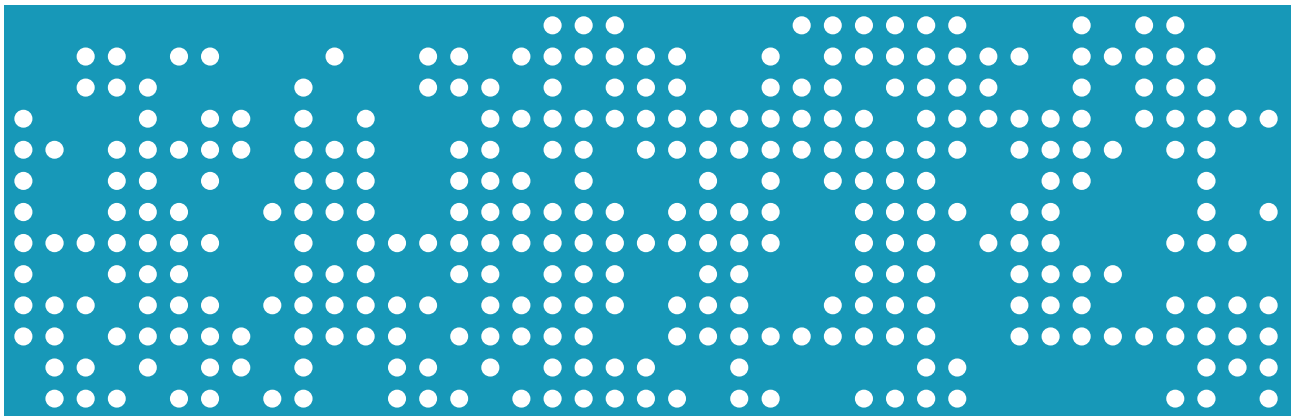


## Socio-Demographic Profile of Internet Users Analysis of INE 2010 Data



January 2011

The study entitled "Socio-Demographic Profile of Internet Users, Analysis of INE (Spanish National Statistics Institute) 2010 Data" has been produced by the ONTSI (Spanish Observatory for Telecommunications and the Information Society) Study Team:

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## 1. HIGHLIGHTS

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In 2010, there were more than 26 million Internet users among the population aged 10 and over, which represents a year-on-year increase of 5.9%. Taking into consideration only the population aged between 16 and 74, the percentage of Internet users reaches 68.5% of the total population with almost 23.7 million, which represents an increase of 6% in the last year.

Besides the increase in the number of persons who have accessed the Internet at some time, we observe an increase in use evidenced by a greater frequency of access. 62.5% of the population used the Internet in the last month (21.6 million) and 58.4% do so weekly (20.2 million).

The age and level of education are the most discriminatory variables in user profile determination. Among all Internet users, young people with high level of education account for the highest percentages. The multivariate analysis reflects that the highest percentages are found in:

- Women aged 25 to 34 years, who have completed their university studies.
- Young students aged 16 to 24 who have completed the first stage of secondary education.

Within the segment of users that connect to the Internet weekly, the most relevant variables are level of education and employment situation. Age is not a determinant variable here, since the basis used for this segment is users who accessed the Internet in the last 3 months, the majority of whom are young people. There are two profiles with percentages close to 100%:

- Students who have completed the second stage of secondary education.
- Men with university level education who are students, employees or freelancers.

These are the main highlights in terms of evolution of the users who have accessed the Internet at some time over the last 5 years:

- Of the three groups studied, the highest percentage increase over the last five years was recorded by the most regular Internet users (those who access weekly), going from 35.1% to 58.4%, which represents a growth of 23.3 percentage points.
- University graduates, students and young people (aged from 16 to 24) account for high percentages of Internet use and record small increases, since they are close to 100% (roof effect).
- Of those who have accessed the Web at some time, the group composed of individuals who have completed the first stage of secondary education records the greatest increase -29.1 percentage points- over the last five years.
- The age groups of 35-44 and 45-54 also record important growth over the last five years, of 25.7 and 26.4 percentage points respectively, which means a penetration of 81.2% and 64.2% for each of them.



- Lastly, groups such as individuals aged over 55, those with primary education, and homemakers and pensioners, have a low percentage of Internet users and growth rates below the average.

## 2. INTRODUCTION

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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 2010" (ICT-H 2010).

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 2010, and their evolution over the last five years. In contrast, the study universe of the initial analysis included individuals aged 10 and over, and the analysis period was the last three years.

The analysis presented in this report has been carried out based on the definition of three types of Internet users. In the first case, 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 (socio-demographic composition of each type of user), comparing it to the typical distribution of the Spanish population as a whole.

Additionally, a decision tree analysis has been carried out to obtain the socio-demographic profiles with the highest percentages of Internet users, users who have accessed the Internet during the previous month, and users who access weekly. This type of analysis creates a classification model (decision tree) through successive chi-square contrasts, to study the independence of the variables and determine which are the most relevant in order to group individuals into profiles.

As mentioned above, the primary data, which corresponds to the "Survey of Equipment and Use of Information and Communication Technologies in Households 2010" (ICT-H 2009) drawn up by the Spanish National Statistics Institute, have been processed and analysed by the Studies and Forecasts Area of the Spanish Observatory for Telecommunications and the Information Society. 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 sample size of the ITC-H 2010 survey for individuals aged 16 or over was 19,384 individuals, to which a sample of 3,122 individuals aged between 10 and 15 was added, which adds up to 22,506 individuals aged 10 and over. However, for the purposes of this report, which mainly considered the population aged between 16 and 74, the sample size was reduced to 16,344 individuals. Further information on the survey methodology can be obtained at <http://www.ine.es>.

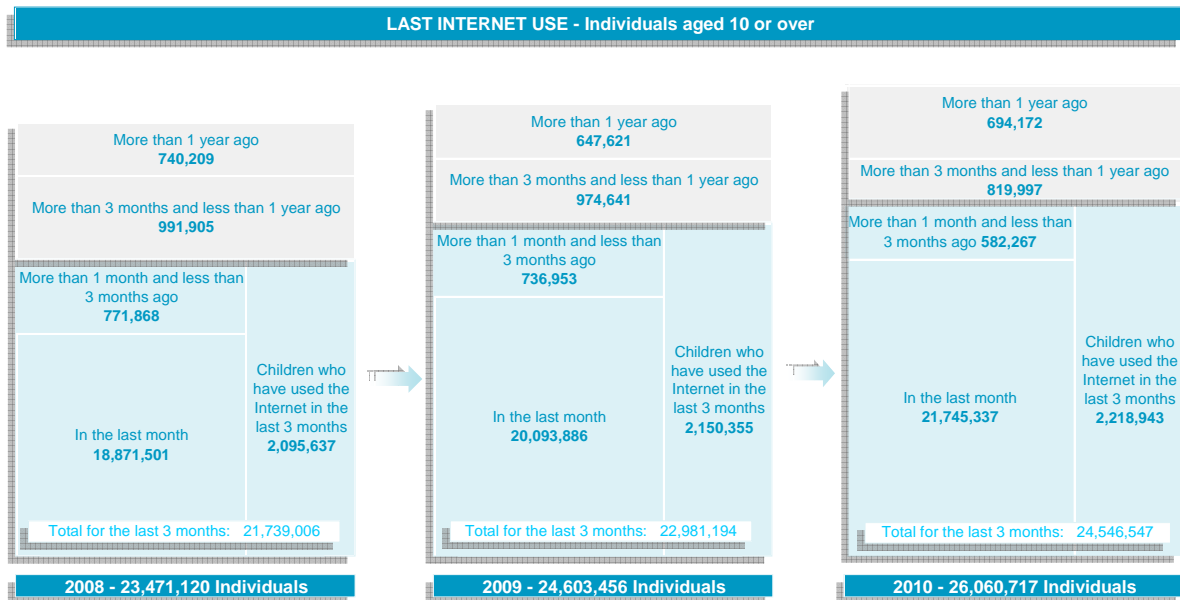
### 3. INTERNET USERS AGED 10 AND OVER

In 2010, more than 26 million individuals aged 10 and over had accessed the Internet at some time, according to the Spanish National Statistics Institute. This represents an increase of 1.5 million individuals compared to the accumulated in 2009 or, in relative terms, a year-on-year increase of 5.9% (against 4.8% the previous year).

The greatest increase between 2009 and 2010 was recorded by users who had accessed the Internet in the last month, with a growth of 8.2% up to 21.7 million. Those who connected in the last three months exceed 24.5 million, with a year-on-year increase of 6.8%.

Children aged from 10 to 15 who connected to the Internet in the last three months exceed 2.2 million, which represents a growth of 3.2% over the previous year.

**Figure 1. Number of Internet users aged 10 and over according to their last Internet use. Years 2008, 2009 and 2010.**



**Note:** Children under 16 are only included if they have accessed the Internet in the last three months.

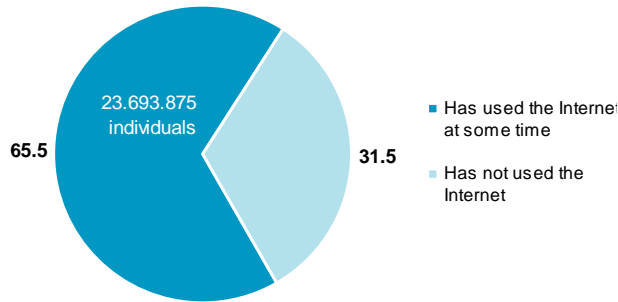
*Source: ONTSI using data from the Spanish National Statistics Institute (INE)*

The most notable evolution over the past two years is that recorded by individuals who had used the Internet in the last month and those who had done so in the last 3 months, with increases of 15% and 13% respectively since 2008.

## 4. LAST INTERNET ACCESS AND FREQUENCY OF USE AMONG INDIVIDUALS AGED 16-74

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

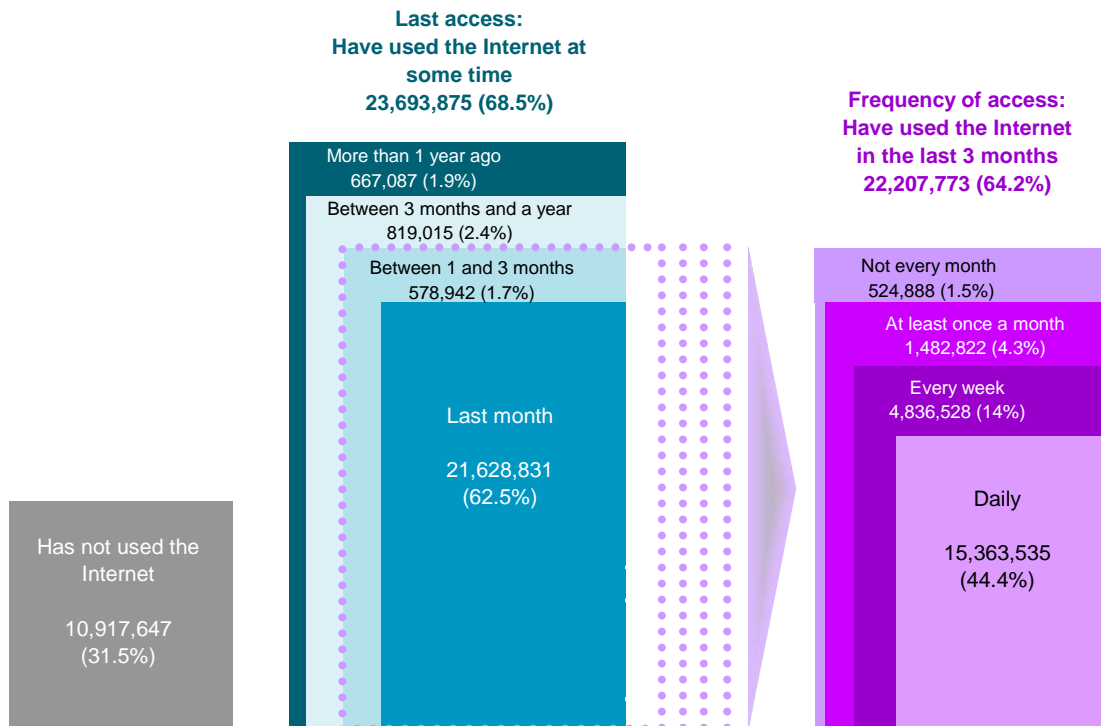
**Figure 2. Internet use in the population aged between 16 and 74 (% of individuals). 2010**



Source: Spanish National Statistics Institute (INE)

A total of 68.5% of individuals between the ages of 16 and 74 had accessed the Internet at some time, that is, 23.7 million people.

**Figure 3. Last Internet access and frequency of use among individuals aged 16-74 (% of individuals). 2010**



Sample population: 34,611,524 individuals aged between 16 and 74

Source: Spanish National Statistics Institute (INE)



Out of all the people who had used the Internet at some time, 91.3% had accessed the Internet in the last month (21.6 million). This represents 62.5% of the entire population aged 16 to 74.

Out of those people who had used the Internet in the last three months, 69% access Internet daily (at least five days a week) and 21.1% connects every week. In total, 20.2 million people between the ages of 16 and 74 use the Internet daily or weekly (58.4% of this population group).

Together with the increase in the number of individuals who accessed the Internet in the past year, there is also an increase in frequency of access and intensity of use. The largest growth has been observed in the percentage of users who connect to the Internet daily, with an increase of 4.8 percentage points, which means 1.7 million people aged from 16 to 74.

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

This section analyses the socio-demographic characteristics of Internet users who accessed the Internet in the last month and those who do so every week, as compared to the total population.

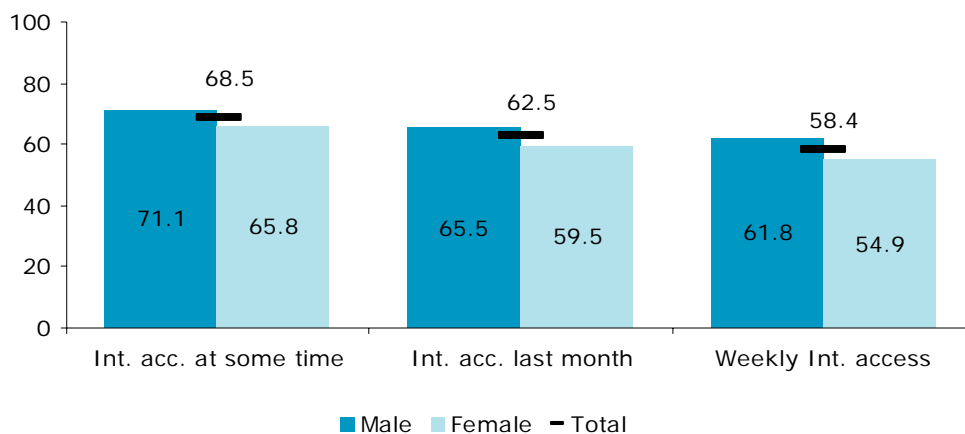
Differences are greater when considering users who access the Internet every week, than when considering those who have accessed at some time.

### 5.1. Gender

The gender analysis reveals higher percentages of men than women. The greatest contrast is found in users with weekly access, with 61.8% men and less than 55% women.

Among Internet users who accessed the Internet in the last month, the difference between the sexes is less, at 6 percentage points in favour of men.

Figure 4. Percentage of Internet users in the different categories by gender. 2010



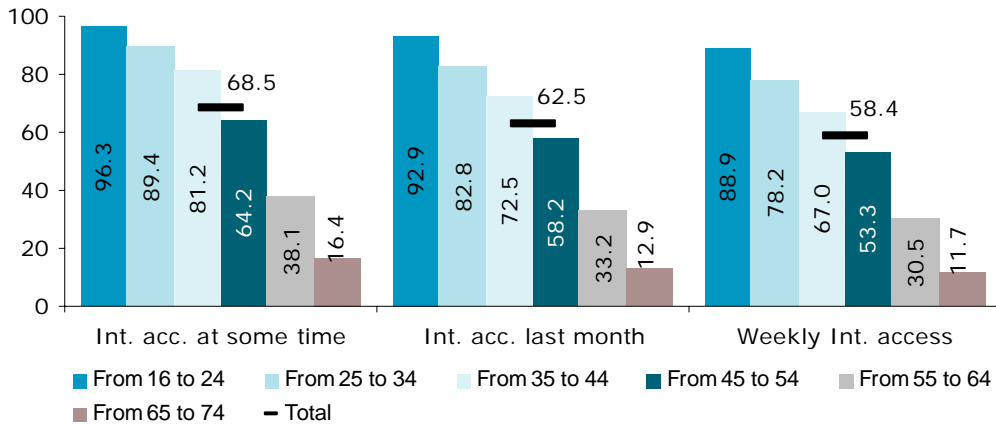
Source: Spanish National Statistics Institute (INE)

### 5.2. Age

One of the most distinguishing variables in Internet use is age; the higher percentage of Internet users is found in the younger age groups. Young people use the Internet more than older ones.

96.3% of young people aged 16 to 24 years have accessed the Internet on some occasion and almost nine out of ten of them access the Internet every week. The percentages for individuals aged from 25 to 34 are slightly lower, but still high, reaching 89.4% and 78.2% respectively.

**Figure 5. Percentage of Internet users in the different categories by age. 2010**



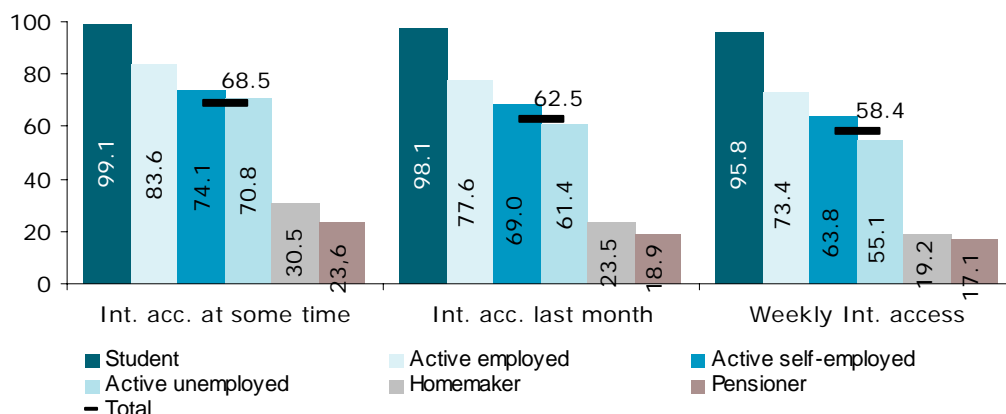
Source: Spanish National Statistics Institute (INE)

Hardly one out of ten individuals aged 65-74 access the Internet weekly, 13% did so in the last month and 16.4% has connected to the Internet at some time.

### 5.3. Employment Situation

The highest percentage of Internet users is found among students. Almost all of them have accessed the Internet at some time, and 96% of them do it weekly. Eight out of ten employees have accessed the Internet at some time, and seven out of ten do it weekly. Additionally, over 74% of active self-employed workers have accessed the Internet at some time, and almost 64% are weekly users.

**Figure 6. Percentage of Internet users in the different categories by employment situation. 2010**



Source: Spanish National Statistics Institute (INE)

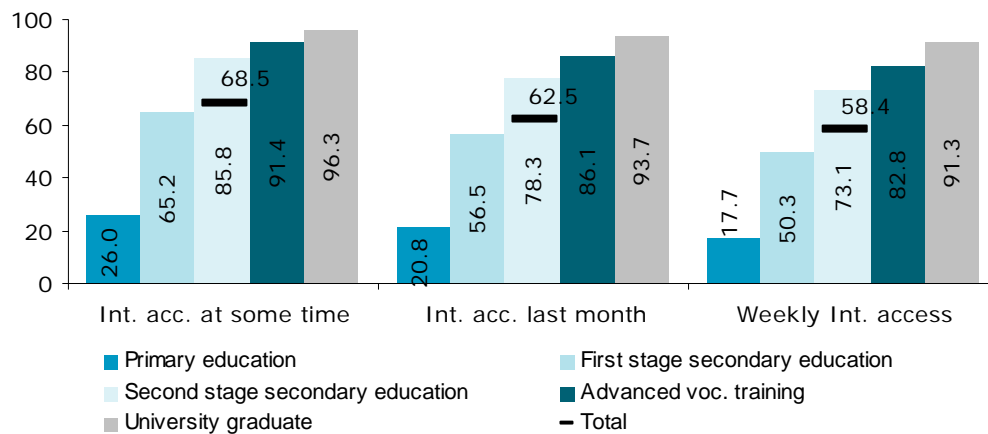
On the other hand, seven out of ten unemployed persons have accessed the Internet at some time, but only 55% are weekly users. Finally, though just 23% of pensioners have accessed the Internet at some time, most of these are weekly users.

#### 5.4. Level of education

The level of completed education is also a determining factor when it comes to Internet use. The higher the level of education, the higher the percentage of Internet users.

Individuals with university studies record percentages above 90%, as compared to those with primary education with percentages below 26%. In the case of weekly users, the difference between these two groups (individuals with university or primary education) is very notable, of 74 percentage points.

Figure 7. Percentage of Internet users in the different categories by level of education. 2010



Source: Spanish National Statistics Institute (INE)

Individuals with advanced vocational training or those who have completed the second stage of secondary education record percentages above the average, both of weekly users and users who accessed the Internet in the last month.

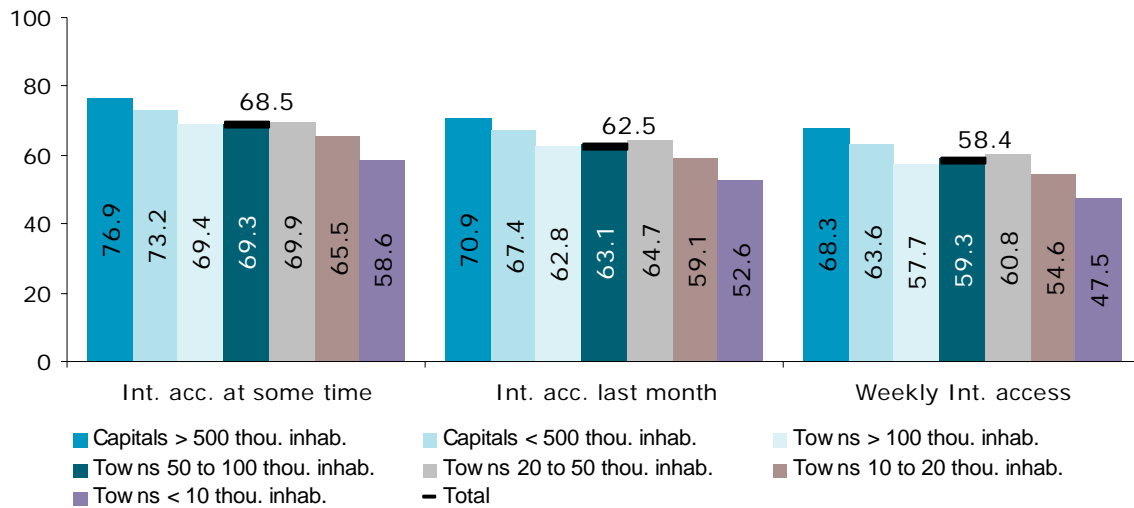
Finally, one out of four individuals with primary education has connected to the Internet at some time, and one out of five is a weekly user.

#### 5.5. Habitat

The size of the city/town is the least relevant variable to discriminate between levels of Internet use. Notwithstanding, we observe differences in use by inhabitants of large capitals and those living in towns with less than 10 thousand inhabitants.

77% of those living in capitals with more than 500,000 inhabitants have accessed the Internet at some time, as compared to 59% of those living in municipalities of less than 10,000 inhabitants, which represents a gap of 18 percentage points.

**Figure 8. Percentage of Internet users in the different categories by habitat size. 2010**



Source: Spanish National Statistics Institute (INE)

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

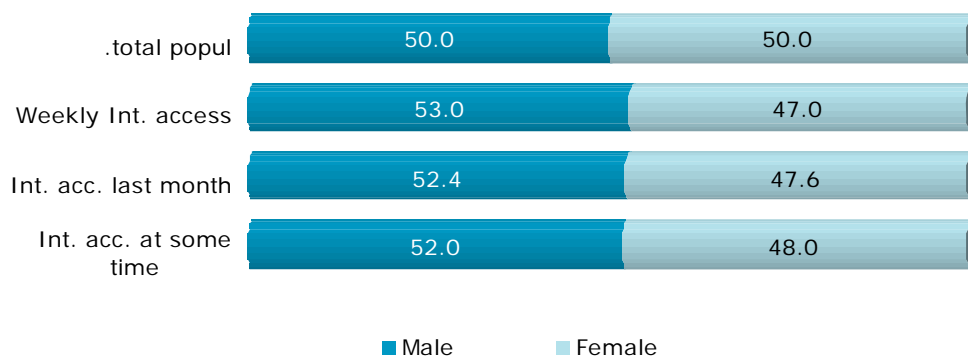
This section offers a comparative analysis of the population profiles of people who have accessed the Internet at some time, those who connected to the Internet in the last month and those who connect weekly. The three profiles are compared to each other and to the total population (aged between 16 and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

There are differences between the general population profile and each of the three types of Internet user considered here. However, there are no significant socio-demographic differences among the three types of Internet users. The age and level of education are the most discriminatory variables in user profile determination, while variables such as employment situation, sex and size of habitat produce more moderate discrepancies.

### 6.1. Gender

Differences in gender distribution are not significant between the types of Internet users considered and the total population of the study. 52% of all Internet users are men, as compared to the total population of 50%.

Figure 9. Distribution of Internet users and total population by gender (% of individuals). 2010



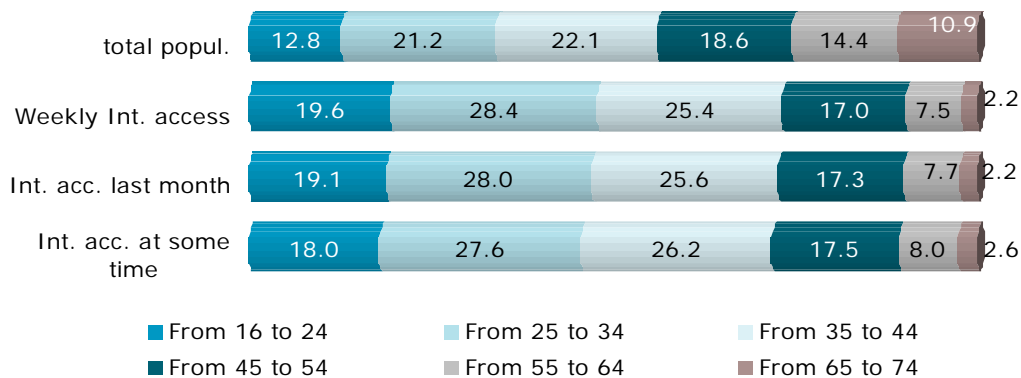
Source: Spanish National Statistics Institute (INE)

There is a greater presence of men in both last month and weekly users. 52.4% of the users who accessed the Internet in the last month were men, as well as 53% of weekly users.

## 6.2. Age

There are important age related differences between the types of Internet users considered and the total population of the study. In general, the Internet user population is significantly younger than the total population.

Figure 10. Distribution of Internet users and total population by age (% of individuals). 2010



Source: Spanish National Statistics Institute (INE)

While only one third of the total population is aged between 16 and 34, 45% of all Internet users were in this age group, as well as 48% of those who connect to the Internet weekly.

On the contrary, 11% of the total population is aged between 65 and 74, as compared to 2.6% of all users who accessed the Internet in the last month and 2.2% of those who access on a weekly basis.

## 6.3. Employment Situation

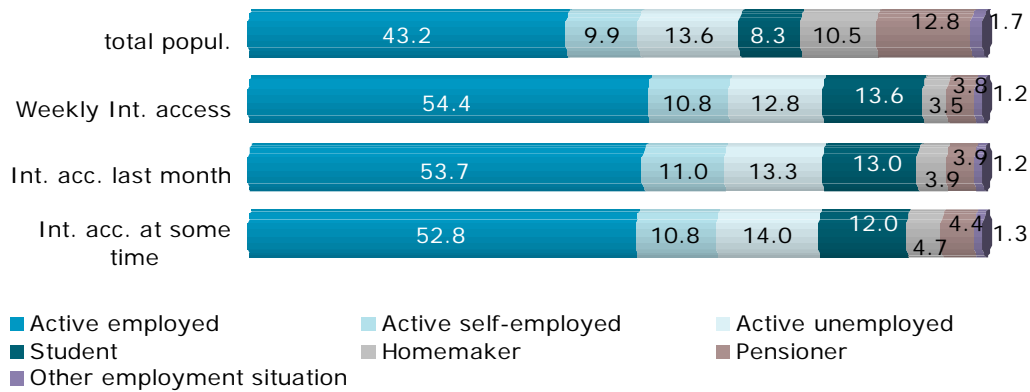
When considering the employment situation, we find important differences between the total population and the three Internet user populations analysed. Among Internet users, the percentage of employees is greater and the percentage of pensioners and homemakers is lower as compared to the total population.

In the first case (employees), there is a difference of 10 percentage points between the Internet user population and the total population. 53% of individuals who have used the Internet at some time are employees, compared to 43.2% of the total population.

On the contrary, there are three times more pensioners among the total population than among the Internet user population, and there are also 2.5 times less homemakers among Internet users.

The percentage of students is around 4 percentage points greater in the different Internet user populations than in the total population.

**Figure 11. Distribution of Internet users and total population by employment situation (% of individuals). 2010**

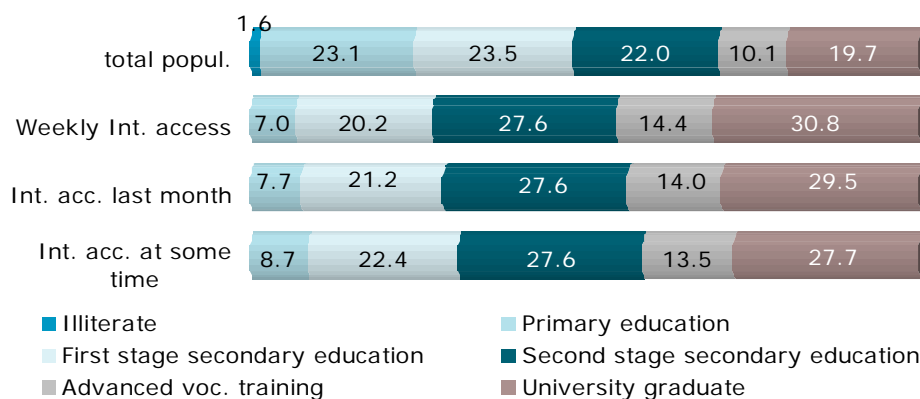


Source: Spanish National Statistics Institute (INE)

#### 6.4. Level of education

The most determinant variable that differentiates the total population and the three Internet user populations analysed (individuals who have used the Internet at some time, in the last month, or every week) is the level of education –together with age-. The Internet user population has a higher level of education than the total population.

**Figure 12. Distribution of Internet users and total population by level of education (% of individuals). 2010**



Source: Spanish National Statistics Institute (INE)

23% of the individuals who have accessed the Internet at some time have university studies. This percentage rises to 30% in the case of weekly Internet users. Among the total population, this percentage is below 20%.



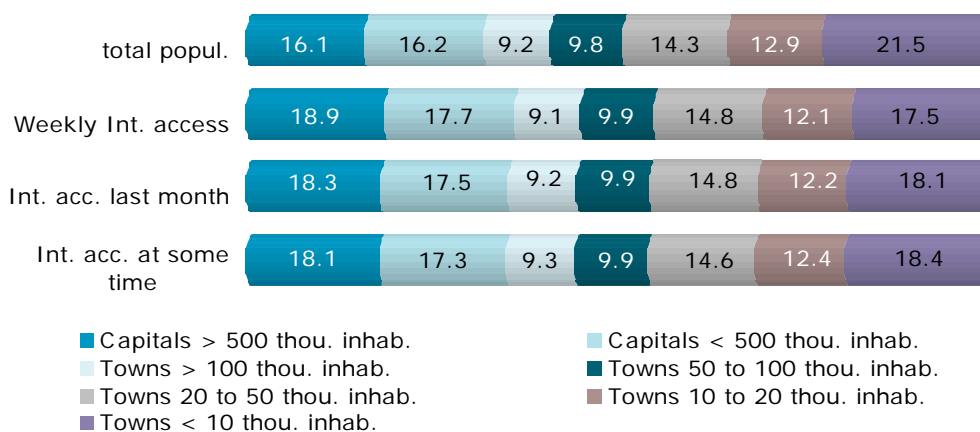
The differences are also important when considering individuals who have completed the second stage of secondary education. 22% of the total population has completed this level of education, while among the Internet user population the percentage exceeds 27%. In the case of individuals with advanced vocational training, the percentages are 10% of the total population and 14% of the Internet user population.

## 6.5. Habitat

The size of the city/town is not a relevant variable to discriminate between the total population and the Internet user population. It should only be noted that, among Internet users, the percentage of individuals living in large capitals with more than 500 thousand inhabitants is greater, and the percentage of residents of small municipalities (less than 10,000 inhabitants) is lower, as compared to the total population.

The differences between the three types of Internet users are not significant for this socio-demographic variable.

**Figure 13. Distribution of Internet users and total population aged 16-74 by habitat size (% of individuals). 2010**



Source: Spanish National Statistics Institute (INE)

## 7. SOCIO-DEMOGRAPHIC PROFILES OF INTERNET USERS

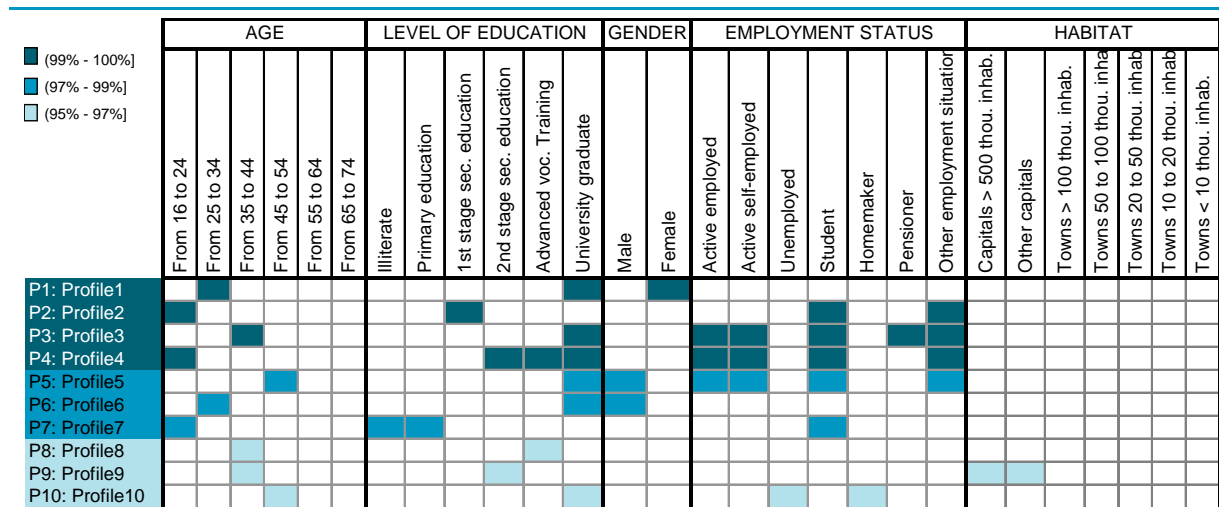
The decision tree analysis used for this section is new this year, in the 8th edition of this report. It has been carried out to obtain the socio-demographic profiles with the highest percentages of Internet users, users who have accessed the Internet during the previous month, and users who access weekly.

This type of analysis creates a classification model (decision tree) through successive chi-square contrasts<sup>1</sup> to determine the most relevant variables to group individuals into profiles. The final goal is to determine the profiles with the highest/lowest percentages of Internet users. These analyses have been carried out at sample level due to the difficulty of inferring the objectives.

### 7.1. Individuals who have used the Internet at some time

The age and level of education are the most discriminatory variables in user profile determination. On the contrary, the town/city size is not such a determining factor.

Figure 14. Socio-demographic profiles with the highest percentages of Internet users 2010



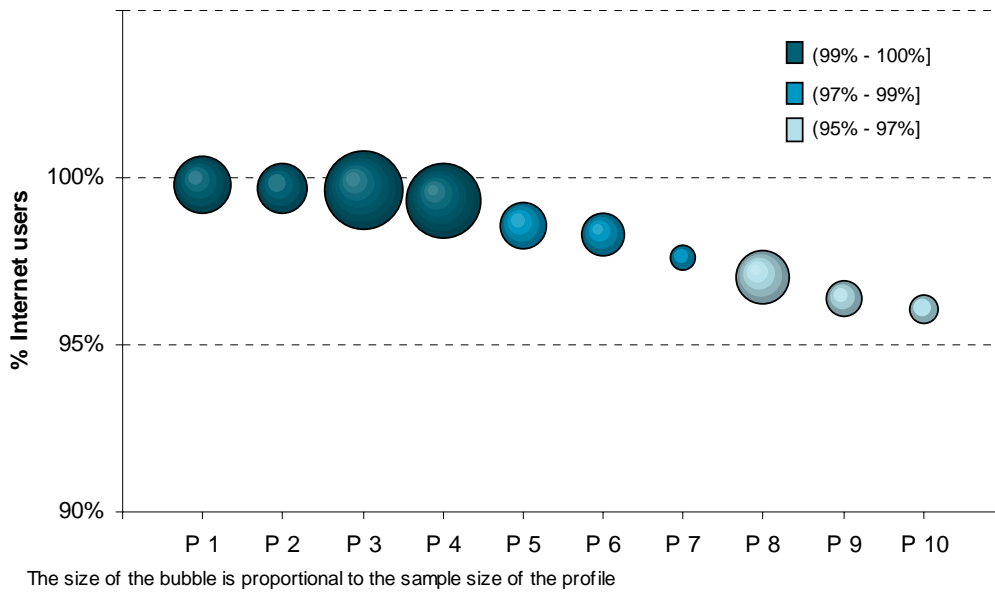
Base: Persons aged between 16 and 74 years old

Source: Spanish National Statistics Institute (INE)

The profiles with the highest percentages of Internet users are young people with high level of education. On the contrary, the lower percentages of Internet users are found among older people with basic education.

<sup>1</sup> Test of statistical significance

**Figure 15. (Highest) Percentages of Internet users by socio-demographic profile. 2010**



**Base: Persons aged between 16 and 74 years old**

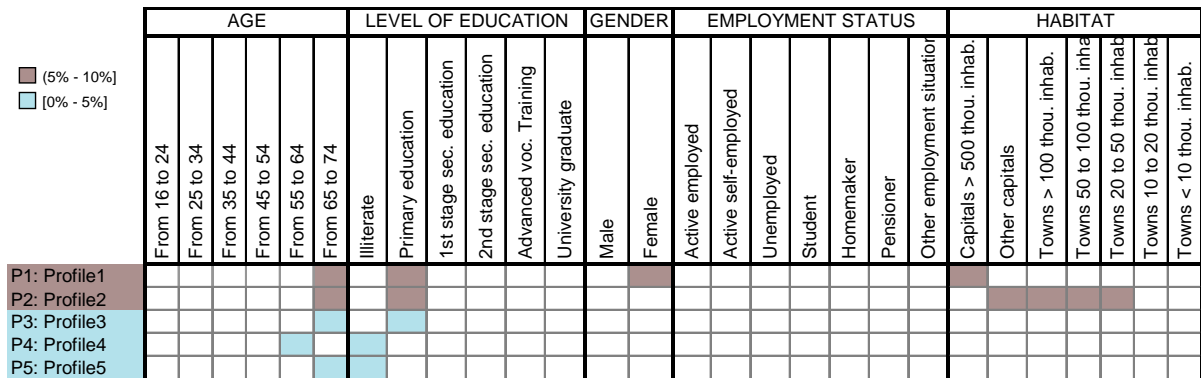
Source: Spanish National Statistics Institute (INE)

Women aged 25 to 34 years who have completed their university studies are the profile with the highest percentage of Internet users. In second place, young students aged 16 to 24, who have completed the first stage of secondary education, have a similar percentage of Internet users.

A third profile with a high percentage of Internet users is that of individuals aged between 35 and 44, with university studies, who are employed or self-employed. Lastly, we find the profile of young people aged 16 to 24, who have completed the first stage of secondary education or higher studies and are now working or studying.

In these four cases, the percentage of Internet users is above 99%.

**Figure 16. Socio-demographic profiles with the lowest percentages of Internet users 2010**



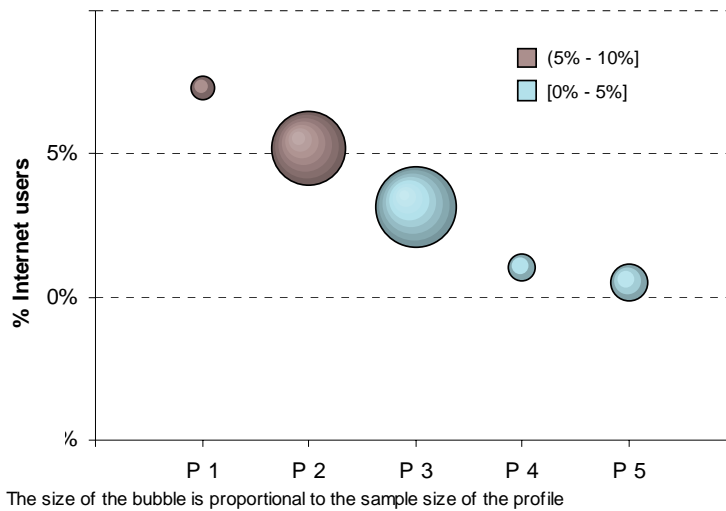
**Base: Persons aged between 16 and 74 years old**

Source: Spanish National Statistics Institute (INE)

On the other hand, we find the socio-demographic profiles with the lowest percentages of Internet users. For all of them, the age and level of education are key factors. The employment situation is not decisive anymore, since the majority of the profiles are individuals aged over 65, most of whom are pensioners.

There are almost no Internet users among illiterate persons aged from 55 to 74, and very few among seniors aged from 65 to 74 with primary education.

**Figure 17. (Lowest) Percentages of Internet users by socio-demographic profile. 2010**



**Base: Persons aged between 16 and 74 years old**

*Source: Spanish National Statistics Institute (INE)*

## 7.2. Internet users who have used the Internet in the last month

The following are the profiles with the highest percentages of individuals who accessed the Internet in the last month as compared to the total Internet user population.

**Figure 18. Socio-demographic profiles with the highest percentages of individuals who accessed the Internet in the last month 2010**

	AGE						LEVEL OF EDUCATION					GENDER		EMPLOYMENT STATUS							HABITAT							
	From 16 to 24	From 25 to 34	From 35 to 44	From 45 to 54	From 55 to 64	From 65 to 74	Illiterate	Primary education	1st stage sec. education	2nd stage sec. education	Advanced voc. Training	University graduate	Male	Female	Active employed	Active self-employed	Unemployed	Student	Homemaker	Pensioner	Other employment situatio	Capitals > 500 thou. inhab.	Other capitals	Towns > 100 thou. inhab.	Towns 50 to 100 thou. inhab.	Towns 20 to 50 thou. inhab.	Towns 10 to 20 thou. inhab.	Towns < 10 thou. inhab.
P1: Profile1																												
P2: Profile2																												
P3: Profile3																												
P4: Profile4																												
P5: Profile5																												

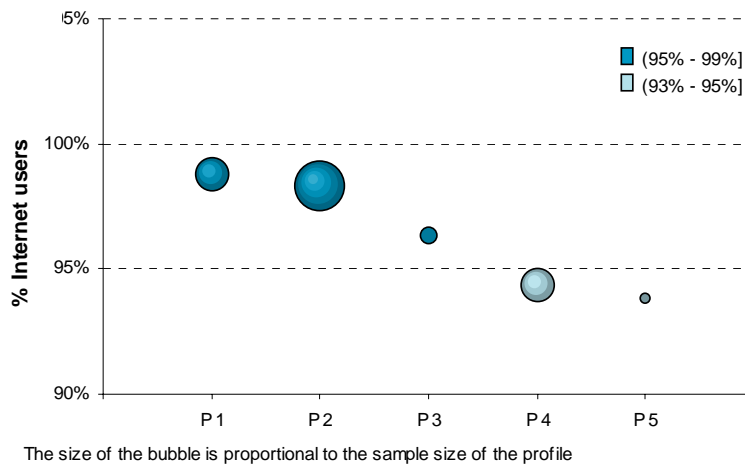
**Base: Internet users.**

*Source: Spanish National Statistics Institute (INE)*

The employment situation and level of education are the most discriminatory variables here. On the contrary, variables such as time, age, size of town/city and gender, lose relevance.

Students and active employed individuals with university studies are the profiles with the highest percentages of individuals who accessed the Internet in the last month. Also the unemployed with higher university education record a high percentage of last month users. Another remarkable profile is that of employed or self-employed individuals aged under 55 who have completed the second stage of secondary education.

**Figure 19. (Highest) Percentages of individuals who have used the Internet in the last month by socio-demographic profile. 2010**



Base: Internet users.

Source: Spanish National Statistics Institute (INE)

Also, over 93% of unemployed people who have completed the first stage of secondary education and live in provincial capitals, have used the Internet in the last month.

With a percentage of last month users between 60% and 90%, we find pensioners and homemakers with primary education or no education.

**Figure 20. Socio-demographic profiles with the lowest percentages of individuals who accessed the Internet in the last month. 2010**

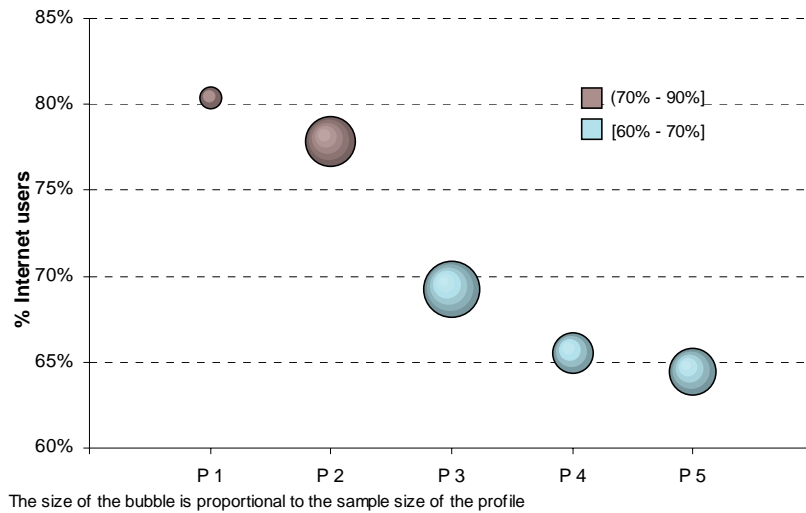
	AGE						LEVEL OF EDUCATION					GENDER		EMPLOYMENT STATUS							HABITAT								
	From 16 to 24	From 25 to 34	From 35 to 44	From 45 to 54	From 55 to 64	From 65 to 74	Illiterate	Primary education	1st stage sec. education	2nd stage sec. education	Advanced voc. Training	University graduate	Male	Female	Active employed	Active self-employed	Unemployed	Student	Homemaker	Pensioner	Other employment situation	Capitals > 500 thou. inhab.	Other capitals	Towns > 100 thou. inhab.	Towns 50 to 100 thou. inhab.	Towns 20 to 50 thou. inhab.	Towns 10 to 20 thou. inhab.	Towns < 10 thou. inhab.	
P1: Profile1																													
P2: Profile2																													
P3: Profile3																													
P4: Profile4																													
P5: Profile5																													

Base: Internet users.

Source: Spanish National Statistics Institute (INE)

Women who have completed the second stage of secondary education and are pensioners or homemakers record also percentages between 60% and 90%. Lastly, the profile with the lowest percentage of last month users is composed of adults and seniors, whose education level is below the first stage of secondary education and are unemployed.

**Figure 21. (Lowest) Percentages of individuals who have used the Internet in the last month by socio-demographic profile. 2010**



Base: Internet users.

Source: Spanish National Statistics Institute (INE)

### 7.3. Users who access the Internet every week

Focusing on those who use the Internet most intensively (weekly access) among the users who accessed the Internet in the last 3 months, the employment situation and the level of education are the most discriminatory variables. Age is not a determinant variable here, since the majority of users who accessed the Internet in the last 3 months (the basis for the analysis) are young people.

**Figure 22. Socio-demographic profiles with the highest percentages of weekly Internet users. 2010**

	AGE						LEVEL OF EDUCATION				GENDER		EMPLOYMENT STATUS						HABITAT									
	From 16 to 24	From 25 to 34	From 35 to 44	From 45 to 54	From 55 to 64	From 65 to 74	Illiterate	Primary education	1st stage sec. education	2nd stage sec. education	Advanced voc. Training	University graduate	Male	Female	Active employed	Active self-employed	Unemployed	Student	Homemaker	Pensioner	Other employment situation	Capitals > 500 thou. inhab.	Other capitals	Towns > 100 thou. inhab.	Towns 50 to 100 thou. inhab.	Towns 20 to 50 thou. inhab.	Towns 10 to 20 thou. inhab.	Towns < 10 thou. inhab.
P1: Profile1																												
P2: Profile2																												
P3: Profile3																												
P4: Profile4																												
P5: Profile5																												

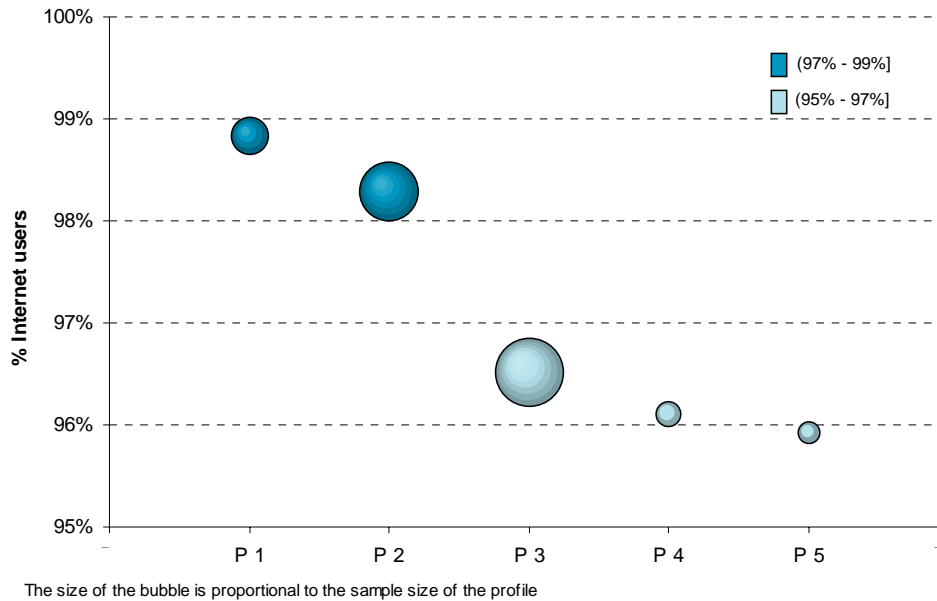
Legend: (97% - 99%) in dark blue, (95% - 97%) in light blue

Base: Users who accessed the Internet in the last 3 months

Source: Spanish National Statistics Institute (INE)

Almost all the students who have completed the second stage of secondary education access the Internet every week. Another profile with a high percentage of weekly Internet users is that of men with university level education who are students, employees or freelancers. For women (with university level education who are students, employees or freelancers) the percentage is slightly lower -97%-. Also, among men with university level education, who are unemployed or pensioners, there is a high percentage of weekly users.

**Figure 23. (Highest) Percentages of weekly Internet users by socio-demographic profile. 2010**



**Base: Users who accessed the Internet in the last 3 months**

Source: Spanish National Statistics Institute (INE)

Among users who have accessed the Internet in the last three months, the socio-demographic profiles with the lowest percentages of weekly users are those of individuals with a medium-low level of education who are unemployed, pensioners, and homemakers.

**Figure 24. Socio-demographic profiles with the lowest percentages of weekly Internet users. 2010**

	AGE						LEVEL OF EDUCATION					GENDER		EMPLOYMENT STATUS							HABITAT								
	From 16 to 24	From 25 to 34	From 35 to 44	From 45 to 54	From 55 to 64	From 65 to 74	Illiterate	Primary education	1st stage sec. education	2nd stage sec. education	Advanced voc. Training	University graduate	Male	Female	Active employed	Active self-employed	Unemployed	Student	Homemaker	Pensioner	Other employment situation	Capitals > 500 thou. inhab.	Other capitals	Towns > 100 thou. inhab.	Towns 50 to 100 thou. inhab.	Towns 20 to 50 thou. inhab.	Towns 10 to 20 thou. inhab.	Towns < 10 thou. inhab.	
P1: Profile1																													
P2: Profile2																													
P3: Profile3																													
P4: Profile4																													
P5: Profile5																													

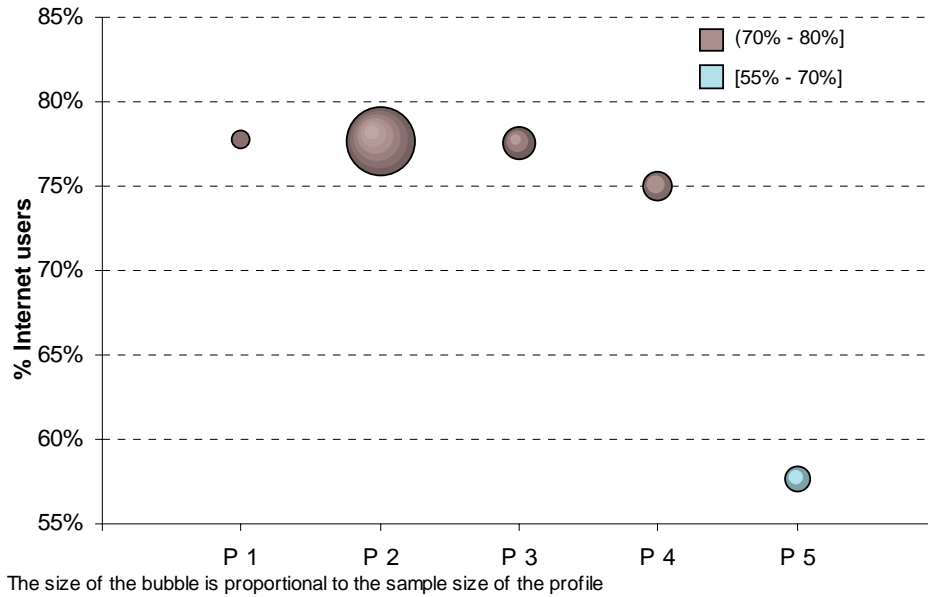
Legend: (70% - 80%) (dark grey), [55% - 70%] (light grey)

**Base: Users who accessed the Internet in the last 3 months**

Source: Spanish National Statistics Institute (INE)

Specifically, women who have completed the first stage of secondary education and are unemployed, and pensioners or homemakers, living in small municipalities constitute the profile with the lowest percentage of weekly Internet users (between 55% and 70%).

**Figure 25. (Lowest) Percentages of weekly Internet users by socio-demographic profile. 2010**



**Base: Users who accessed the Internet in the last 3 months**

*Source: Spanish National Statistics Institute (INE)*



## 8. EVOLUTION OF INTERNET USE

The following section measures the evolution of the different types of Internet users in this study (those who have used the Internet at some time, in the last month, or every week) from 2005 to 2010, based on socio-demographic variables such as gender, age, employment situation, level of education and size of habitat.

For benchmarking purposes, the category 'active employed population' includes both employees and freelancers (self-employed), because the segmentation into two sub-categories has been first made in 2010.

To analyse the evolution, all the socio-demographic variables mentioned in this report are used and compared for the different types of Internet users.

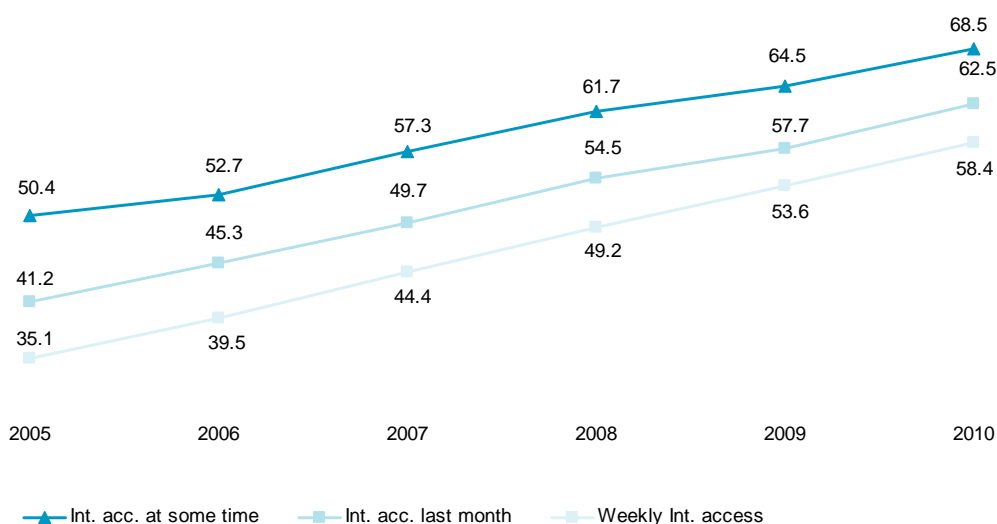
In general, data shows a positive trend in all three cases, but there are differences based on the type of Internet user.

The percentage of users who have accessed the Internet at some time has gone from 50.4% to 68.5% over the last five years, which represents an increase of 18.1 percentage points.

The percentage of users who accessed the Internet in the last month showed a slightly greater increase (21.3 percentage points), from 41.2% in 2005 to 62.5% in 2010.

The highest percentage increase over the last five years was recorded by the most regular Internet users (those who access weekly), going from 35.1% to 58.4%, which represents a growth of 23.3 percentage points.

Figure 26. Evolution of the percentage of Internet users. 2010



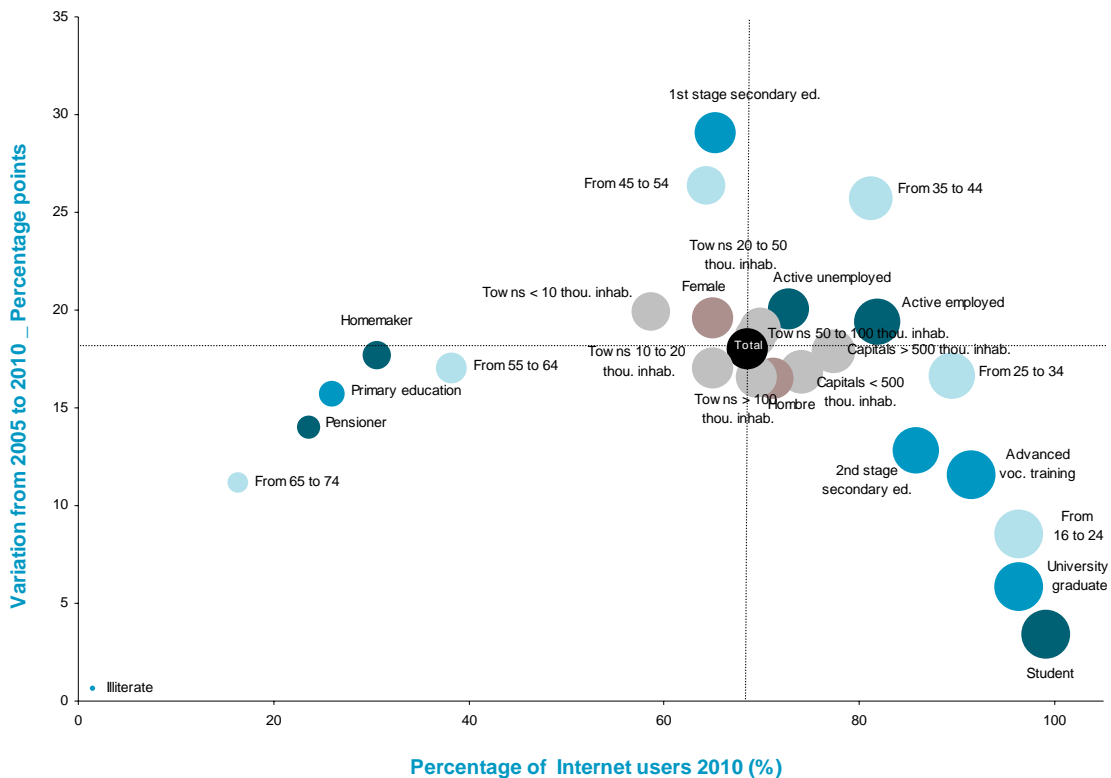
Source: Spanish National Statistics Institute (INE)

## Users who have accessed the Internet at some time

This type of Internet users shows the highest percentages of use in all cases. We see that Internet use by students, university graduates and the 16 - 24 age group is almost universal. However, these are the groups that record the least evolution over the past five years, since the starting point is very high.

The group that shows the greatest increase over the last five years is the one formed by individuals who have completed the first stage of secondary education (29.1 percentage points). Notwithstanding, persons between the ages of 18 and 35 years also showed increases of more than 25 percentage points over the period.

	2005	2010	Variation (p.p)
<b>Total</b>	<b>50.4%</b>	<b>68.5%</b>	<b>18.1</b>
Male	54.7%	71.1%	16.5
Female	46.2%	65.8%	19.6
Aged 16 to 24	87.7%	96.3%	8.6
Aged 25 to 34	72.8%	89.4%	16.6
Aged 35 to 44	55.5%	81.2%	25.7
Aged 45 to 54	37.8%	64.2%	26.4
Aged 55 to 64	21.1%	38.1%	17.1
Aged 65 to 74	5.2%	16.4%	11.2
Active employed	62.5%	81.8%	19.4
Active unemployed	50.8%	70.8%	20.0
Student	95.7%	99.1%	3.4
Homemaker	12.8%	30.5%	17.7
Pensioner	9.6%	23.6%	14.0
Other employment situation	51.4%	53.7%	2.3
Illiterate	0.8%	1.5%	0.7
Primary education	10.2%	26.0%	15.7
1st stage secondary ed.	36.1%	65.2%	29.1
2nd stage secondary ed.	73.0%	85.8%	12.8
Advanced voc. training	79.9%	91.4%	11.5
University graduate	90.4%	96.3%	5.8
Capitals > 500 thou. inhab.	59.1%	76.9%	17.9
Capitals < 500 thou. inhab.	56.3%	73.2%	16.8
Towns > 100 thou. inhab.	52.8%	69.4%	16.6
Towns 50 to 100 thou. inhab.	50.6%	69.3%	18.6
Towns 20 to 50 thou. inhab.	50.8%	69.9%	19.1
Towns 10 to 20 thou. inhab.	48.5%	65.5%	17.0
Towns < 10 thou. inhab.	38.6%	58.6%	20.0

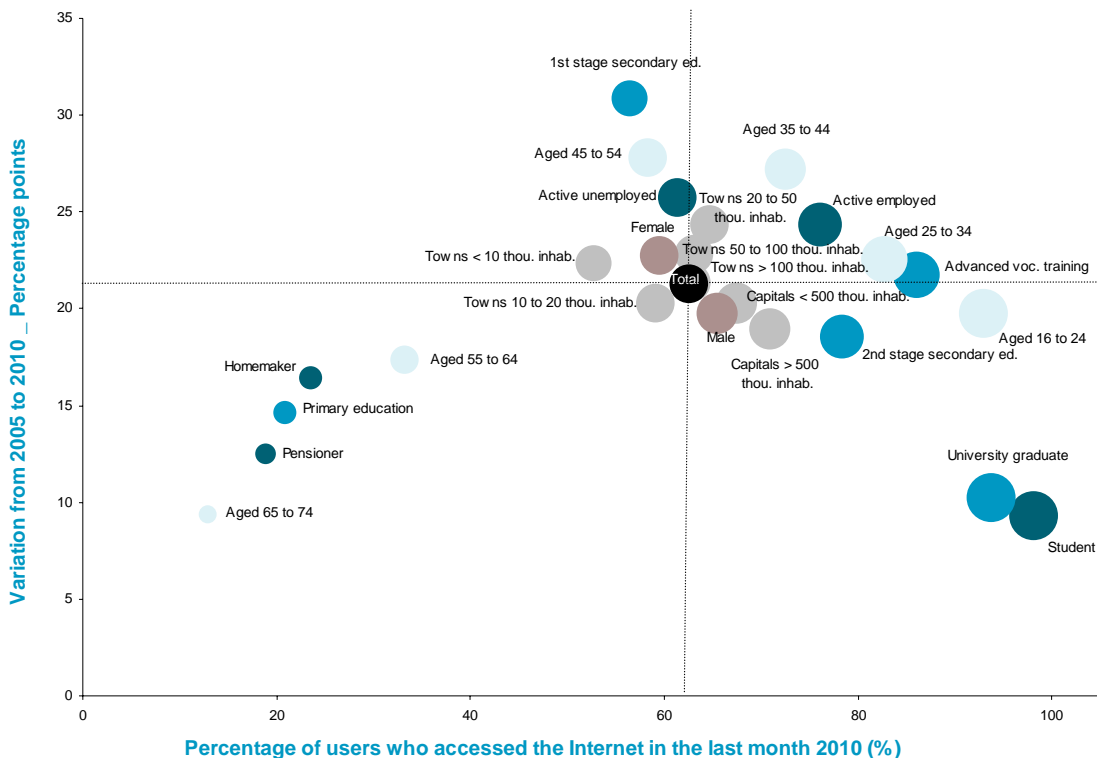


## Users who have accessed the Internet in the last month

Individuals who have used the Internet in the last month also show an upward trend. As in the case of individuals who had used the Internet at some time, here, people who have completed the first stage of secondary education (with 30.9 points) and individuals aged between 35 and 54 (with more than 27 points) are the groups that experienced the highest growth.

There are no sharp differences between the other groups. The unemployed recorded a five-year increase of 25.8 points in Internet use, and the employed of 24.4.

	2005	2010	Variation (p.p)
<b>Total</b>	<b>41.2%</b>	<b>62.5%</b>	<b>21.3</b>
Male	45.7%	65.5%	19.8
Female	36.7%	59.5%	22.7
Aged 16 to 24	73.2%	92.9%	19.8
Aged 25 to 34	60.2%	82.8%	22.5
Aged 35 to 44	45.2%	72.5%	27.2
Aged 45 to 54	30.4%	58.2%	27.8
Aged 55 to 64	15.9%	33.2%	17.3
Aged 65 to 74	3.6%	12.9%	9.4
Active employed	51.6%	76.0%	24.4
Active unemployed	35.6%	61.4%	25.8
Student	88.8%	98.1%	9.3
Homemaker	7.0%	23.5%	16.4
Pensioner	6.4%	18.9%	12.5
Primary education	6.2%	20.8%	14.6
1st stage secondary ed.	25.6%	56.5%	30.9
2nd stage secondary ed.	59.8%	78.3%	18.6
Advanced voc. training	64.3%	86.1%	21.7
University graduate	83.4%	93.7%	10.2
Capitals > 500 thou. inhab.	51.9%	70.9%	19.0
Capitals < 500 thou. inhab.	47.2%	67.4%	20.3
Towns > 100 thou. inhab.	41.4%	62.8%	21.4
Towns 50 to 100 thou. inhab.	40.3%	63.1%	22.8
Towns 20 to 50 thou. inhab.	40.3%	64.7%	24.4
Towns 10 to 20 thou. inhab.	38.8%	59.1%	20.3
Towns < 10 thou. inhab.	30.3%	52.6%	22.3



Gender  
Age

Employment Situation  
Level of education

Habitat

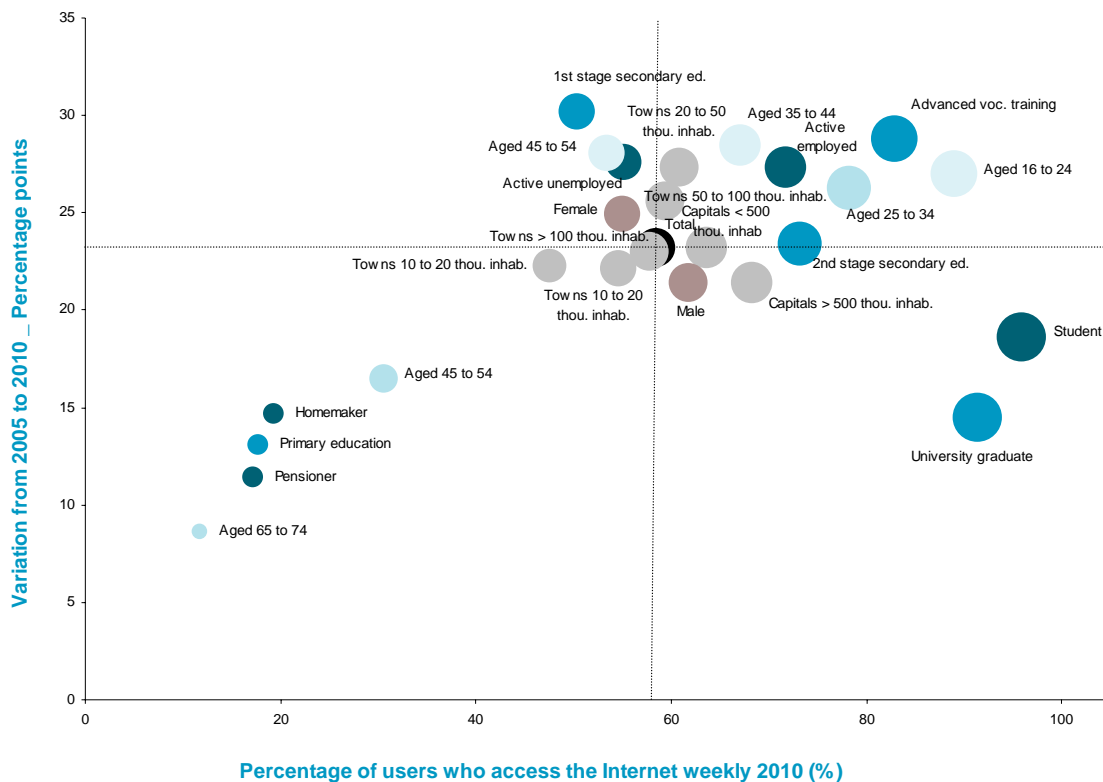
Source: Spanish National Statistics Institute (INE)

## Users who access the Internet weekly

The most regular Internet users (those who access weekly) recorded the most significant and generalised growth. The socio-demographic group with the greatest increase is that of individuals who have completed the first stage of secondary education (with 30.2 points), but there are many other groups with important five-year increases.

People with advanced vocational training and those aged between 35 and 54 experienced a noteworthy increase in Internet use (of over 28 percentage points). Additionally, active employed people, the unemployed, and individuals living in towns with between 10 and 20 thousand inhabitants, recorded increases of more than 27 points.

	2005	2010	Variation (p.p)
<b>Total</b>	<b>35.1%</b>	<b>58.4%</b>	<b>23.3</b>
Male	40.3%	61.8%	21.4
Female	30.0%	54.9%	25.0
Aged 16 to 24	61.9%	88.9%	27.0
Aged 25 to 34	51.9%	78.2%	26.3
Aged 35 to 44	38.5%	67.0%	28.5
Aged 45 to 54	25.2%	53.3%	28.1
Aged 55 to 64	14.0%	30.5%	16.5
Aged 65 to 74	3.0%	11.7%	8.6
Active employed	44.3%	71.6%	27.3
Active unemployed	27.4%	55.1%	27.6
Student	77.2%	95.8%	18.7
Homemaker	4.5%	19.2%	14.7
Pensioner	5.7%	17.1%	11.5
Primary education	4.6%	17.7%	13.1
1st stage secondary ed.	20.0%	50.3%	30.2
2nd stage secondary ed.	49.7%	73.1%	23.4
Advanced voc. training	54.0%	82.8%	28.8
University graduate	76.8%	91.3%	14.5
Capitals > 500 thou. inhab.	46.9%	68.3%	21.4
Capitals < 500 thou. inhab.	40.4%	63.6%	23.2
Towns > 100 thou. inhab.	34.7%	57.7%	23.0
Towns 50 to 100 thou. inhab.	33.7%	59.3%	25.6
Towns 20 to 50 thou. inhab.	33.4%	60.8%	27.3
Towns 10 to 20 thou. inhab.	32.5%	54.6%	22.1
Towns < 10 thou. inhab.	25.2%	47.5%	22.3



Gender  
Age

Employment Situation  
Level of education

Habitat

Source: Spanish National Statistics Institute (INE)

## 9. ANNEX

### INTERNET USE BY SOCIO-DEMOGRAPHIC SEGMENTS

	% of individuals	Internet users			In the last month			Weekly users		
		2008	2009	2010	2008	2009	2010	2008	2009	2010
Gender	Male	64.9	67.6	71.1	58.8	61.4	65.5	53.6	57.9	61.8
	Female	58.5	61.3	65.8	50.2	53.9	59.5	44.7	49.3	54.9
Age	Aged 16 to 24	94.1	95.2	96.3	88.0	90.1	92.9	81.8	86.0	88.9
	Aged 25 to 34	84.7	85.7	89.4	75.7	77.1	82.8	67.6	72.4	78.2
	Aged 35 to 44	70.2	74.3	81.2	60.6	65.9	72.5	54.0	59.8	67.0
	Aged 45 to 54	56.1	60.0	64.2	48.1	52.7	58.2	43.1	48.5	53.3
	Aged 55 to 64	28.1	32.9	38.1	23.8	27.9	33.2	21.5	25.6	30.5
	Aged 65 to 74	10.6	13.4	16.4	8.3	10.2	12.9	7.4	9.3	11.7
Employment situation	Active employed	74.0	77.1	83.6	66.3	70.4	77.6	60.2	66.0	73.4
	Active self-employed			74.1			69.0			63.8
	Active unemployed	63.9	67.4	70.8	52.2	55.1	61.4	43.4	48.9	55.1
	Student	98.1	99.0	99.1	95.9	97.8	98.1	91.1	95.3	95.8
	Homemaker	24.8	27.4	30.5	17.0	20.2	23.5	13.0	15.6	19.2
	Pensioner	16.9	19.9	23.6	12.7	15.8	18.9	11.2	14.6	17.1
	Other employment situation	48.5	61.3	53.7	41.9	50.1	44.6	36.8	46.7	40.0
Level of education	Illiterate	0.4	1.2	1.5	0.4	0.6	0.0	0.0	0.3	0.0
	Primary education	16.9	21.0	26.0	12.8	15.9	20.8	10.9	13.2	17.7
	1st stage secondary ed.	58.7	60.8	65.2	47.5	50.7	56.5	40.2	45.2	50.3
	2nd stage secondary ed.	82.3	84.3	85.8	73.8	75.6	78.3	66.0	70.7	73.1
	Advanced voc. training	86.9	89.4	91.4	77.6	83.5	86.1	70.5	77.8	82.8
	University graduate	94.4	94.5	96.3	90.5	91.1	93.7	86.5	88.3	91.3
	Cannot be coded	47.8	11.5	45.1	47.8	11.5	45.1	31.1	11.5	45.1
Habitat size	Capitals > 500 thou. inhab.	69.2	73.7	76.9	64.0	67.6	70.9	59.6	64.1	68.3
	Capitals < 500 thou. inhab.	67.1	69.3	73.2	60.0	63.6	67.4	54.5	59.6	63.6
	Towns > 100 thou. inhab.	64.4	64.1	69.4	57.5	57.8	62.8	51.5	53.9	57.7
	Towns 50 to 100 thou. inhab.	64.7	66.4	69.3	58.5	59.5	63.1	52.3	55.5	59.3
	Towns 20 to 50 thou. inhab.	61.7	65.0	69.9	54.1	58.6	64.7	48.4	54.2	60.8
	Towns 10 to 20 thou. inhab.	57.1	60.6	65.5	47.9	53.1	59.1	43.7	49.1	54.6
	Towns < 10 thou. inhab.	52.0	55.0	58.6	44.1	47.0	52.6	38.3	42.3	47.5
Total indiv. (aged 16 to 74)		61.7	64.5	68.5	54.5	57.7	62.5	49.2	53.6	58.4

### SOCIO-DEMOGRAPHIC PROFILE

	% of individuals	Internet users			In the last month			Weekly users		
		2008	2009	2010	2008	2009	2010	2008	2009	2010
Gender	Male	52.7	52.6	52.0	54.1	53.4	52.4	54.7	54.1	53.0
	Female	47.3	47.4	48.0	45.9	46.6	47.6	45.3	45.9	47.0
Age	Aged 16 to 24	20.3	19.3	18.0	21.5	20.4	19.1	22.2	21.0	19.6
	Aged 25 to 34	30.5	29.1	27.6	30.8	29.2	28.0	30.5	29.6	28.4
	Aged 35 to 44	24.7	25.2	26.2	24.1	25.0	25.6	23.8	24.4	25.4
	Aged 45 to 54	16.2	16.9	17.5	15.8	16.6	17.3	15.7	16.4	17.0
	Aged 55 to 64	6.4	7.2	8.0	6.2	6.9	7.7	6.2	6.8	7.5
	Aged 65 to 74	1.9	2.2	2.6	1.6	1.9	2.2	1.6	1.9	2.2
Employment situation	Active employed	71.6	65.3	52.8	72.5	66.7	53.7	73.0	67.2	54.4
	Active self-employed			10.8			11.0			10.8
	Active unemployed	6.7	11.9	14.0	6.2	10.9	13.3	5.7	10.4	12.8
	Student	11.6	11.5	12.0	12.8	12.7	13.0	13.5	13.3	13.6
	Homemaker	4.9	4.8	4.7	3.8	3.9	3.9	3.2	3.3	3.5
	Pensioner	3.3	3.9	4.4	2.8	3.4	3.9	2.7	3.4	3.8
	Other employment situation	2.0	2.6	1.3	1.9	2.4	1.2	1.9	2.4	1.2
Level of education	Illiterate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Primary education	6.6	7.9	8.7	5.7	6.6	7.7	5.3	5.9	7.0
	1st stage secondary ed.	24.3	22.6	22.4	22.2	21.0	21.2	20.9	20.2	20.2
	2nd stage secondary ed.	27.7	27.7	27.6	28.1	27.7	27.6	27.9	27.9	27.6
	Advanced voc. training	13.1	13.5	13.5	13.2	14.0	14.0	13.3	14.1	14.4
	University graduate	28.3	28.4	27.7	30.7	30.6	29.5	32.6	31.9	30.8
	Cannot be coded	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Habitat size	Capitals > 500 thou. inhab.	18.1	18.5	18.1	18.9	18.9	18.3	19.5	19.3	18.9
	Capitals < 500 thou. inhab.	17.7	17.2	17.3	17.9	17.7	17.5	18.0	17.9	17.7
	Towns > 100 thou. inhab.	10.1	9.5	9.3	10.2	9.5	9.2	10.1	9.6	9.1
	Towns 50 to 100 thou. inhab.	10.0	9.9	9.9	10.3	9.9	9.9	10.2	10.0	9.9
	Towns 20 to 50 thou. inhab.	15.0	15.2	14.6	14.9	15.3	14.8	14.8	15.2	14.8
	Towns 10 to 20 thou. inhab.	11.2	11.4	12.4	10.7	11.1	12.2	10.8	11.1	12.1
	Towns < 10 thou. inhab.	17.9	18.3	18.4	17.2	17.5	18.1	16.6	17.0	17.5
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			In the last month			Weekly users		
		2008	2009	2010	2008	2009	2010	2008	2009	2010
Gender	Male	11,217,041	11,745,686	12,319,646	10,164,549	10,677,759	11,343,024	9,275,651	10,058,937	10,699,871
	Female	10,064,115	10,602,831	11,374,230	8,638,946	9,326,787	10,285,807	7,682,439	8,526,070	9,500,192
Age	Aged 16 to 24	4,327,047	4,316,220	4,276,413	4,046,428	4,084,916	4,127,975	3,764,528	3,901,644	3,949,446
	Aged 25 to 34	6,485,310	6,504,312	6,550,888	5,793,474	5,850,144	6,062,622	5,179,037	5,494,370	5,730,425
	Aged 35 to 44	5,248,860	5,634,075	6,209,684	4,533,965	4,997,071	5,542,655	4,039,377	4,531,012	5,125,214
	Aged 45 to 54	3,457,394	3,775,662	4,136,644	2,962,537	3,317,310	3,749,041	2,654,150	3,051,783	3,432,834
	Aged 55 to 64	1,365,057	1,617,232	1,904,725	1,157,702	1,373,389	1,660,047	1,043,087	1,258,720	1,523,045
	Aged 65 to 74	397,488	501,017	615,521	309,388	381,716	486,490	277,912	347,477	439,099
Employment situation	Active employed	15,231,604	14,602,168	12,512,320	13,632,668	13,339,908	11,613,545	12,377,622	12,495,162	10,987,387
	Active self-employed			2,547,546			2,371,538			2,191,071
	Active unemployed	1,420,452	2,656,450	3,327,363	1,160,380	2,173,181	2,884,308	966,322	1,926,044	2,588,348
	Student	2,469,245	2,571,005	2,836,640	2,413,414	2,538,180	2,806,899	2,292,630	2,474,417	2,741,676
	Homemaker	1,040,128	1,066,566	1,109,014	711,232	785,523	853,409	542,156	605,963	697,670
	Pensioner	699,999	862,017	1,045,338	523,319	686,050	836,833	460,781	633,561	759,141
Other employment situation	419,727	590,311	315,655	362,481	481,704	262,299	318,580	449,860	234,770	
Level of education	Illiterate	2,259	7,114	7,968	2,259	3,782	0	0	1,533	0
	Primary education	1,399,809	1,756,774	2,072,960	1,064,347	1,325,686	1,663,579	901,399	1,099,665	1,409,907
	1st stage secondary ed.	5,165,494	5,054,266	5,308,171	4,179,493	4,210,863	4,594,417	3,538,324	3,756,318	4,088,349
	2nd stage secondary ed.	5,895,045	6,182,402	6,532,143	5,285,801	5,542,489	5,962,422	4,728,390	5,185,246	5,567,795
	Advanced voc. training	2,786,884	3,006,493	3,207,583	2,488,955	2,807,303	3,019,013	2,260,691	2,617,990	2,905,071
	University graduate	6,019,464	6,339,653	6,555,162	5,770,439	6,112,608	6,379,512	5,521,354	5,922,440	6,219,053
Cannot be coded	12,200	1,815	9,888	12,200	1,815	9,888	7,932	1,815	9,888	
Habitat size	Capitals > 500 thou. inhab.	3,847,114	4,129,062	4,292,676	3,558,417	3,790,117	3,954,011	3,313,659	3,594,373	3,808,931
	Capitals < 500 thou. inhab.	3,758,899	3,855,085	4,109,462	3,363,053	3,541,575	3,787,569	3,054,765	3,318,072	3,572,018
	Towns > 100 thou. inhab.	2,145,856	2,115,726	2,208,452	1,914,874	1,906,927	1,997,781	1,714,877	1,777,417	1,835,727
	Towns 50 to 100 thou. inhab.	2,136,611	2,215,951	2,346,071	1,932,041	1,986,241	2,137,355	1,728,456	1,854,000	2,007,878
	Towns 20 to 50 thou. inhab.	3,185,897	3,399,822	3,450,529	2,793,200	3,061,330	3,194,512	2,501,728	2,833,205	2,999,522
	Towns 10 to 20 thou. inhab.	2,388,235	2,539,039	2,926,716	2,005,157	2,223,185	2,638,962	1,828,970	2,055,898	2,438,193
	Towns < 10 thou. inhab.	3,818,544	4,093,832	4,359,969	3,236,753	3,495,171	3,918,641	2,815,637	3,152,040	3,537,794
<b>Total indiv. (aged 16 to 74)</b>		<b>21,281,156</b>	<b>22,348,517</b>	<b>23,693,875</b>	<b>18,803,495</b>	<b>20,004,546</b>	<b>21,628,831</b>	<b>16,958,090</b>	<b>18,585,006</b>	<b>20,200,063</b>

% of individuals		Total population (16 to 74)		
		2008	2009	2010
Gender	Male	17,294,420	17,380,209	17,318,789
	Female	17,203,526	17,288,169	17,292,733
Age	Aged 16 to 24	4,600,582	4,535,457	4,441,181
	Aged 25 to 34	7,658,076	7,590,154	7,325,536
	Aged 35 to 44	7,481,103	7,581,371	7,649,938
	Aged 45 to 54	6,164,279	6,297,064	6,439,617
	Aged 55 to 64	4,856,360	4,922,425	4,993,398
	Aged 65 to 74	3,737,546	3,741,907	3,761,852
Employment situation	Active employed	20,573,846	18,936,760	14,964,276
	Active self-employed			3,435,794
	Active unemployed	2,224,599	3,941,882	4,698,739
	Student	2,516,437	2,596,156	2,861,554
	Homemaker	4,185,885	3,896,104	3,635,609
	Pensioner	4,132,115	4,335,086	4,427,989
Other employment situation	865,064	962,392	587,562	
Level of education	Illiterate	625,267	588,052	539,961
	Primary education	8,292,081	8,358,116	7,983,056
	1st stage secondary ed.	8,803,303	8,306,486	8,135,716
	2nd stage secondary ed.	7,166,642	7,329,613	7,612,762
	Advanced voc. training	3,205,613	3,363,472	3,508,132
	University graduate	6,379,516	6,706,824	6,809,961
Cannot be coded	25,525	15,814	21,934	
Habitat size	Capitals > 500 thou. inhab.	5,560,411	5,606,153	5,579,588
	Capitals < 500 thou. inhab.	5,604,957	5,566,760	5,616,083
	Towns > 100 thou. inhab.	3,332,580	3,298,170	3,182,247
	Towns 50 to 100 thou. inhab.	3,304,011	3,337,669	3,386,755
	Towns 20 to 50 thou. inhab.	5,166,454	5,227,772	4,937,257
	Towns 10 to 20 thou. inhab.	4,183,362	4,188,965	4,466,155
	Towns < 10 thou. inhab.	7,346,171	7,442,888	7,443,438
<b>Total indiv. (aged 16 to 74)</b>		<b>34,497,946</b>	<b>34,668,378</b>	<b>34,611,522</b>

## 10. TECHNICAL SPECIFICATIONS

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The primary data, which corresponds to the “Survey of Equipment and Use of Information and Communication Technologies in Households” (ICT-H 2010) drawn up by the Spanish National Statistics Institute, have been processed and analysed by the Studies and Forecasts Area of the Spanish Observatory for Telecommunications and the Information Society.

**Universes:** 17.1 million households. Individuals aged between 16 and 74: 34.6 million.

The data published in this report refer to individuals aged between 16 and 74 years old. 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 specifically related to Information Society issues.

**Sample:** The sample size of the ITC-H 2010 survey for individuals aged 16 or over was 19,384 individuals, to which a sample of 3,122 individuals aged between 10 and 15 was added, which adds up to 22,506 individuals aged 10 and over. However, for the purposes of this report, which mainly considered the population aged between 16 and 74, the sample size was reduced to 16,344 individuals.

**Scope:** Spain.

Further information on the survey methodology (sample design, fieldwork, sampling errors, questionnaires, etc.) can be obtained at <http://www.ine.es>.

The decision tree analysis used in this report creates a classification model based on trees to classify cases into groups. This procedure provides validation tools for exploratory and confirmatory factor analyses. The analysis is based on a chi-square test. The chi-square test is a statistical hypothesis test to approximate a chi-square distribution. The chi-square goodness of fit test allows us to compare the distribution of classes of observations with an expected distribution in order to test whether the observed proportions for a categorical variable differ from hypothesized proportions.

The decision tree analysis has been carried out to obtain the socio-demographic profiles with the highest percentages of Internet users, users who have accessed the Internet during the previous month, and users who access weekly. This type of analysis creates a classification model (decision tree) through successive chi-square contrasts, to study the independence of the variables and determine which are the most relevant in order to group individuals into profiles.

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