

# Croatian statistics

K. Mihalec, N. Sudar, M. Brajdić (PULS)

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## Methodology

The purpose of the research, as specified by the client, was:

- To determine how frequently do persons of the female sex use the Internet in Croatia
- To discover the ways in which women in Croatia use the Internet
- To learn more about the general attitudes of female Internet users about the representation and images of women on the Internet

The research was conducted on a random sample of Croatian women older than 15 years, who stated that they use the Internet once a month or more frequently.

The research was conducted between 28<sup>th</sup> and 31<sup>st</sup> July 2003. The sample consisted of 250 female respondents. For the purposes of the preliminary search for the random sample of women who use the Internet, we contacted 1,886 households. Out of that total number, we found 250 (or 13,25%) women who fit into the targeted population. Similar data was found in our previous research, so we can assume that, in Croatia, approximately 26% of women older than 15 years (or 500, 000 women) actively use the Internet (out of the entire population of women older than 15).

We collected the data by using the method of phone survey and the professional CATI (National Computer Assisted Telephone Interviewing) system.

For this sample size, the statistical error for particular ratios is:

Percent	Statistical error
50%	6,2%
10%	3,7%
1%	1,2%

## Interpretation of results

The most interesting result of this research is related to the demographic features of the female Internet users. The random sample reflected the demographic structure of the female population who uses the Internet in Croatia.

If we would want to simplify the collected data and design a unique profile of the Croatian female Internet user, according to average figures, we would get the following description: she is aged between 36 and 38; it is equally probable that she had finished high school and graduated from a university; she is employed, working as a clerk or middle manager; she earns between 4,000 (528 €) and 5,500 (726 •) kunas (HRK) a month and lives in a household of three members on average. She has access to the Internet both at home and at work, and most often uses it on a daily basis or several times a week.

If not employed, she is aged between 22 and 28; she is a student without personal income (or they amount to less than 1000 kunas) and lives in a household with four members on average. She has Internet access at home and most often on the faculty premises, and uses the Internet several times a week or several times a month.

Regardless of the fact that this kind of presentation of results is appealing, we don't want to over-generalize, so we will comment on these results and discuss them in detail later.

When we look at the demographic structure, we immediately see that the Internet is most often used by women aged between 15 and 35, which means younger women. These are mostly women who finished high-school, but there is also a large percentage of highly educated women (38%). Although this is not surprising, it is important to mention that the percentage of highly educated women among the population of women who use the Internet is much greater than the percentage of highly educated women among the entire female population (about 11% of women in Croatia are highly educated). Among female Internet users, there are as little as 4 % of women with primary school only, which is a considerable gap in relation to their percentage (48%) among the total female population.

The Internet is mostly used by clerks, experts and intellectuals. It is also used by a large number of students.

The results show that the largest number of respondents has Internet access at home (83%). Many of them also have Internet access at work or only at work, and a smaller number of women (mostly students) have it at school or the university. Most of the women who have Internet access both

at home and at the office are highly educated women, and the smallest percentage of women with access to Internet at both work and home can be found, as expected, among women with only primary school. The largest percentage of women who use the Internet at their friends' homes or at Internet cafés can be found among women younger than 25, and those who earn less than 1000 kunas a month.

One of the conditions for participation in the research was that the women used the Internet at least once in the last 30 days, that is, that they consider themselves to be active Internet users.

Our respondents were really using the Internet actively, judging by the fact that most of them "surf the net" on a daily basis or several times a week (73%), and only few of them use the Internet as rarely as once a month (6%).

The frequency of Internet usage increases with the respondent's age and level of education, as well as personal income, which is in accordance with the fact that respondents older than 25 are most often employed and have Internet access at work, and with the fact that more educated women with more prestigious occupations more often have Internet access at work. Internet is mostly used by women in positions of senior management, experts and intellectuals. Retired women and housewives use the Internet least frequently.

Women most often use the Internet to find useful information (80%) or communicate by e-mail (71%), as well as to just "surf" for fun (68%).

Whereas students use the Internet primarily for e-mail communication, women in middle or senior management positions primarily use it to find useful information (93%) (this is also true for experts and employed women in general). Retired women and housewives devote an equal amount of time to e-mail communication, ordinary "surfing" and finding useful information.

Only 10% of women are web designers or create their own web pages. Their demographic profile matches the general demographic structure of female Internet users – they are also young and highly educated employed women. However, in this case, they are mostly experts, freelancers (in the so-called free professions) or intellectuals.

Only 18% of women take part in on-line discussions and chats, which contradicts and proves false the often cited stereotype of the so-called "women Internet user". Furthermore, only 2% of women state that they sometimes use the Internet as a means to find a romantic partner, friend etc. Women who participate in on-line discussions and chats are mostly students and unemployed women younger than 25.

Female Internet users who search for information about movie stars and singers are mostly young women younger than 25 (many of them are also between 25 and 35), both employed or unemployed women, students and clerks, that is, women with secondary education.

19% of respondents agree with the conventional belief that men know more about the Internet than women. The demographic structure of this group of women corresponds to the demographic profile of female Internet users in general, but it is surprising that there is a slightly higher percentage of highly educated women who agree with the above mentioned stereotype. Women mostly state that the reason for this is that «Women can't find the time» (38%) and that «Men are more interested» (19%).

63% of women notice that the media rarely or very rarely depict women in connection with computers, and as many as 19% admit that they have never seen a woman presented in this context. Women who most often encounter media images of women in connection to computers are freelancers, experts and intellectuals, whereas clerks come upon such images least often, which can to some extent be explained by different life styles and using different types of media.

Most of the respondents (25%) think that the media interpret the connection between women and computers in the context of the business world, or, very often, in the context of church/children/kitchen. 11% of women believe they interpret it in a pornographic manner. Whereas retired women, housewives and clerks most frequently notice the church/children/kitchen interpretation, experts and managers mostly observe the images related to the business world. Students most often, in addition to the business world, come upon representations of women and computers in a pornographic manner. These different attitudes can be ascribed to different life styles and interest of these groups of women, because of which they use different media in different ways.

When talking about obstacles to a more comprehensive usage of Internet, the respondents most often mention expensive Internet impulses (62%), and bad English (53%). Some of the ways to improve Internet usage could be skills learning and practice (38%) and better equipment – hardware and computers (33%).

## Research results

**Table 0:** Demographic structure of the respondents

		<b>N</b>	<b>%</b>
<b>Number of respondents</b>		250	100%
<b>Age</b>	25 or younger	81	32%
	26 -35	71	28%
	36 – 45	45	18%
	46 or above	53	21%
<b>Education</b>	Primary school	10	4%
	High-school	145	58%
	Higher education (college or university)	95	38%
<b>Working status</b>	Employed	158	63%
	Unemployed (part-time workers included)	92	37%
<b>Occupation</b>	Free lancers, experts and intellectuals	44	18%
	Middle or senior managers	28	11%
	Clerks	63	25%
	Manual workers/ blue collar workers	23	9%
	Retired women or housewives	15	6%
	Students	43	17%
	Unemployed	18	7%
	Other	16	6%
<b>Personal income</b>	1000 kunas or less	29	12%
	1001 – 2500	26	10%
	2501 – 3500	50	20%
	3501 – 4500	37	15%
	4501 – 5000	20	8%
	5001 – 6000	20	8%
	6000 kunas or more	16	6%
	Doesn't know or doesn't want to answer	52	21%

**Table1:** Do you personally have access to the Internet and other on-line services? If yes, where?

<b>Number of respondents</b>	<b>250</b>
At home	83%
At the office/at work	42%
At school/faculty	13%
Other places (friends/Internet café)	12%

**Table 2:** Do you personally have access to the Internet and other on-line services? If yes, where? – demographic structure

		At home	At the office/ at work	At school/ faculty	Other places (friends/ Internet café)
<b>Number of respondents</b>		<b>208</b>	<b>104</b>	<b>32</b>	<b>31</b>
<b>Age</b>	25 or younger	79%	14%	36%	21%
	26 -35	87%	55%	4%	14%
	36 – 45	78%	60%		4%
	46 or above	89%	51%		4%
<b>Education</b>	Primary school	80%	10%	20%	10%
	High-school	80%	31%	18%	16%
	Higher education (college or university)	88%	61%	4%	7%
<b>Working status</b>	Employed	81%	64%	3%	12%
	Unemployed (part-time workers included)	87%	3%	30%	13%
<b>Occupation</b>	Free lancers, experts and intellectuals	89%	61%	5%	11%
	Middle or senior managers	89%	82%		4%
	Clerks	71%	75%	2%	11%
	Manual workers/ blue collar workers	83%	17%	4%	26%
	Retired women or housewives	93%	7%		7%
	Students	81%	5%	49%	19%
	Unemployed	83%		39%	17%
	Other	100%			

**Table 3:** Could you tell me how often do you use the Internet?

<b>Number of respondents</b>	<b>250</b>
Every day	40%
Several times a week	33%
Several times a month	20%
Once a month	6%

**Table 4:** Could you tell me how often do you use the Internet?  
– demographic structure

		Every day	Several times a week	Several times a month	Once a month
<b>Number of respondents</b>		101	83	50	16
		40%	33%	20%	6%
<b>Age</b>	25 or younger	9%	14%	8%	2%
	26 – 35	12%	10%	4%	2%
	36 – 45	10%	4%	3%	1%
	46 or above	10%	5%	5%	1%
<b>Education</b>	Primary school	1%	2%	1%	
	High-school	21%	20%	12%	5%
	Higher education (college or university)	19%	11%	7%	1%
<b>Working status</b>	Employed	30%	19%	10%	5%
	Unemployed (part-time workers included)	10%	14%	10%	2%
<b>Occupation</b>	Free lancers, experts and intellectuals	10%	4%	4%	
	Middle or senior managers	7%	3%	1%	1%
	Clerks	12%	9%	2%	2%
	Manual workers/ blue collar workers	2%	2%	3%	2%
	Retired women or housewives	2%	1%	2%	0%
	Students	4%	7%	5%	1%
	Unemployed	2%	3%	2%	
	Other	2%	3%	2%	

**Table 5:** What do you usually use the Internet for?

<b>Number of respondents</b>	<b>250</b>
Gathering useful/necessary information	80%
E-mail communication	71%
Ordinary "surfing"	68%
Information about movie stars/singers	27%
Participating in on-line discussions □ chat	18%
Shopping or e-business	16%
Giving information to others	14%
Web design or maintaining web pages	10%
Activism-supporting some Internet projects and actions	6%
Other	4%
Pornography/erotica	2%
Searching for a romantic partner, friend etc.	2%

**Table 6:** Do you agree with the conventional belief that women know less about the Internet than men?

<b>Number of respondents</b>	<b>250</b>
I agree	19%
I disagree	78%
I don't know/I'm not sure	3%

**Table 7:** Do you agree with the conventional belief that women know less about the Internet than men? – demographic structure

		I agree	I disagree
<b>Number of respondents</b>		48	195
<b>Age</b>	25 or younger	22%	78%
	26 -35	18%	82%
	36 – 45	20%	80%
	46 or above	19%	81%
<b>Education</b>	Primary school	10%	90%
	High-school	19%	81%
	Higher education (college or university)	22%	78%
<b>Working status</b>	Employed	20%	80%
	Unemployed (part-time workers included)	19%	81%
<b>Occupation</b>	Free lancers, experts and intellectuals	20%	80%
	Middle or senior managers	14%	86%
	Clerks	21%	79%
	Manual workers/ blue collar workers	26%	74%
	Retired women or housewives	20%	80%
	Students	20%	80%
	Unemployed	22%	78%
	Other	13%	87%

**Table 8:** Could you explain why you agree?

<b>Number of respondents</b>	<b>48</b>
Women can't find the time (obligations, family, job...)	38%
Men are more interested	19%
Women are less familiar with technology	10%
Men use it more often	8%
Women less often have Internet access (at work...)	6%
From experience (my female friends don't know how to use it)	6%
Other	15%
N.A.	8%

**Table 9:** How often, in various media such as newspapers, TV or web pages, are women presented in connection to computers and the Internet?

Number of respondents	250
Very often	0%
Often	14%
Rarely	44%
Very rarely	19%
I never noticed such media images	19%
I don't know/I'm not sure	4%

**Table 10:** In your opinion, in which of the following ways do the newspapers, TV or web pages generally interpret the connection between women and computers or women and the Internet?

Number of respondents	202
In the same way as they interpret men	10%
In the context of children/kitchen/church	22%
In the business context	25%
In a pornographic manner	11%
As heroines/protagonists of computer games	10%
Other	5%
I don't know/I'm not sure	15%

**Table 11:** In your opinion, what can be done in order to improve the usage of the Internet?

Number of respondents	250
Cheaper Internet impulses	62%
Better knowledge of English	53%
Learning and practicing skills	38%
Equipment – hardware, computers	33%
Better telecommunications infrastructure	28%
Software – different programs	26%
Better Internet providers	18%
Other	1%
I don't know/I'm not sure	4%