

Part I: Families and the Information Society

1.- Introduction

The statistical operation known as the Survey on the Information Society - ISS -(ESI)-, is currently sub-divided into a survey on Basque families, carried out every six months (during the second and fourth quarters), and another, which is carried annually on companies. The year 2000 cycle of surveying has been completed.

The household survey, taking advantage of the PRA data collection (Population in Relation to Activity), selects a first person per household from the population aged 15 and over, of which a fixed quota are students and employed persons, until a sample of nearly 5,000 persons per quarter is reached.

The questionnaire is structured in three major sections. The first of these enquires about the availability of Information Society access systems - technological equipment -, both at home and at the study or workplace. In the second, information is gathered on the interest shown for the new possibilities offered by telematic equipment and the use of traditional means of communication. The final part of the questionnaire focuses on Internet users - the services used, areas of interest accessed, e-commerce, and languages used for surfing, etc.-.

Although access systems are becoming more and more similar from a technical point of view - the Internet can be accessed through televisions and mobile phones and on the other hand, a PC can be used to access various television channels or as a communication tool -, Information Society IS access systems can currently be grouped into three types: those linked to television (Video, Teletext, Satellite Dish, Cable TV or Pay TV), systems connected to a computer (Fax Modem, CD-ROM, Internet and e-mail) and other equipment (mobile phone, Fax and Pagers).

Eustat currently possesses information regarding this technological equipment at three different points in time: the second quarter of 1999 by means of the Survey on Living Conditions in 1999 -ECV99-, the second quarter of 2000 in the Survey on the Information Society -ESI II 2000- and the fourth quarter of 2000 -ESI IV 2000-. Not only does this enable a diagnosis of the state of the IS situation in the Autonomous Community, but also a fairly precise approximation, within the limits of sample methodology, to both the changes in the level of acceptance of the abovementioned systems and their rate of growth.

In this report, as well as presenting the methodology and tools used, an analysis of the results is included with the aim of finding out more about the distribution of IS access systems, and in particular about the behaviour of different social groups when faced with the new IS technologies.

2.- Information Society -IS- Access Systems in the household

2.1.- Information Technology Equipment

Personal Computer

At the end of 2000, 41% of the population aged 15 and over had access to a PC at home.

Observing Table1, it can be seen that the rate of purchase of this equipment has been growing. In twelve months - between the second quarter of 1999 and the second quarter of 2000 according to the Living Conditions Survey -LCS- of 1999 and the 2nd Quarter Information Society Survey -ISS- respectively, the population aged 15 and over who had access to this basic equipment at home increased from 32.7% to 37.1%. In absolute terms, this means that an average of 7,700 more people each month had access to a computer at home. During the following six months - between the 2nd and 4th quarters of 2000 - the growth rate was 4.3%, which in absolute terms reflects an average monthly increase of nearly 14,000 potential users.

This increase, in which the rate of growth has almost doubled, may have been influenced to a certain extent by the sales promotion campaign of PC's backed by the Basque Government under the slogan 'Konekta Zaitetz' (Get Connected), which began at the end of November 2000, by other campaigns promoted by other administrations and/or companies, as well as the influence of the increased sales in the run up to Christmas.

The possibility of accessing a computer is similar in the three Provinces.

The difference between sexes with regard to computer access existing in the 2nd quarter, almost 39% of men had a computer compared to 35.5% of women, had increased in the 4th quarter by 6.2%. At the end of 2000, 44.6% of men and 38.4% of women had a computer.

POPULATION AGED 15 AND OVER AND -IS- ACCESS EQUIPMENT AT HOME. A.C. OF EUSKADI. (%)	Difference				
	ECV III - 1999 (1)	ESI II - 2000 (2)	ESI IV - 2000 (3)	(2) - (1)	(3) - (2)
Personal Computer	32,7	37,1	41,4	4,4	4,3
CD-ROM	23,3	26,7	33,7	3,4	7,0
Internet	7,0	11,0	14,3	4,0	3,3
E-mail	6,3	11,0	14,6	4,7	3,6
Mobile	29,1	49,9	65,3	20,8	15,4
Teletext	49,9	57,0	65,2	7,1	8,2
Video	71,5	74,5	78,5	3,0	4,0

Source: Information Society Survey -ISS- Families: II and IV quarter of 2000. Eustat

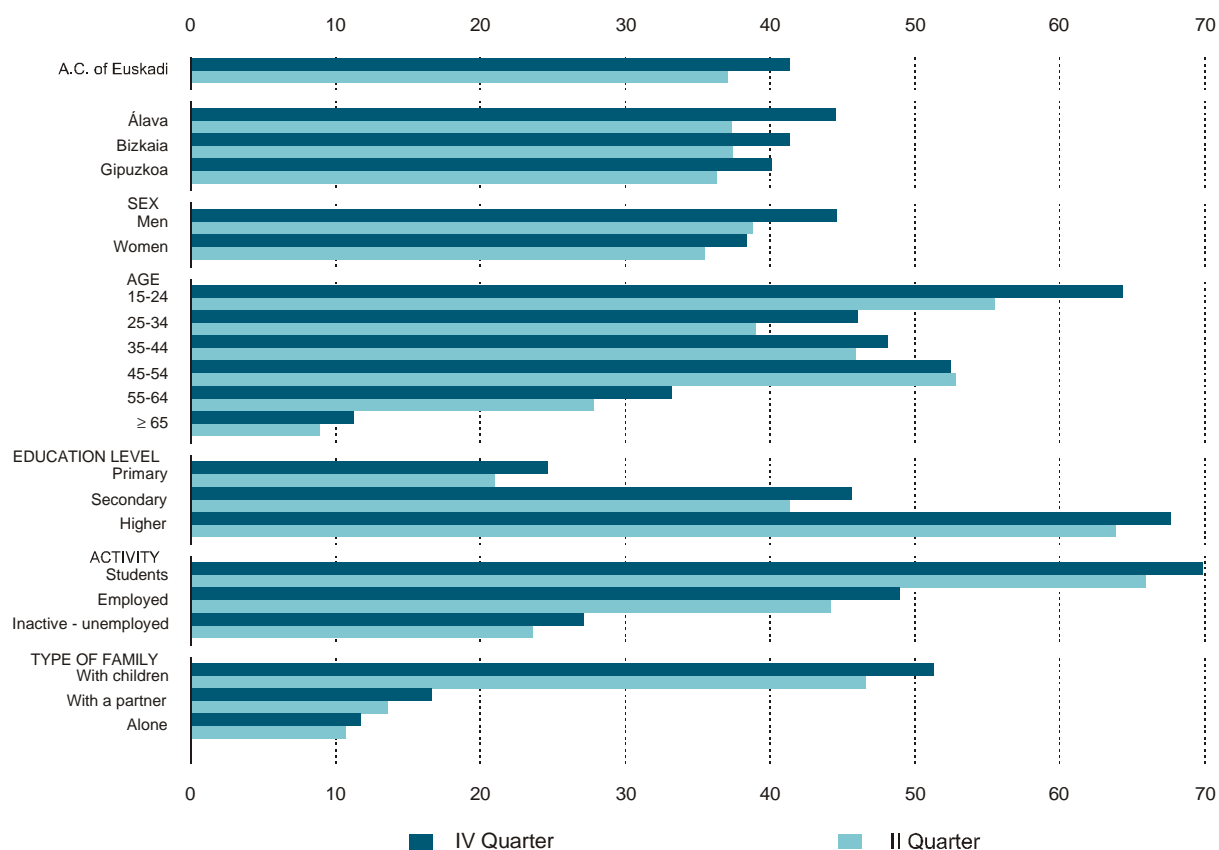
As regards age, 64% of the youngest age group, between 15 and 24, have a computer at home, almost 9% more than the previous year. The next most significant increase is evidenced in the 25 to 34 age group which registered an increase of 7% in computer access, reaching a figure of 46%.

With regard to the level of education, it can be seen that with respect to the 2nd quarter of 1999 the difference between groups is maintained, as all groups increase in the degree of access to a computer by a similar percentage: 4 percent. At the end of 2000, two out of every three people surveyed with higher education studies have a computer at home - 67.7%- half of those with secondary education -45.6%- one in four of those with primary level of education -24.6%-.

The same phenomenon is repeated with relation to activity. The possibility of access to a computer in the 4th quarter increased in comparison to the 2nd quarter in all groups by around 4 percentage points to the extent that currently seven out of ten students have a computer in their home, half of employed persons and 27% of the inactive and unemployed population.

With regard to the kind of family, half of all couples with children have a computer at home, compared to only one in ten people living alone.

GRAPH 1: Population aged 15 and over according to their possibility of access to a PC in the home. A.C. of Euskadi. II and IV quarters of 2000. (%)



Source: ESI -Families- 2000. Eustat

Modem-fax

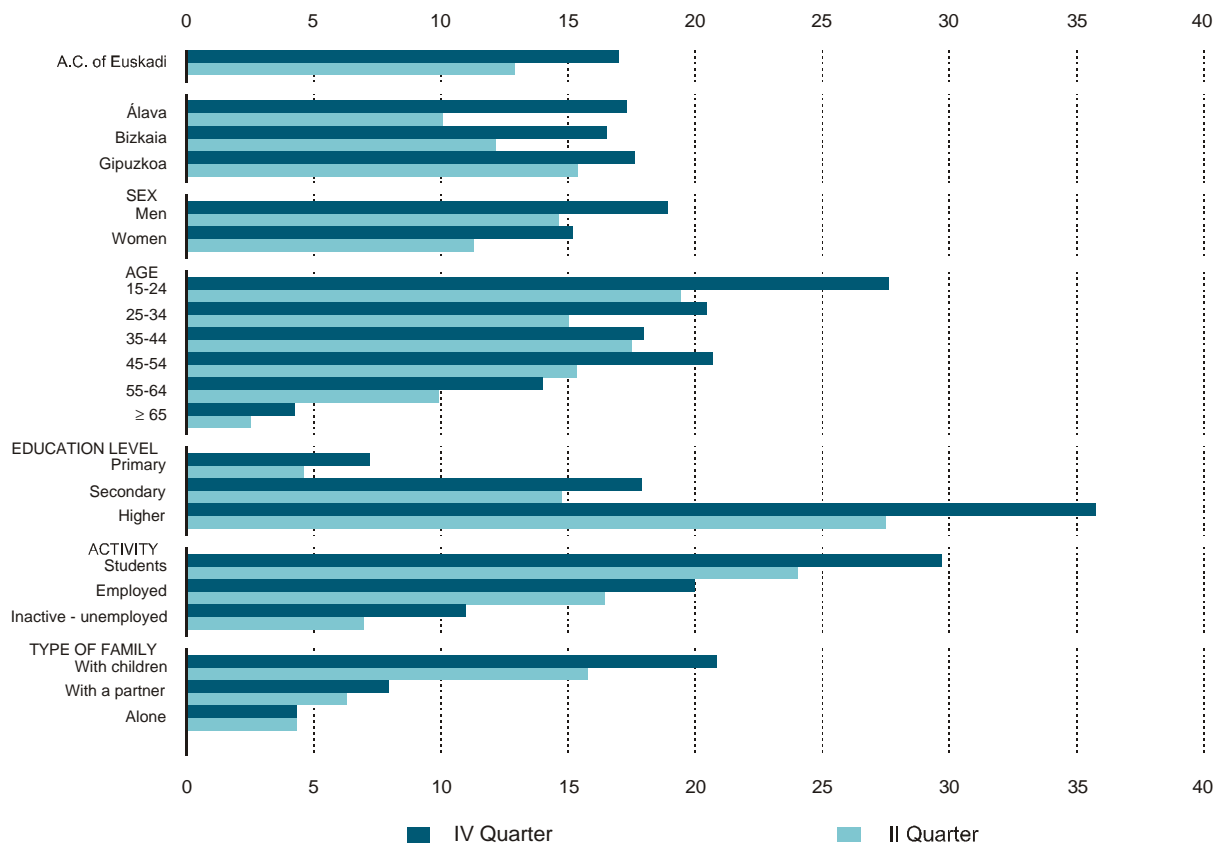
One in six people, 17% of those surveyed, stated that they had a modem-fax, four percent more than in the second quarter, reflecting an average monthly increase of 12,500 users.

The distribution according to the three Provinces, as happened with computers, reveals Alava to be the Province with the highest rate of growth with respect to the 2nd quarter, to such an extent that in the 4th quarter, the availability of modem-fax is practically the same in the three Provinces.

Growth for both sexes has been similar, and therefore, the difference is maintained at the 3.3 percentage points existing in the previous quarter.

As regards age, the greatest increase, with an eight percent rise, occurs amongst the youngest age group, so that by the end of 2000, 28% of this group have this equipment in their home. The oldest age group (65 and over) with 4%, along with those aged between 35 and 44, with 18%, practically remain at the same access levels as in the second quarter. Amongst the remaining people surveyed, aged between 25 and 34 and between 45 and 64, growth stood at 5 percent, reaching a level of access of around 20.5%.

GRAPH 2: Population aged 15 and over according to their possibility of access to a Modem-fax at home. A.C. of Euskadi. II and IV quarter 2000. (%)



Source: ESI -Families- 2000. Eustat

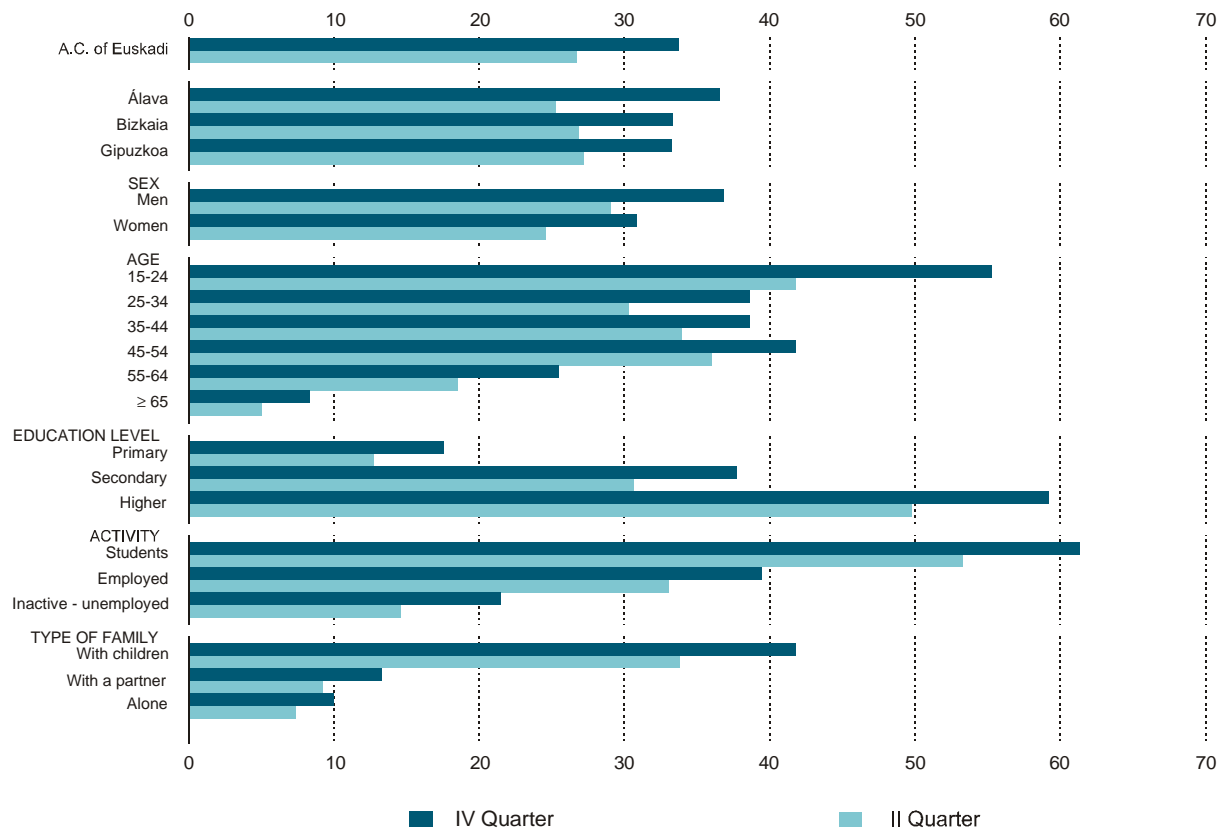
There exists a great difference amongst those surveyed with regard to the level of studies, as 36% of those with a higher level of education compared to 7.2% who have only completed primary education have a fax-modem at home.

CD-ROM

Of all the equipment associated with Information and Communication Technology -ICT-, it is the CD-ROM which was the most common during the last semester of 2000: access rose from 26.7% in the second quarter to 33.7% in the fourth quarter. The average monthly increase reaching 21,500 units. It should not be forgotten that the CD-ROM is not only associated with PC's but may also be independent and used only for listening to music or in association with play stations.

Access to this piece of equipment increased most in Alava -11.3 percentage points-, so that by the end of 2000 36.5% of Alaveses aged 15 or over had a CD-ROM in their home. In Bizkaia and Gipuzkoa the increase was of 6%, reaching a figure of around 33%.

GRAPH 3: Population aged 15 and over according to their possibility of access to a CD-ROM at home. A.C. of Euskadi. II and IV quarter 2000. (%)



Source: ESI -Families- 2000. Eustat

The difference in access levels to CD-ROM's between men and women stayed constant at 6% until the end of 2000.

More than half of those surveyed with aged between 15 and 24 had a CD-ROM at home, 13 percentage points more than six months previous. One in four in the 55 to 64 age group and around 40% of those aged between 25 and 54 also have at least one in the home.

The higher the level of education the more CD-ROM users there are, thus the difference has increased with respect to six months before with the result that six out of every ten people surveyed with a higher education level had a CD-ROM at home compared to 18% of those with only primary studies.

With regard to activity, students - with 60%-, perhaps by virtue of being also the youngest age group, form the activity group which possess this equipment most. Nevertheless, 40% of employed people and 20% of inactive and unemployed persons have access to a CD-ROM.

E-mail

The availability of e-mail rose by 4%, similar to the growth in ownership of computers. At the end of 2000, 14.6% of the population aged 15 and over had access to e-mail at home.

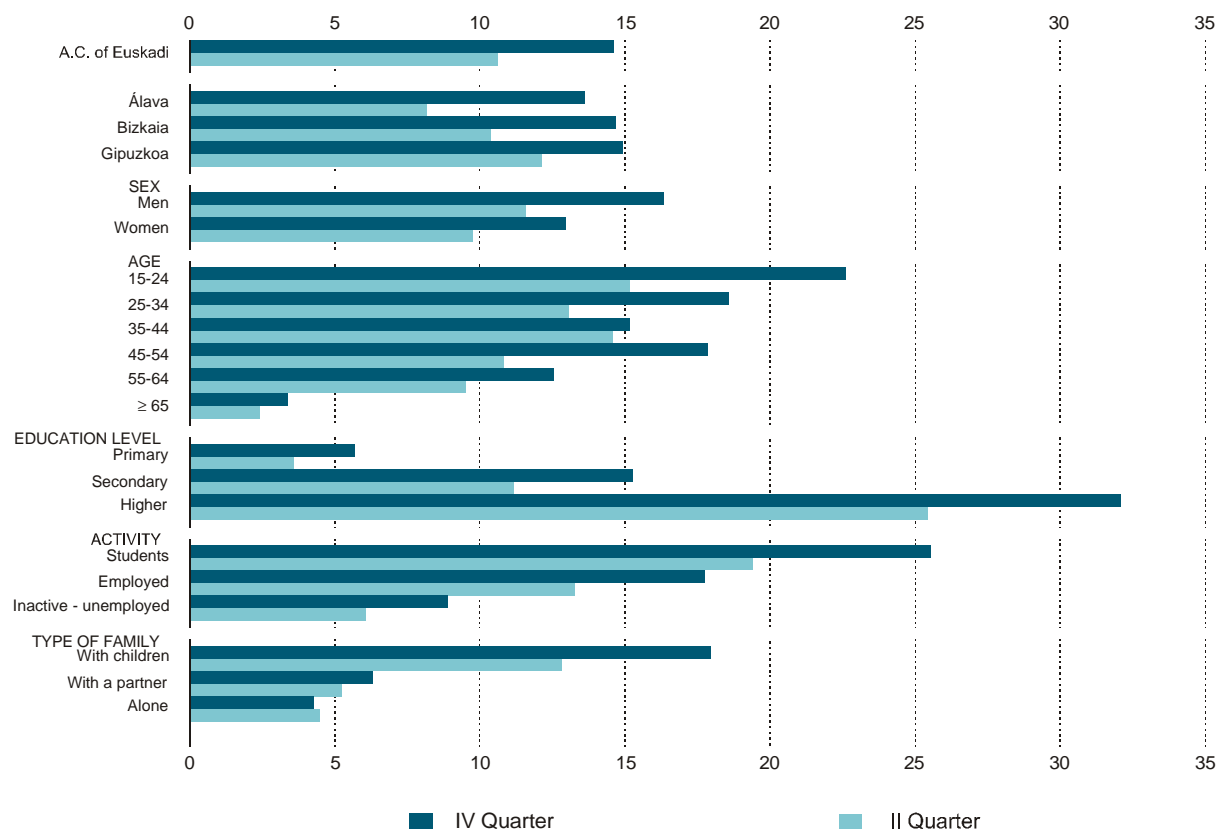
There are no differences between the Provinces with regard to the occurrence of e-mail, all three nearing the overall average.

However, the percentage increase is higher for men than for women, thus widening the existing gap. At the end of 2000, 16% of men aged 15 and over had access in the home to e-mail compared to 13% of women.

It may be said that there is an inverse relationship between age and access to e-mail, 22% of the youngest age group, aged between 15 and 24, have access at home, compared to 12.5% of the 55 to 64 age group and only 3.4% aged 65 and over. The change from the previous quarter has not been the same for the different age groups, as the percentage increase for both the 15 to 24 age group and the 45 to 54 age groups was 7%, while the 35 to 44 age group hardly registered any growth at all. Both age groups (15 to 24 and 45 to 54) are probably members of nuclear families with children, as shall be seen further on.

As in all Information Technology equipment, the differences between groups categorized according to their level of education increase in comparison to the second quarter, as there exists uneven growth among the groups. Thus, 32% of those surveyed with a higher level

GRAPH 4: Population aged 15 and over according to their possibility of access to e-mail at home. A.C. of Euskadi. II and IV quarter 2000. (%)



Source: ESI -Families- 2000. Eustat

of education have access at home to e-mail, compared to only 5% of those with primary studies. Amongst those with secondary education 14% can access e-mail from the home.

The gap also widens when the type of activity of the sample population is taken into account. One out of every 4 students aged 15 and over have access to e-mail at home, as do one in six employed people but only one in every 12 inactive and unemployed people. In comparison to the previous quarter, the largest increase takes place among students, 6 percentage points, and the lowest amongst the inactive and unemployed: almost three points.

With regard to the kind of family, 18% of families with children have e-mail at home, 5 percent more than the previous quarter. The other groups hardly registered any change, with the result that 6.3% of couples and 4% of single persons have e-mail.

Internet Connection

Access to the Internet at home, available for one in every seven persons interviewed - 14,3%- at the end of 2000, increased by 3.3 percentage points, some 10,000 new potential users on average each month.

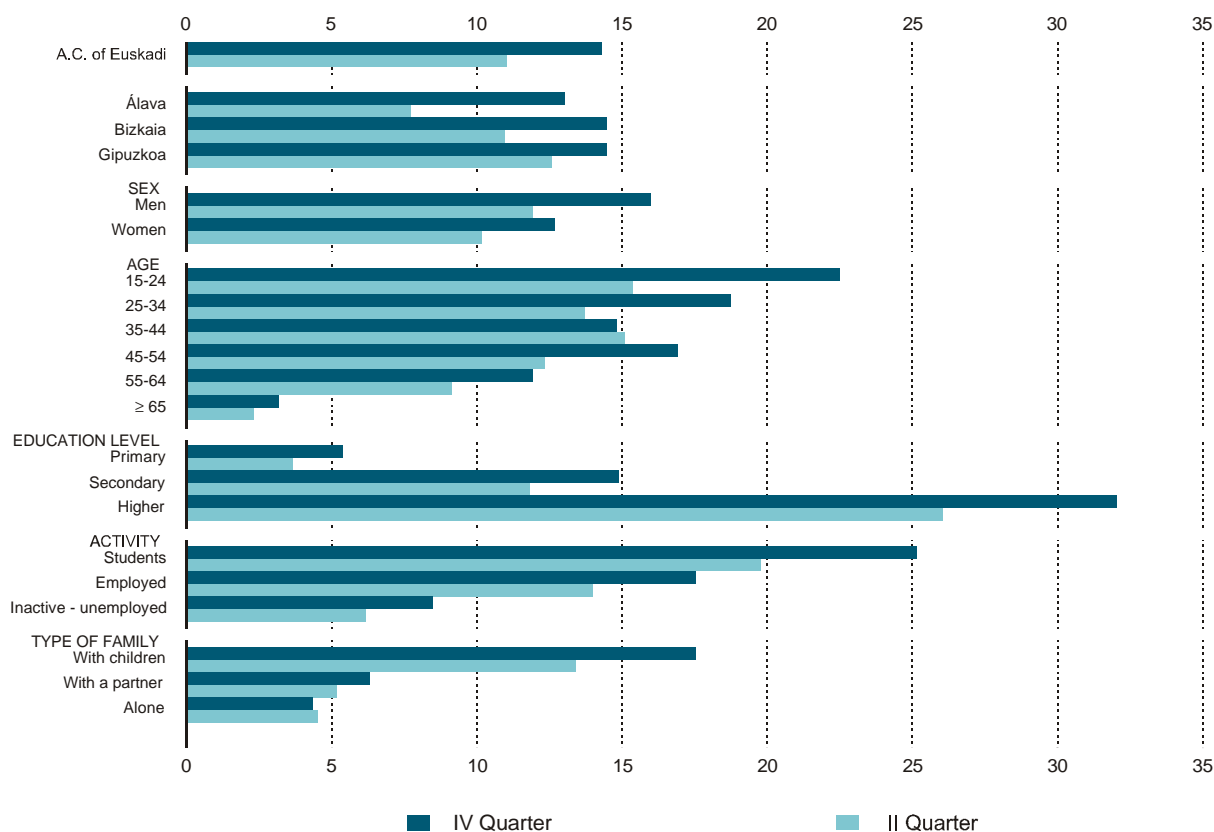
Looking at the Provincial distribution, the inequalities in the second quarter practically disappear with the higher growth of Internet access in Alava in comparison to Bizkaia and Gipuzkoa.

The difference existing between the sexes in the second quarter is accentuated in the fourth, as the rate for men increased by four percentage points compared to 2.5% for women, with the result that 16% of men have access to Internet, compared to 12.7% of women.

Following the general trend, the relationship between age and Internet access is inverse, i.e. it is the youngest age group with ages between 15 and 24, with 22.5%, which is most likely to be connected to the Internet from their home, 7 percent more than in the previous semester, while only 3% of those surveyed in the 65 and over age group have this possibility. The age groups from 25 to 34 and 45 to 54 years reflect a growth of 5% on the second quarter.

With regard to education levels, one third of those surveyed who had higher education had access to the Internet at home, compared to one in seven of those with secondary studies and one in twenty of those with primary studies. The increase in access is 6 percent on the previous semester for the first group, 3 percentage points for those with secondary studies and almost 2 percentage points amongst those with primary studies.

GRAPH 5: Population aged 15 and over according to the possibility of access to the Internet at home. A.C. of Euskadi. II and IV quarter 2000. (%)



Source: ESI -Families- 2000. Eustat

The differences in the possibility of access to the Internet depending upon activity widened in the fourth quarter with respect to the second. At the end of 2000, one in four students aged 15 and over were able to access the Internet from home, 17.5% of employed persons and 8% of inactive and unemployed persons.

When considering the type of family it can be seen that 17.5% of families with children have access to Internet at home, 4 percentage points more than the previous semester; 6.3% of childless couples, one percent more than the previous semester and amongst single people, 4.3% have Internet access in the home, a similar percentage to the previous period.

2.2.- Equipment associated with the television

Video recorder

According to the last survey 78.5% of the sample population - four out of five - have a home video recorder, 4 percent more than the six months before. During this period there has been an average monthly increase of 13,200 users. The purchase rate of video apparatus was 1.5 percent higher in Alava than in Bizkaia and Gipuzkoa. There were no significant differences between the three Provinces.

Video recorder purchases increased equally for both sexes, maintaining the difference registered during the first semester, with 81.5% of men and 75.8% of women possessing a video recorder in their homes.

The changes in access to video recorder/player equipment access were different between population groups classified by their level of education. While the group with secondary studies grew by less than 2%, those with a primary level of studies rose by almost 6% and 4% more people with higher studies purchased a video recorder, so that, by the end of 2000 nine out of ten interviewees who had completed secondary and higher education had a video appliance at home, in comparison to six out of every ten people with a primary education level.

With regard to activity, the trend has been rising in all groups, although only the inactive and unemployed group particularly stands out with a growth rate of 5 percent on the previous semester. Nevertheless, with 65.8% it is still the group with less likelihood of having a video at home. There difference between students and employed persons is negligible: 89% have video equipment at home.

Purchase rate of videos rose across the board when considering the type of family criteria, so that the differences recorded at the end of the previous semester remained at least until the end of 2000, with the result that, while nine out of ten families with children have a video at home, as do six out of ten couples and only four out of ten single persons possess video players.

Teletext

It appears that this is the piece of equipment associated with the television which has rose the most in popularity, from 57% of households with teletext in the second quarter to 65.2% in the fourth - more than three out of five interviewees-, with an average monthly increase of 25,400 potential users. This may be due to the high rate of television equipment renewal associated with the Christmas shopping season. Although it should be borne in mind that some sectors of the population may be unaware of the existence of this function, which is included in most new television sets, or lacking in understanding of how to use it.

The Provincial breakdown reveals no significant differences in the availability of teletext, all three Provinces being close to the average.

The differences discovered in the second quarter according to sex and the availability of teletext remain at the end of 2000, with 68.3% of men and 62.2% of women questioned having teletext at home.

Availability of teletext and the age of the population are inversely related, that is, the older the person the less likelihood of having teletext at home. Between the 15 and older age group and the under 64 age group there is no significant difference, only the 65 and older age group differ significantly from the average, - only four out of ten have access to teletext at home.

With regard to the level of education, half of the surveyed group with primary studies have television with teletext at home, while in the two remaining groups, secondary and higher, there are no noticeable differences.

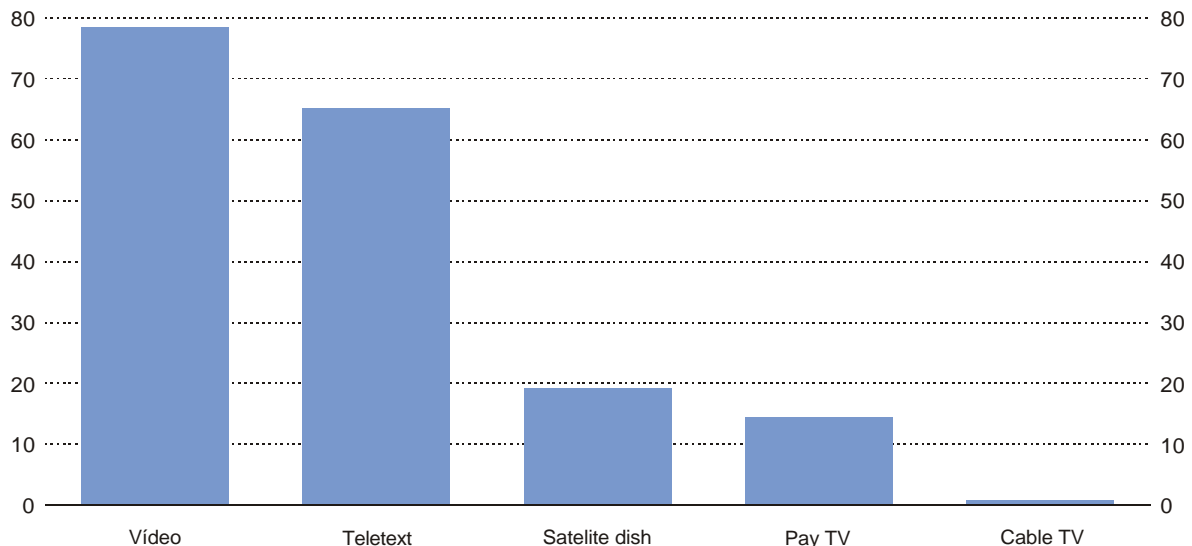
Three out of every four surveyed students have teletext at home, compared to 50% of single people.

In the nuclear family access to teletext increased by 8.5% on the second quarter, while for people living alone the increase was only 3.8%. Almost three out of every four families with children - 72%- have televisions with teletext, falling to somewhat more than half for childless couples -55%- and slightly more than a third of people living alone -36.3%-.

Satellite dish, Pay TV and Cable TV

At the end of 2000, one out of every five persons aged 15 and over answered that they had a satellite dish - 19.2%-, compared to one out of every seven six months earlier - 14.1%. Some 15,400 new users have appeared each month on average.

GRAPH 6: Population aged 15 and over and television associated equipment at home.



Source: ESI -Families- 2000. Eustat

Pay TV has managed to reach more than a quarter of a million persons -262,500-, 14.4% of the total, some 42,400 more than those recorded in the second quarter. The average monthly increase was 7,000 people.

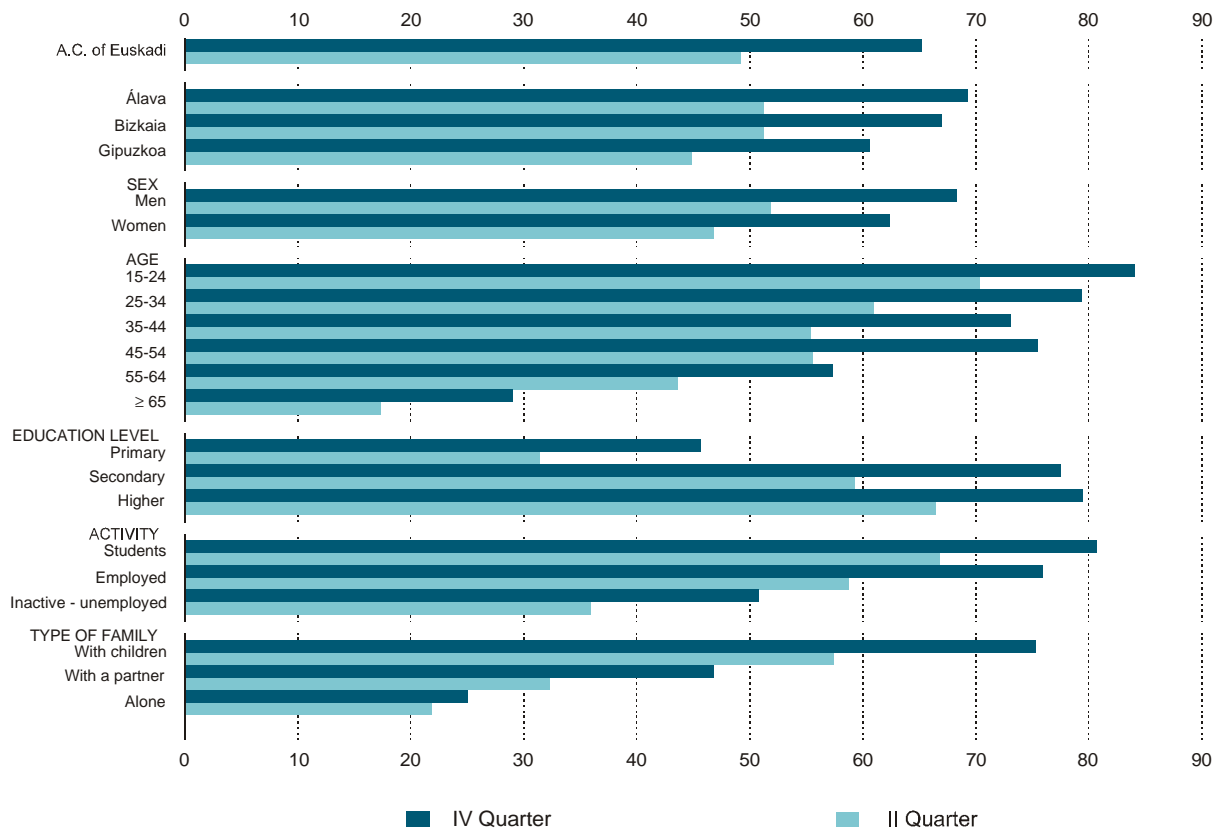
Cable TV is the least popular equipment, reaching only eight out of every thousand Basque homes.

The presence of the technological equipment associated with the TV is slightly higher in homes where men are living; it increases according to the level of education of the residents, and is similar throughout the three Provinces. The inactive and unemployed along with elderly people make up the groups with a lower proportion of access to this equipment. The kind of family is a determining factor, families with children being the ones with more equipment of this kind, due to the fact that this technology fulfils a household leisure function for a great number of people.

2.3.- The mobile phone

Without any doubt, this is the element associated with the Information Society -IS- which underwent the highest growth during the period under analysis. Growth that was, furthermore, present in all the analysed social sectors.

**GRAPH 7: Population aged 15 and over according to their access to mobile phones at home.
A.C. of Euskadi. II and IV quarter 2000. (%)**



Source: ESI -Families- 2000. Eustat

Three out of every five of the survey sample -65.3%- answered yes to having a mobile phone at home, 15.4 percentage points more than six months before - a monthly average of 49,200 new users and 36.2 percentage points more than one year before. According to the Living Conditions Survey -ECV1999-, 29% of the population aged 15 and over had a mobile phone during the 2nd quarter of 1999.

Álava stands out in the Provincial breakdown; 69.3% of the population aged 15 and over answered yes when asked if they possessed a mobile phone compared to 60.6% in Gipuzkoa. Bizkaia was in the middle with 67%.

With regard to the trends viewed from the point of view of the sexes, the difference of 5 percentage points existing during the second quarter in favour of men now stands at 6 percent; while 68% of men aged 15 and over had access to a mobile phone at home, the proportion for women was 62,4%.

As will be seen later, these differences may be due to greater specific weight of women in groups with more limited access to the IS: the population aged 65 and over, people without nuclear families - single - , inactive and unemployed and basic education level.

Almost six out of seven people interviewed between the age of 15 and 24 -84%- have a mobile phone at home, 13.7 percentage points more than in the second quarter. In the middle age groups, between 25 and 54, the proportion of the population with access to a mobile phone is above average at about 75%, being also the group which reflects the biggest increase. Amongst the older age groups, more than half of those aged between 55 and 64 can access a mobile phone at home compared to only three out of ten people aged 65 and over.

Less than half of those people in the survey aged 15 and over with primary studies have access to a mobile phone. For those with secondary level and higher studies there is no significant difference, more than 75% of both groups answering in the affirmative. Families with children registered an 18 percent increase, with three out of four of those surveyed having access to a mobile phone. Among single people, the increase is only 4 percentage points, with one in four people answering in the affirmative.

Fax and pager

These two items of equipment are hardly present in households in the A.C. of Euskadi, as there are around 15,000 households with pagers -0.9%- and a very similar percentage for faxes. These data tell us that both the fax and the pager are items of equipment aimed at businesses or for professional uses. In fact, 54% of working people have and may use a fax machine at work and 12% have a pager.

2.4.- Access to the Information Society in European households and in the A.C. of Euskadi.

Between 1st April and the 31st May 2000 16,078 people were interviewed in the European Union, a representative sample of the population aged 15 and over. With the exception of Luxemburg with 600 interviewees, Germany with 2,000 and the United Kingdom with 1,300, samples of 1,000 people were interviewed in each country.

In the second quarter of 2000, the A.C. of Euskadi was 2 percent higher than the European average for PC and CD-ROM access. Although we were below northern European countries such as Holland, where two out of three inhabitants - 66%- have a computer at home, the percentage of families in the A.C. of Euskadi with access to a computer at home is higher than countries in the south such as Greece, Portugal, Ireland and France, where computers are to be found in less than 30% of households. With respect to Spain as a whole, the A.C. of Euskadi maintains an advantage of three percentage points, rising to almost six in the case of CD-ROM access.

Although the tendency of IS equipment access in the household is rising, the levels of penetration reached by the leading countries in the Information Society during the second semester is not matched by the A.C. of Euskadi in the fourth quarter in 2000. Thus, as can be seen in Table 2, at the end of 2000, 41.4% of Basque households had a computer, getting closer to the levels at which countries such as Belgium were found six months previously, but still far from leading countries such as Sweden, Denmark and Holland.

TABLE 2. INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA
ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACIÓN 2000

POPULATION AGED 15 AND OVER BY COUNTRIES IN THE E.U. ACCORDING TO THE POSSIBILITY OF ACCESS TO IS EQUIPMENT (%)

	Computer	CD-ROM	Internet	Satellite Dish	Mobile Phone
Austria	32	27	17	47	51
Germany	32	24	14	38	39
United Kingdom	36	26	24	23	57
Sweden	56	43	48	22	71
Denmark	59	54	45	21	61
Luxembourg	45	44	27	17	64
France	29	22	13	16	52
Spain	34	21	10	15	57
Portugal	20	13	8	13	47
Ireland	28	18	17	13	50
Italy	35	23	19	12	73
Holland	66	56	46	8	63
Finland	45	17	28	8	80
Belgium	42	31	20	3	50
Greece	15	7	6	1	52
European Union	35	25	18	19	55
A.C. of Euskadi II 2000	37,1	26,7	11	14,2	49,2
A.C. of Euskadi IV 2000	41,4	33,7	14,3	19,2	65,3

Source: Europe: Eurobarometer II quarter 2000. European Commission. A.C. of Euskadi: ESI -Families- II and IV quarters 2000. Eustat

Figures for the Internet in the fourth quarter, a percentage of potential users of 14.3%, reveal that average European levels -18%-, in the second quarter are not reached.

The tendency of higher levels of education being reflected in higher percentages of households with IS equipment is maintained in Europe. Thus, on average, men have access to IS associated equipment more than women. With regard to PC's, men are 7 percent ahead of women in Europe, a wider gap than in the A.C. of Euskadi which stands at 3.3 percent for the same period. There is no notable difference for CD-ROMs.

The mobile phone, the most common apparatus in the Autonomous Community - 49.2% of the fifteen and over age group had one in the second quarter of 2000, fell considerably short of the average European level for the same period -55%-.

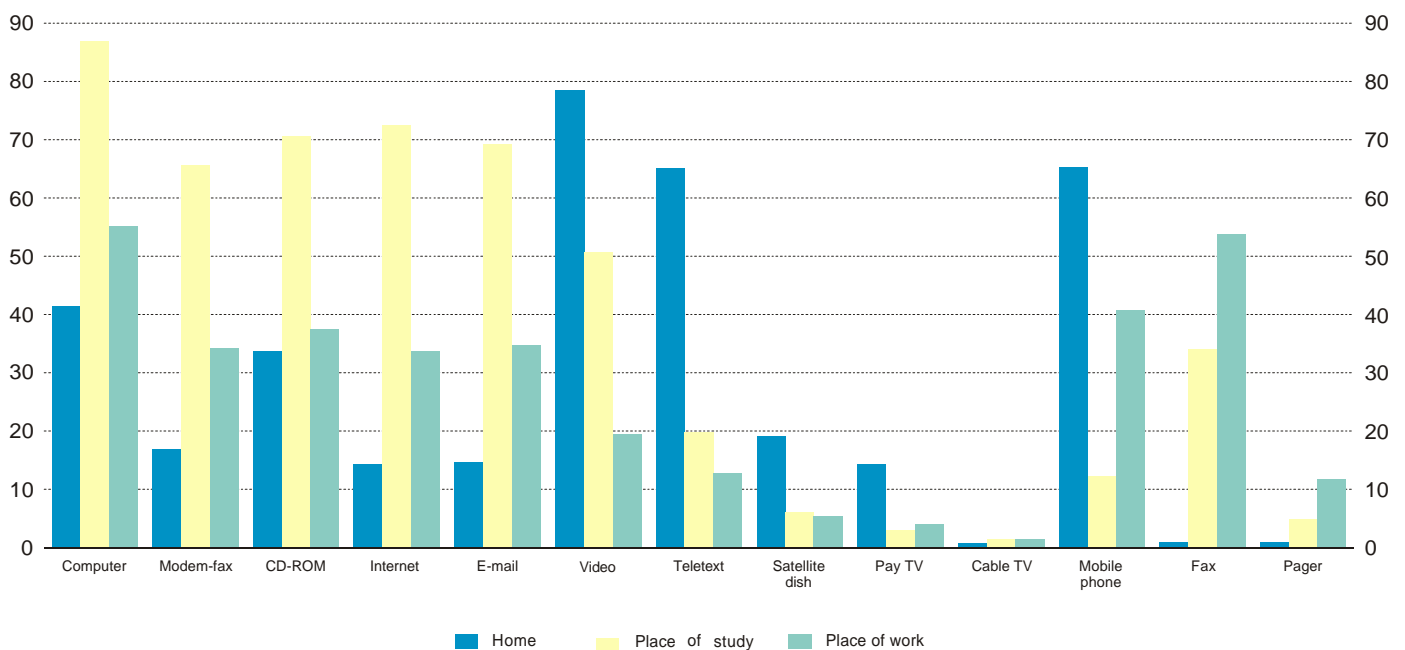
A figure which reflects the change in attitude towards the IS is that at the end of 1998, three out of ten Europeans used a mobile and in spite of half the number of Europeans stating they were not interested in purchasing one, two years later 55% had access to this equipment.

3.- IS access systems at the work place and the study centre

If the public centres linked to the administrations and private premises (cyber cafes, etc.) are excluded, the other two locations from which people can regularly access IS resources, are the place of work and the study centre. Given the specific nature of the locations, research on the equipment and the students and workers who have access to said equipment was carried out accordingly. In the fourth quarter the questions directed towards these groups were reedited. In the second quarter survey it was asked whether the study centre or workplace had any IS elements, while in the fourth quarter it was asked if the interviewee had access to them. This change in the fourth quarter makes it impossible to compare data from both periods.

It can be clearly seen in Graph 8 that access to basic information technology prevails in the school or academic setting, while elements more closely linked to leisure - television and associated equipment - and the mobile phone are more common in the home. Only two of the elements enquired after stand out in the workplace: the fax and the pager.

GRAPH 8: Population aged 15 and over according to the location of access equipment. A.C. of Euskadi. II and IV quarter 2000. (%)



Source: ESI -Families- 2000. Eustat

3.1.- Access to the IS at the study centre

More than four out of five students aged fifteen and over state that they have access to a personal computer at their school or college -86.9%- and just under three out of every four -72.5%- can access the Internet. Other PC associated equipment also reaches high levels of access: 69.3% can access e-mail, 70.5% the CD-ROM reader unit and 65.6% have access to a Fax-Modem. It is significant that the access to PC associated elements is fairly evenly distributed, possibly explained by the similarity of the equipment and the relative newness.

The gap between PC availability and the rest of the associated equipment may be explained by the age of the equipment. If this hypothesis were correct, approximately one in every six students who had access to a PC may be using a machine that is too old to have the rest of the equipment fitted.

A detailed analysis of the data between men and women indicates that there is no difference between the sexes in the levels of access from the study centre.

In conclusion it may be said that the education system and students themselves appear to have risen to the challenge of the new technological era of society. However, this statement necessarily excludes the lower levels of education, infant, primary and the first stage of secondary (ESO), as the survey did not cover these areas and data is therefore unavailable.

In the Provincial breakdown it can be seen that students from Guipuzcoa appear to have highest possibility of Internet access, 79%, and those from Alava the lowest, 66%.

The following information was uncovered regarding other equipment: half of all students state they have access to video equipment, 34.1% to a Fax and almost 20% to Teletext. Given its widespread use in study centres it would appear that use is not only linked to leisure use but also to training purposes.

3.2.- IS Access in the workplace

In the workplace, it would seem that the PC, the Fax and the mobile phone are the types of equipment most used. More than half of employed persons - 55.2%- have access to a personal computer, -53.9%- to a Fax and two out of five -40.7%- have access to a mobile phone. Around one third of the employed population indicated that they have the possibility of using other PC associated equipment (Fax-Modem, CD-ROM, Internet and E-mail).

In this case, and maintaining the hypothesis stated above to explain the gap between PC availability and other associated elements, it may be concluded that close to one in five employed persons who have access to a PC may be limited due to the age of the equipment in question.

4.- Access to Internet

Internet users are all people who have gone on-line or do so with certain frequency. Thus, Internet access has been considered either at home, in the study place, in the workplace or elsewhere (public centres, private centres, cyber cafes ... etc.).

4.1.- Changes in the number of Internet users and their profiles

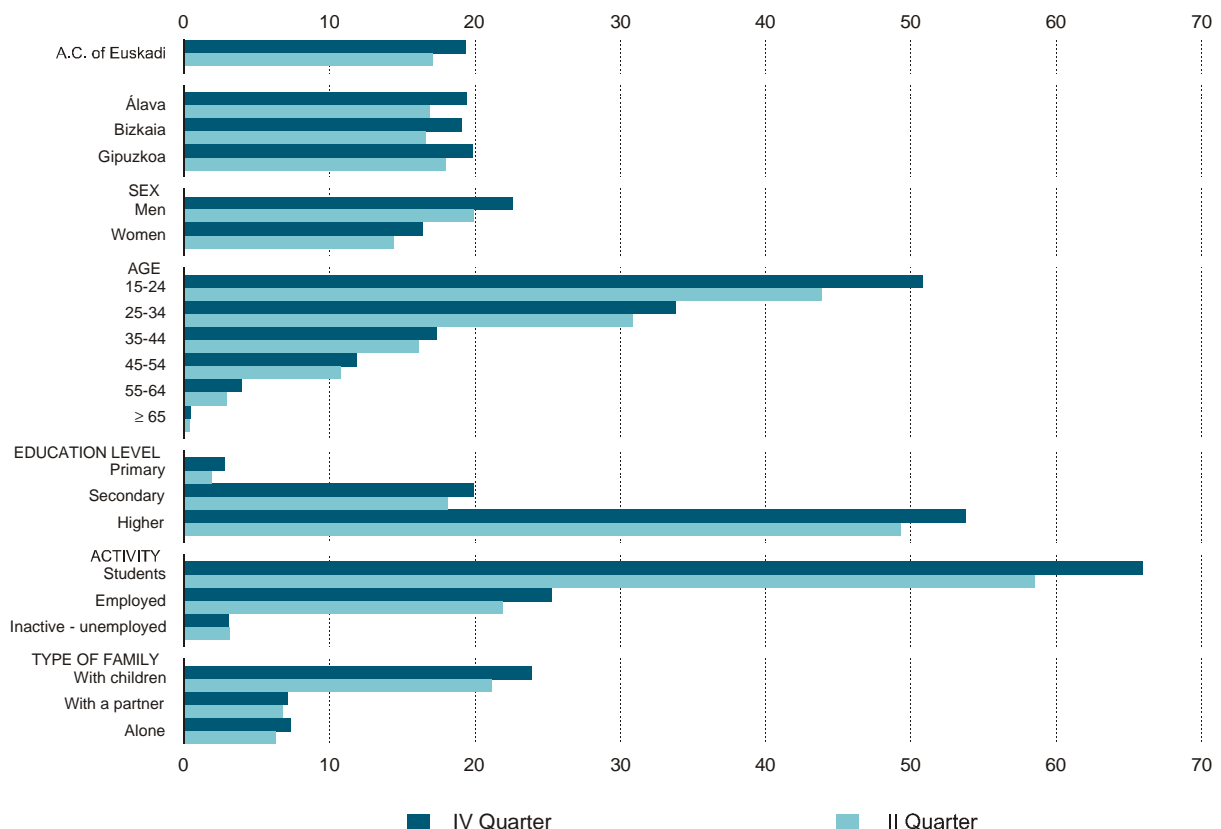
During the second half of 2000 the number of Internet users grew by 14% from 310,000 to 352,300. The average monthly rate of increase would be close to 7,000. However, only two out of every three people having the possibility of access to the Net, 61.5%, actually take advantage of this possibility. Six months previously it was half - 47.9%-.

Considering the figures Province by Province, there are no significant differences to be appreciated in the proportion of users.

However, the breakdown of figures into male and female categories does reveal differences: at the end of 2000, 22.6% of men compared to 16.4% of women accessed the Internet, a difference of around six percent, similar to the figures for the previous six month period.

As is common in the case of IS access, it is the youngest age groups that are more advanced in Internet use, as well as being the group with the highest increase in the number of first time users. More than half of the A.C. of Euskadi residents aged between 15 and 24 surf the web or have done at some time, one in three aged between 25 and 34, and only 4% of those aged between 55 and 64.

**GRAPH 9: Population aged 15 and over using the Internet.
A.C. of Euskadi II and IV quarters 2000 (%)**



Source: ESI -Families- 2000. Eustat

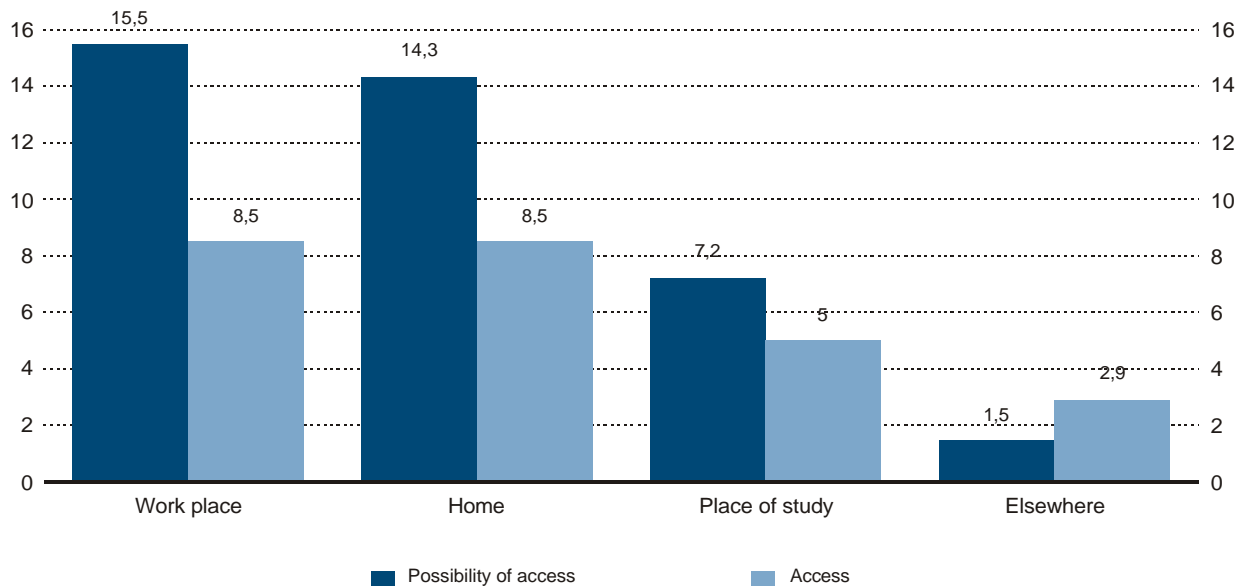
As regards education levels, the largest increase on the previous semester is to be found amongst higher education level groups. To the extent that at the end of 2000 54% of those people surveyed with higher level of studies surf the Internet compared to 20% of those with secondary studies and 3% of people with primary studies.

Activity categories features as a discriminatory factor for Internet access and its growth, as at the end of 2000 the number of unemployed Internet users is a mere 3%, while 66% of students claim to be Internet users, 7.5 percentage points higher than six months previously.

4.1.1.- Place of access, experience and frequency

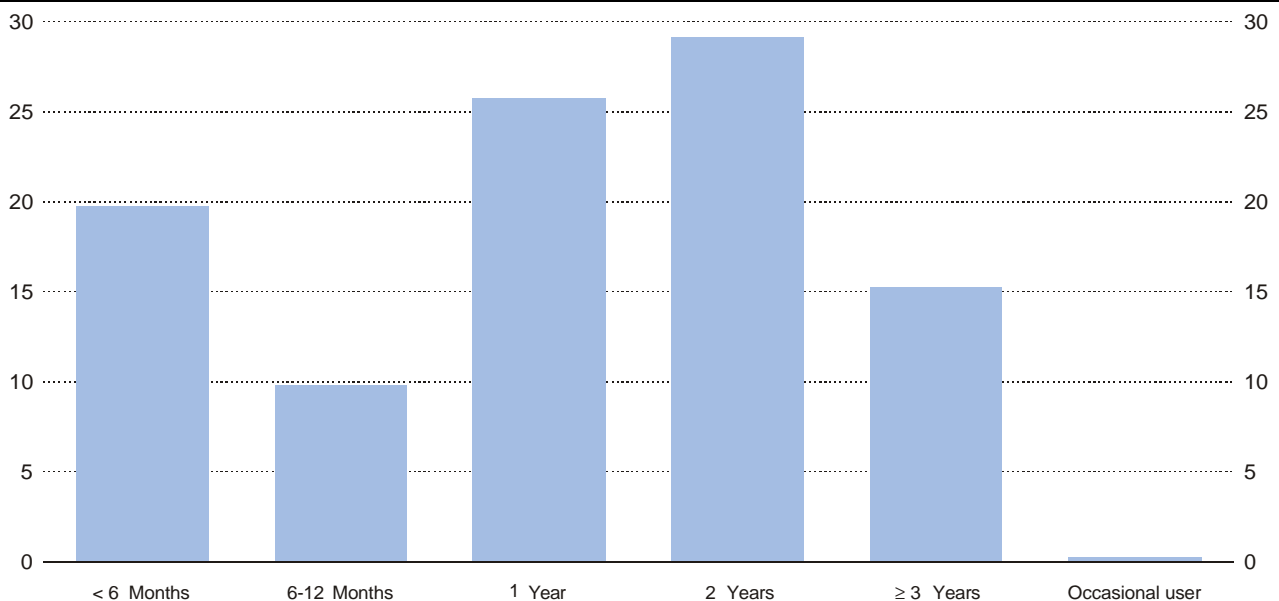
14% of the population aged 15 and over have Internet access at home, 7% at school or college and 15% at work. Some 8.5% of the population go on-line from home or from the workplace and 5% from their study centre and more than 38% of people never go on-line at all despite having access.

GRAPH 10: Population aged 15 and over with the possibility of access and Internet users according to the place of access. A.C. of Euskadi. IV quarter of 2000. (%)



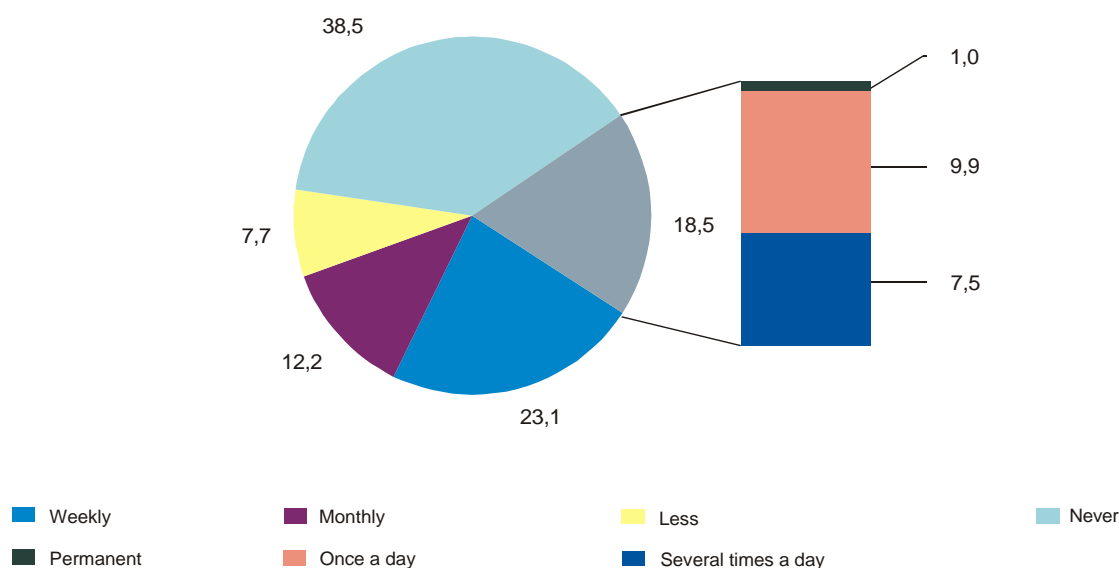
Source: ESI -Families- IV quarter 2000. Eustat

GRAPH 11: Internet users aged 15 and over by the number of months or years of accessing the net. A.C. of Euskadi. IV quarter of 2000. (%)



Source: ESI -Families- IV quarter 2000. Eustat

GRAPH 12: Population aged 15 and over with the possibility of Internet access by the frequency of access . A.C. of Euskadi. IV quarter of 2000. (%)



Source: ESI -Families- IV quarter 2000. Eustat

44.5% of users may be considered veterans, having been on-line for two or more years and 20% are classified as recent users, being on-line for less than 6 months and of these almost half - 46%- are aged under 24.

Frequency of access is represented in Graph 12, one in 10 people entering in the survey having the possibility of Internet access, surfs once a day, almost one in four go on-line weekly and four out of ten never do so.

Almost half Internet users admit a preference for going on-line on workdays. Four out of ten surf without regard to the weekday and only seven out of every 100 users go on-line at the weekends.

TABLE 3. INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION 2000		
INTERNET USERS AGED 15 AND OVER AND THE MOST POPULAR DAYS OF THE WEEK FOR ACCESS. A.C. OF EUSKADI. IV QUARTER OF 2000. (%)		
	Thousands	%
Total	352,3	100,0
Monday to Friday	191,5	54,4
Saturdays, Sundays and Public Holidays	23,7	6,7
Indifferent	137,2	38,9

Source: ESI -Families- IV quarter 2000. Eustat

4.1.2.- Payment for Access and aim of the connection

Among Internet users at the end of 2000, 42.8% stated that the Internet connection was paid for by the company, 26% indicated that the study centre footed the bill and 49% the family. It should be borne in mind that the same user can go on-line from several places. Six months previously, out of a hundred users 37 stated that the connection costs of were met by the family.

At the end of 2000 the percentage of Internet access due to professional or academic motives fell in favour of personal aims, for almost half of all users. This situation is linked to the place of access.

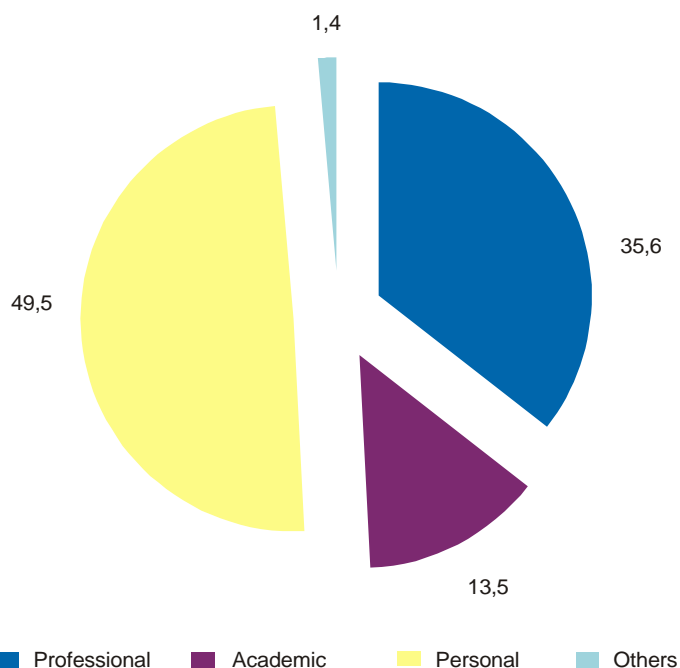
Looking at Graph 15, a significant increase in the proportion of Internet users at home can be clearly observed. This increase, to a certain extent, may be influenced by the sale promotion campaign of PC's with Internet connection fostered by the Basque Government under the slogan Konekta Zaitetz, which began at the end of 2000 and was aimed at the A.C. of Euskadi residents, as well as other campaigns promoted by other administrations and/or companies. Neither, of course, can the obvious influence of the Christmas sales be overlooked.

INTERNET USERS AGED 15 AND OVER ACCORDING TO THE MAIN AIM OF THE CONNECTION AND PAYMENT DETAILS. A.C. OF EUSKADI. (%)

	Main aim		Connection payment	
	II quarter 2000	IV quarter 2000	II quarter 2000	IV quarter 2000
Professional	40,1	35,6	Company	41,2
Academic	21,4	13,5	Study centre	26,2
Personal	37,4	49,5	Family	37,2
Other	1,1	1,4	Other	11,8

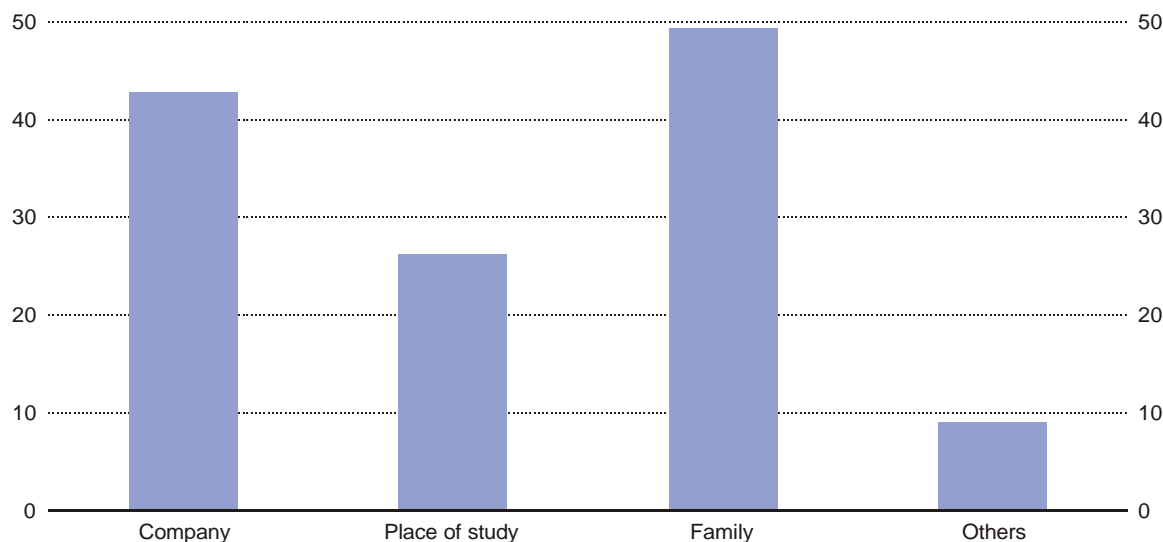
Source: ESI -Families-. Eustat

GRAPH 13: Internet users aged 15 and over according to their main aim of connection. A.C. of Euskadi. IV quarter of 2000. (%)



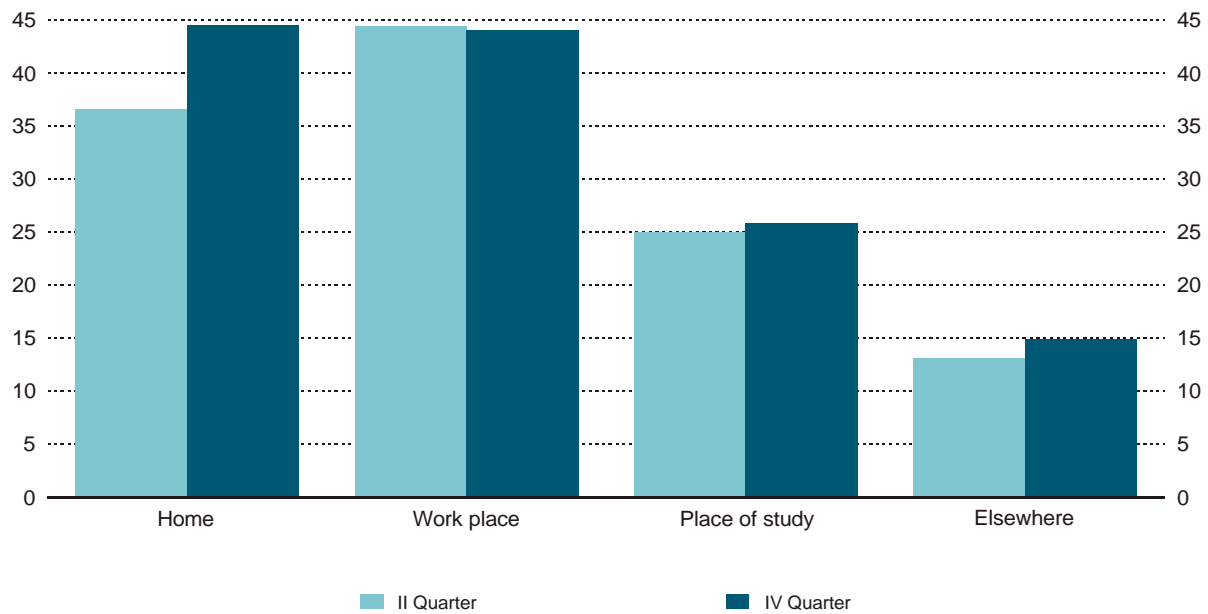
Source: ESI -Families- IV quarter 2000. Eustat

GRAPH 14: Internet users aged 15 and over according to the connection payment. A.C. of Euskadi. IV quarter of 2000. (%)



Source: ESI -Families- IV quarter 2000. Eustat

**GRAPH 15: Internet users aged 15 and over and changes in their access location.
A.C. of Euskadi. IV quarter of 2000. (%)**



Source: ESI -Families- IV quarter 2000. Eustat

4.1.3.- Internet users and their contact with the media

As can be seen in Table 5, Internet users are not isolated from the rest of the media; in fact the contrary is true. 95% said they had watched television the previous day, 86.3% had listened to the radio and three out of four had read a newspaper. Half of those asked answered that the last time they had read a magazine was the previous week and 45% had not been to the cinema for more than a month. Nevertheless, Internet users figure higher than the rest of the population when it comes to the media in all cases except television.

TABLE 5. INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA 2000
ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION

INTERNET USERS AGED 15 AND OVER BY THEIR LAST DAY OF CONTACT WITH OTHER MEDIA FORMS. A.C. OF EUSKADI. IV QUARTER OF 2000. (%)

	Radio	Television	Newspapers	Magazines	Cinema
Yesterday	86,3	95,2	75,4	29,5	3,3
This week	8,4	4,7	18,1	51,4	16,7
This month	3,0	0,1	4,5	15,2	35,0
Longer ago	2,3	0,1	2,1	3,8	45,0

Source: ESI -Families- IV quarter 2000. Eustat

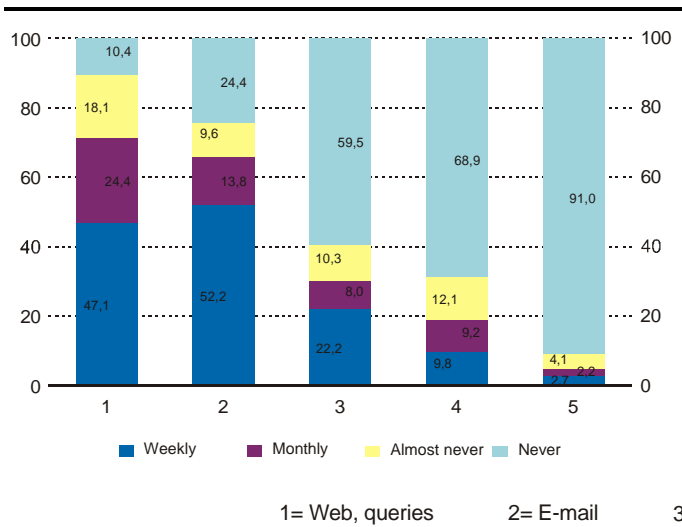
4.2.- Internet use

4.2.1.- Most used services

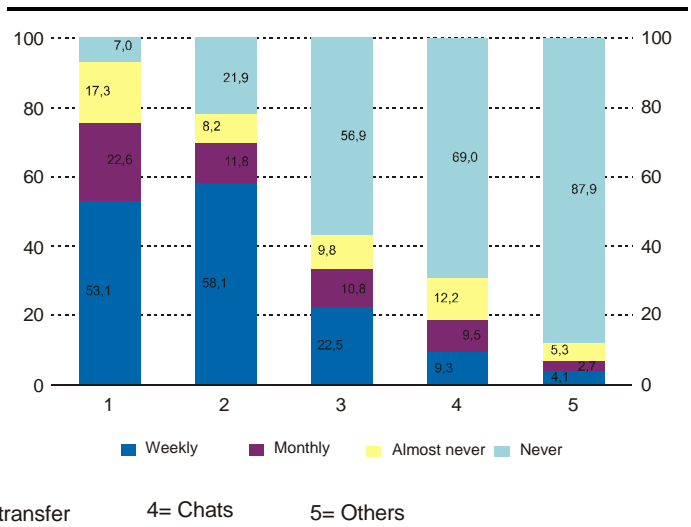
The most popular service requested by surfers is still the search, only 7% of surfers claiming they do not use this service, and half of all surfers use it several times a week. This proportion has not changed since the second quarter.

The second most popular service used is email, used by four out of five - 78.1% -. Almost 60% of users use it several times a week, 8 percent higher than the figure for the previous data collection.

GRAPH 16: Internet users aged 15 and over by the services used and the frequency of use. A.C. of Euskadi. II quarter of 2000. (%)



GRAPH 17: Internet users aged 15 and over by the services used and the frequency of use. A.C. of Euskadi. IV quarter of 2000. (%)

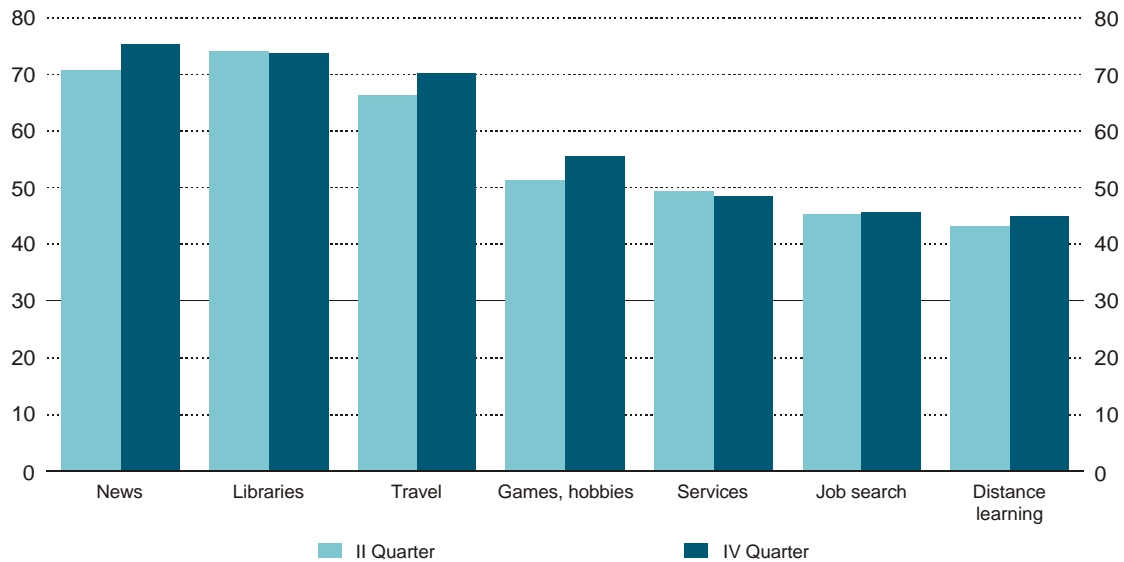


Source: ESI -Families-. Eustat

4.2.2.- Subjects of Interest

Three areas of interest feature strongly for Basque Internet surfers: news, travel and libraries. 75% of Internet users -265,200- consult news items on the web, an increase of 21% on the previous six months.

GRAPH 18: Changes in the areas of interest among Internet users aged 15 and over. A.C. of Euskadi. II and IV trimester 2000. (%)



Source: ESI -Families-. Eustat

The next most popular group of subjects, listed by almost half of surfers, are games and hobbies - 55%-, administrative services -48.4%-, employment seeking and education on-line - 45%-.

Around one third of Internet users are interested in banking and finance on the net -38%-, in virtual museums - 37%-, and consumer rights - 36%-.

Except for interest in virtual museums, news and hobbies which all increased by around 5 percent on the second quarter, the other areas show no change in popularity. Therefore it can be stated that surfers' tastes have not changed significantly and that almost 43,000 new Internet users, the increase in the last semester, have not had any effect on the ranking of interest areas.

4.2.3.- E-Commerce

The number of Internet users who have bought something or have acquired information about a purchase through the net has not changed substantially; from 115,200 in the second quarter to 122,000 in the fourth, - 34.6% and a 37.2% of all surfers, respectively. However, among those who make an enquiry regarding a purchase, at the end of 2000 the increase in those who actually make a purchase is 19.5%, increasing from 30,200 to 36,100, while the increase in users who remain at the enquiry stage is practically zero.

TABLE 6. INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA 2000
ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION

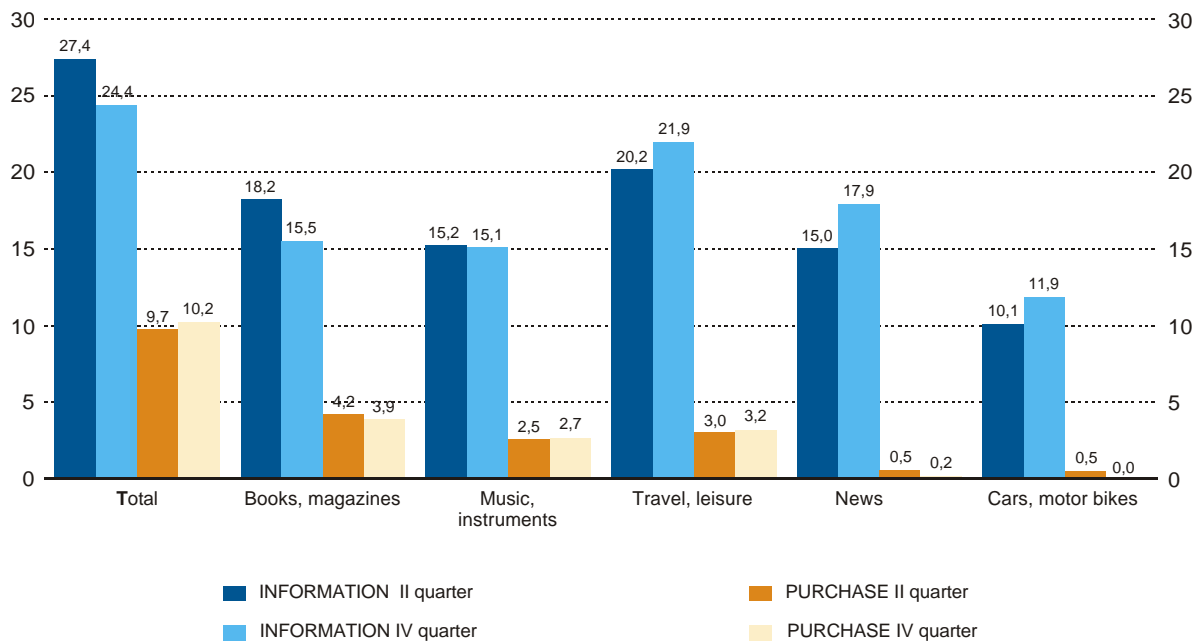
INTERNET USERS AGED 15 AND OVER AND E-COMMERCE. A.C. OF EUSKADI.
II AND IV TRIMESTER 2000. (THOUSANDS)

	II quarter	IV quarter	Increase %
Internet Users	309,6	352,3	13,8
Purchase or enquire	115,2	122,0	5,9
Purchase	30,2	36,1	19,5
Enquire	85,0	85,8	0,9

Source: ESI -Families- IV quarter 2000. Eustat

The most searched for products among surfers are still travel and leisure products in general: one out of five users -el 21.9%- found information, although only 3.1% decided to buy.

**GRAPH 19: Internet users aged 15 and over and e-commerce.
A.C. of Euskadi. II and IV trimester 2000 (%)**



Source: ESI -Families-. Eustat

One in six carried out a search about news items, books or music, although only 4% follow through and make some kind of purchase. 63,000 surfers find out about buying news or information although no more than 600 actually make a purchase.

The on-line consumer profile would be an employed male university graduate aged between 25 and 34.

The explanation of the meagre growth in interest for e-commerce is perhaps to be found in how safe on-line commerce is perceived to be, as, even if we only consider Internet users who have made a purchase or have acquired information about a product on the Web, we see that three out of four consider that it offers little or no security and only 7% claim to have a lot of confidence in Web security. These opinions given at the end of 2000 have not changed significantly with regard to those observed in the 2nd quarter.

Of the nearly 36,000 users who made a purchase in the last half of 2000, 21,300 - 59%- paid on one occasion at least by credit card and 11,200 - 31%- divulged their bank account number in order to make a purchase.

TABLE 7. INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA 2000
ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACIÓN

INTERNET USERS AGED 15 AND OVER WHO HAVE ACQUIRED INFORMATION OR MADE A PURCHASE AND THEIR OPINION ON SECURITY AND THE METHOD OF PAYMENT. A.C. OF EUSKADI. II AND IV QUARTER 2000.

	II quarter		IV. quarter	
	Thousands	%	Thousands	%
Total	115,2	100,0	122,0	100,0
Is it secure?				
Very	8,8	7,6	8,4	6,9
Quite	23,3	20,2	22,2	18,2
Not very	47,5	41,2	67,1	55,0
Not at all	35,6	30,9	24,3	19,9
Method of payment				
Account Number	7,7	6,7	4,2	3,4
Card Number	14,0	12,2	21,3	17,5
Pay on delivery	10,3	8,9	11,2	9,2
Subscription	1,3	1,1	0,3	0,2
Other	-	-	0,9	0,7

Source: ESI -Families- Eustat

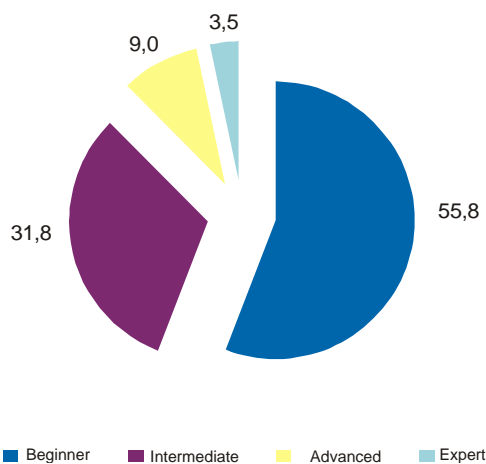
4.2.4.- Level of expertise and language used.

In the last half of 2000 more than half of Internet users -51%-, declared themselves to be novices and almost 14% claimed to have an advanced level or to be experts. Six months later, these percentages had been 56% and 12.5%, respectively, so it may be said that Basque surfers rate their level of expertise higher than before.

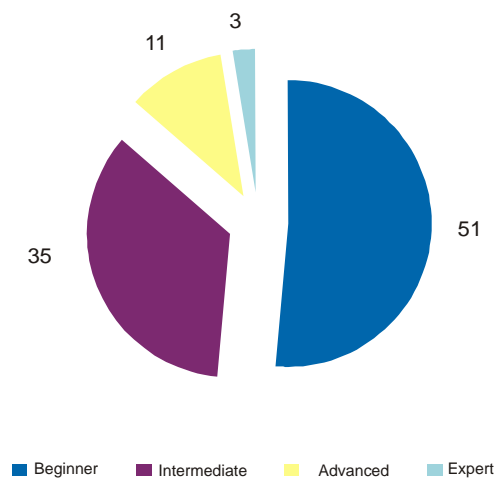
With regard to the language used when surfing, it can be said that almost all Internet users use Spanish -99.4%-, furthermore, 48% claim to use English as well and almost 58,000 surfers - 16.4%- surf the net in Euskera. French is used by 4.4%.

A comparison with the survey form six months previously reveals that the proportion of surfers using English fell and the proportion of surfers using Spanish increased.

GRAPH 20: Internet users aged 15 and over according to their level of expertise. A.C. of Euskadi. II quarter 2000. (%)

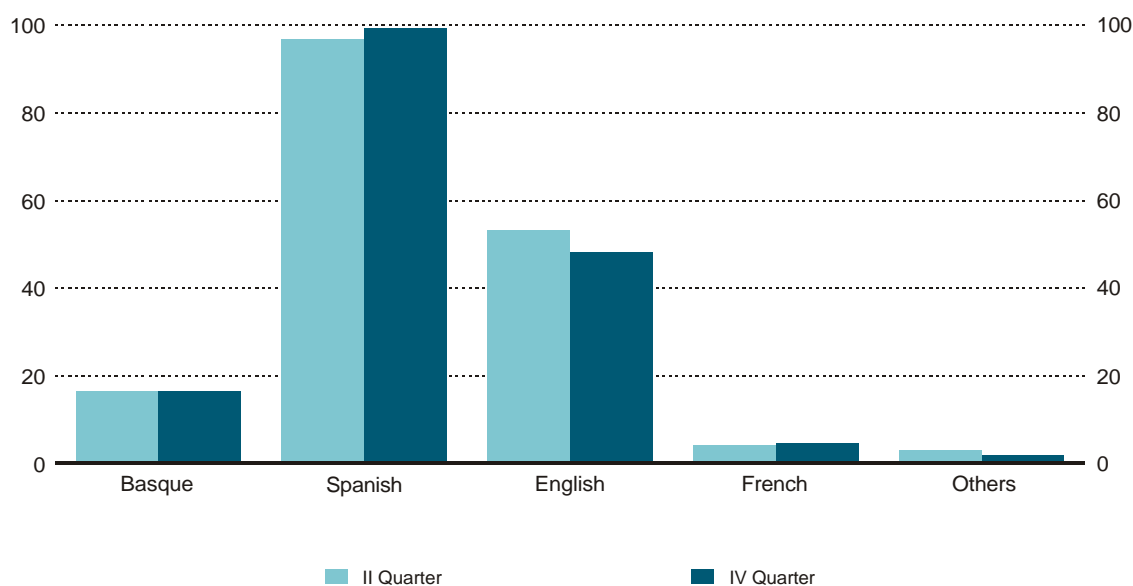


GRAPH 21: Internet users aged 15 and over according to their level of expertise. A.C. of Euskadi. IV quarter 2000. (%)



Source: ESI -Families- Eustat

**GRAPH 22: Internet users aged 15 and over according to language used.
A.C. of Euskadi. II and IV quarter 2000. (%)**



Source: ESI -Families- Eustat

4.2.5.- Most used Portals and Search Engines

Of the 352.300 Internet users, 26,900 - 7.6%- stated that they do not visit either Portals or Search Engines, either because they do not use the Web or because they log straight on to the page they are looking for.

The most popular search engines are YAHOO and TERRA, with more than 190,000 users, ALTAVISTA with 67,500 surfers and LYCOS with 24,500.

One out of every four Internet users -40,100- never visits a webpage. Among surfers, the most mentioned WebPages are: ELCORREODIGITAL.ES with 18,600 visitors, EUSKADI.NET and IBERIA.COM with 11,300 visitors. One thousand fewer visit MARCA.ES. Other websites mentioned are: EHU.ES, DIARIOVASCO.COM and ELPAÍS.ES.

TABLE 8 INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA 2000
ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION

INTERNET USERS AGED 15 AND OVER ACCORDING TO THE MOST VISITED WEBPAGES. A.C. OF EUSKADI. IV QUARTER 2000. (%).

	Thousands
Do not visit any page	40,4
ELCORREODIGITAL.ES	18,6
EUSKADI.NET	11,3
IBERIA.COM	11,3
MARCA.ES	10,4
EHU.ES	7,7
DIARIOVASCO.COM	6,9
ELPAIS.ES	6,8
BOE.ES	5,7
INFOCHAT.COM	5,7
DEUSTO.ES	4,9
ATHLETIC-CLUB.ES	4,6
Other sites	217,2

Source: ESI -Families- IV quarter 2000. Eustat

Here it can be seen again that news searches feature as the centre of interest amongst Internet users - four of the pages most often mentioned belong to newspapers -. Visits to the Websites of the University of the Basque Country and Deusto University indicate the existence of particular group of surfers with a higher level of education, most likely to be students.

INTERNET USERS AGED 15 AND OVER ACCORDING TO THE SEARCH ENGINES AND PORTALS MOST OFTEN USED. A.C. OF EUSKADI. IV QUARTER 2000. (%)	Thousands
Do not visit portals or search engines	26,9
YAHOO	194,0
TERRA	192,0
ALTAVISTA	67,5
LYCOS	24,5
YA	20,3
NAVEGALIA	19,7
GOGGLE	11,7
OZU	11,3
CANAL21	9,5
MSN	9,5
WANADOO	8,0
Other portals	201,8

Source: ESI -Families- IV quarter 2000. Eustat

4.3.- Interest in Internet use

4.3.1.- Interest among non users

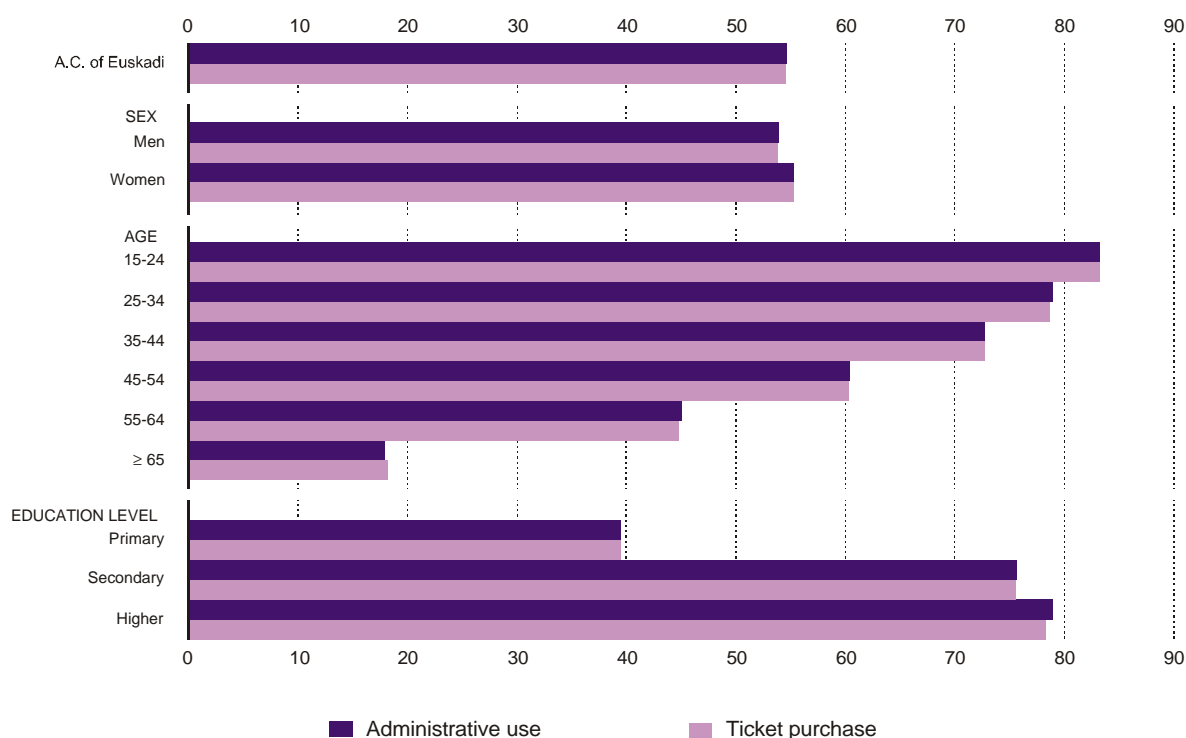
In the ESI questionnaire the interviewees are asked about their interest in the Internet, either for administrative use - carrying out administrative work- and paying bills, making enquiries or buying tickets.

As can be seen in Graph 23, interest for administrative purposes and for the purchase of tickets is equally distributed amongst non-Internet users. More than half -54.6%- admit to being interested in both these possibilities.

The older the interviewee the less interested he or she is in the areas enquired about, with the result that at either of end of the scale 83% of non users aged 15 to 24 and only 18% of the oldest group are interested in these possibilities.

With regard to levels of education, 39% of those with primary studies admit to being interested in the Net's possibilities compared to 75% of those with a secondary or higher level of education.

GRAPH 23: Non-Internet users aged 15 and over according to their level of interest in the Internet for administrative purposes or ticket purchase. A.C. of Euskadi. IV quarter 2000. (%)



Source: ESI -Families- IV quarter 2000. Eustat

A breakdown of the interviewees between men and women non-Internet users does not reveal significant differences with regard to either area of enquiry.

4.3.2.- Interest in the flat rate tariff

At the end of 2000 in response to the question regarding the interest in having a flat rate tariff 211,800 Basques answered that they already subscribed to this option compared to 136,700 - 44.1%- who had answered in the affirmative six months previously, amounting to an average monthly increase of around 12,500 subscribers.

		II quarter						IV quarter					
		Total		Access to the Internet				Total		Access to the Internet			
				Non users		Users				Non users		Users	
		Thou- sands	%	Thou- sands	%	Thou- sands	%	Thou- sands	%	Thou- sands	%	Thou- sands	%
CHANGES IN THE POPULATION AGED 15 AND OVER AND THEIR INTEREST IN A FLAT RATE ACCORDING TO ACCESS TO THE INTERNET OR OTHERWISE. A.C. OF EUSKADI. II AND IV QUARTER 2000.													
Total		1.811,8	100	1.502,3	100	309,7	100	1.818,4	100	1.466,1	100	352,3	100
Flat rate already		136,8	7,6	51,4	3,4	85,5	27,6	211,8	11,6	71,4	4,9	140,4	39,9
Depends on price		432,6	23,9	280,2	18,7	152,4	49,2	504,9	27,8	348,6	23,8	156,3	44,4
Not interested		1.242,4	68,6	1.170,7	77,9	71,8	23,2	1.101,7	60,6	1.046,1	71,4	55,6	15,8

Source: ESI -Families- Eustat

However, 60% of the population are not interested in a flat rate tariff for Internet use, although this high percentage is due to the weight of the non-users. Amongst surfers, only 15.8% are not interested, while 40% already have it and 44.5% would be interested depending on the price. Seven out of ten residents in the A.C. of Euskadi who do not connect to the Internet are not interested in a flat rate tariff, almost one in four state that they might be interested depending on the price and 5% who have flat rate correspond to people who have access to the Internet but do not use it. Interest in flat rate tariffs increased between the second and fourth quarters, both among users and non-users.

		Flat rate subscriber				Non subscribers			
		II quarter		IV quarter		IV quarter		IV quarter	
		thou- sands	%	thou- sands	%	thou- sands	%	thou- sands	%
INTERNET USERS AGED 15 AND OVER AND THE AMOUNT THEY PAY OR WOULD PAY MONTHLY FOR THE FLAT RATE TARIFF. A.C. OF EUSKADI. II AND IV QUARTER 2000.									
Total		85,5	100	140,4	100	152,4	100	156,3	100
7.000 pts. or more		3,8	4,4	3,8	2,7	2,6	1,7	1,9	1,2
6.000		2,3	2,7	-	-	1,6	1,1	0,4	0,3
5.000		2,1	2,4	3,4	2,4	19,2	12,6	9,3	6,0
4.000		6,5	7,6	8,1	5,8	18,1	11,9	11,4	7,3
3.000		14,8	17,3	43,7	31,1	42,1	27,6	45,3	29,0
2.000		21,4	25,0	51,5	36,7	28,3	18,6	47,9	30,7
1.000		34,7	40,6	29,9	21,3	40,3	26,5	40,0	25,6

Source: ESI -Families- Eustat

As can be seen in Table 11, 156,300 internet users currently non subscribers would pay a flat rate tariff depending upon the price and, of these, 85% would be prepared to pay less than 3,000 pesetas. It may be said that this aspect has changed from the second quarter, as this group accounted then for 72% of the non flat rate subscribing Internet users. It would seem that the number of Internet users interested in the flat rate tariff is increasing, but only at a lower cost. This situation may be due to the different prices and services on offer in the market.

5.- The centre and the edge of the Information Society

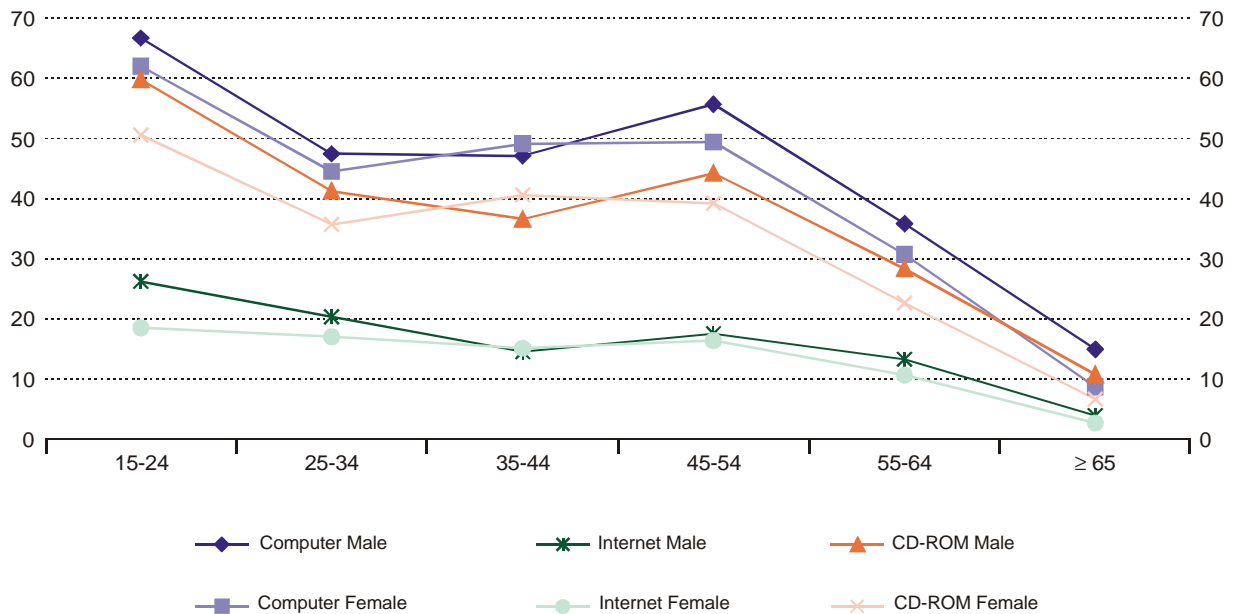
5.1.- The Information Society and gender

In previous sections it has been described how the Information Society is distributed among the population aged 15 and over and, in particular, among groups of students and employed people. Now we consider if there are differences in the access to the IS between men and women. To this end, the sex variable is analysed in association with various personal characteristics, with the aim of finding out more precise information regarding the differences found so far. The analysis will begin with age and the relation to activity, to continue with the education level and finally consider the type of family.

A higher proportion of women aged between 35 and 44 use personal computers than men of the same age group: 2 percent more. In other age groups, men are ahead of women. So, while 55.7% of men aged between 45 and 54 have access to a personal computer, the figure for women in the same age group is 49%.

Generally speaking, although the difference is minimal, women aged 35 to 44 have greater access than men to all Information Society equipment. In the remaining age groups, men have greater access. The biggest differences are to be found between the 45 to 54 age groups with regard to the personal computer, in which men lead women by more than 6 percentage points and CD-ROM, 6 out of 10 males aged between 15 and 24 have this equipment at home compared to 5 out of 10 females in the same age group.

GRAPH 24: Population aged 15 and over and information technology equipment in the home according to age and sex. A.C. of Euskadi. IV quarter 2000 (%)



Source: ESI -Families- IV quarter 2000. Eustat

With regard to Internet access from home, the greatest similarity occurs between the middle age groups (between 35 and 54), while amongst the youngest groups - aged 15 to 24 - there is a percentage difference of 7.7: 26.2% of younger males have access to Internet, compared to 18% of females of the same age.

TABLE 12		INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION		2000
POPULATION AGED 15 AND OVER AND ACCESS TO A MOBILE PHONE ACCORDING TO AGE AND SEX. A.C. OF EUSKADI. IV QUARTER 2000 (%)				
	Males	Females	Difference	
15-24	84,9	83,1	1,8	
25-34	79,6	79,1	0,4	
35-44	71,3	74,8	-3,5	
45-54	75,8	75,2	0,6	
55-64	58,9	55,8	3,2	
≥ 65	36,9	23,4	13,6	

Source: ESI -Families- IV quarter 2000. Eustat

A breakdown of the mobile phone figures reveals that, after separating the survey sample by ages, there are no significant differences between sexes, excepting, once again, the 35-44 age group for women - 3.5 percentage points higher than men - and the 65 and over age group in which, as well as being the group with least access to mobile phones, also reflects a difference of 13.6 percentage points in favour of men.

Significant differences can be seen, however, in relation to activity. Thus, whilst 66.7% of young female students have a PC at home, 76% of their male counterparts do - 9.3 percent more -. However, in the group of inactive and unemployed persons, a higher proportion of women are able to access a computer than men (24.5% of males compared to 28.3% of females). This may be due to the number

of young unemployed or inactive women who are housewives and who have a computer at home, although they may not use it. Among employed persons there do not appear to be any significant differences between men and women with regard to access to the Information Society.

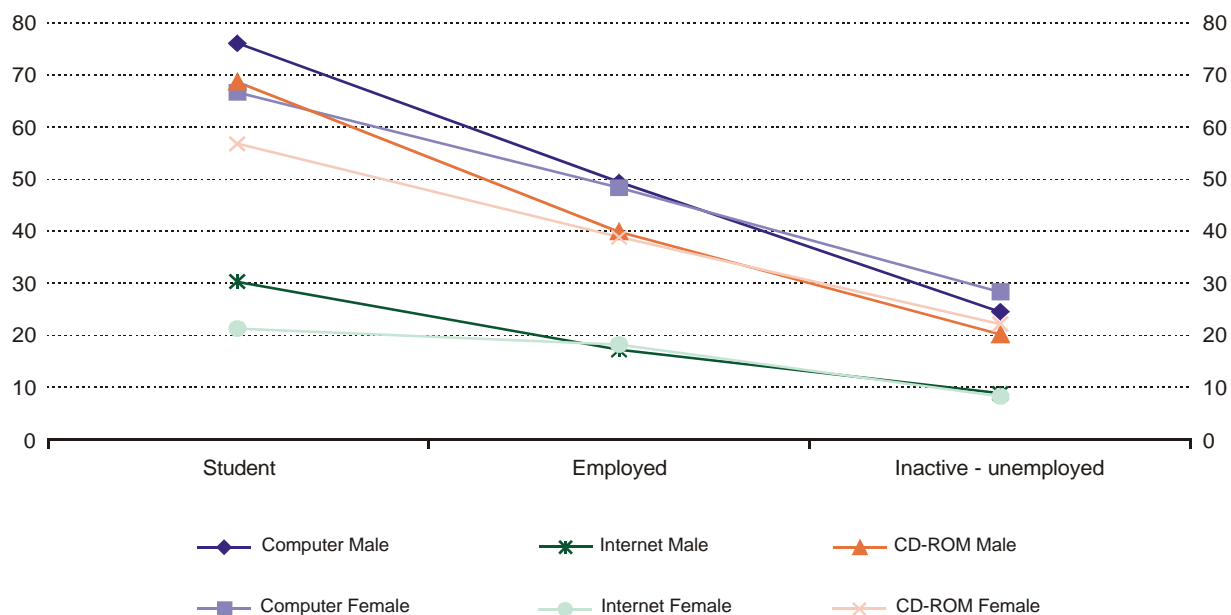
However, these differences become more evident when considering the possibility of access to CD-Rom, as with this equipment male students are twelve percent higher than their female colleagues, a difference which may be explained by the use of CD-ROM as a music reader or for games associated to video-consoles.

As far as Internet access is concerned, male students again lead their female counterparts by 9 percentage points. Among employed and the inactive and unemployed, however, both sexes access the Internet in the same proportion.

There are no significant differences with regard to mobile phone access at home between men and women.

As regards level of education, it is the higher group in which the greatest differences are found. Whilst 74% of male university graduates have a computer at home, only 62,4% of their female counterparts have. This difference of thirteen percentage points also occurs in the figures for CD-ROM access and Internet access from the home.

GRAPH 25: Population aged 15 and over by IT equipment in the home and according to the relation with activity and sex. A.C. of Euskadi. IV quarter 2000 (%)



Source: ESI -Families- IV quarter 2000. Eustat

These differences are reduced in the sector of the population with a secondary level of education and among those with primary education level any differences existing are due to chance.

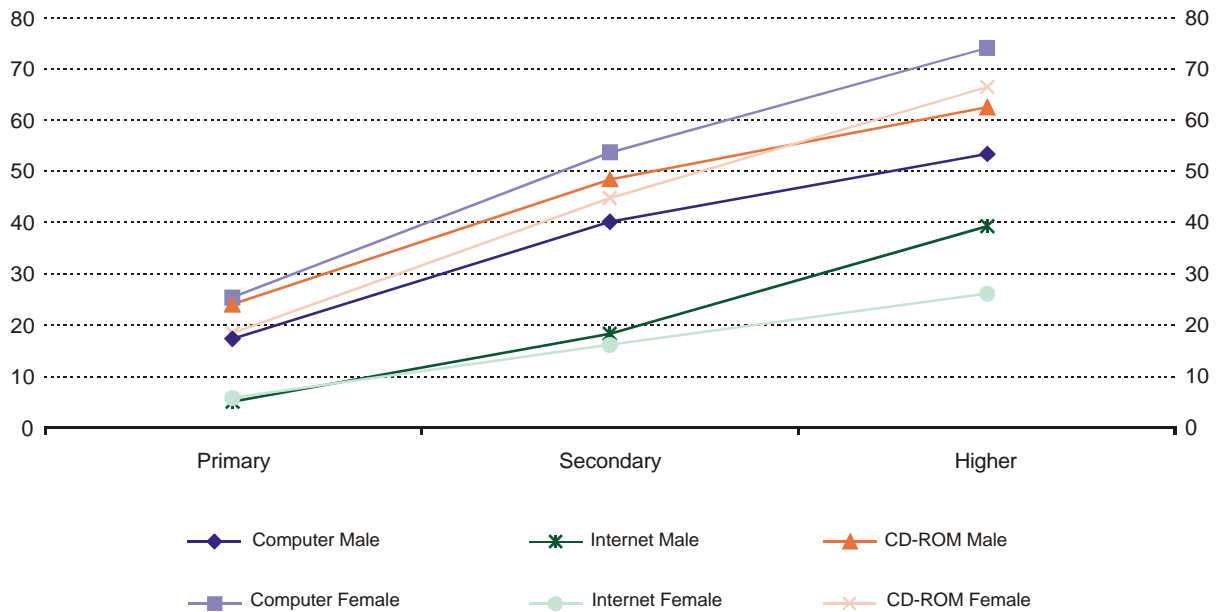
TABLE 13		INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA		2000	
		ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION			
POPULATION AGED 15 AND OVER BY ACCESS TO A MOBILE PHONE AT HOME AND ACCORDING TO THE LEVEL OF EDUCATION AND THE SEX. A.C. OF EUSKADI. IV QUARTER 2000 (%)					
	Male	Female	Difference		
Primary	54,9	49,2	5,7		
Secondary	78,1	76,3	1,8		
Higher	81,0	78,2	2,9		

Source: ESI -Families- IV quarter 2000. Eustat

However, the breakdown of mobile phone and education figures reveals that it is the group with the lowest level of education with a highest percentile difference - 55% of men compared to 50% of women have this equipment -. The gap narrows at secondary level only to increase again at a higher level of studies, up to almost three points.

With regard to the type of family, it may be said that the only group in which substantial differences appear between the sexes is among people living alone. In this group, access of women to the -IS- is very low, a figure which may be explained by the age and education level factors as 76% of women living alone are aged 65 or over and a similar percentage - 79% -have a primary level of education. By contrast 55% of men living alone are aged 65 or over and out of every four men living alone two have a primary level of education, one secondary and one higher.

GRAPH 26: Population aged 15 and over by ICT equipment in the home and according to sex and the level of education. A.C. of Euskadi. IV quarter 2000 (%)



Source: ESI -Families- IV quarter 2000. Eustat

Among those interviewed belonging to a couple without children, it is the women who have greater access to the Information Society. The differences being around 2.5 percentage points for computers, CD-ROM and the Internet and a 3.4 percent lead for mobile phones.

With regard to families with children, it is the men who have a greater level of access to the IS. The biggest differences occurs with respect to CD-Rom access -4.5 percentage points-. Access to mobile telephone hardly differs between the sexes, 0.4 percent in favour of women.

TABLE 14 INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA 2000 ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION

GRAPH 26: POPULATION AGED 15 AND OVER BY FAMILY TYPE AND ACCORDING TO IS EQUIPMENT ACCESS IN THE HOME. A.C. OF EUSKADI. IV QUARTER 2000 (%)	Personal computer		CD-ROM		Internet		Mobile Phone	
	Males	Females	Males	Females	Males	Females	Males	Females
With children	53,1	49,4	44,0	39,5	18,8	16,2	76,0	76,4
With partner	15,5	17,9	12,1	14,6	5,1	7,6	45,1	48,5
Alone	21,1	8,0	17,5	6,8	11,4	1,4	38,1	19,7

Source: ESI -Families- Eustat

5.2.- Information Society types of user

5.2.1.- The behaviour of the population within the family unit in relation to Information Society equipment

Household equipment is basically directed to helping in carrying out tasks associated with feeding, cleaning, and organizing the family members. They are tools or instruments that enable the physical sustenance of the family members, not only with regard to nourishment, but also with all activities considered to be basic.

Other types of equipment are directed towards leisure time. The television, video recorders, hi-fi equipment, etc. are all examples of elements that fulfil this function.

In recent years new kinds of equipment, normally associated with environments outside the home - with work and the study centre-, have been appearing in the household and offering new functions. Furthermore, it can be said that they are not exclusively dedicated to leisure pursuits but that they are also used to meet everyday needs: information, purchases, communication, etc. Its potential enables the transfer to the home of functions associated with the place of work or study -, as well as other functions arising within the family itself.

In fact the boundaries between leisure, work and study become less clear when the IS at home is being considered. It may be so, for example, that playing a computer game implies a degree of learning in the use of the equipment, which may, in turn, improve the use of the equipment at work or at the study centre.

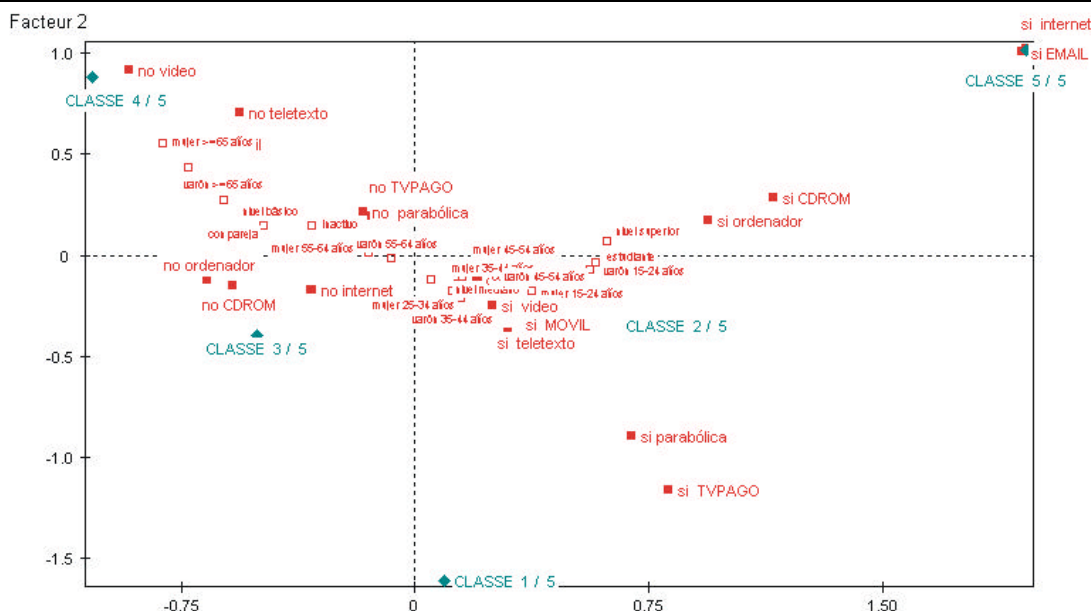
Probably the greatest change being brought about by the IS is the occupying of the private or intimate environment by systems and equipment which were initially designed for the productive or training environment, laying out new spaces, physical or virtual, in which personal relationships and exchanges take place and will increasingly take place in the future.

When people are grouped according to the amount and class of equipment in the house then the following ideas may be used as starting off point:

- The technical complexity of the equipment
 - Basic use
 - Specialized use
- Attitude of the people to the equipment
 - Active
 - Passive
- The technical preparation of the population with regard to using the equipment.
 - Easy installation
 - Previous knowledge, specific technology, tools...

It seems logical to think that in the home, the level and complexity of IS associated equipment is conditioned by the existence of household members who are familiar with their use and, secondly, by the purchasing power of the family.

GRAPH 27: ICT Equipment in the household: factorial map. Active variables and classes. A.C. of Euskadi. IV quarter 2000



Source: ESI -Families- IV quarter 2000. Eustat

IS equipment in the home may be considered to have the following main associations and roles:

- access to a great quantity of information,
- leisure, shopping, music, travel ...
- games...

Two analysis techniques were used: Multiple Correspondence Factorial Analysis and Automatic Classification methods (Ward's Ascending Hierarchical Classification).

After carrying out Multiple Correspondence Factorial Analysis, the information may be resumed in six factors, capable of explaining 75.4% of the variance.

It can be seen how the population is organized around certain factorial axes according to population features and equipment at home.

These factors are defined by the opposition between certain variables:

Factor 1, is defined by those households with an Internet connection in opposition to those who do not even have a video recorder. Thus, those households connected to the Internet are contrasted to those that do not even have a piece of equipment as common as the VCR.

At the horizontal axis the use of more technical equipment compared to the non-use of equipment can be seen. At the horizontal axis, Internet equipment, involving certain expenditure, as opposed to pay per view television.

In addition it is generally assumed that these two kinds of equipment, television and computer, are associated with different attitudes and activities. In most cases the equipment associated with television entails a passive attitude, that of a mere spectator, although television may also be used to access the Internet or for video-console type games, the vast majority of the population use the television for passive leisure pursuits. This can be appreciated in Factor 2.

Factor 2, differentiates between households, all prepared to pay for the use or rent of access to certain technologies, which choose appliances that do not require specific knowledge or activity, such as Pay TV, from others which do require an active attitude, such as the use of the Internet.

Thus we have presented a basic description of the factorial map and the distribution of the basic variables involved in the analysis.

Now certain household groups will be discussed with regard to whether their computer and television equipment is similar, and the socio-demographic characteristics of the family members.

All in all 5 household groups will be discussed with regard to their computer and television equipment. These groups have been chosen by means of a statistical analysis in which individuals with similar characteristics are grouped together by the automatic classification method.

Group 1: Quality audiovisual equipment

In this group, containing 13.2% of people, the television equipment in the home may be classified as very good, as half of the group have Pay TV and a satellite dish, as well as video and teletext. It should also be mentioned that 83.7% have a mobile phone.

These are mainly families with children, with a secondary level of education, of intermediate age - basically family members are in the 25-44 age group - and as far as activity is concerned, they stand out as all of them are employed.

Group 2: With acceptable computer and television equipment without an Internet connection

In this group 21.4% of the population aged 15 and over are to be found. The vast majority have a computer, a video, teletext, CD-Rom and a mobile telephone, but they do not appear to be prepared to increase their family budget with Internet access or Pay TV.

These families have students aged 15-24 among their members, the level of study is higher or secondary, and they also stand out for the number of employed persons.

Group 3: Standard television equipment

This group includes 27.4% of the study sample. They have a video, teletext and mobile phones at home, but do not have other computer related equipment or a particularly special television set.

Couples living alone or couples with children aged over 25, and therefore, no longer students, begin to stand out. The prevailing level of education is secondary and half of this group are employed.

Group 4: Excluded from the Information Society

23.6% of the population aged 15 and over are to be found in this group. The large majority do not have a VCR, or a mobile telephone, or teletext, or computer, or CD-ROM, or Pay TV or satellite dish. They live without the latest technology associated with the Information Society.

Half of this group are people aged over 65, one third live alone and three out of four are inactive. Three out of four also have a primary level of education.

Group 5: Fully integrated in the Information Society

This group represents 14.3% of the population aged 15 and over in the A.C. of Euskadi. They have Internet access, e-mail, CD-ROM

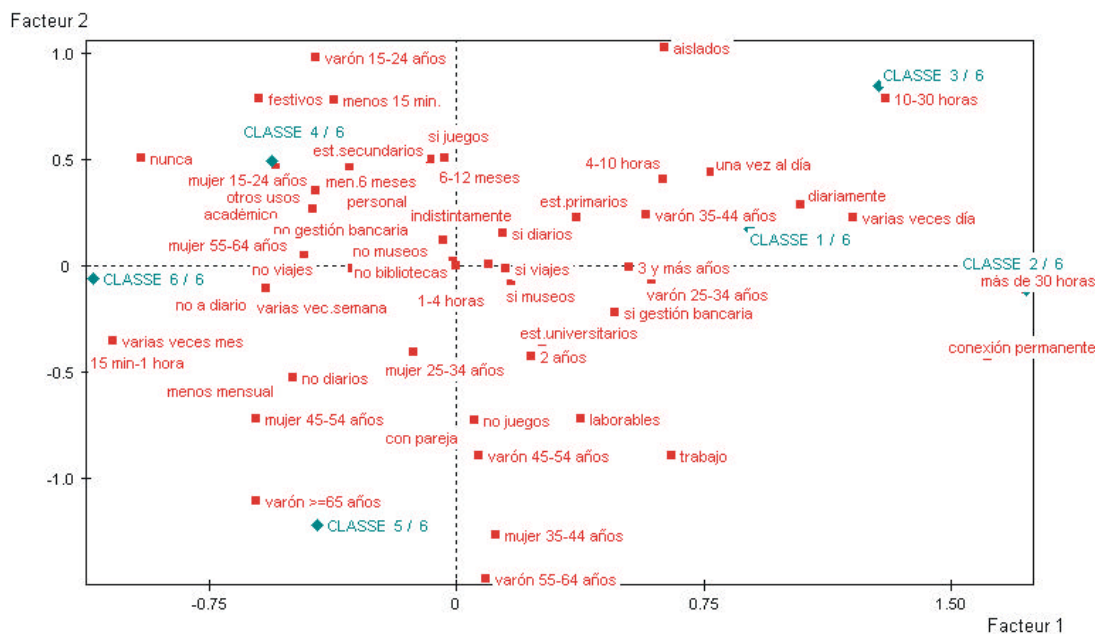
and also mobile phones at home, although this latter element is now fairly common in all households. They have teletext, VCRs and, to a lesser extent but always above the average, satellite dishes and Pay TV.

A considerable section of this group have a higher level of education: 40%. There are numerous students in the group, the number of 16-24 year olds stands out, as does those aged 45-54, most probably the parents of the aforementioned students. As far as activity is concerned the level of employment is high.

5.2.2.- The typology of Internet users at home

Factor 1 is defined by the opposition between the main objectives of the Internet connection: on the one hand, the main aim defined as personal, on the other, as work.

GRAPH 28: Internet Users in the home: factorial map. Active variables and classes.
A.C. of Euskadi. IV quarter 2000



ISource: ESI -Families- IV quarter 2000. Eustat

When the main objective is discussed it should be borne in mind that it is associated with other characteristics such as the frequency of access. This frequency is not daily but limited to several times a week or even a month. Furthermore, bank transactions are not carried out, nor is the Internet used for travel enquiries. Finally, the accumulated weekly duration is estimated to be between 15 minutes and 1 hour.

In association with connections made with work as the principal objective, we are dealing with university graduates who go on-line several times a day. Males aged 25-34 are most common, and the accumulated weekly connection is between 4 and 10 hours. The Internet is often used for travel enquiries.

Factor 2 describes the opposition between mainly leisure-focussed uses in contrast to objectives other than leisure. Males aged 45-54 fall into this last group, which is similar to the group of persons with university studies and which generally go on-line during the working week.

At the other extreme are those males aged 15-24 of which those with secondary studies are the most numerous. As has been said, the main objective of the connection is based around games or hobbies and the reading of on-line newspapers. For this group public holidays are the most common days for going on-line.

These ideas are reflected in varied groups of home Internet users. The most defining variables of these groups are their main reason for going on-line, the age of the Internet users and the frequency of access.

Group 1: Daily Internet Users

Amongst Internet users who connect from home this is the most numerous group, representing 27%. They access daily and their average accumulated weekly connection lasts between 4 and 10 hours. Half of them go on-line several times a day. They often use the Internet to read on-line newspapers and carry out bank transactions, although the principal motive for going on-line is work. They have been accessing the Net for more than two years.

The socio-demographic characteristics of the people who make up this group are as follows: males aged 35-44, with a higher level of studies and living in families with children.

Group 2: Expert Internet users

This group differs from the previous group in that they connect to the Internet for 30 or more hours a week. It is not a large group although they account for 4.7%. They all go on-line daily and three quarters of them for purposes of work. They have been going on-line for more than three years. They generally access the Internet during the week and use the Net for almost everything: bank transactions, library enquiries, on-line newspapers, travel enquiries, museums and games.

Half of them are male aged 25-34.

Group 3: New Internet users

In the fourth quarter of 2000 this group accounted for 7.7% of the entire group of home Internet users. Work is not quoted quite so often as the main reason for going on-line as in the previous group: in this group 36% indicate that work is their main reason for accessing the Net. The other characteristics mentioned above stand out more: bank transactions - 77% - travel enquiries, game and hobbies, information about museums or reading on-line newspapers.

The average accumulated weekly connection is between 10-30 hours, connections are made several times a day and a large section have had access to the Internet for a relatively short time, between 6-12 months.

With regard to the socio-demographic characteristics, they differ from the average home internet users in that a larger proportion live alone and a higher number are males aged 25-44.

Group 4: Ludic Internet users

This is the second largest group accounting for 24.4% of home Internet users.

They connect to the Internet several times a week, but not daily, so that the weekly number of hours on-line is relatively low, between 1-4 hours. They differ from other groups in that the majority choose games and on-line newspapers and the majority only connect at weekends or on public holidays.

The main objective of the connection is personal, in contrast to previous groups which tend to connect to a greater or lesser extent for motives related to their work. Obviously this is a group that uses the Internet for leisure pursuits.

Males aged 15-24 with a secondary level education living in families with children are the most prevalent type member.

In the following two groups Internet users who access the Net sporadically are included.

Group 5: Practical or selective Internet users

This group makes up 17.6% of the Internet users who connect from home. The most outstanding feature of the group being that it includes 74% of those families made up of childless couples. It would seem that this kind of family follow a specific behaviour pattern with regard to Internet use. Work is their principal motive for going on-line but they do not spend much time connected. Their leisure time is probably focussed on other activities.

72% of the people in this group have a higher level of studies.

Group 6: New occasional Internet users

This group represents 18.7% of the total home users. The vast majority have an accumulated weekly connection time of under an hour. They do not go on-line daily, only a few times a month. It seems that Internet use is biased towards their children, as personal and academic motives feature strongly. It appears that, as yet, this group remain unaware of the other possible Internet uses.

They differ from other groups in that they do not read on-line newspapers, make travel enquiries or carry out bank transactions, although they do play games through the Internet.

Access is very recent: less than six months.

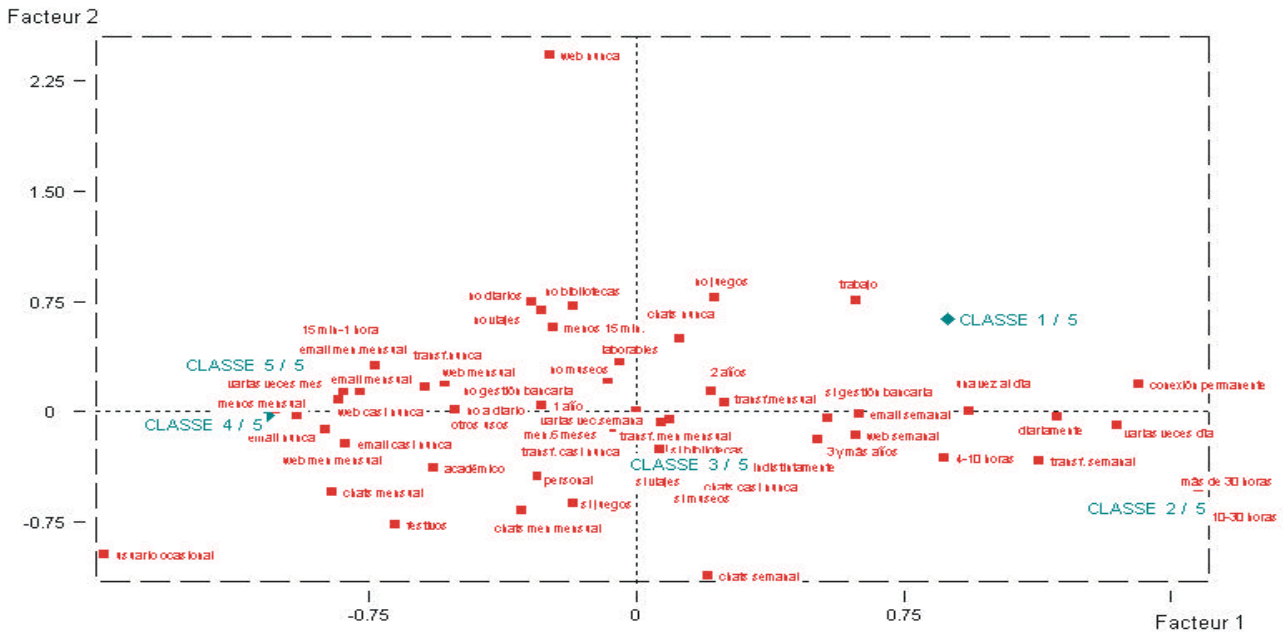
As regards the socio-demographic make up of the group, it can be noted that families with children aged 15-24 and parents aged 45-54 fall into this group, with a significant number of people with a secondary level of education.

5.2.3.- Profiles of Internet users according to motives

It was considered useful to analyse the entire population of Internet users, regardless of their place of access, focussing on the main motives for going on-line.

The definition of the factorial map represented here is expressed in the opposition between "experienced" and "novice" Internet users, in Factor 1.

GRAPH 29: Internet users according to motives: factorial map. Active variables and classes. A.C. of Euskadi. IV quarter 2000



Source: ESI -Families- IV quarter 2000. Eustat

Experienced users are on-line for weekly-accumulated time of over 10 hours and they have been going on-line for 3 or more years. They do not use the Web for games and their main motive for going on-line is work related. They consult Webs weekly. Internet connections are made daily.

Novice users, who have been going on-line for less than 6 months, are young people under 24 years of age. They do not use the Internet for bank transactions. Their frequency of access is several times a month and their motive for connection is fundamentally for games and hobbies and they hardly ever enter in Webs.

Factor 2, is defined by the characteristics of those users who state the principal motive for going on-line as being personal. Associated with these characteristics are reading on-line newspapers, consulting on-line libraries, weekly web visits and the use of Internet for hobbies. They also mention that they participate weekly in chats.

Depending on the inter-relationship of the variables a factorial plan is drawn up in which the different Internet users form groups of common characteristics contrasting with other groups presenting different features.

In drawing up these groups, which will be later defined, frequency of access and the weekly length of time on-line both feature strongly.

Group 1: Internet as another work tool

This group represents 17% of total Internet users. They are people who connect daily to the Internet basically using it for work related motives. They use email weekly at least, and send and/or receive files through this media.

The weekly connection time of this group is between 4-10 hours.

Two different groups of Internet use can be detected. One appears to be associated with leisure, and the description of the motives outlined by these people are of a personal nature: games and hobbies, chats, webs, museums, libraries, travel and on-line newspapers; compared to other motives associated with the working environment: email, file transfer and web enquiries.

This last group, as it is related with Internet from work, differs in that it omits games, chats, museum enquiries, library resources, travel information, and on-line newspapers; all these being associated with leisure time.

Group 2: Internet for all purposes: leisure and work

14% of Internet users are to be found in this group. They go on-line daily, even several times a day, and spend more than 10 hours a week connected to the Internet.

They use the Internet both for work and leisure orientated motives, thus differing from other groups in that they take advantage of each and every possibility offered by this media. The most common use is for the transfer of files, then consulting webs, weekly emails,

Internet bank transactions, travel related enquires, museums, libraries, on-line newspapers, weekly chats and finally games appear as the least significant use of the Internet made by this group.

Users who have been on-line for more than three years stand out, and their use is equally distributed between working days and weekends and holidays.

The socio-demographic profile is biased towards men aged 24-44 and university graduates.

Group 3: Internet as a means of accessing information

This group, which is the largest, accounts for 34% of Internet users. These are people who often use the Internet, but not on a daily basis, their access frequency being several times a week. They spend an average of 1-4 hours a week on-line. They surf webs on a weekly basis, use email, read on-line newspapers, make travel enquiries, use the Internet for games and use the chat sites weekly.

They have not had access to the Internet for a particularly long time, between 6-12 months.

The following two groups may be described as sporadic Internet users, their frequency of access to the Net being very low in the case of group 4 - less than once a month - and in group 5, although slightly higher, still quite low. The two groups together make up 35% of the people with access to the Internet.

Group 4: New Internet users with academic motives

This group includes 14.5% of all Internet users. Their Internet status is still developing. Their frequency of access to the Net is less than once a month as are their visits to webs. Email and file transfer are hardly used at all.

Their only outstanding characteristic is their use of games and their claim that the main motive of going on-line is academic.

They spend between 15 minutes and 1 hour on-line a week. It could be said that they are token Internet users, although 35% have had access to the Internet for at least a year..

Young men aged 15-24 feature strongly in this group as do people with secondary level studies.

Group 5: People currently discovering the Internet

This group brings together 20.5% of Internet users. Their basic characteristic is that they go on-line several times a month but do not as much as once a week.

All the possibilities offered by the Net are used in proportion to the monthly aggregate. Neither file transfer nor Internet bank transactions are ever carried out.

They state that their main motive for going on-line is academic followed by personal motives.

6.- Methodology notes. Questionnaire

6.1.- Methodological file

The Information Society -ESI- Families is a statistical operation carried out every six months using direct primary data collection through sampling.

Aims

The generic aim of the ESI is to provide politicians, economic and social agents, Universities, private researchers and citizens in general, with periodic information regarding the impact of the new Communication and Information Technology on the population of the A.C. of Euskadi.

This general aim can be broken down into three specific objectives:

- 1) Find out the level of ICT equipment at home, at the study centre, at work and the use made of it, particularly with reference to the Internet.
- 2) Detect the areas of interest within the Net with regard to certain areas: commercial transactions, most used services, most visited and most popular sites.
- 3) Analyse the degree of impact of the ICT technologies in Basque society in comparison to other contemporary societies and establish future behaviour lines of the population under study.

Coverage

Population: all people aged 15 and over living in family dwellings.

Geographic area: The Autonomous Community of Euskadi and its Provinces.

Timeframe: Second and fourth quarter of 2000.

Sample design

The panel of 3,750 family dwellings chosen for the survey on Population in Relation to Activity (PRA) carried out for the same period were taken as a sampling base.

A two stage spatial sample was chosen for dwelling selection:

- In the first stage census sections were selected (population groups never exceeding 500 dwellings and which corresponded to the electoral sections)
- In the second stage dwellings were chosen from within these sample sections.
- In the third stage one person per dwelling was selected and, by design, a set quota of students and employed persons, until a sample of close to 5,000 individuals was reached.

The sample is self-biased, that is, everybody within a Province, has equal probability of being included in the sample.

First sampling stage

- Sampling units: Census sections that are treated as differently sized groups of individuals.
- Size: 625 sections (of a total of 1,618 sections in the A.C. of Euskadi).
- Sample type: Proportionally stratified.
- Allocation: In each strata (section typology) the square root of the population weight of the strata in each Province is proportional.
- Draw: With proportional probability to the section size and with no replacement.
- Section typology (strata): The typology analysis was carried out using multivariate techniques, looking for sections with homogenous profiles for the following variables: sex, age, married status, level of education, employed or otherwise, profession, activity sector and professional situation, according to the Population and Housing Statistics 1996. 11 typologies were employed in Alava, 16 in Bizkaia and 14 in Gipuzkoa.

Second sampling stage

- Sampling units: Family dwellings occupied by residents.
- Size: 3,750 dwellings.
- Sample type: Systematic circular.
- Allocation: 6 dwellings per sample section.
- Draw: With equal probabilities.

Third stage

- Sampling units: People aged 15 and over.
- Size: 5.000 people.
- Sampling: Based on a Kish table drawn up with the persons number and the week number as basic coordinates.
- Allocation: One person per dwelling, plus the quotas of students and employed persons.

The group of selected people make up the ESI sample, and the interviews are carried out using the specifically drawn up questionnaire which is attached. The questionnaire does not contain the socio-demographic characteristics of the people surveyed, as this information already features in the Population in Relation to Activity Survey -PRA- data base referring to the same period and has been handed in prior to data exploitation.

Sampling errors

As is common practice in Eustat, the sampling errors arising from having to use a sample and draw inferences about the whole population have been calculated.

A good sampling error indicator is the standard deviation. The most common forms in which sampling error are expressed are the following:

- Absolute sampling error: Semi-width confidence intervals

$$d = 1,96\sqrt{\text{Var}\hat{\theta}}$$

- Relative sampling error at 95% confidence intervals: Quotient between the absolute sampling error and parameter estimation

$$r = \frac{1,96\sqrt{\text{Var}\hat{\theta}}}{\hat{\theta}}$$

Variation coefficient: Quotient between the standard deviation of the parameter to be estimated and the parameter itself

$$CV = \frac{\sqrt{\text{Var}\hat{\theta}}}{\hat{\theta}}$$

Any estimate with a high sampling error must be considered with due reservation.

TABLE 15 INFORMAZIOAREN GIZARTEARI BURUZKO INKESTA ENCUESTA SOBRE LA SOCIEDAD DE LA INFORMACION 2000												
POPULATION AGED 15 AND OVER ACCORDING TO HOUSEHOLD EQUIP- MENT. IV QUARTER 2000. A.C. OF EUSKADI. VARIATION COEFFICIENT. (%)	Age							Sex		Province		
	TOTAL	15-24	25-34	35-34	45-54	55-64	≥ 65	Male	Female	Álava	Bizkaia	Gipuz- koa
Computer	2,4	2,7	4,8	4,4	4,1	6,7	9,5	2,8	3,2	5,2	3,4	4,1
Fax-modem	4,4	6,4	8,2	9,1	8,5	11,8	15,4	5,3	6,1	9,8	6,7	6,9
CD-ROM	2,9	3,5	5,4	5,5	5,0	8,2	10,8	3,3	3,9	6,0	4,3	4,9
Internet	5,0	7,4	8,4	10,1	9,5	13,8	17,8	5,9	6,8	11,2	7,4	7,6
E-mail	4,9	7,3	8,4	10,0	9,3	13,5	17,2	5,9	6,7	11,2	7,4	7,5
Video	0,9	1,1	1,4	1,6	1,6	2,8	3,5	1,1	1,3	1,9	1,3	1,6
Teletext	1,5	2,2	2,3	3,0	2,9	3,5	3,8	1,7	2,0	2,7	2,2	2,6
Satellite dish	4,3	7,1	9,3	8,6	7,8	9,8	9,4	5,1	5,7	8,9	6,3	7,4
Pay TV	4,9	8,2	10,0	9,3	9,3	12,6	11,8	5,6	6,1	9,4	7,8	7,6
Cable TV	21,3	34,0	36,1	52,0	32,5	64,4	50,1	23,4	30,3	53,3	32,5	32,6
Mobile telephone	1,4	1,7	2,2	2,6	2,6	4,2	5,0	1,7	1,9	2,8	1,9	2,6
Fax	21,6	33,5	51,6	33,6	33,9	54,7	45,2	23,1	30,7	59,5	33,7	27,9
Pager	21,8	34,2	45,1	42,2	34,4	73,5	35,4	23,7	31,4	45,8	31,8	35,4

Variation coefficient. 10 – 15%
 Variation coefficient. ≥ 15%

POPULATION AGED 15 AND OVER
ACCORDING TO HOUSEHOLD EQUIP-
MENT. IV QUARTER 2000. A.C. OF
EUSKADI. VARIATION COEFFICIENT. (%)

	GUZTIRA TOTAL	Level of Education			Employment situation			Type of family		
		Primary	Secun- dary	Higher	Students	Employed	Inactive, unemplo- yed	with chil- dren	childless couple	living alone
Computer	2,4	4,9	3,0	2,6	2,5	2,3	4,4	2,3	10,1	13,2
Fax-modem	4,4	9,3	6,1	5,3	5,7	4,3	7,8	4,7	16,5	24,0
CD-ROM	2,9	5,8	3,6	3,2	3,1	2,8	5,1	3,0	11,9	14,8
Internet	5,0	11,0	6,8	5,8	6,5	4,7	9,2	5,2	18,1	25,0
E-mail	4,9	10,7	6,7	5,8	6,4	4,7	8,9	5,2	18,1	25,1
Video	0,9	1,9	1,0	1,2	1,2	0,8	1,7	0,9	3,1	5,3
Teletext	1,5	2,6	1,7	2,2	2,1	1,5	2,4	1,6	3,9	6,3
Satellite dish	4,3	6,9	5,7	6,9	6,6	4,6	5,9	4,7	10,2	15,2
Pay TV	4,9	8,8	6,0	8,1	7,9	4,9	8,0	5,6	12,5	16,5
Cable TV	21,3	37,2	28,5	32,8	33,9	22,7	36,6	24,6	60,4	58,9
Mobile telephone	1,4	2,8	1,5	2,0	1,9	1,3	2,5	1,4	4,6	8,3
Fax	21,6	33,8	28,5	31,0	35,3	20,0	41,8	23,2	100,1	71,0
Pager	21,8	34,3	28,0	26,5	28,6	25,0	29,2	24,7	70,9	61,2

■ Variation coefficient. 10 – 15%

■ Variation coefficient. ≥ 15%

6.2.- Definitions

E-Commerce

All commercial transactions carried out through the Internet with the objective of purchasing or selling products or services. Orders are made through the Internet, the payment and delivery may be made on-line or by other means.

Most popular access days

The days of the week on which users connect more often to the Internet, differentiating between working days on the one hand, and weekends and public holidays on the other.

Age on last birthday

Also called age in years. This concept of age is the most common used and it refers to the age in years of the person on their last birthday.

Television associated equipment

Any electronic equipment and technological compliments to do with the television. The following apparatus or options have been considered in the analysis:

- Video recorder
- TV with teletext
- Satellite dish
- Decoder for Pay TV
- Cable TV

IT Equipment

All electronic apparatus and annexed services to do with a PC, including the computer itself (laptop or desktop), and the communication between computers and the services required by these communication networks. The following have been included as basic elements:

- Personal Computer (PC, Mac or laptop)
- Fax-modem (Modem, Fax-modem)
- CD-ROM reader: Not necessarily connected to the PC. It may an independent piece of equipment to listen to music for example.
- E-mail. May be linked to the PC but not necessarily so; mobile phones and TV's also have this service.
- Internet Connection. As in the case of e-mail this may be linked to the PC but not necessarily so; mobile phones and TV's also have this service.

Marital status

Marital status describes the recognised administrative status of cohabiting or living alone. The following options are included: single, married, widow, divorced and separated.

Place of access

The place from which users connect to the Internet, be it from home, place of work or study centre, basic places. Other places such as libraries, official centres, cyber-cafes etc are also taken into account.

Level of education

A person's education level is the level of studies he or she reached or is currently studying regardless if they finished or provisionally or definitively incomplete.

Nuclear family

The idea of the nuclear family is a modern conception of the family limited to the narrowest family links (relationship between parents and children). Families may be made up of one or several nuclei, according to the number of links. People not connected to the nucleus are classified as "single people". Three types have been used:

- nuclear family with children
- childless couples
- single people

Other technological equipment

Electronic apparatus that enable people to get in touch, either by cable or satellite, excluding standard phones. For purposes of the project the following have been chosen:

- Fax
- Mobile telephone
- Pager

Possibility of access to the Internet

This is the capacity, used or otherwise, a person has to connect to the Internet, that is, to have the necessary means to do so. The possibility of going on-line from the persons own home, from the workplace, the study centre or from other centres - public or private- are considered. Taking advantage of this capacity converts a person into an Internet user.

Branch of economic activity

Type of activity of the establishment, company or other economic unit in which an occupied person carries out his or her main activity. Unemployed people who had previously worked and retired people provide information about the company or establishment where they had carried out their last activity.

The data obtained in this way has been classified according to the National Classification of Economic Activities.

Activity

Two classifications have been made: one corresponding to the denominations of the International Labour Organization of -OTI- and another that corresponds to the specific denomination of the ESI.

1) Classification according to the ILO categories.

First the population is classified according to the ILO definitions, orientated to a concept of restrictive activity, linked to the production of goods and services of an economic nature. The international definition of active population, employment and unemployment currently in use was adopted by the ILO in 1982 during the XIII International Conference of Specialists in Labour Statistics.

- ILO Economically Active

Are all those people who carry out work in order to produce goods and services, and who are currently without employment, they are seeking and available for employment. This group is made up of ILO Employed and ILO Unemployed.

- ILO Employed

Are all those people aged 16 and over who are gainfully employed or who carry out an activity independently and are currently working, or maintain a formal connection with their employment, or were absent from work due to vacations, illness, labour conflicts, technical reasons, etc.

- ILO Unemployed

Are all those people aged 16 and over who do not have a paid job or work independently and are currently seeking a job and available for work.

- ILO Economically Inactive

Are all those people who are not active. They are classified into the following groups: people who do domestic chores, people who study, retired people, pensioners, people of independent means, and disabled people.

2) Classification according to the specific categories of the ESI

Given the specific nature of the groups under investigation by the ESI, it was deemed appropriate to classify the population into three types: Students, Employed People, Inactive and Unemployed People.

- Students

Are those people who are studying, officially or otherwise, regardless of the type or level of studies or the method or modality of teaching (external students, distance learning, etc.)

- Employed People

Employed people are those people who aged 16 and over form part of the labour dedicated to the production of goods and services.

- Inactive and Unemployed People

This group is made up of the people who find themselves in one of the following situations:

- Unemployed: people without employment, seeking paid work.
- Retired people, pensioners, etc.
- People of independent means.
- People dedicated to household chores.
- Permanently disabled people.
- Other inactive people (objectors, etc.).

Technological services

The group of services which the Internet makes available to users, the most well known being Web pages, e-mail, File Transfer (FTP), chat sites and conversations.

Internet Users

The group of people aged 15 and over who either at home, or the place of work or study centre, have connected to the Internet with a certain frequency.

6.3.- Questionnaire

The questionnaire is attached.

<p style="text-align: center;">301</p> <p>SELECTION OF INDIVIDUALS Count of persons aged 15 and over in the household</p>	<p style="text-align: center;">302</p> <p>SELECTION OF INDIVIDUALS Kish Table</p>	<p style="text-align: center;">303</p> <p>SELECTION OF INDIVIDUALS Identification of the selected individual</p>																																																																																																														
<p>1. Individuals <input type="text"/></p> <p>2. Students (p43) <input type="text"/></p> <p>3. Employed, (p70, p100, p120) . . . <input type="text"/></p>	<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">SURVEY WEEK</th> <th colspan="6">NUMBER OF INDIVIDUALS</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>>=6</th> </tr> </thead> <tbody> <tr><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr> <tr><td>2</td><td>1</td><td>1</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td></tr> <tr><td>3</td><td>1</td><td>1</td><td>1</td><td>3</td><td>3</td><td>3</td><td>3</td></tr> <tr><td>4</td><td>1</td><td>2</td><td>1</td><td>4</td><td>4</td><td>4</td><td>4</td></tr> <tr><td>5</td><td>1</td><td>1</td><td>2</td><td>1</td><td>5</td><td>5</td><td>5</td></tr> <tr><td>6</td><td>1</td><td>2</td><td>3</td><td>2</td><td>1</td><td>6</td><td>6</td></tr> <tr><td>7</td><td>1</td><td>1</td><td>1</td><td>3</td><td>2</td><td>1</td><td>1</td></tr> <tr><td>8</td><td>1</td><td>2</td><td>2</td><td>4</td><td>3</td><td>2</td><td>2</td></tr> <tr><td>9</td><td>1</td><td>1</td><td>3</td><td>1</td><td>4</td><td>3</td><td>3</td></tr> <tr><td>10</td><td>1</td><td>2</td><td>1</td><td>2</td><td>5</td><td>4</td><td>4</td></tr> <tr><td>11</td><td>1</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>5</td></tr> <tr><td>12</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>6</td></tr> </tbody> </table>		SURVEY WEEK	NUMBER OF INDIVIDUALS						1	2	3	4	5	>=6	1	1	1	1	1	1	1	1	2	1	1	2	2	2	2	2	3	1	1	1	3	3	3	3	4	1	2	1	4	4	4	4	5	1	1	2	1	5	5	5	6	1	2	3	2	1	6	6	7	1	1	1	3	2	1	1	8	1	2	2	4	3	2	2	9	1	1	3	1	4	3	3	10	1	2	1	2	5	4	4	11	1	1	2	3	4	5	5	12	1	2	3	4	5	6	6	<p>1. Person No. <input type="text"/></p> <p>2. Name </p>
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<p style="text-align: center;">310</p> <p>HOUSEHOLD EQUIPMENT Tell me if you have any of the following equipment</p>	<p style="text-align: center;">311</p> <p>STUDENT CONTROL</p>	<p style="text-align: center;">312</p> <p>STUDY CENTRE EQUIPMENT Tell me if you have and can use any of the following equipment at your study centre</p>																																																																																				
<table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;"></th> <th style="width:15%; text-align: center;">YES</th> <th style="width:15%; text-align: center;">NO</th> </tr> </thead> <tbody> <tr><td>1. VCR</td><td style="text-align: center;"><input type="checkbox"/> 01</td><td style="text-align: center;"><input type="checkbox"/> 21</td></tr> <tr><td>2. TV with teletext</td><td style="text-align: center;"><input type="checkbox"/> 02</td><td style="text-align: center;"><input type="checkbox"/> 22</td></tr> <tr><td>3. Satellitedish</td><td style="text-align: center;"><input type="checkbox"/> 03</td><td style="text-align: center;"><input type="checkbox"/> 23</td></tr> <tr><td>4. Decoder for pay TV</td><td style="text-align: center;"><input type="checkbox"/> 04</td><td style="text-align: center;"><input type="checkbox"/> 24</td></tr> <tr><td>5. 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<p style="text-align: center;">313</p> <p>WORKER CONTROL</p>	<p style="text-align: center;">314</p> <p>WORK PLACE EQUIPMENT Does your work place have any of the following equipment that you can use?</p>	<p style="text-align: center;">315</p> <p>USE OF COMPUTERS Do you use a computer at work?</p>	<p style="text-align: center;">316</p> <p>TIME SPENT USING COMPUTERS How many hours a day?</p>																																										
<p>A. Is employed <input type="checkbox"/> 1 — 314</p> <p>B. Is not employed . . . <input type="checkbox"/> 6 — 317</p>	<table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;"></th> <th style="width:15%; text-align: center;">YES</th> <th style="width:15%; text-align: center;">NO</th> </tr> </thead> <tbody> <tr><td>1. VCR</td><td style="text-align: center;"><input type="checkbox"/> 01</td><td style="text-align: center;"><input type="checkbox"/> 21</td></tr> <tr><td>2. TV with teletext</td><td style="text-align: center;"><input type="checkbox"/> 02</td><td style="text-align: center;"><input type="checkbox"/> 22</td></tr> <tr><td>3. Satellitedish</td><td style="text-align: center;"><input type="checkbox"/> 03</td><td style="text-align: center;"><input type="checkbox"/> 23</td></tr> <tr><td>4. Decoder for pay TV</td><td style="text-align: center;"><input type="checkbox"/> 04</td><td style="text-align: center;"><input type="checkbox"/> 24</td></tr> <tr><td>5. Cable TV</td><td style="text-align: center;"><input type="checkbox"/> 05</td><td style="text-align: center;"><input type="checkbox"/> 25</td></tr> <tr><td>6. Fax</td><td style="text-align: center;"><input type="checkbox"/> 06</td><td style="text-align: center;"><input type="checkbox"/> 26</td></tr> <tr><td>7. Mobile phonel.....</td><td style="text-align: center;"><input type="checkbox"/> 07</td><td style="text-align: center;"><input type="checkbox"/> 27</td></tr> <tr><td>8. Pager, beeper</td><td style="text-align: center;"><input type="checkbox"/> 08</td><td style="text-align: center;"><input type="checkbox"/> 28</td></tr> <tr><td>9. Personal computer</td><td style="text-align: center;"><input type="checkbox"/> 09</td><td style="text-align: center;"><input type="checkbox"/> 29</td></tr> <tr><td>10. Modem-fax</td><td style="text-align: center;"><input type="checkbox"/> 10</td><td style="text-align: center;"><input type="checkbox"/> 30</td></tr> <tr><td>11. CD Rom device</td><td style="text-align: center;"><input type="checkbox"/> 11</td><td style="text-align: center;"><input type="checkbox"/> 31</td></tr> <tr><td>12. E-mail</td><td style="text-align: center;"><input type="checkbox"/> 12</td><td style="text-align: center;"><input type="checkbox"/> 32</td></tr> <tr><td>13. Internet connection</td><td style="text-align: center;"><input type="checkbox"/> 13</td><td style="text-align: center;"><input type="checkbox"/> 33 — 315</td></tr> </tbody> </table>		YES	NO	1. VCR	<input type="checkbox"/> 01	<input type="checkbox"/> 21	2. TV with teletext	<input type="checkbox"/> 02	<input type="checkbox"/> 22	3. Satellitedish	<input type="checkbox"/> 03	<input type="checkbox"/> 23	4. Decoder for pay TV	<input type="checkbox"/> 04	<input type="checkbox"/> 24	5. Cable TV	<input type="checkbox"/> 05	<input type="checkbox"/> 25	6. Fax	<input type="checkbox"/> 06	<input type="checkbox"/> 26	7. Mobile phonel.....	<input type="checkbox"/> 07	<input type="checkbox"/> 27	8. Pager, beeper	<input type="checkbox"/> 08	<input type="checkbox"/> 28	9. Personal computer	<input type="checkbox"/> 09	<input type="checkbox"/> 29	10. Modem-fax	<input type="checkbox"/> 10	<input type="checkbox"/> 30	11. CD Rom device	<input type="checkbox"/> 11	<input type="checkbox"/> 31	12. E-mail	<input type="checkbox"/> 12	<input type="checkbox"/> 32	13. Internet connection	<input type="checkbox"/> 13	<input type="checkbox"/> 33 — 315	<p>A. Daily <input type="checkbox"/> 1 — 316</p> <p>B. Several times a week <input type="checkbox"/> 2</p> <p>C. Several times a month <input type="checkbox"/> 3</p> <p>D. With less frequency <input type="checkbox"/> 4</p> <p>E. Never <input type="checkbox"/> 5 — 317</p>	<p>A. All day <input type="checkbox"/> 6</p> <p>B. From 4 to 8 hours <input type="checkbox"/> 7</p> <p>C. From 1 to 4 hours <input type="checkbox"/> 8</p> <p>D. Less than 1 hour <input type="checkbox"/> 9</p>
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<p style="text-align: center;">317</p> <p>ADMINISTRATIVE USE OF ATMs Are you interested in the use of Automatic Teller Machines to...?</p>	<p style="text-align: center;">318</p> <p>ADMINISTRATIVE USE OF THE INTERNET Are you interested in the development of services through the Internet to...?</p>	<p style="text-align: center;">319</p> <p>FLAT RATE Are you willing to pay a monthly fixed rate to access the Internet?</p>	<p style="text-align: center;">320</p> <p>RATE How much do you pay now or would you be willing to pay monthly?</p>
<p>1. Carry out administrative procedures such as paying bills, statement enquiries, etc.? <input type="checkbox"/> 1</p> <p>2. Buy tickets for shows, events? <input type="checkbox"/> 2</p> <p>3. No interest <input type="checkbox"/> 3</p>	<p>1. Carry out administrative procedures such as paying bills, statement enquiries, etc.? <input type="checkbox"/> 4</p> <p>2. Buy tickets for shows, events? <input type="checkbox"/> 5</p> <p>3. No interest <input type="checkbox"/> 6</p>	<p>A. I already do so. <input type="checkbox"/> 7 — 320</p> <p>B. I would pay depending on the amount <input type="checkbox"/> 8</p> <p>C. I would not under any circumstances <input type="checkbox"/> 9 — 321</p>	<p>A. 7.000 ptas. or more <input type="checkbox"/> 01</p> <p>B. 6.000 ptas. <input type="checkbox"/> 02</p> <p>C. 5.000 ptas. <input type="checkbox"/> 03</p> <p>D. 4.000 ptas. <input type="checkbox"/> 04</p> <p>E. 3.000 ptas. <input type="checkbox"/> 05</p> <p>F. 2.000 ptas. <input type="checkbox"/> 06</p> <p>G. 1.000 ptas. <input type="checkbox"/> 07</p>

<p style="text-align: center;">321</p> <p>CONTACT WITH THE MEDIA Apart from today, when was the last time you...</p> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:15%;"></td> <td style="width:15%; text-align: center;">Yester- day</td> <td style="width:15%; text-align: center;">This week</td> <td style="width:15%; text-align: center;">This month</td> <td style="width:15%; text-align: center;">More time</td> <td style="width:15%; text-align: center;">Never</td> </tr> <tr> <td>1. Listened to the radio?</td> <td><input type="checkbox"/> 11</td> <td><input type="checkbox"/> 12</td> <td><input type="checkbox"/> 13</td> <td><input type="checkbox"/> 14</td> <td><input type="checkbox"/> 15</td> </tr> <tr> <td>2. Watched television?</td> <td><input type="checkbox"/> 21</td> <td><input type="checkbox"/> 22</td> <td><input type="checkbox"/> 23</td> <td><input type="checkbox"/> 24</td> <td><input type="checkbox"/> 25</td> </tr> <tr> <td>3. Read a newspaper</td> <td><input type="checkbox"/> 31</td> <td><input type="checkbox"/> 32</td> <td><input type="checkbox"/> 33</td> <td><input type="checkbox"/> 34</td> <td><input type="checkbox"/> 35</td> </tr> <tr> <td>4. Read a magazine?</td> <td><input type="checkbox"/> 41</td> <td><input type="checkbox"/> 42</td> <td><input type="checkbox"/> 43</td> <td><input type="checkbox"/> 44</td> <td><input type="checkbox"/> 45</td> </tr> <tr> <td>5. Went to the cinema?</td> <td><input type="checkbox"/> 51</td> <td><input type="checkbox"/> 52</td> <td><input type="checkbox"/> 53</td> <td><input type="checkbox"/> 54</td> <td><input type="checkbox"/> 55</td> </tr> </table>		Yester- day	This week	This month	More time	Never	1. Listened to the radio?	<input type="checkbox"/> 11	<input type="checkbox"/> 12	<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	2. Watched television?	<input type="checkbox"/> 21	<input type="checkbox"/> 22	<input type="checkbox"/> 23	<input type="checkbox"/> 24	<input type="checkbox"/> 25	3. Read a newspaper	<input type="checkbox"/> 31	<input type="checkbox"/> 32	<input type="checkbox"/> 33	<input type="checkbox"/> 34	<input type="checkbox"/> 35	4. Read a magazine?	<input type="checkbox"/> 41	<input type="checkbox"/> 42	<input type="checkbox"/> 43	<input type="checkbox"/> 44	<input type="checkbox"/> 45	5. Went to the cinema?	<input type="checkbox"/> 51	<input type="checkbox"/> 52	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55	<p style="text-align: center;">322</p> <p style="text-align: center;">SELECTION OF INTERNET USERS</p> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; border-right: 1px solid black;"> <p>Access control to the Internet</p> <p>1. Has Internet at home <input type="checkbox"/> 01</p> <p>2. Has Internet at the study centre <input type="checkbox"/> 02</p> <p>3. Has Internet at the workplace <input type="checkbox"/> 03</p> <p>4. Does not have <input type="checkbox"/> 04</p> </td> <td style="width:50%;"> <p>Do you go to a public or private centre with access to the Internet?</p> <p>A. No ... <input type="checkbox"/> 5 [END]</p> <p>B. Yes ... <input type="checkbox"/> 1</p> </td> </tr> </table>	<p>Access control to the Internet</p> <p>1. Has Internet at home <input type="checkbox"/> 01</p> <p>2. Has Internet at the study centre <input type="checkbox"/> 02</p> <p>3. Has Internet at the workplace <input type="checkbox"/> 03</p> <p>4. Does not have <input type="checkbox"/> 04</p>	<p>Do you go to a public or private centre with access to the Internet?</p> <p>A. No ... <input type="checkbox"/> 5 [END]</p> <p>B. Yes ... <input type="checkbox"/> 1</p>
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<p style="text-align: center;">325</p> <p>FREQUENCY OF ACCESS How often do you go onto the Internet?</p> <p>A. Daily <input type="checkbox"/> 07</p> <p>B. Several times a week <input type="checkbox"/> 08</p> <p>C. Several times a month <input type="checkbox"/> 09</p> <p>D. Less often <input type="checkbox"/> 10</p> <p>E. Never <input type="checkbox"/> 11 [END]</p>	<p style="text-align: center;">326</p> <p>DAILY CONNECTIONS How many times a day do you connect?</p> <p>A. Permanently connected <input type="checkbox"/> 12</p> <p>B. Once a day <input type="checkbox"/> 13</p> <p>C. Several times a day <input type="checkbox"/> 14</p>	<p style="text-align: center;">327</p> <p>WEEKLY CONNECTION In an average week, how long are you connected to the Internet?</p> <p>A. Under 15 minutes <input type="checkbox"/> 15</p> <p>B. 15 minutes to 1 hour. ... <input type="checkbox"/> 16</p> <p>C. 1 to 4 hours <input type="checkbox"/> 17</p> <p>D. 4 to 10 hours <input type="checkbox"/> 18</p> <p>E. 10 to 30 hours <input type="checkbox"/> 19</p> <p>F. Over 30 hours <input type="checkbox"/> 20</p>	<p style="text-align: center;">328</p> <p>DAYS WITH LONGEST ACCESS On what days of the week do you use the Internet most often?</p> <p>A. Work days, Monday to Friday <input type="checkbox"/> 21</p> <p>B. Saturdays, Sundays and holidays <input type="checkbox"/> 22</p> <p>C. Any <input type="checkbox"/> 23</p>
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<p style="text-align: center;">328b</p> <p>HISTORY OF ACCESS How long have you had access to the Internet?</p> <p>A. Under 6 months. <input type="checkbox"/> 01</p> <p>B. 6 to 12 months <input type="checkbox"/> 02</p> <p>C. 1 year <input type="checkbox"/> 03</p> <p>D. 2 years <input type="checkbox"/> 04</p> <p>E. 3 years and more <input type="checkbox"/> 05</p> <p>F. Without access. Occasional user. <input type="checkbox"/> 06</p>	<p style="text-align: center;">329</p> <p>PLACE OF ACCESS Where do you connect to the Internet?</p> <p>1. At home <input type="checkbox"/> 24</p> <p>2. At the work place . <input type="checkbox"/> 25</p> <p>3. At the study centre <input type="checkbox"/> 26</p> <p>4. Elsewhere (specify) <input type="checkbox"/> 27 </p>	<p style="text-align: center;">330</p> <p>MEANS OF ACCESS What equipment do you use to connect to the Internet?</p> <p>1. Personal computer <input type="checkbox"/> 28</p> <p>2. Mobile phone <input type="checkbox"/> 29</p> <p>3. Television. <input type="checkbox"/> 30</p> <p>4. Videogame console <input type="checkbox"/> 31</p> <p>5. Others (specify) <input type="checkbox"/> 32 </p>	<p style="text-align: center;">331</p> <p>PAYMENT OF ACCESS Who pays for your access and use of the Internet?</p> <p>1. You or your family. <input type="checkbox"/> 33</p> <p>2. Your company. ... <input type="checkbox"/> 34</p> <p>3. Your study centre . <input type="checkbox"/> 35</p> <p>4. It is given to me free <input type="checkbox"/> 36</p> <p>5. Others (specify) <input type="checkbox"/> 37 </p>
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<p style="text-align: center;">332</p> <p>MAIN AIM What would you say was the main aim of your use of the Internet?</p> <p>A. Work, professional use. <input type="checkbox"/> 21</p> <p>B. Academic use <input type="checkbox"/> 22</p> <p>C. Personal use <input type="checkbox"/> 23</p> <p>D. Other uses <input type="checkbox"/> 24</p>	<p style="text-align: center;">333</p> <p>USE OF INTERNET TECHNICAL SERVICES How often would you say you use ...</p> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:15%;"></td> <td style="width:15%; text-align: center;">Several times a week</td> <td style="width:15%; text-align: center;">Sev. times a month</td> <td style="width:15%; text-align: center;">Less often</td> <td style="width:15%; text-align: center;">Hardly ever</td> <td style="width:15%; text-align: center;">Never</td> </tr> <tr> <td>1. Web sites, enquiries?</td> <td><input type="checkbox"/> 51</td> <td><input type="checkbox"/> 52</td> <td><input type="checkbox"/> 53</td> <td><input type="checkbox"/> 54</td> <td><input type="checkbox"/> 55</td> </tr> <tr> <td>2. E-mail?</td> <td><input type="checkbox"/> 61</td> <td><input type="checkbox"/> 62</td> <td><input type="checkbox"/> 63</td> <td><input type="checkbox"/> 64</td> <td><input type="checkbox"/> 65</td> </tr> <tr> <td>3. File transfer (FTP)?</td> <td><input type="checkbox"/> 71</td> <td><input type="checkbox"/> 72</td> <td><input type="checkbox"/> 73</td> <td><input type="checkbox"/> 74</td> <td><input type="checkbox"/> 75</td> </tr> <tr> <td>4. Chats, conversations?</td> <td><input type="checkbox"/> 81</td> <td><input type="checkbox"/> 82</td> <td><input type="checkbox"/> 83</td> <td><input type="checkbox"/> 84</td> <td><input type="checkbox"/> 85</td> </tr> <tr> <td>5. Other services (discussion forums, telnet, etc.)?</td> <td><input type="checkbox"/> 91</td> <td><input type="checkbox"/> 92</td> <td><input type="checkbox"/> 93</td> <td><input type="checkbox"/> 94</td> <td><input type="checkbox"/> 95</td> </tr> </table>		Several times a week	Sev. times a month	Less often	Hardly ever	Never	1. Web sites, enquiries?	<input type="checkbox"/> 51	<input type="checkbox"/> 52	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55	2. E-mail?	<input type="checkbox"/> 61	<input type="checkbox"/> 62	<input type="checkbox"/> 63	<input type="checkbox"/> 64	<input type="checkbox"/> 65	3. File transfer (FTP)?	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73	<input type="checkbox"/> 74	<input type="checkbox"/> 75	4. Chats, conversations?	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85	5. Other services (discussion forums, telnet, etc.)?	<input type="checkbox"/> 91	<input type="checkbox"/> 92	<input type="checkbox"/> 93	<input type="checkbox"/> 94	<input type="checkbox"/> 95
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<p>341</p> <p>SUBJECTS OF INTEREST Indicate which of the following subjects interest you when using the Internet</p>	<p>342</p> <p>ELECTRONIC COMMERCE</p>		<p>343</p>																																																																																											
	<p>Have you ever bought anything or consulted the Web in order to buy something?</p>	<p>Which products or services have you bought and which have you enquired about through the Web?</p>																																																																																												
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%;"></td> <td style="text-align:center;">YES</td> <td style="text-align:center;">NO</td> </tr> <tr> <td>1. Virtual museums</td> <td style="text-align:center;"><input type="checkbox"/> 01</td> <td style="text-align:center;"><input type="checkbox"/> 21</td> </tr> <tr> <td>2. Contacts and political debates</td> <td style="text-align:center;"><input type="checkbox"/> 02</td> <td style="text-align:center;"><input type="checkbox"/> 22</td> </tr> <tr> <td>3. Distance learning</td> <td style="text-align:center;"><input type="checkbox"/> 03</td> <td style="text-align:center;"><input type="checkbox"/> 23</td> </tr> <tr> <td>4. Telemedicine, teleradiology</td> <td style="text-align:center;"><input type="checkbox"/> 04</td> <td style="text-align:center;"><input type="checkbox"/> 24</td> </tr> <tr> <td>5. 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Neither bought nor enquired <input type="checkbox"/> 7</p>	<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:33%;"></td> <td style="text-align:center;">Have bought</td> <td style="text-align:center;">Have enquired about</td> <td style="text-align:center;">NO</td> </tr> <tr> <td>1. Software</td> <td style="text-align:center;"><input type="checkbox"/> 41</td> <td style="text-align:center;"><input type="checkbox"/> 53</td> <td style="text-align:center;"><input type="checkbox"/> 65</td> </tr> <tr> <td>2. Books, magazines</td> <td style="text-align:center;"><input type="checkbox"/> 42</td> <td style="text-align:center;"><input type="checkbox"/> 54</td> <td style="text-align:center;"><input type="checkbox"/> 66</td> </tr> <tr> <td>3. Hardware</td> <td style="text-align:center;"><input type="checkbox"/> 43</td> <td style="text-align:center;"><input type="checkbox"/> 55</td> <td style="text-align:center;"><input type="checkbox"/> 67</td> </tr> <tr> <td>4. 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<p>344</p> <p>METHOD OF PAYMENT When you shop on the Internet, how do you pay?</p>	<p>345</p> <p>SECURITY What level of security makes it worth paying by giving your account or credit card number over the Internet?</p>	<p>346</p> <p>LEVEL OF KNOWLEDGE How would you classify your level of knowledge of surfing the Web?</p>	<p>347</p> <p>SURFING LANGUAGE Which language do you use when you surf the Internet?</p>
<p>1. Giving my account number <input type="checkbox"/> 01</p> <p>2. Giving my credit card number</p> <p>3. Cash On Delivery</p> <p>4. By transfer or subscription <input type="checkbox"/> 04</p> <p>5. Others (state)</p> <p>6. Never make purchases</p>	<p>A. High</p> <p>B. Quite high</p> <p>C. Low</p> <p>D. None</p>	<p>A. Beginner</p> <p>B. Intermediate</p> <p>C. Advanced</p> <p>D. Expert</p>	<p>1. Basque</p> <p>2. Spanish</p> <p>3. English</p> <p>4. French</p> <p>5. Other (state)</p>

<p>348</p> <p>LAST WEBSITES VISITED List the last 5 Web sites visited</p>	<p>349</p> <p>DIRECTORIES, SEARCH ENGINES & PORTALS Name the 5 directories or search engines you use more often</p>
<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>

<p>350</p> <p>LAST INTERNET SESSION When did it take place?</p>	<p>351</p> <p>LAST INTERNET SESSION How long did it last?</p>	<p>352</p> <p>LAST INTERNET SESSION Which services did you use?</p>
<p>A. Yesterday <input type="checkbox"/> 14</p> <p>B. Over the last 3 days</p> <p>C. Over the last 7 days</p> <p>D. Over the last 15 days</p> <p>E. Over the last month</p> <p>F. Over the last 3 months</p> <p>G. Over 3 months ago</p>	<p>A. Less than 15 minutes</p> <p>B. 15 to 30 minutes</p> <p>C. Half an hour to 1 hour</p> <p>D. 1 to 2 hours</p> <p>E. 2 to 4 hours</p> <p>F. Over 4 hours</p>	<p>1. Web, enquiries <input type="checkbox"/> 27</p> <p>2. E-mail</p> <p>3. File transfer (FTP)</p> <p>4. Chats, conversations</p> <p>5. Other services (discussion forums, telnet, etc.)</p>