

**SURVEY ON INFORMATION AND  
COMMUNICATION TECHNOLOGY (ICT)  
ACCESS AND USAGE BY HOUSEHOLDS  
AND INDIVIDUALS 2016**



Information Technology Authority  
Sultanate of Oman



e.oman

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## **Introduction:**

The Information Technology Authority (ITA) conducted the Second Survey of Information and Communication Technology (ICT) Access and Usage by Households and Individuals in 2016 as an accompanying survey with the Comprehensive Households Survey conducted by the National Center for Statistics and Information (NCSI). The data of ICT survey was collected during the period of April to August 2016. It is worth to mention that ITA carried out the first standalone survey during the year of 2013.

Conducting this survey is very important to assess and benchmark the usage of ICT in the society to enhance and drive the ICT initiatives and to achieve the goals of e.Oman Strategy. This measurement also helps to benchmark Oman's status against a number of ICT indicators regionally and internationally.

The survey was designed based on internationally agreed standards of core ICT indicators issued by the Partnership on Measuring ICT for Development, and the International Telecommunication Union (ITU). The survey questionnaire consists of two main parts; the 1<sup>st</sup> part aims at measuring ICT access by household, e.g. Internet and telephone access. The 2<sup>nd</sup> part aims at measuring ICT usage by individuals, e.g. Internet access, undertaken internet activities, e.g. eCommerce, smart mobile phone activities, social media, and challenges faced during Internet surfing.

## **Methodology:**

Based on the General Census of Population, Housing and Establishments 2010 Framework, a two stage stratified sampling design was used where each governorate divided into two areas: urban and rural. Then each area was divided into a number of primary units and each primary unit consists of 20 households or more. In each governorate, a number of primary units were selected randomly, and then about 20 households were selected randomly within each of the selected primary unit.

According to the above sampling strategy, about 5,351 households were selected. The survey data was collected via face-to face interview using tablets devices. About 21,546 individuals were interviewed. First, the head of the household was interviewed to provide information on ICT access by households. In addition, each of the household's members aged 15 or older were interviewed to provide information on ICT usage.

It is worth mentioning that within the established quality procedures, the survey data has been subjected to a number of auditing processes according to the rules, conditions and standards adopted by the National Center for Statistics and Information (NCSI), and the International Telecommunication Union (ITU).

The survey data has been weighted using mid-year population estimates 2015 provided by the National Center for Statistics and Information (NCSI).

# Summary on ICT Access by Households

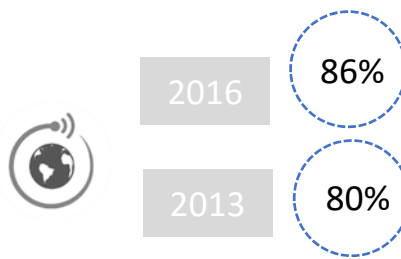


## Households with telephone access



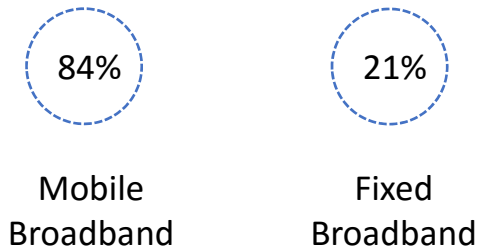
Out of total households (532,700)

## Households with Internet access

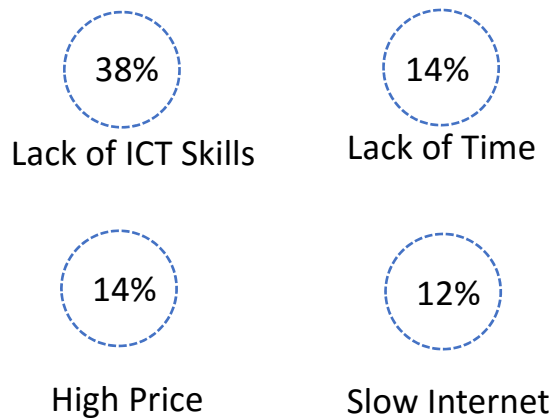


Out of total households (532,700)

## Households accessing the Internet via



## Most common reasons for not accessing Internet by households



## Households with Telephone:

In 2016, almost **99%** of households in the Sultanate had either fixed or mobile telephone access.

Figure (1): Proportion of Households with a Smart Phone by Nationality, 2016

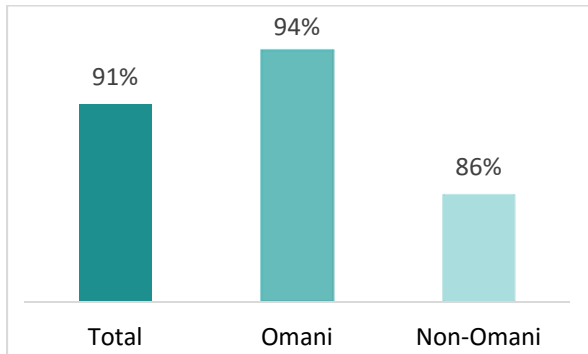
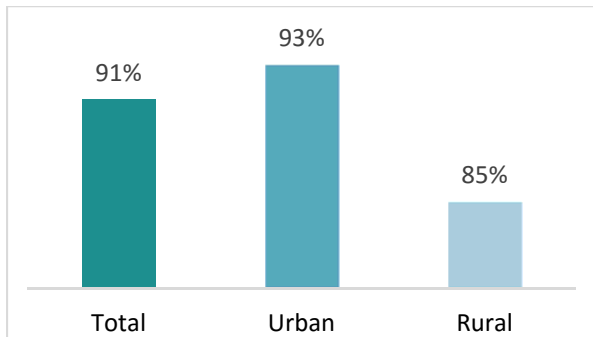


Figure (2): Proportion of Households with a Smart Phone by Geographical Location, 2016



## Households with Internet:

Figure (3): Proportion of Households with Internet Access by Year

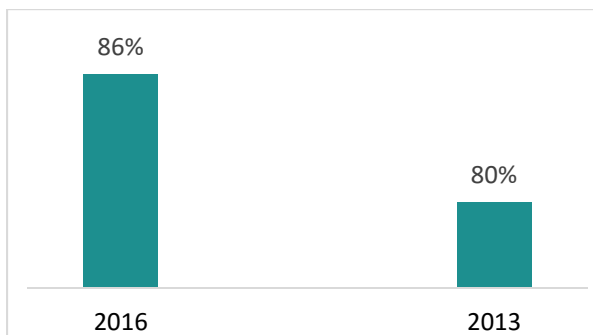


Figure (4): Proportion of Households with Internet Access by Geographical Location and Nationality, 2016

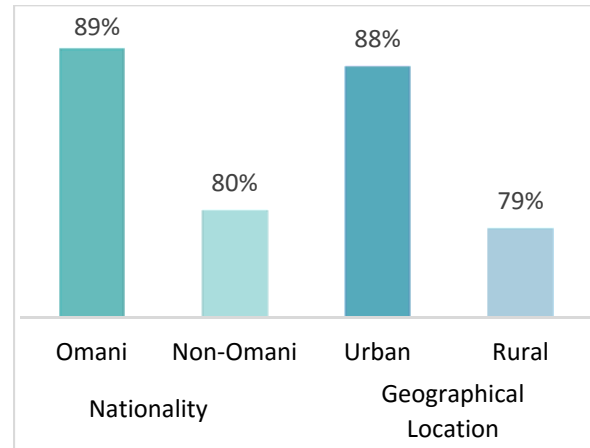


Figure (5): Proportion of Households with Internet Access by Governorate, 2016

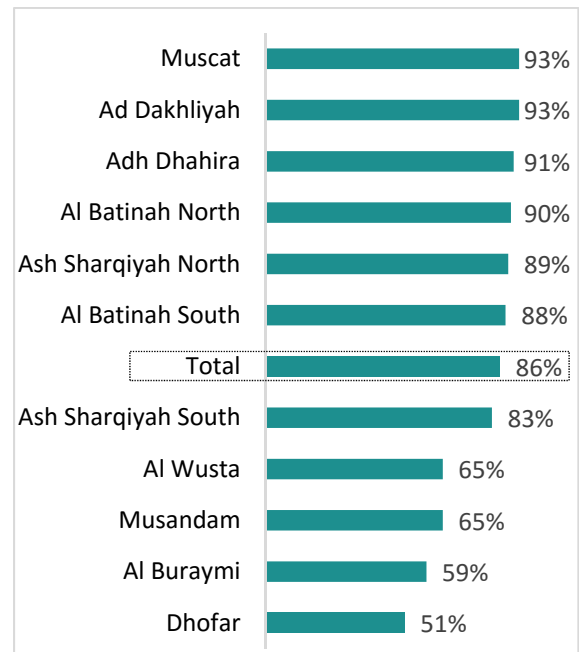


Figure (6): Proportion of Households with Internet Access by Type of Connectivity and Nationality, 2016

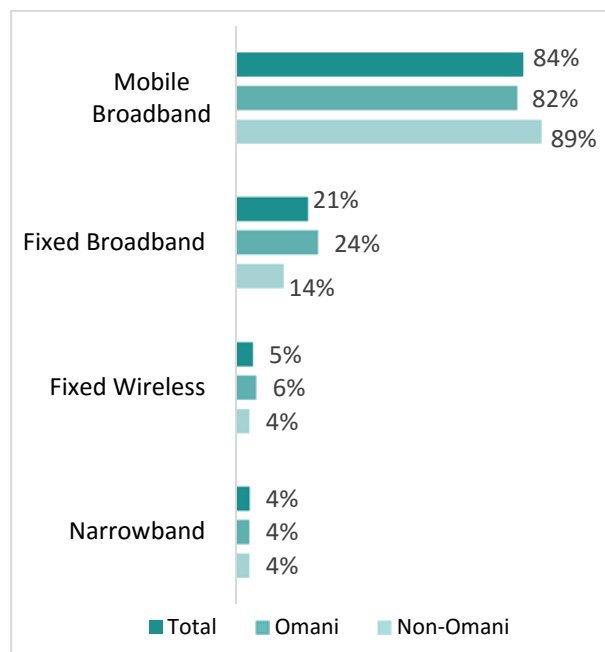
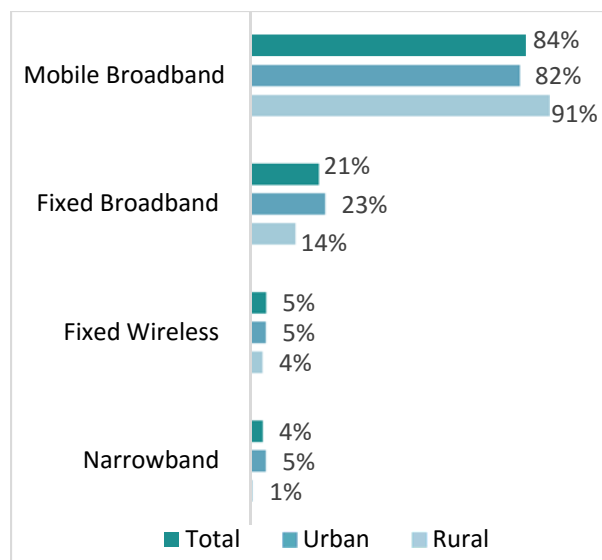


Figure (7): Proportion of Households with Internet Access by Type of Connectivity and Geographical Location, 2016



➤ In 2016, only 14% of households did not have Internet Access.

➤ The Most common reasons for not having Internet connection reported by head of household were lack of ICT skills (38%), high price of service (14%), and lack of time (14%).

Figure (8): Reasons for not having Internet Access at Home by Nationality, 2016

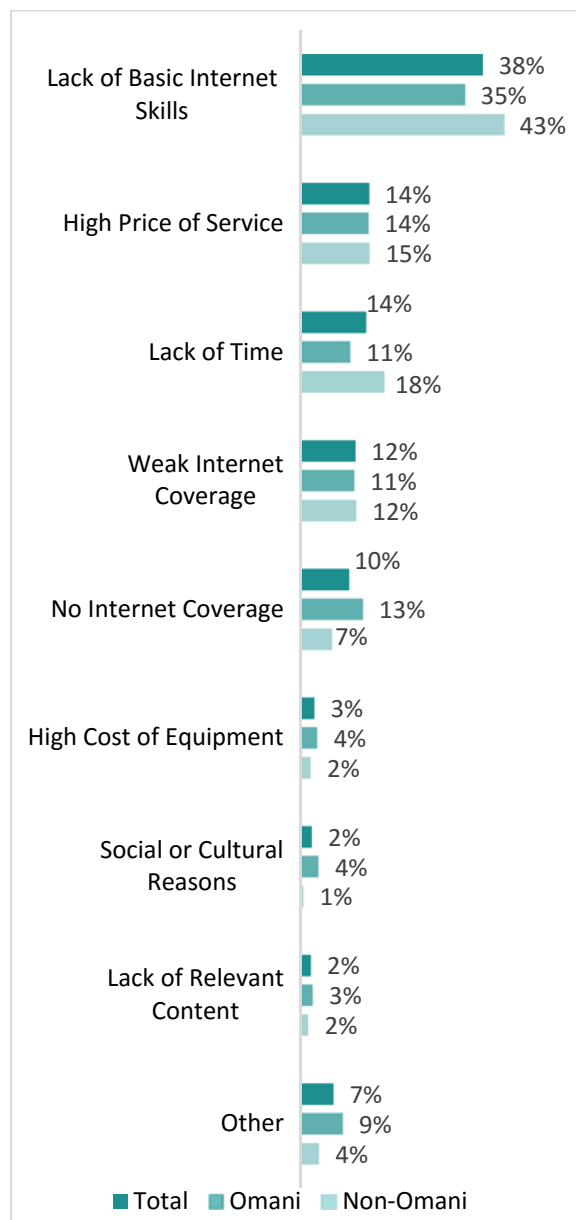
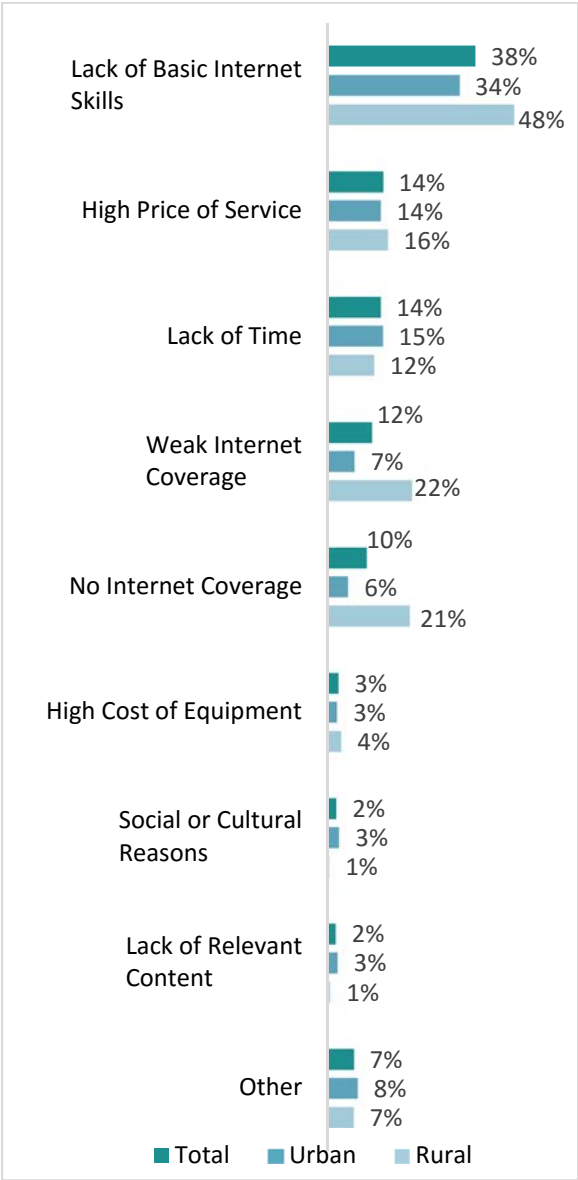


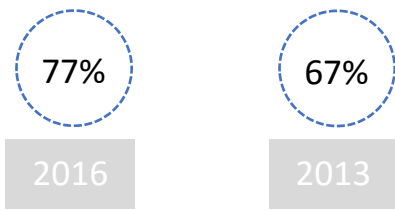
Figure (9): Reasons for not having Internet Access at Home by Geographical Location, 2016



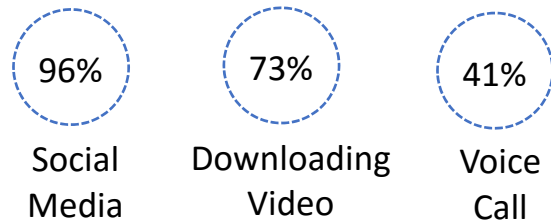
# Summary on ICT Usage Individuals



## Internet Usage

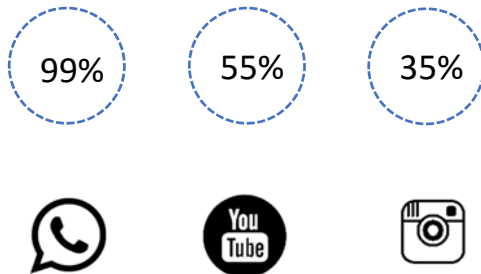


## Top 3 Internet Activities, 2016

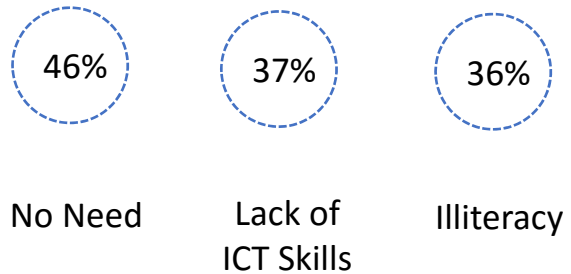


## Social Media Users, 2016

Out of Internet users



## Reasons for not Using Internet, 2016





## Internet Usage:

Figure (10): Proportion of Individuals who Used Internet in the Last 3 Months by Year

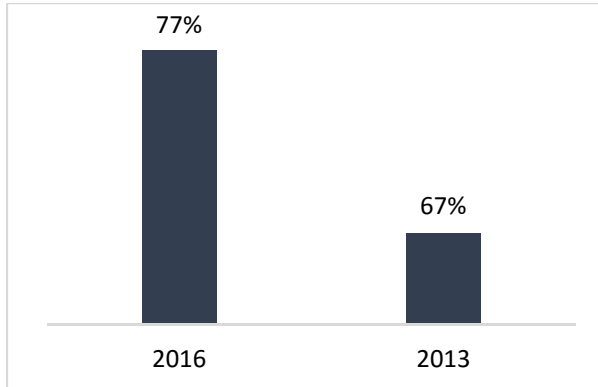


Figure (11): Proportion of Individuals who Used Internet in the Last 3 Months by Gender and Geographical Location, 2016

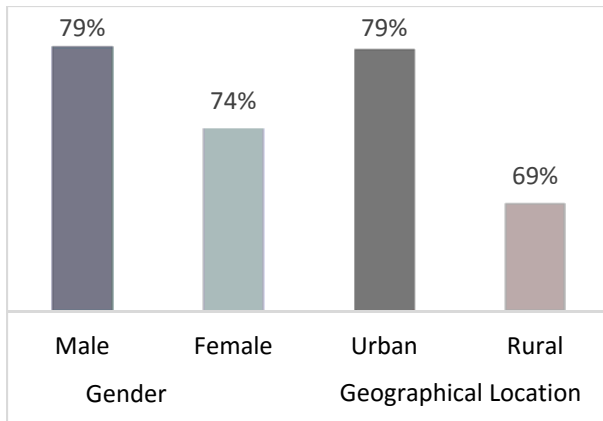


Figure (12): Proportion of Individuals who Used Internet in the Last 3 Months by Nationality and Gender, 2016

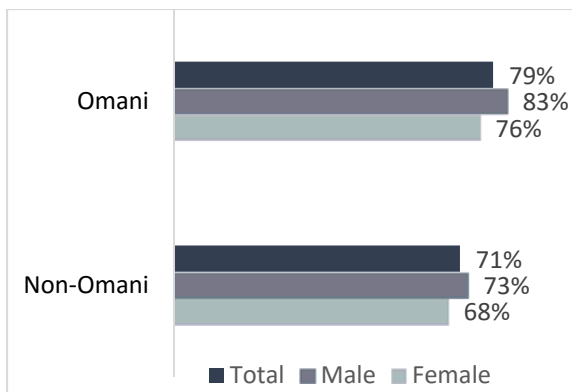


Figure (13): Proportion of Individuals who Used Internet in the Last 3 Months by Governorate, 2016

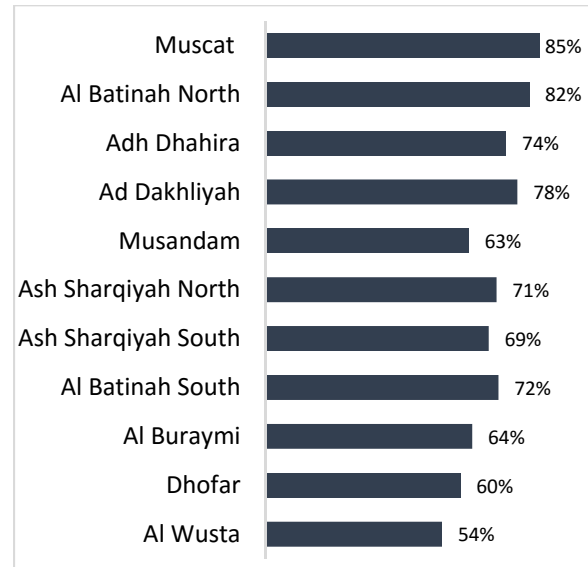


Figure (14): Proportion of Individuals who Used Internet in the Last 3 Months by Age Group, 2016

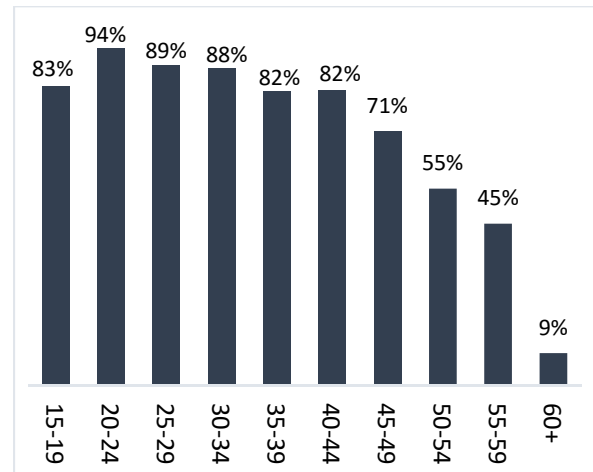
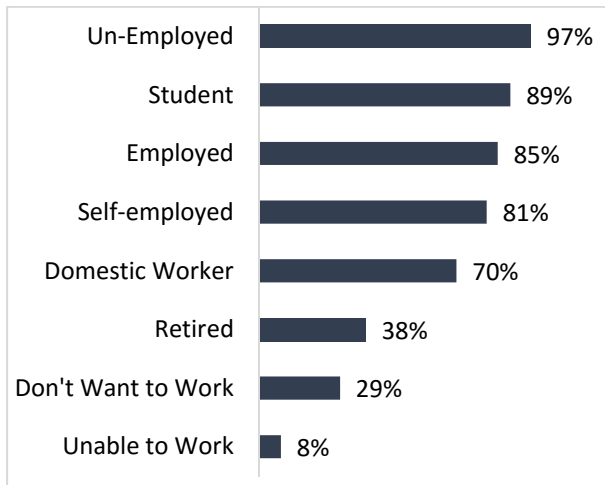
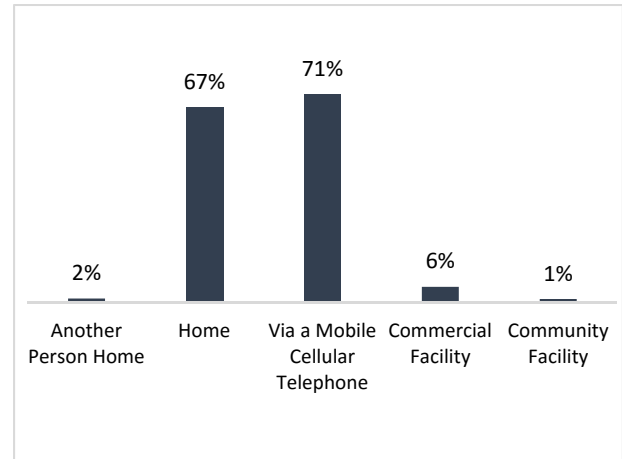


Figure (15): Proportion of Individuals who Used Internet in the Last 3 Months by Employment Status, 2016



- ➔ In 2016, the percentage of Internet usage by economically in-active groups (unwilling to work, and unable to work) e.g. retirees, was significantly lower than national average (70%).

Figure (16): Proportion of Individuals who Used Internet in the Last 3 Months by Location of Use, 2016



- ➔ In 2016, **69%** of students used the Internet at educational institutions.
- ➔ In 2016, **58%** of employees used the Internet at their workplace.

Table (1): Internet Activities Undertaken by Individuals in the Last 3 Months by Nationality and Gender, 2016

Internet Activity	Total	Omani			Non-Omani		
		Total	Male	Female	Total	Male	Female
Participating in Social Network	96%	96%	97%	94%	98%	99%	97%
Streaming or Downloading Images, Videos	73%	73%	75%	71%	72%	69%	77%
Making voice Call via Social Media Network	41%	39%	39%	39%	47%	46%	47%
Downloading Software or Applications	28%	30%	32%	28%	22%	20%	26%
Sending or Receiving Email	23%	19%	17%	21%	33%	35%	29%
Seeking for Health Information	18%	22%	19%	24%	8%	7%	10%
Getting Information about Goods and Services	14%	14%	14%	13%	14%	12%	17%
Doing an Online Course	10%	12%	9%	15%	4%	4%	4%
Using Internet Banking services	12%	14%	20%	9%	4%	6%	1%

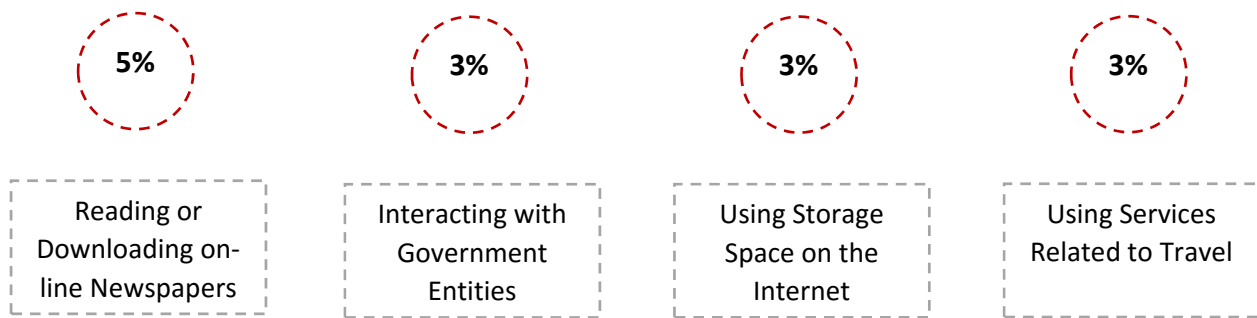
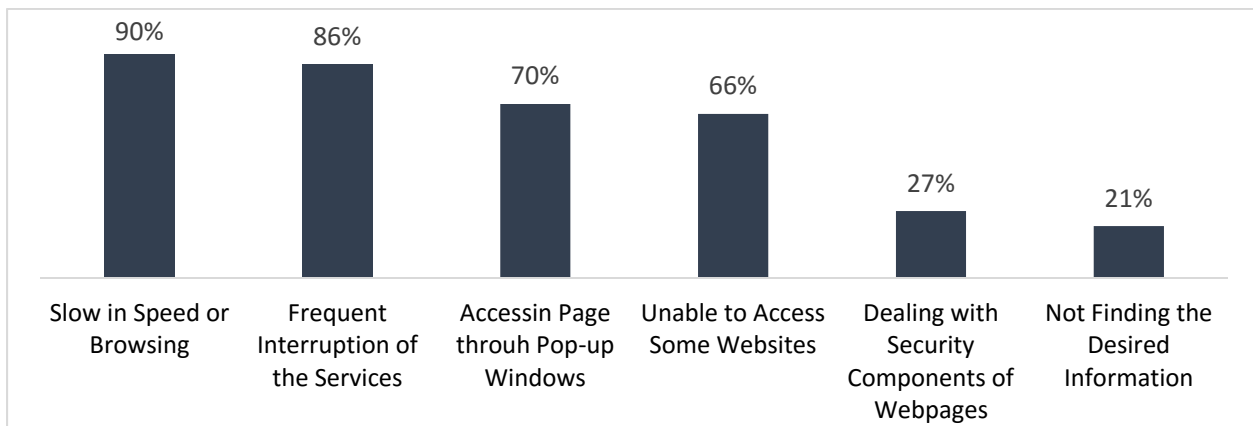


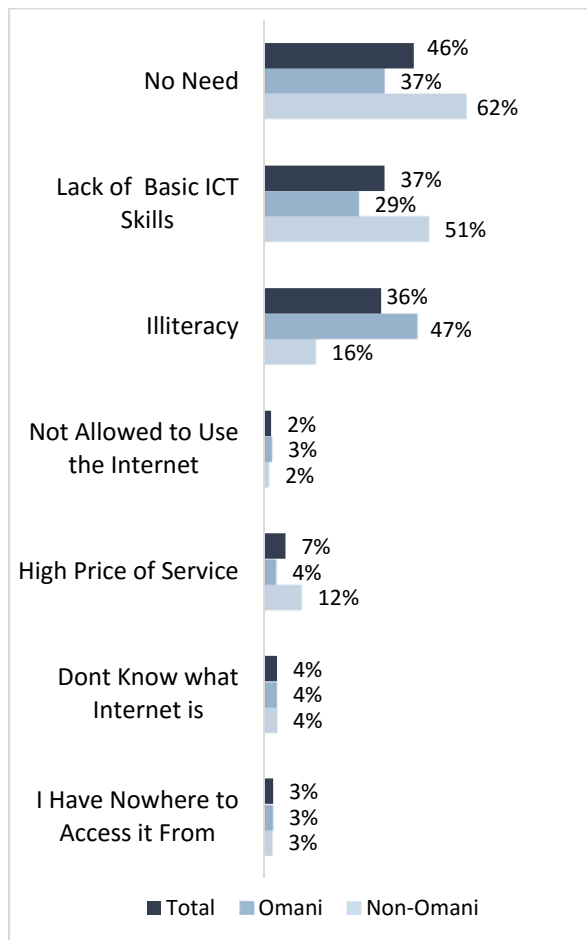
Figure (17): Main Challenges Faced while Using the Internet in the Last 3 Months, 2016



## Reasons for not using the Internet:

➤ In 2016, **23%** of Individuals in the Sultanate have not used the Internet in the last 3 months.

Figure (19): Reasons for not using the Internet in the Last 3 Months by Nationality, 2016



➤ No need and Lack of basic Internet skills were the most common reasons for not using the Internet by individuals in the last 3 months.

Figure (20): Reasons for Not Using the Internet in the Last 3 Months by Geographical Location, 2016

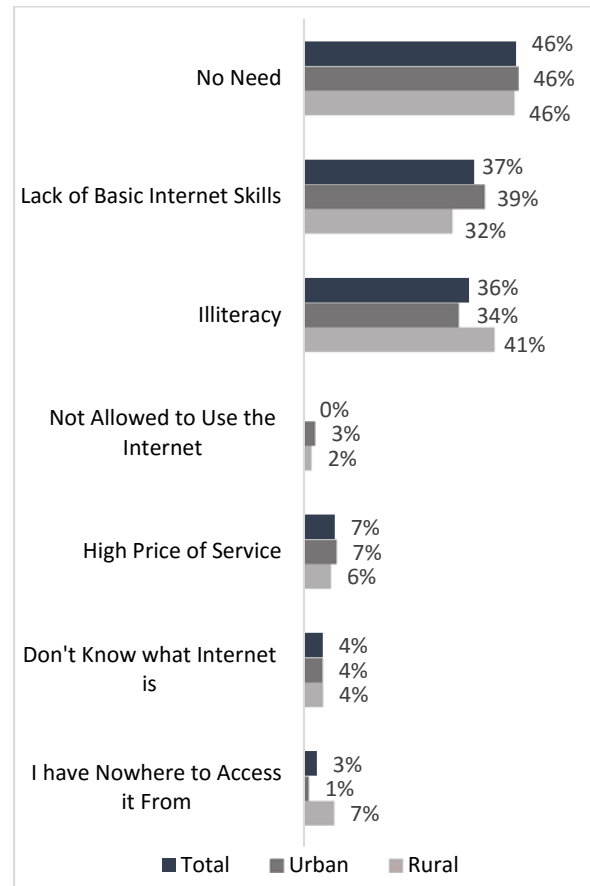
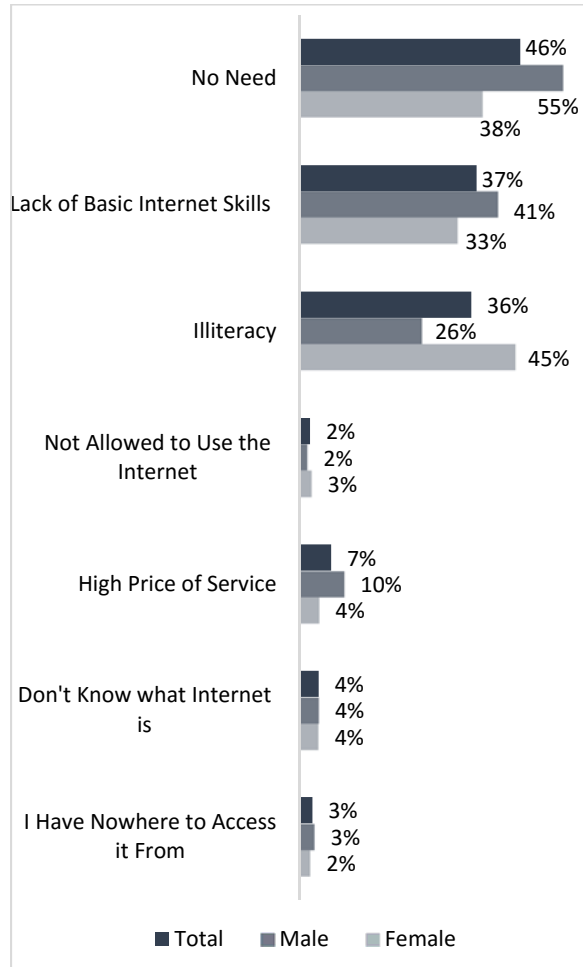


Figure (21): Reasons for not Using the Internet in the Last 3 Months by Gender, 2016



## Social Media:

- In 2016, **100%** of Internet users engaged in social networking i.e. used one of social media platforms.

Figure (22): Type of Social Media Channels Used in the Last 3 Months by Gender, 2016

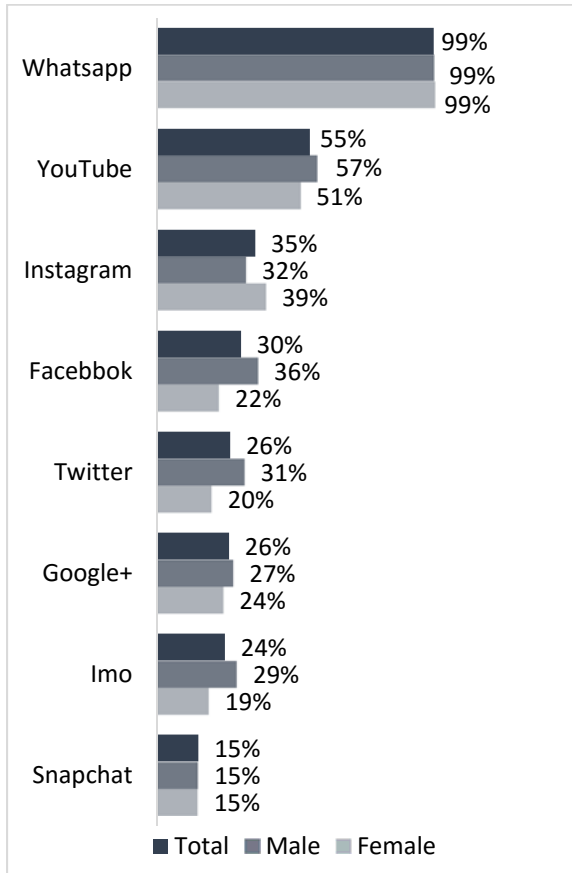


Figure (23): Type of Social Media Channels Used in the Last 3 Months by Nationality, 2016

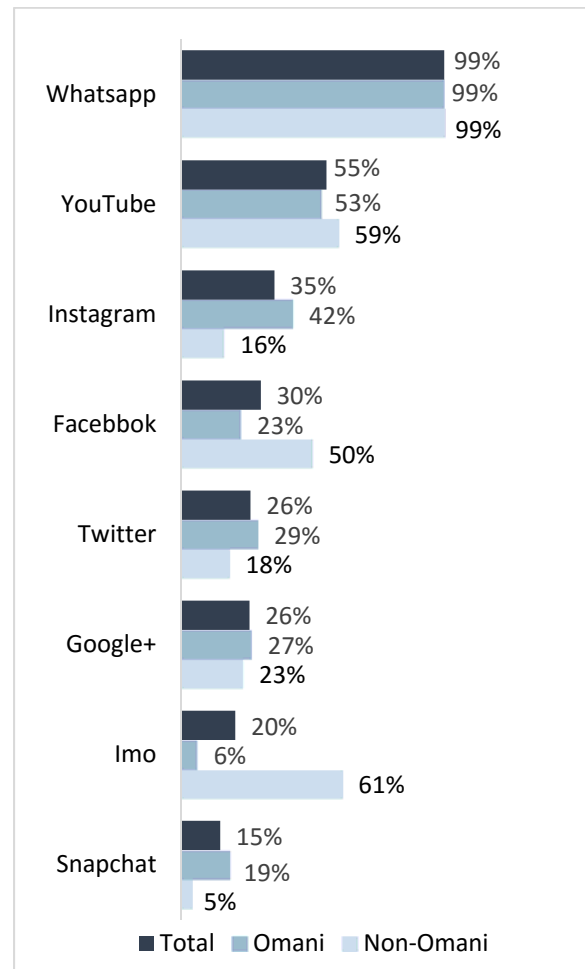


Table (2): Type of Social Media Channels Used in the Last 3 Months by Age Group, 2016

Social Media Channel	Age Group									
	(15-19)	(20-24)	(25-29)	(30-34)	(35-39)	(40-44)	(45-49)	(50-54)	(55-59)	60+
WhatsApp	99%	99%	99%	99%	99%	99%	99%	100%	100%	99%
YouTube	57%	58%	58%	56%	51%	55%	53%	42%	32%	31%
Instagram	48%	55%	42%	32%	27%	20%	17%	14%	6%	10%
Facebook	22%	29%	34%	32%	29%	33%	25%	24%	24%	23%
Twitter	23%	33%	28%	26%	23%	27%	20%	18%	20%	10%
Google+	28%	29%	25%	28%	25%	26%	23%	21%	11%	8%
Imo	9%	14%	28%	32%	25%	26%	25%	21%	32%	16%
Snapchat	28%	29%	17%	12%	8%	4%	4%	5%	2%	5%

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