**WORKING GROUP ON MEASURING E-COMMERCE AND THE DIGITAL ECONOMY SECOND MEETING
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ITU Manual on Measuring ICT Access and Use by Households and Individuals:

e-commerce indicators

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ITU Manual on Measuring ICT Access and Use by Households and Individuals

- First published in 2009, revised in 2014 & 2019, 2020 edition

- Indicators were discussed and finalized in the Expert Group on ICT Household indicators (EGH)

- Reference material when preparing, designing and implementing ICT household surveys.

- Focus on ICT access and use by households and individuals

- Includes SDG ICT indicators :
  - Indicator 4.4.1: Proportion of youth and adults with ICT skills, by type of skills
  - Indicator 5.b.1: Proportion of individuals who own a mobile telephone, by sex
  - Indicator 17.8.1: Proportion of individuals using the Internet
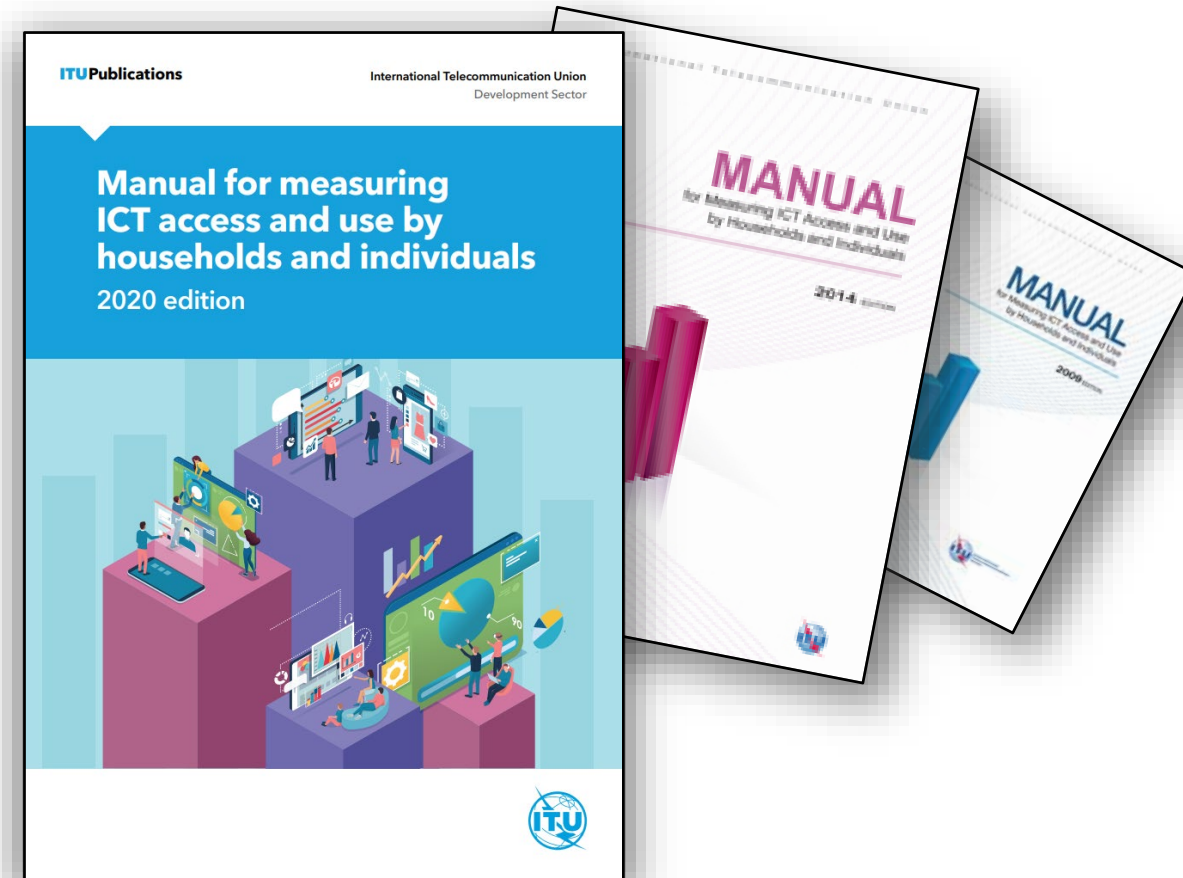
Structure of the Manual

- Preface, Foreword and Acknowledgements
- Ch. 1 Introduction
  - Conceptual framework
  - Work by *Partnership for Measuring ICT for Development*
- Ch. 2 Coordination among national stakeholders in ICT measurement
- Ch. 3 Planning and preparation for ICT household surveys
- Ch. 4 Statistical standards and measurement topics for ICT HH statistics
  - Core ICT household indicators
  - Detailed information on core ICT HH indicators
- Ch. 5 Data sources and collection techniques for ICT HH statistics
- Ch. 6 Question and questionnaire design for ICT HH surveys
- Ch. 7 Sampling for ICT HH surveys
- Ch. 8 Data processing for ICT HH statistics
- Ch. 9 Data quality and Evaluation for ICT HH statistics
- Ch. 10 Dissemination of ICT HH data and metadara
  - Data collection and dissemination by ITU

- Annex 1: Core list of ICT indicators
- Annex 2: Model questionnaire
- Annex 3: Examples of imputation and weighting
- Annex 4. ITU questionnaire on ICT HH statistics
- Annex 5. Glossary of terms and abbreviations
- Bibliography

ITU Household ICT Indicators

- HH1 Proportion of households with a radio
- HH2 Proportion of households with a television
- HH3 Proportion of households with telephone
- HH4 Proportion of households with a computer
- HH5 Proportion of individuals using a computer
- HH6 Proportion of households with Internet
- HH7 Proportion of individuals using the Internet
- HH8 Proportion of individuals using the Internet, by location
- HH9 Proportion of individuals using the Internet, by type of activity
- HH10 Proportion of individuals using a mobile cellular telephone
- HH11 Proportion of households with Internet, by type of service
- HH12 Proportion of individuals using the Internet, by frequency
- HH13 Proportion of households with multichannel television, by type
- HH14 Barriers to household Internet access
- HH15 Individuals with ICT skills, by type of skills
- HH16 Household expenditure on ICT

ITU Household ICT indicators

- HH17: Proportion of individuals using the Internet, by type of portable device and network used to access the Internet
- HH18: Proportion of individuals who own a mobile phone (SDG 5.b.1)
  - Further sub-category for smartphones added
- HH19: Proportion of individuals not using the Internet, by type of reason

Added in 2014/15

- HH20: Proportion of individuals who purchased goods or services online, by type of good and service purchased
- HH21: Proportion of individuals who purchased goods or services online, by type of payment channel
- HH22: Proportion of individuals who purchased goods or services online, by method of delivery
- HH23: Proportion of individuals who did not purchase goods or services online, by type of reason

Added in 2018

Included in ITU data collection from 2019

How to access the material

- The manual is currently available online in English, but is currently being translated into other official languages.

- This Manual will be used as the foundation of training activities, including the online training materials which are currently being developed.

- For more details, please visit https://www.itu.int/en/ITU-D/Statistics/Pages/publications/manual.aspx or use the Quick Reaction code below:

Thank you!