users was similar in the various habitat sizes to that of the socio-demographic variables described above.

**Figure 12: Internet use by habitat size (% and number of individuals). 2008**



Habitat	Total Internet users (used at some time)	Internet user in last month	Weekly (or daily) Internet user
Capitals with more than 500 thousand inhab.	3,847,114	3,558,417	3,313,658
Capitals with less than 500 thousand inhab.	3,758,899	3,363,053	3,054,765
Towns with 10 to 20 thousand inhab.	2,388,235	2,005,157	1,828,970
Towns with more than 100 thousand inhab.	2,145,856	1,914,874	1,714,877
Towns with less than 10 thousand inhab.	3,818,544	3,236,753	2,815,637
Towns with 50 to 100 thousand inhab.	2,136,611	1,932,041	1,728,456
<b>Total</b>	<b>21,281,156</b>	<b>18,803,495</b>	<b>16,958,091</b>

*Source: Spanish National Institute for Statistics (INE)*

For the three definitions of Internet user studied, frequency of use in capitals and towns with more than 50,000 inhabitants was above the population average. Conversely, in towns with less than 50,000 inhabitants, in particular with less than 10,000, there was less use.

By habitat size, 59.6% of the people living in capitals with more than 500,000 inhabitants connected weekly or daily and almost 55% in capitals with less than 500,000 inhabitants, compared to 38.3% in towns with less than 10,000 inhabitants.

## 6. PROFILE AND SOCIO-DEMOGRAPHIC COMPOSITION OF THE INTERNET USER POPULATION

The analysis presented in this section shows the socio-demographic composition or distribution of Internet users, with which the typical socio-demographic profile of the Internet user can be obtained.

The distribution of each socio-demographic variable in the Internet user population can thus be compared to its distribution in the total population.

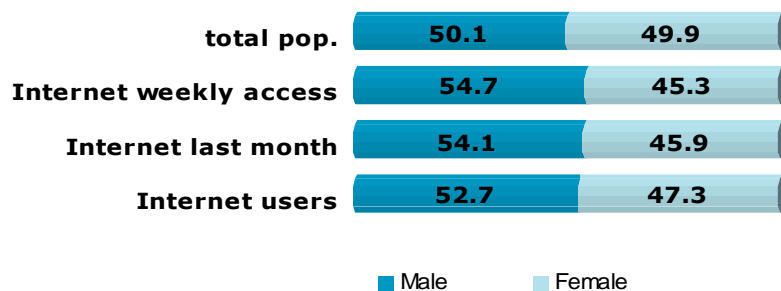
The socio-demographic variables analysed highlight the following Internet user profile:

- 52.7% are men and 47.3% women.
- Three out of four (75.4%) are aged under 45.
- Seven out of ten are in active employment.
- Around 28% have university degrees and approximately 28% have second stage secondary education.
- 55.3% live in towns with more than 50 thousand inhabitants.

### 6.1. Gender

The balance between men and women in the 16 to 74 age group population segment as a whole contrasted with the quantitative predominance of the former in the various Internet user populations - around 55%-45% for weekly Internet users, 54%-46% for users who had accessed the Internet in the last month and nearly 53%-47% for the total population.

**Figure 13: Distribution of Internet users and total population by gender (% of individuals). 2008**



*Source: Spanish National Institute for Statistics (INE)*

Thus, in the 16 to 74 age group population segment there were practically the same number of women as men, whilst in the Internet users group there were more men than women, 52.7% compared to 47.3%, although generally speaking this difference is tending to diminish.

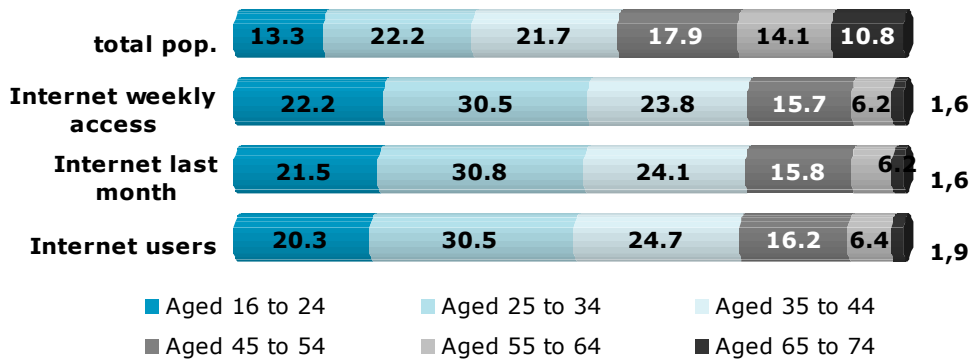
The socio-demographic distribution based on the gender of people who had accessed the Internet in the last month is 54.1% men, compared to 45.9% women.

The profile of the weekly Internet user remains predominantly male, since 55% of these Internet users were men and 45% women.

## 6.2. Age

Although 22.2% of weekly and daily Internet users were aged between 16 and 24, in the total Internet users (people who had accessed it at some time) the proportion of young people aged between 16 and 24 was one in five (20.3%).

**Figure 14: Distribution of Internet users and total population by age (% of individuals). 2008**



Source: Spanish National Institute for Statistics (INE)

Three out of four Internet users (75.5%) were aged under 45, compared to the proportion of this age group in the total population, which is 57.2%.

Of the weekly Internet users 52.7% were aged under 35, compared to 35.5% of the total population.

## 6.3. Employment Situation

Between 71.6% and 73% of Internet users were in active employment, with a greater level in weekly and daily users. This 72-73% was higher than the representation of this group in active employment in the total population, which was close to 60%.

**Figure 15: Distribution of Internet users and total population by employment situation (% of individuals). 2008**



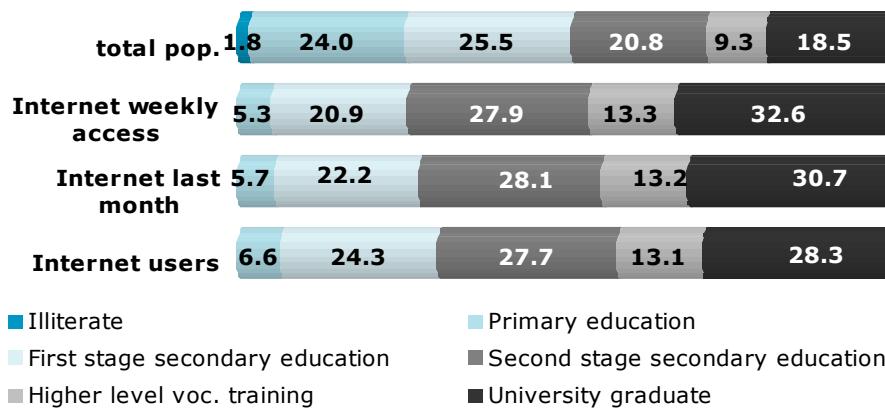
Source: Spanish National Institute for Statistics (INE)



## 6.4. Educational Level

University graduates together with those who had completed second stage secondary education made up the majority of Internet users in any of the three types, varying between 56% total Internet users, 60.5% weekly users and 58.8% users who had accessed the Internet in the last month.

**Figure 16: Distribution of Internet users and total population by education level (% of individuals). 2008**



Source: Spanish National Institute for Statistics (INE)

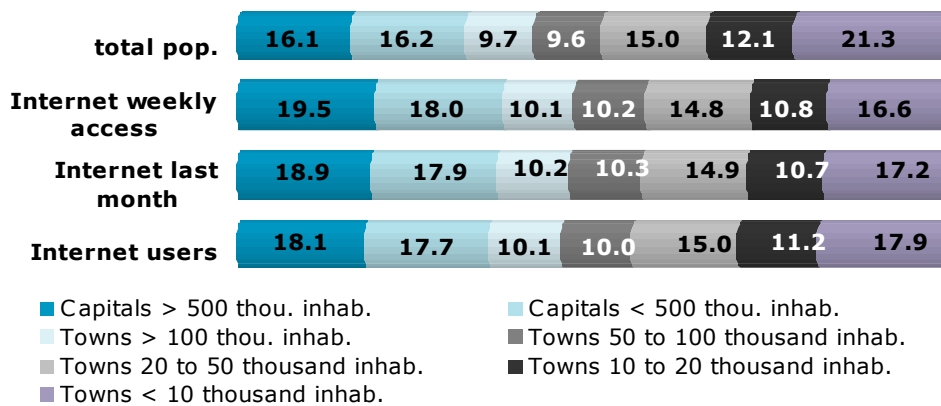
Around six out of ten Internet users were university graduates or had completed second stage secondary education.

A third of the weekly Internet users were university graduates and 28% had completed post-compulsory secondary education (2nd stage secondary education).

## 6.5. Habitat

In terms of habitat, although the differences between Internet users by frequency of use were not very great, groups with higher frequency of use tended to live in more urban areas.

**Figure 17: Distribution of Internet users and total population aged 16-74 by habitat size (% of individuals). 2008**



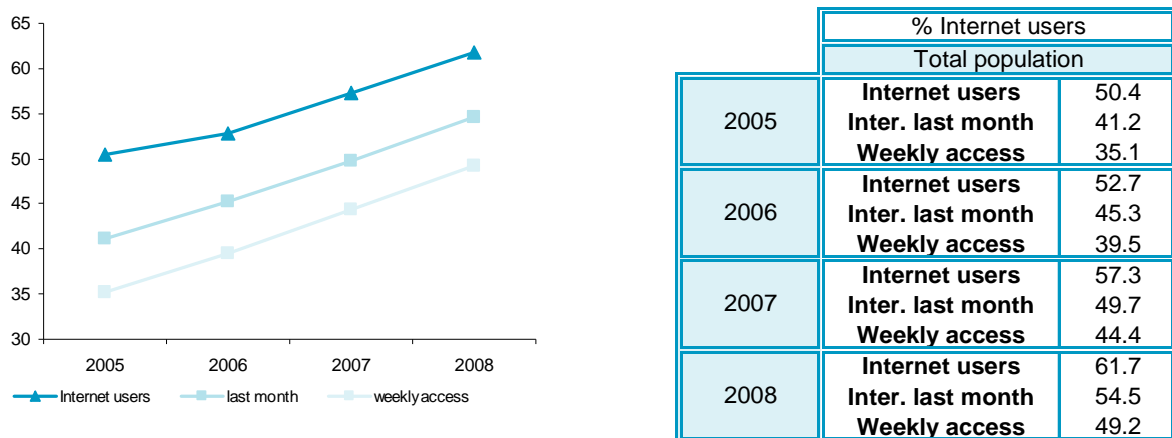
Source: Spanish National Institute for Statistics (INE)

In fact, although the habitat size was less of a factor in Internet use than other socio-demographic variables, as can be seen above, there was nevertheless a lower percentage of Internet users in smaller-sized towns, which indicates that the Internet user profile is more urban than that of the overall population.

## 7. EVOLUTION OF USE AND PROFILE OF THE INTERNET USER

The high growth rate of new users in 2007 continued in 2008, during which the percentage of new users in relation to total internet users (those who had accessed the Internet at least once) reached 62% of the population, with a year on year growth of 4.4 percentage points. Among regular Internet users, the increases compared to the previous year, both for people who accessed in the last month and for those who accessed on a weekly or daily basis, were 4.8 percentage points. The increases in the three concepts of Internet user were similar to those recorded in 2007.

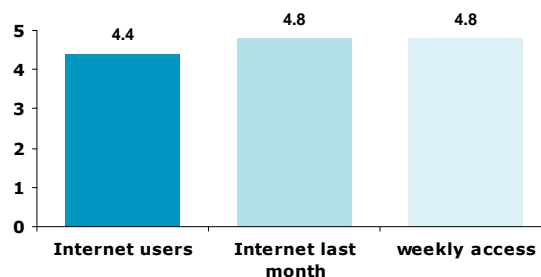
**Figure 18: Evolution of Internet use in the total population aged 16-74 (% of individuals)**



Source: Spanish National Institute for Statistics (INE)

Thus, already six out of ten Spanish individuals aged between 16 and 74 had used the Internet at some time and practically half used it on a weekly or daily basis, whilst a year ago this latter percentage was below 45%.

**Figure 19: Increase in Internet use in total population (percentage points). 2008 vs. 2007**

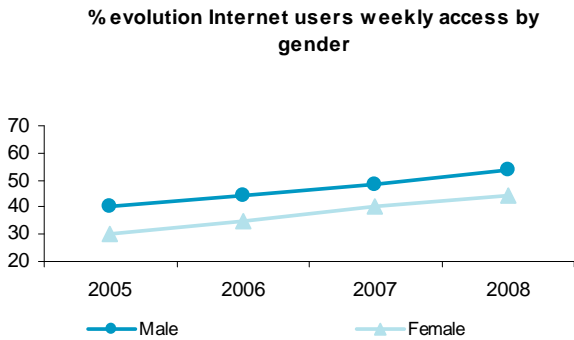
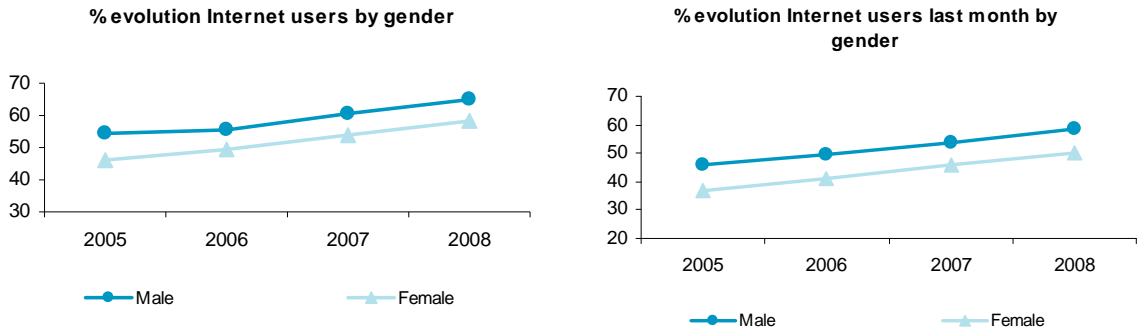


Source: Spanish National Institute for Statistics (INE)

### 7.1. Evolution of Use by Gender

In 2008, 50% of women had used the Internet in the last month and almost six out of ten had accessed it at some time.

**Figure 20: Evolution of Internet use in population aged 16-74 by gender (% of individuals)**

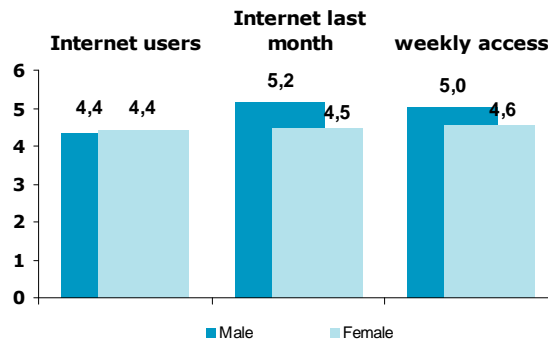


% Internet users by gender			
	Male	Female	
2005	<b>Internet users</b>	54.7	46.2
	<b>Inter. last month</b>	45.7	36.7
	<b>Weekly access</b>	40.3	30.0
2006	<b>Internet users</b>	55.8	49.7
	<b>Inter. last month</b>	49.3	41.3
	<b>Weekly access</b>	44.1	34.8
2007	<b>Internet users</b>	60.5	54.1
	<b>Inter. last month</b>	53.6	45.7
	<b>Weekly access</b>	48.6	40.1
2008	<b>Internet users</b>	64.9	58.5
	<b>Inter. last month</b>	58.8	50.2
	<b>Weekly access</b>	53.6	44.7

Source: Spanish National Institute for Statistics (INE)

During the last year, the year on year increase in men and women who had accessed the Internet at some time remained constant. However, in terms of monthly and weekly frequency, Internet use was more widespread in men than in women, showing similar differences to previous years.

**Figure 21: Increases in Internet use by gender (percentage points). 2008 vs. 2007**

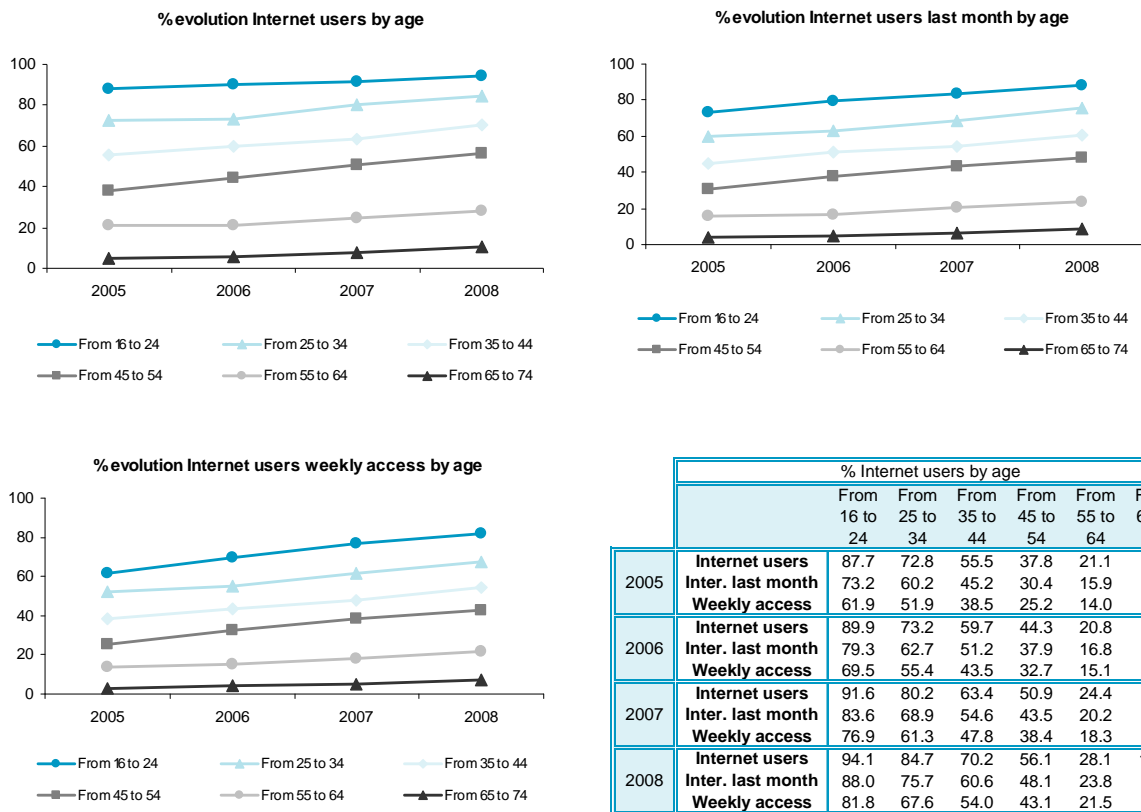


Source: Spanish National Institute for Statistics (INE)

## 7.2. Evolution in Use by Age

The age segment that showed the greatest increase in 2008 compared to the previous year was the 25 to 34 age group, both for Internet users who had accessed in the last month and for more frequent users.

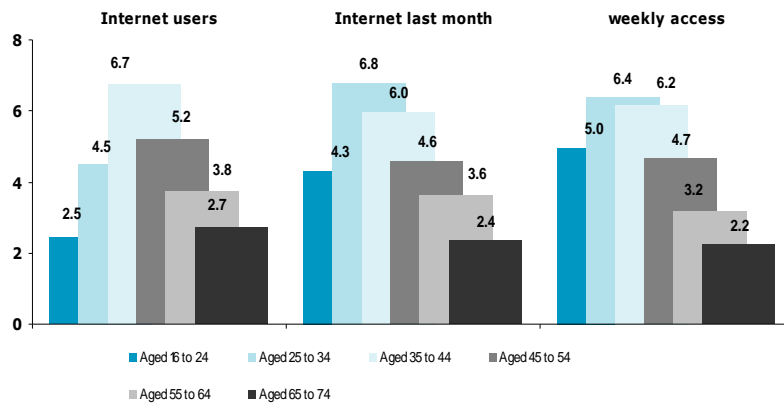
**Figure 22: Evolution in Internet use in population aged 16-74 by age (% of individuals)**



Source: Spanish National Institute for Statistics (INE)

In terms of total Internet users –those who had accessed at least once– the segment showing the greatest increase was that of the 35 to 44 age group, which went from 63.4% in 2007 to 70.2% of the population in this age group in the last year.

**Figure 23: Increases in Internet use by age (percentage points). 2008 vs. 2007**

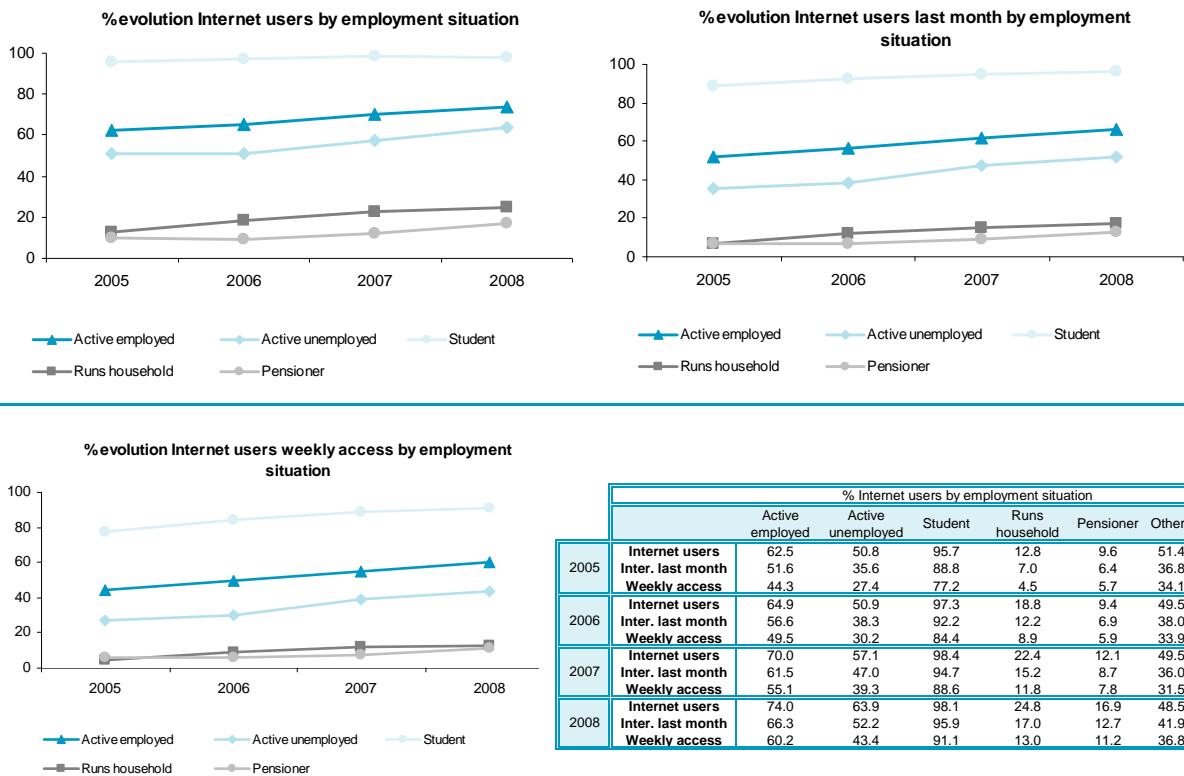


Source: Spanish National Institute for Statistics (INE)

### 7.3. Evolution in Use by Employment Situation

The student Internet users group, despite losing 0.3 percentage points compared to last year, continued to show the greatest percentage of Internet users, with practically universal coverage of 98.1%.

**Figure 24: Evolution in Internet use in population aged 16-74 by employment situation (% of individuals)**

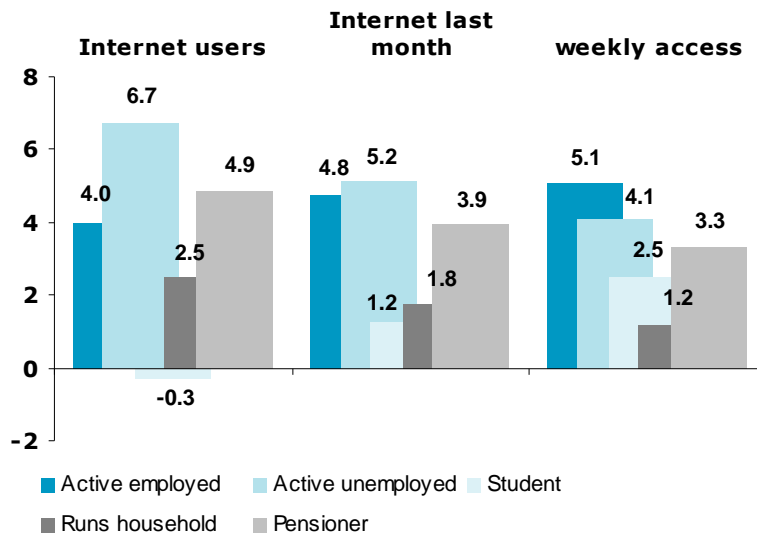


Source: Spanish National Institute for Statistics (INE)

There was a marked increase, by nearly 5 percentage points, in pensioners who had accessed the Internet at some time, which reached practically 17% of the total in this group.

In 2008, as was the case in 2006 and 2007, the greatest increases in total Internet users and in Internet users who had accessed in the last month were recorded among the active unemployed. However, the greatest increase in terms of frequency of Internet access was recorded for weekly access in the active employed group.

**Figure 25: Evolution of Internet use by employment situation (percentage points). 2008 vs. 2007**

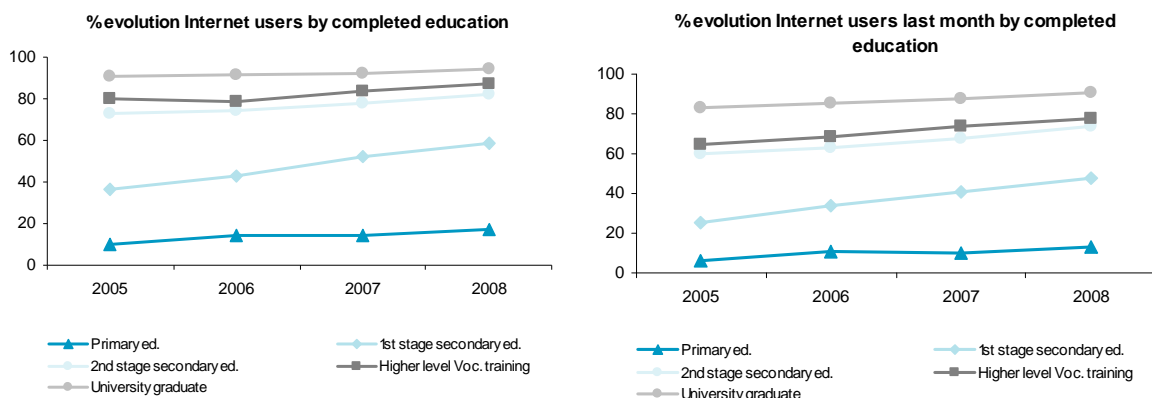


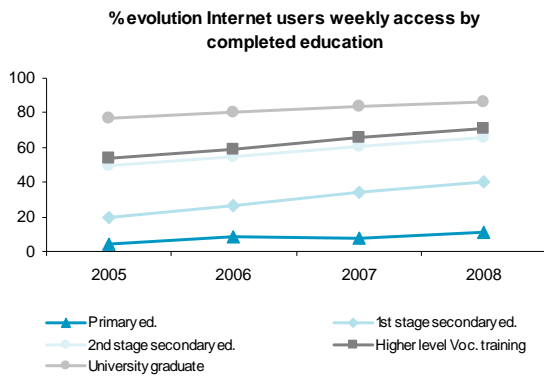
Source: Spanish National Institute for Statistics (INE)

## 7.4. Evolution of Use by Education Level

Almost 95% of university graduates had accessed the Internet at some time, around 90% in the last month, and 86.5% connected on a weekly basis.

**Figure 26: Evolution in Internet use in population aged 16-74 by education level (% of individuals)**



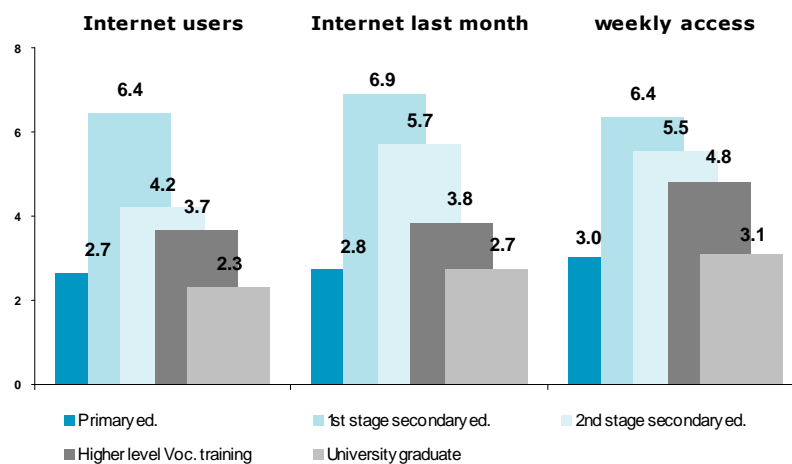


		% evolution Internet users by completed education				
		Primary school	1st secondary	2nd secondary	Higher voc. training	University grad.
2005	Internet users	10.2	36.1	73.0	79.9	90.4
	Inter. last month	6.2	25.6	59.8	64.3	83.4
	Weekly access	4.6	20.0	49.7	54.0	76.8
2006	Internet users	14.5	43.2	74.0	78.6	91.3
	Inter. last month	10.8	33.6	63.2	68.2	85.7
	Weekly access	8.4	26.8	55.0	59.0	80.0
2007	Internet users	14.2	52.2	78.1	83.3	92.0
	Inter. last month	10.1	40.6	68.0	73.8	87.7
	Weekly access	7.8	33.8	60.4	65.7	83.4
2008	Internet users	16.9	58.7	82.3	86.9	94.4
	Inter. last month	12.8	47.5	73.8	77.6	90.5
	Weekly access	10.9	40.2	66.0	70.5	86.5

Source: Spanish National Institute for Statistics (INE)

The greatest growth in 2008 was recorded in people with first stage secondary education, a trend that has been observed over previous years. In 2007, 40% of people with this education level had accessed the Internet in the last month and one year on, this percentage had reached 47.5%. A total of 40.2% people accessed on a weekly basis, nearly seven percentage points more than the previous year.

Figure 27: Evolution of Internet use by education level (percentage points). 2008 vs. 2007



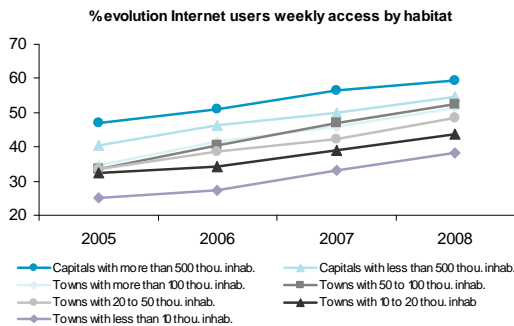
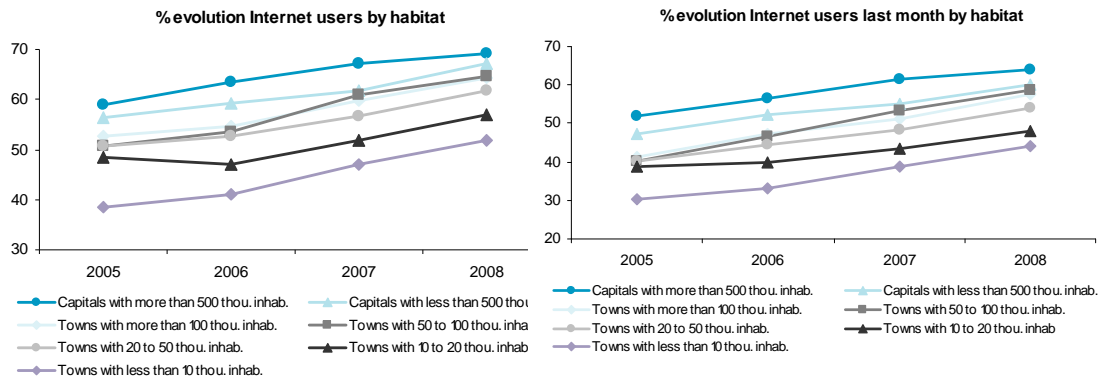
Source: Spanish National Institute for Statistics (INE)

## 7.5. Evolution of Use by Habitat Size

As mentioned above, in 2008 the percentage of Internet users by habitat size varied between 70% in large capitals and 50% in small towns with less than ten thousand inhabitants. These percentages were around ten percentage points less in the case of weekly Internet users.



**Figure 28: Evolution in Internet use in population aged 16-74 by habitat (% of individuals)**

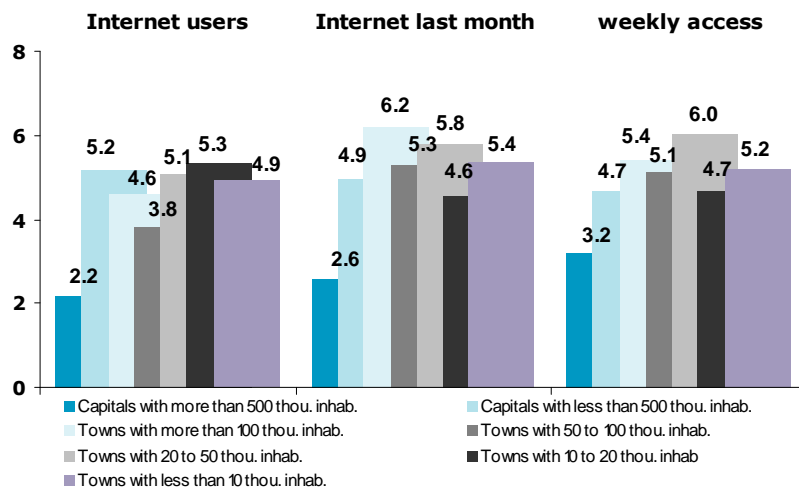


	% Internet users by habitat							
	Capital	Capital	Town <	Town 50-	Town 20-	Town 10-	Town <	
2005	Internet users	59.1	56.3	52.8	50.6	50.8	48.5	38.6
	Inter. last month	51.9	47.2	41.4	40.3	40.3	38.8	30.3
	Weekly access	46.9	40.4	34.7	33.7	33.4	32.5	25.2
2006	Internet users	63.5	59.1	54.6	53.7	52.6	47.1	41.1
	Inter. last month	56.4	52.1	47.2	46.5	44.6	39.7	33.2
	Weekly access	50.9	46.3	41.4	40.6	38.5	34.2	27.3
2007	Internet users	67.0	61.9	59.8	60.8	56.6	51.8	47.1
	Inter. last month	61.4	55.1	51.3	53.2	48.3	43.4	38.7
	Weekly access	56.4	49.8	46.1	47.2	42.4	39.0	33.1
2008	Internet users	69.2	67.1	64.4	64.7	61.7	57.1	52.0
	Inter. last month	64.0	60.0	57.5	58.5	54.1	47.9	44.1
	Weekly access	59.6	54.5	51.5	52.3	48.4	43.7	38.3

Source: Spanish National Institute for Statistics (INE)

The analysis of the growth in Internet users in the last year reflects an increase of around five percentage points in the various habitat sizes, except in large capitals with more than 500,000 inhabitants, which recorded less growth, around three percentage points.

**Figure 29: Increases in Internet use by habitat (percentage points). 2008 vs. 2007**



Source: Spanish National Institute for Statistics (INE)

## 7.6. Evolution of the Internet User Profile

Generally speaking, the year on year increases in the number of Internet users over the last few years has led to the development of a certain similarity between the population profile and those of the three types of Internet users studied: the total group (those who had connected at least once), users who had accessed in the last month and weekly users.

In 2008 the greatest Internet user profile changes were recorded mainly in age and education level. The Internet user profile, although remaining basically young, has grown closer over the last few years to the older age segments. Similarly, it is becoming closer to people with a lower education level, specifically first stage secondary education, to the detriment of the university graduate profile.

The main changes between 2007 and 2008 are:

- There were barely any changes in the gender variable in 2008, with the figures showing that 47.3% of Internet users were women compared to 52.7% of men.
- Individuals aged over 34 have gradually gained ground in the socio-demographic make-up of the Internet user population, particularly those aged between 35 and 54, whilst the weight of younger users (aged between 15 and 24) has diminished.
- Over the last year, the active unemployed gained some ground, as did pensioners and people running the household, all of them minority groups.
- There was a marked increase in use within the first stage secondary education segment in the three concepts of Internet user, with a decrease in the university graduate profile.
- As regards habitat size, an increase in the rural profile was recorded, to the detriment of the urban profile.

## 8. APPENDIX

### INTERNET USE BY SOCIO-DEMOGRAPHIC SEGMENTS

	% of individuals	Internet users			Internet user in last month			Internet users weekly access		
		2006	2007	2008	2006	2007	2008	2006	2007	2008
Sex	Male	55.8	60.5	64.9	49.3	53.6	58.8	44.1	48.6	53.6
	Female	49.7	54.1	58.5	41.3	45.7	50.2	34.8	40.1	44.7
Age	Aged 16 to 24	89.9	91.6	94.1	79.3	83.6	88.0	69.5	76.9	81.8
	Aged 25 to 34	73.2	80.2	84.7	62.7	68.9	75.7	55.4	61.3	67.6
	Aged 35 to 44	59.7	63.4	70.2	51.2	54.6	60.6	43.5	47.8	54.0
	Aged 45 to 54	44.3	50.9	56.1	37.9	43.5	48.1	32.7	38.4	43.1
	Aged 55 to 64	20.8	24.4	28.1	16.8	20.2	23.8	15.1	18.3	21.5
	Aged 65 to 74	5.9	7.9	10.6	4.6	5.9	8.3	4.0	5.2	7.4
Employment situation	Active employed	64.9	70.0	74.0	56.6	61.5	66.3	49.5	55.1	60.2
	Active unemployed	50.9	57.1	63.9	38.3	47.0	52.2	30.2	39.3	43.4
	Student	97.3	98.4	98.1	92.2	94.7	95.9	84.4	88.6	91.1
	Runs household	18.8	22.4	24.8	12.2	15.2	17.0	8.9	11.8	13.0
	Pensioner	9.4	12.1	16.9	6.9	8.7	12.7	5.9	7.8	11.2
Other employment situation	49.5	49.5	48.5	38.0	36.0	41.9	33.9	31.5	36.8	
Completed education	Illiterate	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.0	0.0
	Primary education	14.5	14.2	16.9	10.8	10.1	12.8	8.4	7.8	10.9
	1st stage secondary ed.	43.2	52.2	58.7	33.6	40.6	47.5	26.8	33.8	40.2
	2nd stage secondary ed.	74.0	78.1	82.3	63.2	68.0	73.8	55.0	60.4	66.0
	Higher level Voc. training	78.6	83.3	86.9	68.2	73.8	77.6	59.0	65.7	70.5
	University graduate	91.3	92.0	94.4	85.7	87.7	90.5	80.0	83.4	86.5
Cannot be coded	15.2	18.2	47.8	15.2	18.2	47.8	15.2	18.2	31.1	
Habitat size	Capitals > 500 thou. inhab.	63.5	67.0	69.2	56.4	61.4	64.0	50.9	56.4	59.6
	Capitals < 500 thou. inhab.	59.1	61.9	67.1	52.1	55.1	60.0	46.3	49.8	54.5
	Towns > 100 thou. inhab.	54.6	59.8	64.4	47.2	51.3	57.5	41.4	46.1	51.5
	Towns 50 to 100 thou. inhab.	53.7	60.8	64.7	46.5	53.2	58.5	40.6	47.2	52.3
	Towns 20 to 50 thou. inhab.	52.6	56.6	61.7	44.6	48.3	54.1	38.5	42.4	48.4
	Towns 10 to 20 thou. inhab.	47.1	51.8	57.1	39.7	43.4	47.9	34.2	39.0	43.7
	Towns < 10 thou. inhab.	41.1	47.1	52.0	33.2	38.7	44.1	27.3	33.1	38.3
Total indiv. (aged 16 to 74)	52.7	57.3	61.7	45.3	49.7	54.5	39.5	44.4	49.2	

### SOCIO-DEMOGRAPHIC PROFILE

	% of individuals	Internet users			Internet user in last month			Internet users weekly access		
		2006	2007	2008	2006	2007	2008	2006	2007	2008
Sex	Male	52.8	52.9	52.7	54.4	54.1	54.1	55.8	54.9	54.7
	Female	47.2	47.1	47.3	45.6	45.9	45.9	44.2	45.1	45.3
Age	Aged 16 to 24	23.8	21.9	20.3	24.5	23.0	21.5	24.6	23.7	22.2
	Aged 25 to 34	31.1	31.4	30.5	31.0	31.1	30.8	31.5	31.0	30.5
	Aged 35 to 44	24.0	23.7	24.7	23.9	23.6	24.1	23.3	23.1	23.8
	Aged 45 to 54	14.4	15.6	16.2	14.3	15.3	15.8	14.2	15.1	15.7
	Aged 55 to 64	5.5	5.9	6.4	5.1	5.7	6.2	5.3	5.8	6.2
	Aged 65 to 74	1.3	1.5	1.9	1.2	1.3	1.6	1.2	1.3	1.6
Employment situation	Active employed	71.8	72.6	71.6	72.9	73.5	72.5	73.2	73.7	73.0
	Active unemployed	6.3	5.5	6.7	5.5	5.3	6.2	5.0	4.9	5.7
	Student	12.9	11.9	11.6	14.3	13.2	12.8	15.0	13.8	13.5
	Runs household	4.4	5.0	4.9	3.3	3.9	3.8	2.8	3.4	3.2
	Pensioner	2.4	2.7	3.3	2.1	2.2	2.8	2.0	2.2	2.7
Other employment situation	2.2	2.3	2.0	1.9	1.9	1.9	2.0	1.9	1.9	
Completed education	Illiterate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Primary education	7.1	6.3	6.6	6.2	5.1	5.7	5.5	4.5	5.3
	1st stage secondary ed.	20.5	21.6	24.3	18.6	19.4	22.2	17.0	18.1	20.9
	2nd stage secondary ed.	27.8	28.9	27.7	27.6	29.0	28.1	27.6	28.8	27.9
	Higher level Voc. training	13.5	13.3	13.1	13.7	13.6	13.2	13.5	13.6	13.3
	University graduate	31.0	29.9	28.3	33.9	32.9	30.7	36.3	35.0	32.6
Cannot be coded	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	
Habitat size	Capitals > 500 thou. inhab.	20.3	19.5	18.1	21.0	20.5	18.9	21.7	21.1	19.5
	Capitals < 500 thou. inhab.	18.6	17.6	17.7	19.1	18.0	17.9	19.5	18.3	18.0
	Towns > 100 thou. inhab.	10.1	10.1	10.1	10.2	10.0	10.2	10.2	10.1	10.1
	Towns 50 to 100 thou. inhab.	9.6	10.1	10.0	9.7	10.2	10.3	9.7	10.1	10.2
	Towns 20 to 50 thou. inhab.	14.5	14.5	15.0	14.3	14.3	14.9	14.1	14.0	14.8
	Towns 10 to 20 thou. inhab.	10.4	10.7	11.2	10.2	10.3	10.7	10.1	10.4	10.8
	Towns < 10 thou. inhab.	16.6	17.6	17.9	15.6	16.7	17.2	14.7	16.0	16.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	