

RELEASE DATE: 26.08.2021

HOURS: 10:00

NUMBER: 37437



Survey on Information and Communication Technology (ICT) Usage in Households and by Individuals, 2021

Proportion of households with Internet access was 92.0%

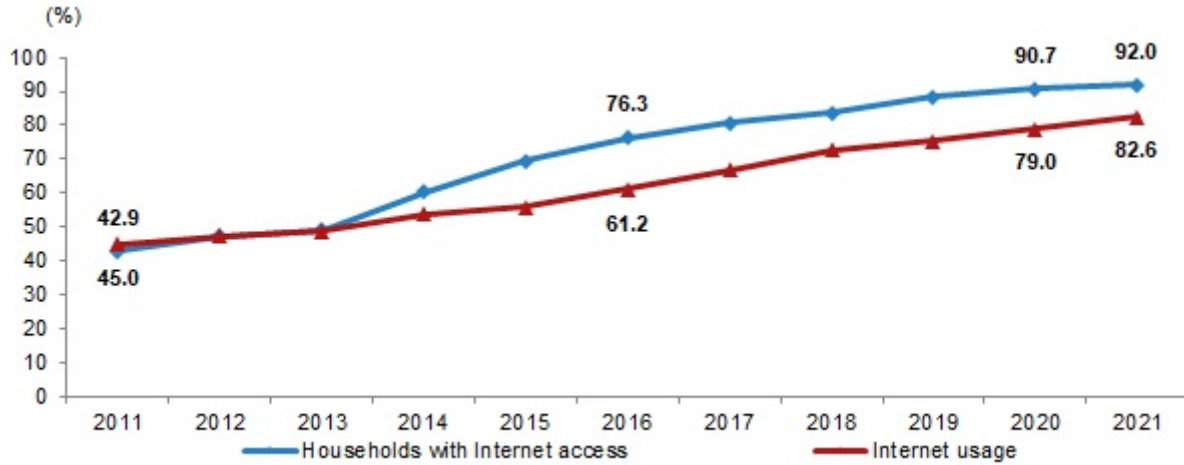
According to the results of the survey, it was observed that 92.0% of the households had access to the Internet from home in 2021. This proportion was 90.7% in the previous year.

Proportion of households with Internet access was the highest in TR1 Istanbul (İstanbul) with 97.1%, followed by TR5 West Anatolia (Ankara, Konya, Karaman) with 94.2% according to the Statistical Regions (SR) Level 1.

Internet usage of individuals was 82.6%

Internet usage of individuals aged 16-74 was 82.6% in 2021. This proportion was 79.0% in the previous year. When Internet usage proportion is analysed by sex; it was observed that this proportion was as 87.7% for males and 77.5% for females.

Households with Internet access and Internet usage in individuals, 2011-2021



92.0% of households had broadband Internet connection

Households with broadband access was 92.0% in 2021. In terms of broadband connection types, while 61.9% of households used fixed broadband connection (ADSL, cable, optic fibre, etc.), 88.5% of households used mobile broadband connection to access the Internet. The proportion of households with broadband Internet access was 89.9% in the previous year.

80.5% of Internet users used the Internet regularly

It was observed that 80.5% of all individuals in the 16-74 age group used the Internet regularly (almost every day or at least once a week) during the first quarter of 2021. Regular Internet usage was 76.5% in the previous year.

Average Internet usage frequency of individuals (%), 2020, 2021

	Total		Male		Female	
	2020	2021	2020	2021	2020	2021
Every day or almost every day	70.8	76.5	76.4	81.6	65.3	71.4
At least once a week (but not every day)	5.6	4.0	5.7	4.0	5.6	4.0
Less than once a week	1.2	0.9	1.2	0.8	1.2	0.9

Total numbers may not be obtained due to rounding.

Use of e-government services was 58.9%

The proportion of individuals using the Internet in the twelve-month period between April 2020 and March 2021 for contact or interact with public authorities or public services for private purposes was 58.9% among individuals aged 16-74. This proportion was 51.5% for the same period in the previous year. Among the purposes of using e-government services, obtaining information from websites ranked first with 55.8%. While 32.3% of the individuals filled the forms online, 27.7% of the individuals reported that they downloaded/printed the official forms.

The proportion of buying or ordering goods or services over the Internet was 44.3%

While the proportion of individuals aged 16-74 who ordered or purchased goods or services for private use over the Internet was 44.3% in 2021, this proportion was observed as 36.5% in previous year.

The proportion of ordering or purchasing goods or services over the Internet by sex was 48.3% for males and 40.3% for females. This proportion was observed as 40.2% and 32.7% respectively in the previous year.

When the latest time to buy or order goods or services for private purposes over the Internet is taken into consideration, the rate of those declaring as in the last three months (first quarter of 2021) was 32.4%. This rate was 23.9% in the same period of the previous year.

Proportion of buying or ordering goods or services over the Internet by latest time, 2011-2021



Clothes, shoes or accessories were purchased with 70.7% at most

70.7% of individuals who ordered or purchased goods online in the first quarter of 2021 purchased clothing, shoes and accessories. This was followed by deliveries from restaurants, fast-food chains, catering service with 40.8%, food or beverages from stores or from meal-kits providers with 33.4%, cosmetics, beauty or wellness products with 28.7%, printed books, magazines or newspapers with 27.7% and cleaning products or personal hygiene products with 27.6%. Most ordered or purchased groups on the Internet by males; clothes, shoes or accessories with 64.1%, deliveries from restaurants, fast-food chains, catering service with 42.7% and food or beverages from stores or from meal-kits providers with 33.4%, while by females; clothes, shoes or accessories with 77.8%, cosmetics, beauty or wellness products with 40.6% and deliveries from restaurants, fast-food chains, catering service with 38.8%.

The most purchased or subscribed digital content was films or series services or downloads with 30.6%

By individuals who bought or ordered goods or services over the Internet in the first quarter of 2021 for private use the most purchased or subscribed digital content was film or series with 30.6% and the most purchased online service was transportation with 14.4%.

37.2% of individuals who bought or ordered goods or services over the Internet for private use in the first three months of 2021 purchased online 1-2 times, while 17.4% purchased was more than 10 times. These rates were observed as 45.6% and 11.2% respectively, in the same period of the previous year.

"Prefer to shop in person" was the highest reason for not buying online with 34.8%

Prefer to shop in person, like to see product, loyalty to shops, force of habit was cited as the most important reasons for not purchasing online with 34.8% among individuals who were Internet users in the first three months of 2021 but did not purchase goods or services via the website or mobile application in the same period. This was followed by no need to buy online in the last 3 months with 28.8%.

The next release on this subject will be in August, 2022.