

## 2013 Survey on ICT Access and Use by Households and Individuals in Morocco



### Content

- 1. Introduction
- 2. 2013 Main Indicators on ICT Equipment and Use
- 3. Mobile Telephony
- 4. Fixed Line Telephony
- 5. Computer
- 6. Internet
- 7. New Services
- 8. Social Networks
- 9. Young Children and ICT



## INTRODUCTION



### Improved Methodology

Objectives	<ul> <li>Collecting ICT indicators on:         <ul> <li>Equipment, access and uses by households and individuals</li> <li>Personal use</li> <li>Expectations, barriers and individual perceptions</li> <li>ICT equipment and usage by young children (under 12 years old). Note: A parent or a guardian answered the questions</li> <li>Participation in social networks</li> </ul> </li> <li>Allow comparisons with previous years</li> <li>Comply with ITU standards to allow for international comparison</li> </ul>	Sample Size	<ul> <li>1,823 individuals and households in 2013 included in the population target</li> <li>Quotas method with dynamic monitoring</li> </ul>
		Sample Design	<ul> <li><u>Main Cities</u>: Casablanca, Rabat, Salé, El Jadida, Settat, Fès, Meknès, Béni Mellal, Oujda, Taza, Kenitra, Tanger, Marrakech, Agadir</li> <li><u>Periurban Rural Areas</u>: perimeter of 35 km surrounding urban centers</li> <li><u>Remote Rural Areas</u>: areas located further than 35 km of urban centers</li> </ul>
			<ul> <li>More than 100 questions on equipment and access by individuals and households for computer, fixed line telephony, mobile telephony, Internet</li> <li>Expectations regarding ICT</li> </ul>
Survey Characteristics	<ul> <li>Questionnaires administered face to face</li> <li>Soft Quotas Method</li> <li>French or dialectical Arabic</li> </ul>		
Population	<ul> <li><u>Parent Population</u>: all the Moroccan individuals and households</li> <li><u>Target Population</u>:         <ul> <li>All individuals aged between 12-65 years old living in urban or rural areas with electrification on the Moroccan national territory</li> <li>All the households living in urban or rural areas with electrification on the Moroccan national territory</li> <li>All individuals living in urban or rural areas with electrification on the Moroccan national territory</li> </ul> </li> </ul>	Adjustment Variables	<ul> <li>Individuals, according 5 criteria:         <ol> <li>Urban/Rural (electrified area)</li> <li>Gender</li> <li>Age</li> <li>Type of housing</li> <li>Macro-region/Administrative region</li> </ol> </li> <li>Households, according 3 criteria:         <ol> <li>Urban/Rural (electrified area)</li> <li>Macro-region/Administrative region</li> </ol> </li> <li>Households, according 3 criteria:         <ol> <li>Urban/Rural (electrified area)</li> <li>Macro-region/Administrative region</li> <li>Type of housing</li> </ol> </li> <li>Based on cross-sectional data of the reference population</li> </ul>
Regions	<ul> <li>Organized in 5 macro-regions (Atlantic, Center, East, North, South)</li> <li>Covering the 16 administrative regions of</li> </ul>	Data collection	
	Morocco	Data collection Period	<ul> <li>February - March 2014</li> </ul>



#### **Reference Population Data and Adjustment Variables**

#### **ESTIMATIONS ON REFERENCE POPULATION DATA**

Estimation of absolute figures presented in this report are based on projection published in 2007 by the HCP for the Moroccan population in 2013 on data on regions with electrification at the end of 2012 from the ONEE (100% of households in urban area were located in areas with electrification and 98.06% of households in rural area were located in areas with electrification according to the most recent data available when the survey was conducted). The following population estimations were used in the calculation:

- Total number of households in areas with electrification: (4,555,000\*100%) + (2,406,000\*98.06%) = 6,914,323
- Total number of 12-65 years old individuals in areas with electrification (1): (14,449,100\*100%) + (9,573,000\*98.06%) = 23,878,000
- Total number of 5-74 years old individuals in areas with electrification: (17,401,000\*100%) + (11,908,000\*98.06 %) = 29,078,000

(1) Data on electrification rate for households were applied to individuals for the calculation of the population living in areas with electrification.

#### DATA ON ADJUSTMENT VARIABLES

The collected sample has been adjusted according to 5 criteria for individuals (Area of residence, Gender, Age, Type of housing, Macro-region/Administrative region) and 3 criteria for households (Area of residence, Type of housing, Macro-region/Administrative region).

- Variables for housing types followed the classification used by the Haut-Commissariat au Plan (HCP) which identifies 6 types of housing: Villa or Villa level, Appartment, Traditional Moroccan House, Modern Moroccan House (2), Basic House or Slum and Rural Type House.
- The data used to adjust the sample are based on cross-sectional data of the reference population for the adjustment variables.

(2) On the field, R+1 houses located in old Medinas or in working-class neighborhoods were categorized as traditional Maroccan houses and R+2 or R+3 houses located in modern neighborhoods were categorized as modern Moroccan houses.



### 2013 SURVEY HIGHLIGHTS

#### **Evolution of the Main Indicators**:

- <u>93% of the Moroccans had at least one mobile line in 2013</u> and almost half of the households in the Kingdom had at least one computer/tablet and had an internet connection at home
- Slight increase in mobile equipment for individuals in 2013 (93%), another decrease in the fixed line equipment rate (26%) and *increases in* computer equipment (47%) and Internet equipment (46%)

#### Mobile Phone Equipment for Individuals:

• In 2013, mobile telephony equipment has increased its market penetration slightly, with a stronger increase in rural area, and multi-equipment has increased

#### **Equipment in Fixed Line Telephony**:

• <u>Equipment in Fixed Line Telephony continued to decrease, due to another decrease in restricted mobility</u> – Rural areas registered a decrease proportionally stronger than in rural areas

#### **Equipment in Computer:**

 <u>Almost half of the Moroccan households are now equipped with a computer and/or a tablet</u> and tablets continue to take an increasing share of the overall computer market in Morocco, now representing 9 per cent of the overall computer market in Morocco

#### **Equipment in Internet:**

• Almost half of the Moroccan households have now an Internet connection from home, mainly through a mobile connection



## 2 2013 MAIN INDICATORS ON ICT EQUIPMENT AND USE

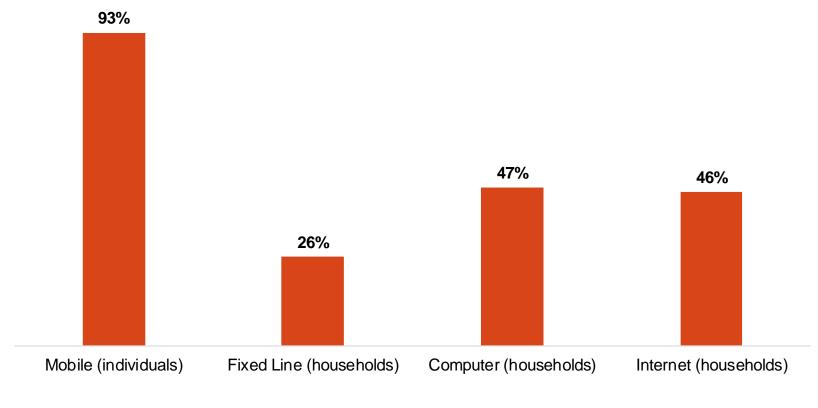
#### Summary - GLOBAL



93% of the Moroccans had at least one mobile line in 2013 and almost half of the households in the Kingdom had at least one computer/tablet and had an internet connection at home

#### INDIVIDUALS AND HOUSEHOLDS EQUIPMENT RATES

(% of 12-65 years old individuals in electrified area; % of the total of households in e.a.; 2013)

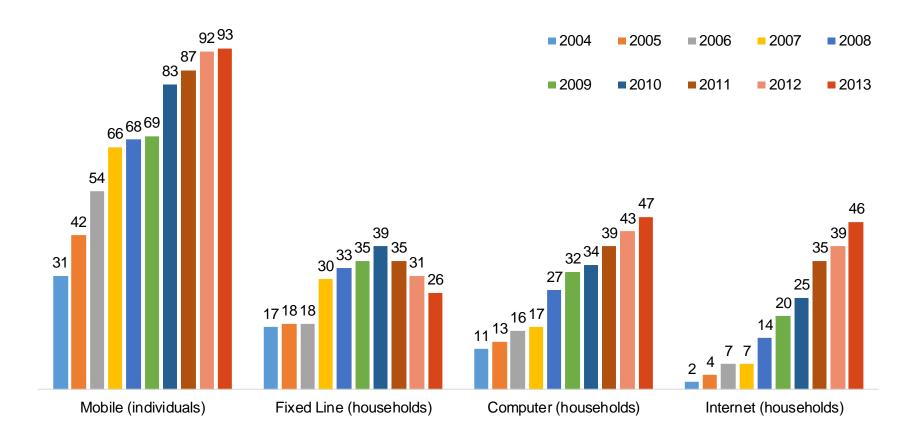


#### 2013 Survey on ICT Access and Use by Households and Individuals in Morocco

#### Summary - GLOBAL

Slight increase in mobile equipment for individuals in 2013, another decrease in the fixed line equipment rate and increases in computer equipment and Internet equipment

**INDIVIDUAL AND HOUSEHOLD EQUIPMENT** (% of 12-65 years old in e.a.; % of total number of households in e.a.)







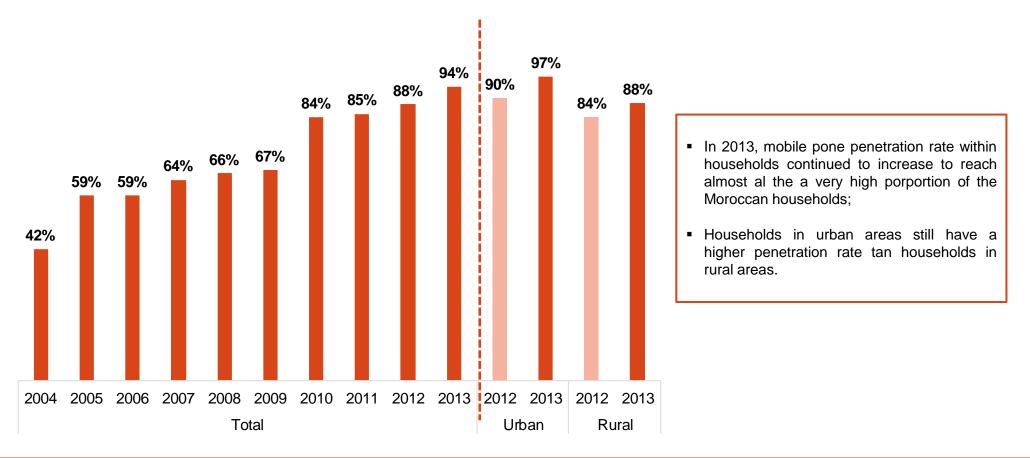
## 3 MOBILE TELEPHONY

Equipment and access – MOBILE TELEPHONY

94 % of the Moroccan households had at least one member with a mobile phone and the increase in mobile pone penetration rate occurred in urban areas as well as in rural areas

#### MOBILE PHONE PENETRATION

(% of households in e.a. with at least a member with a mobile phone)



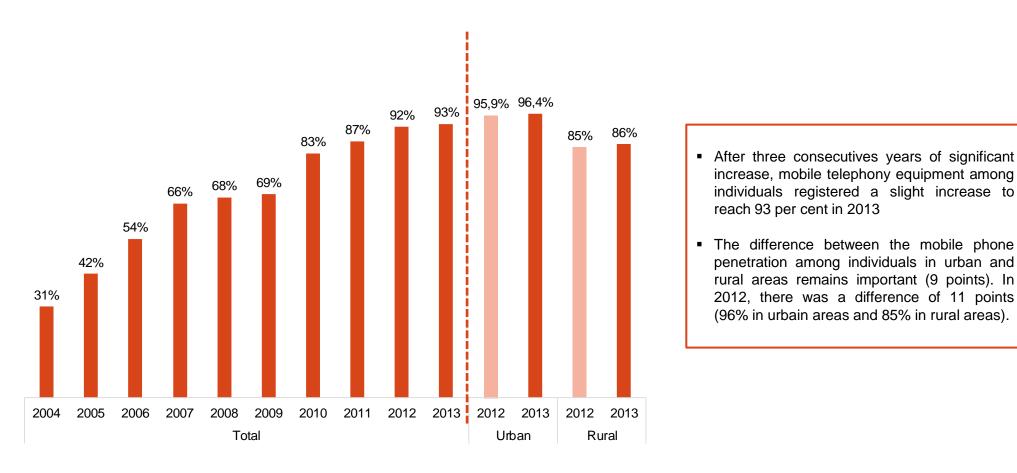


#### Equipment and access – MOBILE TELEPHONY



Mobile telephony equipment has increased its market penetration among individuals slightly and the difference between the mobile phone penetration among individuals in urban and rural areas remains important

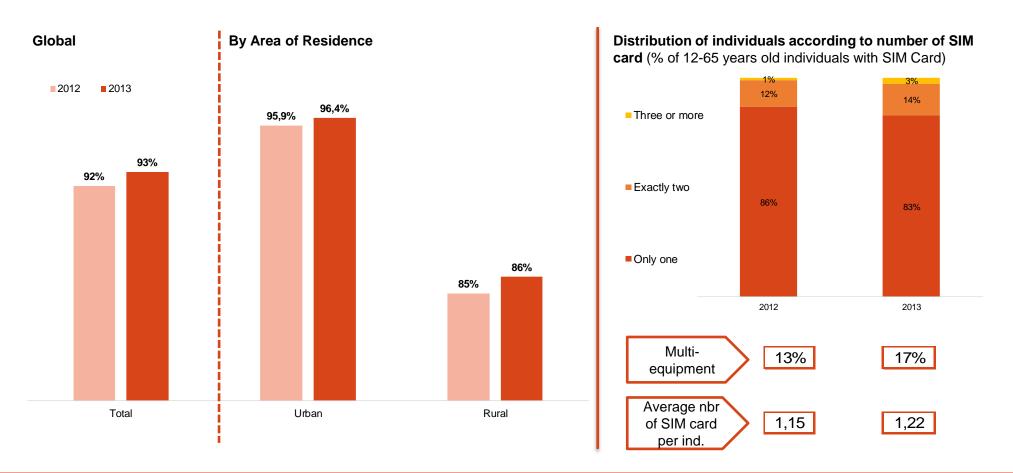
**MOBILE TELEPHONY EQUIPMENT AMONG INDIVIDUALS** (% of 12-65 years old individuals in e.a.)





## In 2013, mobile telephony equipment has increased its market penetration slightly, with a stronger increase in rural area, and multi-equipment has increased

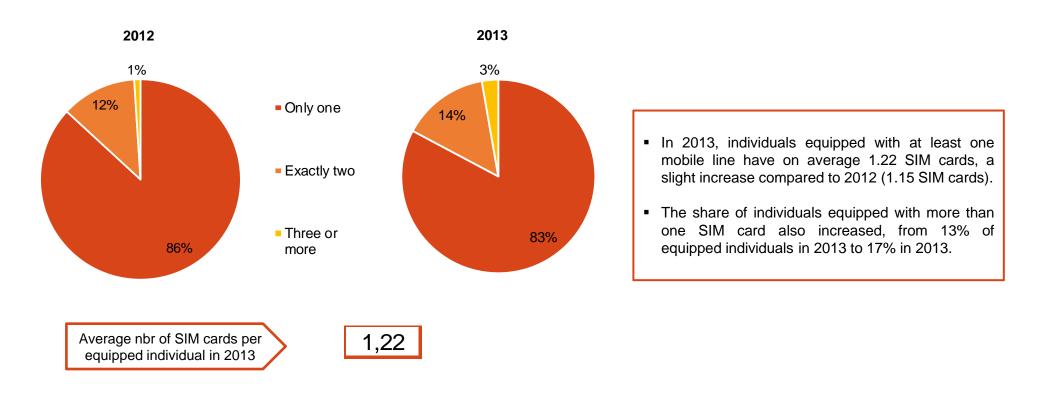
**MOBILE TELEPHONY EQUIPMENT AMONG INDIVIDUALS** (% of 12-65 years old individuals in e.a. with at least one SIM card)





#### About 17% of individuals are multi-equipped, with on average 1.22 SIM cards

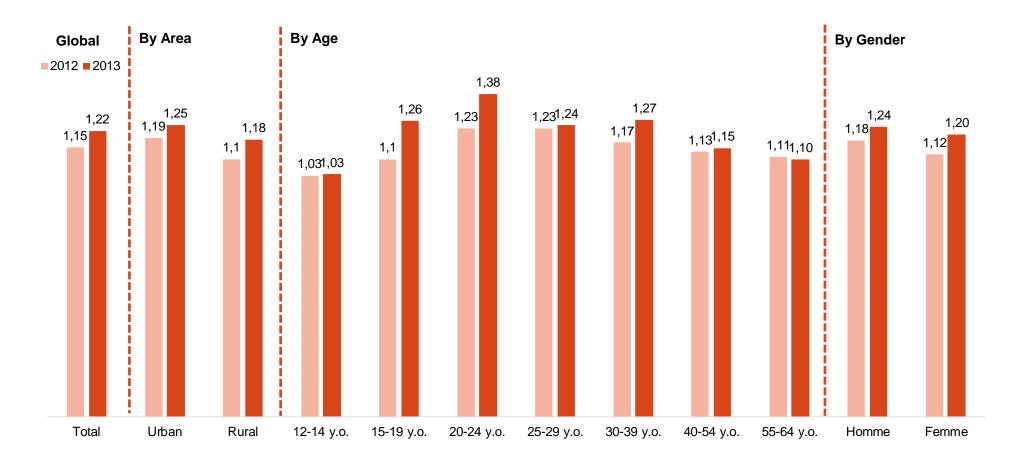
### **DISTRIBUTION OF INDIVIDUALS ACCORDING TO NUMBER OF SIM CARD** (% of 12-65 years old individuals with SIM card in e.a.)





## Rural Areas and Young Adults (15-24 years old) Posted the Strongest Increases in Multi-Equipment

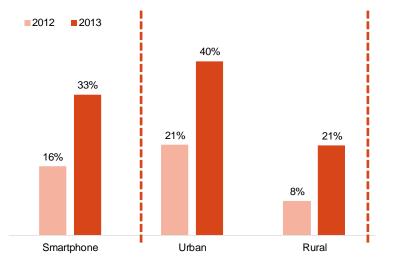
#### AVERAGE NUMBER OF SIM CARDS PER EQUIPPED INDIVIDUAL (12-65 years old individuals in e.a.)





## Equipment Rate For Smartphones Registered a Significant Increase in 2013, in both in urban and rural areas

#### **INDIVIDUALS EQUIPPED WITH SMARTPHONE** (% of 12-65 years old individuals in e.a. with mobile)

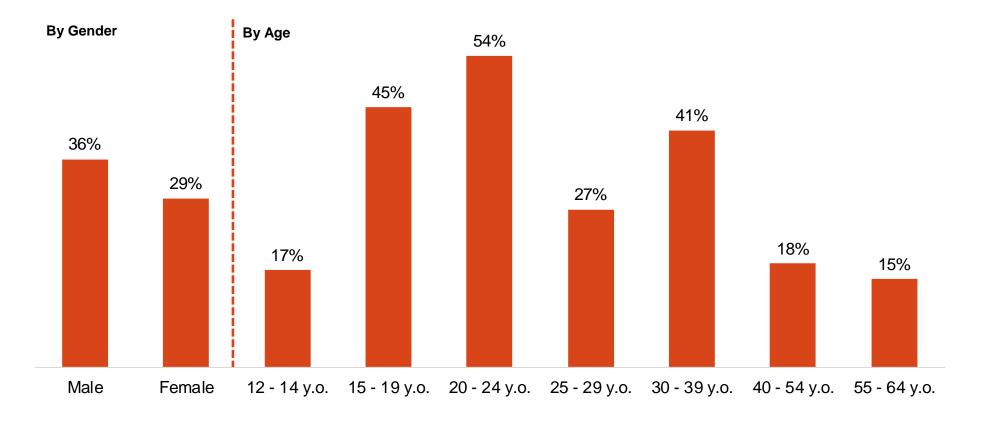


- The share of individuals with smartphone more than doubled compared to 2012, reaching 33 per cent and a total of around 7.4 million phones (3.6 million phones estimated in 2012).
- The large increase in the share of individuals with smartphones occurred in both urban and rural areas. However, the gap between urban areas, where 40 per cent of those equipped with a mobile phone have a smartphone and the rural areas (21 per cent) is still significant.



#### Young Adults Have a Higher Equipment Rate in Smartphone Than the National Average

#### **INDIVIDUALS EQUIPPED WITH SMARTPHONE** (% of 12-65 years old individuals in e.a. with mobile; 2013)

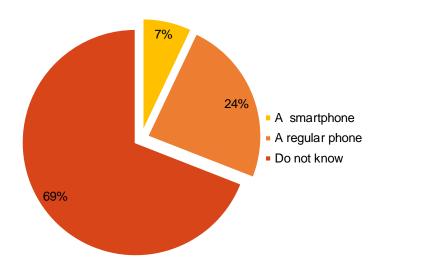




Almost one third of the 12-65 years old who have no mobile phone have the intention to be equipped with it in the next 12 months

#### INTENTION TO BE EQUIPPED WITH A MOBILE

(% of 12-65 y.o. individuals in e.a. non-equipped with a mobile line; 2013)



- 31 per cent) of the 12-65 years old who have no mobile phone have the intention to be equipped with it in the next 12 months.
- A majority of them have the intention to be equipped with a regular mobile pone

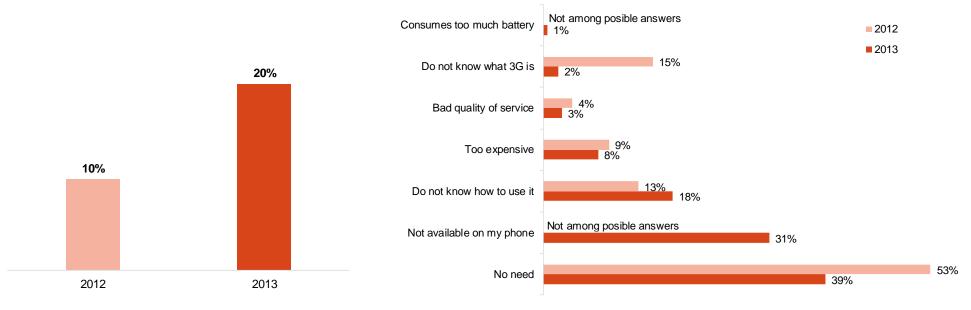
## 20% of the individuals equipped with a mobile use 3G services and the lack of need remains the main reason for not using the Internet on a mobile phone

#### **USE OF 3G SERVICES**

#### **REASONS FOR NOT USING THE INTERNET ON A MOBILE**

**PHONE** (% of individuals who did not use the Internet on a mobile)

(% of individuals in e.a. equipped with a mobile)



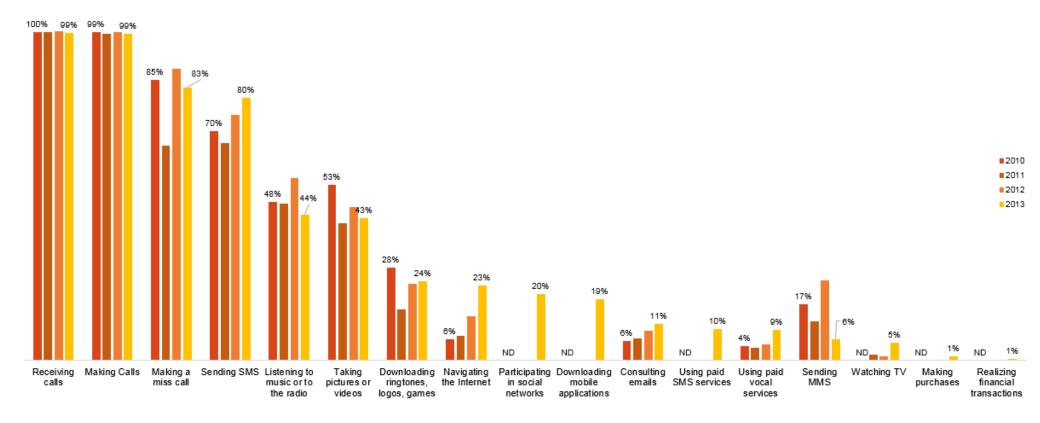
- The important increase in the use o 3G services seems in line with the increase in Smartphone equipment
- Among the individuals with a mobile and not using mobile Internet, the lack of need remains the main reason for not using the Internet on a mobile phone





The main use of the mobile pone remains making calls and sending SMS whereas other uses such as surfing on the Internet, participating to social networks, consulting emails and downloading mobile applications are growing

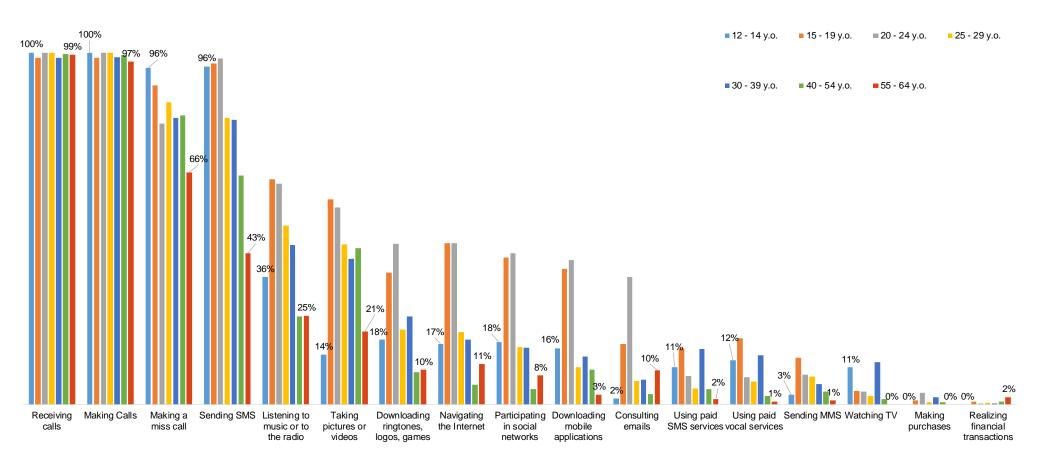
USE OF MOBILE PHONE (% of individuals in e.a. equipped with a mobile; 2013)





#### Young adults (15-24 y.o.) have the widest variety of mobile phone use

MOBILE PHONE USES (% of individuals in e.a. with a mobile phone; 2013)





## 4 FIXED LINE TELEPHONY



#### The level of households' fixed line telephony equipment keeps declining

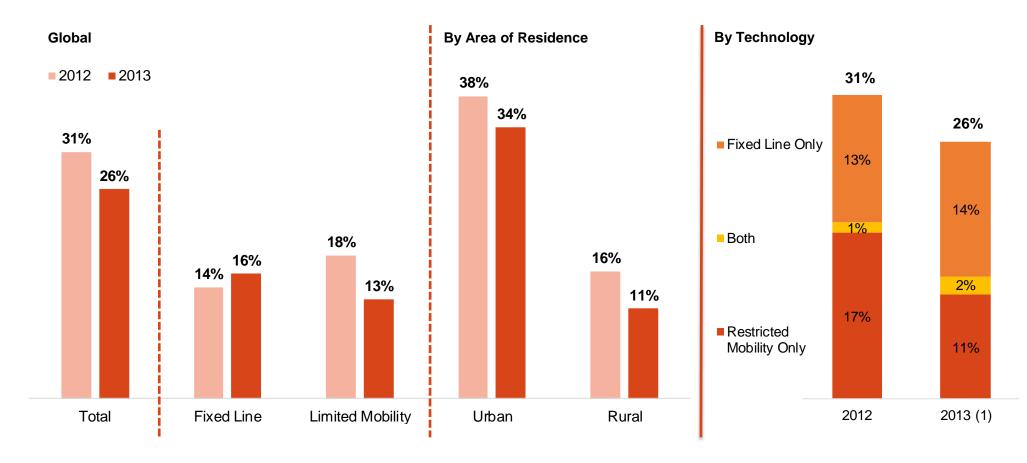
#### HOUSEHOLDS EQUIPPED WITH FIXED LINE TELEPHONY (% of all households in e.a.)





The new drop in household equipment with fixed telephony is due to the continued decline of restricted mobility – Rural areas experienced a more important drop

HOUSEHOLDS EQUIPPED WITH FIXED LINE TELEPHONY (% of all households in e.a.)

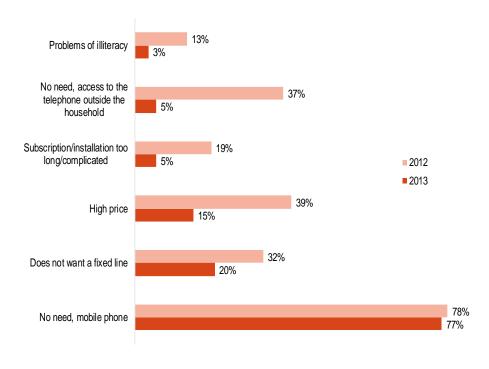




#### Households intentions to get a fixed line remain ow

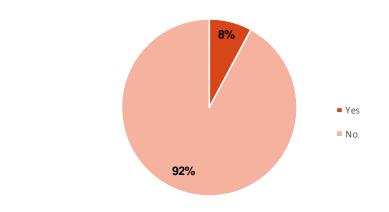
#### REASONS FOR NOT BEING EQUIPPED WITH FIXED LINE (% of households

unequipped in e.a. with fixed line)



#### HOUSEHOLDS WILLING TO BE EQUIPPED (% of

households in e.a. unequipped with fixed line)



- The substitution of fixed line by a mobile pone is the main reason for households for not being equipped with a fixed line.
- The proportion of households with no access to a fixed telephone line that intend to equip themselves over the next 12 months remains low even if it has increased to 8 per cent (5% in 2012)

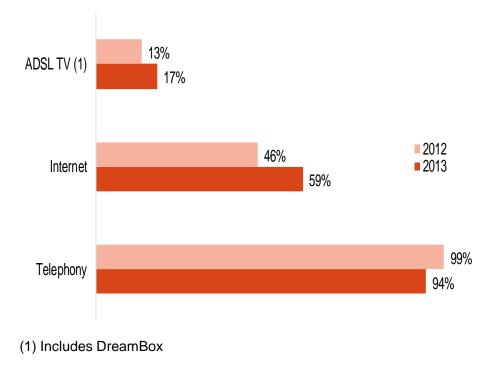


#### The use of the Internet: a growing motivation in fixed line equipment

Use of Fixed Line Telephony (% of households in e.a. equipped with a fixed line)

#### **USE IN TERMS OF SERVICES**

(% of households in e.a. equipped with a fixed line)



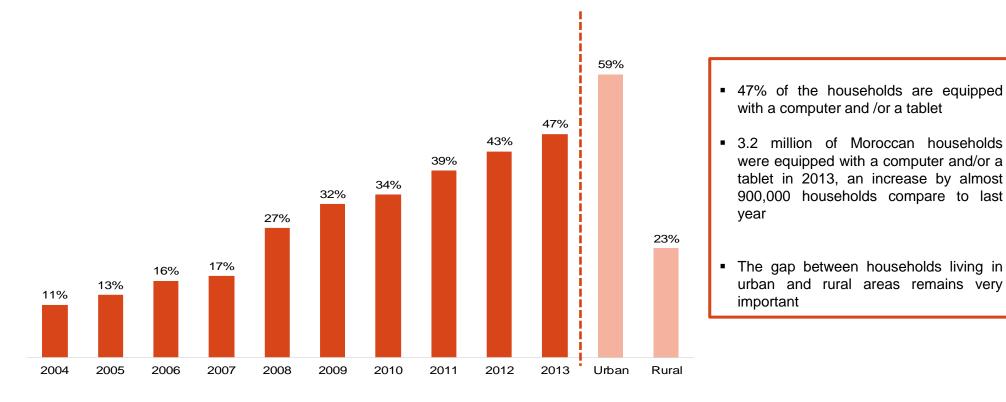
- Telephony remained the main factor that motivate household equipment in fixed telephony
- Internet access has become, in 2013, a major reason of the equipment in fixed telephony for a large proportion of households (59%).



# 5 COMPUTER

Almost half of the Moroccan households are equipped with a computer and /or a tablet, which represents approximately 3.2 million of households

HOUSEHOLDS EQUIPMENT IN COMPUTER AND/OR TABLET (% of households in e.a.)

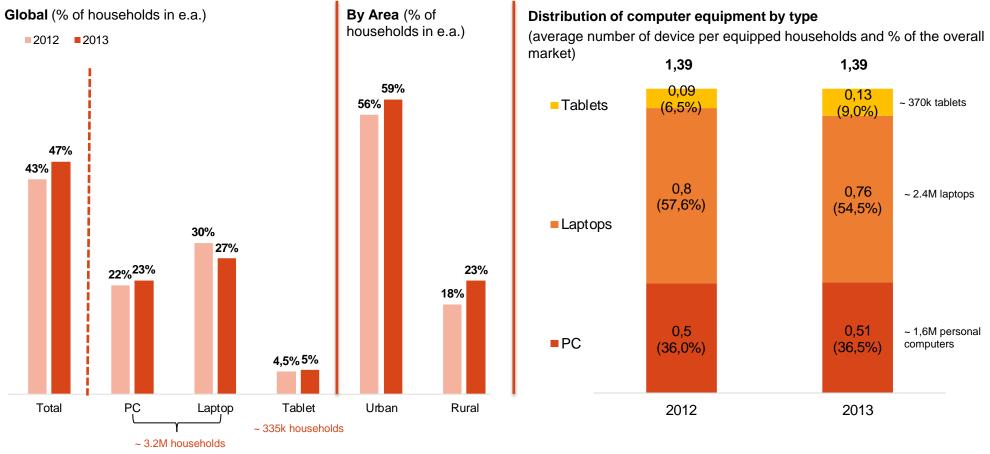






Almost half of the Moroccan households are equipped with a computer and /or a tablet - Tablets now represent 9 per cent of the overall computer market

#### HOUSEHOLDS EQUIPMENT IN COMPUTER AND/OR TABLET

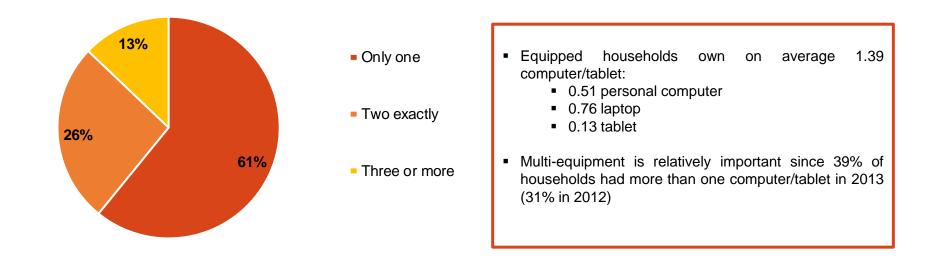




## Most of households only have one computer/tablet and 39% of the households are equipped with two devices or more

#### DISTRIBUTION OF HOUSEHOLDS ACCORDING TO THEIR EQUIPMENT WITH COMPUTER

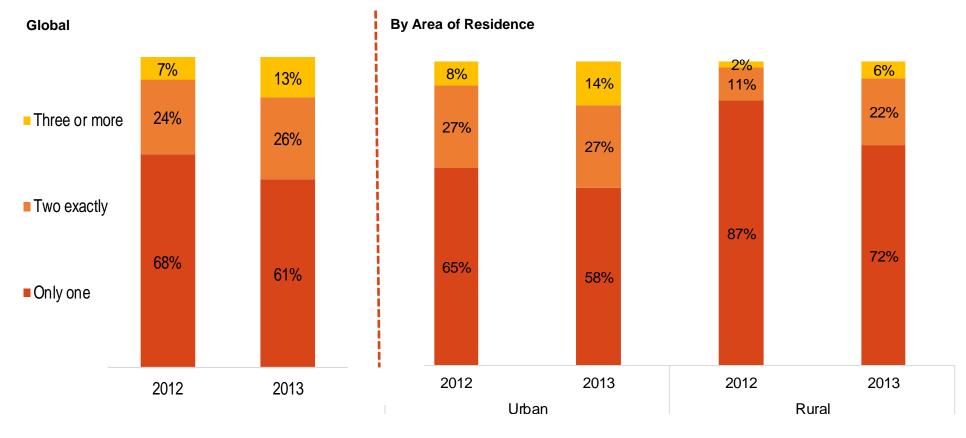
**AND/OR TABLET** (% of households equipped with computers and/or tablets)





#### Multi-equipment in computer/tablet increased in 2013

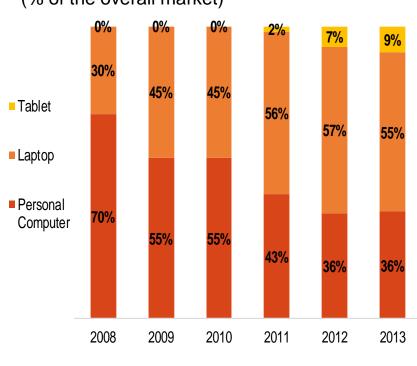
#### HOUSEHOLDS EQUIPMENT IN COMPUTER AND/OR TABLET (% of households in e.a.)





## Slight decrease in the share of laptops in the overall computer market while share of tablets keeps growing to reach 9%

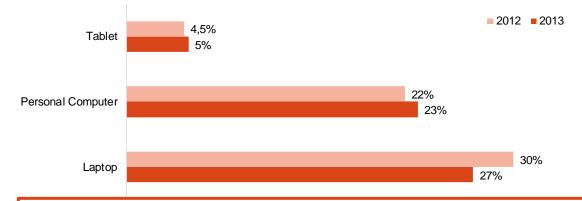
Households Equipment in Computer/Tablet



#### **TYPE OF COMPUTER**

(% of the overall market)

#### EQUIPMENT IN COMPUTER (% of households in e.a.)

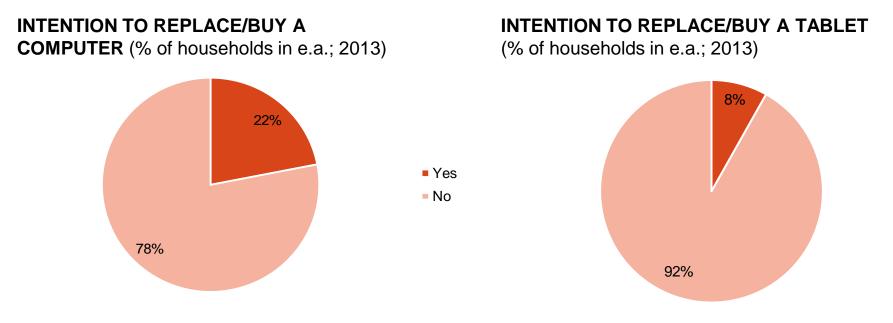


- Share of personal computers and laptops in the overall market remained relatively stable while tablets have a growing share of the overall computer market for households
- In 2013, personal computer represented only a little bit more tan the third of the overall market
- A majority of households are equipped with a laptop
- Tablets keep growing at since they appear on the market in 2011 representing now 9% of the overall market du parc total en 2013



## Increases in intentions to replace/buy a computer or a Tablet suggest sales should keep growing

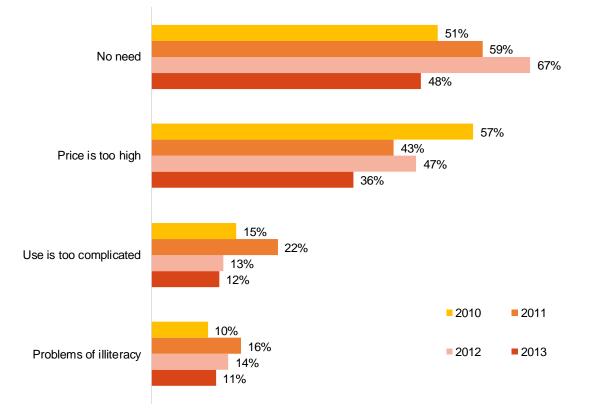
Intention to Replace/Buy a Computer/Tablet



- 22% of Moroccan households had the intention to buy/replace a computer in 2013
- Sales of tablets should keep increasing at a higher pace tan in 2012 since 8% of Moroccan households have the intention to replace/buy one

The main barrier to households equipment in computer/tablet was the lack of need whereas price is less and less considered as an obstacle

#### **BARRIERS TO EQUIPMENT IN COMPUTER**



(% of households in e.a. non-equipped in computer and/or tablet)

- Like in 2012, the main reason why households were not equipped with computer/tablet was the lack of need
- Almost half (48 per cent) of non-equipped households cited the lack of need as a barrier
- Price is less and less considered as an obstacle to equipment with computers since only a little bit more than one-third (36 per cent) of the households cited this reason for non-equipment





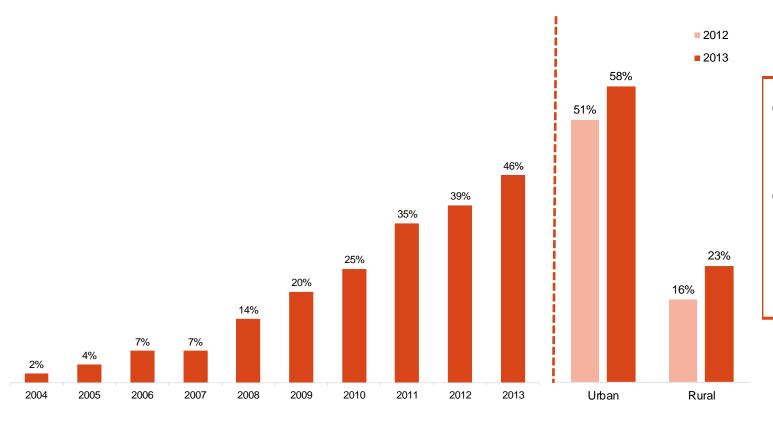
# 6 INTERNET

2013 Survey on ICT Access and Use by Households and Individuals in Morocco



## Almost half of the Moroccan households have access to the internet at home

**INTERNET PENETRATION IN HOUSEHOLDS** (% of households in e.a.)

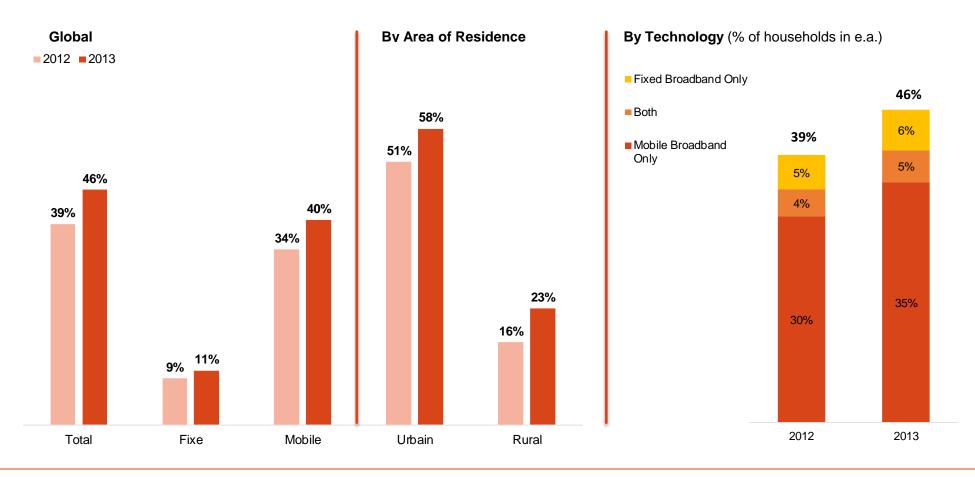


- Households' Internet penetration rate registered another increase in 2013 and is 7 points higher than in 2012 to reach 46 per cent
- Almost one fourth of the households living in rural areas have their own Internet connection. However, the gap between urban and rural areas remains important (25 points)



# Almost half of the Moroccan households have access to the internet mainly through mobile broadband technology

# INTERNET ACCESS BY TECHNOLOGY (% of households in e.a.)

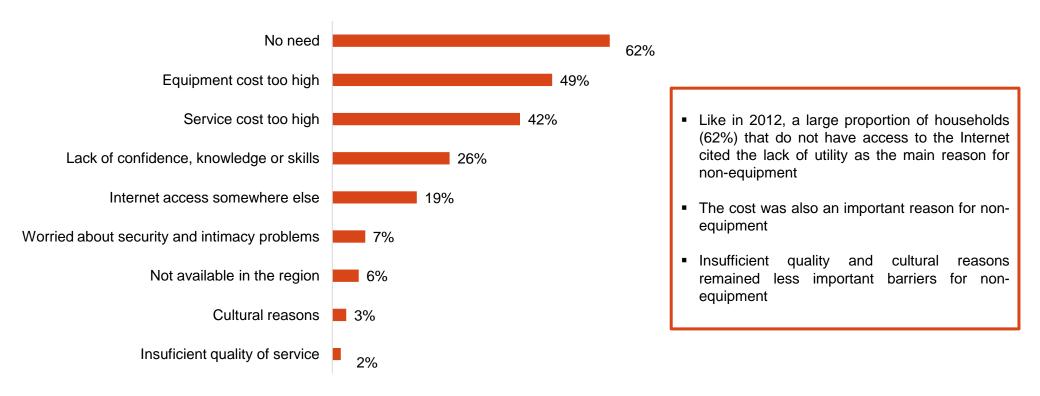


2013 Survey on ICT Access and Use by Households and Individuals in Morocco



# The lack of need and costs are the main barriers to Internet equipment among households

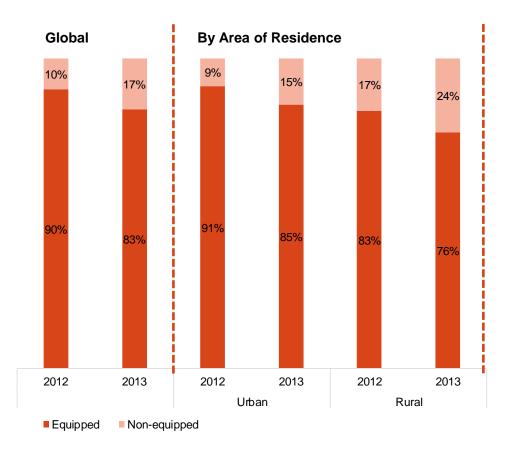
# BARRIERS TO HOUSEHOLDS INTERNET EQUIPMENT (% of non-equipped households in e.a.)





# About 83% of households equipped with computers have access to Internet at home – This proportion is lower in rural areas

**INTERNET ACCESS PENETRATION** (% of households in e.a. equipped with a computer/tablet)





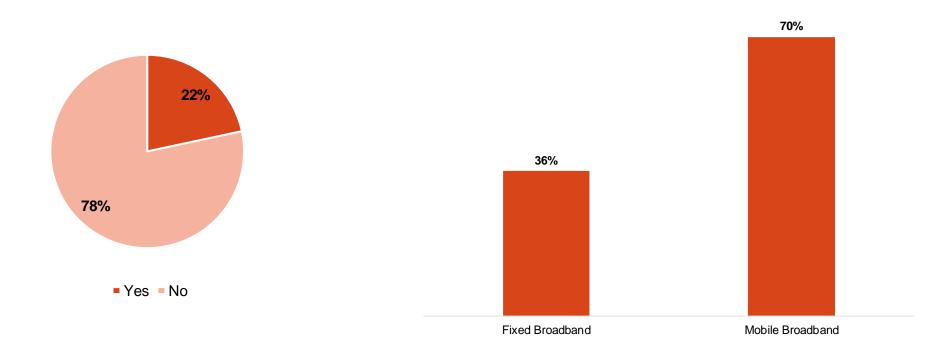
# 22% of non-equipped households have the intention to get an Internet connection at home, mainly through a mobile broadband technology

Intentions of equipment in Internet

# **EQUIPMENT INTENTION IN THE NEXT 12**

**MONTHS** (% of unequipped households)

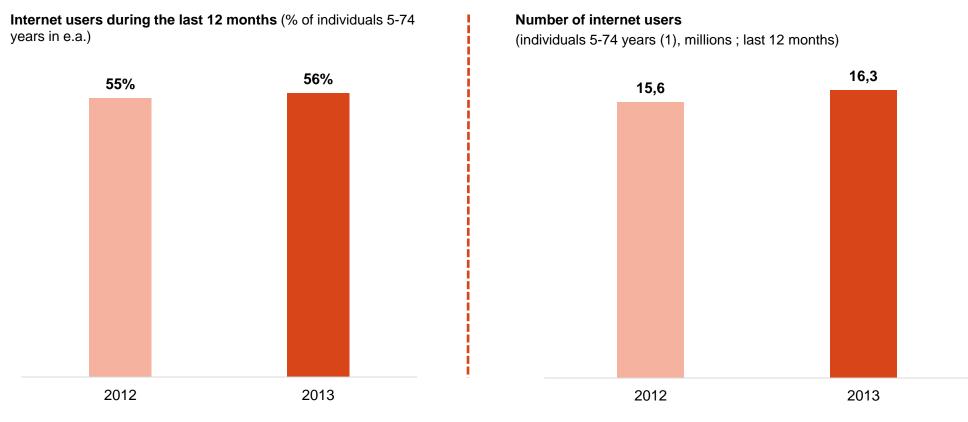
**TYPE OF EQUIPMENT WANTED** (% of unequipped households wanting to be equipped in the next 12 months)





# 16.3 million of Moroccan aged 5-74 years old used the Internet in 2013, which represents about 700,000 individuals more than in 2012

# INTERNET USERS DURING THE LAST 12 MONTHS (% of individuals 5-74 years old in e.a.)

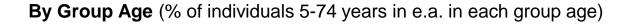


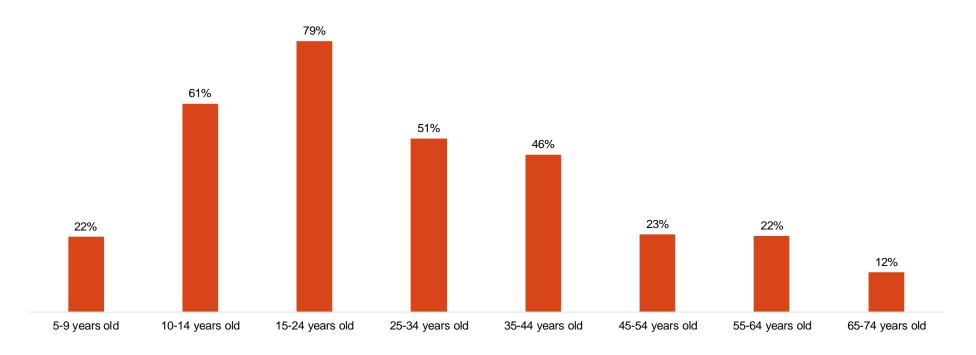
1) Method applied in 2012 and 2013: rate for 12-15 years old (resp. 55-64 y.o.) applied to 5-11 years old (resp. 65-74 y.o.)



The share of Internet users is the highest among the 15-24 years old – The share of Internet users is lowest for the 65-74 years old with only 12%

# **INTERNET USERS DURING THE LAST 12 MONTHS**







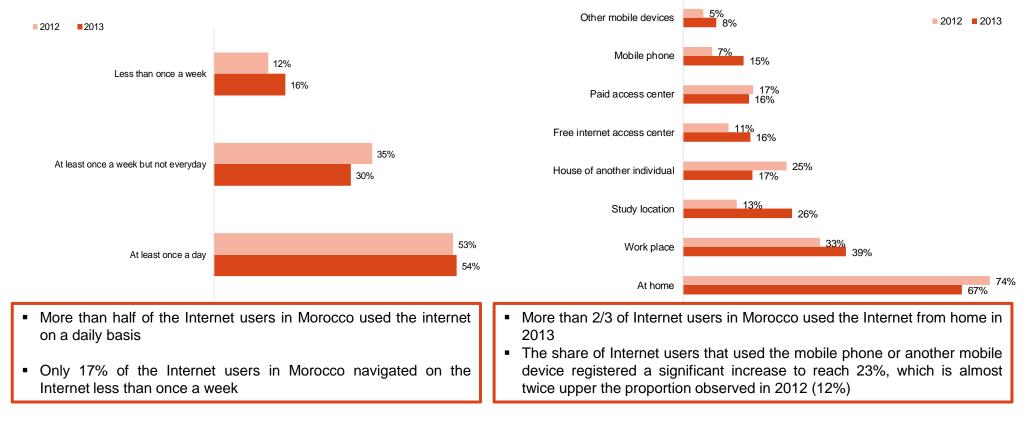
# 52% of the Internet users in Morocco used the internet on a daily basis, mainly from home and more and more from a mobile device

# FREQUENCY OF INTERNET CONNECTION

(% of internet users in the last 12 months)

# PLACE OF INTERNET CONNECTION

(% of internet users in the last 12 months)

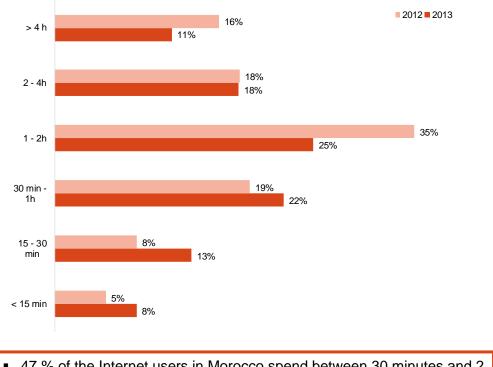


### **Use – INTERNET**



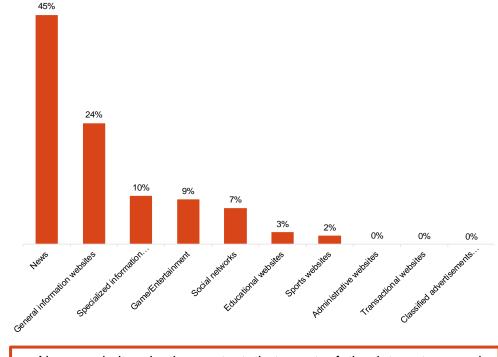
# Almost half of the Internet users in Morocco spend between 30 minutes and 2 hours a day navigating the web

# **DURATION OF CONNECTION PER DAY** (% of internet users in the last 12 months)



# (% of internet users; 2013)

TYPE OF CONTENT WANTED BY INTERNET USERS



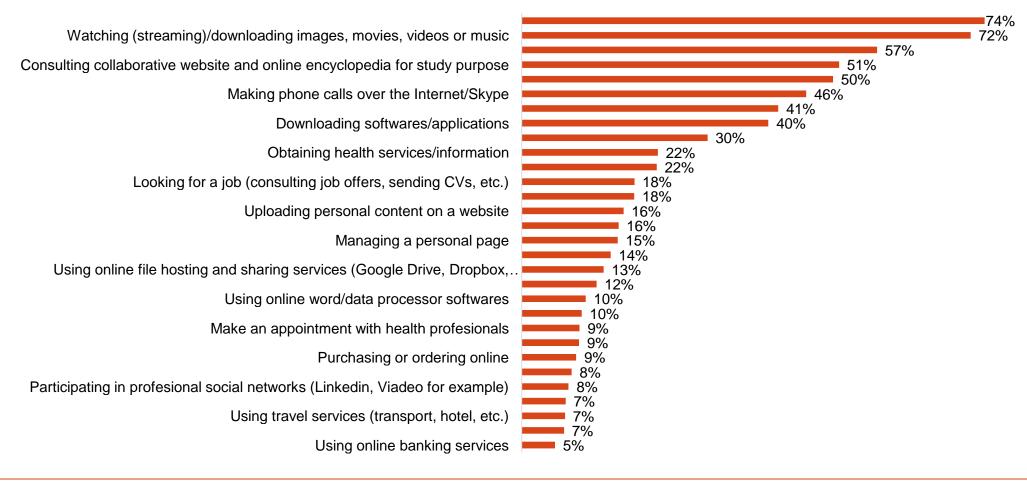
- 47 % of the Internet users in Morocco spend between 30 minutes and 2 hours a day navigating the web, 6 points less than in 2012.
- News websites is the content that most of the internet users in Morocco wish to find on the Internet

#### **Use – INTERNET**



In 2013, Internet users mainly surfed the web in order to participate in social networks, to download or watch multimedia contents and to use chat services

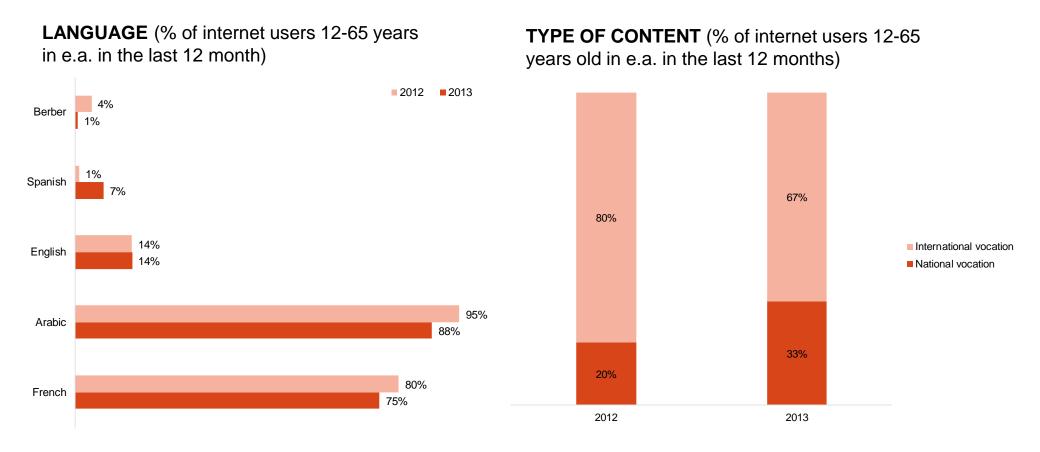
# **INTERNET USES** (% of internet users, 2013)





The content of the most visited websites is mainly in Arabic or French – Navigation on websites with national vocation increased again

Characteristics of most visited websites (% des internautes)



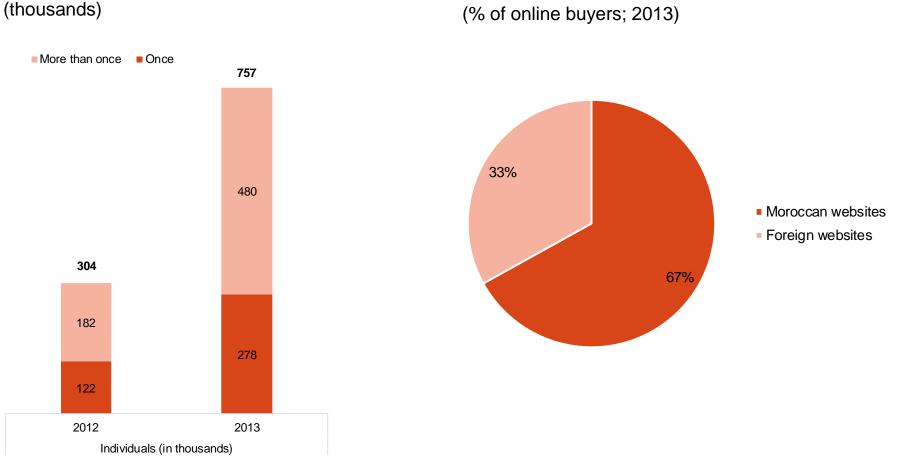


# 7 NEW SERVICES

**ONLINE BUYERS BY FREQUENCY** 



# More than 750 000 moroccans purchased online in 2013, twice than in 2012 and mostly on moroccan sites



(% of online buyers; 2013)

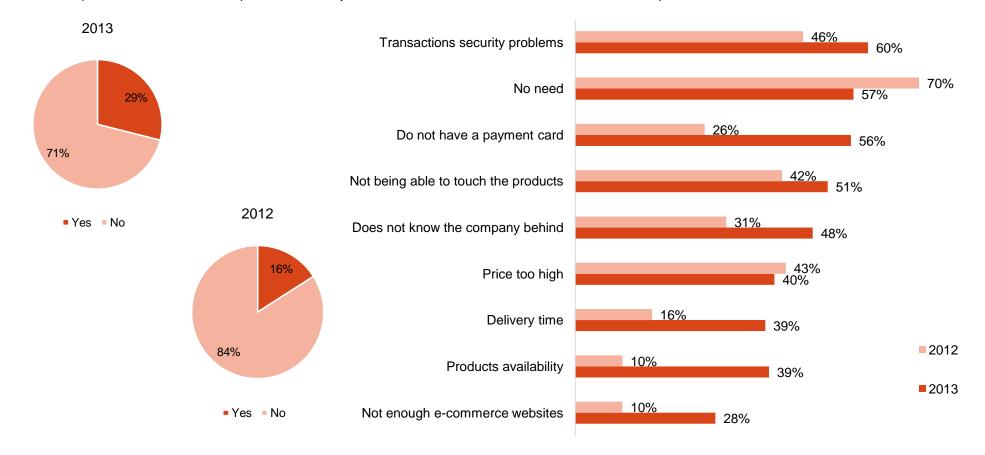
WEBSITE NATIONALITY



# Intentions to buy online increased and transactions security problems became the fisrt barrier to online purchase

#### **INTENTION TO PURCHASE ONLINE** (% of internet users)

**BARRIERS TO ONLINE PURCHASE** (% of internet users who have never purchased online in the last 12 months)





Strong increase in the use of mobile applications especially in urban areas

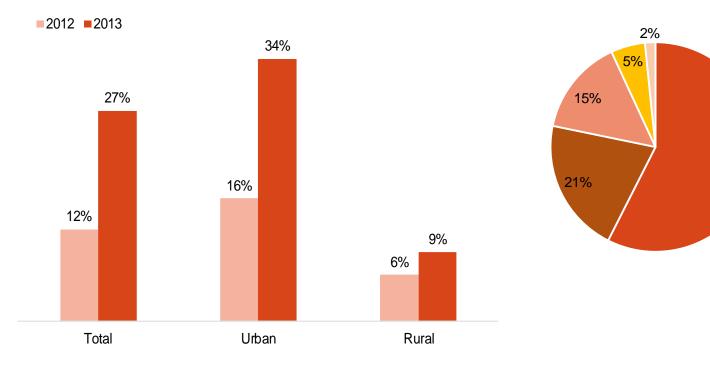
# USE OF MOBILE APPLICATIONS

(% of individuals 12-65 years old with smartphone in e.a)

# FREQUENCY OF USE OF APPLICATIONS

57%

(% of users; 2013)



- Once a day or almost once a day
- About once a week
- Once a month
- Lees than once a month

Several time a day

# **New Services – MOBILE APPLICATIONS**



Social network applications are among the most used together with games/entertainment applications and communication services applications – A large majority of users downloaded free applications

TYPES OF MOBILE APPLICATIONS DOWNLOADED

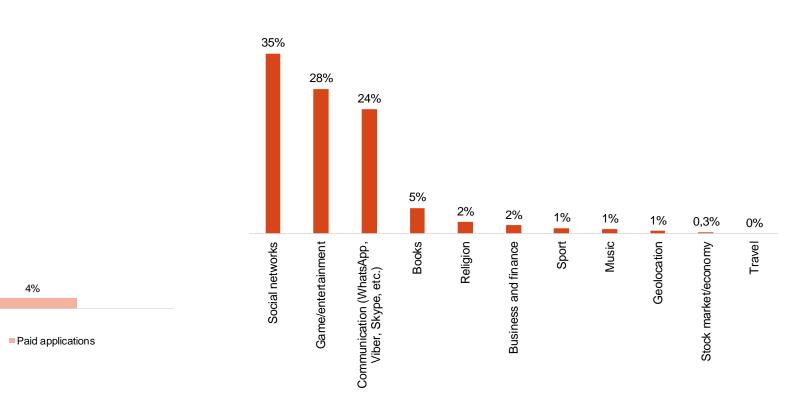
2013

Free applications only

(% of mobile applications users)

96%

**TYPES OF MOST USED APPLICATIONS** 

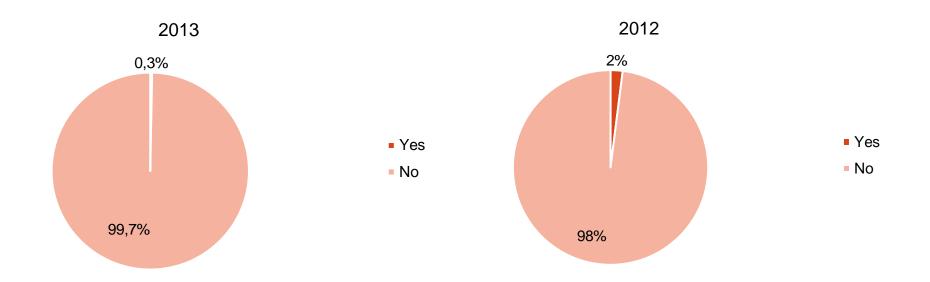


(% of mobile applications users)



# M-payment services seduce few Moroccans

**M-PAYMENT USE** (% of individuals 12-65 years old in e.a.)



M-payment services seduced very few individuals in Morocco since only 0.3 per cent of them said they used the service during the year

• Considering the low level of interest expressed by Moroccans, use of m-payment should not increase in the near future

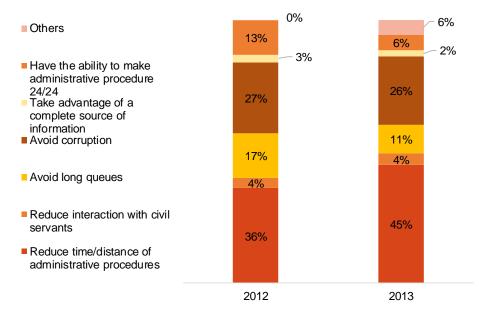


# 9% of the Internet users used E-Gov services in 2013 – E-Gov services save time and distance for administrative formalities for nearly half of Moroccans

E-GOV SERVICES USE (% of internet users in the last 12 months, 2013)



# MAIN BENEFITS OF E-GOV SERVICES (% of 12-65 y.o. individuals)



**SERVICES** (% of users)

WILLINGNESS TO PAY FOR E-GOV



More than 60% of E-Gov users declared they are ready to pay for those services

0% - 1% 2% 13% 14% 39% Do not answer 50% 24% 27% > 20 dhs No 10 - 20 dhs Yes 25% 5 - 10 dhs 61% 56% 50% 2 - 5 dhs 31% 2012 2013 2012 2013

ABILITY TO PAY FOR E-GOV SERVICES (% of individuals ready to pay)



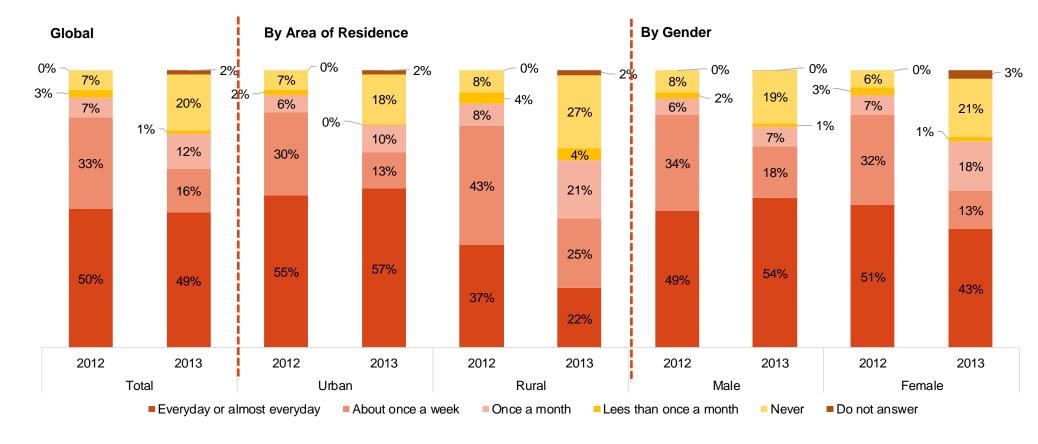
# 8 SOCIAL NETWORKS

## **Use – SOCIAL NETWORKS**



Almost half of the Internet users participated to social networks in 2013 – This share decreases to 23% in rural areas – Males connect more frequently

# FREQUENCY OF SOCIAL NETWORK USE (% of internet users)



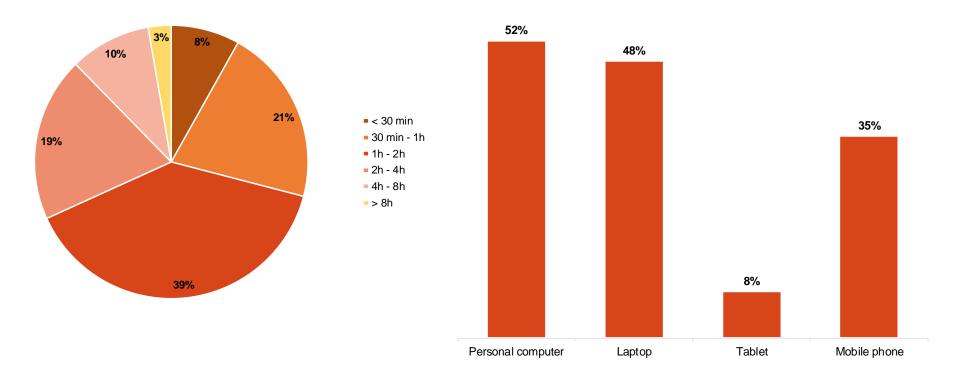
### **Use – SOCIAL NETWORKS**



More than one-third of the users accessed social networks from 1 to 2 H/Day – Almost half of the users accessed social networks via a personal computer or a laptop and more than 1/3 accessed via a mobile phone

#### DAILY USE OF SOCIAL NETWORKS (% of users)

# MOST USED EQUIPMENTS TO CONNECT TO SOCIAL NETWORKS (% of users)

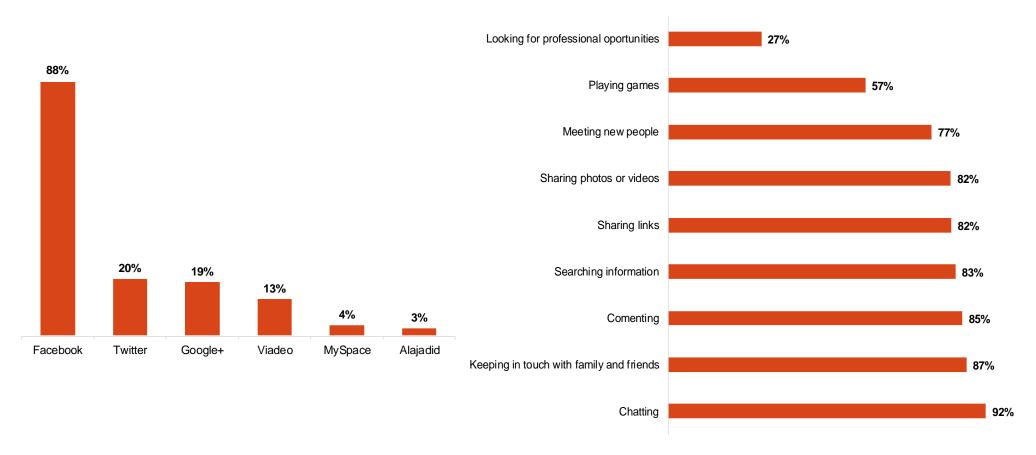




# Facebook is the most popular social network

# MOST USED SOCIAL NETWORKS (% of users)

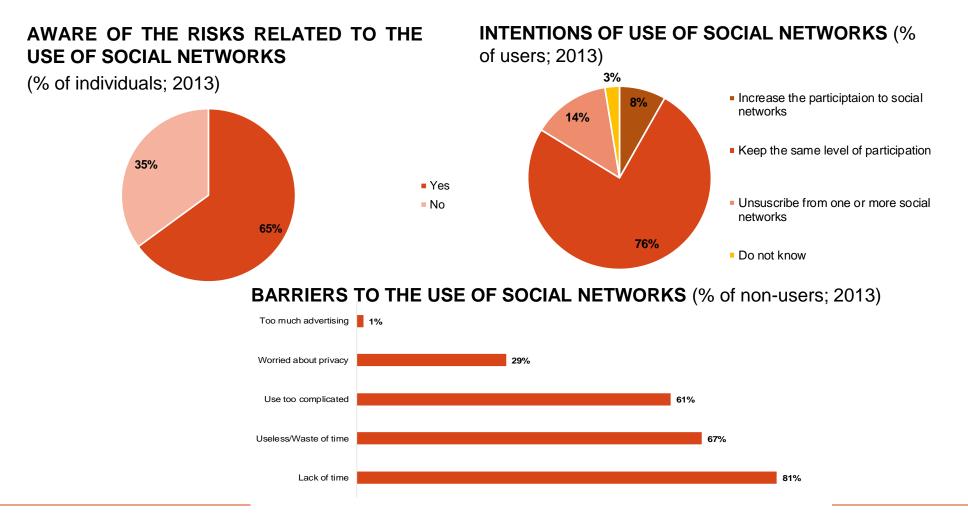
# MAIN REASONS TO USE SOCIAL NETWORKS (% of users)



## **Use – SOCIAL NETWORKS**



Most of the individuals are aware of the risks related to the use of social networks and <sup>3</sup>/<sub>4</sub> of the social networks users have the intention to have the same participation



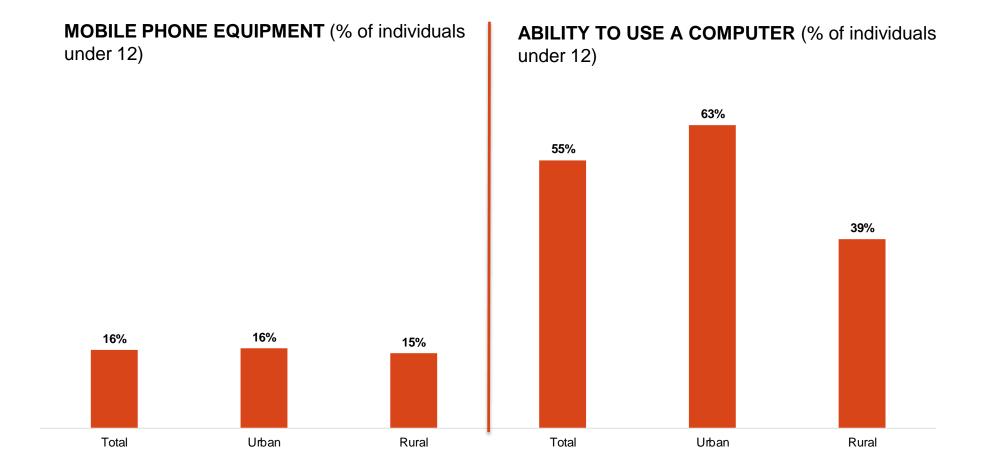
2013 Survey on ICT Access and Use by Households and Individuals in Morocco



# 9 YOUNG CHILDREN AND ICT

NOTE: A parent or a guardian answered the questions on ICT use by young children (under 12 years old)

16% of the young Moroccans are equipped with a mobile phone and more than half of them stated that they know how to use a computer





Almost half the young Moroccans aged under 12 used Internet in 2013 and almost 30% had the authorization to use the Internet on their own – 14% of them were social networks users

