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Agjencia e Statistikave të Kosovës - Agencija za Statistike Kosova - Kosovo Agency of Statistics

Series 5: Social Statistics

Survey on Use of Information and Communication Technology 2020





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Foreword

The development and use of information and communication technology has transformed modern society into "information society". Its main characteristic is that the information and communication technology plays the most important role in production and economy, as well as in all other spheres of life of individuals and society as a whole.

In 2017, the Unit of Living Standard at KAS implemented the ICT survey for the first time according to the methodology of Eurostat. This is the fourth publication in a row on the results of ICT use by households and individuals which contains data for 2020 and comparability with previous years.

The survey was conducted in the entire territory of the Republic of Kosovo by households and by individuals in the category of age 16-74. The reference period was three months before the interview. Data were collected through the CAPI method (Computer-Assisted Personal Interviews) by conducting the direct interview in the household. The use of the innovative CAPI method was made thanks to the contribution given by the Information Technology Division in KAS.

The Department of Methodology and Information Technology has contributed to the development of the questionnaire in electronic form in the Survey Solutions application in the CAPI / tablet method, sampling preparation and mapping.

The survey in the households was conducted on a two-phase sampling, the first sampling phase in the region and the second phase in the enumeration area. Households were selected by random method. The sampling size was 3750 households and 3750 individuals.

Comments, remarks, suggestions and proposals regarding this publication are welcome and they can be sent to the electronic address: social@rks-gov.net.

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December, 2020

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List of Abbreviations

ICT - Information and Communication Technology

KAS - Kosovo Agency of Statistics

DSS - Department of Social Statistics

DMIT - Department of Methodology and IT

CAPI - Computer Data Collection (Computer Assisted Personal Interviewing)

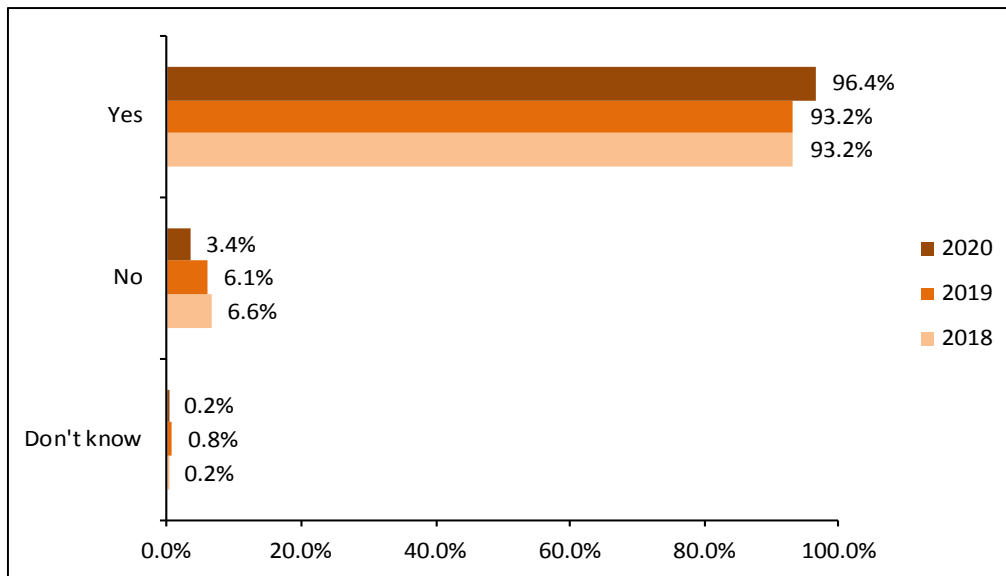
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1 ACCESS TO INFORMATION AND COMMUNICATION TECHNOLOGY BY HOUSEHOLDS

1.1 Internet access at home or dwelling

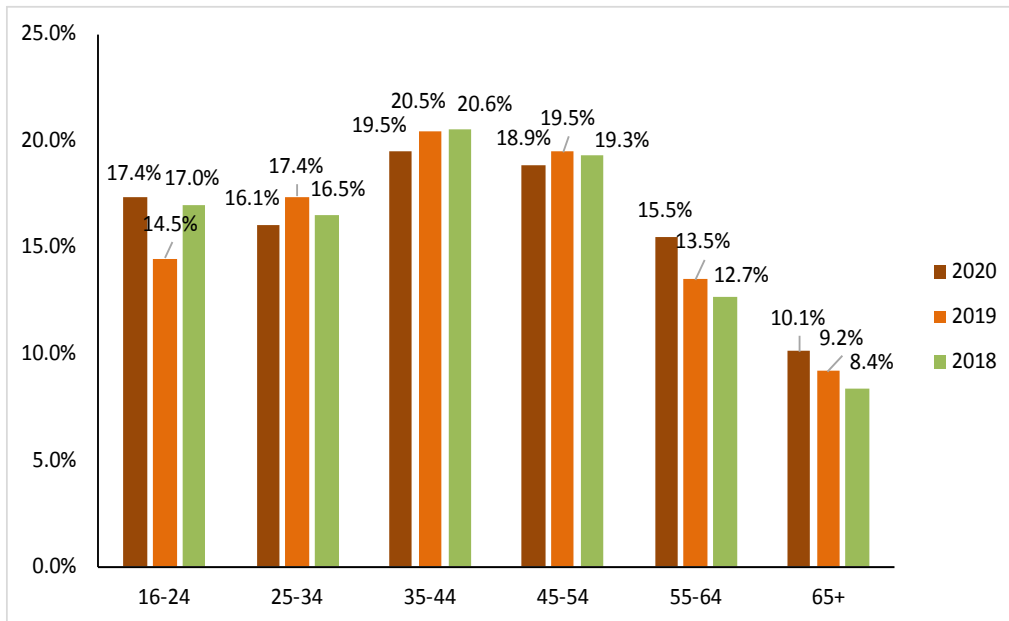
Graph 1. Households in Kosovo with access to the Internet at home or dwelling in 2018-2020 in percentage (%)



As noted in the graph above, the percentage of households that had Internet access from home in 2020 was 96.4%, where compared to 2018 and 2019 there is an increase by 3.2% in 2020.

1.2 Use of the Internet by age group

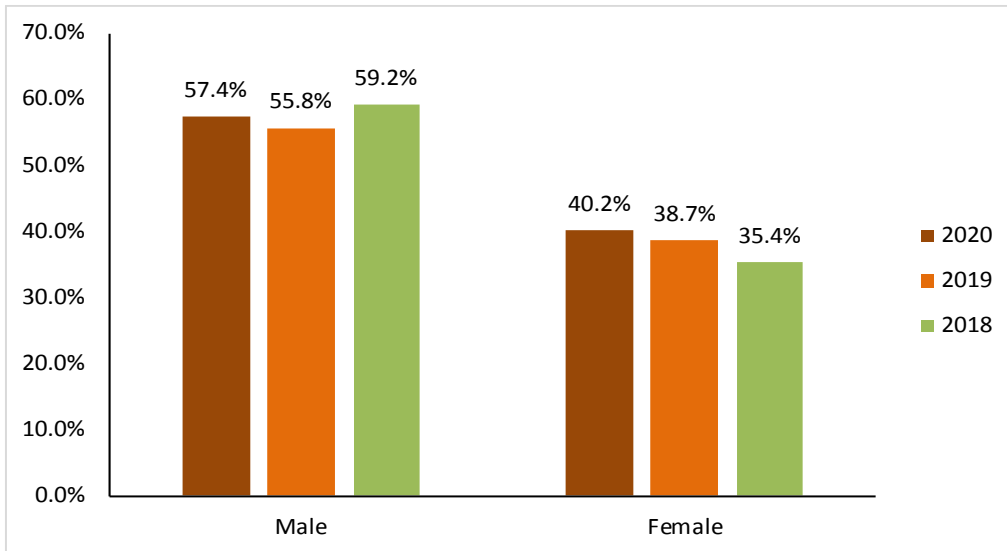
Graph 2. Access to the internet at home or dwelling by age group in 2018 and 2020 in percentage (%)



As indicated in Graph.2, also in 2020 among persons in households who have had Internet access at home dominates the age group 35-44 years where 19.5% have had Internet access at home by any device, compared to the year 2019 the decrease by 1% is observed.

1.3 Use of the Internet by gender

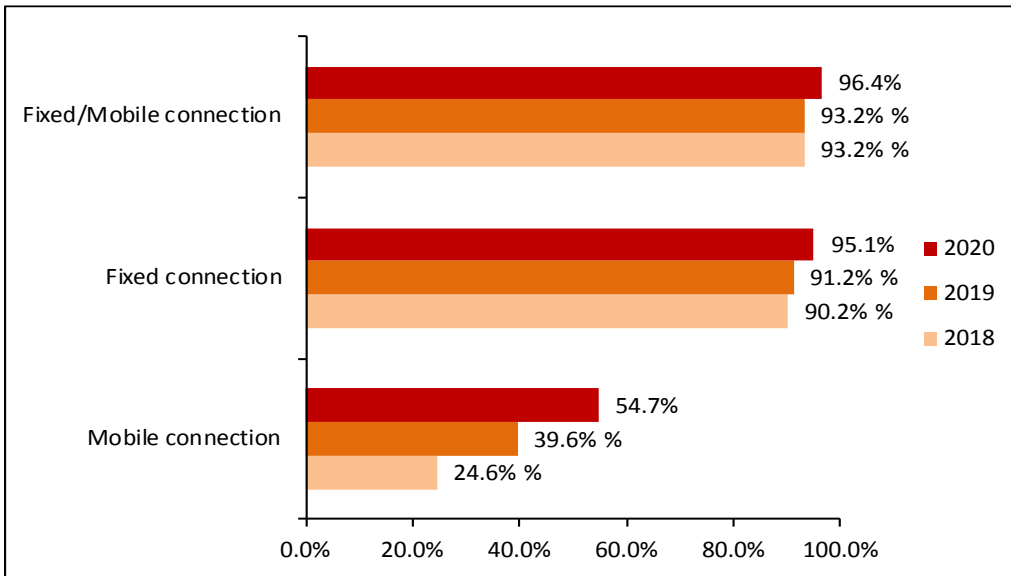
Graph 3. Use of the internet by gender with access to internet at home or dwelling in 2018 and 2020 in percentage (%)



The data presented in Graph.3 indicate that internet use by males dominates with 57.4%, compared to females by 40.2%. Compared to 2019, there was an increase by 1.6% among male internet users, while there was an increase by 1.5% among female internet users.

1.4 Type of Internet access

Graph 4. Type of the internet access by households in 2020 in percentage (%)



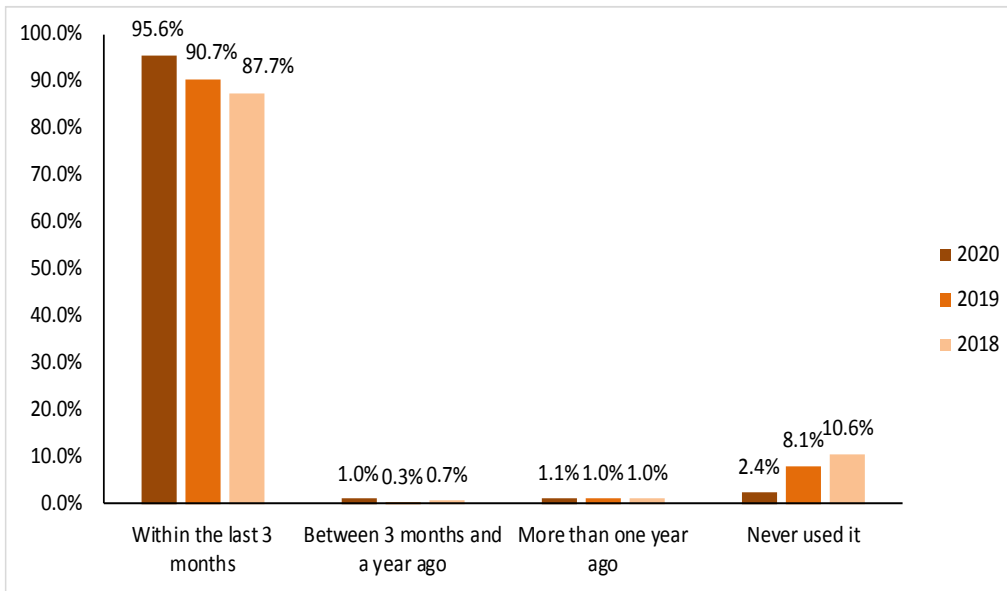
Out of 96.4% of households that had Access to the Internet via fixed and mobile connection, 95.1% are served with the fixed connection, while 54.7% with the mobile connection. Compared to 2019, it is observed that there has been an increase in the percentage of internet use through the fixed / mobile connection by 3.2%, but there has also been an increase in the use of the internet from the fixed connection by 3.9 percent, while the most significant increase in internet use was in the mobile connection by 15.1 percent.

Respondents were asked about the broadband connections such as. DSL, ADSL, VDSL, cable internet, satellite internet, WiFi networks. The Broadband mobile connection included connection through the mobile phone network, on 3G (e.g. UMTS), using (SIM) card or USB, mobile phone or smart phone.

2 USE OF THE INTERNET BY INDIVIDUALS OF AGE 16-74 IN 2020

2.1 Use of the internet the last time

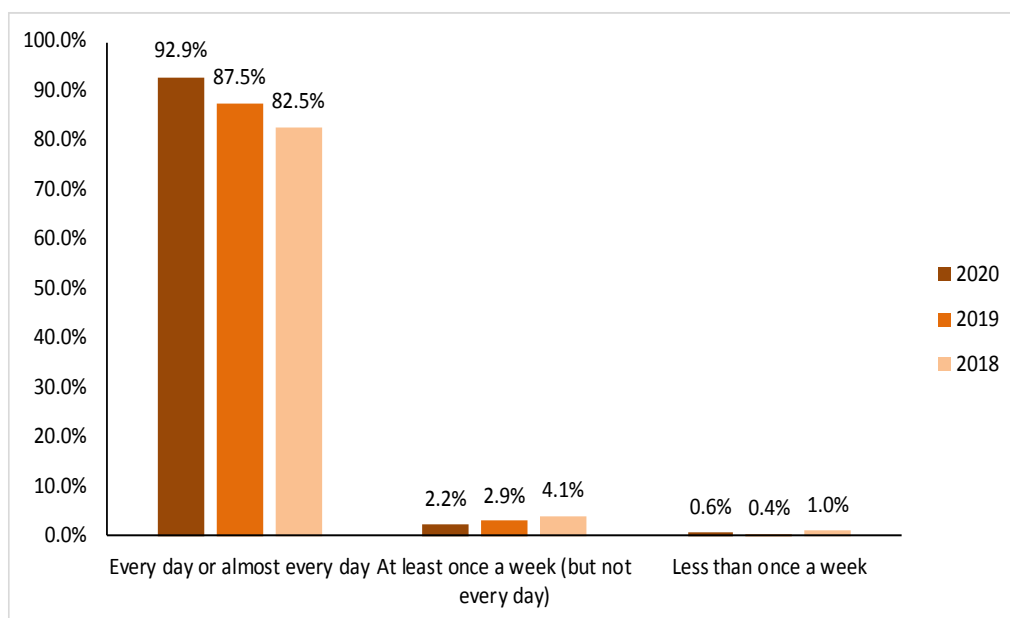
Graph 5. Use of internet the last time (home, work or other places) in 2018-2020 in %



The data in the Graph 5 clearly indicate an intensive use of the Internet where 95.6% of individuals used the Internet during the three months prior to the interview while 2.4% of individuals stated that they never used the Internet, while compared to 2019 there is an increase by 4.9 percent of the individuals who used the Internet in the three months prior to interview, while there is a decrease in the percentage of individuals who have never used the internet, by 5.7 percent.

2.2 Use of the Internet in the last 3 months

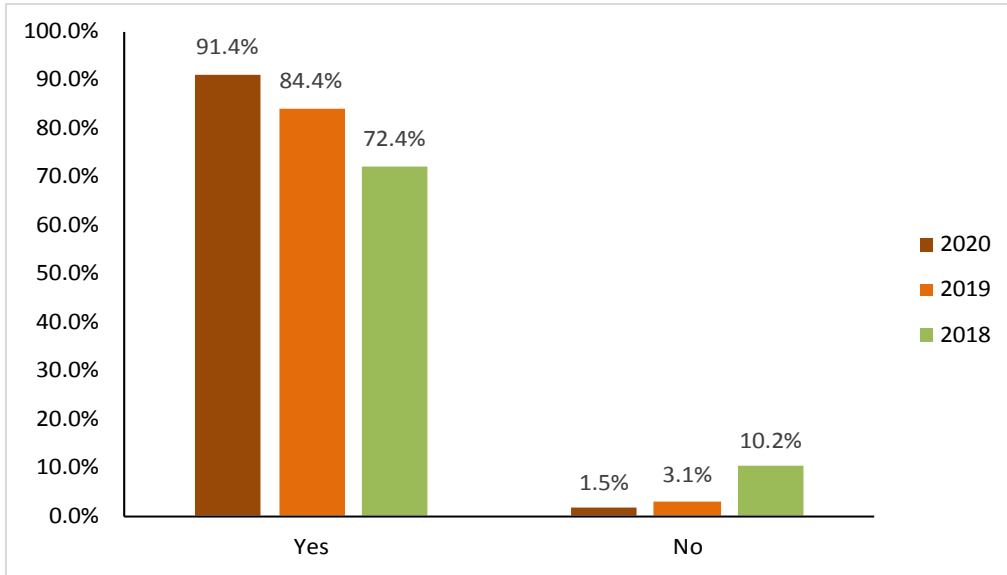
Graph 6. Frequency of the use of the internet by individuals in the households in the last 3 months in 2018-2020 in %



Of the 95.6% of individuals who used the Internet during the three months prior to the interview, 92.9% used the Internet every day or almost every day, meanwhile compared to 2019, the use of the Internet by individuals increased by 5.4 percent.

2.3 Use of the Internet several times during the day

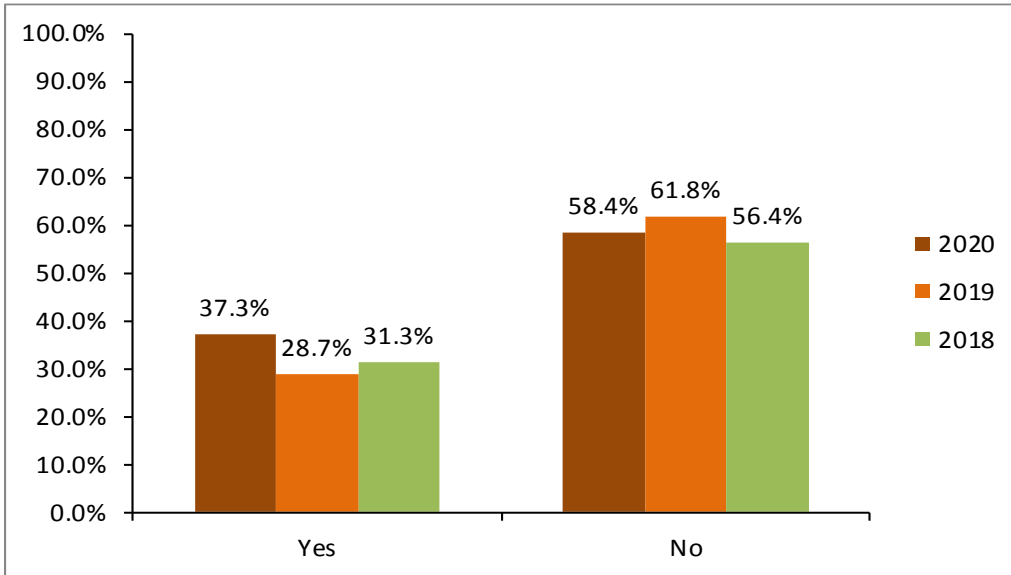
Graph 7. Frequency of the use of internet by individuals in the households several times during the day in 2018-2020 in %



The Graph above indicates that 92.9% of individuals have used the Internet every day or almost every day, while 91.4% have used the Internet several times during the day in 2020. Compared to 2019, we observe that the use of Internet by individuals in 2020 increased by 7 percent.

2.4 Use of internet online services for private purposes to save documents in the last 3 months

Graph 8. Use of internet online services for private purposes to save documents, photos, music, videos or other files e.g. Google Drive, Dropbox, Windows, iCloud, Amazon Cloud Drive

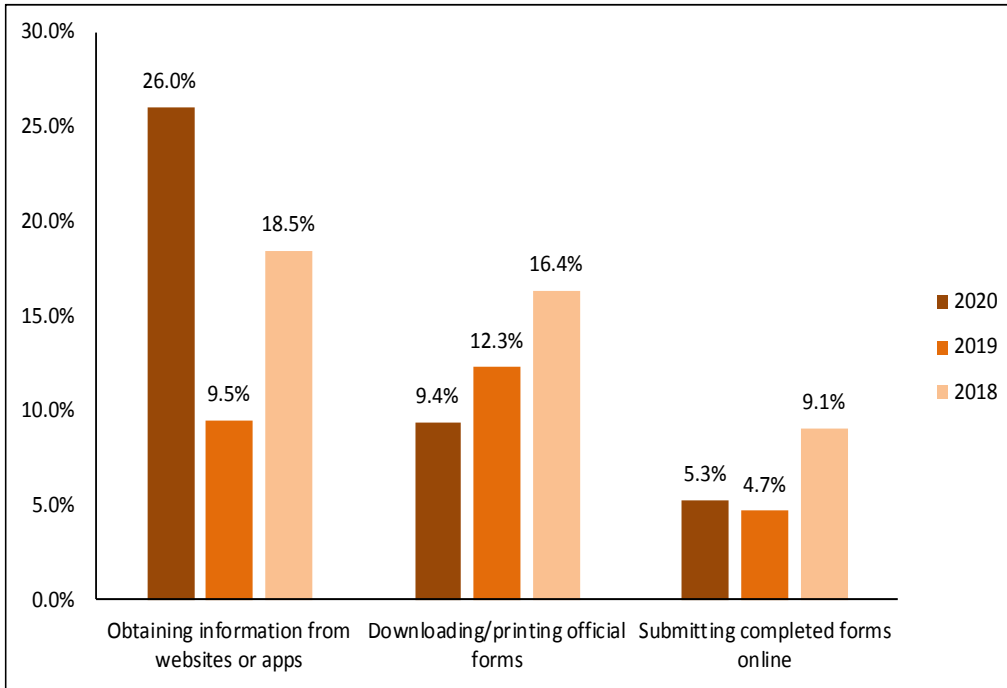


The data in Graph 8 indicate that the use of online services for private purposes of online document storage space in the last 3 months in 2020 is 37.3%. Compared to 2019, the use of internet for private purposes decreased by 8.6 percent.

3 USE OF E-GOVERNMENT

3.1 Use of internet for private purposes for public services, government agencies or administration in the last 12 months

Graph 9. Use of the internet for private purposes in the last 12 months to get services from government agencies or administration in %

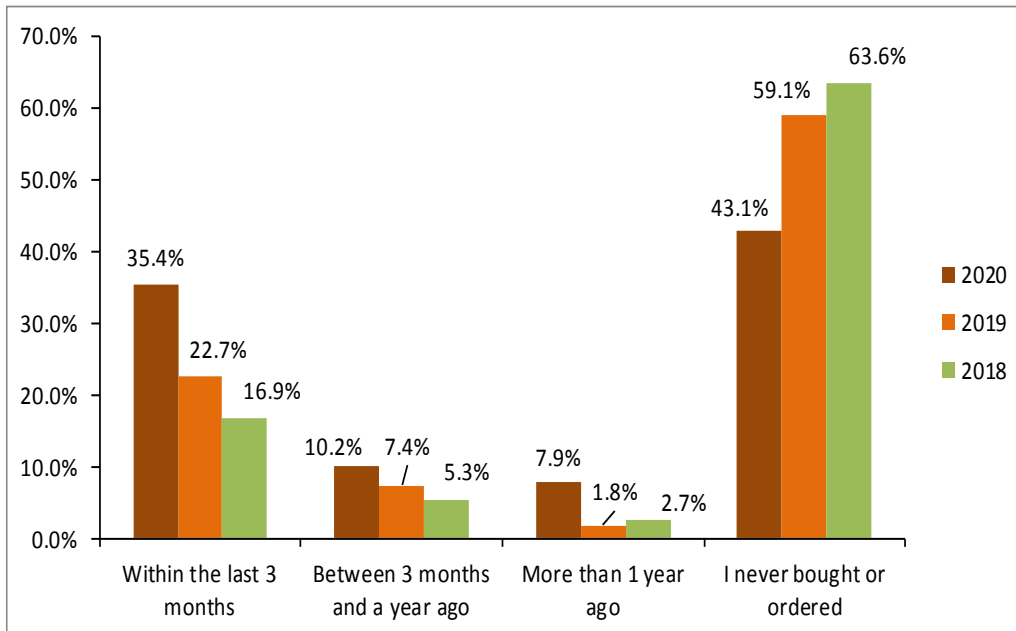


The Graph above indicates that 26.0 percent used the Internet for private purposes to get services from government agencies or administration to obtain information from websites or apps, 9.4 percent to download / print official forms and 5.3 percent to submit completed forms. Compared to 2019, the use of the Internet to get information from websites or apps in 2020 has increased by 16.5 percent.

4 USE OF E-COMMERCE

4.1 Buying or ordering any goods and services over the internet the last time

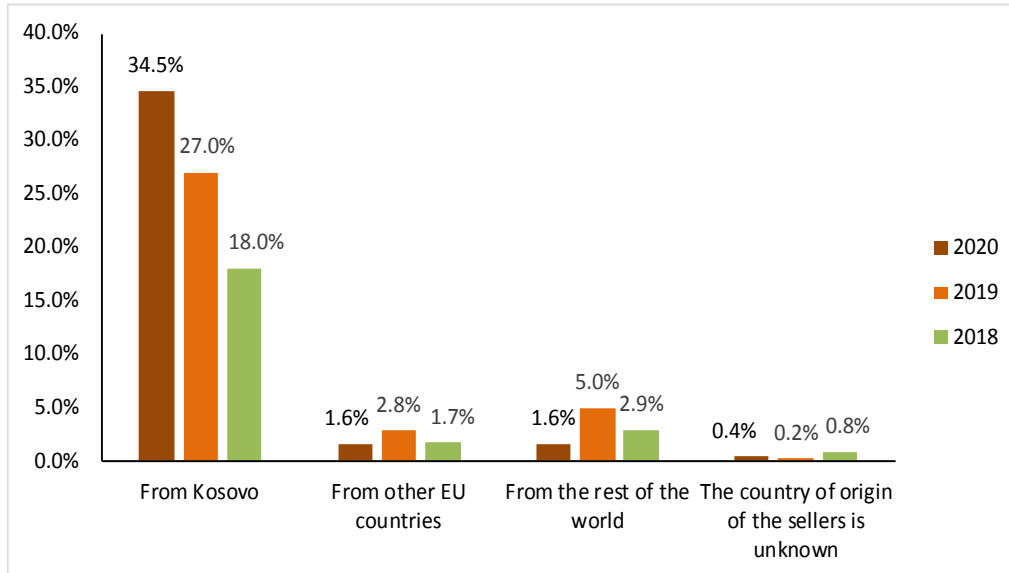
Graf 10. Buying or ordering any goods or services for private use over the internet the last time in 2018-2020 in %



The data presented in Graph 10 indicate that in 2020 the purchase or ordering of goods and services online by individuals 3 months prior to the interview is 35.4%. Compared to 2019 the purchase or ordering of goods through the internet increased by 12.7 percent, while the individuals who never bought or ordered goods and services over the internet is 43.1%.

4.2 Buying or ordering any goods and services for private use over the Internet in the last 12 months

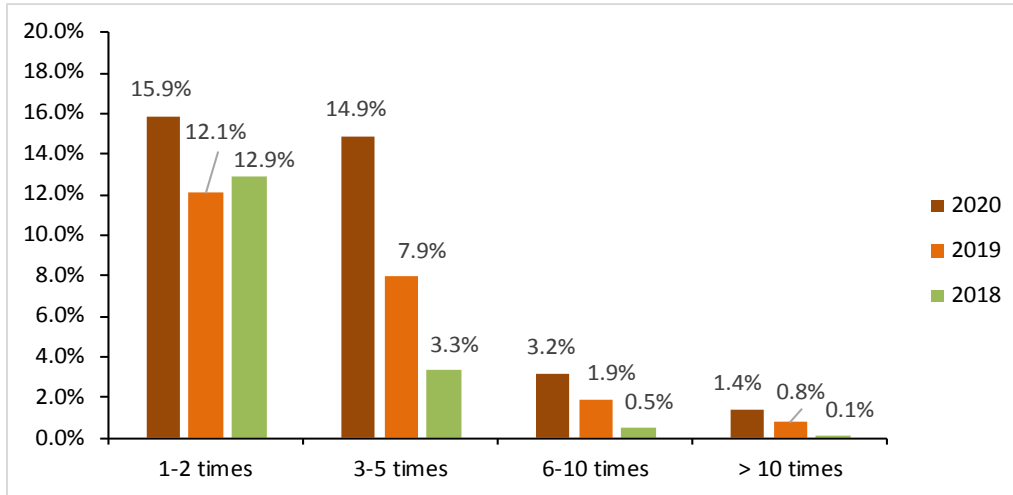
Graf 11. Country where the purchase or order of goods or services is made over the internet for private use in 2018-2020 in %



The data presented in Graph 10 indicate that in 2020 the purchase or ordering of goods and services over the internet for private use in the last 12 months in Kosovo is 34.5%. Compared to 2019, the purchase or ordering of goods and services for private use has increased by 7.5 percent.

4.3 Buying or ordering of goods or services for private use over the Internet within the last 3 months in 2018-2020

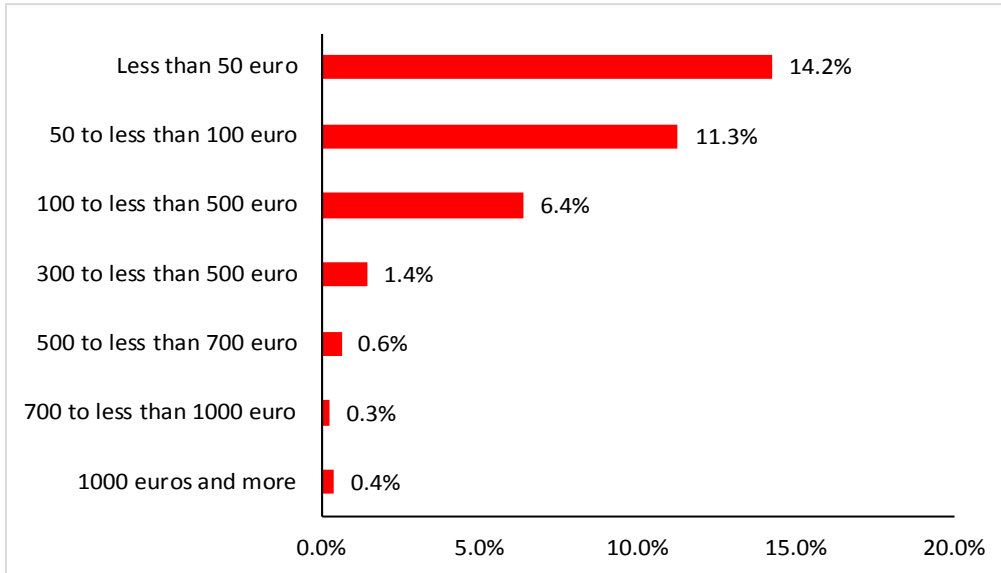
Graph 12. How many times the goods were ordered or purchased or services over the internet for private use in 2020 in percentage (%)



In 2020, 15.9 percent of respondents stated that during the reference period of 2020 they purchased or ordered goods or services for private use over the Internet 1-2 times. Compared to 2019, there is an increase by 3.8 percent, while there was an increase by 7 percent of those who stated that they purchased or ordered goods or services over the internet 3-5 times during this reference period, as well as of those who stated that they purchased or ordered goods or services over the internet 6-10 times by 1.3 percent, and for more than 10 times by 0.6 percent.

4.4 Buying or ordering of goods or services for private use over the Internet within the last 3 months in 2018-2020

Graph 13. Amount of money spend by individuals on the purchase or ordering of goods or services for private use over the internet in 2020 in %

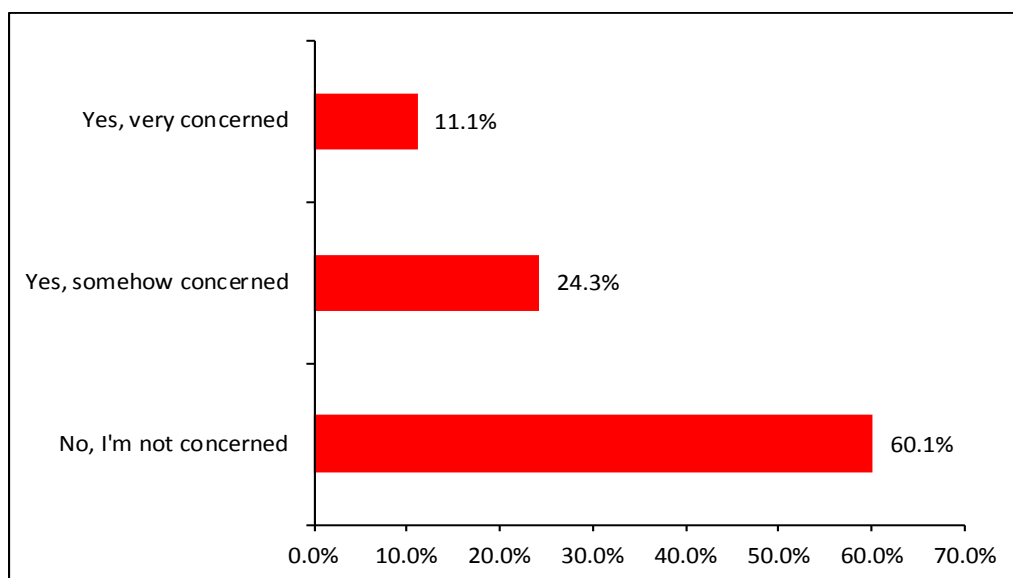


As observed in Graph 13, in 2020, 14.2 percent of respondents stated that the amount of money spend on purchasing or ordering goods or services over the Internet for private use was less than 50 euros, while only 0.4 percent of respondents stated that they have purchased or ordered goods and services online for the value of 1000 euros or more.

5 Privacy and protection of personal data

5.1 Concerns of individuals that internet activities are registered for customized advertising

Graph 14. Concerns about online activities by offering customized advertising

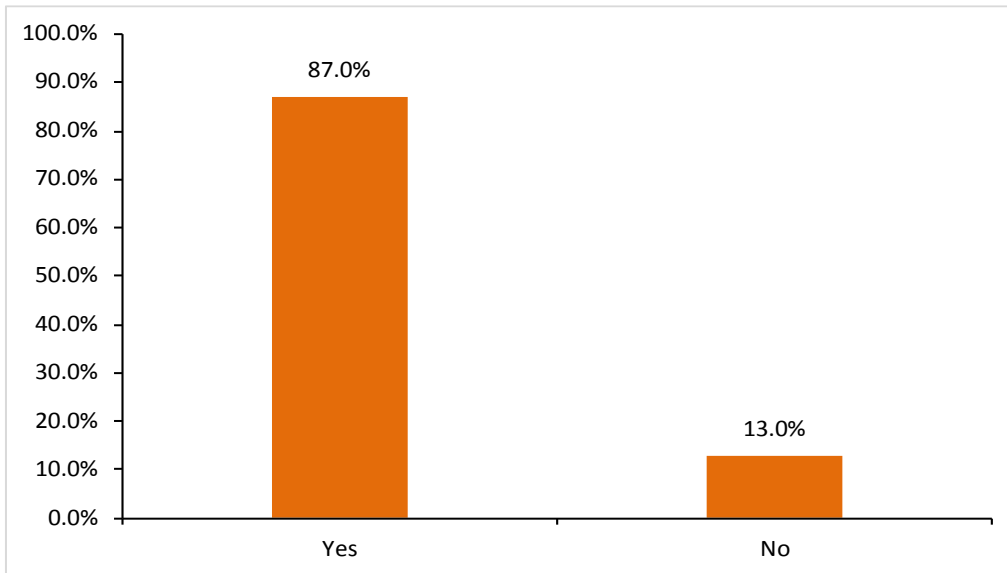


The data presented in Graph 14 indicate that in 2020, 11.1% of individuals stated that they felt very concerned that their online activity was being recorded by offering customized advertising, 24.3% were somewhat concerned and 60.1% were not concerned.

6 Use of Internet devices

6.1 Use of Internet in TV

Graph 15. TV users connected to the internet at home for private purposes



87.0 percent used Internet-connected TV for private purposes and 13.0% did not use Internet-connected TV for private purposes in 2020.

7 CONCLUSIONS

The rapid development of the use of Information and Communication Technology has been also observed by the results of the ICT 2020 survey.

In 2020, 96.4% of households in Kosovo had access to the Internet at home or dwelling from any device. (Graph 1)

The data in graph 2 indicate internet users by age group, where age group 35 to 44 leads with the use of Internet by 19.5 percent (Graph 2)

Internet users by gender, lead males with 57.4 percent compared to females with 40.2 percent of users (Graph 3)

Out of 96.4% of households that had access to the internet via fix and mobile connection, 95.1% were served with the fixed connection, while 54.7% with the mobile connection. (Graph 4)

The data in graph 5 indicate the intensive use of the Internet. 95.6% of individuals who used the internet in the three months prior to the interview, while 2.4% of individuals stated that they never used the internet. (Graph 5)

Of the 95.6% of individuals who used the internet in the three months prior to the interview, 92.9% used the internet every day or almost every day. (Graph 6)

Use of internet: Of the 92.9% of individuals who used the internet every day or almost every day, 91.4% used the internet several times a day. (Graph 7)

37.3 have used the internet for private purposes of online services for storing documents, photos, music, videos or other files, e.g. Google Drive, Dropbox, Windows, iCloud, Amazon Cloud Drive. (Graph 8)

26.0% have used the internet for private purposes for activities such as: public services, government agencies or administration, in the last 12 months. (Graph 9)

35.4% of individuals last purchased or ordered goods or services for private use over the internet; there has been an increase by 12.7 percent compared to 2019. (Graph 10)

34.5% of countries that have purchased or ordered goods or services for private use over the internet in 2020. (Graph 11)

15.9 percent of respondents stated that they have purchased or ordered goods or services 1-2 times for private use over the internet in 2020. (Graph 12)

14.2 percent of respondents stated that they spent up to 50 euros for the purchase or order of goods or services for private use over the internet in 2020. (Graph 13)

60.1 percent of respondents stated that they were not concerned with online advertising using activity, in 2020. (Graph 14)

87.0 percent of respondents stated that they used an Internet-connected TV at home for private purposes, in 2020. (Graph 15)

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Kosovo Agency of Statistics

short description

Kosovo Agency of Statistics is a professional institution which deals with collection, processing and publication of official statistical data. As such acts since 1948 and has passed through several historical stages, structured according to state regulation of those times.

On 2 August 1999, the Agency has resumed his professional work (after nine years of interruption of all statistical series detrimental to the interest of Kosovo), as an independent institution under the Ministry of Public Administration. Since 12.12.2011 the Agency operates in the frames of the Prime Minister's Office. Office is funded by the Kosovo Consolidated Budget, but also by donors for specific projects and for technical professional support.

Kosovo Agency of Statistics acts according to the Law No. 04/L-036 which entered into force on 12.12.2011 and Amendment of Law No. 06/L-058 which entered into force on 17.01.2019 . Programme of Official Statistics 2018/2022 is in implementation for the development of statistical system in correlation with the European Union statistics (EUROSTAT).

Kosovo Agency of Statistics has this organizational structure: production departments; Department of Economic statistics, Department of National Accounts, Department of Agriculture and Environment statistics and Department of Social statistics. **Support Departments**; Department of Methodology and Information Technology, Department of Policy Planning, Coordination and Communication, Department of Census and survey and Department of Administration. **Within the Agency are also established Regional Offices**; Gjakove, Gjilan, Mitrovica, Peja, Prizren, Pristina and Ferizaj

In KAS are employed in total 156 workers, of whom 115 at the headquarters of the Agency, while in the Regional Offices, 41. Agency's educational qualifying structure is as follows: 123 with university education, 15 with with non-tertiary education, and 18 with secondary education.

We have professional and technical cooperation with all Ministries of the Government of Kosovo, especially with the Ministry of Economy and Finance, Central Bank of Kosovo, with international institutions, EUROSTAT, International Monetary Fund, World Bank, Sweden's SIDA, DFID, UNFPA, UNDP, UNVEF, and with the statistical institutions of the countries in the region.

Kosovo Agency of Statistics almost completely covers the territory of Kosovo, based on the statistical structure of the enumeration areas as the basic unit and sole in the country from which it gets first hand information. All surveys conducted in the field use the extension of the samples in these enumeration areas but also a statistical methodology according to international recommendations. During the collection of statistical data and reports from reporting entities are involved professionals, technicians, administrators, servants of the country offices, field enumerators from regional offices, etc.

In 2011, the project of Population Census , Households and Dwellings was successfully implemented, and in 2014 was successfully carried out the Agriculture Census. The result obtained from these censuses will have an important role in the development policies.

The mission of the Agency; to meet the needs of users with qualitative statistical data, objective, in time and space so that users have reliable base to conduct regular analysis in the interest of planning and project development at the municipal and country level. To support government institutions, scientific institutes, research academies, businesses in order to provide proper information for decision-makers and other users in Kosovo.

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