



DICT
DEPARTMENT OF INFORMATION AND
COMMUNICATIONS TECHNOLOGY



NATIONAL ICT HOUSEHOLD SURVEY 2019

E-COMMERCE MODULE

Background

The National ICT Household Survey (NICTHS) was conducted to collect data for key ICT indicators at the household level. It is a national survey conducted in 2019, in partnership with the Philippine Statistical Research Institute (PSRTI), an attached agency of the National Economic Development Authority a member of the Philippine Statistical System. The survey project's objectives are the following:

- To gather ICT data at the household level and individual level to support the monitoring of performance indicators in the SDGs, PDP Results Matrix, DICT plans, and international benchmarking indexes;
- To gather critical data on ICT demand towards improvement of public service delivery as well as growth of potential markets in the digital economy (e.g. e-commerce);
- To provide a national baseline for core ICT household indicators; and
- To provide data for national ICT planning and policy-making.

The survey was conducted nationwide in late 2019 to generate national and regional estimates of ICT indicators. It aims to provide statistical information deemed essential to monitor relevant dimensions of ICT usage in households and by individuals, e.g. ICT infrastructure at barangay level, household access to ICT, and individual's usage of internet and ICT products and services (ICT activities, ICT skills, participation in e-commerce, use of e-government services, individual perception and experience on cybersecurity and privacy). The sampling design of the survey was based on the 2013 Master Sample of the Philippine Statistics Authority (PSA), covering 43,838 households across 2,635 barangays. There were three questionnaires used in the survey as follows:

- Community Questionnaire - to determine connectivity within the barangay
- Household Questionnaire - to determine ICT access of the household
- Individual Questionnaire - to determine the ICT access and use by the individual

E-Commerce Module

The E-Commerce Module of the NICTHS is a pilot effort to gather E-Commerce-related indicators that capture relevant information essential in monitoring relevant dimensions of individuals' participation in the Digital Economy. Respondents were randomly chosen individuals aged 10-74 years old. The pilot module covers 17 indicators, consisting of standard indicators from the ITU E-Commerce Module and the E-Commerce Module from the 2015 OECD Model Survey on ICT Access and Usage by Households and Individuals (2nd Revision).

For a more accurate status of e-commerce in the country, the survey design delineates "buying" and "selling" as separate activities, rather than lumped as one indicator. The survey also inquires on the respondents' adoption of advanced modes of financial transactions (e.g. Usage of Electronic/Online Bank Account, Usage of Electronic Payments). All e-commerce-related questions have a reference period of the past twelve months (versus the NICTHS survey of three months) from the time of interview, to better capture responses that may be affected by peaks in seasonal buying or selling.

The overall results show that the Philippines still lags behind in e-commerce with national estimates indicating that only a small portion of the population purchase (11.07%) and sell (2.4%) goods and services online. As such, there is still substantial opportunity for growth in the e-commerce sector.



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E-COMMERCE MODULE

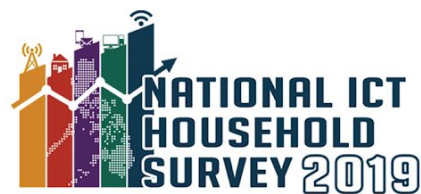
List of Indicators

1. Regional Distribution of Individuals Aware of Performing Business/Financial Transactions through the Internet
2. Regional Distribution of Individuals With/Without Online Bank Account
3. Regional Distribution of Individuals With/Without Electronic Bank Account
4. Regional Distribution of Individuals With/Without Online Selling or Buying Account
5. Regional Distribution of Individuals Selling Goods and Services Online
6. Regional Distribution of Individuals selling goods and services online, by platform - no disaggregation
7. Regional Distribution of Individuals Recommending to Sell Goods and Services Online
8. Regional Distribution of Individuals Recommending to Sell Goods and Services Online, by Reason
9. Regional Distribution of Individuals Not Recommending to Sell Goods and Services Online, by Reason
10. Regional Distribution of Individuals Purchasing and Not Purchasing Goods and Services Online
11. Regional Distribution of Individuals Purchasing Goods and Services Online, by Site/Mobile Application
12. Regional Distribution of Individuals Purchasing Goods and Services Online, by Device used
13. Regional Distribution of Individuals Purchasing Goods and Services Online, by Mode of Delivery
14. Regional Distribution of Individuals Purchasing Goods and Services Online, by Type of Payment
15. Regional Distribution of Individuals Purchasing Goods and Services Online, by type of goods and services
16. Regional Distribution of Individuals using Electronic Payments for Online Purchases, by reason
17. Regional Distribution of Individuals Not Using Electronic Payments for Online Purchases, by reason

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REGIONAL DISTRIBUTION OF INDIVIDUALS AWARE/UNAWARE OF PERFORMING BUSINESS TRANSACTIONS ONLINE

Region	Aware		Unaware		Total
	No.	%	No.	%	
NCR	6,277,225	59.4	4,286,410	40.6	10,563,634
CAR	577,432	65.4	304,837	34.6	882,270
REGION I	1,257,244	30.3	2,893,230	69.7	4,150,474
REGION II	1,512,758	55.6	1,206,290	44.4	2,719,048
REGION III	4,151,446	49.5	4,234,333	50.5	8,385,778
REGION IV-A	6,573,293	64.8	3,568,844	35.2	10,142,136
REGION IV-B	1,037,097	53.2	911,992	46.8	1,949,089
REGION V	1,564,085	47.3	1,743,533	52.7	3,307,618
REGION VI	2,102,346	36.1	3,728,504	63.9	5,830,850
REGION VII	2,586,810	48.4	2,754,165	51.6	5,340,975
REGION VIII	1,699,323	48	1,840,366	52	3,539,689
REGION IX	1,252,738	48	1,355,415	52	2,608,153
REGION X	1,063,946	31	2,368,388	69	3,432,334
REGION XI	1,614,488	43.8	2,075,441	56.2	3,689,929
REGION XII	1,157,386	33.9	2,261,535	66.1	3,418,921
CARAGA	992,077	46.2	1,156,902	53.8	2,148,979
BARMM	156,509	10.9	1,273,396	89.1	1,429,905
TOTAL	35,576,203	48.4	37,963,580	51.6	73,539,783



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REGIONAL DISTRIBUTION OF INDIVIDUALS WITH/WITHOUT ONLINE BANK ACCOUNT

Region	With Online Bank Account		Without Online Bank Account		Total
	No.	%	No.	%	
NCR	1,260,949	11.9	9,302,686	88.1	10,563,634
CAR	62,747	7.1	819,522	92.9	882,270
REGION I	250,897	6	3,899,577	94	4,150,474
REGION II	95,036	3.5	2,624,012	96.5	2,719,048
REGION III	446,428	5.3	7,939,350	94.7	8,385,778
REGION IV-A	1,095,516	10.8	9,046,621	89.2	10,142,136
REGION IV-B	72,394	3.7	1,876,695	96.3	1,949,089
REGION V	156,767	4.7	3,150,851	95.3	3,307,618
REGION VI	291,421	5	5,539,430	95	5,830,850
REGION VII	131,819	2.5	5,209,156	97.5	5,340,975
REGION VIII	83,858	2.4	3,455,831	97.6	3,539,689
REGION IX	147,925	5.7	2,460,228	94.3	2,608,153
REGION X	257,788	7.5	3,174,546	92.5	3,432,334
REGION XI	361,347	9.8	3,328,581	90.2	3,689,929
REGION XII	138,973	4.1	3,279,948	95.9	3,418,921
CARAGA	111,450	5.2	2,037,529	94.8	2,148,979
BARMM	49,437	3.5	1,380,469	96.5	1,429,905
TOTAL	5,014,751	6.8	68,525,032	93.2	73,539,783



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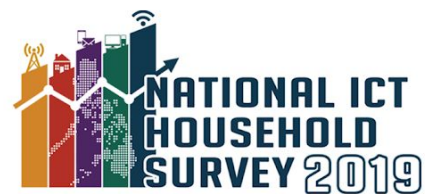


REGIONAL DISTRIBUTION OF INDIVIDUALS WITH/WITHOUT ELECTRONIC BANK ACCOUNT

Region	With Electronic Bank Account		Without Electronic Bank Account		Total
	No.	%	No.	%	
NCR	1,238,111	11.7	9,325,524	88.3	10,563,634
CAR	16,285	1.8	865,985	98.2	882,270
REGION I	113,665	2.7	4,036,809	97.3	4,150,474
REGION II	83,260	3.1	2,635,787	96.9	2,719,048
REGION III	254,068	3	8,131,710	97	8,385,778
REGION IV-A	908,408	9	9,233,728	91	10,142,136
REGION IV-B	91,136	4.7	1,857,953	95.3	1,949,089
REGION V	552,581	16.7	2,755,037	83.3	3,307,618
REGION VI	137,330	2.4	5,693,521	97.6	5,830,850
REGION VII	143,647	2.7	5,197,328	97.3	5,340,975
REGION VIII	127,191	3.6	3,412,498	96.4	3,539,689
REGION IX	209,762	8	2,398,391	92	2,608,153
REGION X	105,491	3.1	3,326,843	96.9	3,432,334
REGION XI	295,395	8	3,394,533	92	3,689,929
REGION XII	34,790	1	3,384,131	99	3,418,921
CARAGA	35,521	1.7	2,113,459	98.3	2,148,979
BARMM	30,771	2.2	1,399,134	97.8	1,429,905
TOTAL	4,377,413	6	69,162,370	94	73,539,783



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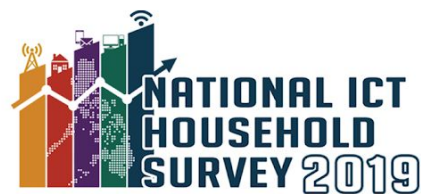


REGIONAL DISTRIBUTION OF INDIVIDUALS WITH/WITHOUT ONLINE SELLING OR BUYING ACCOUNT

Region	With Online Selling or Buying Account		Without Online Selling or Buying Account		Total
	No.	%	No.	%	
NCR	2,182,685	20.7	8,380,949	79.3	10,563,634
CAR	88,882	10.1	793,388	89.9	882,270
REGION I	347,154	8.4	3,803,320	91.6	4,150,474
REGION II	126,555	4.7	2,592,493	95.3	2,719,048
REGION III	943,586	11.3	7,442,192	88.7	8,385,778
REGION IV-A	1,479,388	14.6	8,662,748	85.4	10,142,136
REGION IV-B	145,017	7.4	1,804,072	92.6	1,949,089
REGION V	249,227	7.5	3,058,391	92.5	3,307,618
REGION VI	407,298	7	5,423,553	93	5,830,850
REGION VII	454,042	8.5	4,886,933	91.5	5,340,975
REGION VIII	208,581	5.9	3,331,108	94.1	3,539,689
REGION IX	89,152	3.4	2,519,001	96.6	2,608,153
REGION X	129,899	3.8	3,302,435	96.2	3,432,334
REGION XI	186,188	5	3,503,741	95	3,689,928
REGION XII	165,234	4.8	3,253,687	95.2	3,418,921
CARAGA	95,582	4.4	2,053,397	95.6	2,148,979
BARMM	23,034	1.6	1,406,871	98.4	1,429,905
TOTAL	7,321,504	10	66,218,279	90	73,539,783



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REGIONAL DISTRIBUTION OF INDIVIDUALS SELLING/NOT SELLING GOODS & SERVICES ONLINE

Region	Selling Goods & Services Online		Not Selling Goods & Services Online		Total
	No.	%	No.	%	
NCR	338,346	3.2	10,225,288	96.8	10,563,634
CAR	28,584	3.2	853,685	96.8	882,270
REGION I	134,546	3.2	4,015,928	96.8	4,150,474
REGION II	50,485	1.9	2,668,563	98.1	2,719,048
REGION III	81,228	1	8,304,551	99	8,385,778
REGION IV-A	576,341	5.7	9,565,796	94.3	10,142,136
REGION IV-B	40,795	2.1	1,908,294	97.9	1,949,089
REGION V	74,050	2.2	3,233,568	97.8	3,307,618
REGION VI	139,879	2.4	5,690,972	97.6	5,830,850
REGION VII	82,913	1.6	5,258,062	98.4	5,340,975
REGION VIII	31,616	0.9	3,508,073	99.1	3,539,689
REGION IX	24,414	0.9	2,583,739	99.1	2,608,153
REGION X	18,154	0.5	3,414,180	99.5	3,432,334
REGION XI	76,996	2.1	3,612,932	97.9	3,689,928
REGION XII	49,203	1.4	3,369,718	98.6	3,418,921
CARAGA	15,645	0.7	2,133,334	99.3	2,148,979
BARMM	12,661	0.9	1,417,244	99.1	1,429,905
TOTAL	1,775,855	2.4	71,763,927	97.6	73,539,783



REGIONAL DISTRIBUTION OF INDIVIDUALS SELLING GOODS AND SERVICES ONLINE BY PLATFORM

Region	E-Commerce Website		E-Commerce Mobile Application	
	No.	%	No.	%
NCR	10,903	3.5	54,381	17.5
CAR	2,610	9.6	1,877	6.9
REGION I		-	-	-
REGION II		-	6,763	18.2
REGION III	16,689	16.2	7,113	6.9
REGION IV-A	58,660	9.2	56,872	8.9
REGION IV-B	4,083	10.0	1,406	3.4
REGION V	25,687	58.2	-	-
REGION VI	14,547	25.9	14,902	26.5
REGION VII	4,505	5.6	10,560	13.0
REGION VIII	307	0.4	15,842	20.9
REGION IX	4,575	13.7	1,461	4.4
REGION X	1,917	14.9	-	-
REGION XI		0.0	-	-
REGION XII	2,409	4.6	1,329	2.5
CARAGA	924	11.7	924	11.7
BARMM	3,191	28.8	-	-
TOTAL	151,008	9.0	173,430	10.3

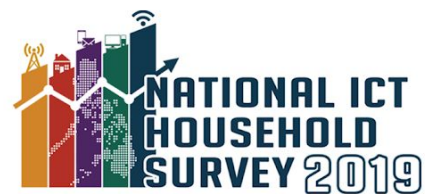


REGIONAL DISTRIBUTION OF INDIVIDUALS SELLING GOODS AND SERVICES ONLINE BY PLATFORM (cont'd)

Region	Own Website		Social Media Site		Others		Total
	No.	%	No.	%	No.	%	
NCR	10,436	3.4	231,888	74.5	3,721	1.2	311,330
CAR	1,042	3.8	21,694	79.7	-	-	27,223
REGION I	33,452	42.1	45,937	57.9	-	-	79,388
REGION II	2,605	7.0	27,760	74.8	-	-	37,129
REGION III	-	-	79,339	76.9	-	-	103,141
REGION IV-A	5,118	0.8	490,136	77.1	25,000	3.9	635,787
REGION IV-B	1,542	3.8	33,275	81.3	622	1.5	40,928
REGION V	-	-	18,426	41.8	-	-	44,113
REGION VI	8,857	15.8	17,882	31.8	-	-	56,189
REGION VII	1,275	1.6	64,731	79.8	-	-	81,072
REGION VIII	12,707	16.8	46,825	61.9	-	-	75,680
REGION IX	1,979	5.9	24,753	74.2	571	1.7	33,339
REGION X	-	-	10,928	85.1	-	-	12,845
REGION XI	12,179	17.8	46,807	68.6	9,257	13.6	68,243
REGION XII	6,302	12.1	42,186	80.8	-	-	52,225
CARAGA	-	-	6,043	76.6	-	-	7,891
BARMM	-	-	7,873	71.2	-	-	11,065
TOTAL	97,493	5.8	1,216,485	72.5	39,171	2.3	



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REGIONAL DISTRIBUTION OF INDIVIDUALS

RECOMMENDING/ NOT RECOMMENDING TO SELL GOODS & SERVICES ONLINE

Region	Recommending		Not Recommending		Total
	No.	%	No.	%	
NCR	254,544	75.2	83,802	24.8	338,346
CAR	23,313	81.6	5,271	18.4	28,584
REGION I	52,218	38.8	82,329	61.2	134,546
REGION II	35,021	69.4	15,463	30.6	50,485
REGION III	73,147	90.1	8,081	9.9	81,228
REGION IV-A	503,889	87.4	72,452	12.6	576,341
REGION IV-B	32,378	79.4	8,416	20.6	40,795
REGION V	20,761	85	3,654	15	24,414
REGION VI	36,254	49	37,796	51	74,050
REGION VII	72,815	53.6	62,915	46.4	135,730
REGION VIII	54,156	75.8	17,246	24.2	71,402
REGION IX	27,687	93	2,069	7	29,756
REGION X	9,415	78.8	2,538	21.2	11,953
REGION XI	44,643	67.9	21,125	32.1	65,768
REGION XII	41,614	90	4,649	10	46,263
CARAGA	6,043	38.6	9,602	61.4	15,645
BARMM	10,095	79.7	2,566	20.3	12,661
TOTAL	1,297,993	74.7	439,974	25.3	1,737,967



REGIONAL DISTRIBUTION OF INDIVIDUALS RECOMMENDING TO SELL GOODS AND SERVICES ONLINE BY REASON

Region	Selling goods/services online is a good income source		Selling goods/services online offers fast transaction	
	No.	%	No.	%
NCR	200,822	34.8	205,514	35.6
CAR	21,821	80.0	4,008	14.7
REGION I	52,218	87.6	7,390	12.4
REGION II	21,304	42.4	14,082	28.1
REGION III	59,739	37.6	45,844	28.8
REGION IV-A	352,698	31.8	401,390	36.2
REGION IV-B	18,744	37.7	21,400	43.1
REGION V	16,185	56.0	12,012	41.6
REGION VI	25,261	51.1	11,639	23.5
REGION VII	51,208	40.9	51,603	41.3
REGION VIII	49,116	37.9	26,114	20.1
REGION IX	25,365	63.9	8,270	20.8
REGION X	9,415	38.3	6,942	28.3
REGION XI	25,913	34.0	25,132	33.0
REGION XII	40,346	42.2	28,001	29.3
CARAGA	3,745	38.3	3,223	33.0
BARMM	10,095	100.0	-	0.0
TOTAL	983,994	42.3	872,563	32.8



REGIONAL DISTRIBUTION OF INDIVIDUALS RECOMMENDING TO SELL GOODS AND SERVICES ONLINE BY REASON (cont'd)

Region	There are enough channels for selling goods and services online		It is safe to sell goods/services online		Others		Total
	No.	%	No.	%	No.	%	
NCR	92,391	16.0	78,005	13.5	-	-	576,733
CAR	921	3.4	543	2.0	487	1.8	27,293
REGION I	-	-	-	0.0	-	-	59,608
REGION II	2,556	5.1	12,246	24.4	-	-	50,187
REGION III	33,132	20.8	20,373	12.8	580	0.4	159,088
REGION IV-A	224,717	20.2	131,532	11.8	40,591	3.7	1,110,338
REGION IV-B	7,933	16.0	1,627	3.3	3,972	8.0	49,703
REGION V	-	0.0	707	2.4	-	-	28,904
REGION VI	6,745	13.6	5,797	11.7	-	-	49,442
REGION VII	5,910	4.7	16,343	13.1	-	-	125,065
REGION VIII	35,699	27.5	18,786	14.5	-	-	129,714
REGION IX	2,795	0.0	3,260	8.2	-	-	39,690
REGION X	5,064	20.6	3,147	12.8	-	-	24,567
REGION XI	25,070	32.9	-	0.0	-	-	76,114
REGION XII	19,266	20.2	7,958	8.3	-	-	95,570
CARAGA	1,883	19.3	924	9.5	-	-	9,775
BARMM	-	-	-	0.0	-	-	10,095
TOTAL	464,082	13.9	301,246	11.0	45,630	1.1	



REGIONAL DISTRIBUTION OF INDIVIDUALS NOT RECOMMENDING TO SELL GOODS AND SERVICES ONLINE BY REASON

Region	Selling goods/services online is not a good income source		There are delays in selling goods/services online	
	No.	%	No.	%
NCR	1,223	15.3	2,228	27.8
CAR	-	-	1,085	100.0
REGION I	917	3.3	917	3.3
REGION II	-	-	-	-
REGION III	3,087	38.2	1,731	21.4
REGION IV-A	-	-	21,197	100.0
REGION IV-B	-	-	-	-
REGION V	-	-	2,240	100.0
REGION VI	-	-	-	-
REGION VII	16,006	74.8	853	4.0
REGION VIII	4,588	74.9	1,535	25.1
REGION IX	-	-	-	-
REGION X	-	-	1,514	33.3
REGION XI	2,164	35.9	3,857	64.1
REGION XII	-	-	2,981	100.0
CARAGA	-	-	-	-
BARMM	-	-	-	-
TOTAL	27,985	28.9	40,138	35.6

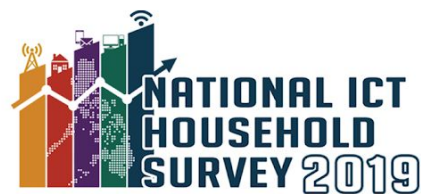


REGIONAL DISTRIBUTION OF INDIVIDUALS NOT RECOMMENDING TO SELL GOODS AND SERVICES ONLINE BY REASON (cont'd)

Region	There are not enough channels for online selling of goods/services		It is not safe to sell goods/services online		Others		Total
	No.	%	No.	%	No.	%	
NCR	1,139	14.2	3,415	42.7	-	-	8,004
CAR	-	-	-	-	-	-	1,085
REGION I	26,253	93.5	-	-	-	-	28,088
REGION II	-	-	-	-	-	-	-
REGION III	3,263	40.4	-	-	477	5.9	8,081
REGION IV-A	-	-	-	-	12,119	57.2	21,197
REGION IV-B	-	-	-	-	1,518	0.0	-
REGION V	-	-	-	-	2,240	100.0	2,240
REGION VI	-	-	11,034	100.0	1,565	14.2	11,034
REGION VII	4,550	21.3	-	-	-	-	21,409
REGION VIII	-	-	-	-	-	-	6,123
REGION IX	-	-	-	-	-	-	-
REGION X	1,514	33.3	1,514	33.3	-	-	4,541
REGION XI	-	-	-	-	-	-	6,021
REGION XII	-	-	-	-	-	-	2,981
CARAGA	-	-	-	-	-	-	-
BARMM	-	-	970	100.0	-	-	970
TOTAL	36,719	20.0	16,932	15.6	17,919	11.1	



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REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING/NOT PURCHASING ONLINE GOODS & SERVICES

Region	Purchasing		Not Purchasing		Total
	No.	%	No.	%	
NCR	16,205	1.13%	1,417,554	98.87%	1,433,759
CAR	142,664	16.17%	739,606	83.83%	882,270
REGION I	93,429	4.35%	2,055,551	95.65%	2,148,979
REGION II	2,011,676	19.04%	8,551,958	80.96%	10,563,634
REGION III	508,400	12.25%	3,642,073	87.75%	4,150,474
REGION IV-A	220,559	8.11%	2,498,489	91.89%	2,719,048
REGION IV-B	970,570	11.57%	7,415,208	88.43%	8,385,778
REGION V	2,103,817	20.74%	8,038,319	79.26%	10,142,136
REGION VI	217,611	11.16%	1,731,478	88.84%	1,949,089
REGION VII	106,420	4.08%	2,501,732	95.92%	2,608,153
REGION VIII	224,569	6.79%	3,083,050	93.21%	3,307,618
REGION IX	391,487	6.71%	5,439,363	93.29%	5,830,850
REGION X	442,305	8.28%	4,898,670	91.72%	5,340,975
REGION XI	240,892	6.81%	3,297,919	93.19%	3,538,811
REGION XII	94,136	2.75%	3,331,460	97.25%	3,425,596
CARAGA	158,068	4.28%	3,531,860	95.72%	3,689,929
BARMM	199,553	5.84%	3,219,368	94.16%	3,418,921
TOTAL	8,142,363	11.07%	65,393,658	47.4%	73,536,020



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE BY SITE/MOBILE APPLICATION

Region	E-commerce Website		E-commerce Mobile Application	
	No.	%	No.	%
NCR	366,592	16.2	1,261,290	55.6
CAR	38,730	22.8	23,833	14.1
REGION I	49,229	13.6	211,485	58.4
REGION II	31,949	26.1	55,254	45.1
REGION III	350,365	26.4	757,516	57.1
REGION IV-A	559,314	18.4	1,064,505	35.0
REGION IV-B	68,081	21.8	110,977	35.6
REGION V	25,028	22.4	56,004	50.0
REGION VI	89,618	28.7	124,743	40.0
REGION VII	89,759	32.6	115,709	42.0
REGION VIII	149,121	33.3	228,724	51.0
REGION IX	62,433	30.0	81,285	39.1
REGION X	32,959	41.5	26,636	33.5
REGION XI	37,344	19.3	62,677	32.5
REGION XII	46,589	21.1	83,379	37.7
CARAGA	13,137	34.3	15,426	40.3
BARMM	1,787	29.3	970	15.9
TOTAL	2,012,035	21.2	4,280,414	45.4

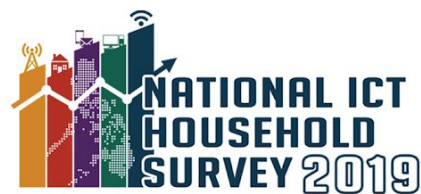


REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE BY SITE/MOBILE APPLICATION (cont'd)

Region	Official Store Website		Social Media Site		Others		Total
	No.	%	No.	%	No.	%	
NCR	64,638	2.9	574,877	25.4	-	-	2,267,397
CAR	4,061	2.4	100,467	59.3	2,430	1.4	169,522
REGION I	24,270	6.7	73,093	20.2	4,005	1.1	362,083
REGION II	4,842	4.0	30,463	24.9	-	-	122,508
REGION III	10,892	0.8	209,011	15.7	-	-	1,327,785
REGION IV-A	380,699	12.5	1,031,979	33.9	8,009	0.3	3,044,506
REGION IV-B	36,169	11.6	96,910	31.0	-	-	312,136
REGION V	3,844	3.4	27,098	24.2	-	-	111,974
REGION VI	7,513	2.4	85,135	27.3	5,077	1.6	312,086
REGION VII	4,656	1.7	64,013	23.2	1,275	-	275,412
REGION VIII	14,572	3.3	55,725	12.4	-	-	448,142
REGION IX	7,331	3.5	56,885	27.4	-	-	207,934
REGION X	1,345	1.7	18,522	23.3	-	-	79,461
REGION XI	39,105	20.2	54,016	28.0	-	-	193,141
REGION XII	11,272	5.1	79,833	36.1	-	-	221,073
CARAGA	1,439	3.8	8,313	21.7	-	-	38,315
BARMM	-	-	3,336	54.8	-	-	6,093
TOTAL	616,648	4.5	2,569,676	29.2	20,796	0.3	9,499,569



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REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE BY DEVICE USED

Region	Computer		Cellphone		Others		Total
	No.	%	No.	%	No.	%	
NCR	297,906	14.6	1,738,660	85.4	-	-	2,036,567
CAR	26,509	16.7	132,452	83.3	-	-	158,962
REGION I	63,957	19.2	269,530	80.8	-	-	333,487
REGION II	11,360	10.8	93,811	89.2	-	-	105,171
REGION III	144,426	13.4	933,181	86.6	-	-	1,077,607
REGION IV-A	278,971	13.0	1,871,952	87.0	-	-	2,150,922
REGION IV-B	52,399	26.4	145,986	73.6	-	-	198,385
REGION V	11,416	11.4	88,349	88.6	-	-	99,765
REGION VI	57,846	24.6	174,467	74.0	3,311	1.4	235,625
REGION VII	36,413	15.6	195,543	84.0	968	0.4	232,925
REGION VIII	63,927	15.2	356,768	84.8	-	-	420,695
REGION IX	30,168	16.1	156,796	83.9	-	-	186,964
REGION X	25,380	33.4	50,618	66.6	-	-	75,998
REGION XI	43,273	30.7	97,567	69.3	-	-	140,840
REGION XII	32,939	16.1	171,815	83.9	-	-	204,755
CARAGA	11,289	35.7	19,913	63.1	378	1.2	31,580
BARMM	-	-	5,555	100.0	-	-	5,555
TOTAL	1,188,179	15.4	6,502,965	84.5	4,657	0.1	7,695,801



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY MODE OF DELIVERY

Region	Delivery		Mee-Up	
	No.	%	No.	%
NCR	1,677,491	41.1	283,789	7.0
CAR	73,107	24.8	42,467	14.4
REGION I	214,426	26.7	63,628	7.9
REGION II	56,947	17.6	28,874	8.9
REGION III	748,128	40.4	123,495	6.7
REGION IV-A	1,499,586	35.3	527,223	12.4
REGION IV-B	143,237	34.5	20,647	5.0
REGION V	65,367	33.0	17,405	8.8
REGION VI	110,017	28.6	52,294	13.6
REGION VII	165,982	26.1	53,682	8.4
REGION VIII	330,646	38.7	51,356	6.0
REGION IX	101,414	24.8	53,458	13.1
REGION X	41,670	27.8	9,879	6.6
REGION XI	64,296	23.7	15,156	5.6
REGION XII	110,738	27.4	42,489	10.5
CARAGA	24,346	19.1	3,536	2.8
BARMM	-	-	2,351	10.5
TOTAL	5,427,399	35.1	1,391,730	9.0



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY MODE OF DELIVERY (cont'd)

Region	Pick-up		Others		Total
	No.	%	No.	%	
NCR	107,069	2.6	2,011,676	49.3	4,080,026
CAR	39,556	13.4	139,212	47.3	294,342
REGION I	30,773	3.8	492,795	61.5	801,622
REGION II	16,743	5.2	220,559	68.3	323,124
REGION III	79,842	4.3	901,564	48.7	1,853,030
REGION IV-A	146,456	3.5	2,070,058	48.8	4,243,324
REGION IV-B	37,844	9.1	213,716	51.4	415,443
REGION V	14,246	7.2	100,767	50.9	197,786
REGION VI	16,535	4.3	205,690	53.5	384,535
REGION VII	25,309	4.0	391,487	61.5	636,461
REGION VIII	30,126	3.5	442,305	51.8	854,433
REGION IX	16,545	4.0	238,087	58.1	409,505
REGION X	4,932	3.3	93,666	62.4	150,147
REGION XI	37,921	14.0	153,850	56.7	271,223
REGION XII	50,758	12.6	199,553	49.5	403,538
CARAGA	6,214	4.9	93,429	73.3	127,525
BARMM	3,742	16.8	16,205	72.7	22,298
TOTAL	664,611	4.3	7,984,621	51.6	



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE BY TYPE OF PAYMENT

Region	Online Banking		Electronic/Mobile Wallet	
	No.	%	No.	%
NCR	69,531	3.4	121,167	5.9
CAR	3,124	2.2	1,252	0.9
REGION I	19,730	6.3	11,234	3.6
REGION II	5,891	5.6	48	0.1
REGION III	53,205	5.2	42,763	4.2
REGION IV-A	156,477	6.7	107,837	4.6
REGION IV-B	34,637	12.5	35,717	12.9
REGION V	2,678	2.6	-	-
REGION VI	3,311	1.6	28,151	13.4
REGION VII	2,345	0.9	1,422	0.6
REGION VIII	6,413	1.6	15,353	3.8
REGION IX	6,679	3.6	7,953	4.3
REGION X	1,845	3.3	1,094	1.9
REGION XI	34,244	20.7	29,645	17.9
REGION XII	780	0.4	-	-
CARAGA	2,017	6.5	-	-
BARMM	-	-	-	-
TOTAL	402,907	5.1	403,636	5.1



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REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE BY TYPE OF PAYMENT (cont'd)

Region	Over-the-Counter		Cash on Delivery		Others		Total
	No.	%	No.	%	No.	%	
NCR	146,003	7.1	1,695,180	82.9	12,641	0.6	2,044,521
CAR	2,101	1.5	121,930	85.4	14,396	10.1	142,803
REGION I	14,536	4.7	265,249	85.4	-	-	310,748
REGION II	11,305	10.7	88,049	83.6	-	-	105,293
REGION III	28,348	2.8	904,859	87.9	-	-	1,029,175
REGION IV-A	248,808	10.6	1,827,498	78.1	-	-	2,340,620
REGION IV-B	30,442	11.0	156,378	56.6	19,317	7.0	276,492
REGION V	4,206	4.1	95,559	93.3	-	-	102,443
REGION VI	25,535	12.2	152,636	72.8	-	-	209,633
REGION VII	28,153	11.3	217,833	87.2	-	-	249,753
REGION VIII	22,959	5.7	361,418	89.0	-	-	406,143
REGION IX	9,076	4.9	162,426	87.3	-	-	186,134
REGION X	1,136	2.0	52,096	92.7	-	-	56,170
REGION XI	13,787	8.3	88,017	53.1	-	-	165,693
REGION XII	26,264	12.9	176,748	86.7	-	-	203,793
CARAGA	4,435	14.3	24,481	79.1	-	-	30,933
BARMM	2,772	42.4	3,769	57.6	-	-	6,541
TOTAL	619,865	7.9	6,394,125	81.3	46,354	0.6	



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY TYPE OF GOODS AND SERVICES

Region	Books, magazines or newspapers		Clothing footwear, sporting goods and accessories		Computer equipment or parts		Computer video games	
	No.	%	No.	%	No.	%	No.	%
NCR	102,716	3.0	1,367,447	39.6	123,941	3.6	67,076	1.9
CAR	4,231	1.7	117,244	45.8	11,090	4.3	926	0.4
REGION I	28,601	5.8	237,125	47.7	19,408	3.9	15,027	3.0
REGION II	4,632	2.9	69,749	43.1	12,094	7.5	4,472	2.8
REGION III	46,268	2.6	710,761	40.4	37,293	2.1	19,772	1.1
REGION IV-A	33,362	0.8	1,366,923	31.6	142,413	3.3	62,902	1.5
REGION IV-B	174	0.0	149,020	33.8	40,236	9.1	1,025	0.2
REGION V	-	-	58,422	40.9	11,596	8.1	-	-
REGION VI	1,745	0.5	164,772	48.7	12,466	3.7	9,759	2.9
REGION VII	3,712	1.0	142,272	39.8	49,504	13.9	4,768	1.3
REGION VIII	1,858	0.3	343,688	59.4	21,730	3.8	3,201	0.6
REGION IX	474	0.2	132,135	48.9	10,457	3.9	-	-
REGION X	592	0.7	40,359	45.6	3,601	4.1	-	-
REGION XI	-	-	83,088	39.2	3,069	1.4	1,747	0.8
REGION XII	6,238	2.0	155,732	50.0	4,784	1.5	-	-
CARAGA	367	0.8	17,814	37.4	5,392	11.3	1,919	4.0
BARMM	-	-	4,586	55.1	-	-	-	-
TOTAL	234,971	1.8	5,161,137	39.0	509,075	3.8	192,595	1.5



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY TYPE OF GOODS AND SERVICES (cont'd)

Region	Computer Software		Consumer Electronics & Accessories		Cosmetic Fragrances		Creative Content	
	No.	%	No.	%	No.	%	No.	%
NCR	53,825	1.6	441,587	12.8	498,868	14.4	8,435	0.2
CAR	1,669	0.7	20,484	8.0	20,598	8.1	-	-
REGION I	13,144	2.6	60,906	12.3	59,531	12.0	-	-
REGION II	-	-	14,326	8.8	15,101	9.3	-	-
REGION III	36,860	2.1	294,774	16.8	245,202	13.9	-	-
REGION IV-A	46,086	1.1	575,131	13.3	581,935	13.5	-	-
REGION IV-B	33,414	7.6	72,117	16.4	49,877	11.3	-	-
REGION V	-	-	23,675	16.6	22,903	16.0	-	-
REGION VI	7,892	2.3	52,548	15.5	35,179	10.4	3,490	1.0
REGION VII	-	-	37,901	10.6	31,588	8.8	3,781	1.1
REGION VIII	2,919	0.5	92,337	16.0	60,068	10.4	-	-
REGION IX	1,579	0.6	48,666	18.0	35,653	13.2	571	0.2
REGION X	-	-	19,651	22.2	6,204	7.0	-	-
REGION XI	2,960	1.4	11,710	5.5	8,508	4.0	-	-
REGION XII	401	0.1	32,342	10.4	46,157	14.8	-	-
CARAGA	1,919	4.0	5,318	11.2	3,137	6.6	-	-
BARMM	-	-	-	-	3,742	44.9	-	-
TOTAL	202,668	1.5	1,803,474	13.6	1,724,252	13.0	16,277	0.1



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY TYPE OF GOODS AND SERVICES (cont'd)

Region	Financial Products		Food, groceries, alcohol or tobacco		Household goods		Music Downloads & Music Streaming Subscriptions	
	No.	%	No.	%	No.	%	No.	%
NCR	23,195	0.7	169,057	4.9	360,571	10.4	45,175	1.3
CAR	609	0.2	22,268	8.7	45,789	17.9	-	-
REGION I	-	-	25,953	5.2	15,414	3.1	1,638	0.3
REGION II	-	-	2,711	1.7	14,144	8.7	2,200	1.4
REGION III	5,728	0.3	15,935	0.9	257,281	14.6	11,916	0.7
REGION IV-A	19,693	0.5	265,074	6.1	482,564	11.2	107,829	2.5
REGION IV-B	1,055	0.2	5,939	1.3	31,210	7.1	-	-
REGION V	-	-	-	-	5,718	4.0	-	-
REGION VI	2,399	0.7	5,216	1.5	8,743	2.6	10,090	3.0
REGION VII	1,275	0.4	5,228	1.5	36,266	10.2	7,562	2.1
REGION VIII	-	-	4,347	0.8	29,746	5.1	2,676	0.5
REGION IX	2,146	0.8	3,052	1.1	11,633	4.3	2,160	0.8
REGION X	-	-	488	0.6	14,542	16.4	-	-
REGION XI	10,554	5.0	30,457	14.4	2,164	1.0	-	-
REGION XII	-	-	8,866	2.8	34,161	11.0	3,472	1.1
CARAGA	-	-	924	1.9	4,009	8.4	1,919	4.0
BARMM	-	-	-	-	-	-	-	-
TOTAL	66,653	0.5	565,515	4.3	1,353,954	10.2	196,638	1.5



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY TYPE OF GOODS AND SERVICES (cont'd)

Region	Medicine		Professional Services		Video Downloads & Video Streaming Subscriptions		Tickets or Bookings for entertainment events	
	No.	%	No.	%	No.	%	No.	%
NCR	31,036	0.9	542	0.0	27,922	0.8	45,003	1.3
CAR	1,963	0.8	-	-	762	0.3	1,069	0.4
REGION I	3,416	0.7	6,426	1.3	-	-	1,093	0.2
REGION II	2,111	1.3	-	-	4,869	3.0	112	0.1
REGION III	3,428	0.2	663	0.0	1,481	0.1	23,099	1.3
REGION IV-A	66,972	1.5	5,076	0.1	135,413	3.1	127,554	3.0
REGION IV-B	3,437	0.8	-	-	-	-	-	-
REGION V	1,497	1.0	-	-	-	-	2,678	1.9
REGION VI	-	-	6,801	2.0	11,657	3.4	1,272	0.4
REGION VII	-	-	-	-	11,344	3.2	11,803	3.3
REGION VIII	1,323	0.2	1,141	0.2	-	-	2,446	0.4
REGION IX	8,151	3.0	571	0.2	1,547	0.6	2,731	1.0
REGION X	-	-	-	-	-	-	-	-
REGION XI	-	-	-	-	6,023	2.8	24,818	11.7
REGION XII	10,334	3.3	-	-	-	-	3,027	1.0
CARAGA	2,471	5.2	-	-	-	-	-	-
BARMM	-	-	-	-	-	-	-	-
TOTAL	136,138	1.0	21,221	0.2	201,018	1.5	246,705	1.9



REGIONAL DISTRIBUTION OF INDIVIDUALS PURCHASING GOODS AND SERVICES ONLINE, BY TYPE OF GOODS AND SERVICES (cont'd)

Region	Travel Products		Others		Total
	No.	%	No.	%	
NCR	69,315	2.0	19,200	0.6	3,454,912
CAR	3,491	1.4	3,534	1.4	255,728
REGION I	-	-	9,280	1.9	496,963
REGION II	1,914	1.2	13,580	8.4	162,015
REGION III	16,200	0.9	32,875	1.9	1,759,536
REGION IV-A	152,818	3.5	149,993	3.5	4,321,739
REGION IV-B	40,068	9.1	13,226	3.0	440,798
REGION V	5,111	3.6	11,381	8.0	142,981
REGION VI	2,760	0.8	1,236	0.4	338,026
REGION VII	10,107	2.8	-	-	357,112
REGION VIII	331	0.1	10,522	1.8	578,332
REGION IX	5,460	2.0	3,284	1.2	270,272
REGION X	940	1.1	2,062	2.3	88,438
REGION XI	26,663	12.6	-	-	211,761
REGION XII	4,640	1.5	1,266	0.4	311,420
CARAGA	-	-	2,471	5.2	47,660
BARMM	-	-	-	-	8,328
TOTAL	339,816	2.6	273,910	2.1	



REGIONAL DISTRIBUTION OF INDIVIDUALS NOT PURCHASING GOODS AND SERVICES ONLINE BY REASON

Region	Not interested		Prefer to shop in person		Security Concerns		Privacy Concerns	
	No.	%	No.	%	No.	%	No.	%
NCR	5,120,705	38.8	4,743,695	35.9	268,959	2.0	417,161	3.2
CAR	501,352	50.7	233,191	23.6	8,624	0.9	8,019	0.8
REGION I	2,219,070	39.8	1,576,705	28.3	35,686	0.6	68,109	1.2
REGION II	871,547	25.8	1,290,615	38.2	11,492	0.3	24,185	0.7
REGION III	4,343,115	34.5	3,944,072	31.3	177,216	1.4	191,755	1.5
REGION IV-A	5,954,700	53.2	2,724,911	24.3	166,904	1.5	87,551	0.8
REGION IV-B	937,094	40.6	340,322	14.8	3,169	0.1	19,149	0.8
REGION V	1,186,286	41.5	852,402	29.8	8,923	0.3	2,359	0.1
REGION VI	1,900,285	53.3	750,578	21.1	56,642	1.6	121,664	3.4
REGION VII	3,175,360	47.2	2,126,829	31.6	141,371	2.1	92,218	1.4
REGION VIII	2,913,715	53.3	505,919	9.3	65,046	1.2	40,292	0.7
REGION IX	1,456,716	34.7	1,116,008	26.6	7,482	0.2	14,823	0.4
REGION X	1,714,967	42.6	759,502	18.9	14,745	0.4	17,144	0.4
REGION XI	1,847,210	43.3	1,215,234	28.5	40,131	0.9	82,517	1.9
REGION XII	1,566,413	37.5	1,028,216	24.6	131,201	3.1	12,078	0.3
CARAGA	1,430,021	49.6	675,340	23.4	43,316	1.5	36,853	1.3
BARMM	867,184	54.4	215,630	13.5	4,338	0.3	7,494	0.5
TOTAL	38,005,740	42.7	24,099,169	27.1	1,185,245	1.3	1,243,370	1.4



REGIONAL DISTRIBUTION OF INDIVIDUALS NOT PURCHASING GOODS AND SERVICES ONLINE BY REASON (cont'd)

Region	Trust Concerns		Lack of knowledge or skills		Others		Total
	No.	%	No.	%	No.	%	
NCR	387,228	2.9	2,263,041	17.1	10,409	0.1	13,211,199
CAR	18,361	1.9	213,084	21.5	6,887	0.7	989,519
REGION I	150,014	2.7	1,493,312	26.8	26,028	0.5	5,568,924
REGION II	156,534	4.6	1,024,089	30.3	1,869	0.1	3,380,332
REGION III	853,120	6.8	3,065,013	24.4	10,515	0.1	12,584,807
REGION IV-A	208,821	1.9	1,617,481	14.5	430,710	3.8	11,191,077
REGION IV-B	68,476	3.0	826,234	35.8	111,280	4.8	2,305,723
REGION V	41,986	1.5	767,882	26.8	2,120	0.1	2,861,958
REGION VI	162,523	4.6	567,659	15.9	5,700	0.2	3,565,051
REGION VII	98,910	1.5	1,095,456	16.3	2,354	0.0	6,732,496
REGION VIII	117,852	2.2	1,818,579	33.3	1,843	0.0	5,463,246
REGION IX	153,356	3.7	1,346,650	32.1	99,294	2.4	4,194,330
REGION X	46,135	1.1	1,469,977	36.5	6,534	0.2	4,029,005
REGION XI	290,504	6.8	735,812	17.2	54,791	1.3	4,266,199
REGION XII	89,219	2.1	1,355,101	32.4	0	0.0	4,182,229
CARAGA	17,984	0.6	678,326	23.5	2,637	0.1	2,884,476
BARMM	7,383	0.5	487,850	30.6	3,469	0.2	1,593,346
TOTAL	2,868,408	3.2	20,825,545	23.4	776,441	0.9	



REGIONAL DISTRIBUTION OF INDIVIDUALS NOT USING ELECTRONIC PAYMENTS FOR ONLINE PURCHASES BY REASON

Region	Not aware of electronic payment		No means for electronic transactions	
	No.	%	No.	%
NCR	362,412	19.4	496,281	26.6
CAR	10,731	7.3	43,304	29.4
REGION I	68,620	22.8	83,351	27.7
REGION II	16,145	13.6	25,373	21.4
REGION III	48,304	5.2	276,642	29.5
REGION IV-A	150,767	8.2	555,326	30.2
REGION IV-B	16,429	10.6	51,597	33.4
REGION V	16,481	13.2	49,219	39.4
REGION VI	27,598	15.9	82,979	47.7
REGION VII	31,238	12.4	29,317	11.7
REGION VIII	65,291	16.7	162,660	41.6
REGION IX	21,197	12.9	57,300	35.0
REGION X	16,765	26.5	31,680	50.0
REGION XI	2,885	4.5	20,100	31.5
REGION XII	62,961	29.7	35,515	16.8
CARAGA	8,958	33.4	7,069	26.4
BARMM	1,787	32.2	985	17.7
TOTAL	928,568	13.6	2,008,697	29.4



REGIONAL DISTRIBUTION OF INDIVIDUALS NOT USING ELECTRONIC PAYMENTS FOR ONLINE PURCHASES BY REASON (cont'd)

Region	Security Concerns		Sellers do not accept electronic payment		Others		Total
	No.	%	No.	%	No.	%	
NCR	858,040	46.0	118,769	6.4	27,972	1.5	1,863,474
CAR	84,478	57.4	6,610	4.5	1,973	1.3	147,095
REGION I	119,053	39.6	21,995	7.3	7,394	2.5	300,412
REGION II	64,044	54.0	11,630	9.8	1,364	1.2	118,556
REGION III	542,318	57.8	62,870	6.7	7,758	0.8	937,892
REGION IV-A	931,911	50.7	85,202	4.6	114,024	6.2	1,837,229
REGION IV-B	64,900	42.0	7,513	4.9	13,908	9.0	154,346
REGION V	41,543	33.3	17,597	14.1	-	-	124,840
REGION VI	44,178	25.4	19,269	11.1	-	-	174,024
REGION VII	157,651	62.7	30,561	12.2	2,561	1.0	251,328
REGION VIII	153,816	39.4	8,989	2.3	-	-	390,756
REGION IX	67,554	41.2	11,612	7.1	6,247	3.8	163,909
REGION X	6,941	11.0	1,933	3.0	6,056	9.6	63,375
REGION XI	38,559	60.4	2,259	3.5	-	-	63,802
REGION XII	82,938	39.1	26,569	12.5	4,015	1.9	211,998
CARAGA	6,883	25.7	3,907	14.6	-	-	26,817
BARMM	970	17.5	1,814	32.6	-	-	5,555
TOTAL	3,265,776	47.8	439,098	6.4	193,271	2.8	