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DEPARTMENT OF INFORMATION AND  
COMMUNICATIONS TECHNOLOGY



## **NATIONAL ICT HOUSEHOLD SURVEY**

### **Executive Summary**

The Department of Information and Communications Technology (DICT) partnered with the Philippine Statistical Research and Training Institute (PSRTI) in conducting the National ICT Household Survey (NICTHS). The NICTHS is the first nationwide baseline household and individual survey in the Philippines that aims to assess the current status of the country in terms of Information and Communications Technology.

The main goal of the survey is to gather baseline household and individual ICT data that are necessary in producing internationally comparable core ICT indicators. This would serve as an input in the monitoring of existing programs, development of prospect projects, and formulation of future policies all geared towards the advancement of ICT in the country.

To fulfill the objectives of the study, three questionnaires were used: Household, Individual and Community. The Household Questionnaire focuses on the household's ICT access and use. It includes questions on the ICT devices and services that the household has and their usage of these devices and services. The Individual Questionnaire is the questionnaire used to measure an individual's knowledge, access, and usage of ICT. The Community Questionnaire was used to gather data on community characteristics of current ICT infrastructure and equipment.

The reference period from the interview date is the past three months for questions on ICT usage and the past twelve months for items on e-commerce activities. The 2013 Master Sample of the Philippine Statistics Authority (PSA), with 43,838 sample households, was used for the survey. Further, all individuals aged 10 to 74 years of age were covered in the individual survey.

For the household, the following are highlights based on data collected:

1. Six percent of the households interviewed do not have electricity in their homes.
2. Less than half (46.5%) of the households have communal radios.
3. Around 80% of the households have television at home.
4. Only 6.5% of the interviewed households have their own fixed telephone line.
5. Three out of ten households have communal cellphones but only two out of ten have communal computers.
6. Only 15.7% of the interviewed households have their own internet access at home, majority of which use the internet for social media and communication.



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The results for the individual survey are as follows:

1. Almost 90.0% of the interviewed individuals have watched television and that they spent around 3 hours watching TV daily.
2. Eight of ten individuals have used their cellphones while only 24.2% have used a computer in the last three months.
3. Four of ten households have accessed the internet and many of them have used a cellphone to connect to the internet.
4. More than 50% of the interviewed individuals are not aware that financial transactions can be done online.
5. Less than 10% of the individuals have online bank accounts, electronic or mobile money account, or online selling/buying account.
6. Only 15.1% individuals have performed e-commerce activity online. Among those who did, majority have purchased goods/services online.
7. Most of those doing online buying are those of age 18 to 34 and the most utilized platform is also the e-commerce mobile application. Further, the cellphone is the most used device in online buying.
8. Cash-on-delivery is the most preferred mode of payment in online selling and buying.
9. Four of ten individuals, majority of whom are female, have heard of cybersecurity and data privacy.
10. Almost 60.0% of the individuals have claimed that they have received text scams, SMS fraud or other cyber incidents and more female individuals than males have received such messages.

The results provide a better understanding of the level of ICT access and usage in the country towards formulation of evidence-based programs and policies. Furthermore, government can perform targeting for ICT services more efficiently, and can effectively monitor existing and upcoming programs now that baseline data is available.