2010

The Internet in Cyprus

Final Report
World Internet Project

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Cyprus University of Technology (CUT)

Department of Communication
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World Internet Project
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Contents

Executive summary

This is the second "Cyprus World Internet Project" survey. It was conducted in May-June 2010. Information was gathered via personal interview with a sample of 1000 Greek-Cypriots and 600 Turkish-Cypriots. The data collected is therefore more significantly representative of the Cypriot population than the first survey conducted in 2008 which considered only the views of the Greek-Cypriot community.

ICT Usage

The majority of Greek-Cypriots own a personal computer (71%).

Overall, Greek-Cypriots are not particularly dependent on computers in their everyday life.

Computer dependency is higher among younger and more educated Greek-Cypriots.

Internet use has increased dramatically since 2000 and the internet is becoming a part of Cypriots' everyday life.

Internet use rates are the same for both communities (58%).

42% of Greek-Cypriots are non-users of the internet, among which 5% are ex-users of the internet.

In comparison to 2008, the greater increase of internet use among Greek-Cypriots is registered in the district of Paphos (>20%), in rural areas (15%), among women (12%) and the 35-44 age group (23%).

The number of internet users in both communities decreases linearly with age.

Almost 100% of Greek-Cypriot high-school and university students use the internet.

The overwhelming majority in both communities (89%) have access to the internet at home.

The overwhelming majority of Greek-Cypriots (85%) have a broadband connection at home. A significant percentage of Turkish-Cypriots connect to the internet though a dial-up modem at home (34%).

Turkish-Cypriots have much less internet access at their workplace compared to Greek-Cypriots.

In both communities the majority of users who access the internet via mobile devices or phones are young (15-34 years), students or university graduates.

Greek-Cypriot' internet use via mobile devices is most extensive among high-school and university students with relatively high monthly household income.

Within the Greek-Cypriot community internet use via mobile devices decreases linearly with age.

Among Greek-Cypriots the average time of internet use via mobile devices increased from 5.6 hours in 2008 to 8.04 hours per week in 2010.

In both the Greek-Cypriot and the Turkish-Cypriot communities women spend more time than men on the internet via mobile devices and phones.

The higher the monthly family income, the more years of internet use.

In general, Greek-Cypriot internet users are older than Turkish-Cypriot internet users.

In 2010 educational and professional needs remain the two most important stimuli for internet use.

Internet access hours

Overall, most online time is spent at schools and universities.

In the Greek-Cypriot community, time spent online at home decreases linearly with age.

Time spent online at home has increased for residents of Limassol and Larnaca, women and high-school and university students.

Digital divide

In Cyprus there is a digital divide across three socio-demographic variables: age, income and education. Younger, wealthier and more educated people make more extensive use of the internet.

In both communities higher internet use is associated with households where children under 18 years of age are resident.

The main reasons given for not using the internet are that it is not useful, that it requires specialized knowledge and time, and that it cannot be accessed due to lack of ownership of a computer.

Non-users seem reluctant to follow technological developments, as there is no indication that they will adopt internet use in the near future. (I don't understand this point - CK)

Among Greek-Cypriots, the percentage of people who started but later stopped using the internet has decreased.

The most common reason for abandoning internet use is high connection cost (15% against 2% in 2008).

Internet impressions

Turkish-Cypriot users tend to be more sceptical towards the reliability of the internet than Greek-Cypriots.

The majority of Cypriots consider the internet an important source of their information. This view is shared Turkish-Cypriot users.

In both communities television is the most important source of information.

As an information-source newspapers are valued much more highly by Turkish-Cypriots than by Greek-Cypriots (72% against 39%).

More Turkish-Cypriot (52%) than Greek-Cypriot (31%) internet users value radio as an information source.

A higher percentage of Turkish-Cypriot users consider the internet an entertainment medium (70% against 51%).

Television remains the most important source of entertainment for both Greek- and Turkish-Cypriot internet users.

Media use

The average time Greek-Cypriot internet users spend watching TV weekly has increased from 15.4 hours in 2008 to 16.3 hours in 2010.

Greek-Cypriot internet users watch television more frequently than Turkish-Cypriot users.

Almost half of the internet users in Cyprus listen to the radio for up to 7 hours per week (52% of Greek-Cypriots and 47% of Turkish-Cypriots).

Turkish-Cypriot internet users are "heavier" newspaper readers than Greek-Cypriots.

28% of Greek-Cypriots read newspapers only 1-2 hours per week, while 41% do not read newspapers at all. 12% of Turkish-Cypriots do not read newspapers.

Greek-Cypriot non-internet users tend to use 'traditional' (offline) media more than internet users. The differences are more apparent in relation to television and radio than for newspapers.

However, among Greek-Cypriots there is so far no indication that the internet has replaced other media in frequency of use.

Online transactions

Greek-Cypriot online buyers make purchases once a month on average.

Online purchasing is increasing but there is still scepticism regarding the frequent use of the internet for transactions.

Greek-Cypriot online buyers are mostly male, aged 25 to 34, university graduates and with a monthly family income of more than 2000 €

Cypriots are quite sceptical regarding the security of online transactions: 53% of Greek-Cypriots and 37% Turkish-Cypriots believe that their security is threatened.

Social networking

Most Cypriots feel that their online activities have not affected their social relationships (family and friends).

More Turkish-Cypriot than Greek-Cypriot users believe that contacts with peers, people of the same political and religious beliefs and colleagues, as well as family and friendly contacts, have increased as a result of internet use.

13% of Greek-Cypriot users report that they spend less time with their families since connecting to the internet at home (only 4% say they spend more time).

Identity and social relations

Greek-Cypriot internet users do not tend to share personal details online that they feel they cannot reveal in interpersonal communication.

Most believe that the internet does not replace face-to-face contact for meeting people.

Most Greek-Cypriot users do not have multiple online identities and do not consider cyberspace as a means of establishing relationships that would not be possible in real life.

It seems that the internet is not incorporated deeply and permanently into the personal identity of Greek-Cypriots.

Overall evaluation of the internet

The vast majority of users feel that the overall effect of the internet on their lives is positive.

Also in 2010, 69% of users say that the absence of an internet connection would have a negative impact on their lives.

Multitasking and Communication

Many Cypriot users report that they often engage in multitasking while online.

Younger users appear to engage in multitasking while online more often than older users.

E-mail remains the most significant form of communication.

Useful information

News is the most popular type of information sought by users online.

Turkish-Cypriots search for humorous content online more frequently than Greek-Cypriots.

Greek-Cypriots search for travel and product information more frequently, and Turkish-Cypriots are more concerned to seek health-related information.

Entertainment

In both communities internet use for leisure activities has increased

Online games, music and videos are particularly popular among younger ages.

Browsing the web is by far the most popular entertainment activity.

Participation in social networking sites has become a daily routine for many

users especially for younger ages and mainly among Turkish-Cypriots.

Everyday transactions

A small percentage of users in both communities use online banking services.

Learning

Cypriots seem to become more familiar with searching for word definitions and checking various facts online – with Turkish-Cypriots being relatively more active in this field.

The use of internet resources for distance learning for an academic degree or training is quite limited.

Although most time online is spent at schools and universities, the internet is not used often for school-related work.

Political self-placement and political efficacy

The majority of Cypriots place themselves in the middle of the political spectrum on the Left–Right axis. Many do not accept this distinction.

Greek-Cypriots do not tend to think that internet use can increase their political leverage and the political system's responsiveness to the electorate's demands.

Turkish-Cypriot users seem less alienated from politics and say that the internet helps them develop a better understanding of political issues.

Freedom of speech and surveillance

Almost half Greek- and Turkish-Cypriots believe that the internet is not a safe space for freely expressing one's political opinions.

Compared to Greek-Cypriots, less Turkish-Cypriots think that people should be free to criticize government authorities online or express extreme political views on the internet.

Greek-Cypriots tend to think that the government should regulate the internet more than it does and do not seem worried that the government or companies check what they do online.

Information and discussion about the Cyprus Problem

As a source of information on the Cyprus Problem, the internet is more important for Turkish-Cypriot than for Greek-Cypriot internet users.

The vast majority of people from both communities do not discuss, nor would they like to discuss (online) the Cyprus Problem with people from the other community.

Introduction

The Republic of Cyprus is the third largest island in the Mediterranean and has a population of approximately 800,000 [1]. Located at the north-eastern end of the Mediterranean basin at a distance of 240 miles north of Egypt, 64 miles west of Syria, and 44 miles south of Turkey, Cyprus represents the most easterly border of the European Union. Over the course of the last twenty five years the island's economy has been transformed into a successful free market service-based economy with dynamic industrial, agricultural and construction sub-sectors. The population as a whole enjoys a high level of literacy and education. The service sector, where tourism occupies a substantial position, contributes 76% of GDP and employs 71% of the labour force. The World Bank classifies Cyprus among the high income countries; GDP per capita amounts to EUR 18 500, which is about 80 % of the EU average, and is higher than in Greece or Portugal.

The Cyprus Republic has a significant macroeconomic potential due to the introduction of high technology, expertise and know-how which facilitate foreign investments. Consequently, the development of knowledge-intensive industries (machinery, audiovisuals, pharmaceuticals, educational, social work, etc.) is progressing steadily. Additionally, expenditure in consumer goods is quite extensive; if not a fully fledged network society, Cyprus is unquestionably a consumer society.

On 1 May 2004 Cyprus joined the EU together with nine other countries. Cyprus and Malta were the only 'new member states' that did not formerly belong to the Soviet Bloc. As compared with most of the new member states Cyprus was wealthier and faced less immediate regional, financial, social, and human capital divides and inequalities. In 2004 the average level of productivity was the second highest among the new member states, corresponding to around 78% of the EU average. In addition, Cyprus had the highest rate of employment among the ten new member states and the fifth highest among the EU25.

The improvement of Cyprus' position in the EU depends on the upgrading of key infrastructures and the development of human capital. This is contingent upon the taking up of opportunities offered by the Information Society (access to ICTs, online public and private services and so on). Despite increased spending in R&D over the last ten years or so, both in public and private sectors, Cyprus still lags behind the EU average as far as ICT expenditure is concerned; the latter represents only 0.1% of total European spending. Nevertheless, high investment in state-of-the-art telecommunications technologies has made Cyprus into one of the most important telecommunications hubs for the Middle East, a position enhanced by the vigorous implementation of eGovernment programmes and the provision of broadband services countrywide.

Cyprus is a 'late-starter' in terms of IS policy. In 1987 the Cypriot government inaugurated the 'Information Systems Strategy,' (ISS) which in one form or another still exists. Under this strategy a number of projects were implemented, albeit not speedily, in specific target areas in both public and private sectors. The majority of these projects commenced after 1996, when EU accession, being a viable goal, required greater harmonization. Since then, ICT services have increased dramatically. Given that Cyprus was already a modernized society, tightly incorporated into the

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[1] http://www.cia.gov/cia/publications/factbook/geos/cy.html#Intro.

world economic system, one cannot claim that its late start in the digital era has been a leap-frog process, i.e. an opportunity for reducing an economic development gap. The leap-frog metaphor fits better for less developed countries where telecommunications policies are adopted in order to catalyze speedy transition to a knowledge economy.

The "World Internet Project Cyprus", implemented by the Department of Communication and Internet Studies and funded by CUT, is part of the global "World Internet Project" network, directed by USC Annenberg School Center for the Digital Future in U.S. including more than 20 countries. The first survey on internet usage in the Cyprus Republic was conducted in 2008, while the second "wave" was held in April and May 2010 in the Cyprus Republic (including the Turkish Cypriot community living in the north of the island, which is under Turkish occupation since 1974. This report presents the results of the 2010 survey, tracing the evolution of internet use in the Greek Cypriot community from 2008 to-date, while it also provides comparative data on internet use in both communities.

Methodology

Greek-Cypriot Community

Introduction

The survey comprised 1000 interviews conducted face-to-face, and selected door-to-door, with people who were able to express themselves either in Greek or English. The research methodology was designed by CUT and fieldwork was carried out by Symmetron MRC Institute, a full service research agency and member of ESOMAR. In a previous stage (2008), a pilot survey with 32 respondents was conducted, prior to the main survey, to control for the format and question and interview length. In addition, through reverse translation, a cultural adaptation of the WIP questionnaire ensured 'linguistic equivalence'.

Geographical coverage

The survey covered all of the five districts of the Cyprus Republic.

Statistical units

Households with at least one member aged 15+ years

Individuals aged over 15+ years

Data Collection Period

April 30 - May 26, 2010

Sampling Method

A multistage stratified random sample design was applied. At the first stage, the sampling frame was stratified into urban and rural strata by district. Households were allocated proportionally in each stratum according to the Population Census of the Statistical Service of the Republic of Cyprus. Selection of households in urban areas was implemented through simple systematic random sample. A random start was selected and by using the sampling interval N/n urban households for each district were selected. The selection in rural areas was conducted in two stages: villages of each district were the Primary Sampling Units and households the Ultimate Sampling Units. The villages sample was drawn with probability proportional to size.

At the second stage, respondents were selected in each household using age and gender quotas proportionate to the total population according to the Population Census of 2001. In each household only one interview was conducted. If the randomly selected individual was between 15 and 17 years of age, the interviewer asked a parent for permission to interview the young person.

Response Rate

The response rate was 89%. Specifically, 1124 households were visited and 1000 effective interviews were obtained. Refusal by the person who answered the door accounts for 6%, the corresponding rate for refusal by the selected respondent was 3%. A further 2% represents repeated unsuccessful efforts to contact the selected households.

Data Collection Method

Data was collected face-to-face using a structured questionnaire. The questionnaire was formulated based on the World Internet Project guidelines. The average length of interview was 34 minutes for internet users and 15 minutes for non users.

Organization of Fieldwork

In total, 53 trained and experienced interviewers were employed. The fieldwork team was organized and monitored on a daily basis by 5 supervisors, one in each of the five districts.

Confidence Interval

The sample error is +/- 3, 1 at the 95% confidence interval.

Turkish-Cypriot Community

Introduction

The survey comprised 600 interviews conducted face-to-face in Turkish language, and selected door-to-door, with members of the Turkish-Cypriot community. The research methodology was designed by CUT and fieldwork was carried out by Insights Market Research.

Statistical units

Households with at least one member aged 15+ years

Individuals aged over 15+ years

Data Collection Period

June 3-23, 2010

Response Rate

The response rate was 67.8%.

Data Collection Method

Data was collected face-to-face using a structured questionnaire. The questionnaire was formulated based on the World Internet Project guidelines. The average length of interview was 34.3 minutes.

Organization of Fieldwork

In total, 28 trained and experienced interviewers were employed. Supervisors conducted random callbacks on 15% of the sample.

It should be noted that in order to make international comparisons possible, participants in WIP are required to use a number of common questions for all countries. In the 2010 survey, there were 31 common questions. The questionnaire used for surveying the Greek-Cypriot community included 41 additional complex and simple questions (total questions = 72). Due to limited financial resources, the questionnaire used for surveying the Turkish-Cypriot community included only the 31 common questions. Therefore, any comparisons between the two communities, made

on this report, are on this basis. In any other case, comparisons made refer to differences in Greek-Cypriots' responses between the measurements of 2008 and 2010.

Important Notice

For technical reasons, the percentage of students in the Turkish-Cypriot sample is much higher than the corresponding figures in the Greek Cypriot community (see Appendix). Therefore, high rates of internet use in the Turkish-Cypriot community may be due to possible over-representation of these groups in the sample of Turkish-Cypriots and are presented with reservation at the level of descriptive statistics.

I. Profile of internet users and non-users

General access and use

The proportion of Greek Cypriots who own a computer at home continues to grow steadily: from 46% in 2005 and 63% in 2008 it reached 71% in 2010. Most of them have owned a computer for more than six years. However, a significant proportion of the population (29%) say that they do not have a computer at home (Figure I-1).

Figure I-1. *Computer ownership at home*
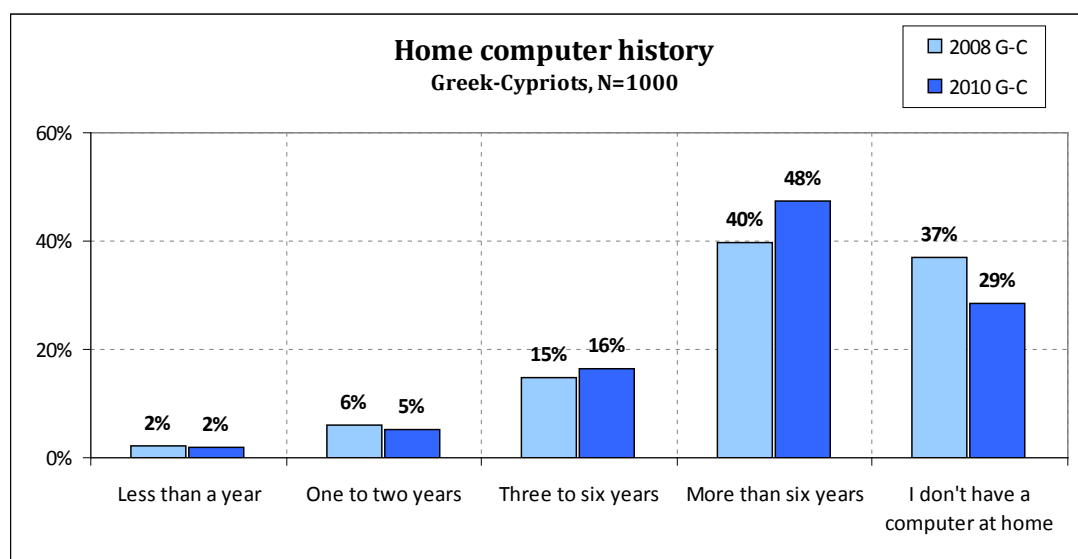
How dependent are computer owners on their home computer? Respondents were asked to assign a number from 1 to 10, indicating how they would feel if their computer was completely destroyed (where 1 means they would not care at all and 10 means that they would be extremely distraught). In Figure I-2 we see that Greek-Cypriot computer owners are still not very dependent on it: their mean response is 6.19, slightly lower than the previous measurement's mean (6.46). Young and highly educated individuals display greater dependence in the 2010 measurement.

Figure I-2. Computer dependency
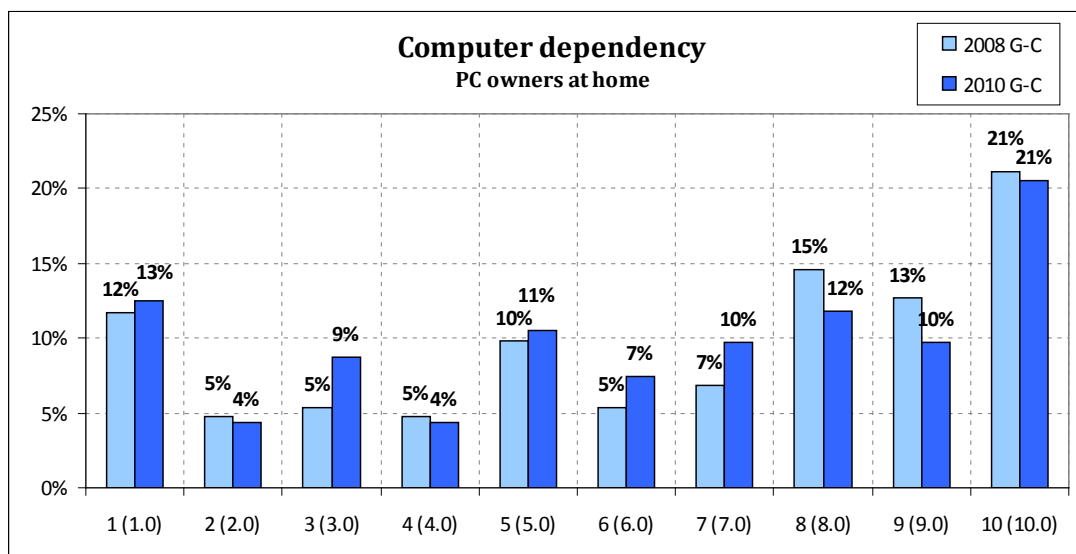
Internet use shows an increase of 10 points compared to the data of the previous year (48% in 2008, 58% in 2010), while non-use of the internet reveals a fall of 10 points compared to 2008 (53 % in 2008, 42% in 2010). The relatively large increase in internet penetration within one year was expected and might be interpreted as an attempt to "gain lost ground" due to the delay in take-up of new communication technologies previously observed in Cyprus. A coincidental event which may partially explain the above changes is that in 2010 a digital platform for the broadcasting of football games was launched in the Greek-Cypriot community which to some extent contributed to the increase of internet users.

It should be noted that identical percentages of internet 'use' and 'non-use' appear in both Greek Cypriot and Turkish Cypriot communities.

Figure I-3. Internet use in the Greek- and Turkish-Cypriot community
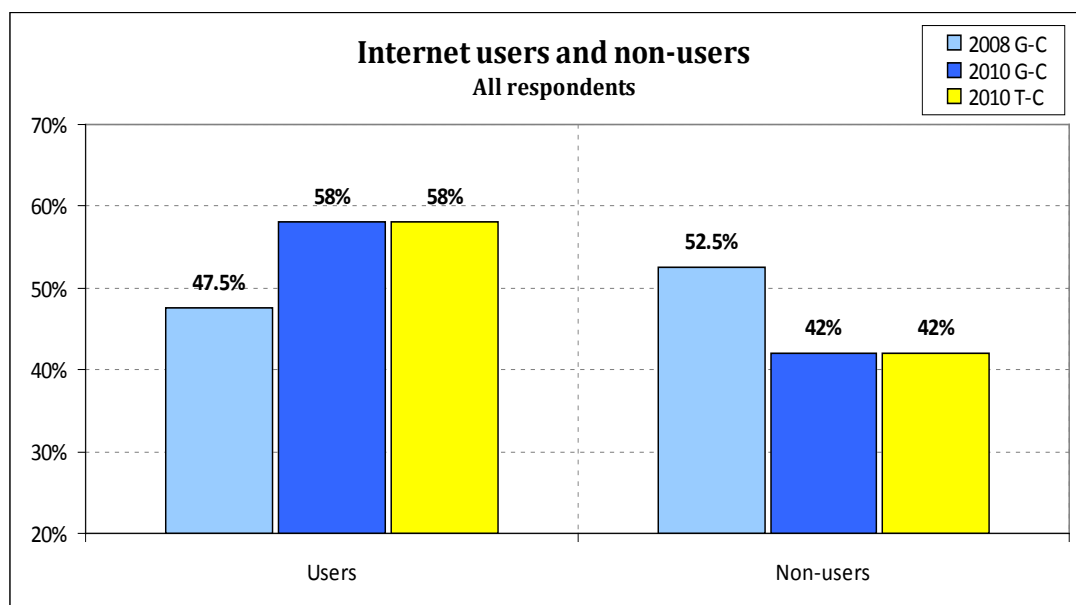
Table 1. Internet use in Cyprus

Year	% of the population	Source
2000	14.7%	ITU Internet World Stats
2004	26.3%	ITU
2007	36.7%	ITU
2008	47.5%	WIP (Cyprus)
2010	58.0%	WIP (Cyprus)

Average user characteristics

Figure I-4. *Greek-Cypriot internet users. Comparison of years 2008 and 2010 per district, area, gender, age, education, employment status, gross family income, location of access and family status*
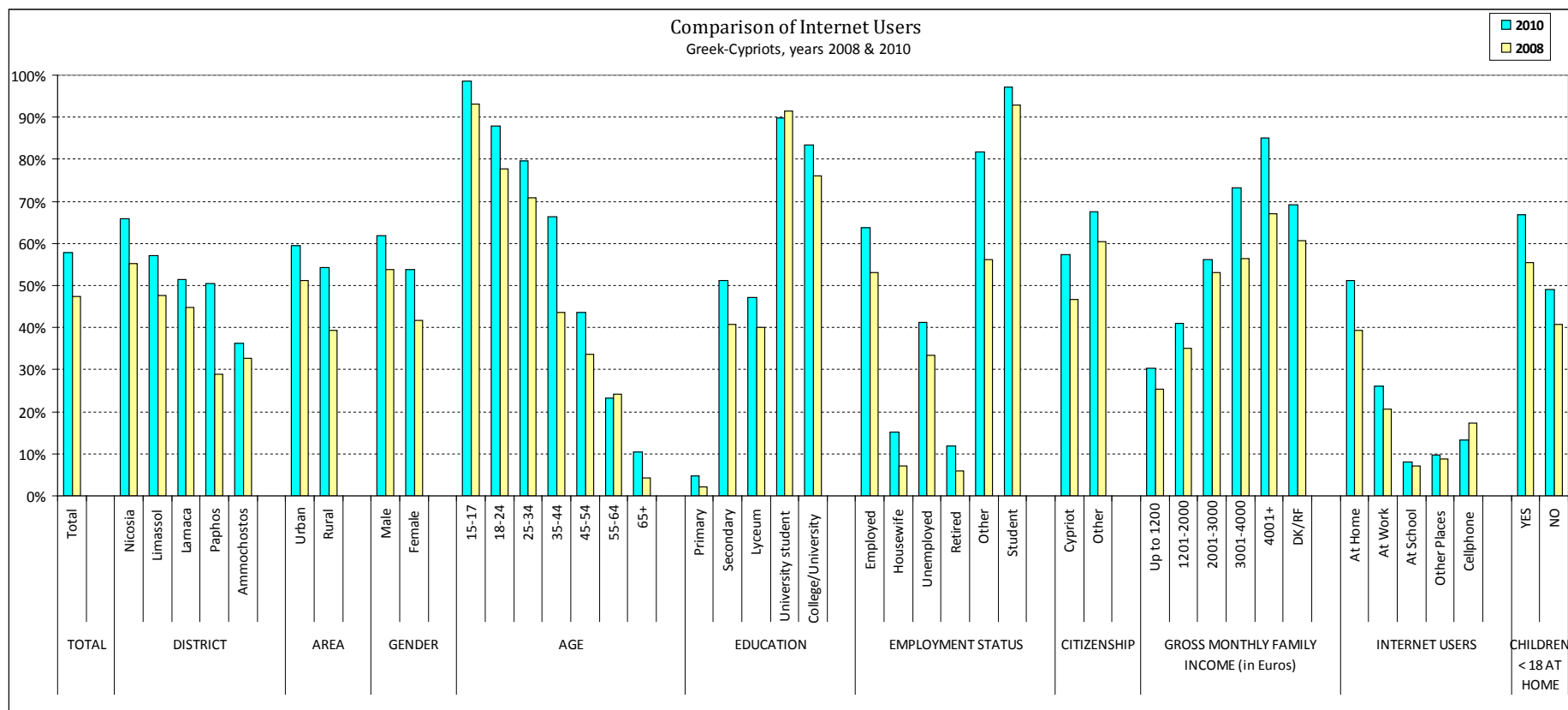
Figure I-4 points of interest:

- A general increase of internet users in 2010 across all categories

- The highest increase is registered in Paphos district (higher than 20%) and rural areas (15%), in females (12%) and in the age category 35-44 (23%). The increase in Paphos district and rural areas might be attributed to the improvement of broadband infrastructures in those areas

- The percentage of internet users decreases linearly with age and increases linearly with gross family income

- Nearly 100% of students use the internet.

It should be noted that the decrease in the percentage of internet access via mobile media (cell phone) is mainly due to the way the particular question was set in the questionnaires of 2008 and 2010. More specifically, in the 2008 questionnaire, the relevant question concerned wireless internet access (which included access from laptops via wireless) while in the current measurement the respective question specifically concerned the mobile phone.

Figure I-5 reveals that the general tendencies, as far as the relation of internet usage and socioeconomic parameters of the population, in Greek and Turkish Cypriot communities are quite similar. Significant differences are observed in the age categories 25-34 (24% more Greek Cypriots access the internet), 35-44 (21% more Greek Cypriots), and 45-54 (in Greek Cypriots the 43.6% of the population in the particular age category use the internet while the corresponding percentage in Turkish Cypriots is only 18%). This shows that there is an earlier adoption of internet by Greek Cypriots than by Turkish Cypriots. Furthermore, one should also investigate the broadband infrastructures in the two communities to see if this factor significantly influences earlier internet adoption.

Figure I-5. Internet users: comparison of Greek- and Turkish-Cypriots
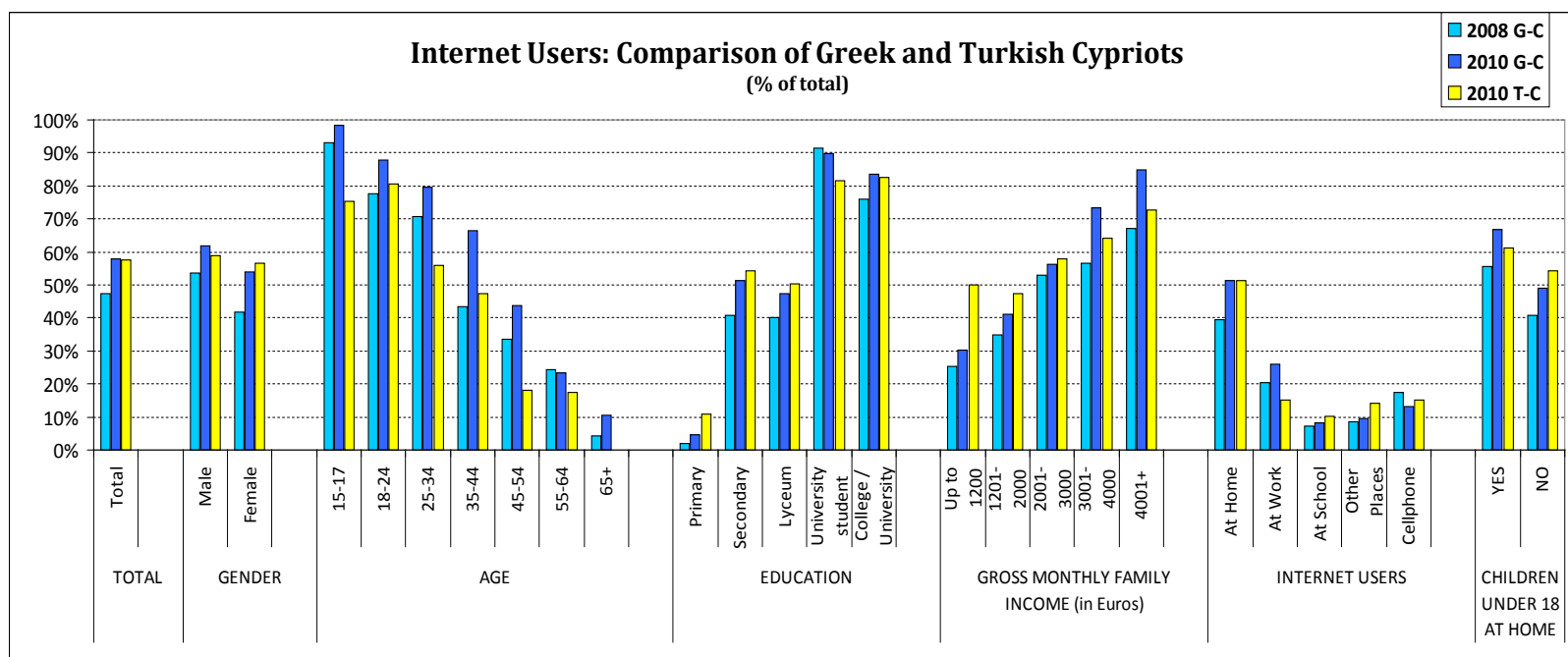
Note: The total percentages of internet users in the two communities come in balance due to over-representation of the age category 18-24 (35.6% of the sample) and University students (31% of the sample) in the Turkish Cypriot community.

Based on their experience with internet use, users are divided into four categories: beginners (less than one year), new users (1 to 5 years), old users (5 + up to 10 years) and long-term users (more than 10 years). Although the Greek-Cypriot internet user distribution in these categories is similar to the previous measurement, significant differences between Greek-Cypriot and Turkish-Cypriot internet users exist (Figure I-6). More specifically, a significant proportion of Turkish-Cypriot internet users use the internet for less than one year (12% against 2% of Greek-Cypriots in 2010). This indicates a time lag for this community in acquiring internet access; moreover, it indicates a high potential for future ICT development.

Figure I-6. Years of internet use
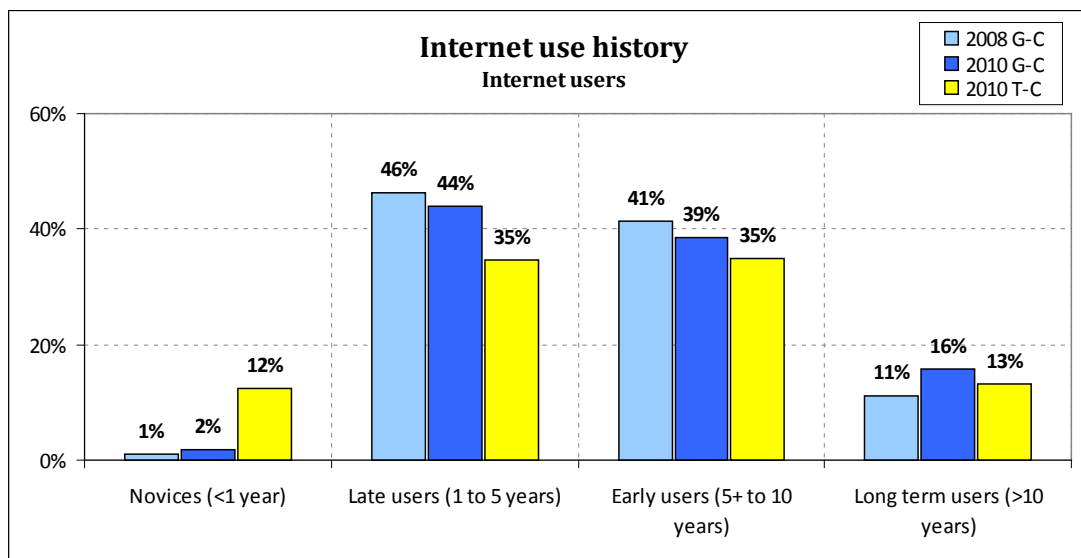
Figure I-7 reveals that as the gross family income increases the number of years of internet usage also increases. In Cyprus this is quite logical because, apart from any socially-related issues, the cost of internet access used to be high (and still is compared with other European countries). Early internet users are young, university students or graduates and come from families with high income.

Figure I-7. Early internet users
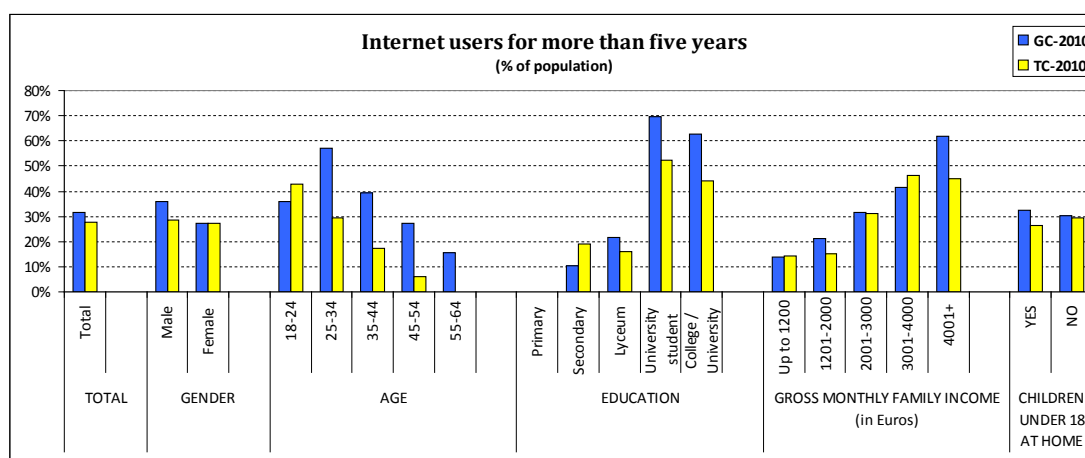
Educational and professional needs remain the most common motivators of internet use. There is a slight increase over the previous year on entertainment, the need for information and quick communication and internet use by friends. It should be noted that the commercial/entrepreneurship dimension appears not to be strongly embedded in Cypriot society given that "internet shopping" appears to be in the last position as a reason for initial use. This represents a drop by 1% from the previous year.

Figure I-8. Main reasons for starting using the internet
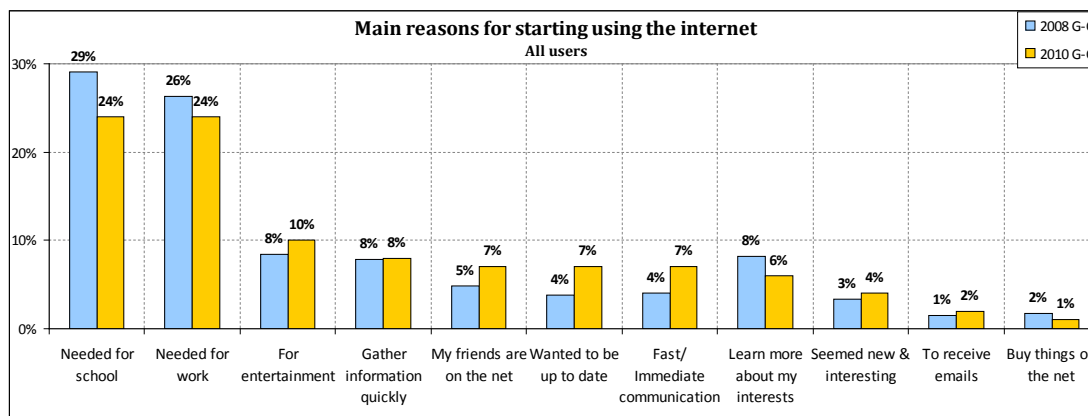
Internet use is very low among Greek-Cypriot housewives/househusbands and pensioners (Figure I-9). Nevertheless, internet use in 2010 increased in all employment categories. It is striking that among Turkish-Cypriots none of the retired respondents use the internet. On the other hand, more than half of the unemployed have internet access (62%, N = 18).

Figure I-9. Internet use and employment
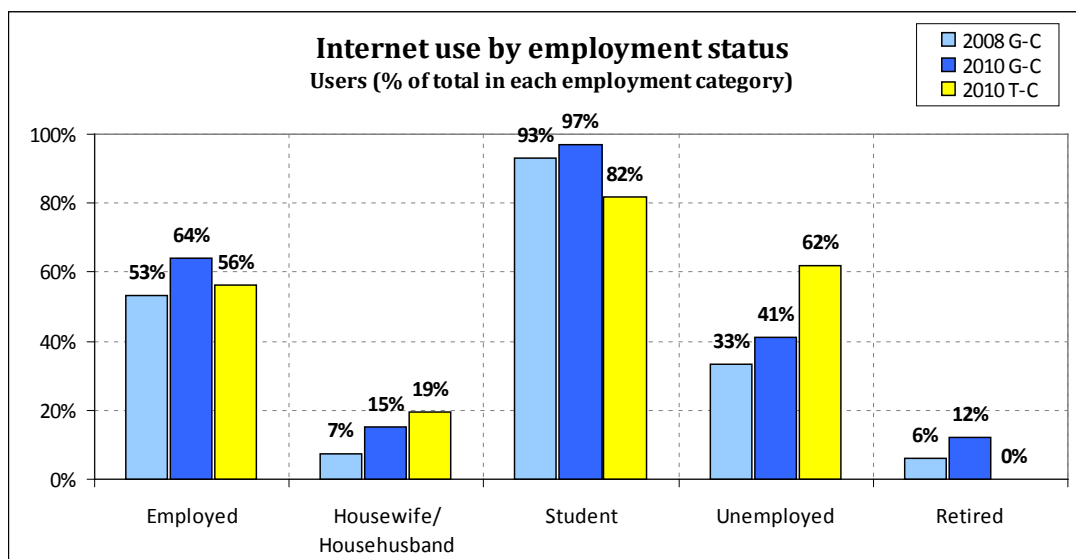
Location of access

Figure I-10 illustrates the various locations in which Greek- and Turkish-Cypriot users access the internet. The majority of internet users access internet from their home. This is true in both communities. Internet access at school is limited because it applies only to a limited proportion of the population. Also a slightly higher

percentage of Turkish Cypriots access the internet from alternative locations (Internet café) than do their Greek Cypriots counterparts.

Figure I-10. *Internet access from various locations*
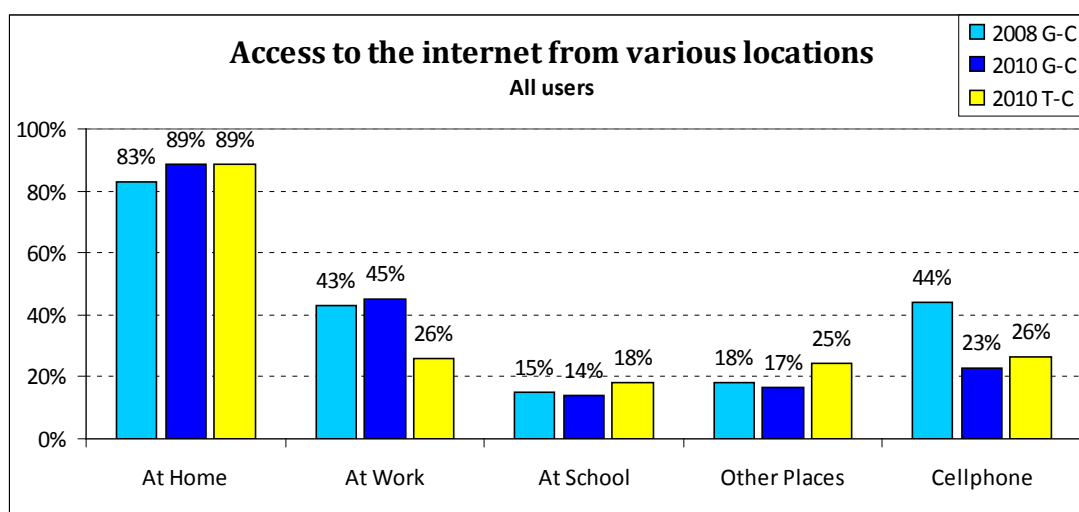
Figure I-11 reveals that there is a striking difference between Greek and Turkish Cypriots on internet use at work – 45.2% and 18% respectively. This disparity is in need of further investigation, but it may be attributable to internet availability at work, occupation sector (agrarian, tourist services, etc) or to company policy. However, the difference may be a result of sample selection bias. In both communities many internet users confirmed that they do not use the internet at work simply because they are not employed (they are students, housewives/househusbands, retired etc).

Figure I-11. *Internet use at work (Greek- and Turkish-Cypriots)*
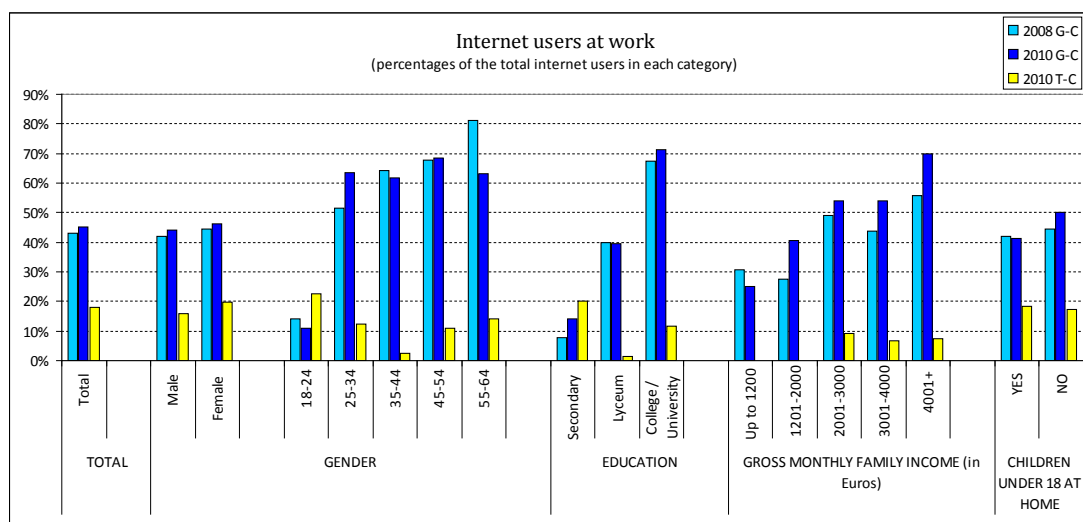
For Greek Cypriots the percentage of internet users at work increases linearly with the gross monthly family income and with the level of education. These observations are to be expected since it is very likely that highly educated and highly paid people work in the services sector where internet use is more or less mandatory.

Figure I-12 presents the distribution of internet usage from locations other than home, work, school and through wireless connection for Greek Cypriots (years 2008 and 2010) and Turkish Cypriots (year 2010). The overall internet usage in such places (i.e. Internet café) is limited.

Figure I-12. Internet access from other locations
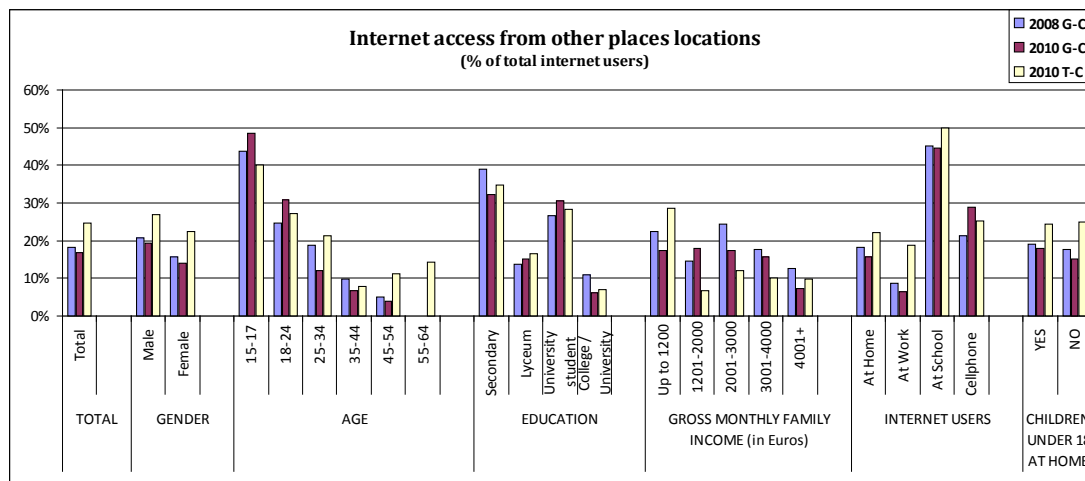
The majority of users are very young (age 15-17) and are predominantly high school students (as can be discerned from the alternative access points to the internet they tend to use). These categories use these places mainly for group online gaming, thus capitalizing on high internet connection speeds. It is also important to note that many secondary school graduates access the internet from places other than home, work, and school. This may be attributable to the fact that many of the secondary school graduates were, at the time of the survey, serving their military service.

Internet usage per location of access

While the majority of internet users access the internet at home, the highest internet usage by Cypriots is from school and university while the lowest is at work. This is an expected result because every university and almost all high-schools provide free internet access (Figure I-13).

Figure I-13. Hours of internet use per week from various locations
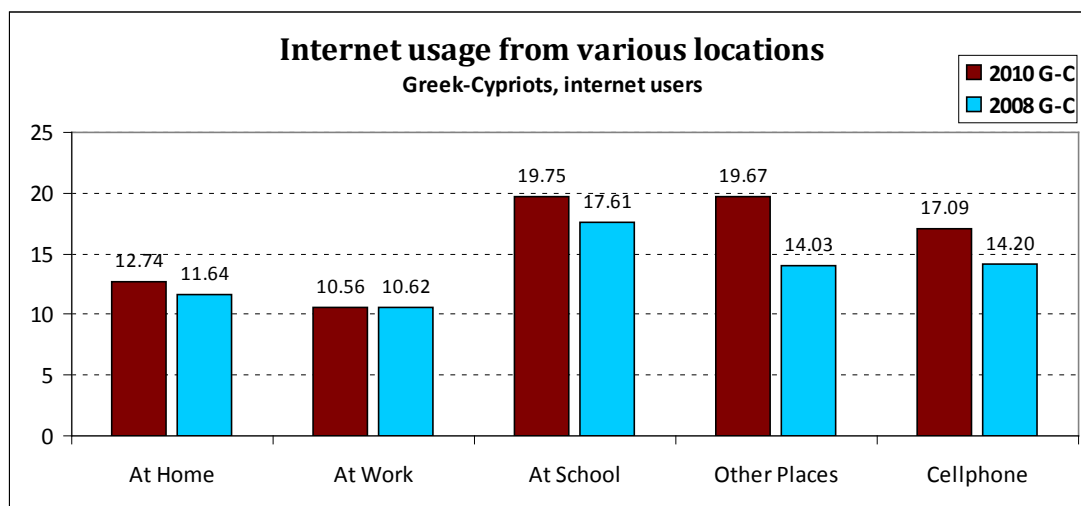
Figure I-14 shows the hours per week of internet usage at home across several socioeconomic parameters of the population.

Figure I-14. Hours of internet usage at home per week
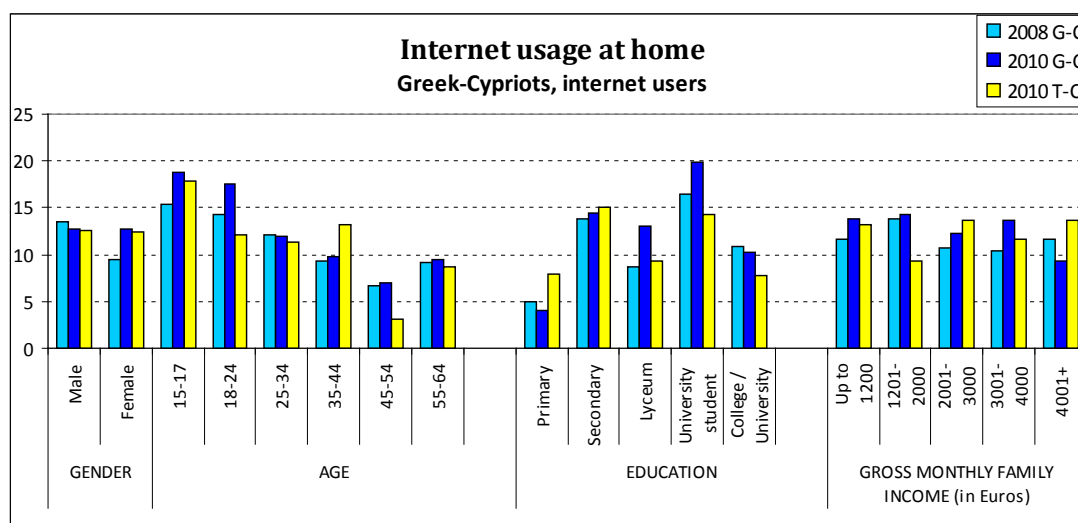
It is clear that there are no significant changes among Greek and Turkish Cypriots – except in the age group 18-24.

Figure I-15 indicates that the hours Greek-Cypriots spend on the internet at home decreases linearly with age. As one may expect, this is due to familiarity with the technology, online games, and interest in exploring the possibilities that internet provides for leisure. It is also important to note the significant increase of internet usage at home by (a) residents of Limassol and Larnaca (b) women (2008=>9.39, 2010=>12.68 hours per week on average) and (c) by high school and university students. It also appears that the age categories 55+ use the internet for more time than their younger counterparts (age category 45-54). Although this might be caused by the low sample numbers of internet users at the categories 55+ the availability of more free time it also provides a possible explanation.

Figure I-15. Hours of internet use at home per week
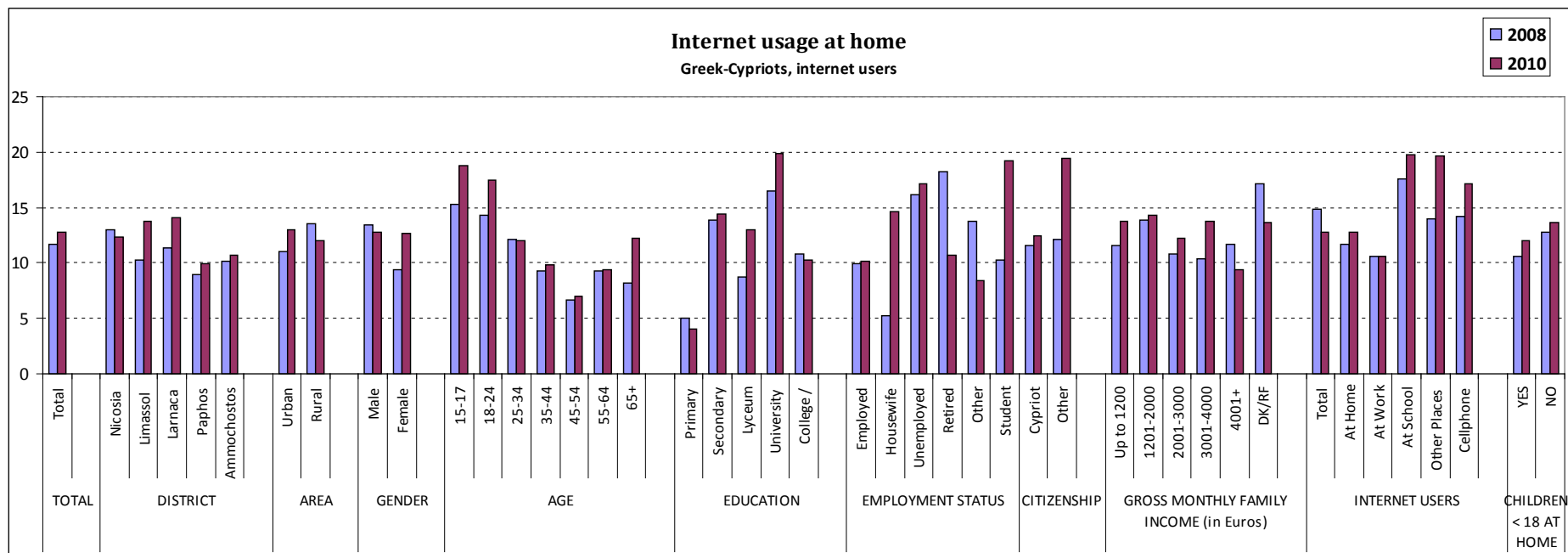
Internet usage from wireless handheld devices / cell phones

Figure I-16 illustrates the distribution of internet users who access the internet through a handheld mobile device for various demographic categories of Greek and Turkish Cypriots. The majority of users are young (age 15-34), university students or university graduates. These categories are more familiar with technology and tend to buy modern electronic products including handheld mobile devices. In younger age groups chatting and e-mail access are the more common internet applications since usability problems are less prominent in these applications.

Figure I-16. Internet usage from wireless handheld devices / cell phones
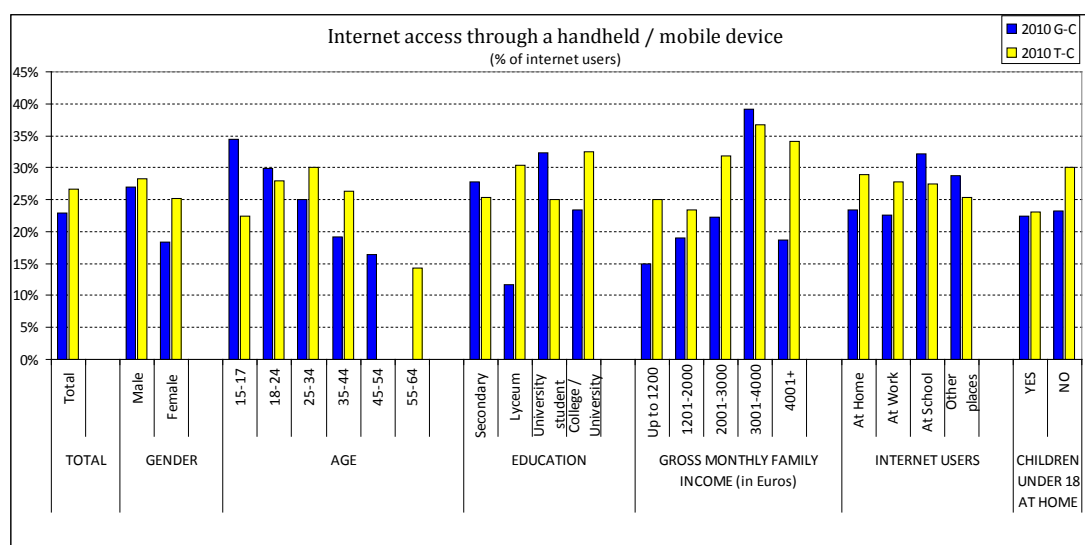
An important difference between Greek- and Turkish-Cypriots is observed in the age category. The proportion of Greek Cypriots who access the internet through a handheld device decreases linearly with age while for Turkish-Cypriots it follows a normal distribution centered at the age category 25-34. Most likely, purchase of cutting-edge portable devices is not as easy for young Turkish-Cypriots. Another apparent difference is that Turkish-Cypriot women use portable devices to access the internet more often than Greek-Cypriot women.

Figure I-17 illustrates the percentage of population for various socio-demographic categories that access the internet via a handheld device. The profile of a handheld internet user is similar to that of the general internet user: Young (below 34 years old), university student or graduate, with high income. Greek Cypriot teenagers are by far the most active category in accessing the internet via handheld devices (34% of the population), while only 17% of their Turkish Cypriots counterparts access the internet via handheld devices. This difference may be attributable to generic socioeconomic parameters.

Figure I-17. *Internet access via a handheld device (% of the whole population)*
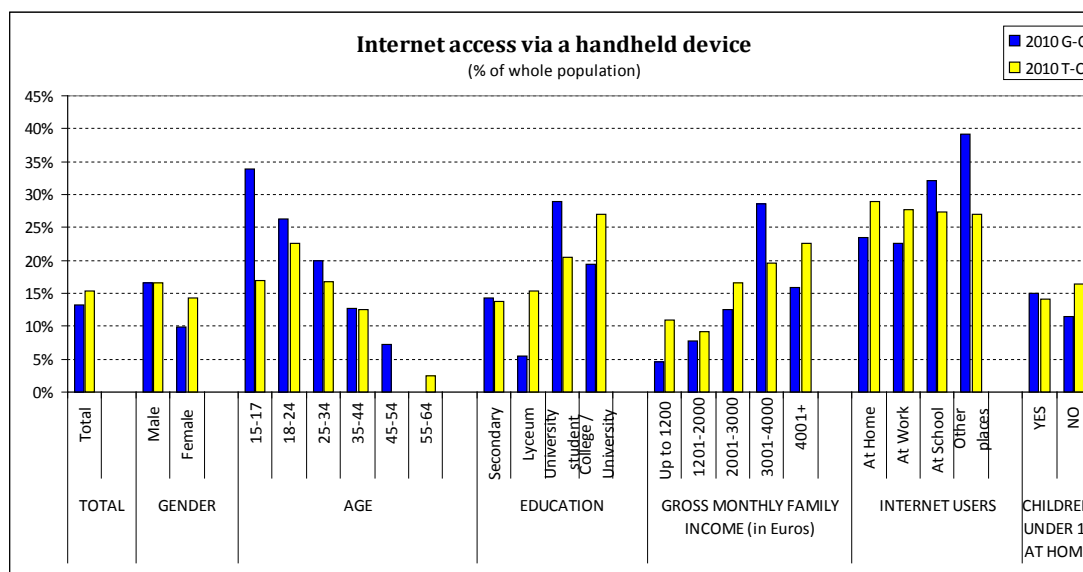
Figure I-18 profiles time spent on internet using handheld devices. Usage for Greek Cypriots has increased from 5.6 hours per week in 2008 to 8.04 hours per week on 2010.

**Figure I-18**. *Hours of Internet usage via handheld devices per week*
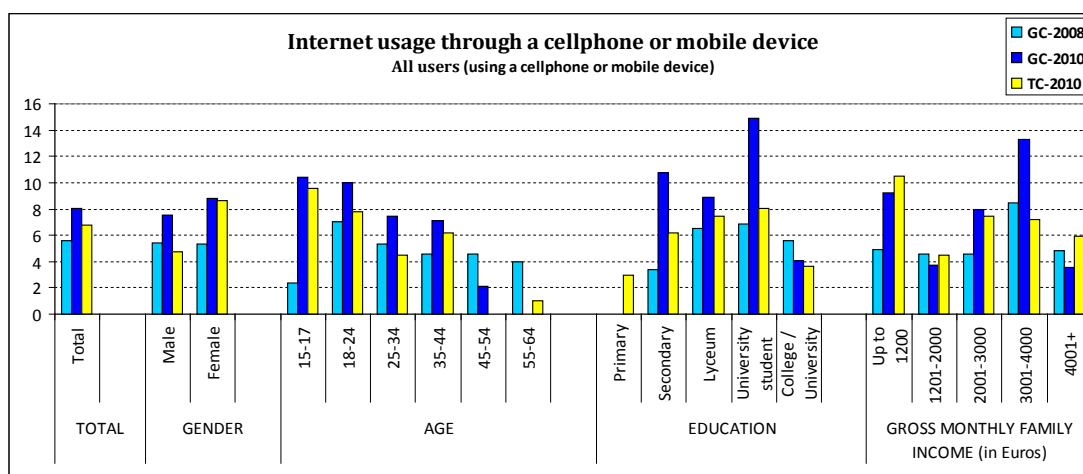
It is also important to note that both Greek and Turkish Cypriot women use the internet via handheld devices for more time than their male counterparts. Paradoxically, internet usage via handheld devices is rather low in families with very high income and for university graduates. For Greek Cypriots it is clear that heavy internet usage via handheld devices is favored mostly by university and lyceum students (secondary graduates) from families with a monthly income of between 3000-4000 euros. Nevertheless, internet usage through handheld devices decreases with age.

Type of internet connection at home

The type of connection Greek-Cypriots use to access the internet at home has not changed, compared to the previous measurement, as broadband internet is still widespread (Figure I-19). Compared to Greek-Cypriot internet users, almost twice as many Turkish-Cypriot users connect through a dial-up modem, while nearly half have a broadband connection. Low but not negligible percentages of Turkish-Cypriot internet users access the internet via mobile phone (4%), wireless (8%) or other type of access (via satellite or 3G).

Figure I-19. Type of connection at home
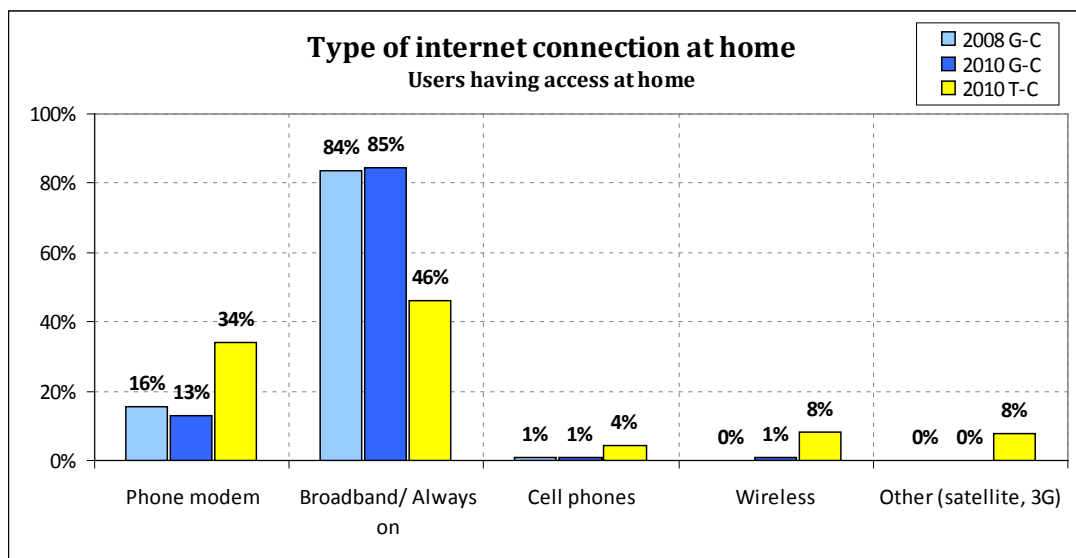
Self-rating

The self-rating of ability to use the internet seems to be mostly in a fair/good level with no significant differences from last measurement.

Figure I-20. Self-rating of ability to use the internet
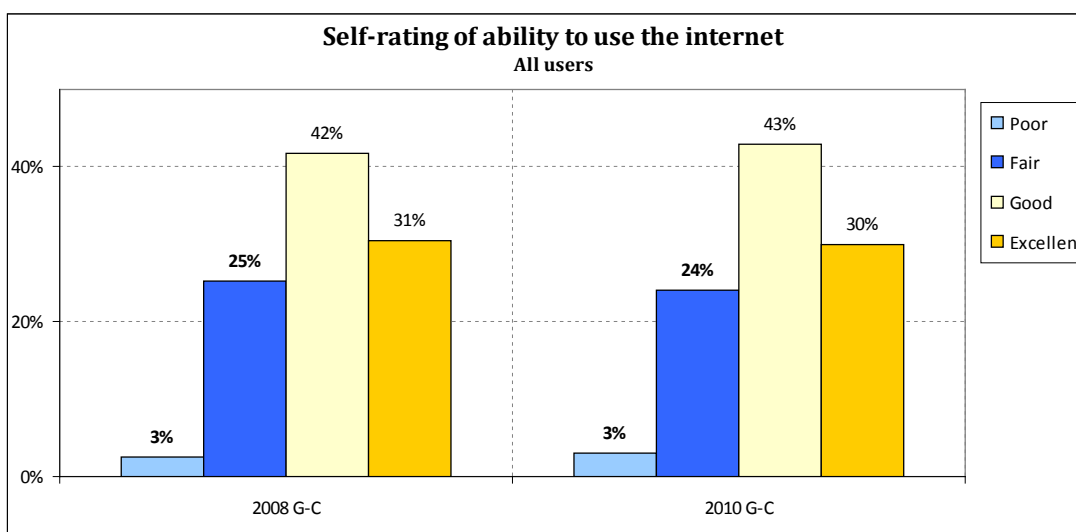
Digital divide

The existence of a "digital divide" in Cyprus is still quite apparent, mainly in three basic parameters (age, income and education). It is worth noting that there is no significant progress in the convergence of the two ends of this "divide", comparing the data of the previous measurement. However, significant progress appears on the variable of sex in the Greek-Cypriot sample, with internet use by women increasing by 12 percentage points (42% in 2008, 54% in 2010). In the Turkish-Cypriot sample the picture of internet use appears to be relatively balanced, with users and non-users more or less at the same level.

Figure I-21. Digital divide (age) in both communities
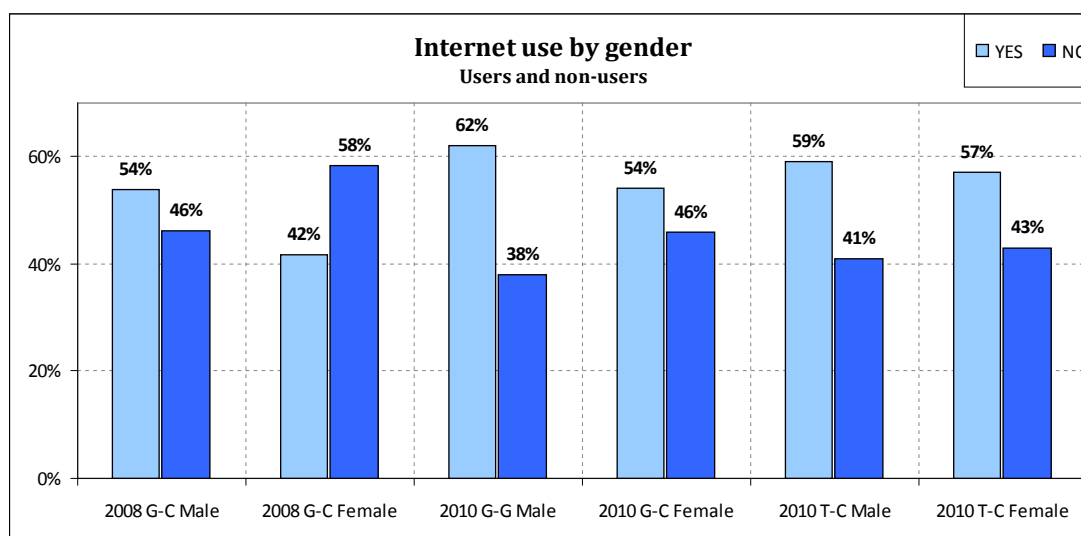
Clear differences appear on the three factors mentioned above (see Figures I-22a & I-22b). The general picture seems to be similar to the previous measurement and is mirrored for the Turkish-Cypriot sample. According to this model, the main "body" of internet users tends to be younger respondents while non-users are older.

Figure I-22(a). Digital divide (age groups)
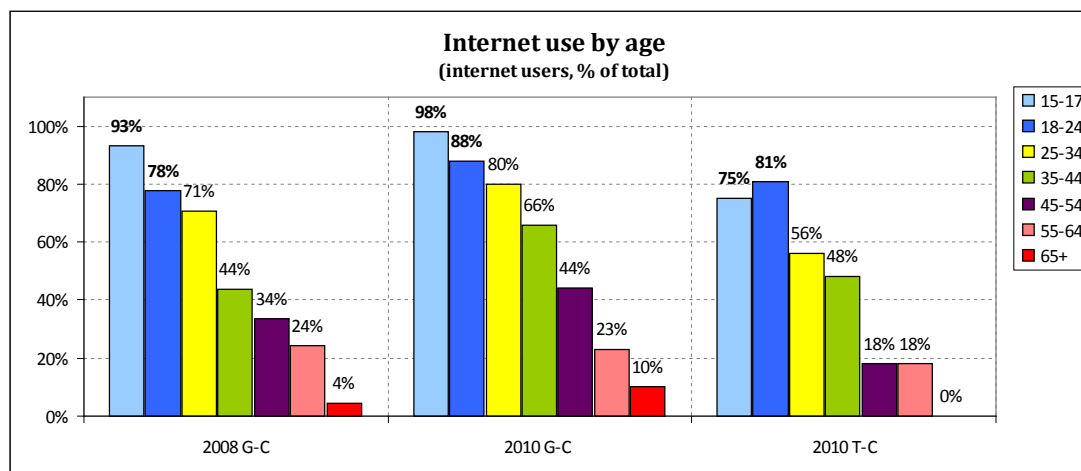
Figure I-22(b). *Digital divide (age groups)*
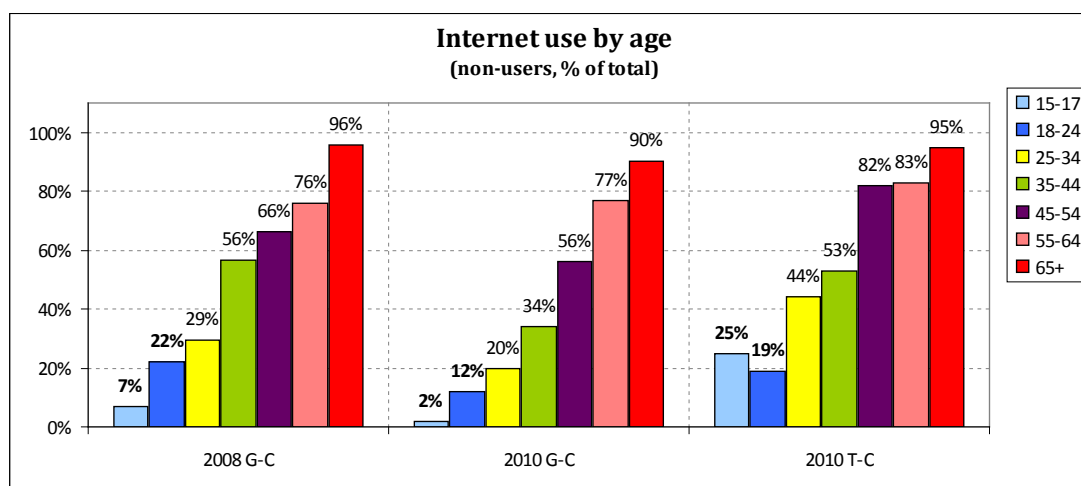
Internet use and non-use correlates with monthly gross income (see Figures I-23a & I-23b). It is worth mentioning that the whole picture shows stronger trends of convergence for the Turkish-Cypriots respondents.

Figure I-23(a). *Digital divide (income)*
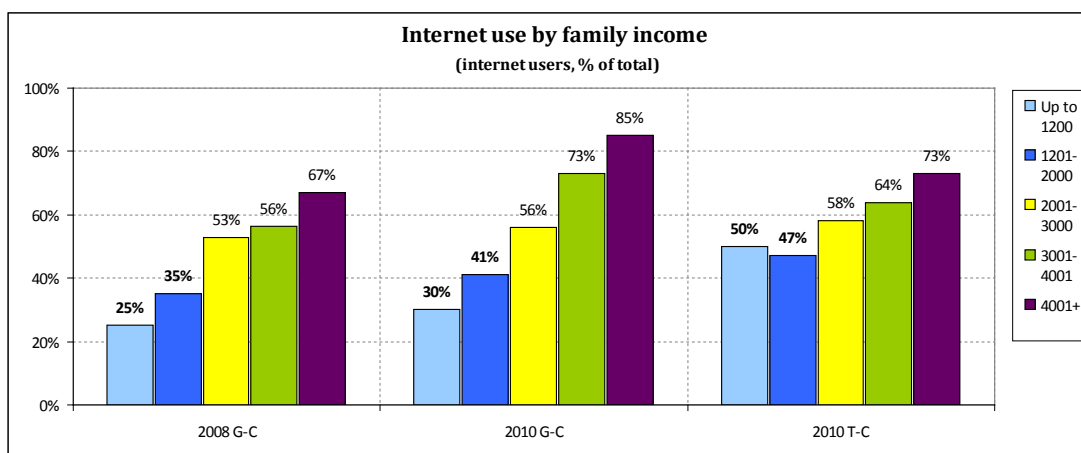
Figure I-23(b). *Digital divide (income)*
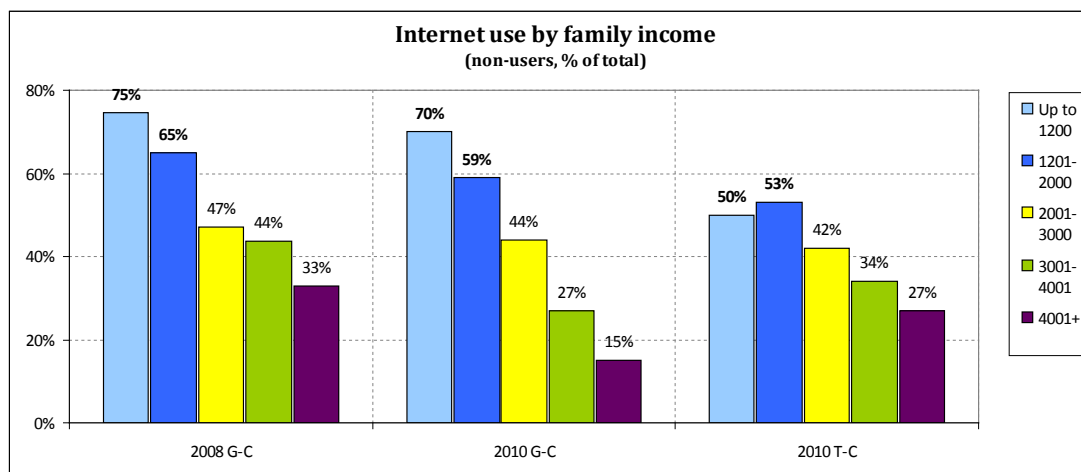
Educational level is the third major dimension on which the image of the "digital divide" in Cyprus is being substantiated (Figures I-24a & I-24b). Respondents with a higher level of education are much more likely to be internet users.

Figure I-24(a). Digital divide (education)
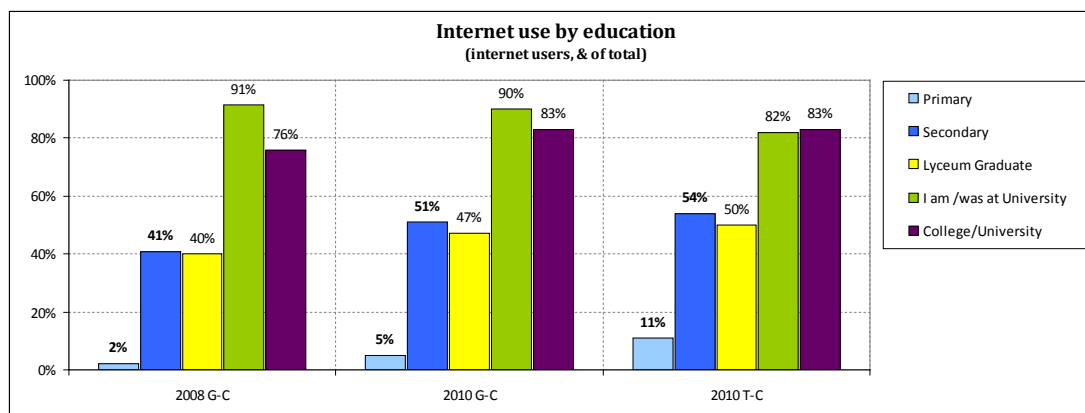
Figure I-24(b). Digital divide (education)
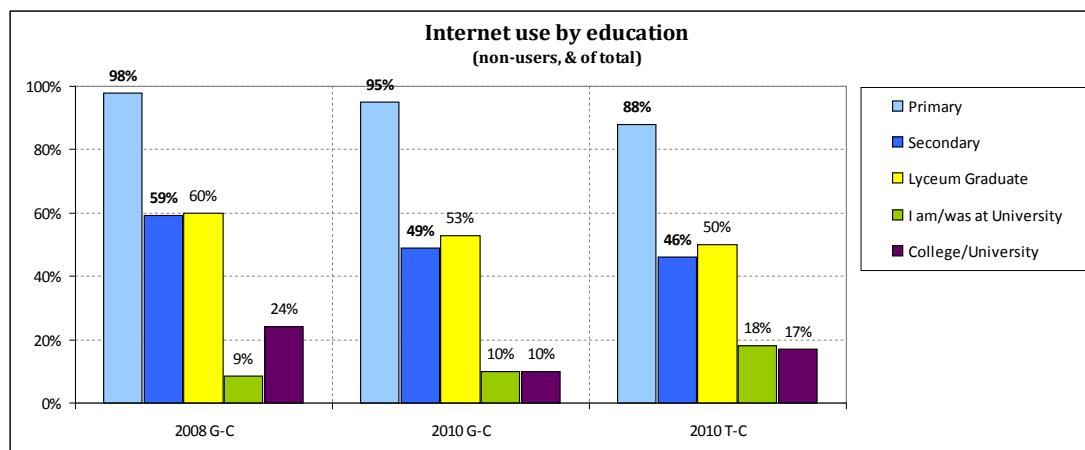
A critical factor affecting internet use is presence in the household of children under the age of 18. There is no change in this indicator from last survey, and it is generally representative of both communities. (Figures I-25a & I-25b).

Figure I-25(a). Digital divide (children in the family)
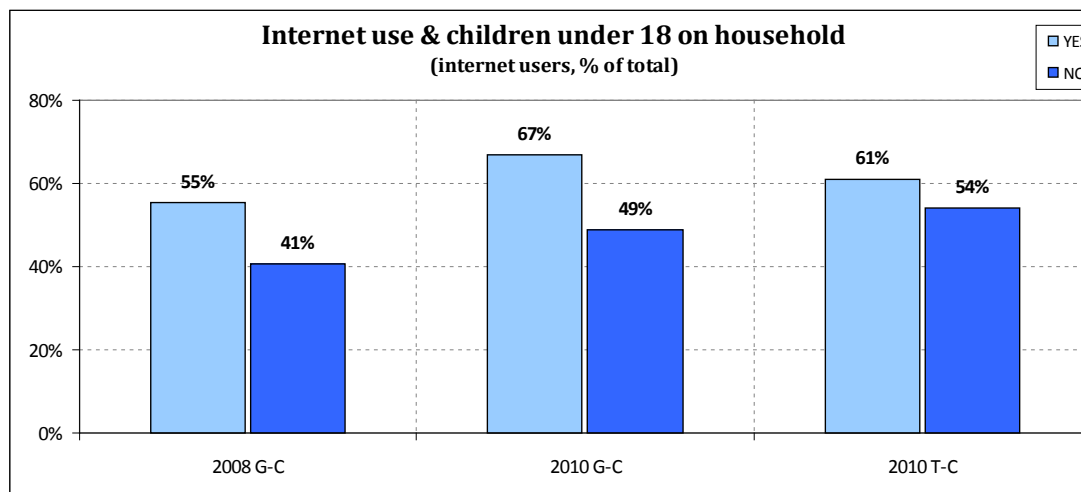
Figure I-25(b). Digital divide (children in the family)
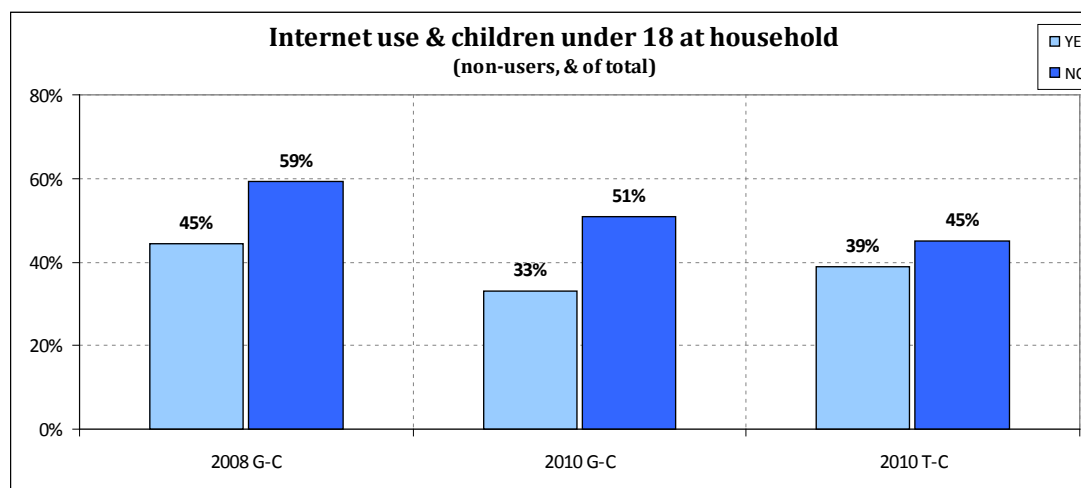
Internet "have" and "have-nots"

As mentioned above, internet use has increased dramatically in Cyprus, as the majority of Greek-Cypriots are now using the internet (58% against 48% in 2008). Moreover, the percentage of people who started using the internet and quit decreased from 13% (of total population) in 2008 to 5% in 2010[2] (Figure I-26). This implies that a culture of internet use is gradually being consolidated in Cyprus as more internet users recognize its benefits and remain firm in their choice.

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[2] Nevertheless, it should noted that the percentage of former users is also in 2010 13% of all non-users.

Figure I-26. *Internet users and non-users in 2010*

Users & non-users of the internet
Greek-Cypriots, N=1000

Non-users: 37%

Non-users: 42%

Users: 58%

Ex-users: 5%

Users
Non-users
Ex-users
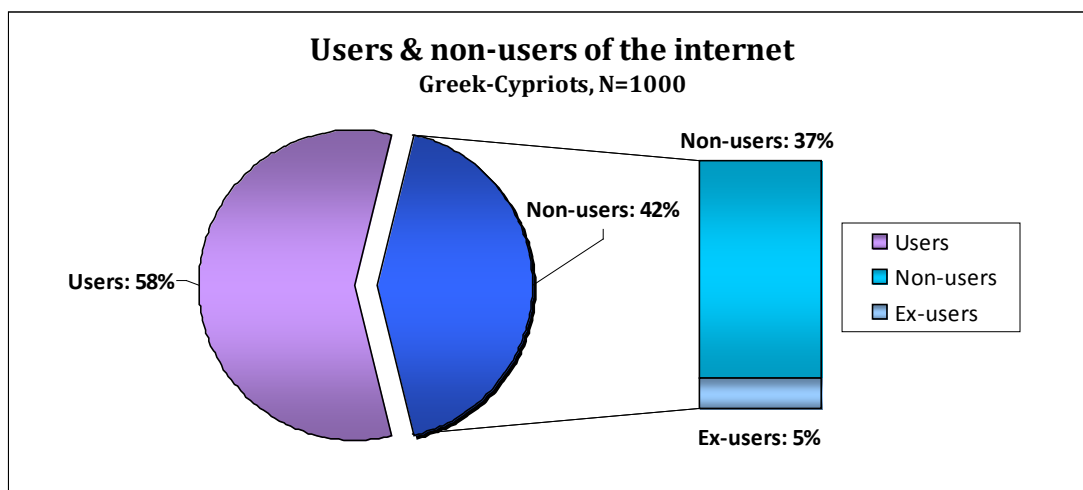
The main reasons for not using the internet confirm that a "culture of use" related to New Technologies of Communication is not sufficiently developed in Cyprus so far. Non-usefulness, lack of knowledge and time, and non-possession of a computer, remain the main reasons for not using the internet.

Figure I-27. *Reasons for not using the internet*

Reasons for not using the internet
Non-users

2008 G-C
2010 G-C
2010 T-C

80%

63%

60%

55%

40%

30%

22%
20%
18%

20%

17%
16%

11% 10%
10%
7%

1% 2% 3%

1% 0%

0%

No interest/ not useful | Don't know how to use it | No time/ too busy | No computer/ Internet connection | Too expensive/ cannot afford it | Other
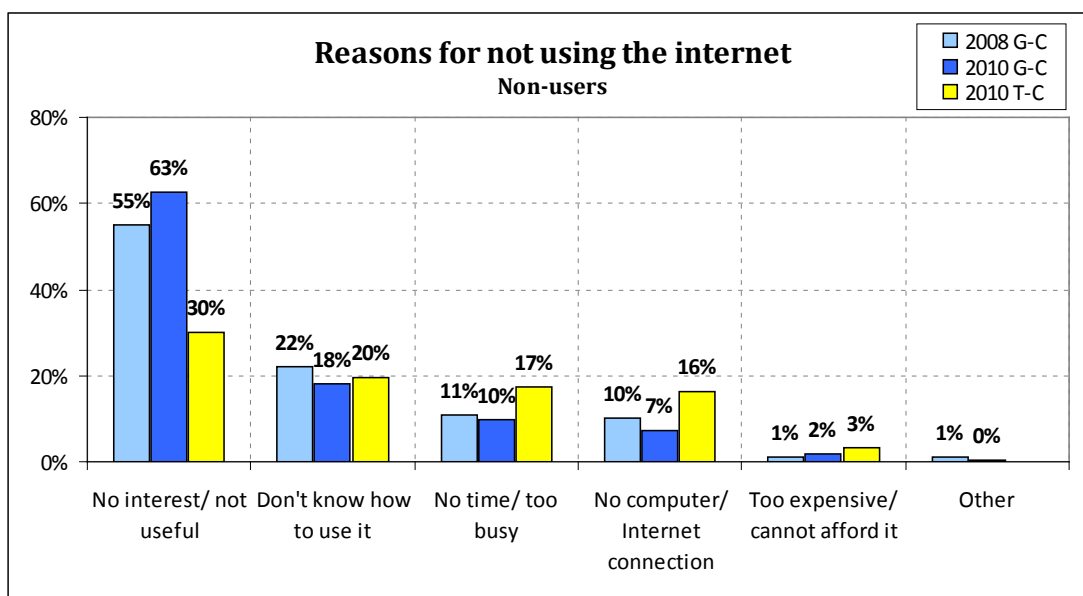
The reasons given by former internet users for quitting internet use are of particular interest in 2010 (Figure I-28). A dominant reason for quitting is the high cost of use (2% in 2008 versus 15% in 2010).

Figure I-28. *Reasons for stopping using the internet*
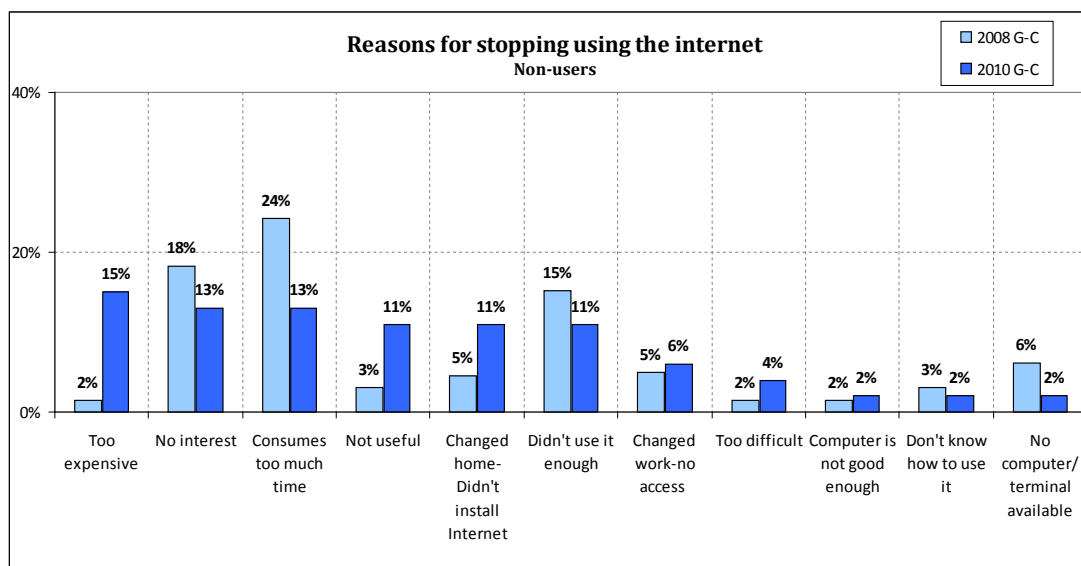
It should be noted that non-users who have never had internet connection are least likely to cite high cost as the reason for non-use. It is highly possible that reference to high costs reflects economic uncertainty at a daily/individual level, which is related to the general environment of the global economic crisis (apart of course from the real fact that the cost of internet use in Cyprus is indeed higher compared with the EU country average. Other reasons of significance for non-use are "non-usefulness" of the internet and "change of residence without internet connection" (increased by 8 and 6 percentage points respectively, compared with the data of 2008).

The indication of an overall "reluctance to follow technological developments" (immune to technological progress), which was highlighted in the previous measurement for non-users, appears to be even more reinforced by the research data in 2010 (Figure I-29). Certainty about not starting use of the internet within the next year is increased by 2 percentage points (62% in 2008, 64% in 2010). Also, the relative probability of use is reduced by 3 percentage points (22% in 2008, 19% in 2010).

*Figure I-29*. *Likelihood of using the internet within next year*
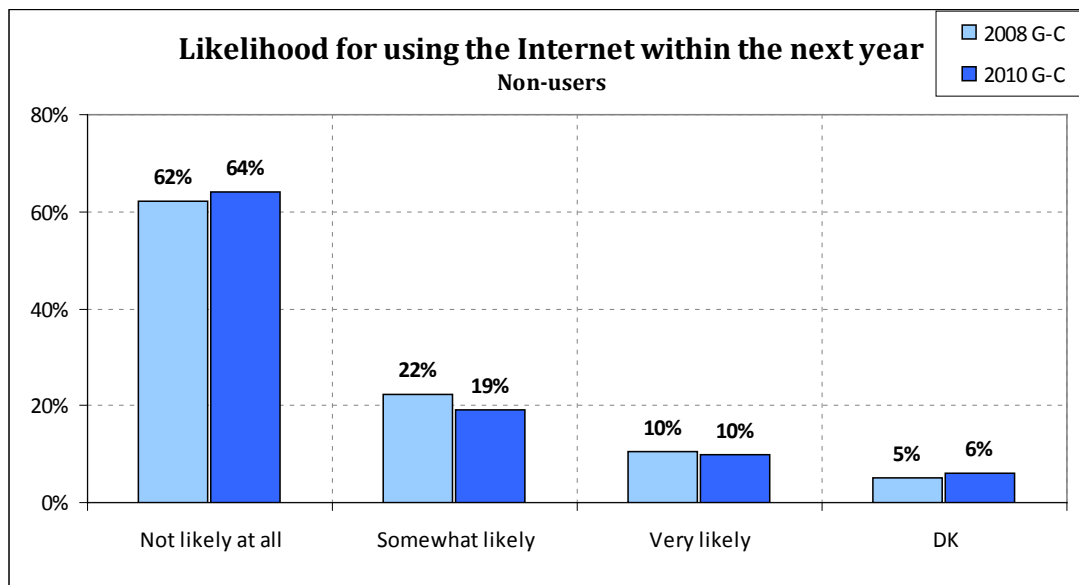
The widespread reluctance of acquiring "new habits" (potentially having an economic cost), is reinforced by the presence of the global economic crisis and it is highly possible that this effect will continue to hinder internet diffusion in Cyprus next year.

II. Internet impressions

Internet reliability

Almost half of Greek Cypriot users believe that most of the information they find on the internet is reliable. This belief is higher among those aged over 65 (58%). The majority of Turkish Cypriot internet users (41%) believe that about half of the information on the internet or all of it is reliable (Figure II-1). Compared with Greek Cypriot internet users, Turkish Cypriots tend to be more distrustful of the reliability of online information. These findings do not appear to differ based on gender or income.

Figure II-1. *Internet reliability*
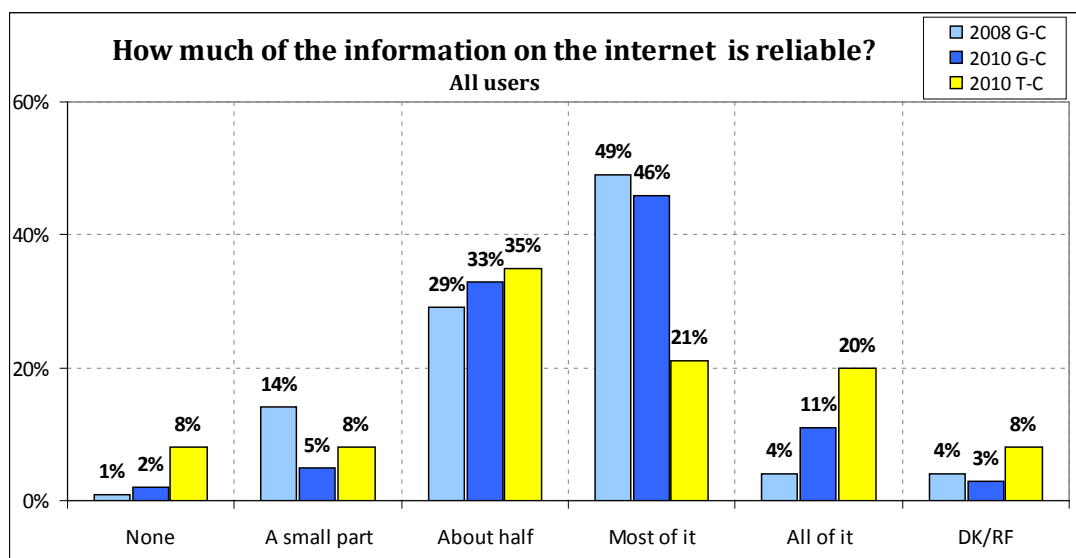
Internet as a source of information

With a small fluctuation compared to the previous measurement, most Greek Cypriot internet users believe that the internet is an important (32%) or very important (33%) source of information. Almost one in five (18%) is undecided regarding the internet's importance for information (Figure II-2). Level of education appears to influence Greek Cypriot internet user' perceptions, as the majority (n=3, 60%) with primary education level attainment only believe that the internet is not an important source of information to them at all.

Most Turkish Cypriot internet users indicate that online information is either an important (35%) or very important (47%) source of information (Figure II-2).60% of Turkish Cypriot respondents who have studied up to the primary education level indicate that the internet is a very important source of information.
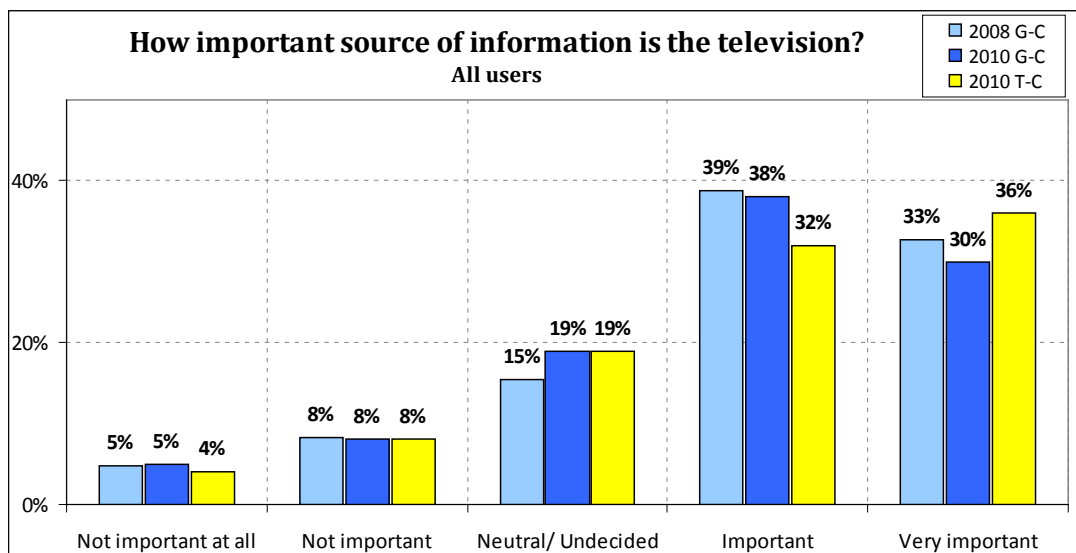
Figure II-2. Importance of the internet for information

How important source of information is the internet?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

	Not important at all	Not important	Neutral/ Undecided	Important	Very important
2008 G-C	4%	7%	18%	31%	40%
2010 G-C	10%	8%	18%	32%	33%
2010 T-C	4%	5%	8%	35%	47%
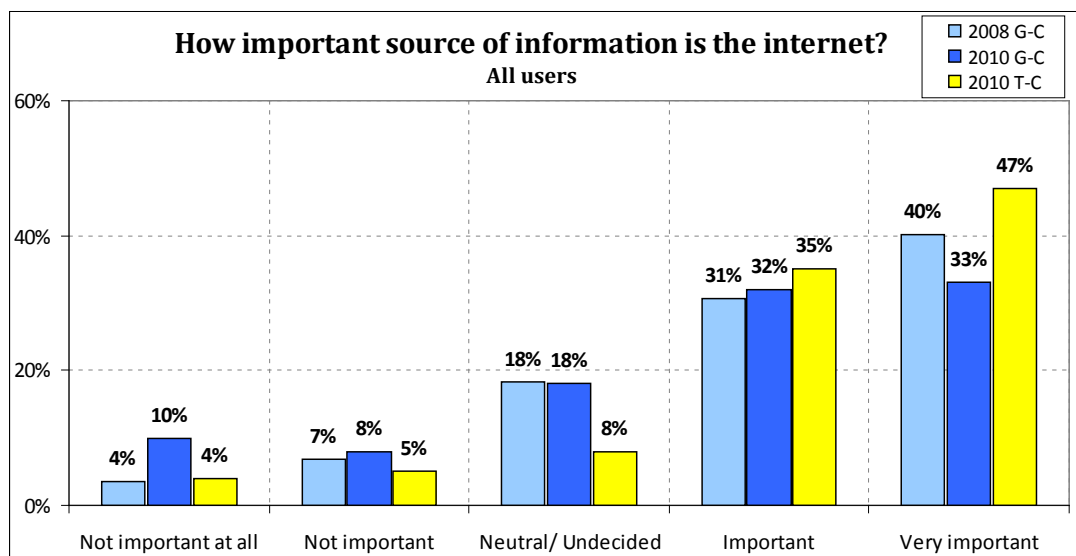
Television as a source of information

Most Greek Cypriot internet users (68%) report that television provides an important or very important source of information; these data have not changed much compared to the previous measurement. Age and educational attainment seem to influence responses, as a larger percentage of Greek Cypriot respondents in 2010, ages 54 and above, and a larger percentage of primary school graduates, believe that television is an important or very important source of information, compared to younger users. The trends are similar with the Turkish Cypriot internet users (Figure II-3).

Figure II-3. Importance of television for information

How important source of information is the television?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

	Not important at all	Not important	Neutral/ Undecided	Important	Very important
2008 G-C	5%	8%	15%	39%	33%
2010 G-C	5%	8%	19%	38%	30%
2010 T-C	4%	8%	19%	32%	36%

Newspapers as a source of information

Regarding newspapers and their perceived importance as an information source, Greek-Cypriot internet users value them significantly less than the internet and television (39% compared to 65% and 68% respectively – see Figures II-2, II-3, II-4). This may indicate Greek-Cypriots' preference for digital forms of information and their dislike of the often partisan character of the Greek-Cypriot press. This finding may indicate a deeper inclination or reflect a coincidental trend, as the percentage of respondents who reported that newspapers are not important at all as a source of information increased rapidly (32% in 2010 compared to 24% in 2008).

On the other hand, Turkish-Cypriot internet users value newspapers much more than Greek-Cypriots: 72% consider newspapers an important or very important source of information, compared to 39% of Greek-Cypriots (Figure II-4).

***Figure II-4**. Importance of newspapers for information*
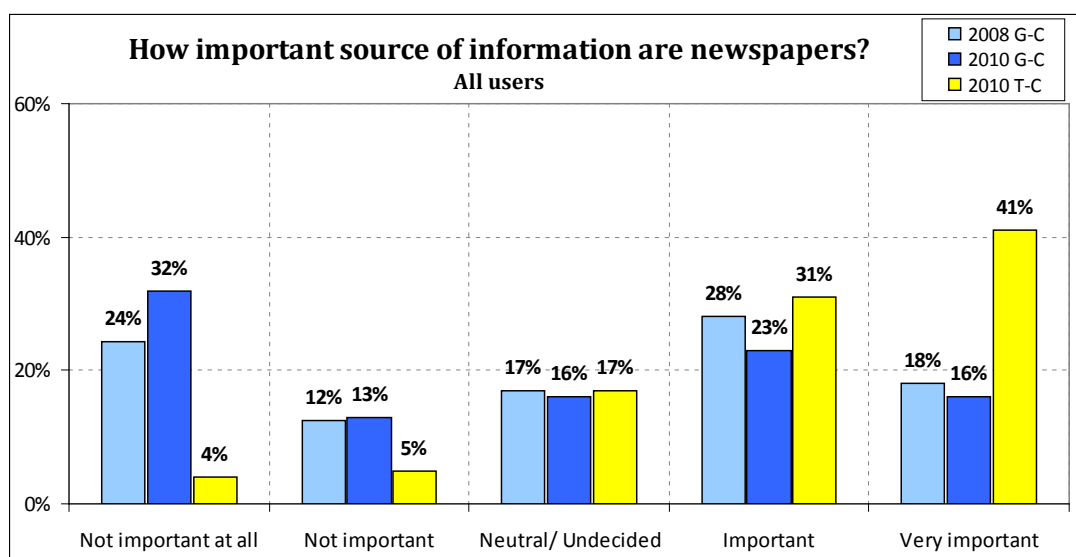
Radio as a source of information

The pattern is similar concerning the importance of radio as a source of information: only 37% of Greek-Cypriot internet users consider radio an important or very important source of information. This belief has decreased among Greek Cypriot internet users (24% in 2010 compared to 19% in 2008). Most Turkish Cypriot internet users (52%) believe that radio is an important or very important source of information (Figure II-5).

Figure II-5. Importance of radio for information
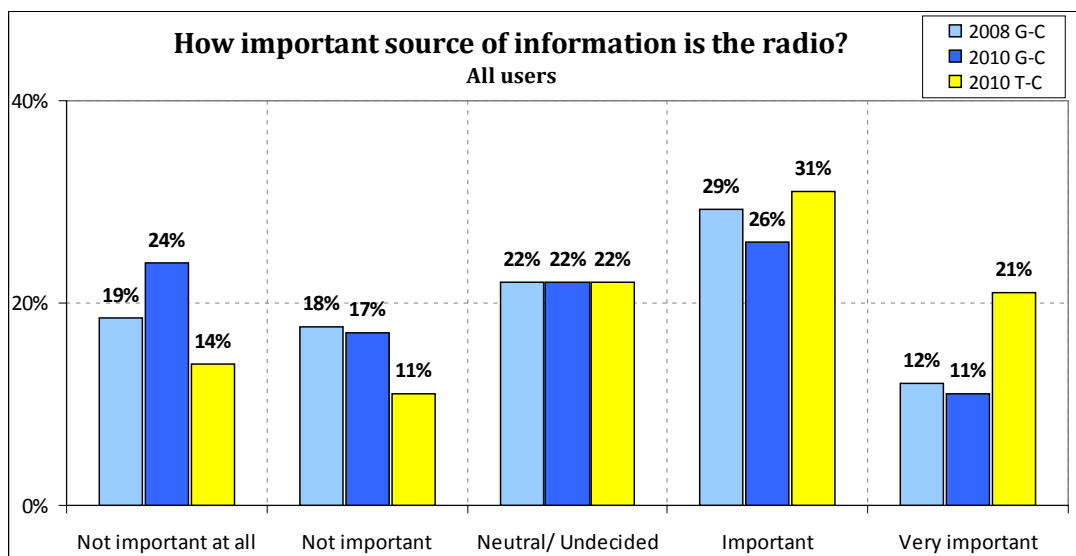
Interpersonal sources

Interpersonal relationships appear to be the most important source of information for 70% of the Greek Cypriot internet users. The trend is similar for Turkish Cypriot users, as 68% of them indicate interpersonal relationships are an important or very important source of information. Educational background seems to influence responses, as a larger percentage of both Greek Cypriot and Turkish Cypriot users who are primary school graduates believe that interpersonal relationships are a very important source of information. These findings are certainly in agreement with the 'interpersonal' nature of Cypriot society in general.

Figure II-6. Importance of interpersonal sources for information
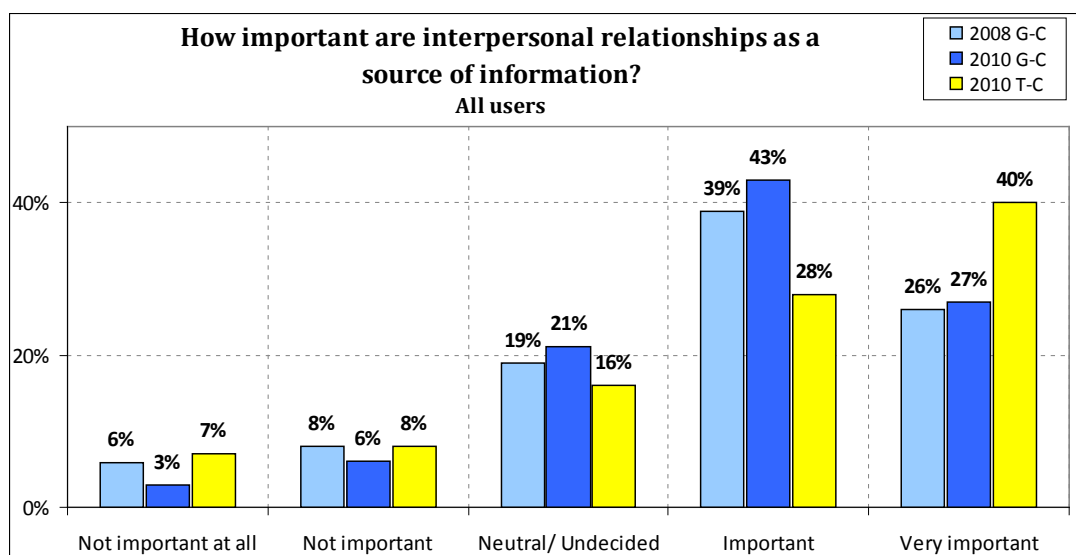
Internet as a source of entertainment

The internet is an important source of entertainment, but not as important as television, for both Greek Cypriot and Turkish Cypriot internet users. Most Greek Cypriot users (51%) indicate that the internet is an important or very important source of information. Turkish-Cypriot internet users have the same attitude (70%) (Figure II-7).

Age appears to be a decisive factor, as younger Greek-Cypriot users perceive the internet to be a very important source of entertainment while older users (55-64) believe that the internet is not at all important for their entertainment. Similar trends are found in the Turkish-Cypriot youth community, as most Turkish-Cypriot young users (15-24) indicate that the internet is a very important source of entertainment. However, contrary to the beliefs of Greek Cypriot users, a large percentage (43%) of Turkish Cypriot users between the ages of 55-64 see the internet as an important source of entertainment.

Figure II-7. Importance of the internet for entertainment
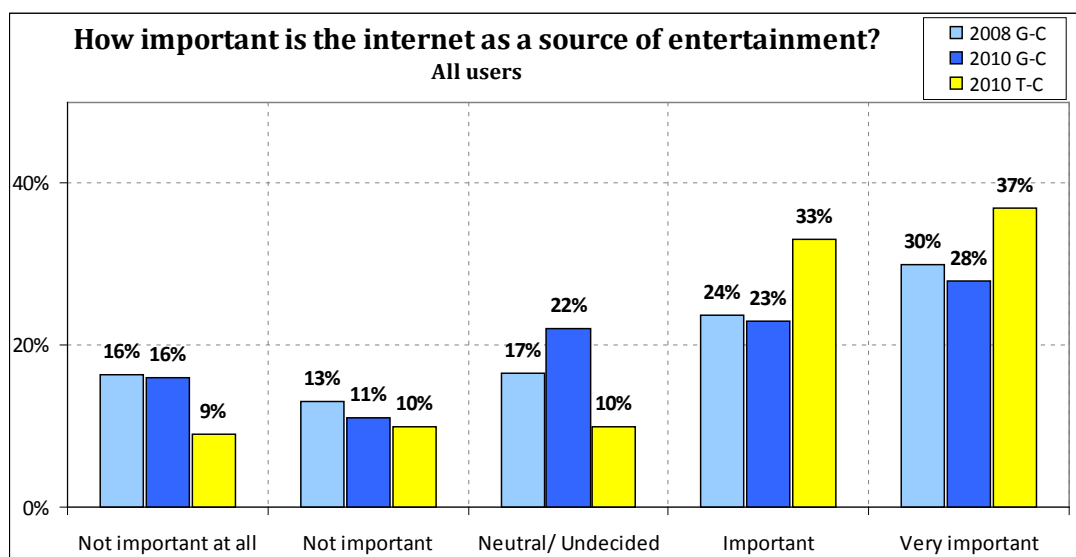
Television as a source of entertainment

Both Greek Cypriot and Turkish Cypriot internet users think that television is an important or very important source of entertainment. This belief is high even among younger populations (15-17) – 75% in the Greek-Cypriot community and 70% in the Turkish-Cypriot community.

Figure II-8. Importance of television for entertainment

How important is the television as a source of entertainment?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

	Not important at all	Not important	Neutral/ Undecided	Important	Very important
2008 G-C	3%	5%	17%	37%	37%
2010 G-C	3%	3%	18%	40%	35%
2010 T-C	5%	11%	12%	37%	33%
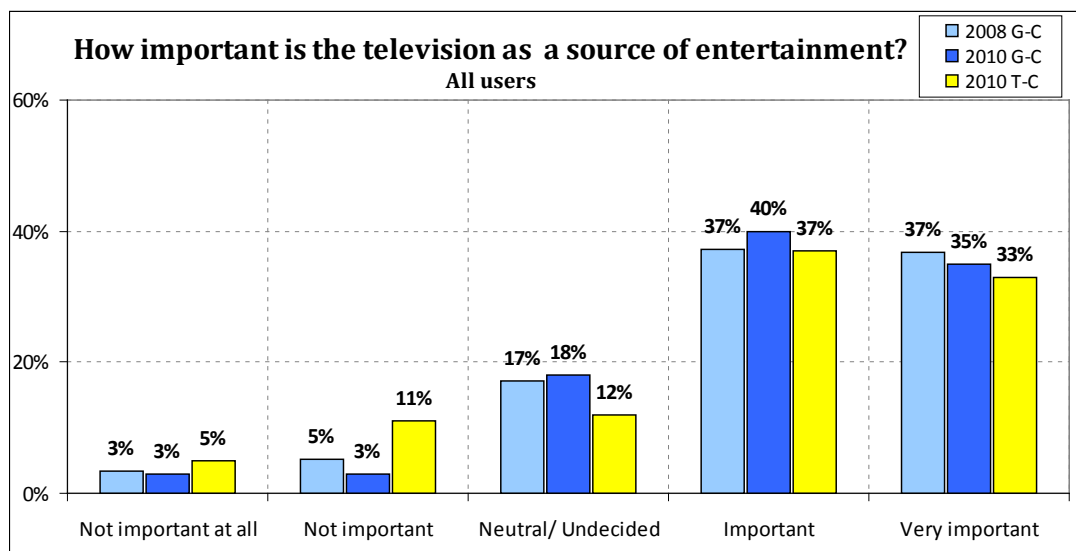
Newspapers as a source of information

Compared to 2008, there is an increase in Greek Cypriot internet user perceptions of newspapers as a non-important source of entertainment. For Greek Cypriot internet users (65%) newspapers are not a source of entertainment; this, however, is an expected finding given that the press provides mainly informational rather than entertainment value. Trends are somewhat different for Turkish Cypriot internet users, with 39% of them indicating that newspapers are an important or very important entertainment source (Figure II-9).

Figure II-9. Importance of newspapers for entertainment

How important is the newspaper as a source of entertainment?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

	Not important at all	Not important	Neutral/ Undecided	Important	Very important
2008 G-C	39%	24%	18%	15%	4%
2010 G-C	46%	19%	22%	9%	3%
2010 T-C	16%	18%	26%	26%	13%
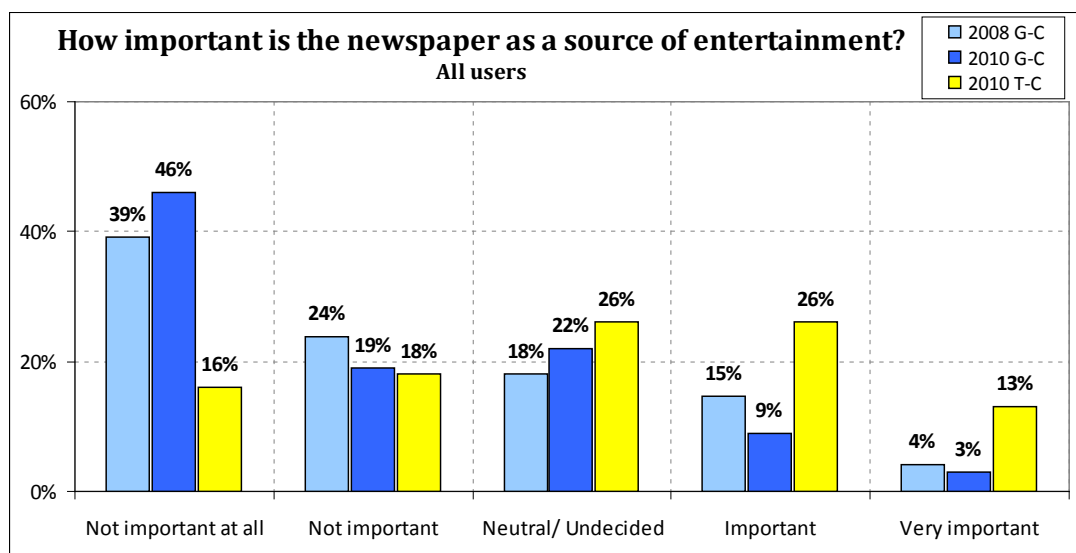
Radio as a source of entertainment

Both Greek Cypriot and Turkish Cypriot internet users are divided on whether radio is an important source of entertainment.

Many 2010 respondents report that radio is an important or very important source of entertainment (46% of the Greek Cypriot respondents and 41% of the Turkish Cypriot respondents). However, a large percentage of internet users are negative regarding radio's entertainment value (32% of Greek-Cypriot and 35% of Turkish-Cypriot users), whereas many are undecided (22% in both communities) (Figure II-10).

Figure II-10. Importance of radio for entertainment
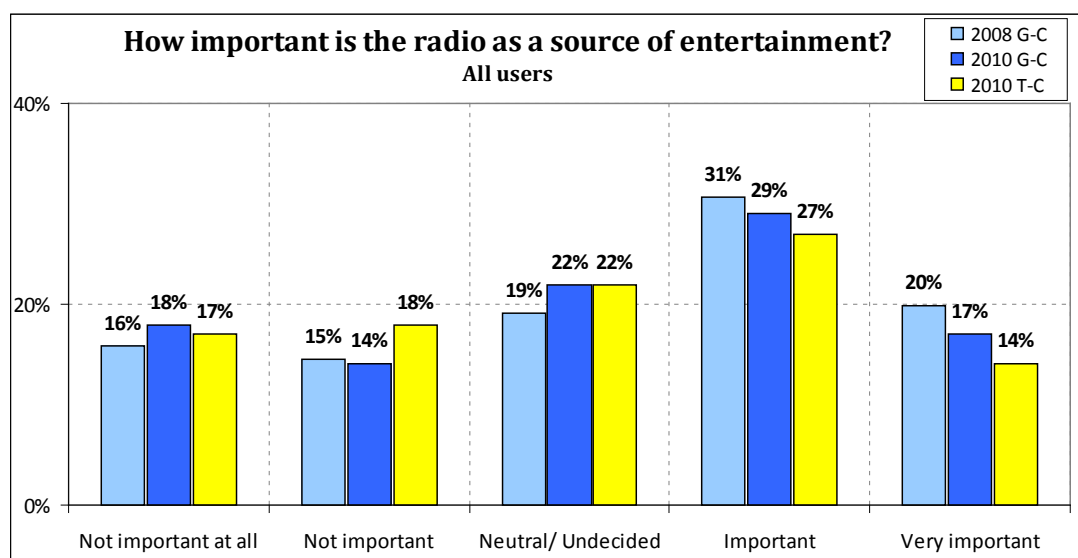
III. Media use

Television

Greek Cypriots seem to have steady television viewing habits, as 2010 rates do not appear much different than those of 2008, with almost one third (30%) watching television from 14 to 21 hours per week and a considerable 20% doing so for more than 21 hours per week. The average time Greek Cypriot internet users spend in front of their television sets increased from 15.4 hours per week in 2008 to 16.3 hours per week in 2010.. Somewhat different is the status of Turkish Cypriot users, who do not appear to be such avid viewers: 40% watch television for up to 7 hours, whereas the rates of heavy (14-21 hours) and very heavy viewing (21+ hours) are considerably lower than those of their Greek Cypriot counterparts.

Figure III-1. Frequency of TV viewing
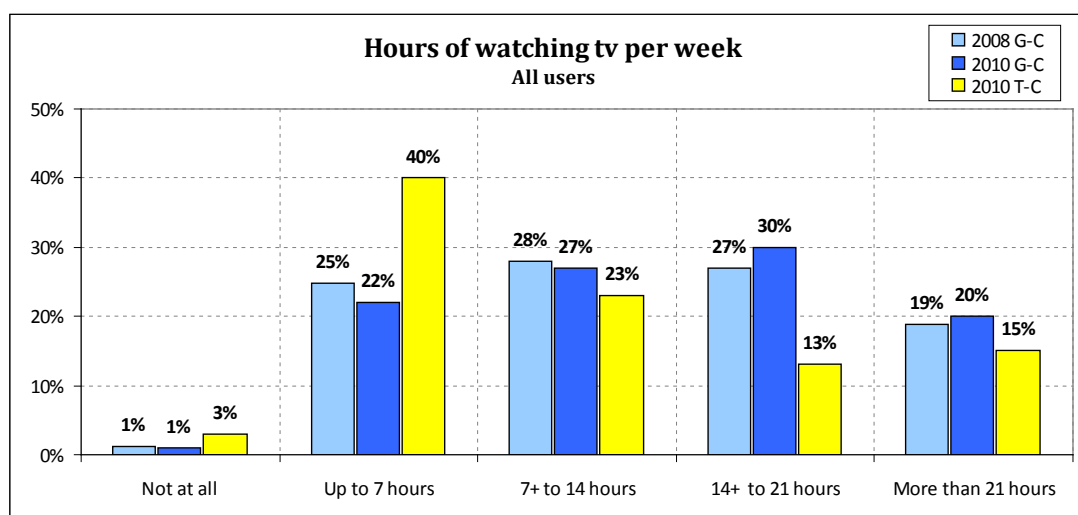
Radio

About half of internet users in Cyprus listen to the radio for up to 7 hours per week (52% of Greek Cypriots and 47% of Turkish Cypriots). In general, radio seems to be more popular among Greek Cypriot internet users, even though the average time spent per week (12.3 hours) decreased since last year (13.5 hours). In fact, only 6% and 22% of Turkish Cypriots and Greek Cypriots respectively are heavy radio listeners (14+ hours weekly). More than one quarter (26%) of Turkish Cypriots do not listen to the radio at all. The corresponding percentage of Greek Cypriots is 11%.

***Figure III-2**. Frequency of radio listening*

Hours of listening to radio per week
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

Category	2008 G-C	2010 G-C	2010 T-C
Not at all	11%	11%	26%
Up to 7 hours	44%	52%	47%
7+ to 14 hours	18%	15%	10%
14+ to 21 hours	11%	7%	3%
More than 21 hours	16%	15%	3%
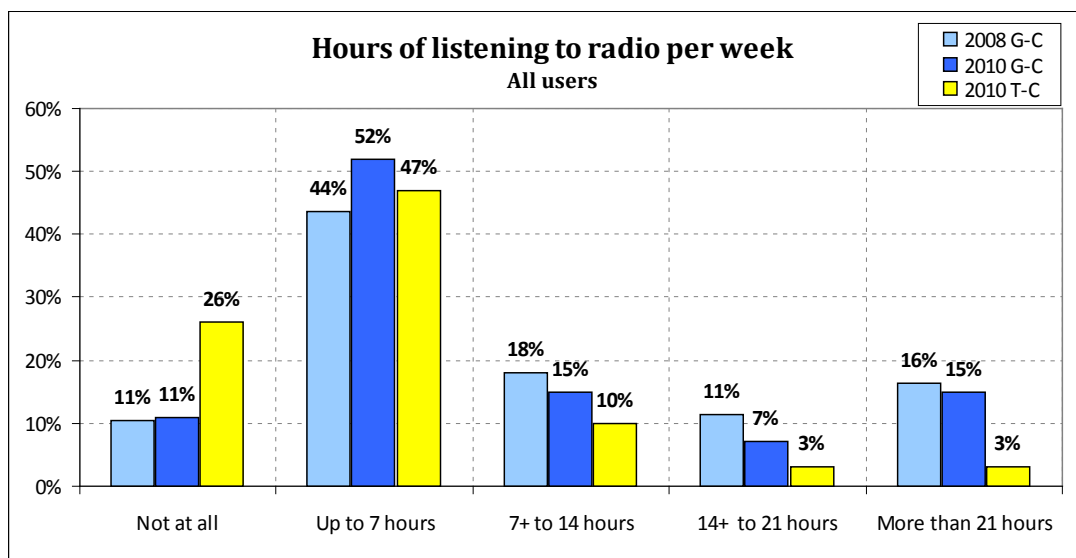
Newspapers

Newspaper readership rates continue to be very low in Cyprus. The majority of internet users spend up to 7 hours per week reading newspapers (55% of Greek Cypriots and 69% of Turkish Cypriots). Turkish Cypriots seem to be "heavier" newspaper readers than their Greek Cypriot counterparts, whose average time spent in newspaper reading reduced from 4.2 hours a week in 2008 to 3.6 hours a week in 2010. Greek Cypriots reading newspapers for more than 7 hours weekly constitute a small minority (3%), with Turkish Cypriots reading at much higher rates (14%). 28% of Greek Cypriots read newspapers for only 1-2 hours per week and 41% do not read newspapers at all. The rate for Turkish Cypriot non-readers is 12%.

***Figure III-3**. Frequency of newspaper reading*

Hours of reading newspapers per week
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

Category	2008 G-C	2010 G-C	2010 T-C
Not at all	34%	41%	12%
Up to 7 hours	58%	55%	69%
7+ to 14 hours	5%	3%	12%
14+ to 21 hours	2%	0%	1%
More than 21 hours	1%	0%	1%
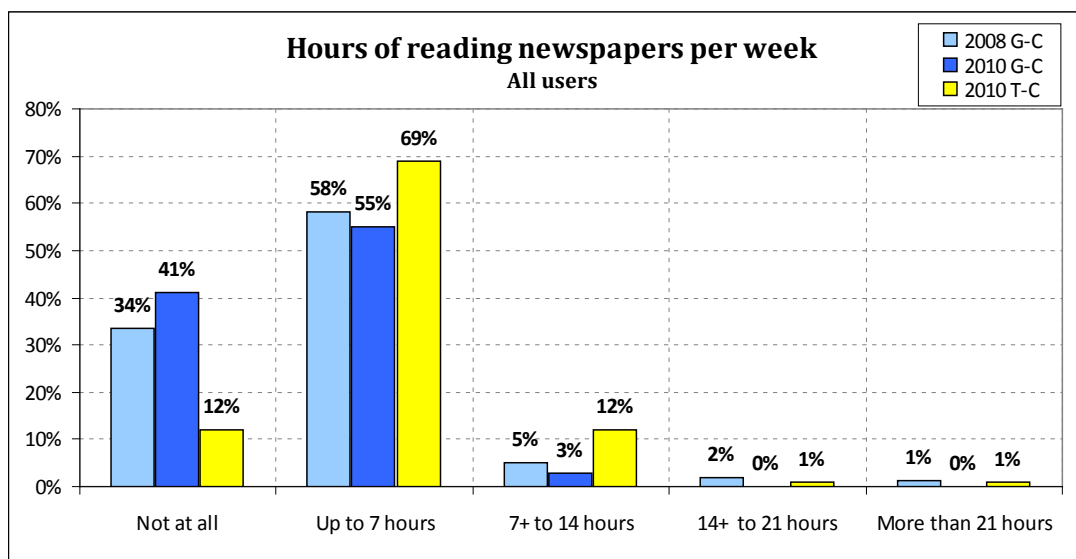
Media use by Greek Cypriot internet users and non-users[3]

A common hypothesis by researchers and media professionals is that internet use reduces the time spent in other media. Comparative examination of Greek Cypriot internet users' and non-users' media habits does not reveal significant discrepancies in newspaper reading, shows small differences in radio listening and reveals more considerable discrepancies in television viewing.

More specifically, newspaper reading seems to be practically unaffected by internet use, as both users and non-users share almost the same reading (or non-reading) habits (Figure III-4). The percentage of Greek Cypriots who do not use the internet and spend more than 7 hours a week reading newspapers is imperceptibly higher than the respective rate of internet users, while 41% of both users and non-users do not read newspapers at all.

Figure III-4. *Comparative newspapers reading (users and non-users of the internet)*
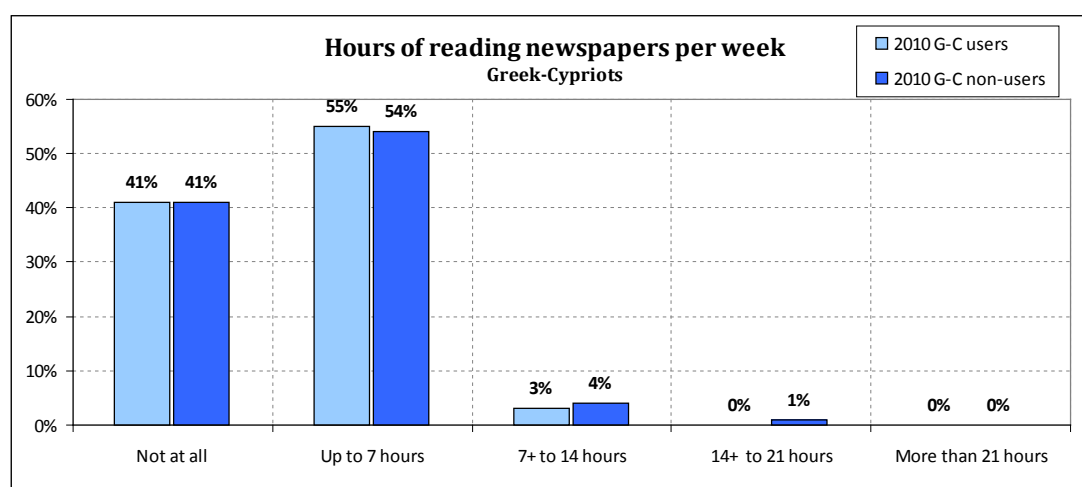
More than half of internet users (52%) listen to the radio for up to 7 hours weekly, whereas the respective rate for non-users is 10% lower (42%). Regarding those spending more than 7 hours a week listening to the radio, non-users tend to devote more time in this particular medium than users. More non-users (16%) than users (11%) do not listen to the radio at all (see Figure III-5).

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[3] Data for Turkish Cypriots who do not use the internet are not available.

Figure III-5. Comparative radio listening (users and non-users of the internet)
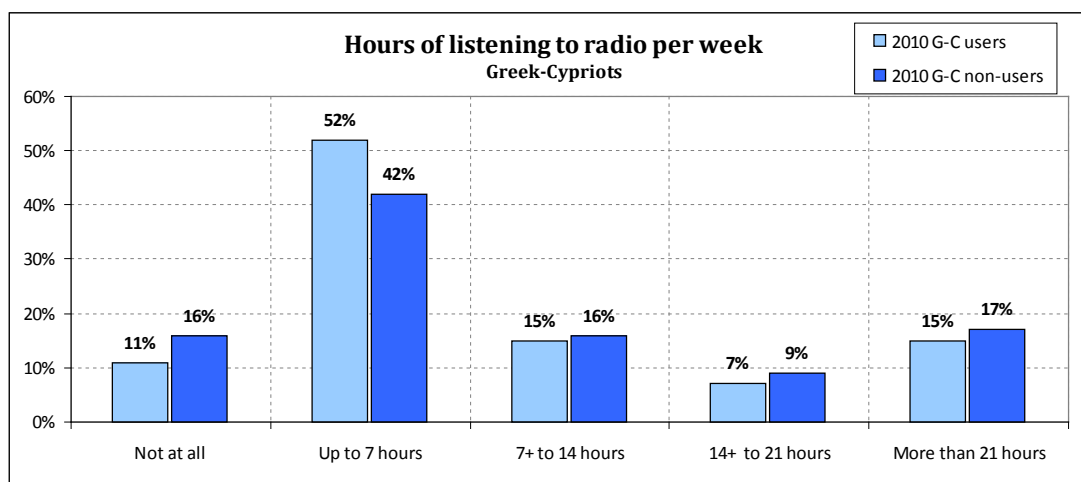
Internet users tend to watch television less hours weekly than non-users. The differences are more apparent at the two extremes: 22% of internet users watch television for up to 7 hours a week, with the respective percentage for non-users being 12%; the situation is reversed in the case of heavy viewers, as one out of three (33%) non-users spends more than 21 hours weekly in front of his/her television screen, whereas for users the rate drops to 20% (Figure III-6).

Figure III-6. Comparative TV viewing (users and non-users of the internet)
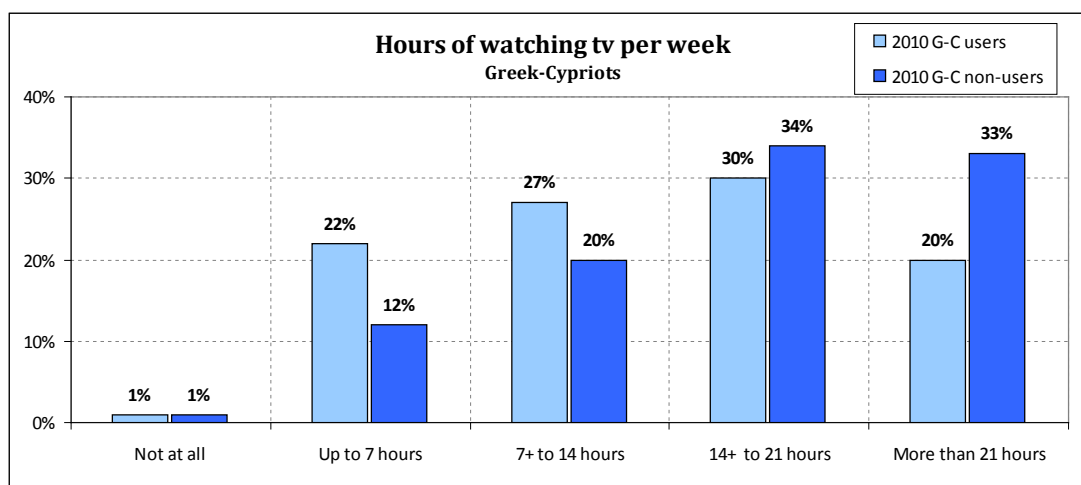
Greek Cypriots who do not use the internet spend more time engaging the other "traditional" media - television, radio and press - than internet users, with differences being more apparent for television and radio than for newspapers (Figure III-7). Nevertheless, no substitution or "cannibalization" function of the internet towards the other media is observed: Cypriots' media use patterns do not appear to tumble because of the use of the internet.

Figure III-7. *Comparative use of traditional media*
(users and non-users of the internet)

Hours of media use per week
Greek-Cypriots 2010

☐ Television
■ Radio
☐ Newspapers

Users: 16.28, 12.28, 3.59
Non-users: 20.78, 14.47, 4.15
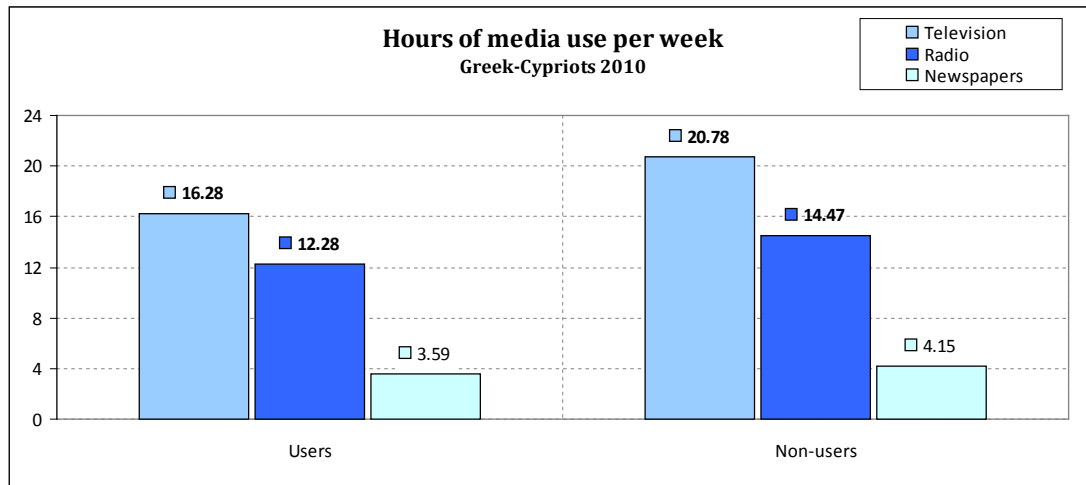
IV. Online transactions

Figure IV-1 illustrates number of monthly online purchases. The relevant figures refer only to internet users who purchase online and not to internet users in general (for the latter the average number of purchases is significantly lower).

***Figure IV-1**. Monthly purchases using the internet (internet buyers only)*
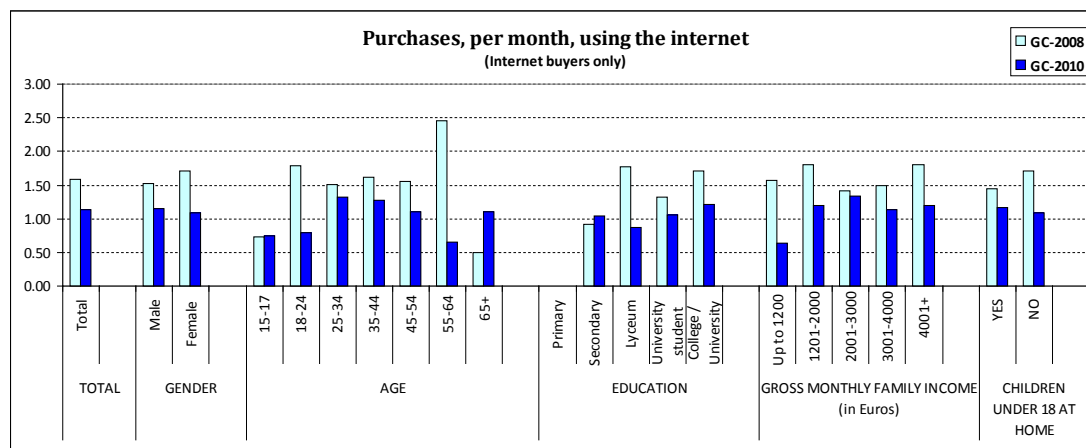
Buyers who use the internet for their purchases do so less than twice a month. Although the number of internet buyers increased significantly in 2010(see also Figure IV-2), average online purchases per month decreased (1.59 in 2008, 1.13 in 2010). This shows that more users buy online but that new internet buyers are somewhat cautious of making frequent online purchases.

***Figure IV-2**. Internet buyers' distribution (internet users only)*
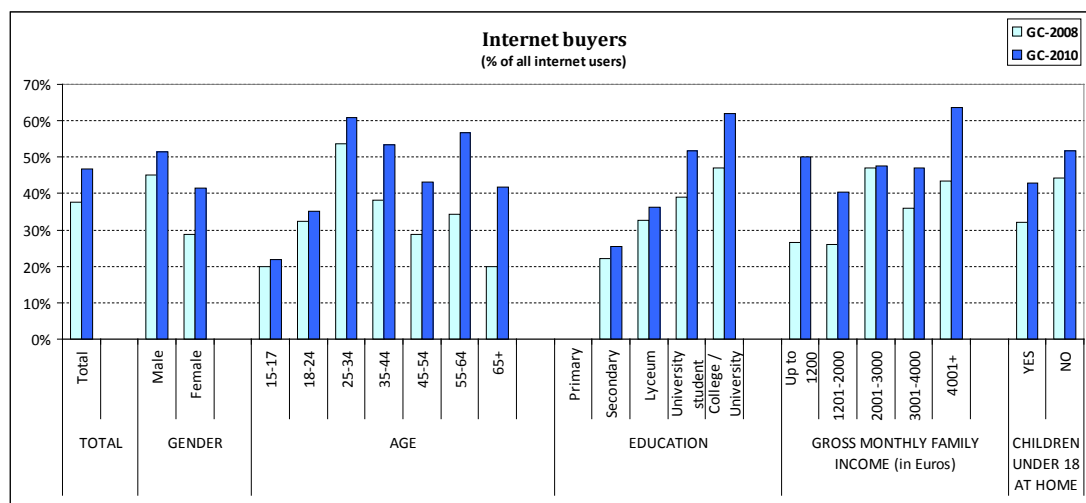
In 2010 the number of those engaging in online purchases increased from 37.7% (2008) to 46.7%. Half of Cypriot internet users buy products or services online – not often, however, as Figure IV-1 indicates. Some population categories (females, families with children, families with low income) seem now to be less reluctant to purchase online. Nevertheless, the number of internet buyers increases linearly with educational level.

Figure IV-3 depicts one of the most important findings of this study. The profile of a typical Cypriot internet shopper is male, aged between 25 and 34, a university student or graduate, from a family with a gross monthly salary higher than 2000€

Figure IV-3. Internet buyers' distribution (whole population)
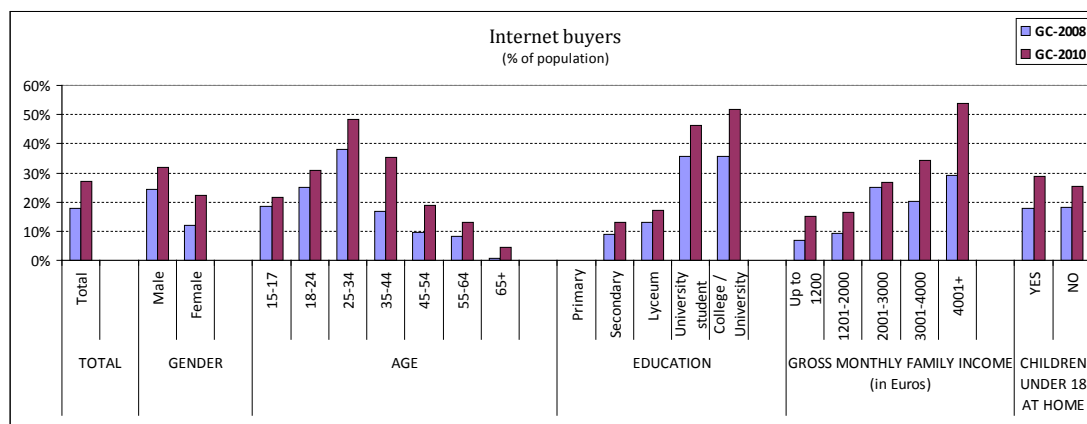
Figure IV-4 indicates that the products more frequently purchased using the internet are those related to travel (airline tickets, hotel reservations, etc), electronic goods, books and products related to hobbies.

Figure IV-4. Products/services purchased using the internet
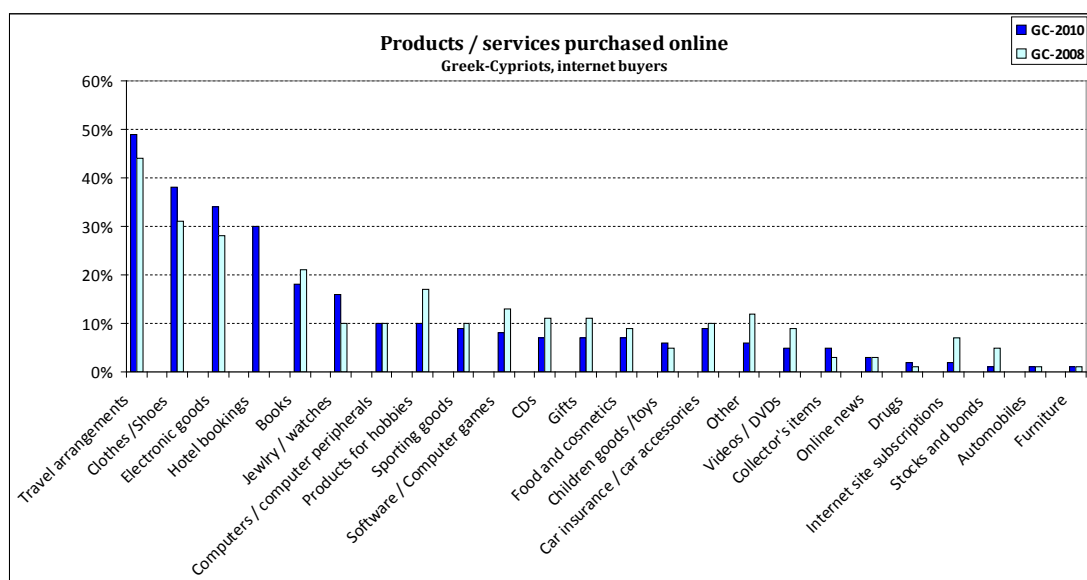
Security concerns

Cypriots are still quite sceptical about the safety of their online transactions. While about one out of four internet users feel no concern about the online security of their credit card information (26% of Greek Cypriots and 21% of Turkish Cypriots), the percentage of those who seem to be quite worried when it comes to online credit card transactions is significantly higher (53% of Greek Cypriots and 37% of Turkish Cypriots) (Figure IV-5). Uneasiness about the security of their credit card information during online transactions may be due to the fact that a substantial percentage of Cypriots do not hold a credit/bank card (20% of Greek Cypriots and 38% of Turkish

Cypriots). A culture of credit card use, let alone for online transactions, might not be as developed as in other countries with enhanced economies.

Figure IV-5. Concerns about security
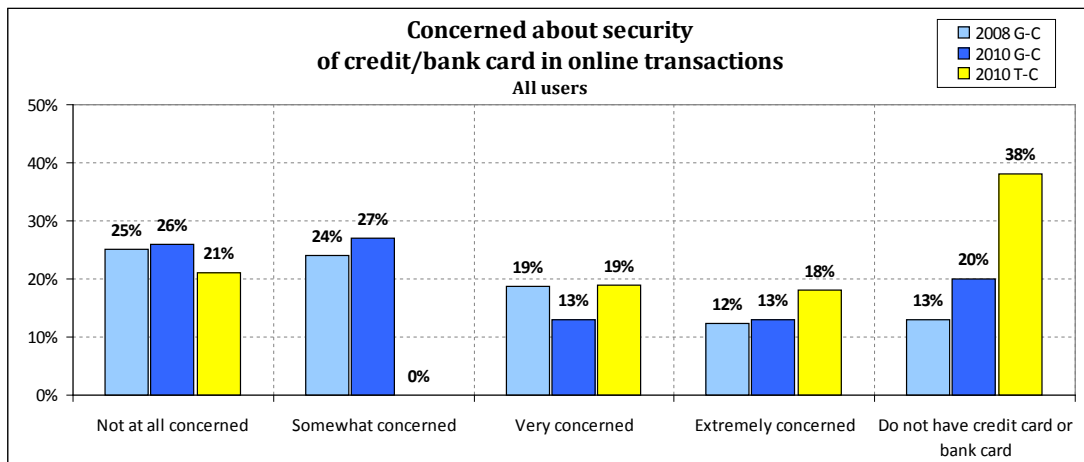
Hackers (34%), media alert on the issue (27%), sense of lack of control (25%), as well as personal and third person negative experience (19%) are stated by Greek Cypriots as principal reasons for concern (Figure IV-6).

Figure IV-6. Reasons for concern
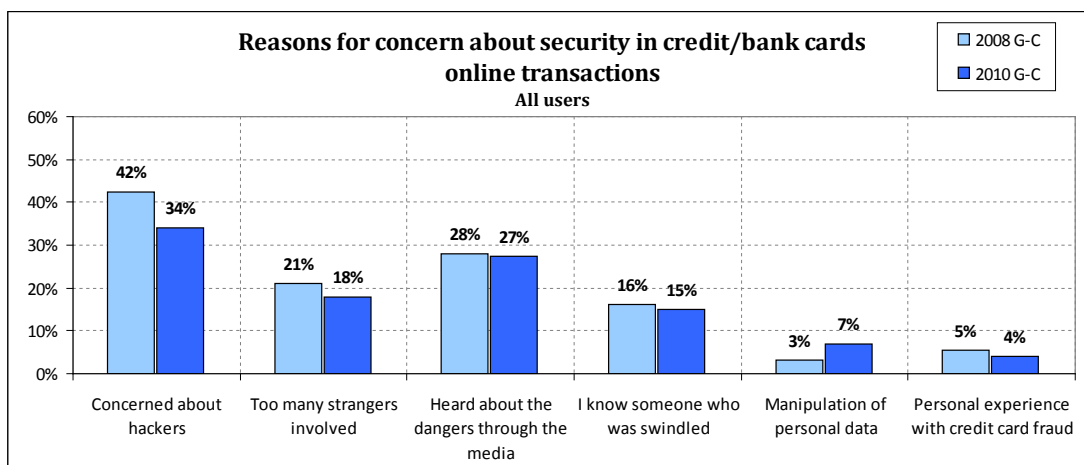
V. Social networking and communication

Social relations

A majority of Cypriot users feel that their internet activities have not affected their social relationships and the time spent with family and friends. In fact, this belief among Greek Cypriot users is heightened in all the related subcategories for 2010.

It should be noted that traditional family ties remain strong in Cypriot society, whereas most social networking is still performed through personal acquaintance and physical presence, an established practice that might be proven resilient to the culture of technologically mediated development of social relations.

Within this general condition some minor changes and fluctuations are detected regarding the nature of social ties as well as between the two communities. A general conclusion drawn from this measurement's data is that for Turkish-Cypriots, contacts with peers, with people of the same political or religious views and professional orientation, as well as family and friendly contacts, appear more increased as a result of internet use, in comparison to the Greek-Cypriots.

Concerning their beliefs on positive or negative effect of internet use in their relationship with people with similar hobbies, 21% of Greek Cypriot users feel that contact with people who share similar interests have increased since being connected to the internet and 10% that it has decreased. Rates for Turkish Cypriots are 33% and 18% respectively (Figure V-1).

Figure V-1. Contact with people who share the same hobbies
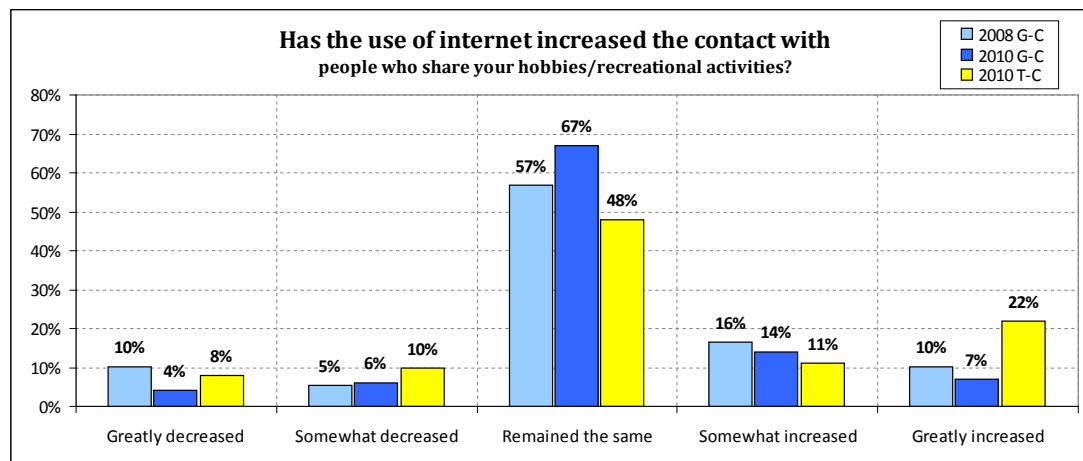
The reverse is the case for people with similar political views: 15% of Greek Cypriot and 24% of Turkish Cypriot users feel that the time spent with people sharing common political ideology decreased since being connected to the internet, whereas 5% of Greek Cypriot and 22% of Turkish Cypriot users estimate that it has increased. However, the majority of internet users in both communities state that contact with people who share their political views is largely unaffected by internet use (Figure V-2).

Figure V-2. Contact with people who share the same political views
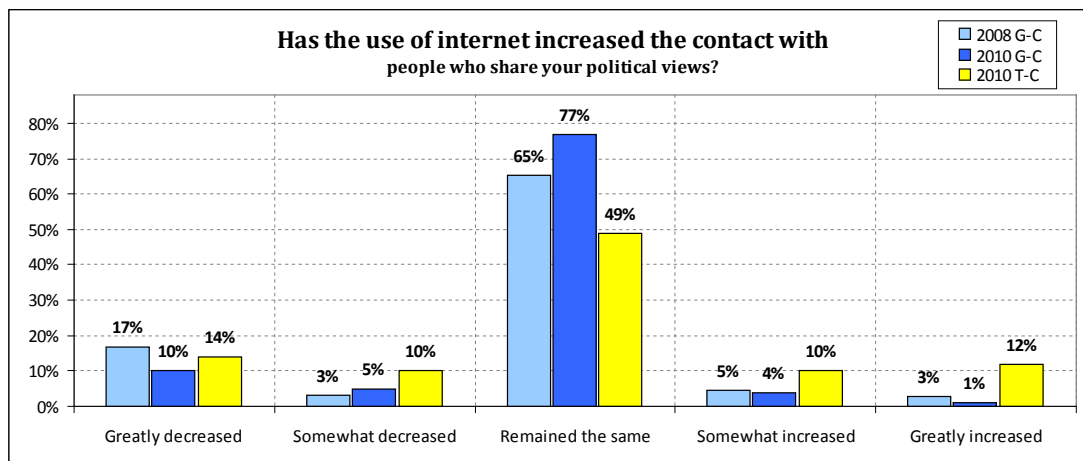

Most Cypriots do not think that the internet has had an impact on their contacts. Still, 13% of Greek Cypriot and 18% of Turkish Cypriot users feel that their contact with people with similar religious beliefs has decreased since being connected to the internet. 7% of Greek Cypriot and 22% of Turkish Cypriot users note that it has increased (Figure V-3).

Figure V-3. Contact with people who share the same religious beliefs
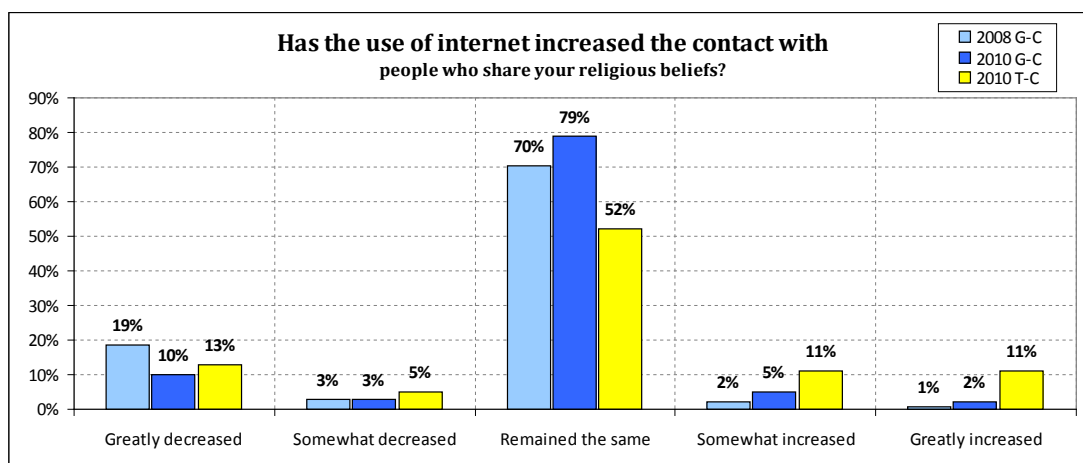
Cypriot users tend to believe the internet had a somewhat positive impact on their professional contacts: 17% of Greek Cypriot and 25% of Turkish Cypriot users feel that their internet activities helped them improve their professional relations, as opposed to 7% of Greek Cypriot and 10% of Turkish Cypriot users stating that their relevant contacts have decreased since being connected to the internet (Figure V-4).

Figure V-4. Contact with colleagues
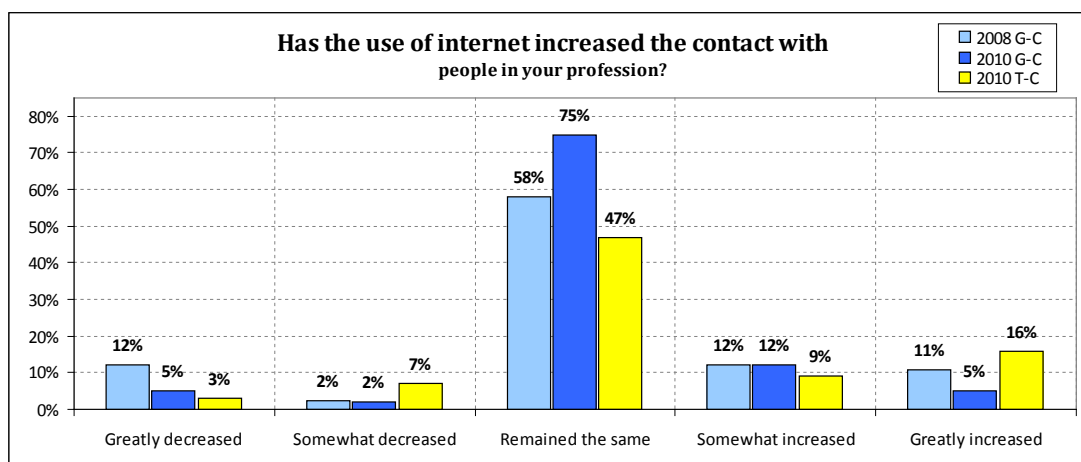
Family and friends

Relationships with family members and friends have not undergone significant changes because of internet use. Most feel that intimate relationships have remained intact, even though Turkish Cypriots appear to be more vulnerable to the effect of the internet than their Greek Cypriot counterparts: 76% of Greek Cypriots feel that contact with family members remained the same with the respective rate of Turkish Cypriots being 49%. Also, 12% of Greek Cypriots feel that it has decreased and 11% that it has increased, whereas for the Turkish Cypriots the rates rise to 15% and 32% respectively (Figure V-5).

Figure V-5. Contact with family
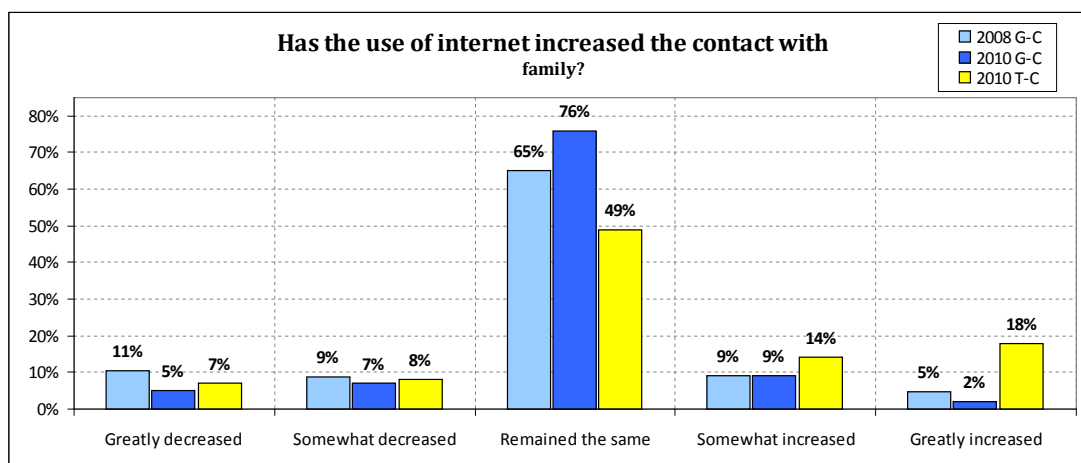
For both communities the internet has a positive impact on socializing with friends: 26% of Greek Cypriots and 42% of Turkish Cypriots feel that contact with their friends increased since being connected to the internet (Figure V-6).

Figure V-6. Contact with friends

Has the use of internet increased the contact with friends?

Legend: 2008 G-C, 2010 G-C, 2010 T-C

	Greatly decreased	Somewhat decreased	Remained the same	Somewhat increased	Greatly increased
2008 G-C	9%	5%	58%	14%	12%
2010 G-C	4%	4%	66%	17%	9%
2010 T-C	5%	8%	43%	12%	30%
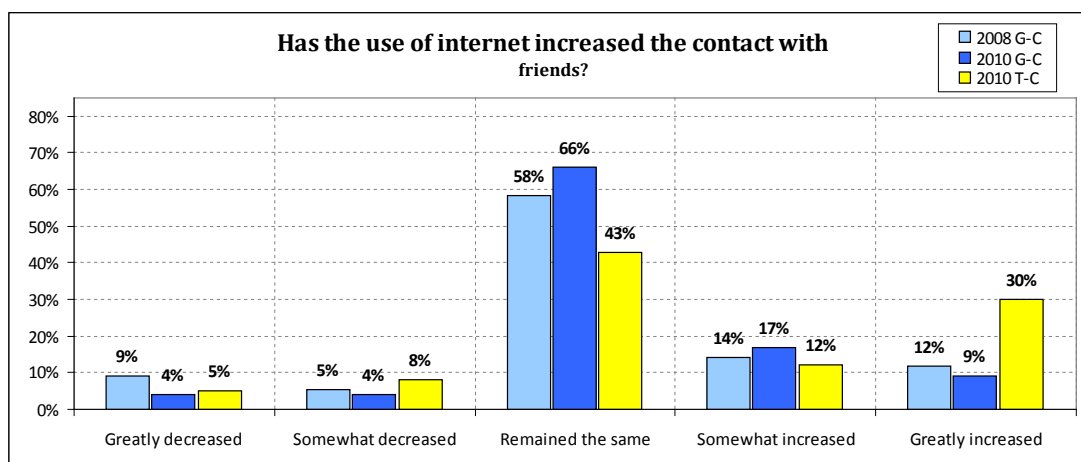
Productivity

The internet is considered to be a tool for productivity enhancement: 39% of Greek Cypriot users feel that access to the internet helped them improve their performance and only 2% think that it was an inhibitory factor in their work (Figure V-7).

Figure V-7. Impact on productivity

**Impact of internet on work performance/productivity
All users**

Legend: 2008 G-C, 2010 G-C

	Improved a lot	Improved somewhat	Stayed the same	Worsened somewhat/a lot	Unemployed/Not employed
2008 G-C	25%	18%	24%	0%	31%
2010 G-C	19%	20%	25%	2%	33%
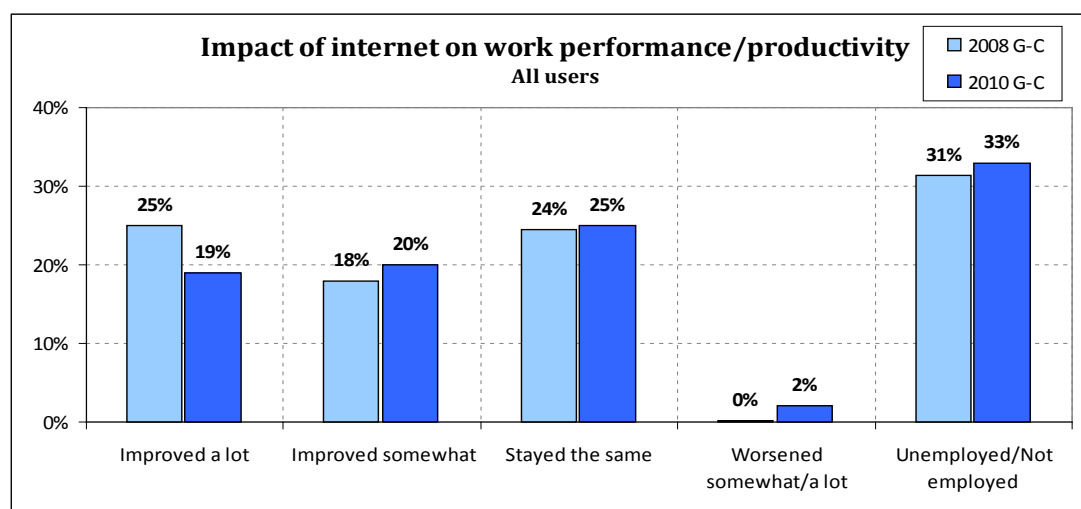
Time spent with friends and family

Comparison of 2008 and 2010 data reveals that Greek-Cypriot internet users have not changed remarkably in respect of time they devote to family and friends. Turkish-Cypriot internet users seem to spend less time with family (Figure V-8); this finding, however, could be a result of the over-representation of young people in the Turkish-Cypriot sample.

Figure V-8. Time spent with family

Hours spent with family per week
All users

Legend: ☐ 2008 G-C ■ 2010 G-C ☐ 2010 T-C

	Not at all	Up to 7 hours	7+ to 14 hours	14+ to 21 hours	More than 21 hours
2008 G-C	1%	7%	16%	20%	57%
2010 G-C	1%	8%	10%	20%	61%
2010 T-C	1%	16%	21%	19%	42%
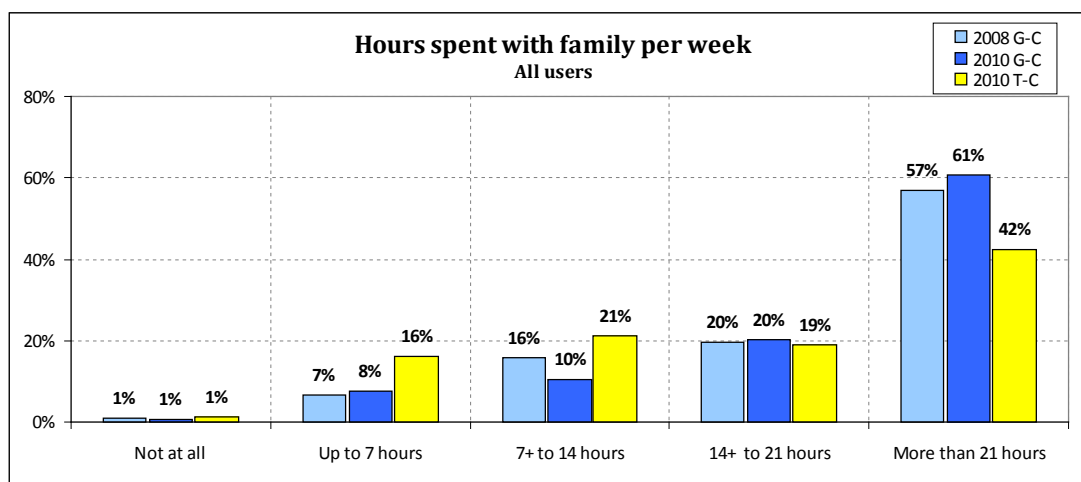
The picture is reversed concerning the time internet users spend with their friends: Turkish-Cypriot internet users socialize more with friends compared to Greek-Cypriots, who have not changed their habits since 2008 (Figure V-9).

Figure V-9. Time spent with friends

Hours spent with friends per week
All users

Legend: ☐ 2008 G-C ■ 2010 G-C ☐ 2010 T-C

	Not at all	Up to 7 hours	7+ to 14 hours	14+ to 21 hours	More than 21 hours
2008 G-C	4%	49%	20%	17%	10%
2010 G-C	3%	48%	22%	16%	11%
2010 T-C	3%	39%	20%	10%	28%
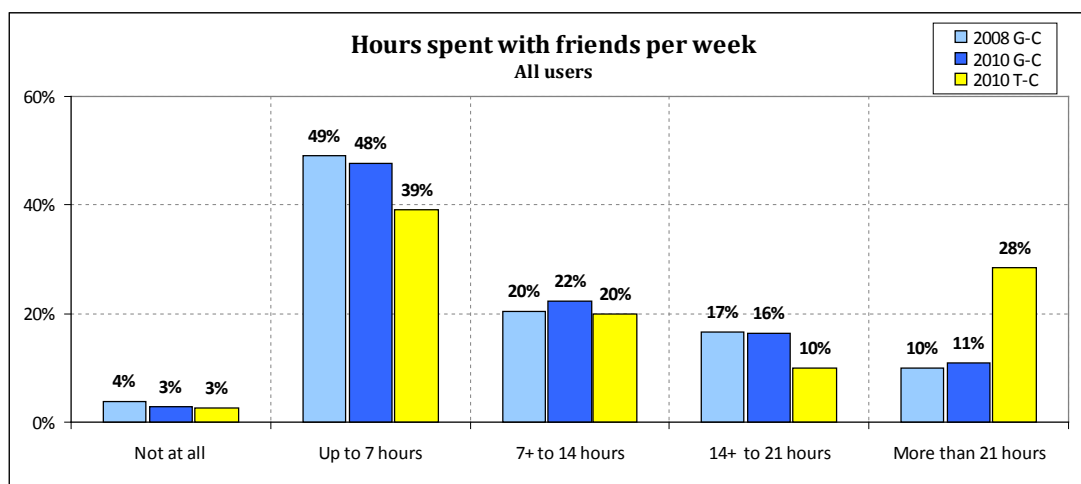
Internet access at home has a rather negative effect: certainly family ties remain strong, but 13% of Greek Cypriot users state that they spend less time than before with their families since having internet access at home and only 4% spend more time (Figure V-10).

Figure V-10. Internet at home and contact with family
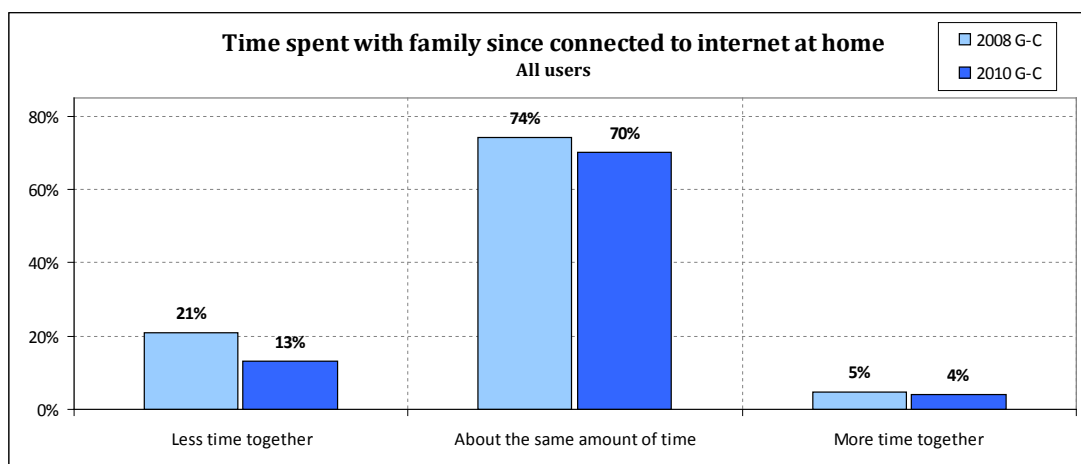
Internet use has no significant impact on the time most Greek-Cypriot users devote to friends (Figure V-11).

Figure V-11. Internet use and contact with friends
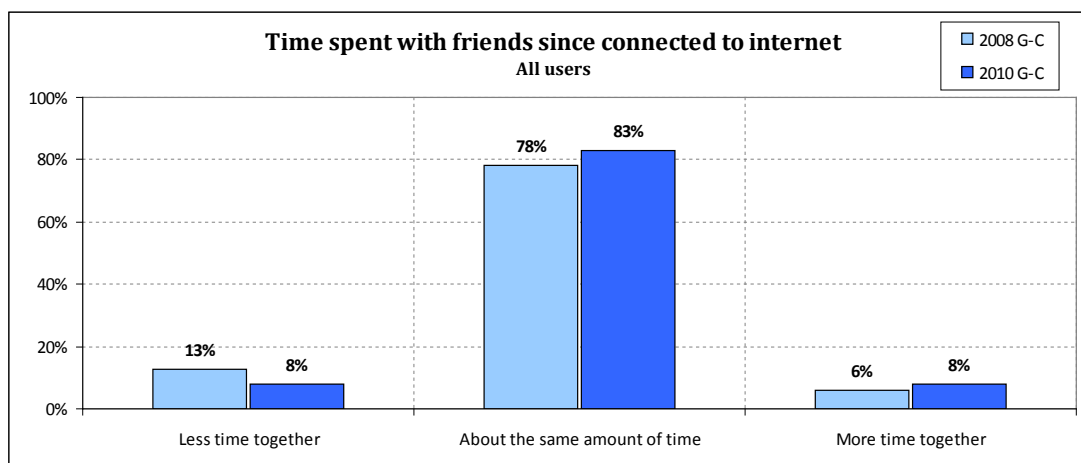
Multitasking

Many Greek Cypriot (33%) and most Turkish Cypriot users (56%) report that they multitask most of the time while online (Figure V-12) – a usual practice while engaging with new ICTs. Such activities are, for instance, viewing TV, listening to music, surfing the web and chatting, eating or drinking etc. Multitasking is possible largely due to the asynchronic nature of the internet.

Younger populations appear to more frequently engage in multiple activities while online than users of other ages: 75% of the Turkish Cypriot users between the ages 15-17 and 64% of respondents between the ages of 18-24 report multitasking most of the time while online. The trend is similar to that of Greek Cypriots,who, however, report a lower percentage: 42% of Greek Cypriot users ages 15-17 and 44% of users between the ages of 18-24 multitask most of the times they are online.

Figure V-12. *Multitasking*

Do you multitask when you are online?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

- Yes, some times: 31%, 33%, 32%
- Yes, most of the times: 31%, 33%, 56%
- No: 37%, 33%, 11%
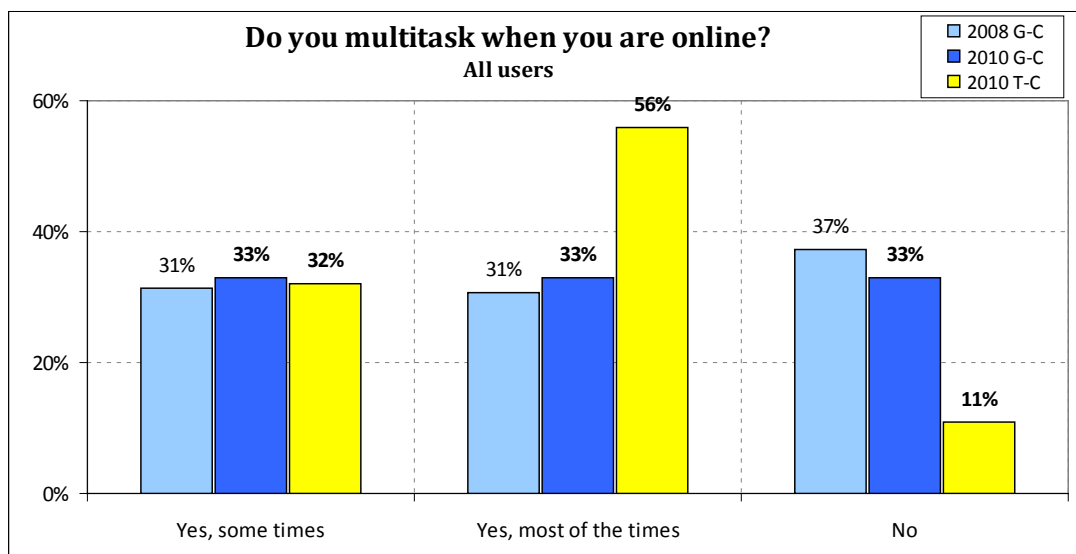
Communication with other people

As expected, email remains the most significant form of communication. In general, no differences between the two years are observed apart from a slight increase in chat room participation and instant messaging which are predominantly younger generation activities. On the other hand, activities such as participation in discussion forums and updating online status seem more popular in the Turkish-Cypriot community.

Figure V-13. *E-mail use*

How often do you check your email ?
All users

Legend: 2008 G-C, 2010 G-C, 2010 T-C

- Never: 10%, 12%, 4%
- Less than monthly: 4%, 4%, 6%
- Monthly: 4%, 6%, 10%
- Weekly: 15%, 17%, 25%
- Daily: 37%, 31%, 27%
- Several times a day: 30%, 29%, 27%
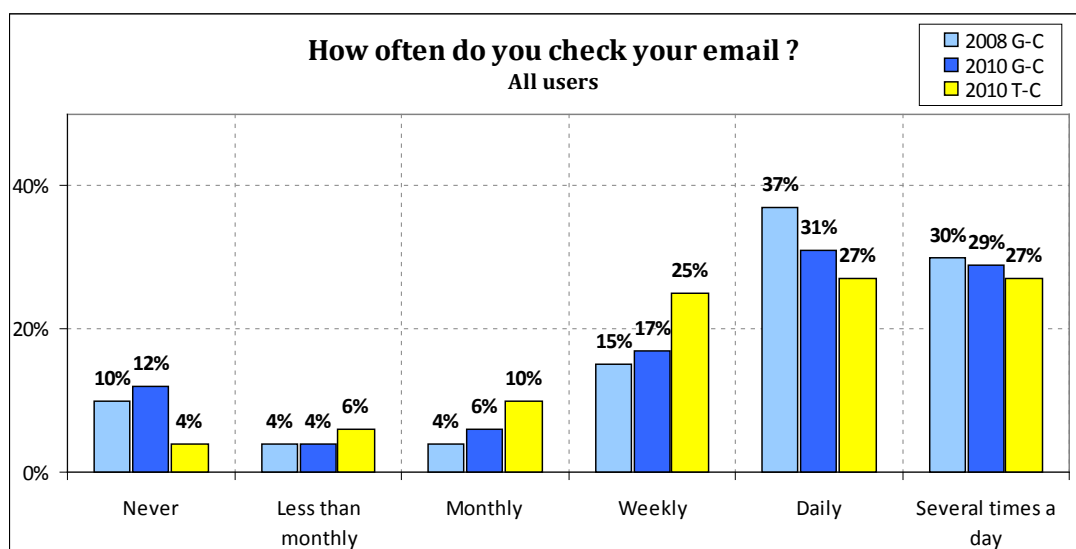
Figure V-14. Instant messaging
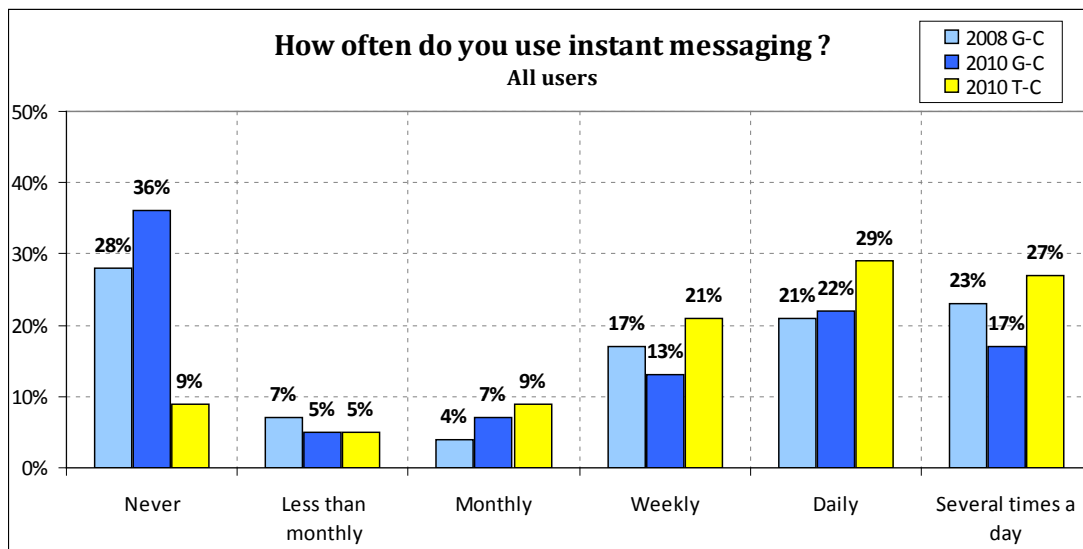
Figure V-15. Participation in chat rooms
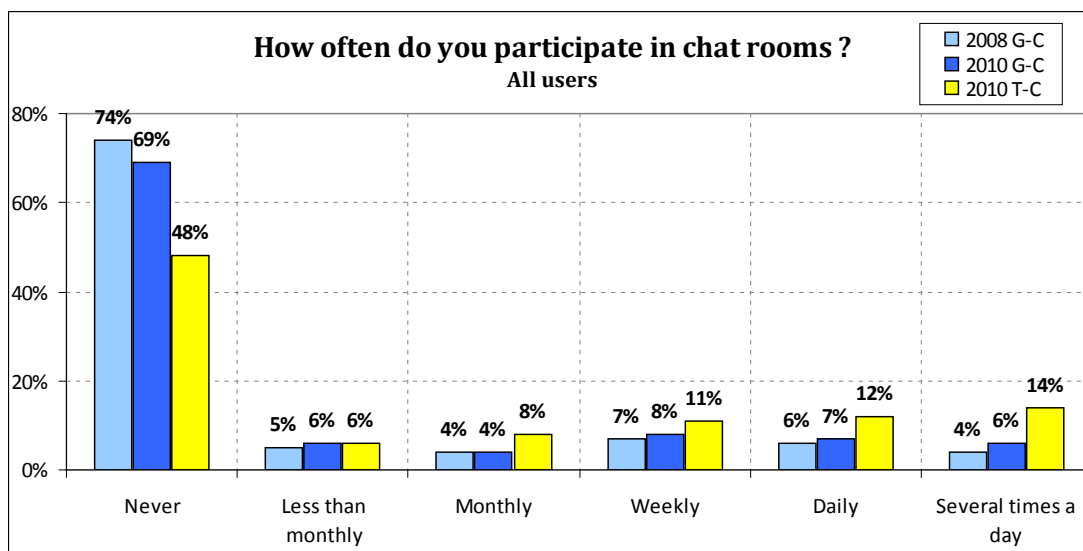
Figure V-16. Sending e-mail attachments
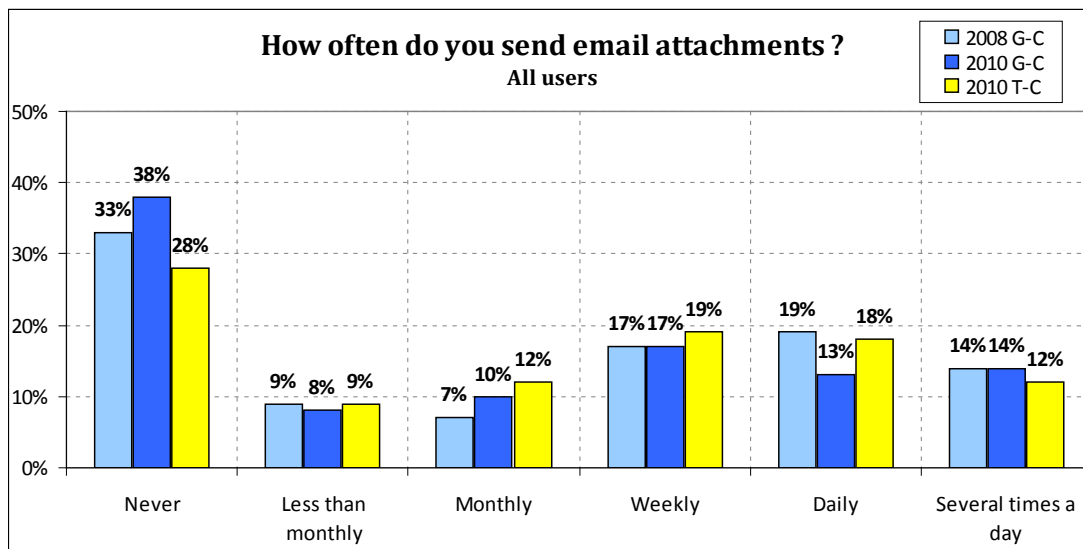
Figure V-17. Calls over the internet
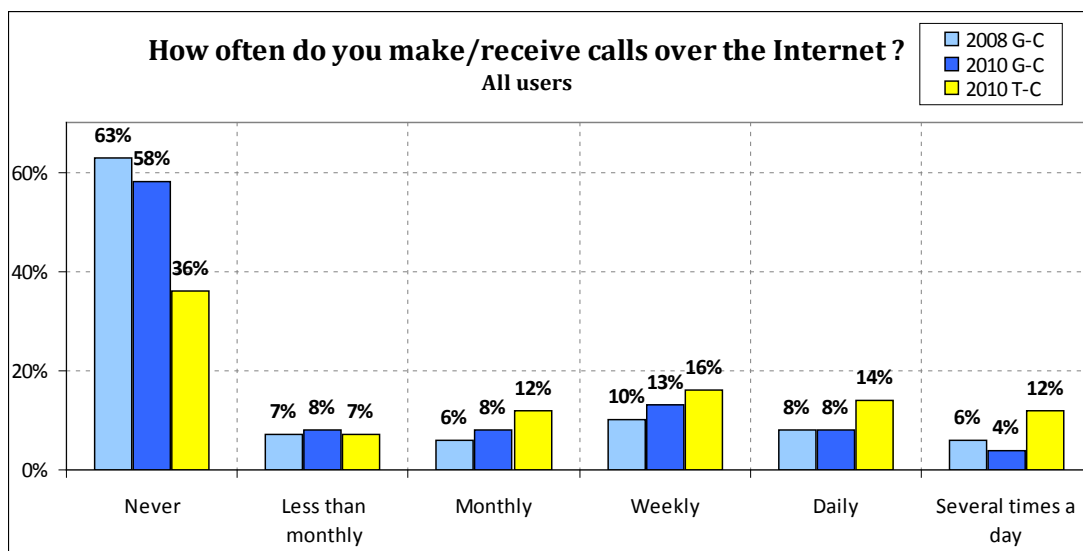
Figure V-18. *Working on blog*
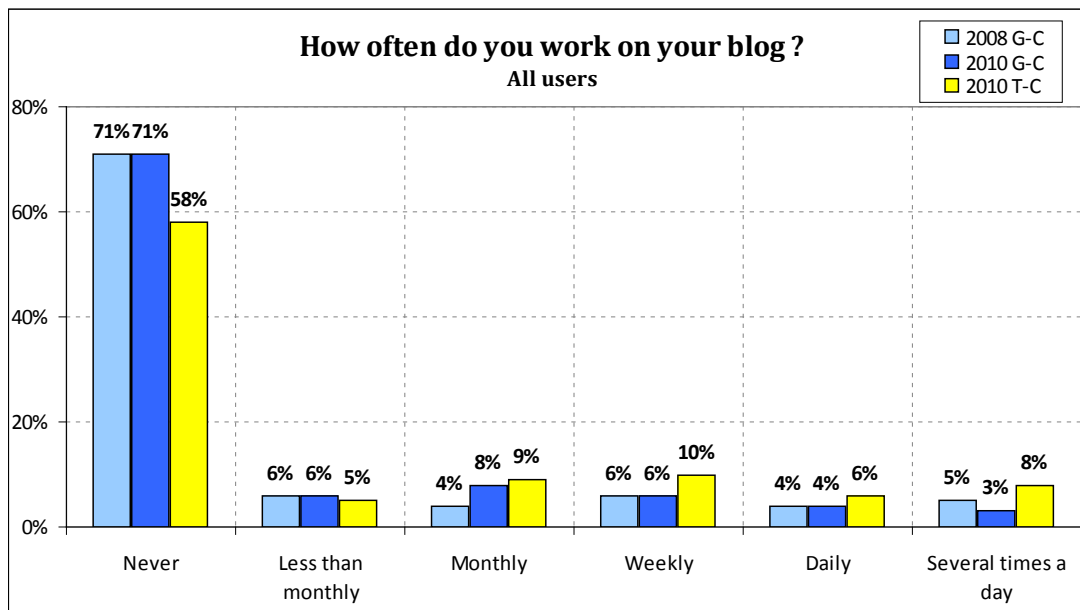
Figure V-19. *Posting photos or pictures on the internet*
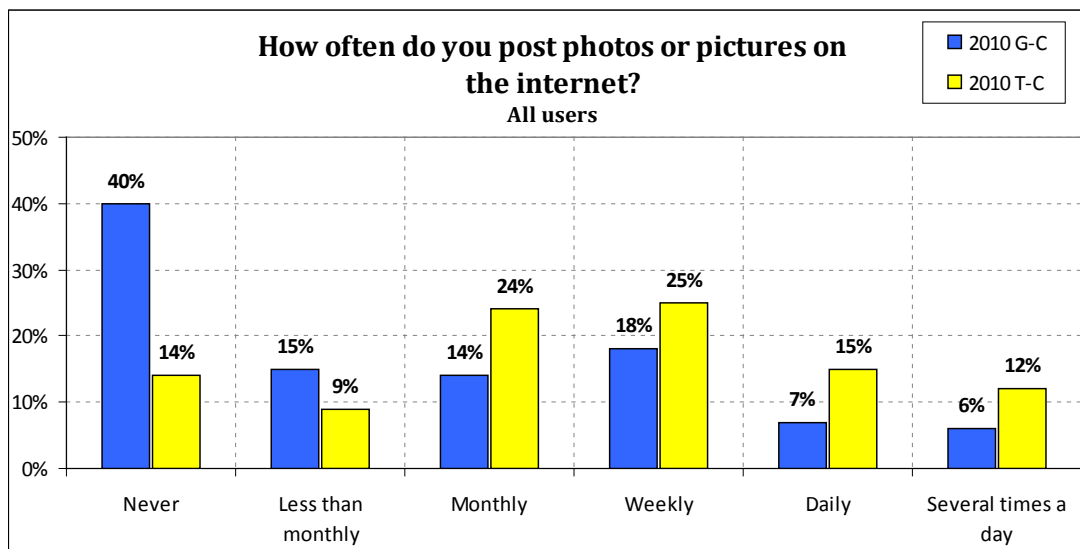
Figure V-20. Uploading music videos

How often do you upload music videos ?
All users
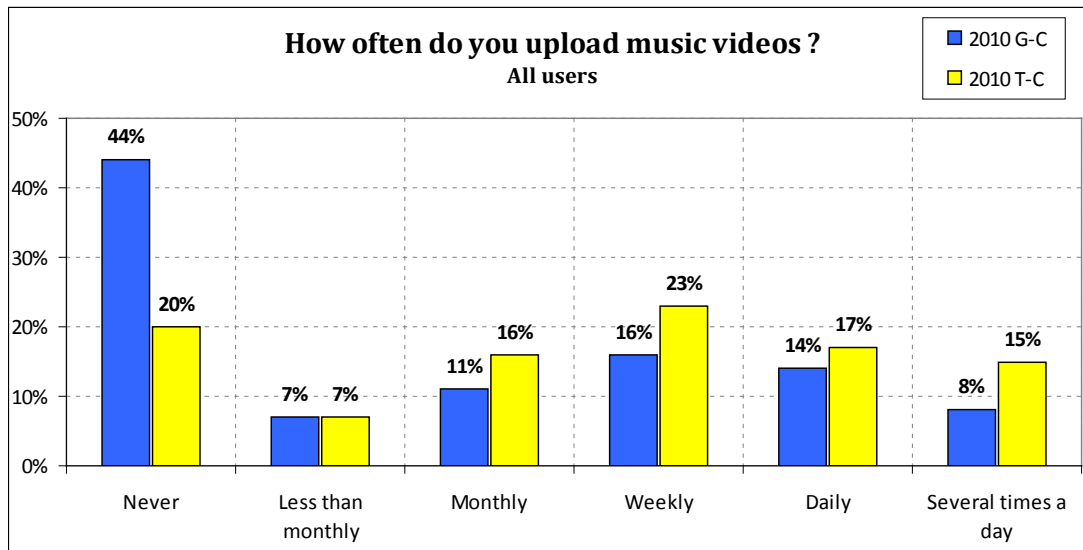
Figure V-21. Participation in discussion boards

How often do you post messages on discussion boards?
All users
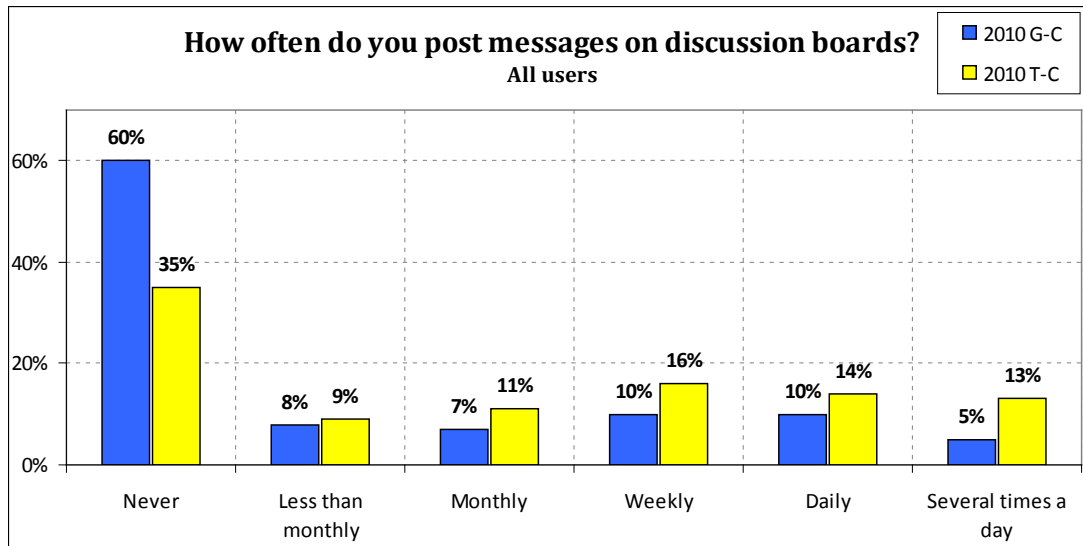
Figure V-22. *Updating status*
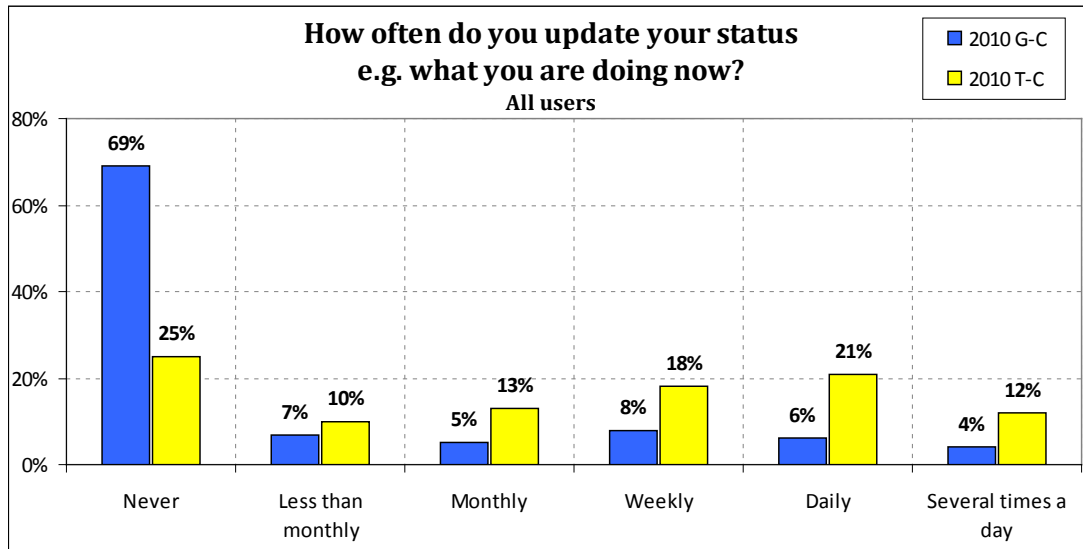
Figure V-23. *Commenting on blogs and message boards*
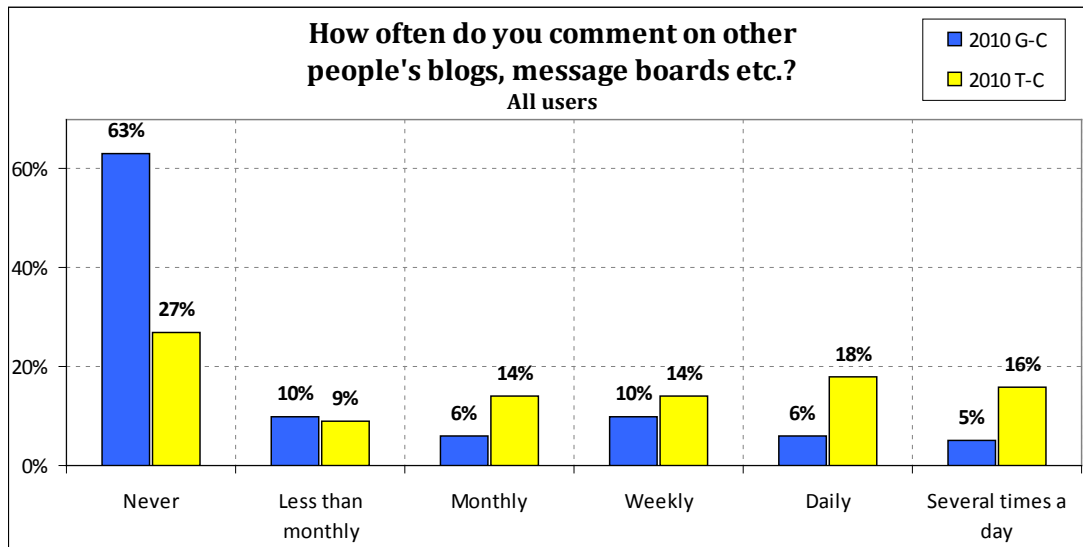
VI. The range of internet use

Useful everyday information

Integrating the internet in their daily lives, users embrace it in complex ways in order to fulfil current needs and more permanent life necessities. Of course, small and large variations in these activities are observed, depending on the social contexts in which individuals appropriate the internet.

News is the most popular type of information sought on the internet especially among male users and as age increases. There are no significant differences between the two communities, apart from the Turkish-Cypriots' daily consumption of news.

Figure VI-1. Looking for news
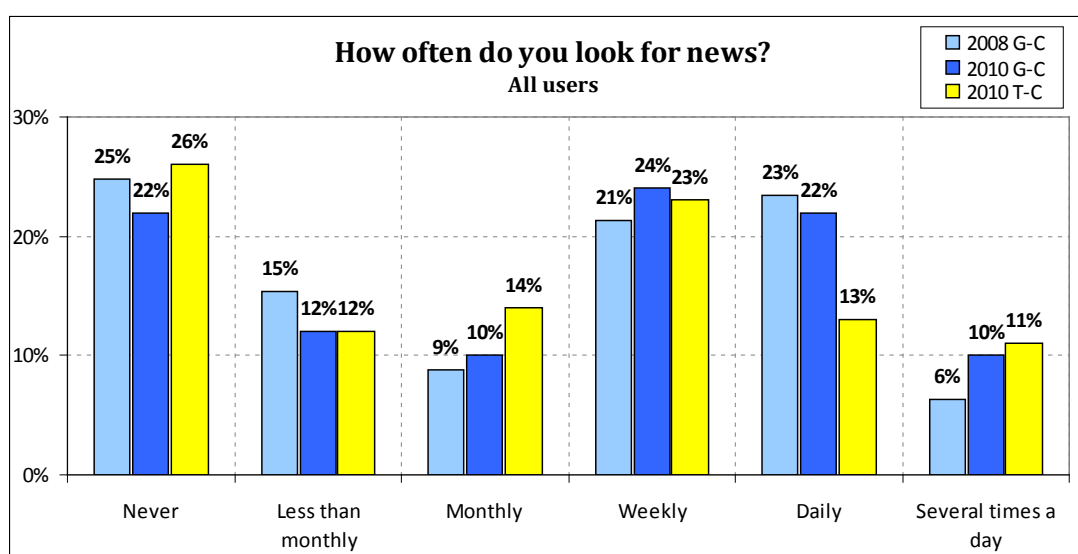
Even though searching for a job is not a regular activity, it is starting to gather interest from the 18-24 and 25-34 age groups.

Figure VI-2. Looking for a job
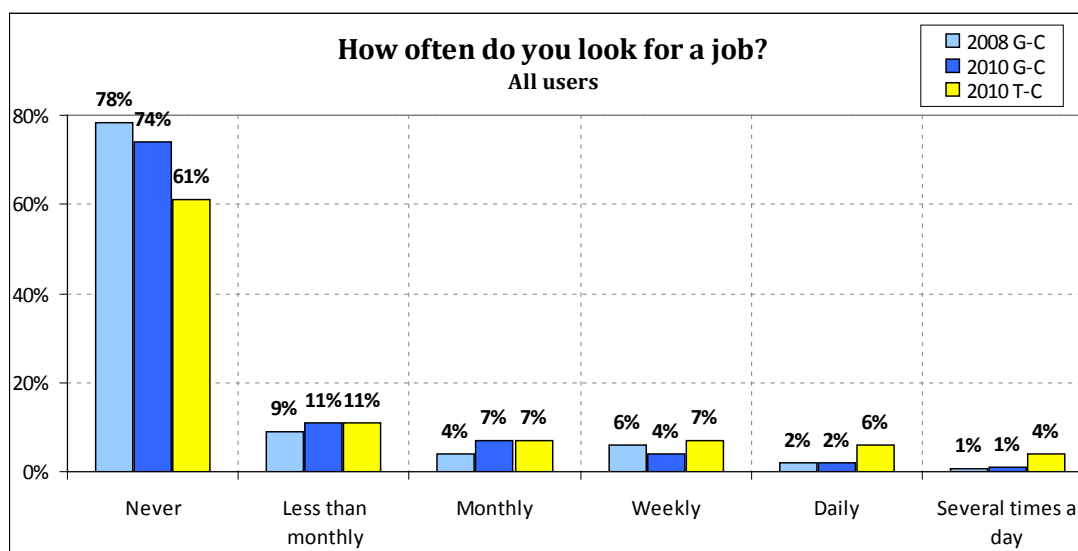
Reading blogs (Figure VI-3) and looking for humorous content (Figure VI-4) are also much more popular among the younger age groups.

Figure VI-3. Reading blogs
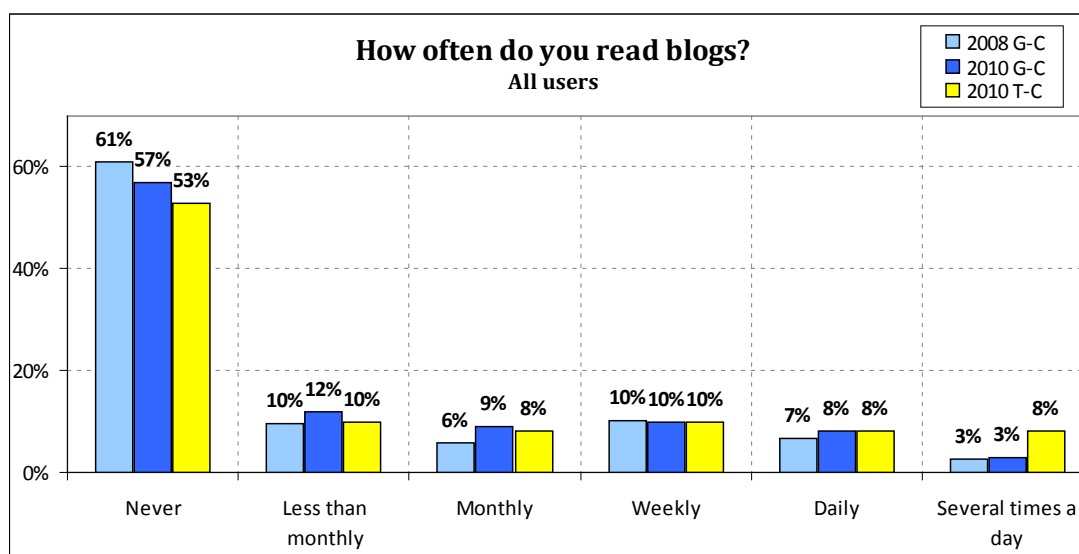
A difference is observed in the use of websites with humorous content: Turkish-Cypriot internet users seem to use the internet for this purpose much more than Greek-Cypriots. The systematic differences observed may reflect the preferences of younger users (who are overrepresented in the Turkish-Cypriot sample), but also a peculiar cultural expression of the Turkish-Cypriot public sphere.

Figure VI-4. Looking for humorous content
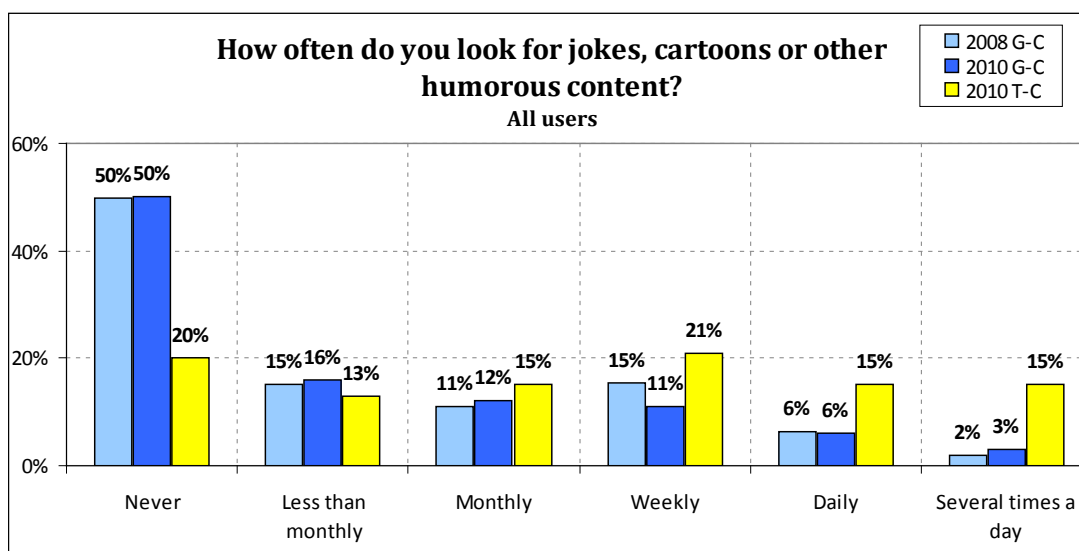
The significant differences noted in the first two answers ('never' and 'less than once a month'), regarding the search for travel information, might be due to worse economic conditions in the Turkish-Cypriot community (Figure VI-5).

***Figure VI-5**. Looking for travel information*
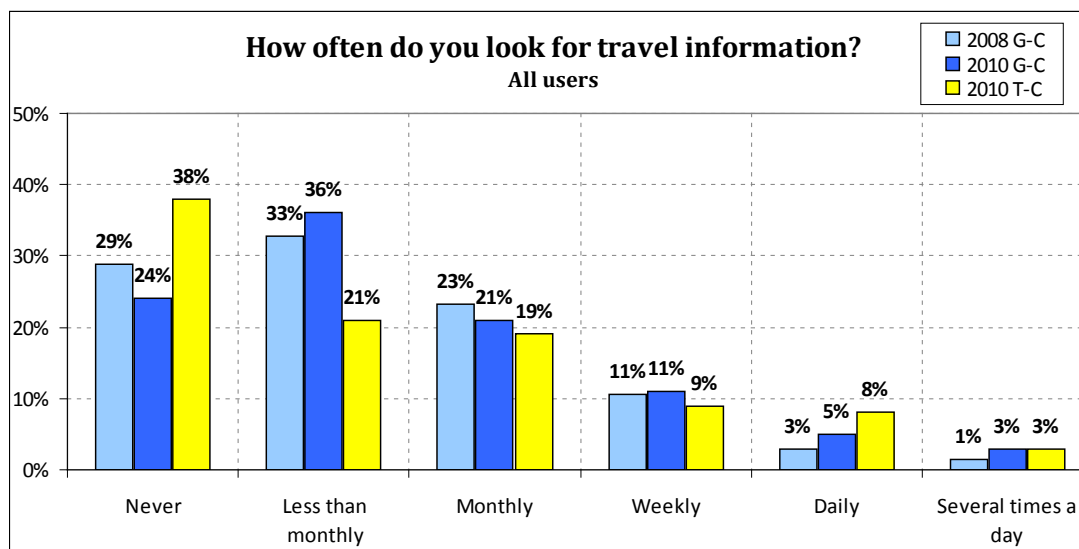
The fact that Turkish-Cypriots seek medical information more frequently might be due to the lower quality of healthcare services in the north of the island, compared to the southern part. However, users in the older age groups in both communities are beginning to show an increasing interest in online health information (Figure VI-6).

***Figure VI-6**. Looking for health information*
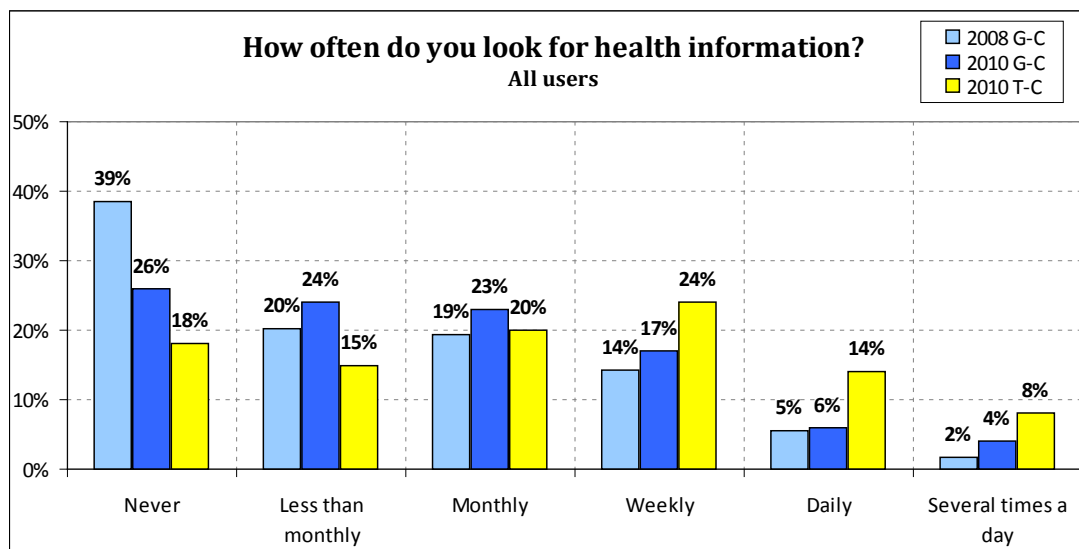
Everyday transactions

Since a large number of users look up online information about a product, they are gradually getting more accustomed with the internet as an "intermediary" for buying things and making travel reservations (see also Part IV).

That said, the next two figures show that Turkish-Cypriot users look for consumer information and make online purchases less frequently than Greek-Cypriots.

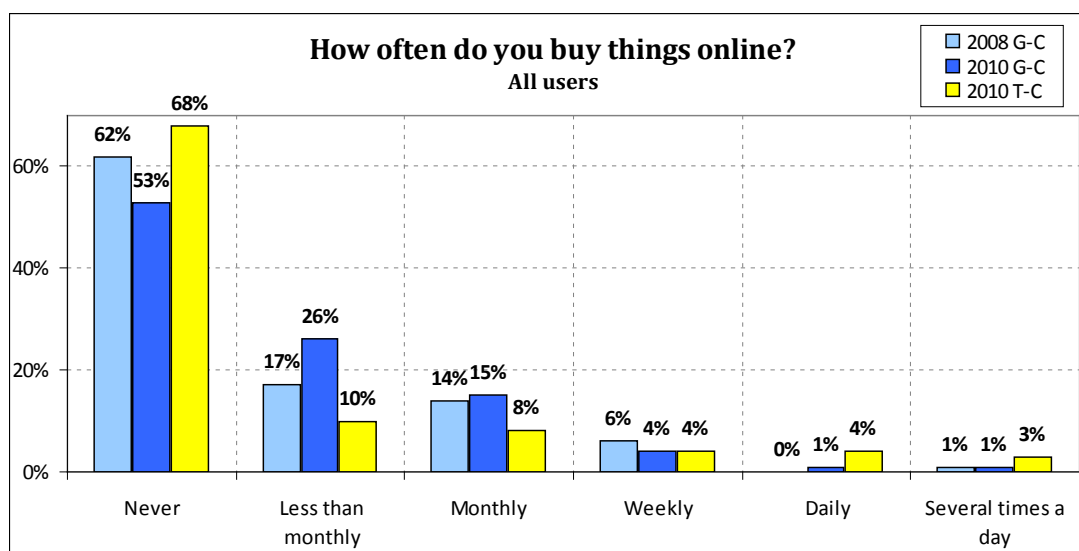*Figure VI-7. Getting information about a product*
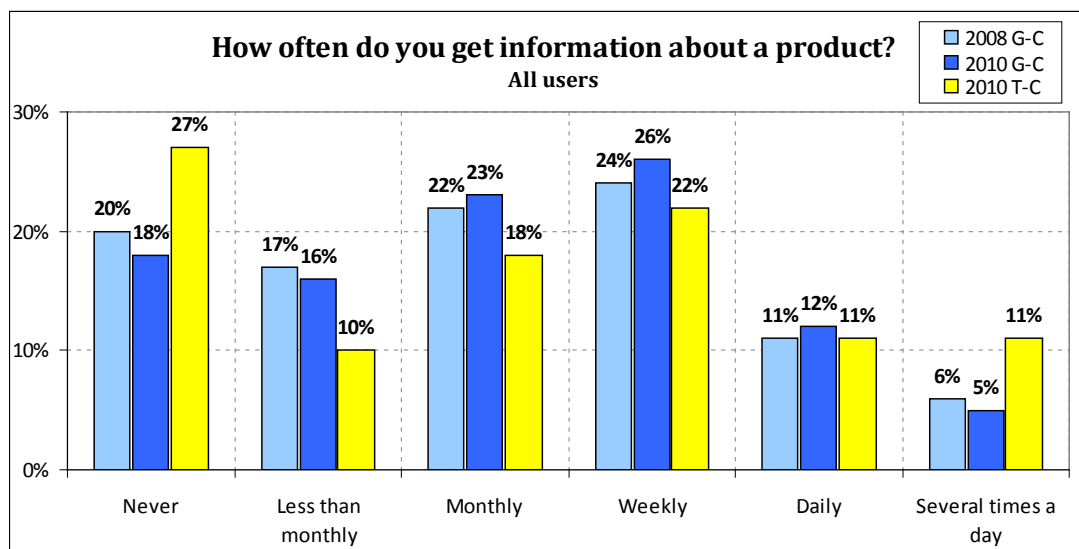
Figure VI-8. Buying online

A proportion of users are steadily using their bank's online services for paying their bills online (Figure VI-9). Here, there are no differences between Turkish-Cypriot and Greek-Cypriot users, and the same goes for use of internet banking services (Figure VI-10) and investment transactions (Figure VI-11).
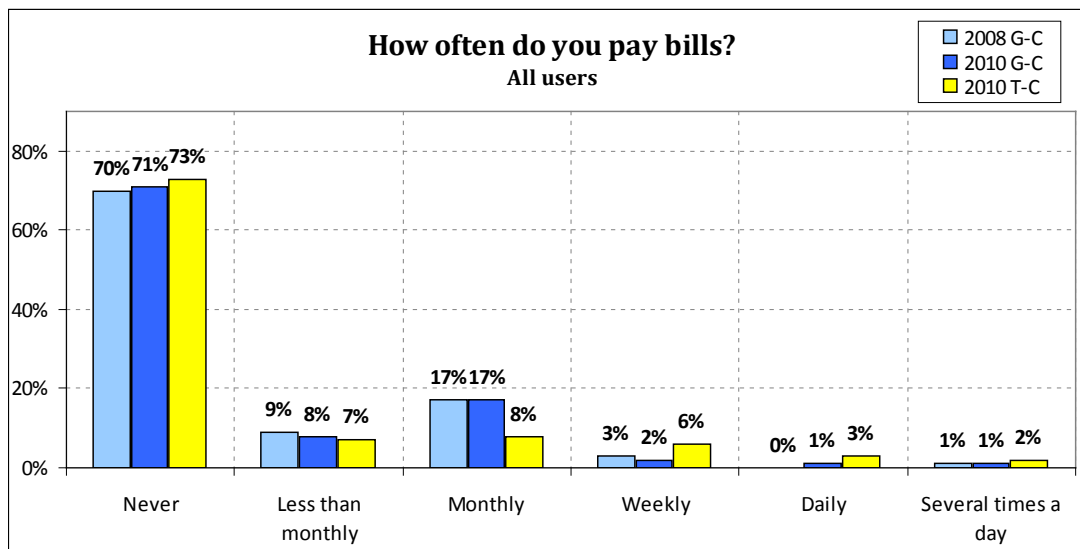
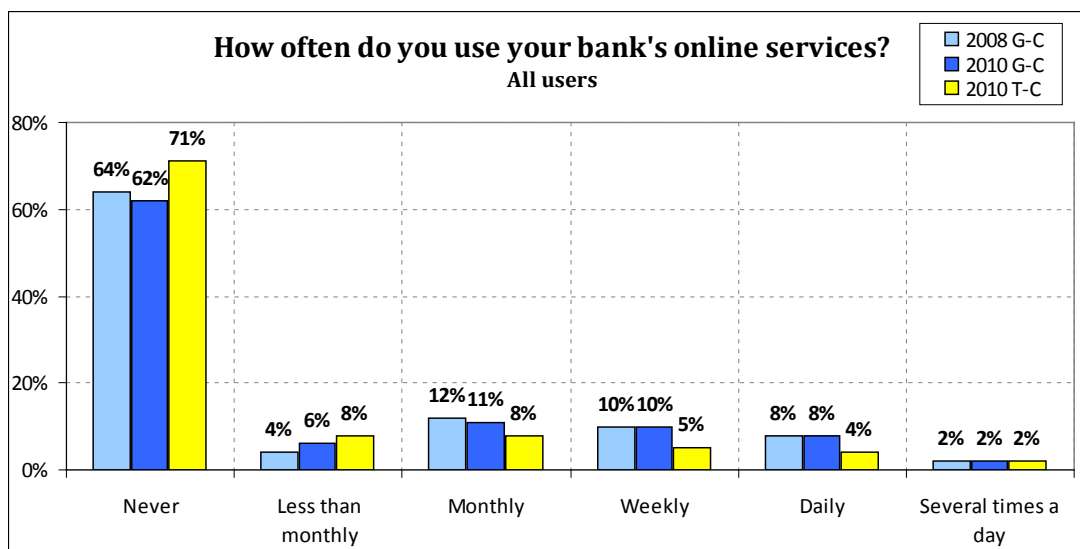*Figure VI-9*. *Paying bills*
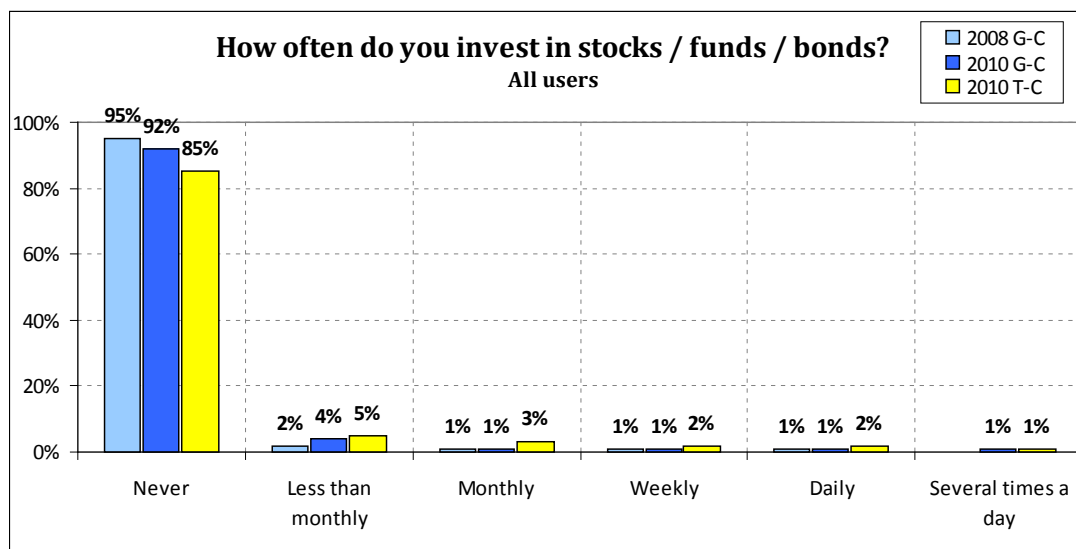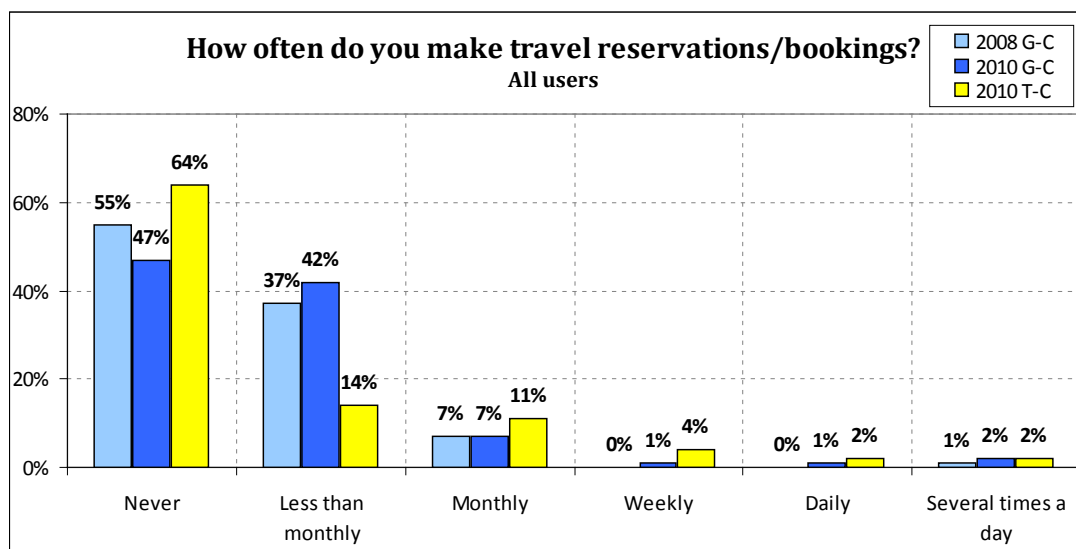

Figure VI-10. *Online banking*

Figure VI-11. *Investing online*

On the contrary, there are differences in online travel bookings, which reflect the financial strength of the Greek-Cypriot community which is often manifested with a high demand for travel services (Figure VI-12).

Figure VI-12. *Making travel arrangements*

Entertainment

Turkish-Cypriot users frequently visit websites with humorous content. In general, users including the internet in their entertainment activities are increasing. As expected, playing games and the downloading of music and videos are frequently performed by users in the 15-17 and 18-24 age groups. Browsing is by far the most popular activity whereas visiting religious websites, betting and looking for sexual content remain relatively infrequent. Social networking activities are also highly popular among the 15-17 and 18-24 age groups. These findings are presented in the following figures.
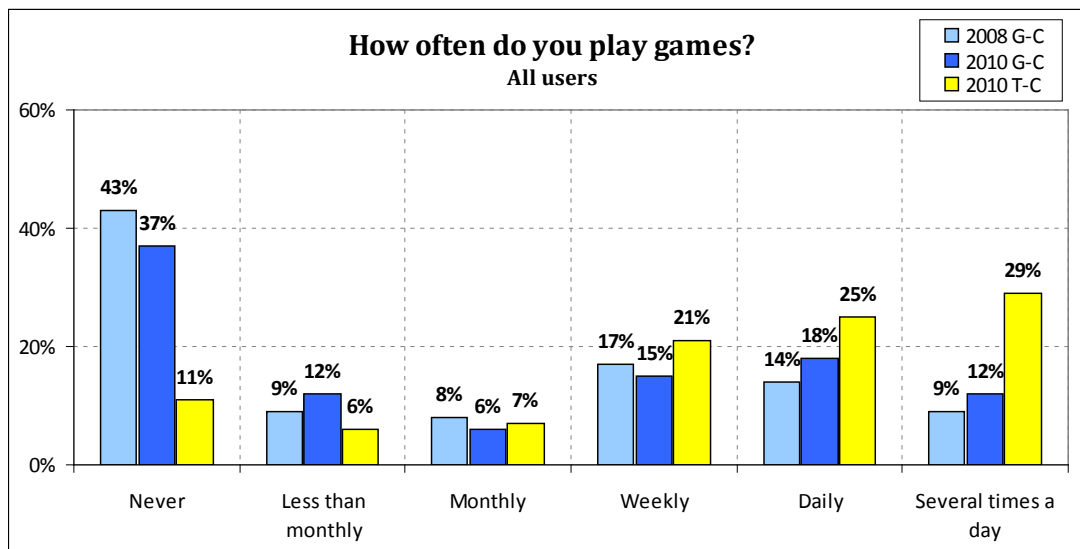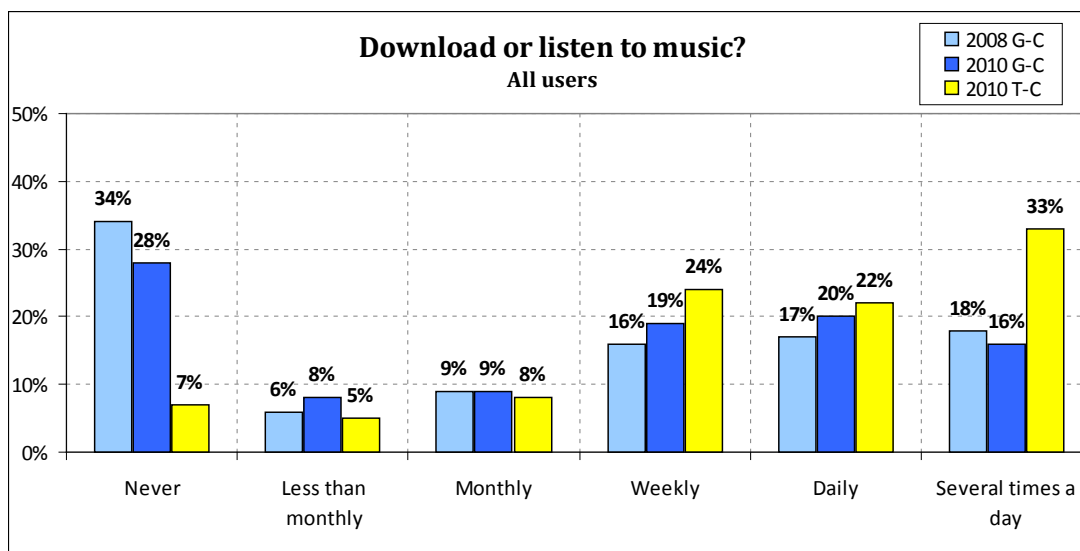
Figure VI-13. Playing games

How often do you play games?
All users

Figure VI-14. Online music

Download or listen to music?
All users

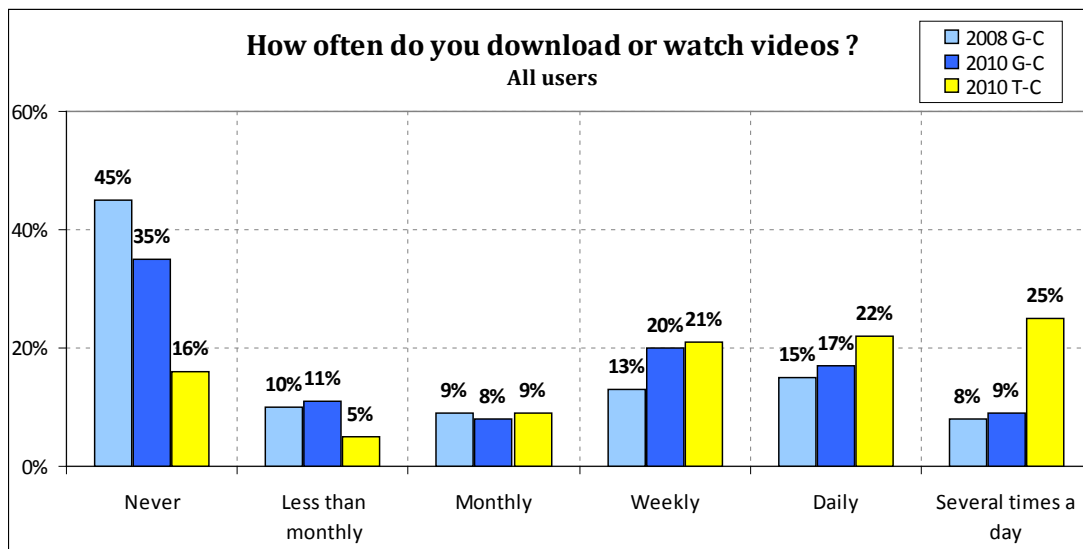*Figure VI-15*. *Online videos*
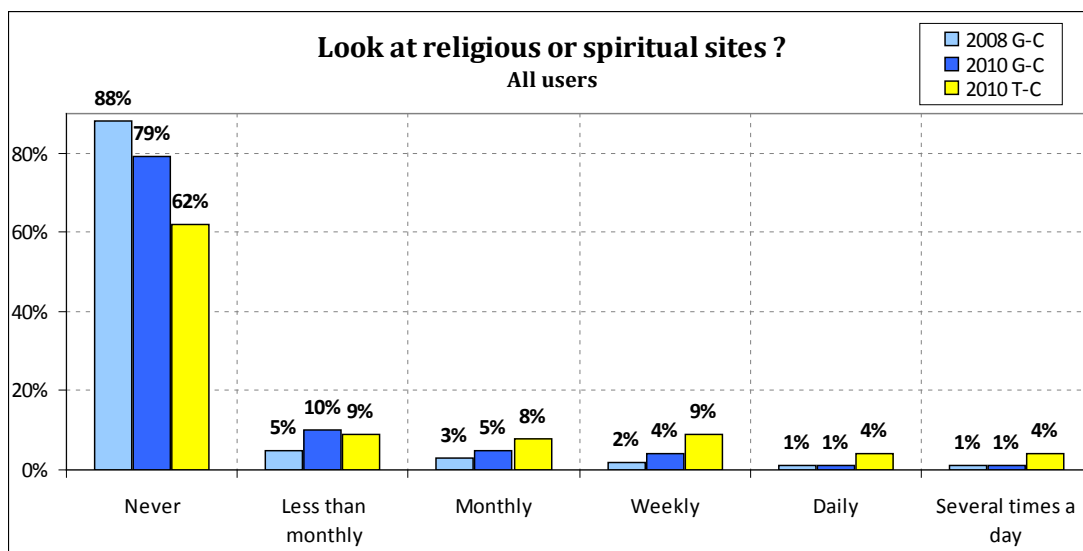

Figure VI-16. *Religious sites*
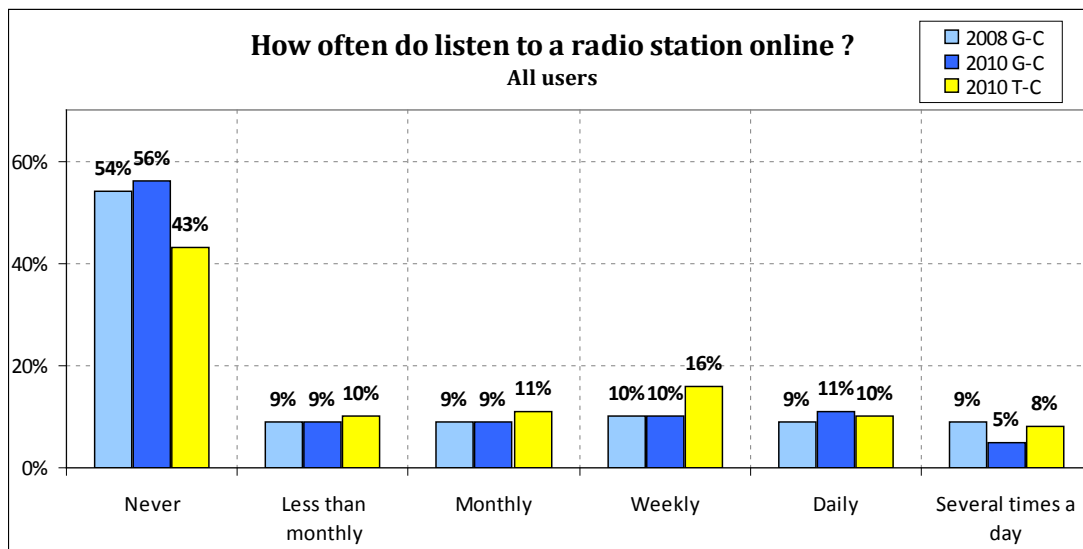
Figure VI-17. Online radio
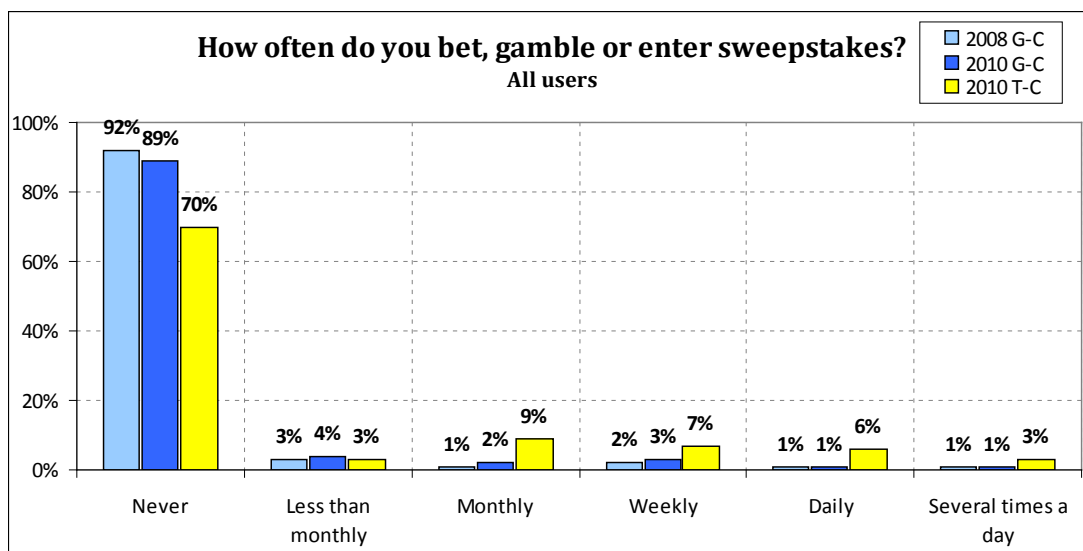

Figure VI-18. Betting and gambling online
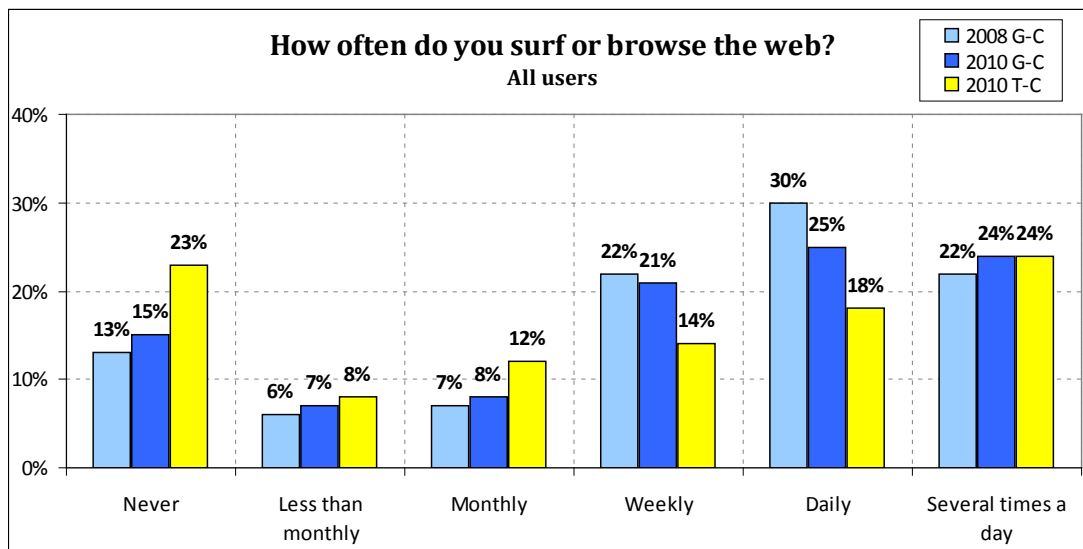
Figure VI-19. *Surfing the web*

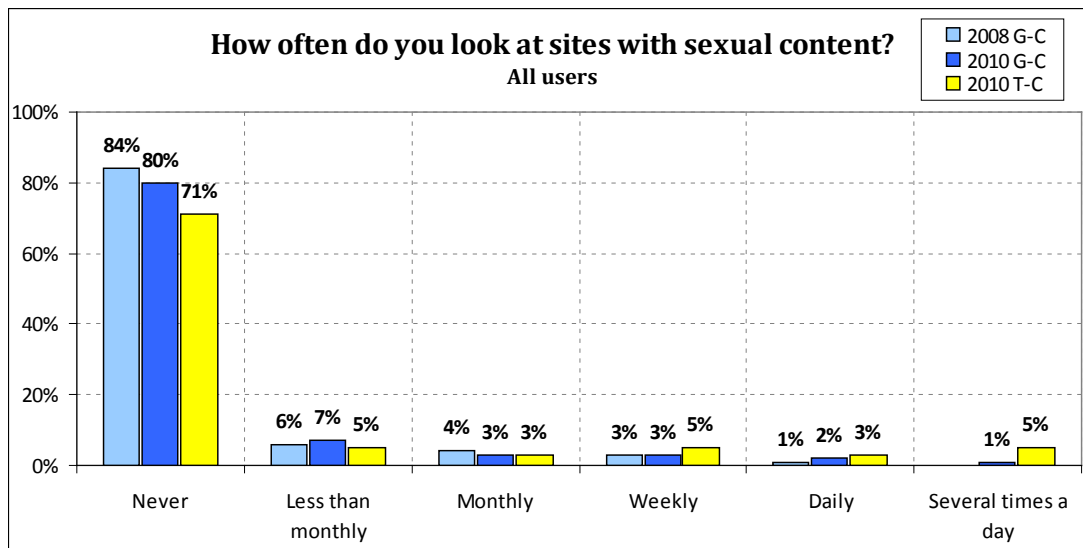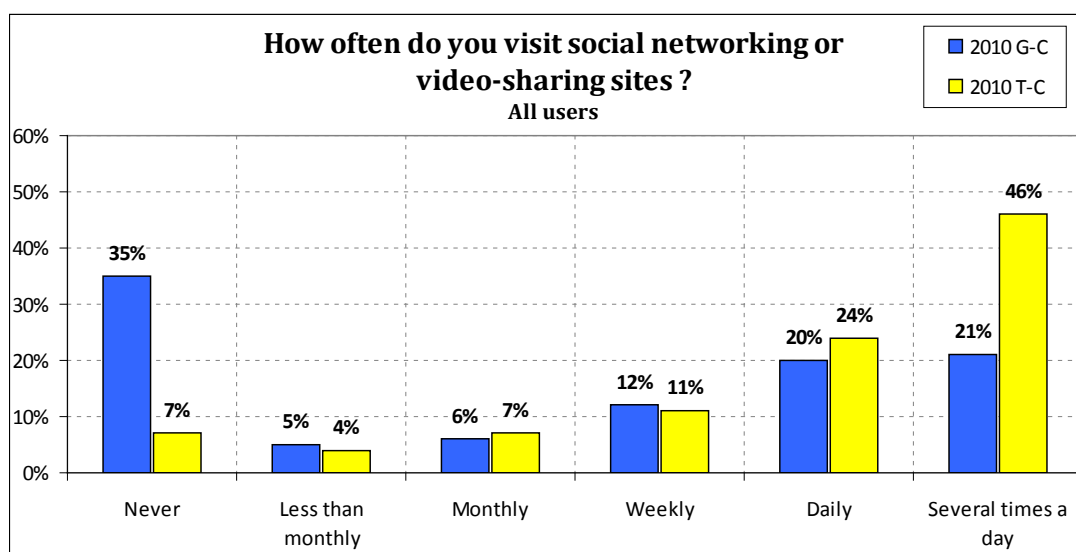*Figure VI-20*. *Online sexual content*

Figure VI-21. Social networking sites

Online information retrieval and learning

Results indicate a basic familiarity of Greek Cypriot and Turkish Cypriot users with using online resources for seeking the definitions of words and fact checking, while Cypriot internet users report much less frequent use of the internet for retrieving information for school and for studying or training online.

An increase is observed when comparing the Greek Cypriot use of the internet for searching for word definitions between 2008 and 2010. About one in five Greek Cypriot internet users (22%) go online to look up word definitions on a weekly basis, while 29% of the Turkish Cypriot users engage in similar behaviour. More Turkish Cypriots (16%) than Greek Cypriots (13%) use the internet to search for word definitions daily. Greek Cypriot internet users over 55 years old and of primary school education only tend to use the internet for searching for word definitions less. Turkish Cypriots responses indicate that this distinction holds true only in the case of educational level, as 50% of the users who have only completed primary education indicate that they never use the internet to search for words (Figure VI-22).

Figure VI-22. Online learning - word definitions
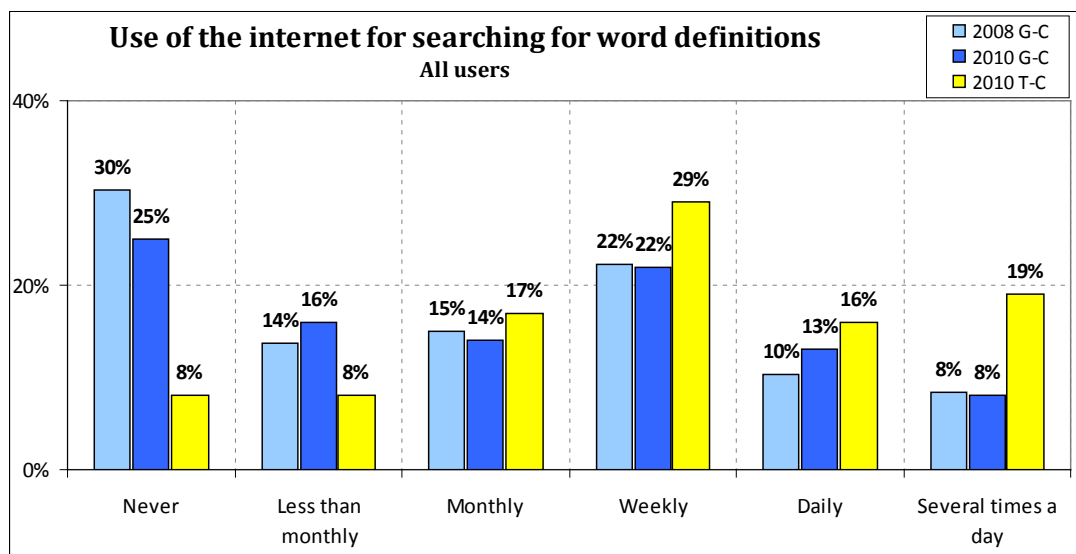
A slight increase in the percentage of Greek Cypriot internet users going online for fact checking is increased between 2008 and 2010. However, one in four (25%) Greek Cypriot users report that they never use the internet for fact checking, while only 6% of the Turkish Cypriot internet users gave a similar response. These trends appear to be influenced by education level with 60% of the Greek Cypriot and 50% of the Turkish Cypriot primary school graduates reporting that they never use the internet for finding or checking facts (Figure VI-23).

Figure VI-23. Online learning – fact checking
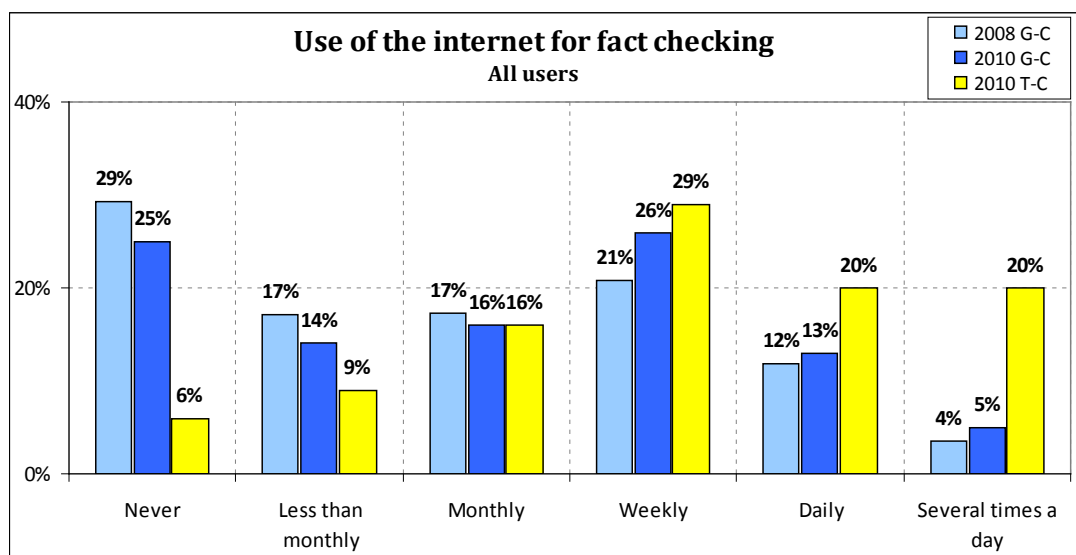
Overall, the use of online resources for school related work appears to be scarce. Half of Greek Cypriot users in 2010 report using the internet for retrieving information for school. This is, however, an increase compared to 2008, when 79% of the internet users responded no use of online resources for school related work. A larger percentage of Turkish Cypriot users (65%) indicate that they use the internet for school related work. As expected, younger users report a higher percentage of internet

use for school related purposes but the frequency of use is still quite low (Figure VI-24).

Figure VI-24. Online learning - school related information
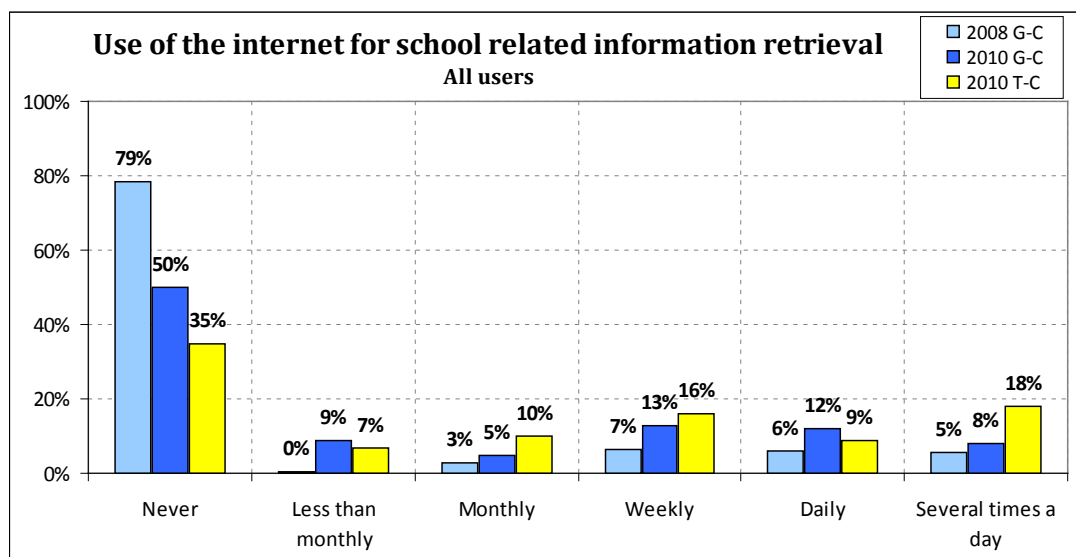
The use of internet resources for engaging in distance learning for an academic degree or training is quite limited, in spite of a small increase in percentages for the Greek Cypriot users between 2008 and 2010. An astonishing 87% of Greek Cypriot internet users and 61% of Turkish Cypriot users report that they never use the internet for distance learning. These results may be related to the lack of opportunities for attending online training or academic courses (Figure VI-25).

Figure VI-25. Online learning - distance learning
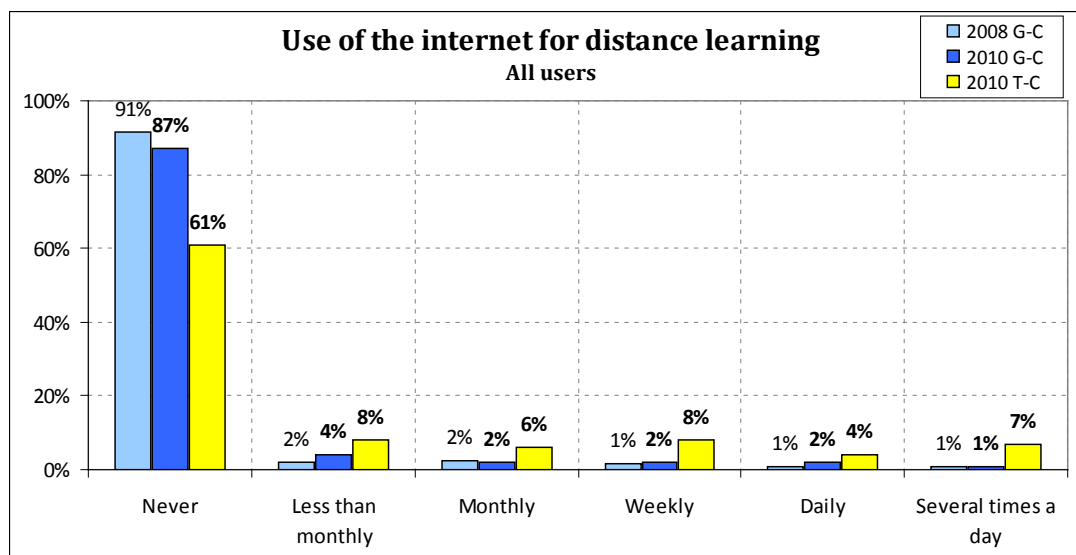
Identity and social relations on the internet

Greek-Cypriot internet users tend not to share personal details online that they feel they are unable to share face-to-face. Indeed, that the internet does not, for Greek-Cypriots, facilitate the lowering of personal boundaries, is reinforced by a significant

2010 increase in the proportion who disagree with the view that personal information sharing is enhanced by internet use (Figure VI-26)[4].
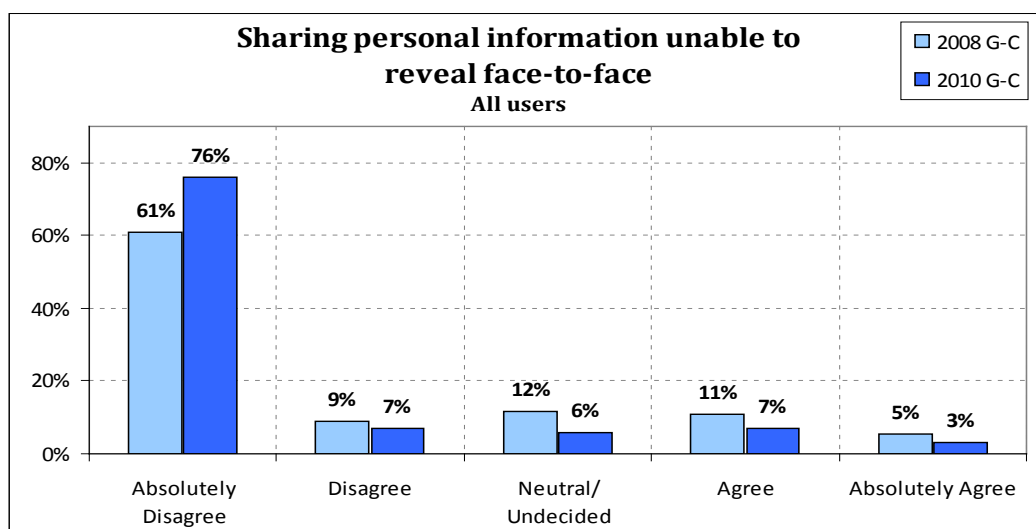
Figure VI-26. Sharing personal information online

Greek-Cypriots do not find it easier to meet people on the internet than face-to face. The vast majority of respondents do not consider that the internet substitutes for personal face-to-face contact. There is no indication that this view will reverse over time. Indeed, the trend expressed by the 2010 data suggests that GCs will become less likely to meet people via the internet (Figure VI-27).

Figure VI-27. Meeting people online
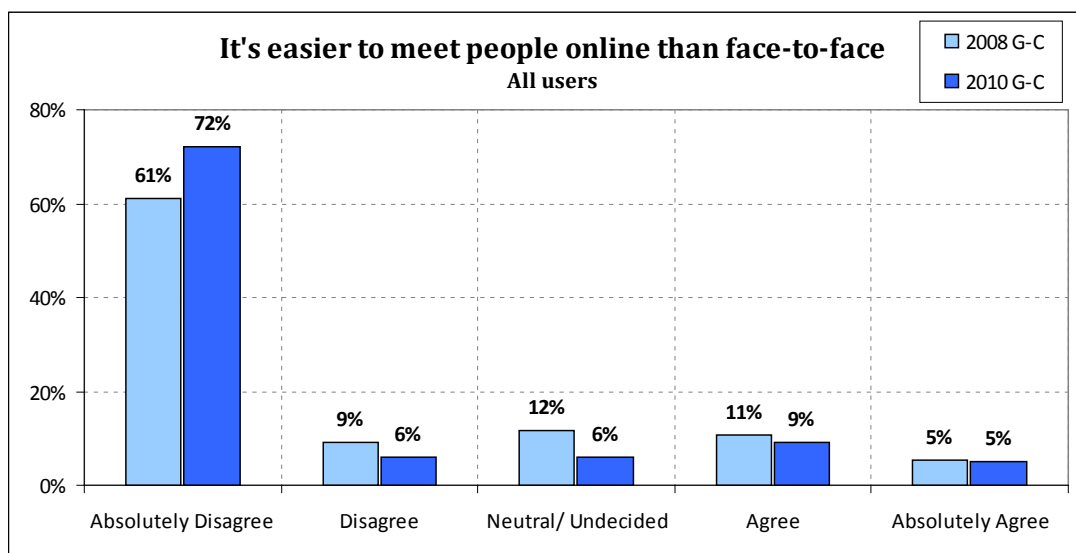
Respondents were asked whether they have many names in cyberspace that have their own values. The possibility of having multiple identities online is a much-discussed feature of the internet with positive (e.g. explore personal identity) and negative (e.g. deception) implications. Greek-Cypriot internet users are reluctant to explore these possibilities, as three out of four report that they do not create multiple identities online. Indeed, this trend is stronger in 2010, compared to the previous measurement.

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[4] Data about Turkish-Cypriots' attitudes regarding identity and social relations online are not available.

Figure VI-28. Multiple identities online
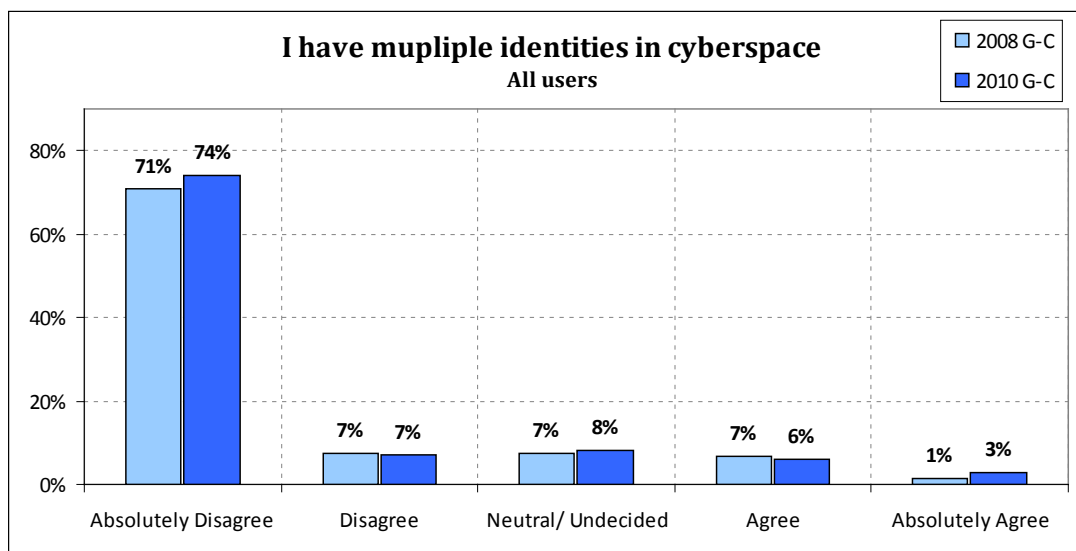
The large majority of Greek-Cypriot internet users strongly disagree with the view that the internet facilitates the making of relationships that could not otherwise be made in real life. For them, cyberspace does not provide a space free from fear which may manifest in everyday life. There is no indication that this view will be reversed in future. Indeed, the trajectory since 2008 is in the opposite direction, with a difference of 10%.

Figure VI-29. Making relationships online
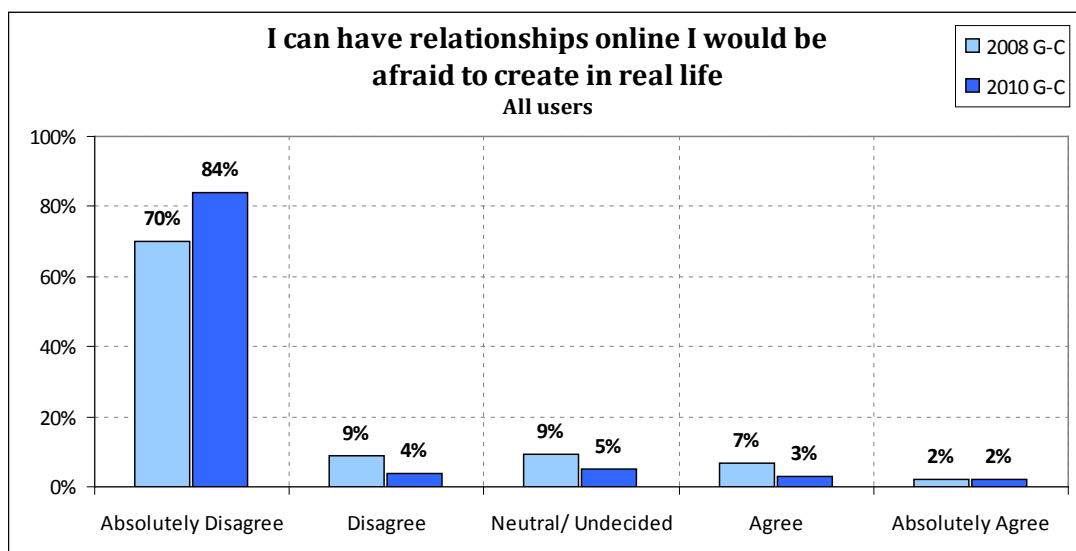
VII. Internet and political efficacy

The majority of respondents - Greek and Turkish Cypriots - when asked about their political preferences, self-placed in the middle of the political spectrum on the "left – right" axis. This represents little change from the previous measurement.

Figure VII-1. Political self-placement on the left-right axis
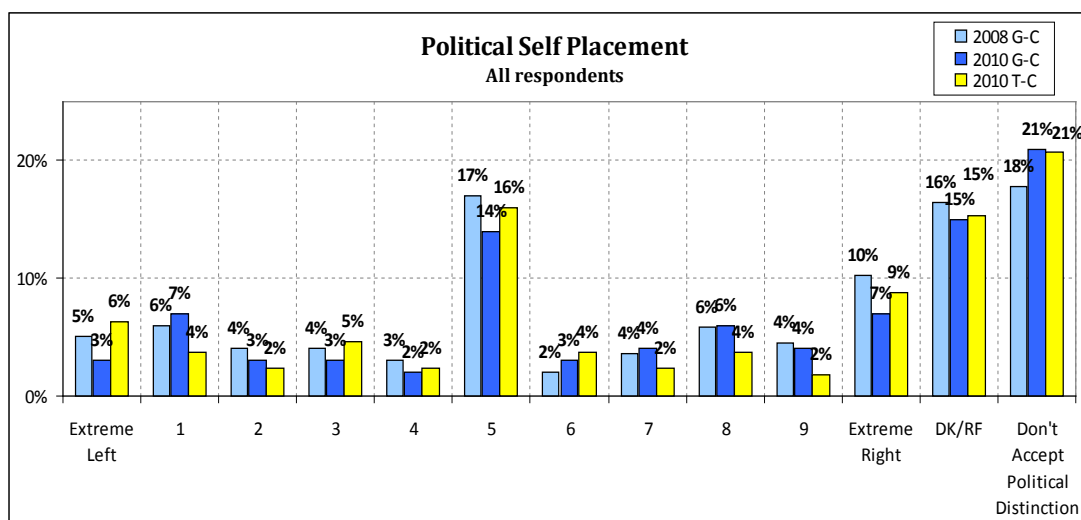
A significant percentage (slightly increased from 2008) do not accept the "left-right" classificatory descriptor of the political spectrum. Remarkable is the percentage who refused to answer or said they did not know.

Distrust toward an increase in political efficacy due to internet use, which was recorded in the previous measurement, is also present in the data of 2010, with Turkish Cypriots showing much less distrust.

Figure VII-2. Increase of personal political power
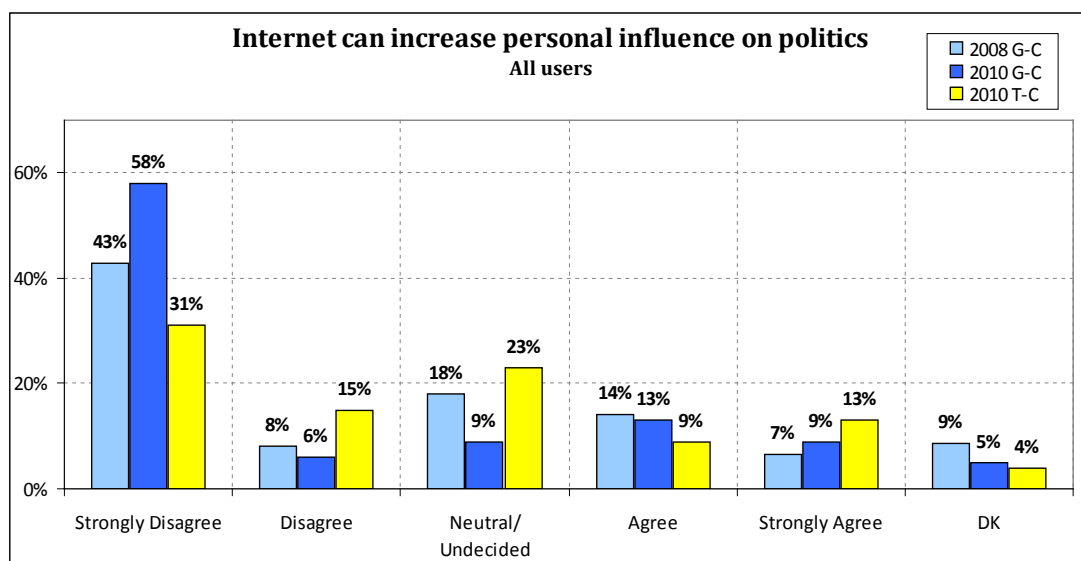
More specifically:

• Remain sceptical as to whether the use of the internet can enhance one's personal political leverage.

• Remain sceptical as to whether the use of the internet can increase one's personal impact on governmental decisions and actions.

Figure VII-3. Increase of personal influence on governmental actions
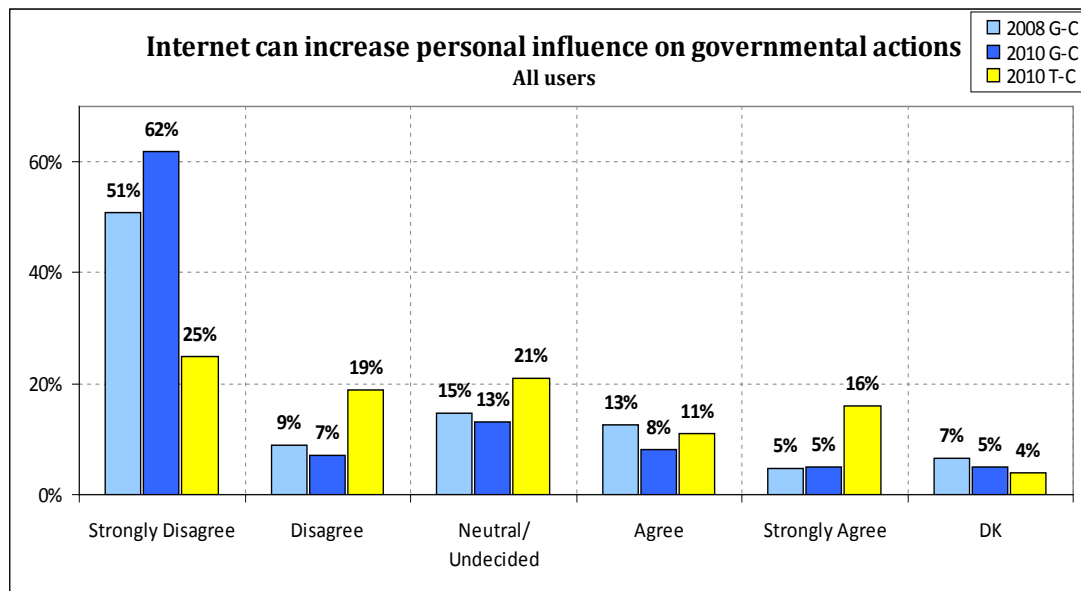
They also remain sceptical as to whether the internet can enhance the responsiveness of the political system and thereby help to reduce alienation from the political processes.

Figure VII-4. Increase of officials' interest in what people think
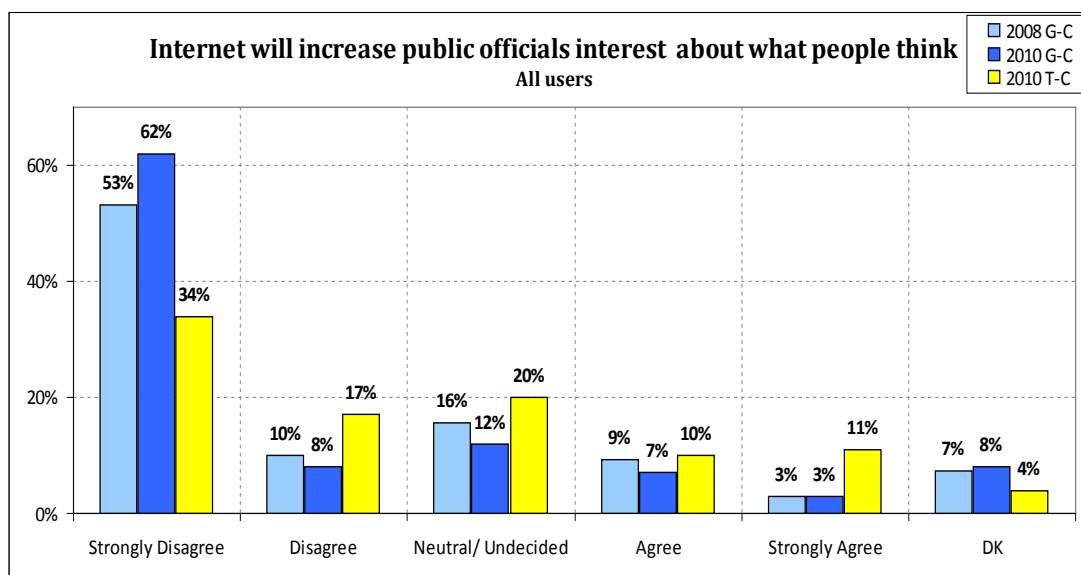
Yet, almost twice as many Turkish-Cypriot than Greek-Cypriot respondents positively evaluate the internet's potential contribution to the understanding of political processes, a crucial dimension of internal political efficacy.

***Figure VII-5**. Better understanding of politics*
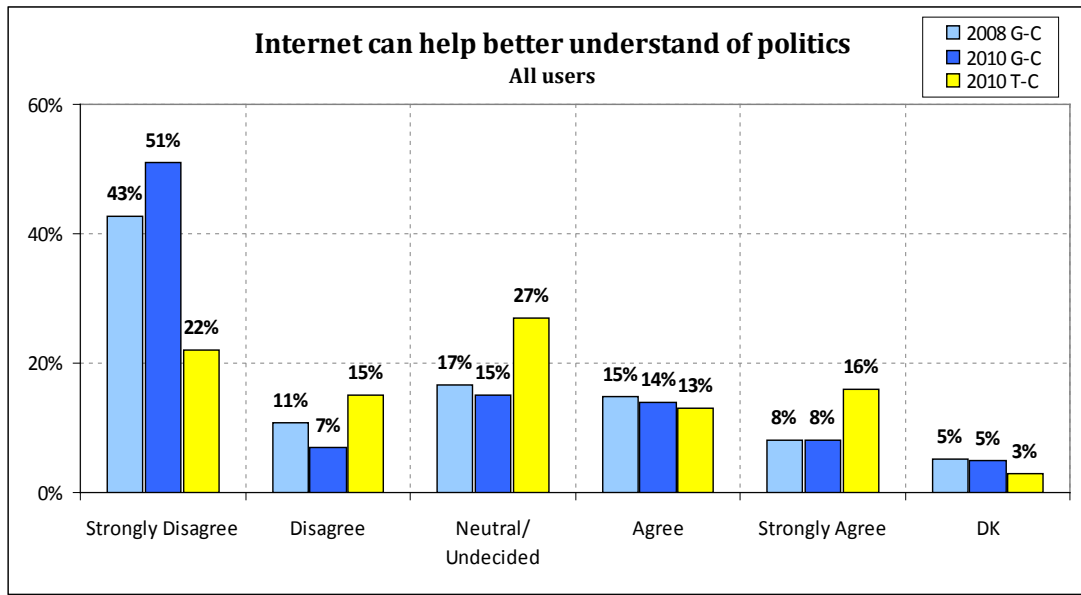
In any case, in both communities, the political role of internet use is still not strongly entrenched and embedded by the majority of the citizens.

VIII. Overall evaluation of the internet

Internet dependence

In order to assess the degree of Greek-Cypriot' dependence on the internet, respondents were asked to rate the expected affect should they lose their internet connection - on a 1-10 scale, where 1 = "I wouldn't care at all" and 10 = "I would be extremely distraught". The level of Greek-Cypriot users' dependence on the internet does not exhibit any significant variation: as in 2008, 69% of the users stated that the absence of the internet connection would have a negative effect on them (respondents indicating a 6-10 affect). As can be seen in Figure VIII-1, there appear to be some small differences at the extremes and at the middle of the scale, but the overall figure remains the same (mean: 6.90 in 2008, 6.84 in 2010).

Figure VIII-1. Internet dependence
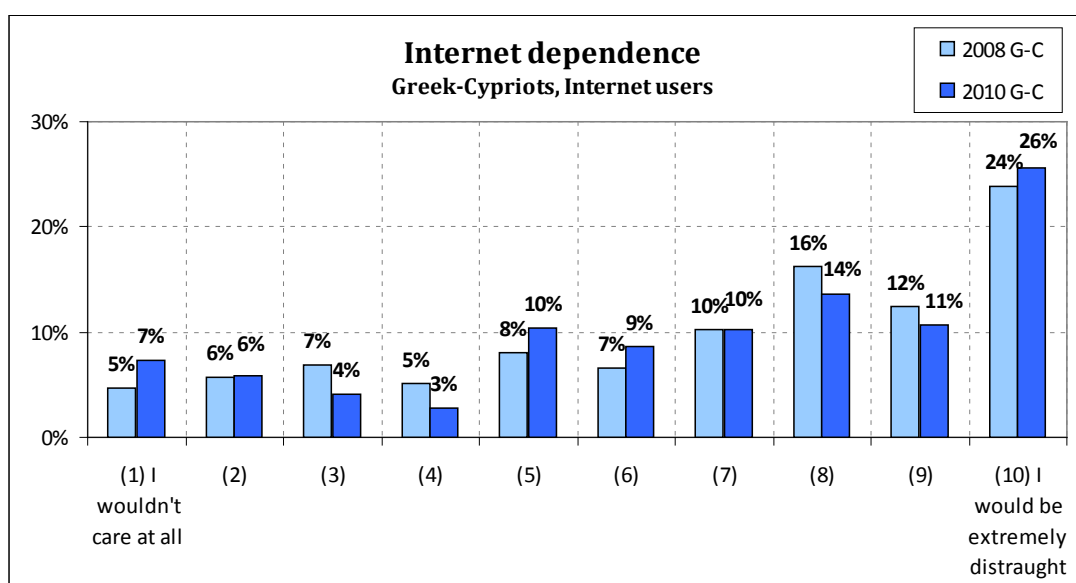
Nevertheless, particularly interesting is internet users' distribution with respect to their demographic characteristics. As revealed in Figure VIII-2, teenagers (aged 15-17) appear to be the most dependent age group, along with users between 45-54 years and those over the age of 65 (N=5 in 2008, N=12 in 2010). On the other hand, the 18-24 and 25-34 age groups exhibit a small decline.

Figure VIII-2. Internet dependence by Age (mean)

Internet dependence by Age
Greek-Cypriots, Internet users
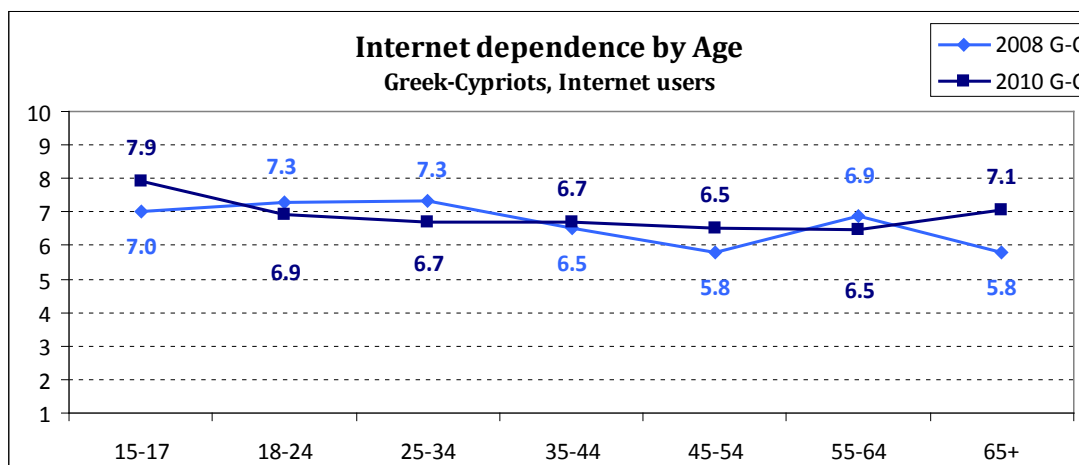
Similarly, some variation in internet dependence is noted with respect to users' employment status and citizenship. Unemployed users' dependence has declined (N=7 in 2008, N=17 in 2010), while housewives/househusbands' dependence exhibit a significant increase (N=10 in 2008, N=15 in 2010). A decline is also recorder for non-Cypriot citizens (Figure VIII-3).

Figure VIII-3. Internet dependence by Employment status and Citizenship (mean)

Internet dependence by employment and citizenship
Greek-Cypriots, Internet users
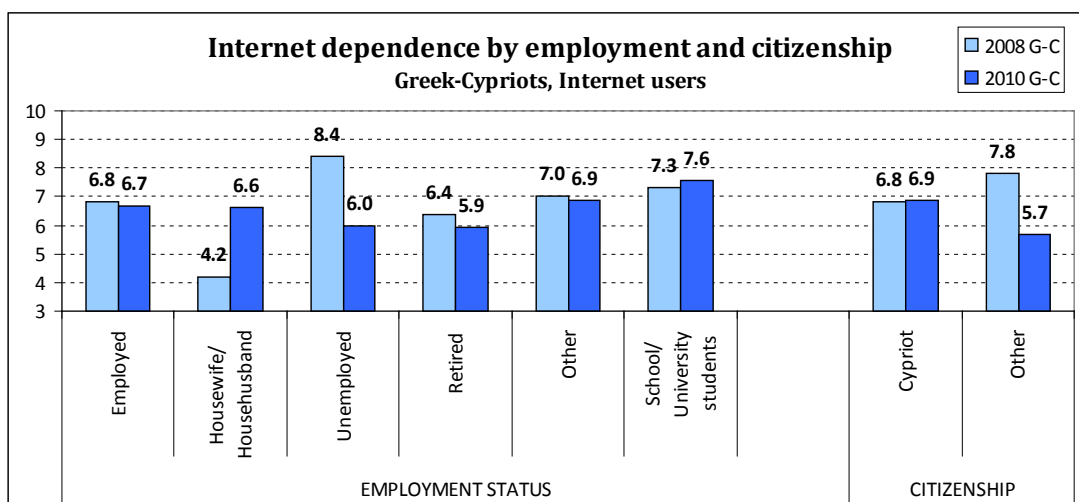
Overall affect of the internet

The majority of users indicate that the internet has a positive overall affect on their lives. Although there seems to be a slight decline, the overall strain remains positive in the 2010 measurement (Figure VIII-4). Internet users who feel that the internet has a "somewhat negative" effect on their lives are usually employed Cypriot males, aged 25-34.

Figure VIII-4. Overall affect of the internet

Overall effect of the internet
Greek-Cypriots, Internet users
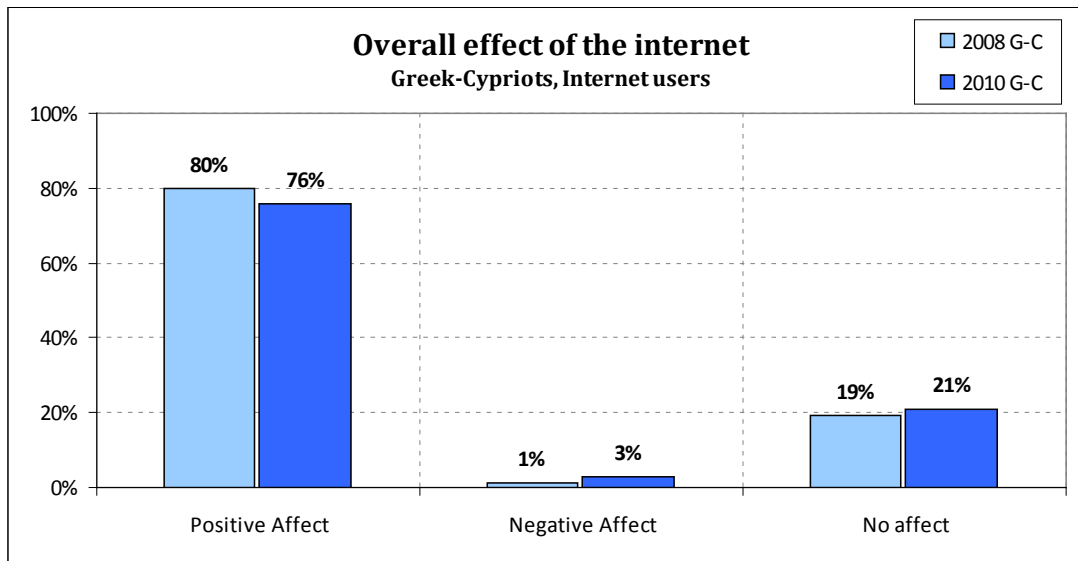
IX. Freedom of expression and surveillance

Ensuring online freedom of expression and limiting governmental as well as corporate surveillance are the basic and necessary preconditions for the internet to have some democratizing effect on the public sphere.

All respondents (users and non-users) expressed their degree of comfort to express their political opinions. Surprisingly, a large percentage of both Greek-Cypriots (35%) and Turkish-Cypriots (27%) feel limited in expressing their opinions on political issues. Similarly, only one in two stated that they feel "somewhat or completely comfortable" in expressing what they think about politics (Figure IX-1).

Figure IX-1. Freedom of expression on political issues
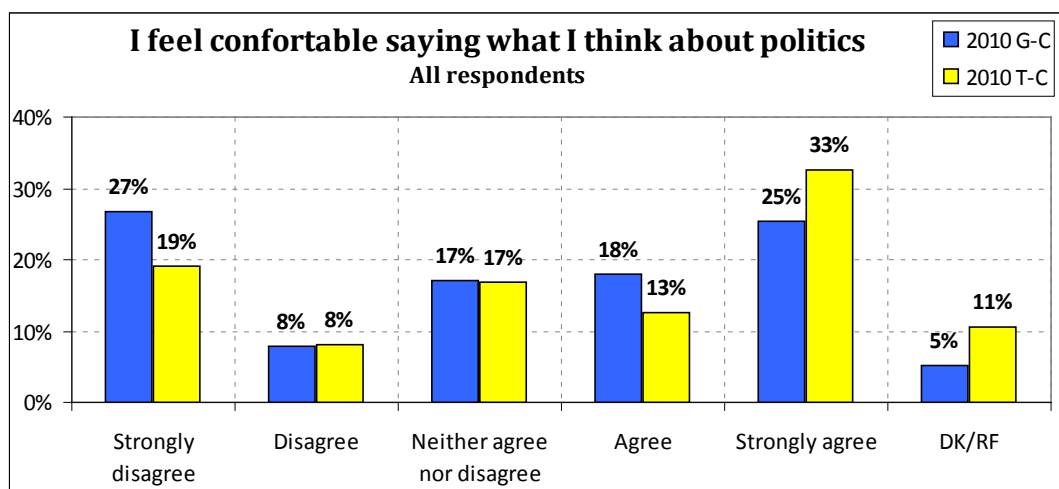
A comparable and significant proportion of both Greek-Cypriots and Turkish-Cypriots (almost half) do not feel it is safe to freely express political views via the internet. Significantly more TCs than GCs (at least twice as many) feel that online political expression is safe (Figure IX-2).

Figure IX-2. Political expression online
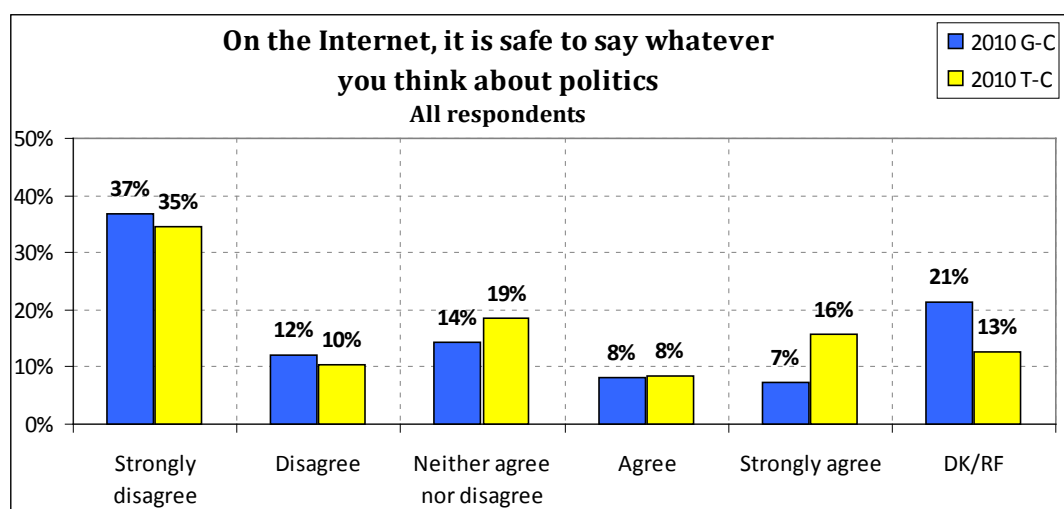
Whilst Greek-Cypriots are sensitive to the reaction that the online expression of political views may illicit, most (53%) are nevertheless strongly in favour of the

freedom to criticize government online. Less Turkish-Cypriots (40%) share this view. However, 20% of Greek-Cypriots and 35% of Turkish-Cypriots are not in favour of free online criticism of government (Figure IX-3).

Figure IX-3. Criticizing government online
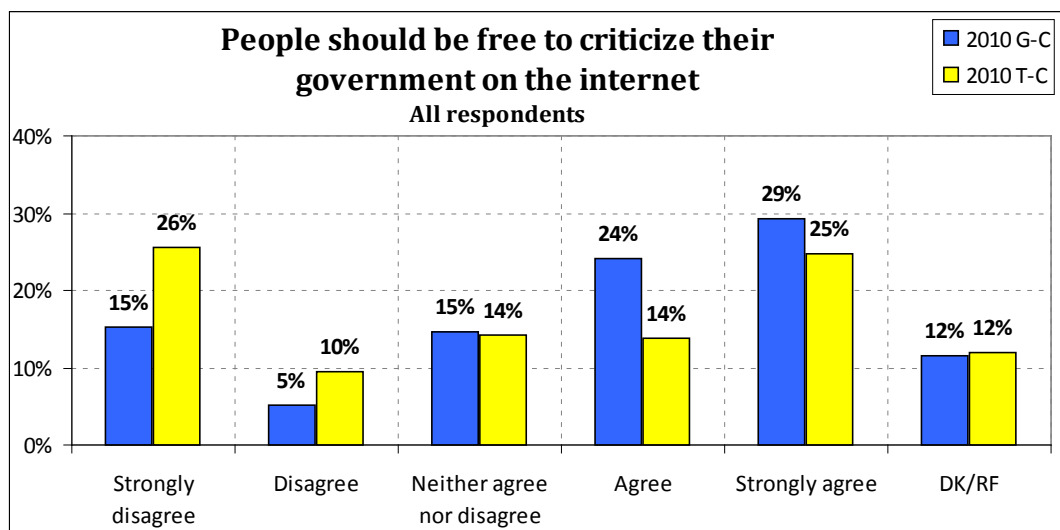
Both Greek-Cypriots (45%) and Turkish-Cypriots (53%) are strongly in favour of freedom to express ideas online, even if they are viewed as extreme. This may suggest a high degree of tolerance for ideas with which one is at odds. On the other hand it may be an expression of the belief that their own views are likely to be interpreted as 'extreme'. However, a slightly higher proportion of Turkish-Cypriots are less likely to be supportive of such free expression (35.5%), compared to Greek-Cypriots (27%) (Figure IX-4). This may suggest that TCs are more fearful of being targeted.

Figure IX-4. Expression of extreme ideas online
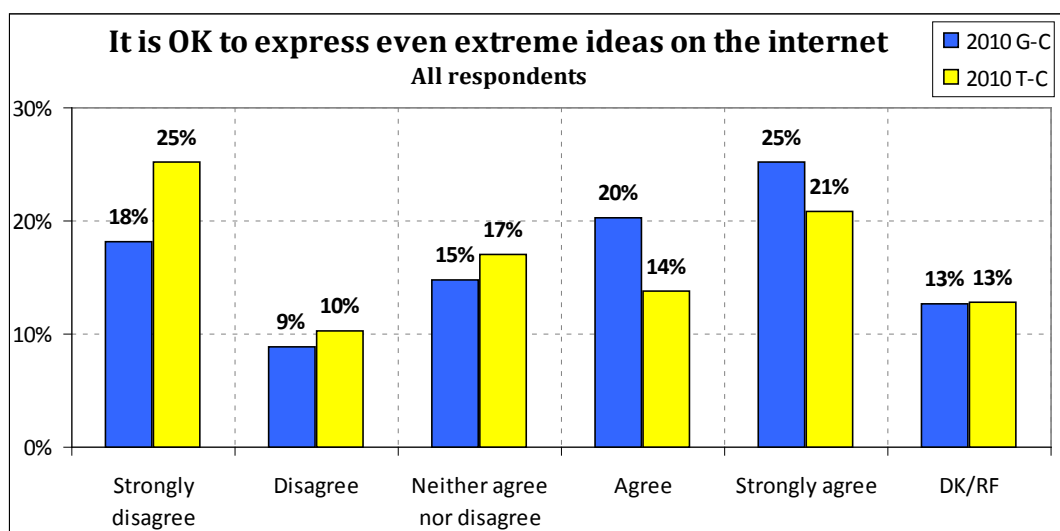
Should the government regulate the internet more than it does now? Almost half of Greek-Cypriot respondents (46%) support this view. Less Turkish-Cypriots (29.5%) are in favour of more government regulation of the internet. On the contrary, one in three respondents in both communities disagrees with an increase in government regulation (Figure IX-5).

Figure IX-5. *Government regulation of the internet*
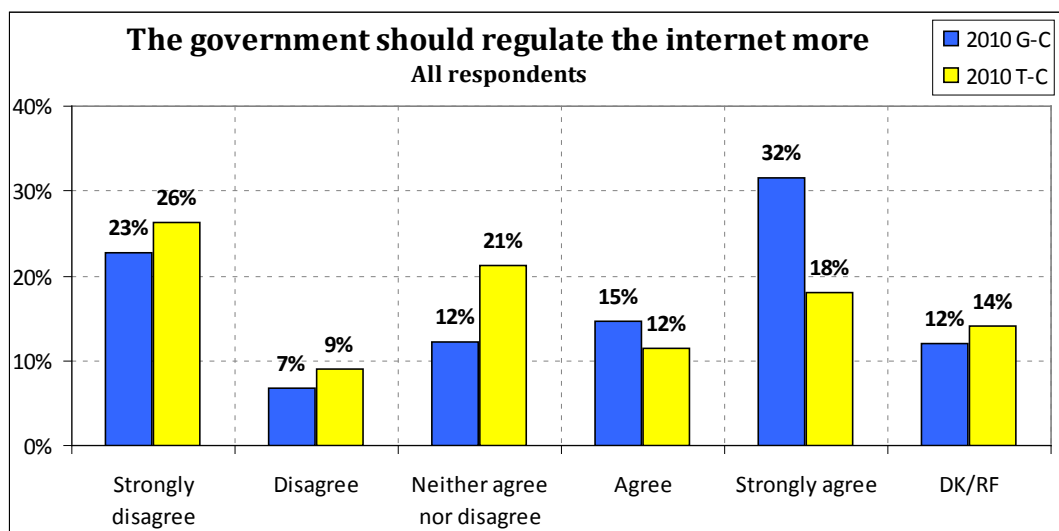
Internet users were asked whether they are worried about the government and companies checking what they do online.

The large majority of Greek-Cypriot internet users (70%) and half of Turkish-Cypriot internet users (50%) are not concerned about having their online activity monitored by the state. This could mean either that respondents do not think that such monitoring is taking place or that they find this kind of monitoring legitimate. However, much more TCs than GCs (31% compared to 17% respectively) voice their concern about governmental online surveillance (Figure IX-6).

Figure IX-6. *Concerns about online surveillance by the government*
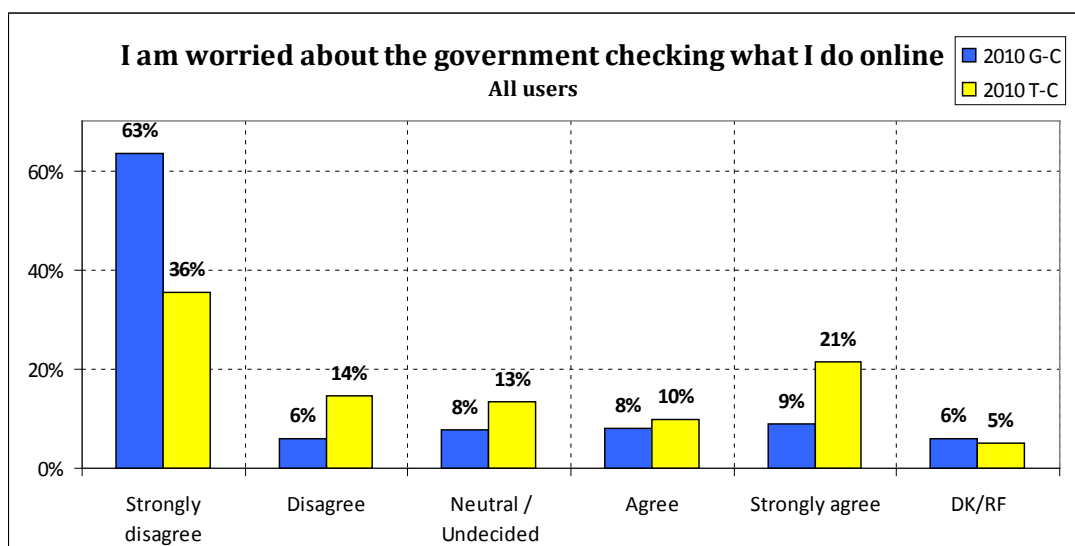
Only a small percentage of Greek-Cypriot internet users (23%) are concerned about private sector monitoring of online activity. This percentage is slightly higher in the Turkish-Cypriot community (29%). On the other hand, the majority of Greek-Cypriot internet users (62%) and 46% of Turkish-Cypriots indicate that they are not concerned (Figure IX-7) – or, that private sector monitoring is acceptable. In this sense, it could

be argued that tolerance of private sector monitoring reflects a more consumerist ethos on the part of Greek-Cypriots.

Figure IX-7. *Concerns about online surveillance by companies*

Figure IX-7. *Concerns about online surveillance by companies*
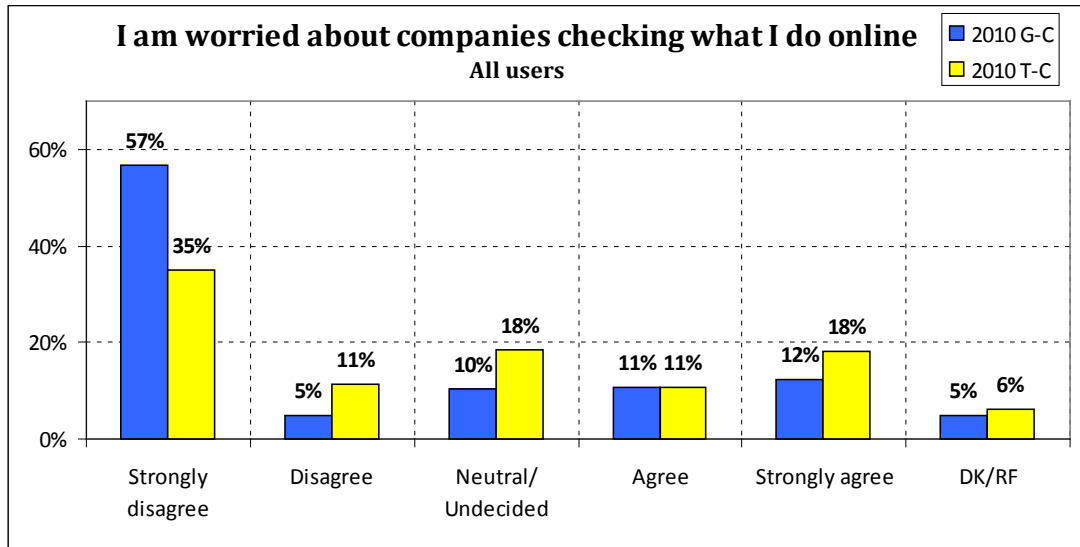
X. Getting informed and discussing the Cyprus problem

Given the fact that Cypriots have lived in a divided country for more than 35 years, the "Cyprus problem" remains an issue of major importance for both communities. The 2010 survey on internet usage in Cyprus included a series of questions for both internet users and non-users in both communities, regarding their information and opinion exchange habits concerning the Cyprus problem.

The majority of the Greek-Cypriot population (83%) are regularly informed on the Cyprus problem, while a lower percentage of Turkish-Cypriots are (67%). Among Greek-Cypriots the percentage of those who are informed on the Cyprus problem is higher for residents of urban areas (85% against 79% for residents of rural areas) and for those with a monthly household income higher than 4000 euros (92%). For the Turkish-Cypriot community, gender appears to be a significant factor, as men are more likely than women to acquire information on the Cyprus problem (75% and 67% respectively). Internet use does not seem to be a determinant of information acquisition within the Turkish-Cypriot community. Among Greek-Cypriots, the percentage of internet users who are informed on the Cyprus problem is slightly lower compared to the general population (79% against 83%).

Figure X-1. Information on Cyprus problem
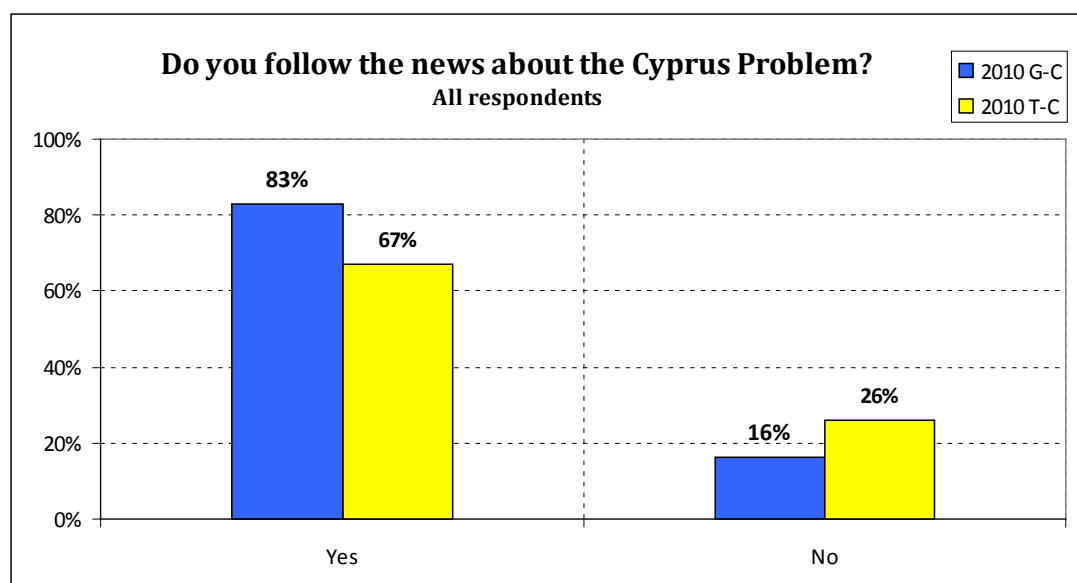
Age appears to play an important role in both communities: among the Greek-Cypriots younger generations are less informed (see Figure X-2). The same was found for Turkish-Cypriots, although divergence between age groups is smaller – with the exception of teenagers (age 15-17). A particularly interesting finding is that there was only one age group (18-24), in which more Turkish-Cypriots are informed on the Cyprus problem compared to Greek-Cypriots of the same age group.

Figure X-2. Information on Cyprus problem by age
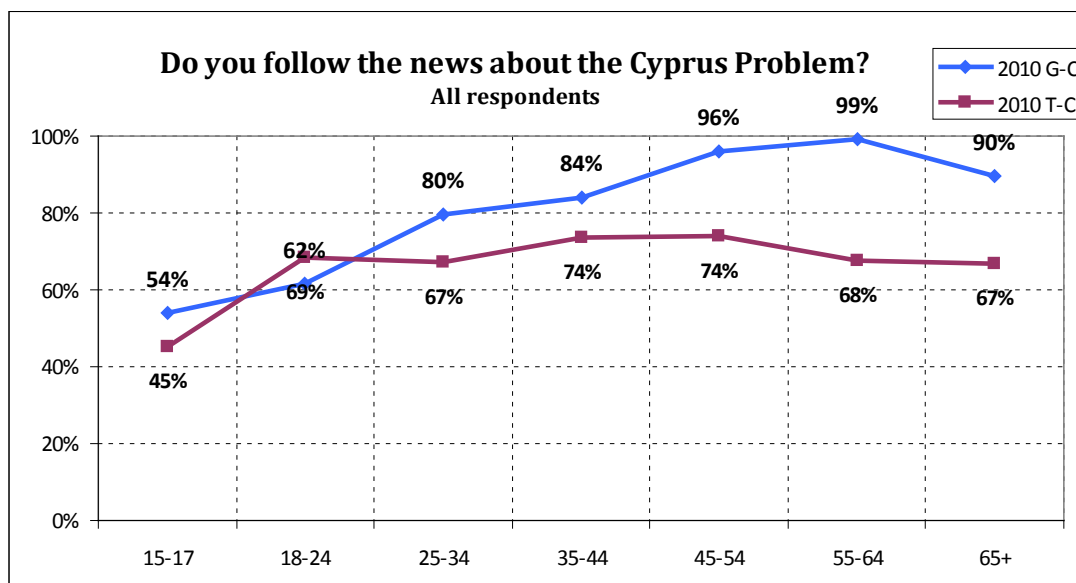
Next, respondents were asked to evaluate the importance of several sources of information for the Cyprus problem, on a scale from 1 (not important at all) to 5 (very important). As Figure X-3 demonstrates, Greek-Cypriots consider that television and inter-personal sources are the most important sources of information about the Cyprus problem, while the other traditional media sources are also significantly important (newspapers and radio). The internet and associations (political, social or cultural groups) are the least important. On the other hand, Turkish-Cypriots consider television and newspapers as important just as Greek-Cypriots do, but to them interpersonal sources, radio and the internet are highly important. Political, social and cultural groups are the least important source of information in their community as well. However, the Turkish-Cypriots attribute greater importance on all sources of information compared to Greek-Cypriots, with the exception of television and interpersonal sources which are equally important for members of both communities.

Figure X-3. Importance of sources of information on the Cyprus problem
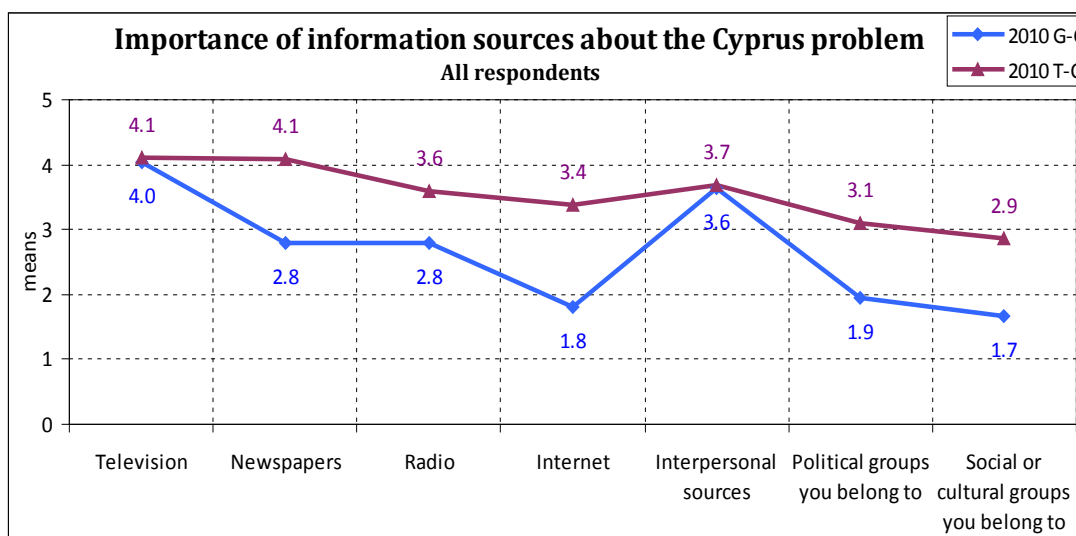
Are sources of information classified differently for an important political issue, such as the Cyprus problem, compared to internet users' general informational habits? As shown on Figure X-4, Greek-Cypriot internet users' opinions differ significantly only regarding the internet. In that case, although internet users classify it as one of the most important sources for acquiring general information, they consider it to be a less important source of information for the Cyprus problem. This finding possibly stems from Greek-Cypriot internet users' tendency to prefer established media and official, institutional sources for their information on the Cyprus problem, compared to the diversified and informal nature of the internet as an informational medium.

Figure X-4. *Importance of sources of information on the Cyprus problem (internet users)*
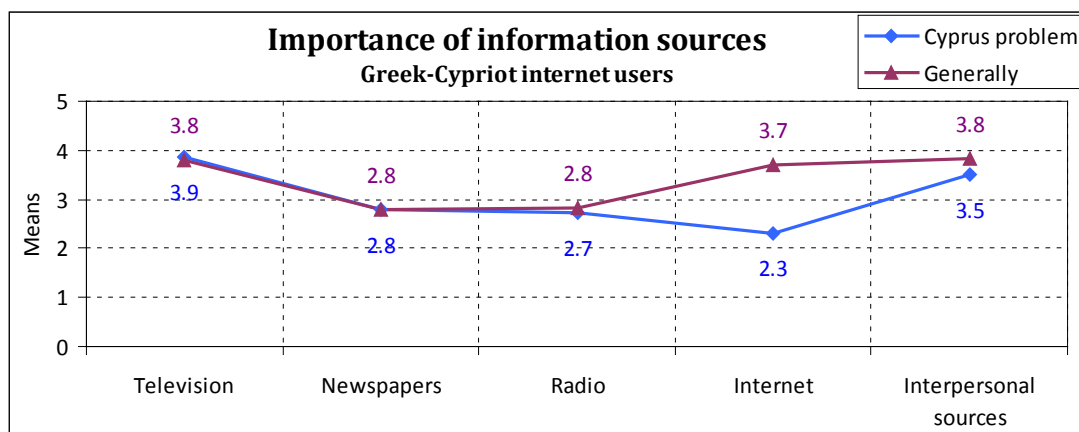
Given the heterogeneity of the internet as a source of information, internet users who consider the internet to be an important or very important source of information about the Cyprus problem were asked to evaluate the importance of particular categories of internet sources. Greek-Cypriots were again found, in comparison to Turkish-Cypriots, to attribute lower importance to all internet sources. Nevertheless, there are no significant differences between the communities' classification of sources. More specifically, internet newspapers are the most important source for both communities. For Greek-Cypriots, the second most important source of information is search engines, while web-radio, television and other websites are ranked third. Blogs and government or political parties' websites are the least important source for their information on the Cyprus problem. Respectively, for Turkish-Cypriots, search engines and web television come second in importance, while the third most important sources are web-radio, political parties' websites and other websites. As for Greek-Cypriot users, blogs are the least preferred source of Turkish-Cypriot internet users (Figure X-5).

Figure X-5. *Importance of internet sources of information on the Cyprus problem*
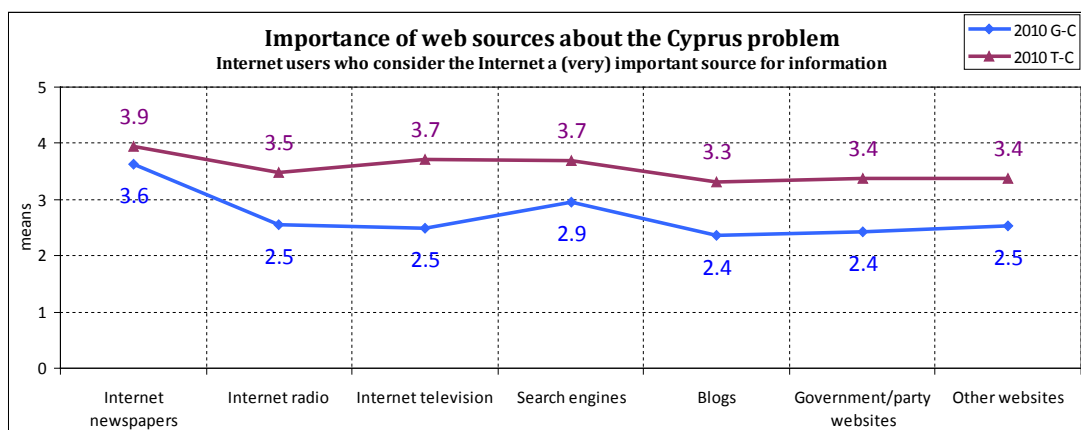
Greek-Cypriots' higher interest in acquiring information on the Cyprus problem is replicated in their levels of opinion exchange (Figure X-6). Greek-Cypriots (41%) state that they discuss the Cyprus problem often or very often, almost twice as much as Turkish-Cypriots (22%). Nevertheless, the majority within both communities (59% and 71% respectively) state that they exchange opinions rarely, or almost never, which possibly suggests that both populations are, to some extent, tired of discussing this issue. For Greek-Cypriots, discussion rates are higher among those with a monthly household income higher that 4.000 euro (mean: 2.58). Among Turkish-Cypriots, men exchange opinions on the same issue more often that women (mean: 2.21 and 1.75 respectively), while the same is true among college and university graduates (mean: 2.16).

Figure X-6. *Discussion about the Cyprus problem*
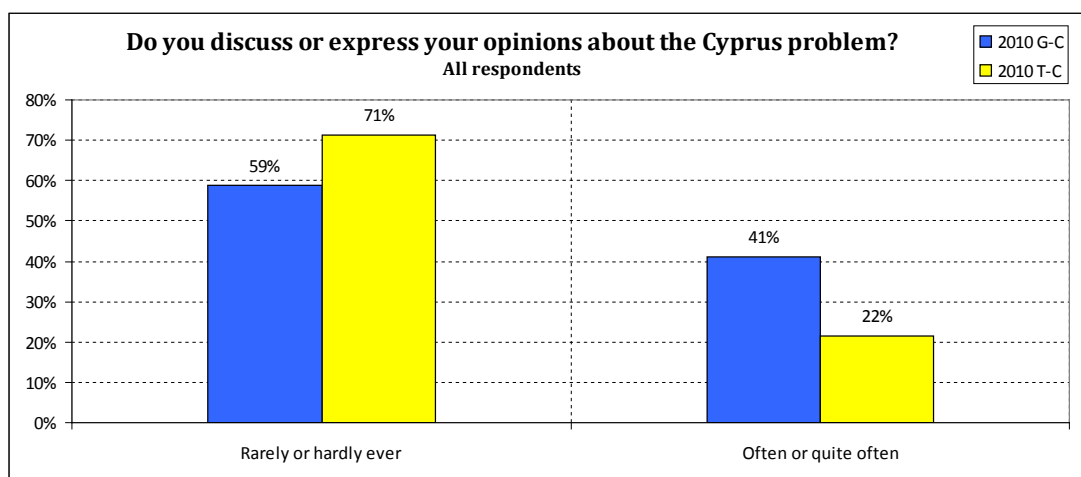
An important differentiating factor seems to be age, since frequency of discussion among Greek-Cypriots increases with age. As is shown on Figure X-7, younger Greek-Cypriots, until the age of 24, tend to abstain from expressing and exchange opinions on the Cyprus problem. This tendency is not so intense among the Turkish-Cypriot youth, who appear to discuss this issue slightly more often than young Greek-Cypriots, and their distance from older groups is smaller.

Figure X-7. *Discussion about the Cyprus problem by age*
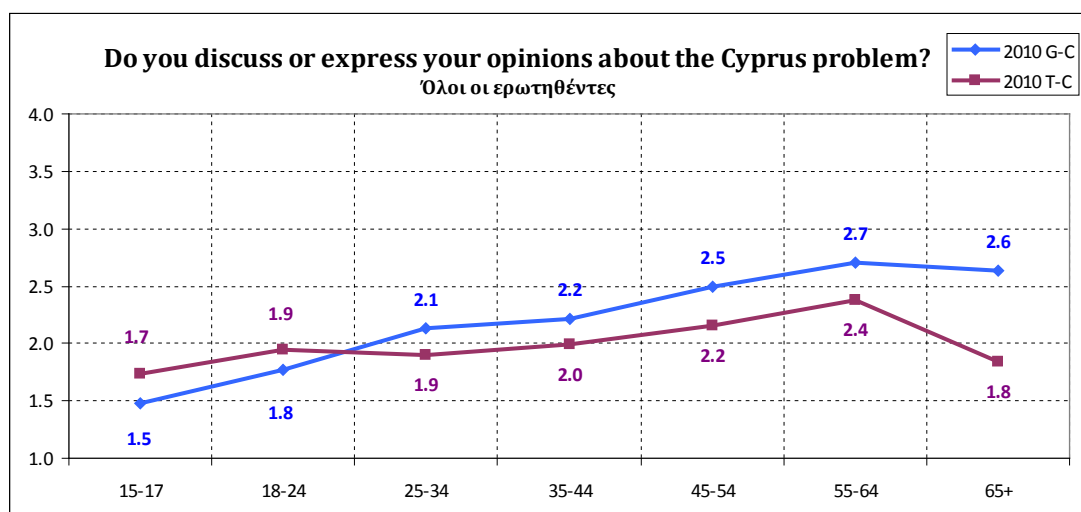
The percentage and frequency of discussion about the Cyprus problem drop dramatically when discussion occurs at an intercommunal level. As indicated in Figure X-8, the overwhelming majority of Greek-Cypriots (91%) never engage in discussions about this thorny issue with members of the Turkish-Cypriot community, while only 6% of the population, even rarely, participates in such discussions. Turkish-Cypriots appear to participate more in intercommunal discussions at an interpersonal level but this happens rarely (17%). Overall, the percentage of people who participate in intercommunal debate often, or quite often, is smaller than 5% in both communities.

Figure X-8. *Intercommunal discussion about the Cyprus problem*
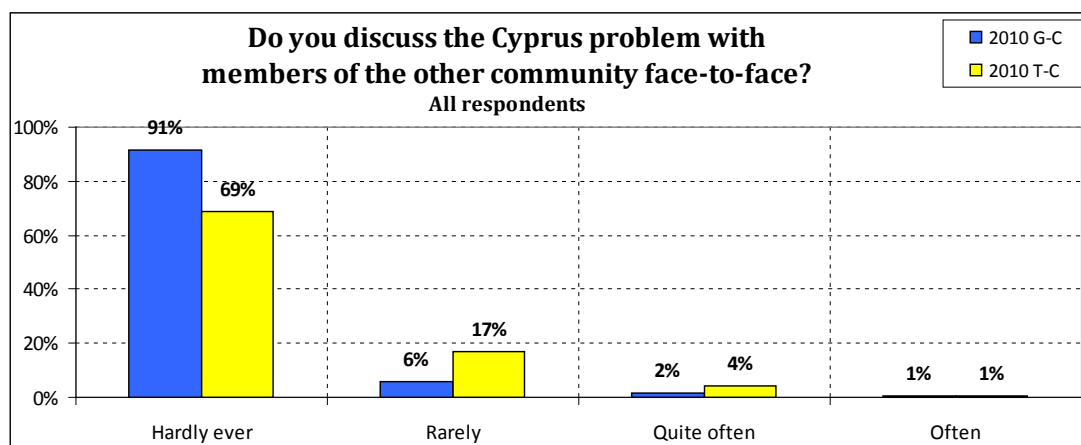
Even lower is the percentage of Greek- and Turkish-Cypriot internet users who participate in online intercommunal discussions about the Cyprus problem. According to the Figure X-9, 97% of Greek-Cypriots almost never participate in such discussions. Among Turkish-Cypriots, 10% of the population engages in online discussions with members of the other community, but this happens rarely.

Figure X-9. *Intercommunal discussion about the Cyprus problem (internet users)*

Do you discuss the Cyprus problem with members of the other community online?
All users

- 2010 G-C
- 2010 T-C

Category	2010 G-C	2010 T-C
Hardly ever	97%	78%
Rarely	2%	10%
Quite often	0.0%	2%
Often	0.0%	1%
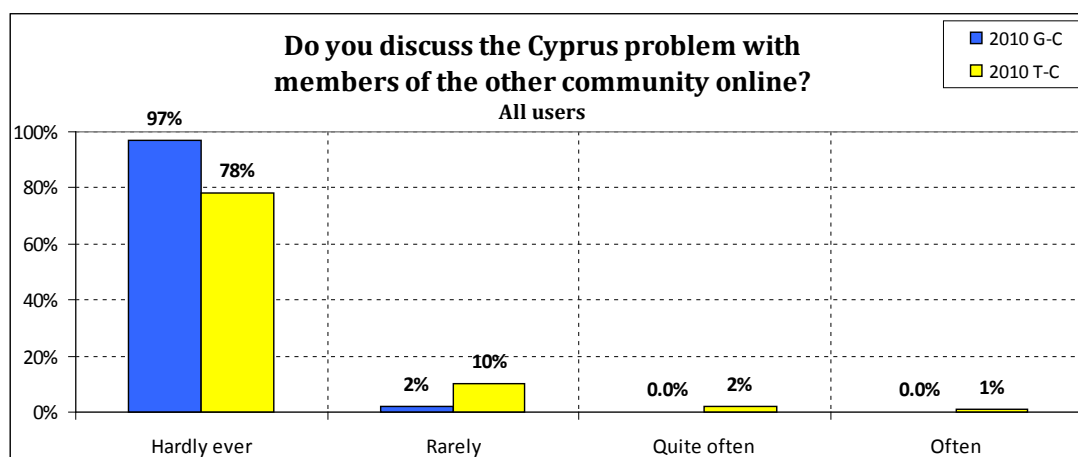
The last question aimed at investigating the extent to which Greek- and Turkish-Cypriots are interested in participating in online discussions about the Cyprus problem with each other. As can be seen from Figure X-10, almost ¾ of Greek- and Turkish-Cypriots are not interested at all in participating in an intercommunal online debate. Almost one in ten Greek-Cypriots are interested, or very interested, in this possibility, while around 15% of the same population appears reluctant. Among Turkish-Cypriots, only 4% of the population are strongly interested in intercommunal online discussions and 14% are reluctant.

Figure X-10. *Interest in intercommunal discussion about the Cyprus problem*

Are you interested to discuss the Cyprus problem with members of the other community online?
All respondents

- 2010 G-C
- 2010 T-C

Category	2010 G-C	2010 T-C
Not at all	72%	74%
Somewhat	7%	3%
Undecided	9%	11%
A lot	5%	3%
Extremely	4%	1%
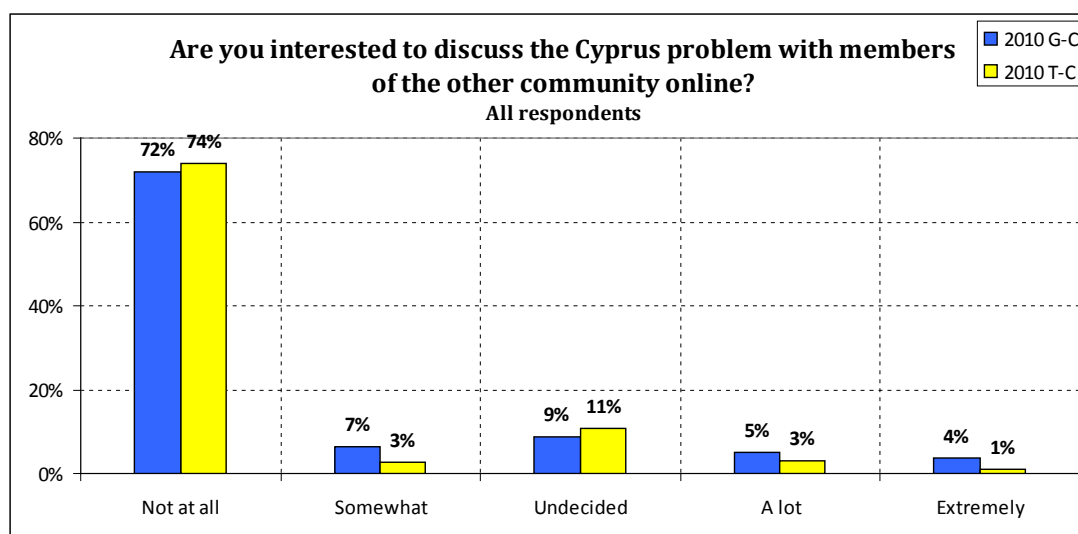
Do internet users and non-users differ, regarding their interest in intercommunal online discussion about the Cyprus problem? As we can see from Figure X-11, the percentage of internet users who express some interest in this possibility is around 10% higher, in both communities, in comparison to non-users of the internet.

Figure X-11. *Interest in intercommunal discussion about the Cyprus problem*
(internet users and non-users)

Appendix

Demographics

Sample distibution per District
Greek-Cypriots (N=1000)

39.50% — Nicosia
28.60% — Limassol
16.70% — Larnaca
9.70% — Paphos
5.50% — Ammochostos

- Nicosia
- Limassol
- Larnaca
- Paphos
- Ammochostos

Sample distibution per District
Turkish-Cypriots (N=600)

34.16% — Nicosia
25.00% — Ammochostos
20.33% — Kerinia
12.50% — Morfou
8.00% — Trikomo

- Nicosia
- Ammochostos
- Kerinia
- Morfou
- Trikomo

Sample distribution per Urban - Rural dimention

G-C (N=1000)   T-C (N=600)

Urban: 68.70% (G-C), 41.80% (T-C)
Rural: 31.30% (G-C), 58.20% (T-C)

107

Sample distribution per Gender

G-C (N=1000) | T-C (N=600)

	Male	Female
G-C	48.60%	51.40%
T-C	46.16%	53.83%

Sample distribution per Age

G-C (N=1000) | T-C (N=600)

	15-17	18-24	25-34	35-44	45-54	55-64	65+
G-C	6.50%	13.30%	19.60%	18.10%	18.10%	12.90%	11.50%
T-C	8.83%	35.50%	24%	13%	8.33%	6.66%	3.50%

Sample distribution per Educational level

G-C (N=1000) | T-C (N=600)

	Primary or less	High school /currently at lyceum	Lyceum graduate	Currently at or was at university	College/university graduate or higher
G-C	10.83%	26.07%	25.27%	6.92%	30.82%
T-C	15.36%	23.03%	21.86%	31.05%	8.68%

Sample distribution per Employment Status

■ G-C (N=1000) □ T-C (N=600)

Employment Status	G-C	T-C
Employed	61.50%	46.30%
Unemployed	9.90%	4.80%
Housewife	3.40%	12.00%
Retired	10.10%	4.70%
Student	14.00%	31.80%
Other	1.10%	0.30%

Sample distribution per Citizenship

■ Greek-Cypriot ■ Other ■ Turkish-Cypriot

Community	Greek-Cypriot	Other	Turkish-Cypriot
Greek-Cypriot Community	96.60%	3.40%	
Turkish-Cypriot Community			100.00%

Sample distribution per Income

■ G-C (N=1000) □ T-C (N=460)

Income	G-C	T-C
Up to 1200 euros	13.20%	13.91%
1201-2000 euros	20.50%	33.04%
2001-3000 euros	22.40%	27.39%
3001-4000 euros	15.70%	12.17%
4001+ euros	11.30%	3.47%
DK/RF	16.90%	