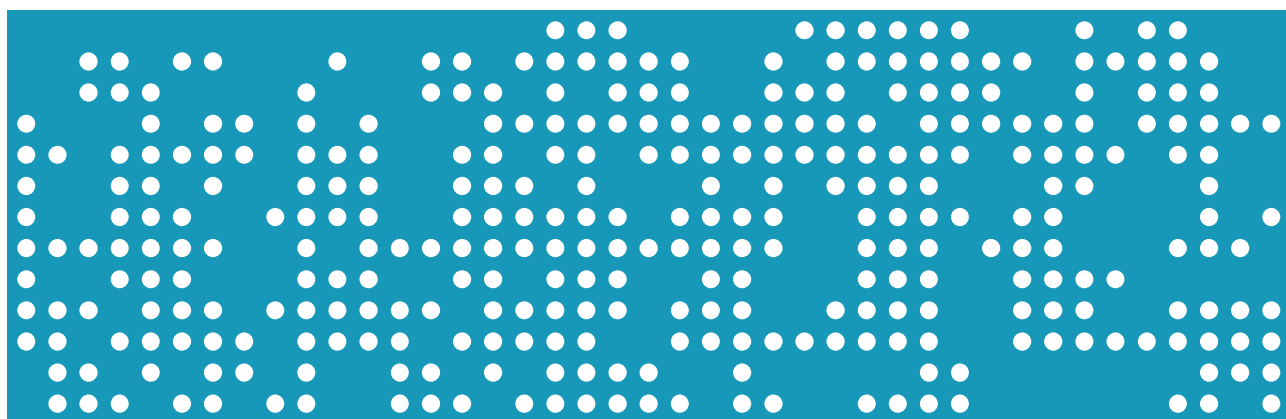


Socio-demographic Profile of Internet Users

Analysis of INE 2009 Data



February 2009

The study entitled "Socio-demographic Profile of Internet Users, Analysis of INE (Spanish National Statistics Institute) 2009 Data" has been produced by the ONTSI (Spanish Observatory for Telecommunications and the Information Society) Study Team:

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1. KEY POINTS

- In 2009, a total of 24.6 million individuals aged 10 or over accessed the Internet at some time, with an increase of almost 5% in the last year. Among the population aged 16 to 74, 64.5% accessed the Internet at some time and of these 9 out of 10 did so in the last month.
- Not only has there been an increase in the number of people who access the Internet, but there has also been an increase in the frequency of use. More than half of those who have used the Internet in the last three months use it daily or weekly.
- Despite a reduction in the last year, there are still significant differences between age groups. Whilst the percentage of Internet users in the most senior age group (65 to 74) is 13.4%, among the youngest users (16 to 24) this percentage is seven times higher, reaching 95.2%.
- Almost all students accessed the Internet at some time and more than 95% connect every week.
- With regard to pensioners, there is a five percentage point difference between those who accessed the Internet at some time (19.9%) and those who connect every week (14.6%) so it can be assumed that the large majority of pensioners who are Internet users use the Internet intensively, in the sense that they connect more regularly.
- The percentage of Internet users is higher among people with a higher level of studies. Three out of four people who have completed the second stage of secondary education had connected to the Internet in the last month and among those with university level education the proportion is nine out of ten.
- The increase in Internet use among the population brings the Internet user profile more in line with the population profile, and hence the reduction in the differences by age is due to an adjustment between both profiles. However, the main differences between the two profiles are marked both by age and level of studies. The Internet user population is substantially younger than the total population and has a higher level of studies.

2. INTRODUCTION

This report has been produced by the ONTSI (Spanish Observatory for Telecommunications and the Information Society), which is part of the public entity red.es, using data produced by the INE (Spanish National Statistics Institute) in its "Survey of Equipment and Use of Information and Communication Technologies in Households 2009" (ICT-H 2009).

The report reflects the typical socio-demographic profile of Spanish Internet users, taking into consideration the variables of: sex, age, employment situation, completed education and size of habitat among the population aged 16 to 74, residing throughout the national territory in 2009, and their evolution over the last few years. However, in the initial analysis the study universe was extended to include individuals aged 10 and over, with an analysis period of the last three years.

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 the definition of three types of Internet user. In the first place, an Internet user is deemed as any user who has accessed the Internet at any time. For the second type 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 type 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 (Internet use) together with their distribution (profile), comparing it to the typical distribution of the Spanish population as a whole.

As mentioned above, the primary data, which corresponds to the "Survey of Equipment and Use of Information and Communication Technologies in Households 2009" (ICT-H 2009) drawn up by the Spanish National Institute for Statistics, have been processed and analysed by the Studies and Forecasts Area of the Spanish Observatory for Telecommunications and the Information Society.

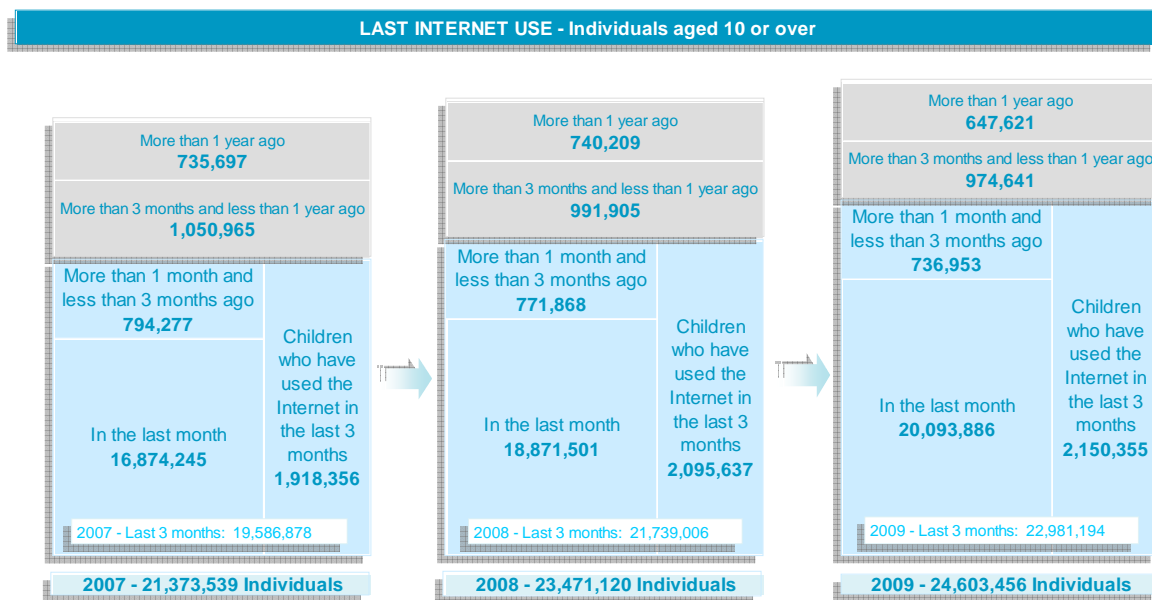
The sample size of the ITC-H 2009 survey for individuals aged 16 or over was 19,644 individuals, to which a sample of 3,189 individuals aged between 10 and 15 was added. This gives a sample size of 22,833 individuals aged 10 or over. However, for the purposes of this report, which mainly considered the population aged between 16 and 74, the sample size was reduced to 16,705 individuals. Further information on the survey methodology can be obtained at <http://www.ine.es>.

3. INTERNET USERS

In 2009 a total of 24.6 million individuals aged 10 or over accessed the Internet at some time, with an increase of almost 5% in the last year. This rise is due mainly to the increase in the number of people who accessed the Internet in the last month, more than 1.2 million people, bringing the total to 20 million in 2009.

This year there was also an increase, albeit more moderate, in the number of children (aged 10 to 15) who used the Internet in the last three months, reaching two million one hundred and fifty thousand, with an interannual increase of 2.6%.

Figure 1: Number of Internet users aged 10 and over according to their last Internet use. Years 2007, 2008 and 2009.



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)

In the last two years the number of Internet users who accessed the Internet in the previous month rose by almost 20%. Although the interannual growth rate was down in 2009, the increase is still centred on people who accessed the Internet in the previous month, which indicates greater frequency of use and a tendency towards more habitual, less sporadic use.

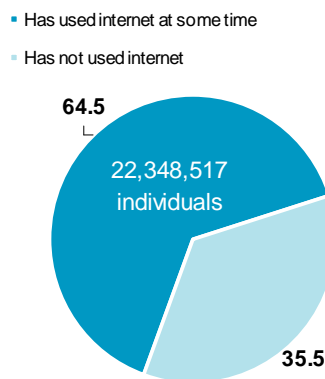
From this point on, the data and analysis refers to the sample of people aged 16 to 74 and, therefore, it excludes children aged 10 to 15 and people over 74.

4. USE AND FREQUENCY OF INTERNET USE

This section analyses the number of Internet users according to their last Internet access and according to the frequency of use among those who accessed Internet in the last three months.

A total of 64.5% of individuals between the ages of 16 and 74 had accessed the Internet at some time, that is, 22.3 million people.

Figure 2: Internet use in the population aged between 16 and 74 (% of individuals). 2009

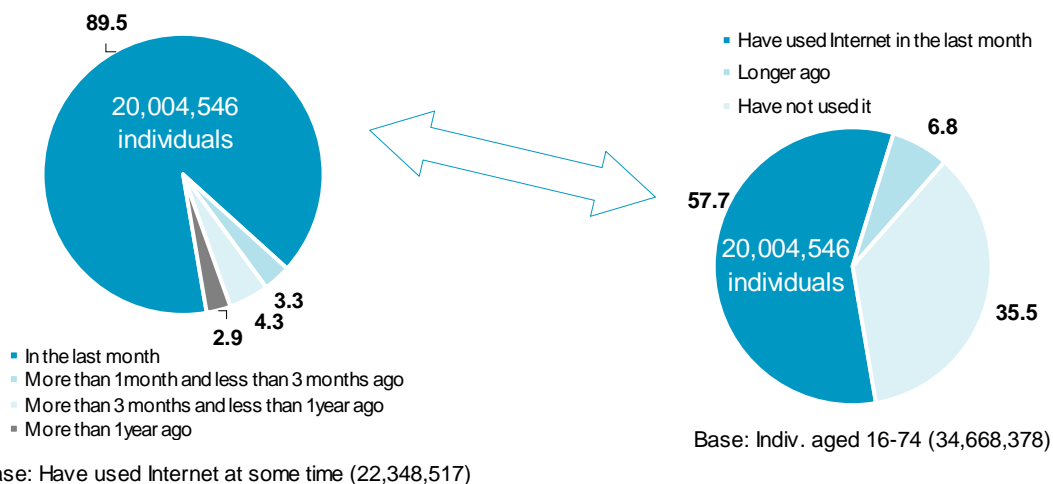


Base: individuals aged 16-74 (34,668,378)

Source: Spanish National Institute for Statistics (INE)

Out of all the people who had used the Internet at some time, nine out of ten had accessed the Internet in the last month (more than 20 million). This is almost 60% of the entire population aged 16 to 74.

Figure 3: Time of last Internet use and use in the last month (% of individuals). 2009

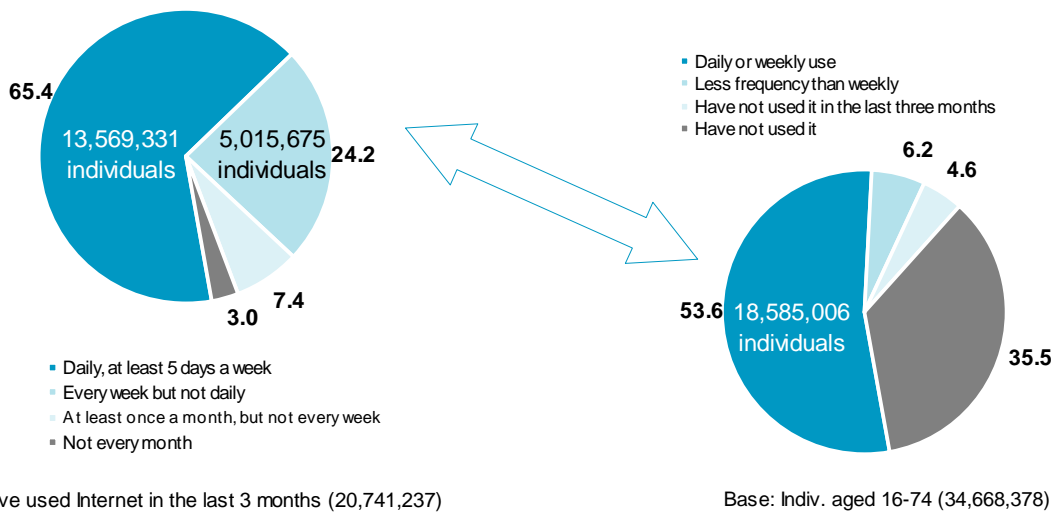


Source: ONTSI using data from the Spanish National Institute for Statistics (INE)

Out of those people who had used the Internet in the last three months, 65.4% access Internet daily and 24.2% connects every week. In total, 18.6 million people between the ages of 16 and 74 use the Internet daily or weekly (53.6% of this population group).

Not only has there been an increase in the number of people who access the Internet, but there has also been an increase in the frequency of use. The largest increase has been in the percentage of users who connect to the Internet daily (at least five days per week), with an increase of 4.7 percentage points (1.7 million people).

Figure 4: Frequency of Internet use and weekly use (% of individuals). 2009



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

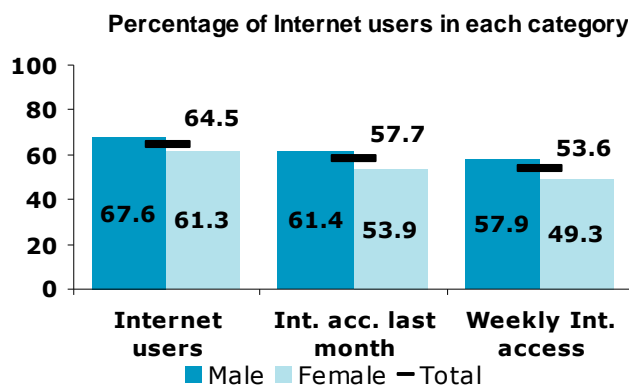
5. INTERNET USE ACCORDING TO SOCIO-DEMOGRAPHIC CHARACTERISTICS

This section analyses the differences between Internet user percentages within each socio-demographic variable, between the variables themselves and in relation to the total percentage of Internet users (by frequency of use).

5.1. Gender

A total of 64.5% of individuals between the ages of 16 and 74 had accessed the Internet at some time, that is, 22.3 million people. Of these, 20 million accessed Internet in the last month (57.7%) and 18.5 million connect weekly (53.6%).

Figure 5: Internet use by gender (%). 2009



Source: Spanish National Institute for Statistics (INE)

The greatest differences by gender are among Internet users who access Internet weekly (8.6 percentage points), with 57.9% of men connecting this frequently compared to 49.3% of women. Among Internet users who accessed the Internet in the last month, the difference between the sexes is slightly less, at 7.5 percentage points, also in favour of men.

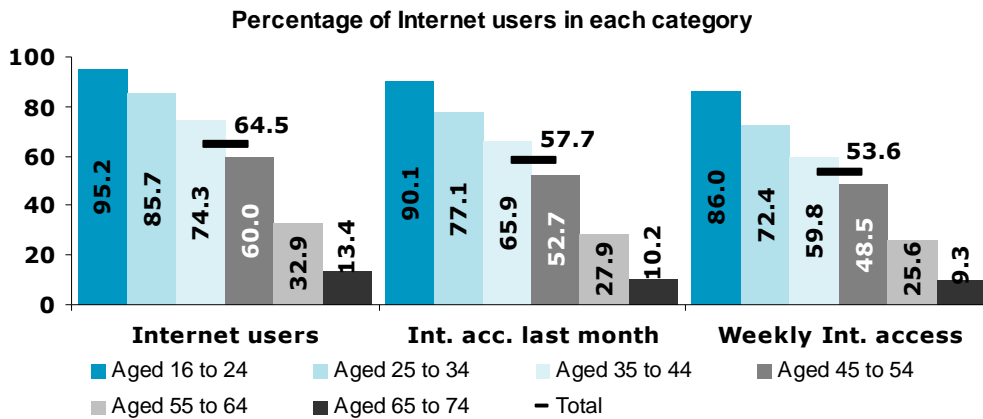
5.2. Age

Age is a key factor in Internet use. Regardless of frequency of use, the percentage of Internet users is higher among the younger population groups. Similarly, the greater the frequency of use, the more marked the age related differences become, with the youngest people, proportionally, accessing the Internet more regularly.

While among older people (aged 65 to 74) the percentage of Internet users stands at 13.4%, among the youngest people (aged 16 to 24) this percentage is seven times higher, at 95.2%. These differences are even greater between Internet users who accessed the Internet in the last month and those who access the Internet every week.

Nine out of ten people aged 16 to 24 connected to the Internet in the last month compared to one out of ten people aged 65 to 74.

Figure 6. Internet use by age (%). 2009



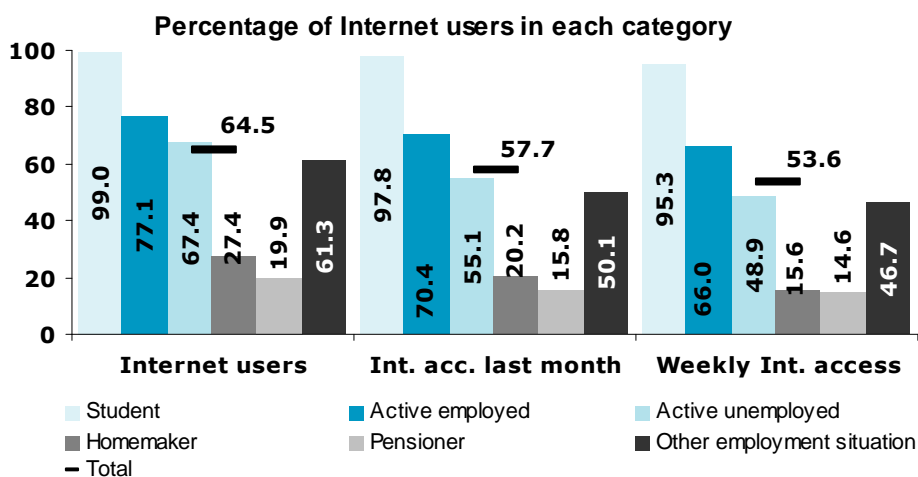
Source: Spanish National Institute for Statistics (INE)

Up to the age of 55, the percentage of Internet users (at some time, in the last month and weekly access) stands at above 50% or close to this figure; however, after this age the percentages are considerably lower, both among those who have accessed the Internet at some time, those who did so in the last month and those who connect weekly.

5.3. Employment Situation

With regard to employment situation, almost all students (99%) have accessed the Internet at some time and more than 95% connect every week. On the other hand, the groups that make the least use of the Internet are homemakers and pensioners, as barely 30% and 20%, respectively, have connected at some time.

Figure 7: Use of Internet by employment situation (%) 2009



Source: Spanish National Institute for Statistics (INE)

Among the active population, both those in employment and the unemployed, the percentage of Internet users is over 65% with a 10 percentage point difference in favour of employed people. This difference between the two groups reaches 17 percentage points when it comes to more intensive Internet users, those who access the Internet every week.

Unemployed people are less "committed" to regular or relatively continuous Internet access as it is among this group that the percentage of Internet users falls most when it comes to frequency of use. A total of 67.4% of the unemployed active population has accessed the Internet at some time, while for those who access the Internet weekly this figure is almost 20 percentage points lower, at 48.9%.

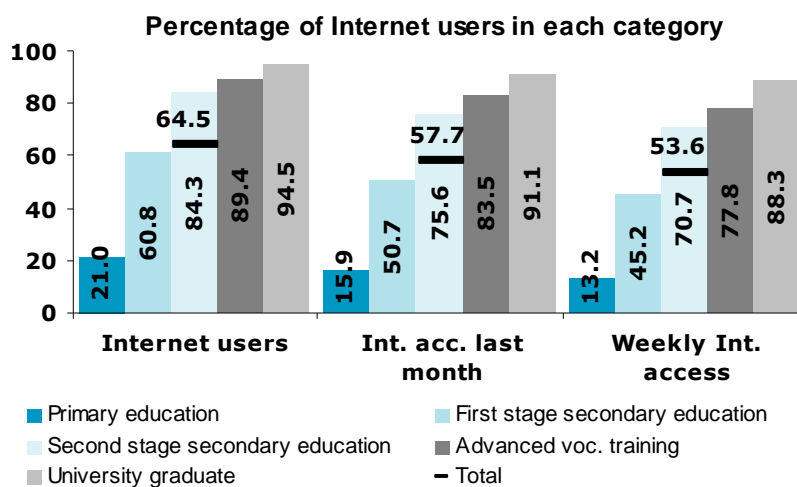
A total of 30% of people who run households have accessed the Internet at some time and 15% access the Internet every week. With regard to pensioners, there is a five percentage point difference between those who accessed the Internet at some time (19.9%) and those who connect every week (14.6%) so it can be assumed that the large majority of pensioners who are Internet users use the Internet relatively intensively, in the sense that they connect more regularly.

5.4. Level of education

The level of completed education, like age, is a determining factor when it comes to Internet use. There are more Internet users among people with higher levels of education, specifically university studies, advanced vocational training and second stage of secondary education

Three out of four people who have completed the second stage of secondary education had connected to the Internet in the last month, while among those with university level education this figure rises to nine out of ten. Weekly access is more intensive among people who have completed the second stage of secondary education, advanced vocational training and university studies.

Figure 8: Use of Internet by level of education (%). 2009



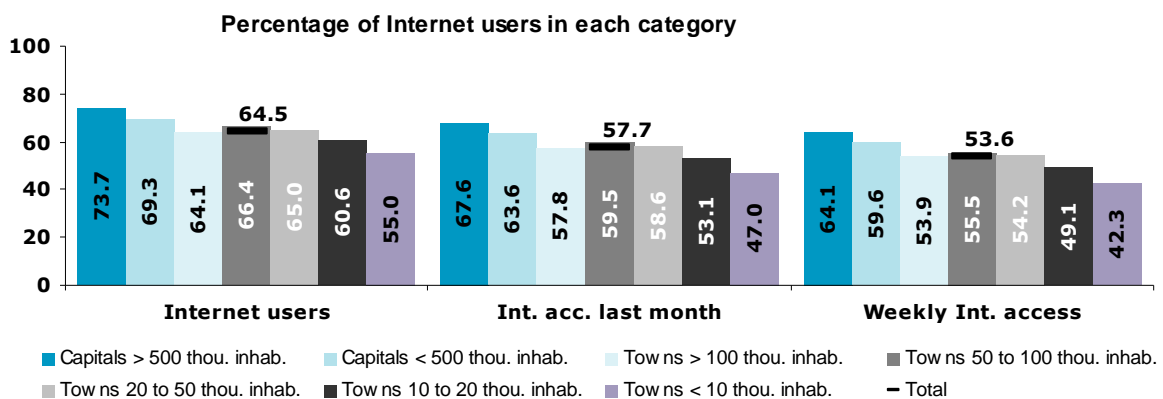
Source: Spanish National Institute for Statistics (INE)

The study shows that people who have completed the first stage of secondary education are the group furthest removed from the Internet, with the percentage of Internet users from this group dropping as the frequency of use increases. That is, the percentage of Internet users from this group who have connected at some time is 60% while the figure for those who access the Internet weekly is 15 percentage points lower, at 45%.

5.5. Habitat

The size of place of residence is not a determining factor with regard to Internet use. Marked differences are only found between the extremes, between large capitals with more than 500 thousand inhabitants and small towns with less than 10 thousand, with higher connection percentages in the large capitals.

Figure 9: Internet use by size of habitat (%). 2009



Source: Spanish National Institute for Statistics (INE)

Almost three quarters of inhabitants of large capitals have connected to the Internet at some time compared to 55% of people living in small towns, which constitutes a difference of 20 percentage points between the two groups. This difference remains the same in relation to Internet users who accessed the Internet in the last month and those who connect weekly.

It is in the smallest towns, with between 10 and 20 thousand inhabitants and those with less than 10 thousand, where the percentage of Internet users is most strikingly low with regard to frequency of use.

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

This section offers a comparative analysis of the population profiles of people who access the Internet at some time, those who connected to the Internet in the last month and those who connect weekly. The three profiles are compared to each other and to the total population (between 16 and 74) according to the different socio-demographic variables: sex, age, employment situation, level of education and size of habitat.

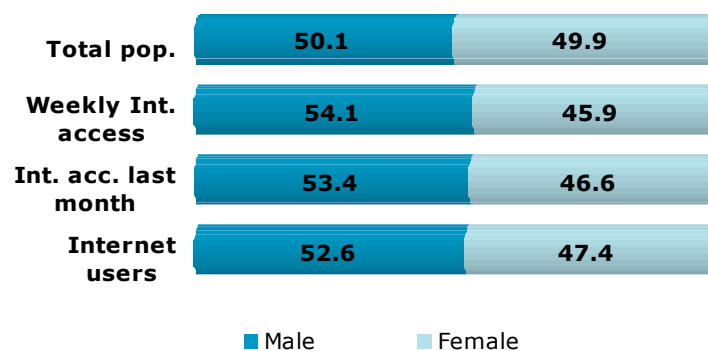
It should be noted that there are clear differences between the population profile and the Internet user profile, mainly in variables such as age and level of education, the most important determining factors. The discrepancies between the Internet user group and the total population are smaller in relation to employment situation, sex and size of habitat.

The differences between the three types of Internet users included here are not significant for any of the socio-demographic variables studied.

6.1. Gender

Gender related differences can be seen between the total population and the three Internet user populations analysed (total Internet users, Internet users who accessed the Internet in the last month and those who access it weekly). Considering greater frequency of Internet access, the gap between the percentages for men and women becomes greater.

Figure 10: Distribution of Internet users and total population by gender (% of individuals). 2009



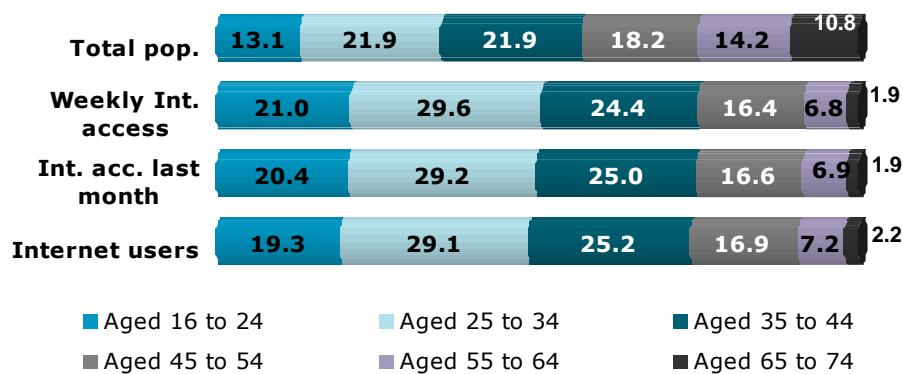
Source: Spanish National Institute for Statistics (INE)

While among the total population the percentage of men stands at around 50.1%, among Internet users who access the Internet weekly, this percentage rises to 54.1%. When considering those who accessed Internet in the last month, the percentage falls slightly to 53.4%.

6.2. Age

In the analysis by age, it is clear that the Internet user population is substantially younger than the total population. A total of 35% of the population is aged between 16 and 34 while among Internet users the percentage within this age bracket is around 50% both for those who connected in the last month and those who connect every week.

Figure 11: Distribution of Internet users and total population by age (% of individuals). 2009



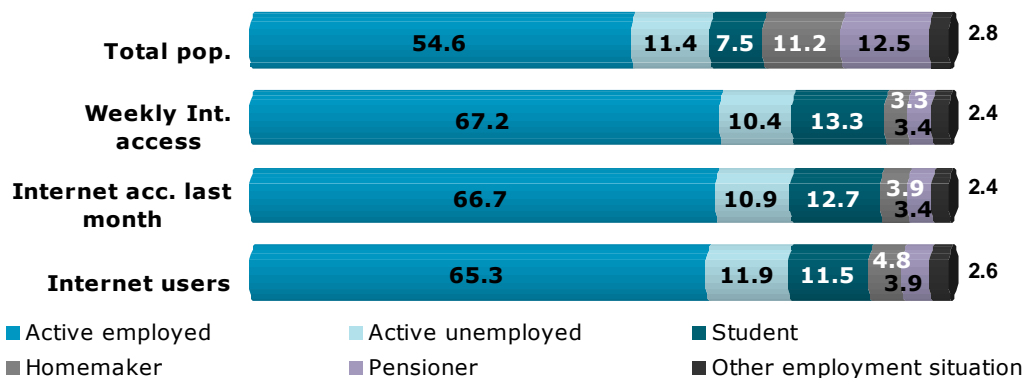
Source: Spanish National Institute for Statistics (INE)

There are no significant age related differences between the profiles of the three types of Internet user considered here.

6.3. Employment situation

Analysis of the employment situation suggests that there are more of the employed active population and students within the Internet user profile than in the total population profile.

Figure 12: Distribution of Internet users and total population by employment situation (% of individuals). 2009



Source: Spanish National Institute for Statistics (INE)

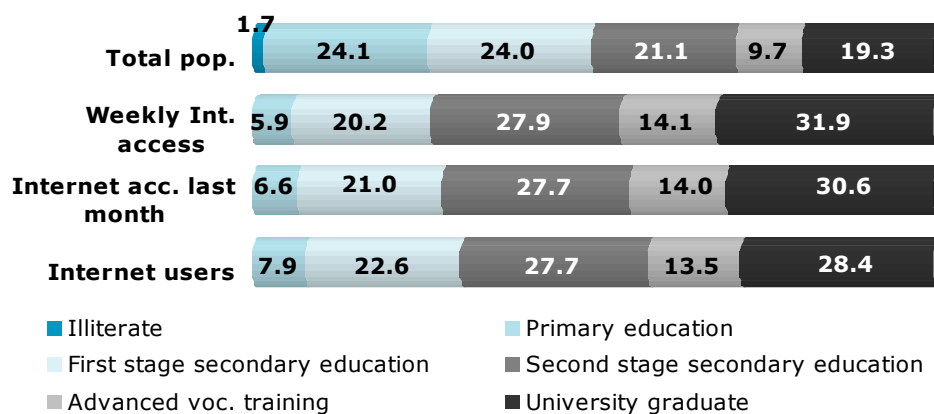
Thus, 54.6% of the total population is made up of employed active population, while among Internet users this percentage is between 65.3% for those who have accessed the Internet at some time and 67.2% for those who connect every week.

Students account for 7.5% of the total population, figure that almost doubles in the case of student Internet users who access the Internet weekly (13.3%).

6.4. Level of education

The Internet user population has a higher level of education, as 60% of those who access the Internet every week have university or second stage of secondary education studies, compared to 40% amount the total population.

Figure 13: Distribution of Internet users and total population by level of education (% of individuals). 2009



Source: Spanish National Institute for Statistics (INE)

A total of 28% of Internet users have completed second stage secondary education and around 30% are university graduates. Among the total population aged 16 to 74, the figures in both cases stand at around 20%.

6.5. Habitat

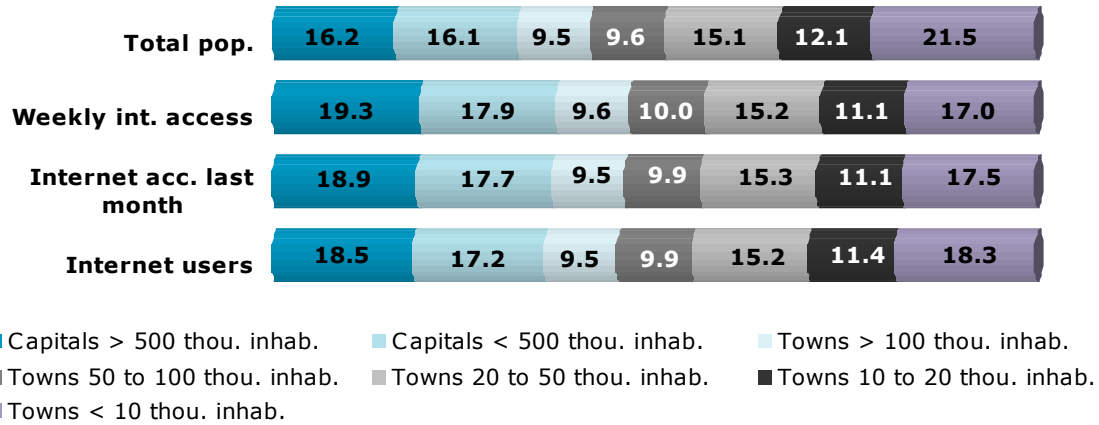
The comparative study of the population and Internet user profiles in relation to size of town of residence shows slight differences between the capitals and towns with less than 10 thousand inhabitants.

Among the population as a whole, 32% live in capitals, figure that rises 5 percentage points to 37% when it comes to weekly access Internet users.

On the other hand, 21.5% of the population between the ages of 16 and 74 live in towns with less than 10 thousand inhabitants, while among Internet users who connect weekly, this figure falls to 17%.

The differences between the three types of Internet user considered according to Internet use are negligible.

Figure 14: Distribution of Internet users and total population aged 16-74 by habitat size (% of individuals). 2009

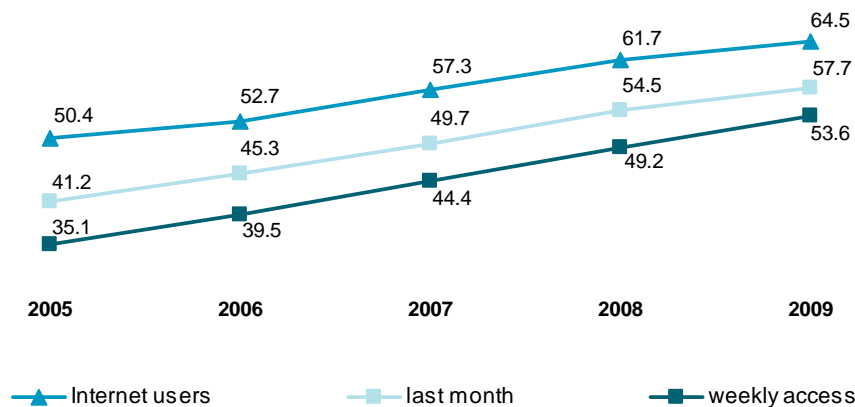


Source: Spanish National Institute for Statistics (INE)

7. EVOLUTION OF USE AND PROFILE OF THE INTERNET USER

In 2009 there was once again an increase in the number of individuals aged 16 to 74 who had accessed the Internet. The percentage of individuals who had accessed the Internet at some time (the "internet user" in this study) grew by 2.8 percentage points. There were also positive variations in the percentages among the higher frequency Internet users, with an increase of 3.2 percentage points in those who accessed the Internet in the last month and 4.5 percentage points in those who accessed the Internet weekly or daily.

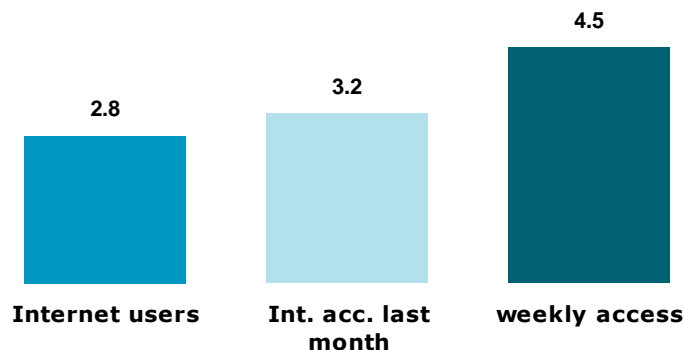
Figure 15: Evolution of Internet use in the total population aged 16-74 (% of individuals)



Source: Spanish National Institute for Statistics (INE)

Thus, according to the figures, 64.5% of Spanish individuals aged 16 to 74 have used the Internet at some time, 57.7% accessed the Internet in the last month and 53.6% of individuals access the Internet weekly or daily.

Figure 16: Increase in Internet use in total population (percentage points). 2009 vs. 2008

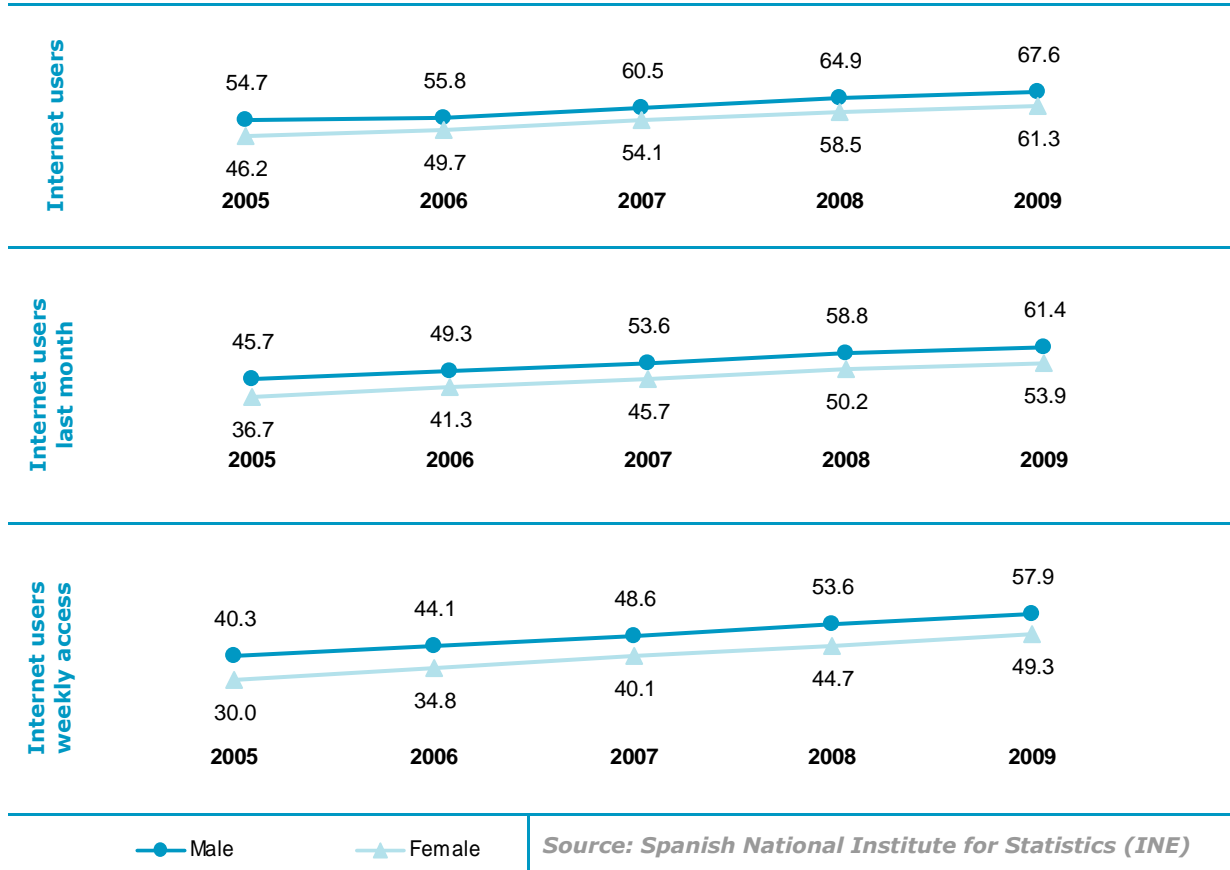


Source: Spanish National Institute for Statistics (INE)

7.1. Evolution of use by gender

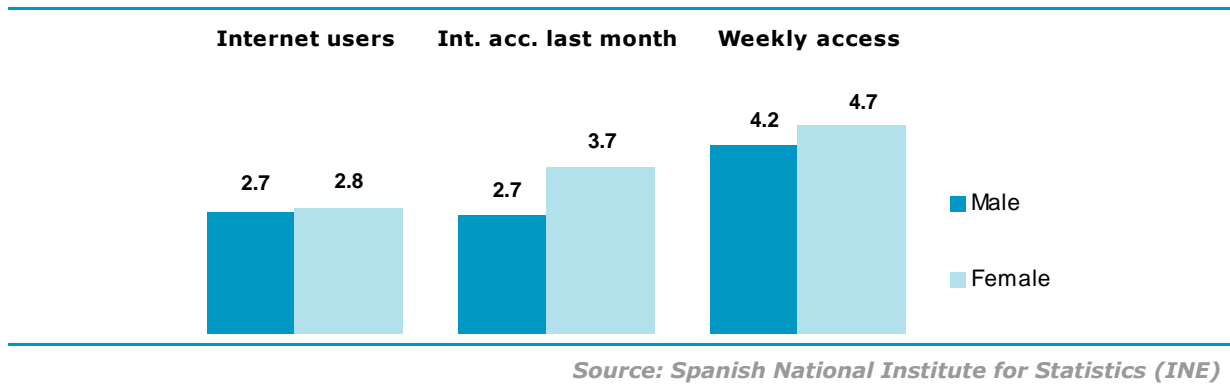
In 2009 six out of ten men (61.4%) had used the Internet in the previous month compared to 53.9% of women and 57.9% of men compared to half of all women (49.3%) used the Internet weekly or daily.

Figure 17: Evolution of Internet use in the population aged 16-74 by gender (% of individuals)



The interannual increase in the percentage of men and women who have accessed the Internet at some time is more than 4 percentage points in both cases. With regard to monthly access, there has been a greater increase among men than among women with figures of 3.7 percentage points and 2.7 percentage points, respectively.

Figure 18: Increases in Internet use by gender (percentage points). 2009 vs. 2008



7.2. Evolution of use by age

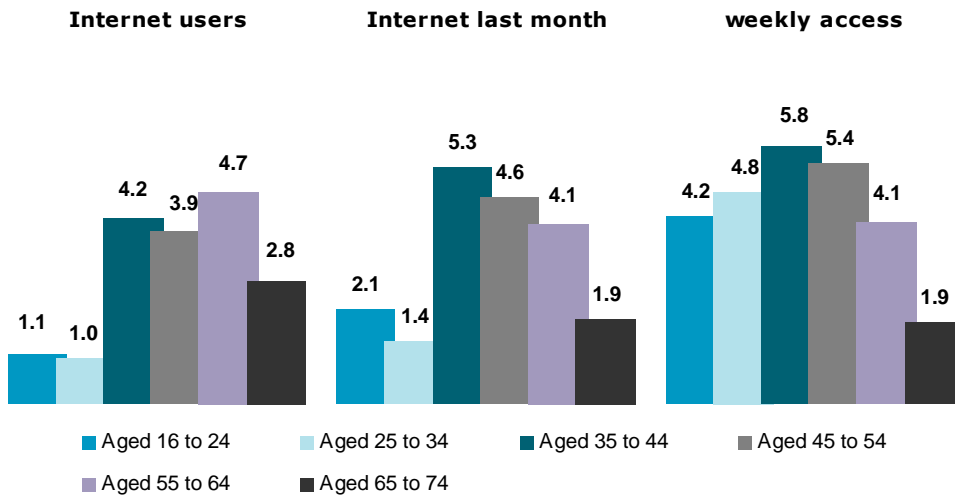
In 2009, nine out of ten individuals aged 16 to 24 had used the Internet in the last month although they were not the age group that experienced the biggest interannual increase (2.1 percentage points).

Figure 19: Evolution of Internet use in the population aged 16-74 by age (% of individuals)



In 2009, thanks to an interannual increase of 5.8 percentage points, six out of ten individuals aged 35 to 44 used the Internet weekly or daily. This age group also experienced the biggest interannual increase with regard to frequency of use in the last month, with 5.3 percentage points.

Figure 20: Increases in Internet use by age (percentage points). 2009 vs. 2008

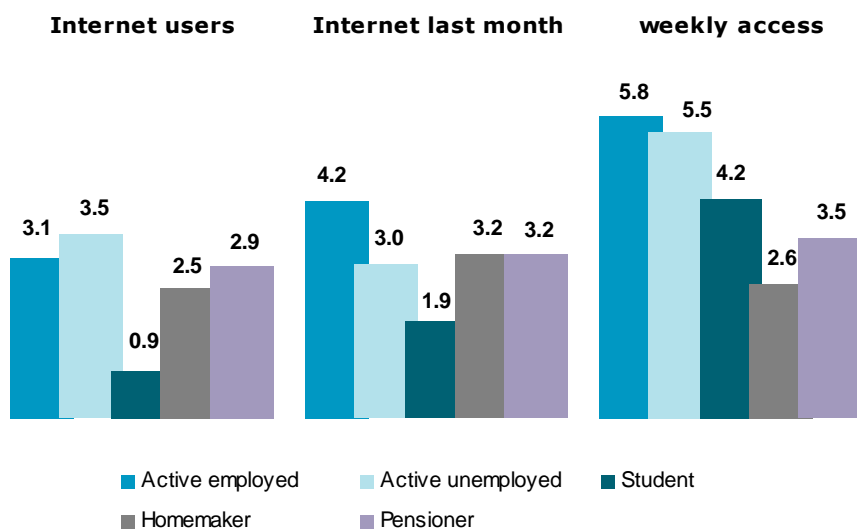


Source: Spanish National Institute for Statistics (INE)

7.3. Evolution of use by employment situation

With regard to employment situation, the employed active population is the group that experienced the biggest interannual increase among the more frequent Internet usage groups, with an increase of 4.2 percentage points in the number of Internet users who had accessed the Internet in the last month and 5.8 percentage points in the number of individuals who access the Internet weekly.

Figure 21: Increases in Internet use by employment situation (p.p.). 2009 vs. 2008



Source: Spanish National Institute for Statistics (INE)

Figure22: Evolution of Internet use in the population aged 16-74 by employment situation (% of individuals)



The interannual increase of 5.5 percentage points means that practically half of the unemployed active population uses the Internet weekly. Likewise, in 2009, as in 2006, 2007 and 2008, the largest increases in the total number of Internet users were to be found among this group, the unemployed active population.

Lastly, it is worth noting is that almost all students (99%) have accessed the Internet at some time.

7.4. Evolution of use by level of education

The highest percentages of Internet access on at least one occasion are among people with university education, at 95%, and individuals with advanced vocational training, at 89.4%.

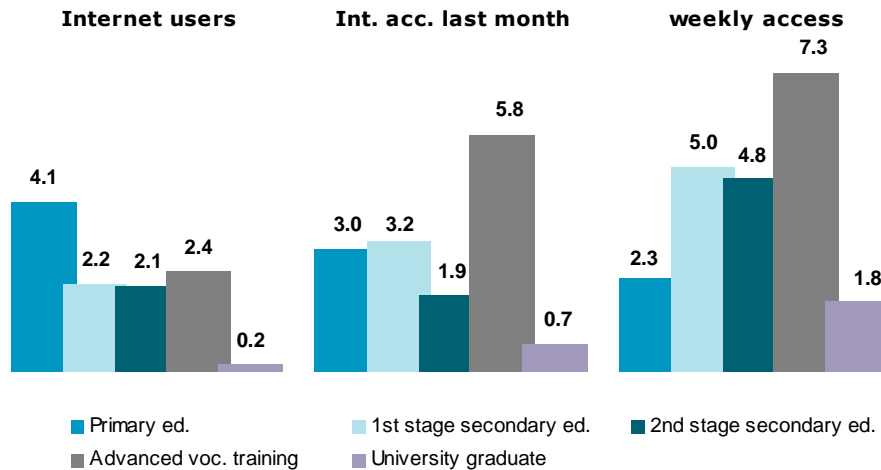
Figure23: Evolution of Internet use in the population aged 16-74 by level of education (% of individuals)



People with advanced vocational training experienced noteworthy increases both in Internet access in the last month, with an interannual increase of 5.8 percentage points, and in weekly access, with 7.3 percentage points more than the previous year.

Among those who had used the Internet at some time, individuals with primary education are the group with the largest interannual increase (4.1 percentage points).

Figure 24: Increases in Internet use by level of education (p.p.). 2009 vs. 2008



Source: Spanish National Institute for Statistics (INE)

7.5. Evolution of use by habitat size

In 2009, the small towns with between 10 and 20 thousand inhabitants experience, to a greater extent, a percentage rise both in the number of people who had used the Internet in the last month and those who had accessed in the last week. In both cases the increase was around 5 percentage points.

In the province capitals these percentages also increased, although to a lesser degree. The percentage of Internet users who accessed the Internet in the last month rose by 3.6 percentage points and the number of users who access the Internet weekly rose by close to 5 percentage points.

Looking at the longer term evolution, in the last five years there has been an interannual growth of 4 percentage points among people who used the Internet in the last month and 5 percentage points among those who access the Internet weekly. The growth trends by size of town are slightly less marked in the larger towns.

Figure 25: Evolution of Internet use in the population aged 16-74 by habitat (% of individuals)

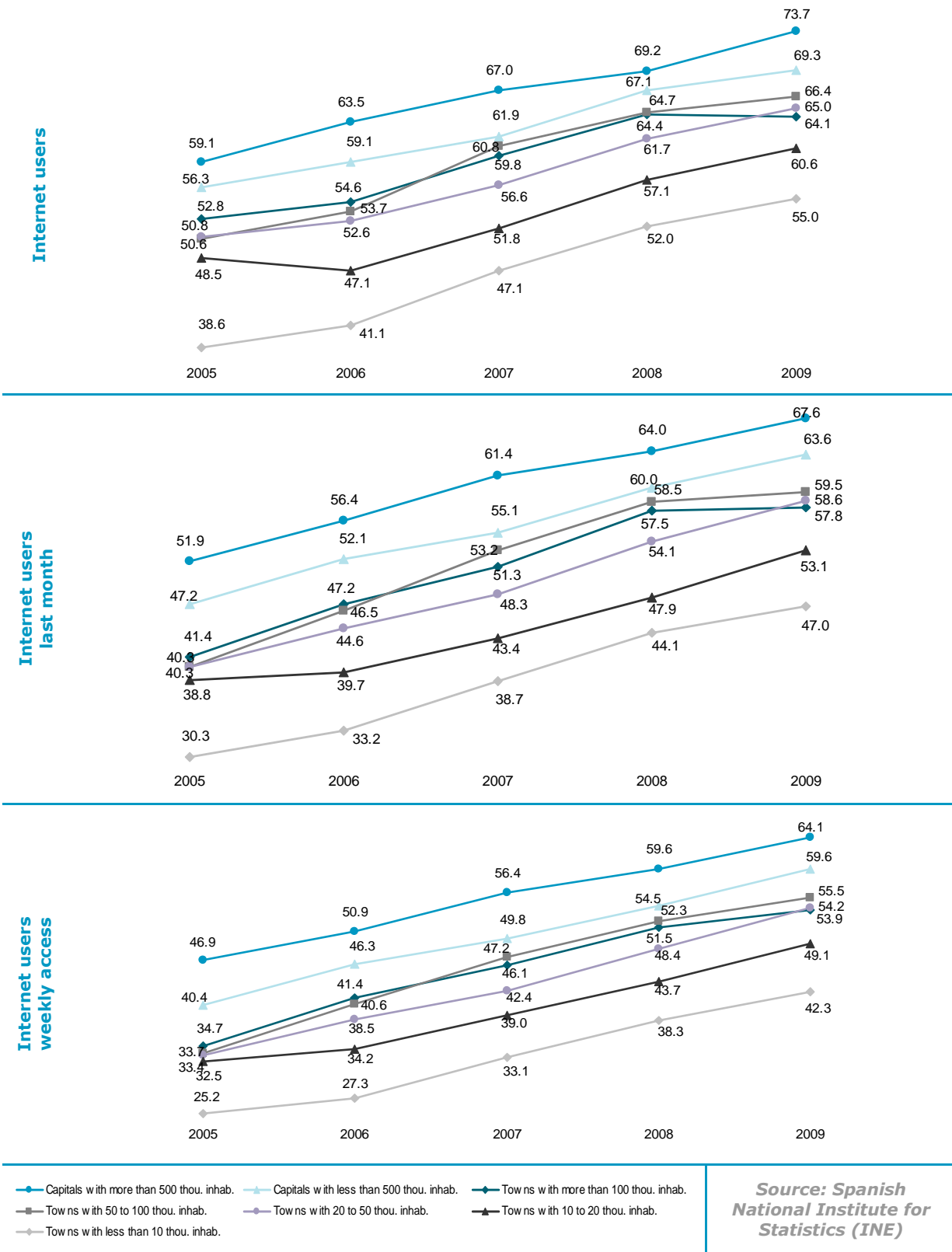
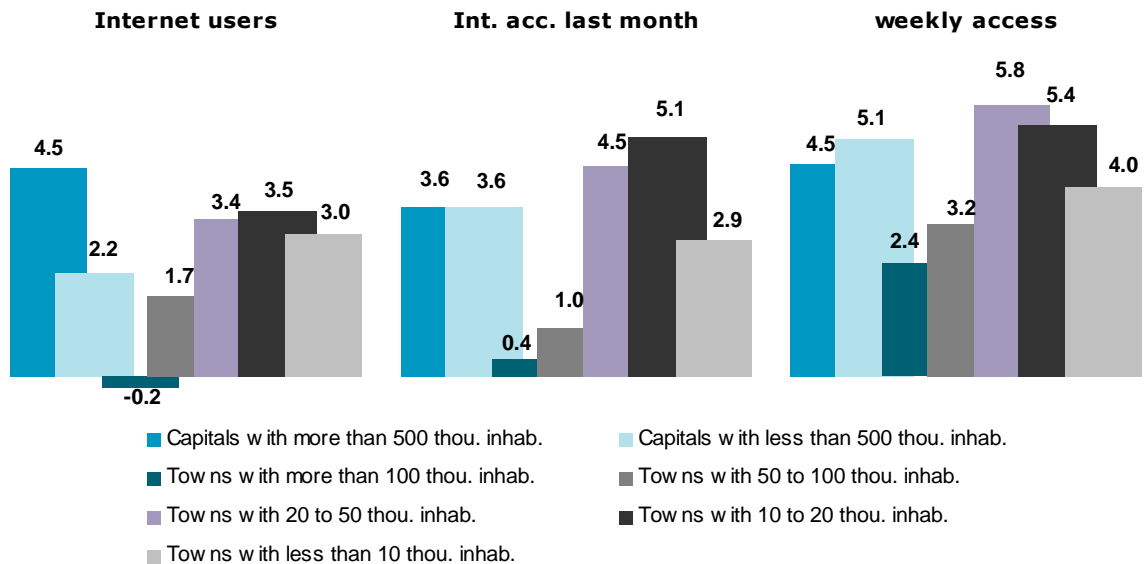


Figure 26: Increases in Internet use by habitat (percentage points). 2009 vs. 2008



Source: Spanish National Institute for Statistics (INE)

7.6. Evolution of the Internet user profile

As in previous years, the increase in Internet use among the population brings the Internet user profile closer to the population profile. In this sense, the evolution of both profiles in the last year needs to be analysed jointly, as some population changes are reflected in the Internet user population.

At a general level, the most significant change in the last year has been in relation to the population's employment situation. While in 2008 the percentage of the employed active population stood at 59.6%, in 2009, this figure fell by 5 percentage points, swelling the percentage of the unemployed active population to 11.4%. This scenario is likewise reflected in the Internet user population that accessed the Internet in the last month; while in 2008 the percentage of the employed active population that had accessed the Internet in the last month stood at 72.5%, in 2009 this fell to 66.7%. The percentages were similar for those who access the Internet weekly. It could be concluded that, although a part of the Internet user population that had been in employment is currently unemployed, this has not led them to stop using the Internet.

On the other hand, there has been a change in the Internet user population that does not correspond to any changes in the population as a whole, but rather is an adjustment of the Internet user profile to fit that of the population. This adjustment responds to the reduction in differences due to age. In 2008, 52% of Internet users were aged between 16 and 34 while one year later this figure was down by 2.5 percentage points, the main repercussion can be seen in the 45 to 54 age group, which now accounts for almost 17% of the Internet user population.

In terms of size of habitat, geographical differences are slightly lower. The percentage of Internet users who live in towns with less than 50 thousand inhabitants has reached almost 45%, one percentage point more than a year earlier.

As regards level of education, the percentage of Internet users with primary education has increased (1.3 percentage points) to the detriment of those with secondary education (1.7 percentage points). If we consider the most intensive Internet users, those who access the Internet weekly, there has been an increase among those who have completed advanced vocational training (0.8 percentage points) with a reduction both in those with university education and those with secondary education (0.7 percentage points in both cases).

With regard to the gender of Internet users, the differences between the sexes are slowly being reduced, with an increase in the proportion of women to men. This reduction in differences due to gender is more marked among Internet users who use the Internet intensively: 1.4 percentage points among Internet users who accessed the Internet in the last month and 1.1 percentage points among those who access the Internet weekly.

8. APPENDIX

INTERNET USE BY SOCIO-DEMOGRAPHIC SEGMENTS

% of individuals		Internet users			Int. user in last month			Weekly Internet users	
		2007	2008	2009	2007	2008	2009	2007	2008
Sex	Male	60.5	64.9	67.6	53.6	58.8	61.4	48.6	53.6
	Female	54.1	58.5	61.3	45.7	50.2	53.9	40.1	44.7
Age	Aged 16 to 24	91.6	94.1	95.2	83.6	88.0	90.1	76.9	81.8
	Aged 25 to 34	80.2	84.7	85.7	68.9	75.7	77.1	61.3	67.6
	Aged 35 to 44	63.4	70.2	74.3	54.6	60.6	65.9	47.8	54.0
	Aged 45 to 54	50.9	56.1	60.0	43.5	48.1	52.7	38.4	43.1
	Aged 55 to 64	24.4	28.1	32.9	20.2	23.8	27.9	18.3	21.5
	Aged 65 to 74	7.9	10.6	13.4	5.9	8.3	10.2	5.2	7.4
Employment situation	Active employed	70.0	74.0	77.1	61.5	66.3	70.4	55.1	60.2
	Active unemployed	57.1	63.9	67.4	47.0	52.2	55.1	39.3	43.4
	Student	98.4	98.1	99.0	94.7	95.9	97.8	88.6	91.1
	Homemaker	22.4	24.8	27.4	15.2	17.0	20.2	11.8	13.0
	Pensioner	12.1	16.9	19.9	8.7	12.7	15.8	7.8	11.2
	Other employment situation	49.5	48.5	61.3	36.0	41.9	50.1	31.5	36.8
	Total	57.3	61.7	64.5	49.7	54.5	57.7	44.4	49.2
Level of education	Illiterate	0.4	0.4	1.2	0.4	0.4	0.6	0.0	0.0
	Primary education	14.2	16.9	21.0	10.1	12.8	15.9	7.8	10.9
	1st stage secondary ed.	52.2	58.7	60.8	40.6	47.5	50.7	33.8	40.2
	2nd stage secondary ed.	78.1	82.3	84.3	68.0	73.8	75.6	60.4	66.0
	Advanced voc. training	83.3	86.9	89.4	73.8	77.6	83.5	65.7	70.5
	University graduate	92.0	94.4	94.5	87.7	90.5	91.1	83.4	86.5
	Cannot be coded	18.2	47.8	11.5	18.2	47.8	11.5	18.2	31.1
Habitat size	Capitals > 500 thou. inhab.	67.0	69.2	73.7	61.4	64.0	67.6	56.4	59.6
	Capitals < 500 thou. inhab.	61.9	67.1	69.3	55.1	60.0	63.6	49.8	54.5
	Towns > 100 thou. inhab.	59.8	64.4	64.1	51.3	57.5	57.8	46.1	51.5
	Towns 50 to 100 thou. inhab.	60.8	64.7	66.4	53.2	58.5	59.5	47.2	52.3
	Towns 20 to 50 thou. inhab.	56.6	61.7	65.0	48.3	54.1	58.6	42.4	48.4
	Towns 10 to 20 thou. inhab.	51.8	57.1	60.6	43.4	47.9	53.1	39.0	43.7
	Towns < 10 thou. inhab.	47.1	52.0	55.0	38.7	44.1	47.0	33.1	38.3
Total indiv. (aged 16 to 74)	57.3	61.7	64.5	49.7	54.5	57.7	44.4	49.2	

SOCIO-DEMOGRAPHIC PROFILE

% of individuals		Internet users			Int. user in last month			Weekly Internet users		
		2007	2008	2009	2007	2008	2009	2007	2008	2009
Sex	Male	52.9	52.7	52.6	54.1	54.1	53.4	54.9	54.7	54.1
	Female	47.1	47.3	47.4	45.9	45.9	46.6	45.1	45.3	45.9
Age	Aged 16 to 24	21.9	20.3	19.3	23.0	21.5	20.4	23.7	22.2	21.0
	Aged 25 to 34	31.4	30.5	29.1	31.1	30.8	29.2	31.0	30.5	29.6
	Aged 35 to 44	23.7	24.7	25.2	23.6	24.1	25.0	23.1	23.8	24.4
	Aged 45 to 54	15.6	16.2	16.9	15.3	15.8	16.6	15.1	15.7	16.4
	Aged 55 to 64	5.9	6.4	7.2	5.7	6.2	6.9	5.8	6.2	6.8
	Aged 65 to 74	1.5	1.9	2.2	1.3	1.6	1.9	1.3	1.6	1.9
Employment situation	Active employed	72.6	71.6	65.3	73.5	72.5	66.7	73.7	73.0	67.2
	Active unemployed	5.5	6.7	11.9	5.3	6.2	10.9	4.9	5.7	10.4
	Student	11.9	11.6	11.5	13.2	12.8	12.7	13.8	13.5	13.3
	Homemaker	5.0	4.9	4.8	3.9	3.8	3.9	3.4	3.2	3.3
	Pensioner	2.7	3.3	3.9	2.2	2.8	3.4	2.2	2.7	3.4
	Other employment situation	2.3	2.0	2.6	1.9	1.9	2.4	1.9	1.9	2.4
	Total	57.3	61.7	64.5	49.7	54.5	57.7	44.4	49.2	
Level of education	Illiterate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Primary education	6.3	6.6	7.9	5.1	5.7	6.6	4.5	5.3	5.9
	1st stage secondary ed.	21.6	24.3	22.6	19.4	22.2	21.0	18.1	20.9	20.2
	2nd stage secondary ed.	28.9	27.7	27.7	29.0	28.1	27.7	28.8	27.9	27.9
	Advanced voc. training	13.3	13.1	13.5	13.6	13.2	14.0	13.6	13.3	14.1
	University graduate	29.9	28.3	28.4	32.9	30.7	30.6	35.0	32.6	31.9
	Cannot be coded	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Habitat size	Capitals > 500 thou. inhab.	19.5	18.1	18.5	20.5	18.9	18.9	21.1	19.5	19.3
	Capitals < 500 thou. inhab.	17.6	17.7	17.2	18.0	17.9	17.7	18.3	18.0	17.9
	Towns > 100 thou. inhab.	10.1	10.1	9.5	10.0	10.2	9.5	10.1	10.1	9.6
	Towns 50 to 100 thou. inhab.	10.1	10.0	9.9	10.2	10.3	9.9	10.1	10.2	10.0
	Towns 20 to 50 thou. inhab.	14.5	15.0	15.2	14.3	14.9	15.3	14.0	14.8	15.2
	Towns 10 to 20 thou. inhab.	10.7	11.2	11.4	10.3	10.7	11.1	10.4	10.8	11.1
	Towns < 10 thou. inhab.	17.6	17.9	18.3	16.7	17.2	17.5	16.0	16.6	17.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

POPULATION AGED 16 TO 74 AND INTERNET USE IN ABSOLUTE FIGURES

% of individuals		Internet users			Int. user in last month			Weekly Internet users		
		2007	2008	2009	2007	2008	2009	2007	2008	2009
Sex	Male	10,247,449	11,217,041	11,745,686	9,081,230	10,164,549	10,677,759	8,232,370	9,275,651	10,058,937
	Female	9,113,772	10,064,115	10,602,831	7,711,924	8,638,946	9,326,787	6,759,850	7,682,439	8,526,070
Age	Aged 16 to 24	4,232,921	4,327,047	4,316,220	3,865,336	4,046,428	4,084,916	3,552,551	3,764,528	3,901,644
	Aged 25 to 34	6,075,818	6,485,310	6,504,312	5,220,337	5,793,474	5,850,144	4,643,612	5,179,037	5,494,370
	Aged 35 to 44	4,597,624	5,248,860	5,634,075	3,960,789	4,533,965	4,997,071	3,466,819	4,039,377	4,531,012
	Aged 45 to 54	3,011,583	3,457,394	3,775,662	2,573,200	2,962,537	3,317,310	2,271,135	2,654,150	3,051,783
	Aged 55 to 64	1,149,828	1,365,057	1,617,232	954,504	1,157,702	1,373,389	864,860	1,043,087	1,258,720
	Aged 65 to 74	293,448	397,488	501,017	218,987	309,388	381,716	193,245	277,912	347,477
Employment situation	Active employed	14,059,349	15,231,604	14,602,168	12,342,164	13,632,668	13,339,908	11,055,392	12,377,622	12,495,162
	Active unemployed	1,072,113	1,420,452	2,656,450	881,931	1,160,380	2,173,181	737,751	966,322	1,926,044
	Student	2,301,543	2,469,245	2,571,005	2,213,507	2,413,414	2,538,180	2,070,907	2,292,630	2,474,417
	Homemaker	963,329	1,040,128	1,066,566	656,220	711,232	785,523	507,938	542,156	605,963
	Pensioner	518,396	699,999	862,017	374,784	523,319	686,050	335,661	460,781	633,561
	Other employment situation	446,491	419,727	590,311	324,548	362,481	481,704	284,572	318,580	449,860
Level of education	Illiterate	2,791	2,259	7,114	2,791	2,259	3,782	0	0	1,533
	Primary education	1,213,945	1,399,809	1,756,774	861,266	1,064,347	1,325,686	669,427	901,399	1,099,665
	1st stage secondary ed.	4,187,096	5,165,494	5,054,266	3,252,155	4,179,493	4,210,863	2,710,375	3,538,324	3,756,318
	2nd stage secondary ed.	5,586,190	5,895,045	6,182,402	4,867,639	5,285,801	5,542,489	4,324,919	4,728,390	5,185,246
	Advanced voc. training	2,582,492	2,786,884	3,006,493	2,289,569	2,488,955	2,807,303	2,038,303	2,260,691	2,617,990
	University graduate	5,786,428	6,019,464	6,339,653	5,517,455	5,770,439	6,112,608	5,246,918	5,521,354	5,922,440
	Cannot be coded	2,279	12,200	1,815	2,279	12,200	1,815	2,279	7,932	1,815
Habitat size	Capitals > 500 thou. inhab.	3,766,671	3,847,114	4,129,062	3,450,324	3,558,417	3,790,117	3,168,507	3,313,659	3,594,373
	Capitals < 500 thou. inhab.	3,407,678	3,758,899	3,855,085	3,030,490	3,363,053	3,541,575	2,743,096	3,054,765	3,318,072
	Towns > 100 thou. inhab.	1,959,645	2,145,856	2,115,726	1,680,944	1,914,874	1,906,927	1,509,790	1,714,877	1,777,417
	Towns 50 to 100 thou. inhab.	1,955,570	2,136,611	2,215,951	1,708,756	1,932,041	1,986,241	1,516,026	1,728,456	1,854,000
	Towns 20 to 50 thou. inhab.	2,802,905	3,185,897	3,399,822	2,393,052	2,793,200	3,061,330	2,101,678	2,501,728	2,833,205
	Towns 10 to 20 thou. inhab.	2,063,464	2,388,235	2,539,039	1,729,342	2,005,157	2,223,185	1,556,711	1,828,970	2,055,898
	Towns < 10 thou. inhab.	3,405,289	3,818,544	4,093,832	2,800,246	3,236,753	3,495,171	2,396,413	2,815,637	3,152,040
Total indiv. (aged 16 to 74)		19,361,221	21,281,156	22,348,517	16,793,154	18,803,495	20,004,546	14,992,221	16,958,090	18,585,006

% of individuals		Total population (aged 16 to 74)		
		2007	2008	2009
Sex	Male	16,937,038	17,294,420	17,380,209
	Female	16,859,364	17,203,526	17,288,169
Age	Aged 16 to 24	4,621,118	4,600,582	4,535,457
	Aged 25 to 34	7,579,306	7,658,076	7,590,154
	Aged 35 to 44	7,250,038	7,481,103	7,581,371
	Aged 45 to 54	5,918,212	6,164,279	6,297,064
	Aged 55 to 64	4,721,197	4,856,360	4,922,425
	Aged 65 to 74	3,706,531	3,737,546	3,741,907
Employment situation	Active employed	20,072,000	20,573,846	18,936,760
	Active unemployed	1,876,641	2,224,599	3,941,882
	Student	2,337,969	2,516,437	2,596,156
	Homemaker	4,308,192	4,185,885	3,896,104
	Pensioner	4,299,319	4,132,115	4,335,086
	Other employment situation	902,281	865,064	962,392
Level of education	Illiterate	681,820	625,267	588,052
	Primary education	8,540,173	8,292,081	8,358,116
	1st stage secondary ed.	8,015,804	8,803,303	8,306,486
	2nd stage secondary ed.	7,155,669	7,166,642	7,329,613
	Advanced voc. training	3,101,663	3,205,613	3,363,472
	University graduate	6,288,746	6,379,516	6,706,824
	Cannot be coded	12,529	25,525	15,814
Habitat size	Capitals > 500 thou. inhab.	5,619,708	5,560,411	5,606,153
	Capitals < 500 thou. inhab.	5,504,445	5,604,957	5,566,760
	Towns > 100 thou. inhab.	3,278,291	3,332,580	3,298,170
	Towns 50 to 100 thou. inhab.	3,214,125	3,304,011	3,337,669
	Towns 20 to 50 thou. inhab.	4,955,676	5,166,454	5,227,772
	Towns 10 to 20 thou. inhab.	3,987,113	4,183,362	4,188,965
	Towns < 10 thou. inhab.	7,237,043	7,346,171	7,442,888
Total indiv. (aged 16 to 74)		33,796,402	34,497,946	34,668,378