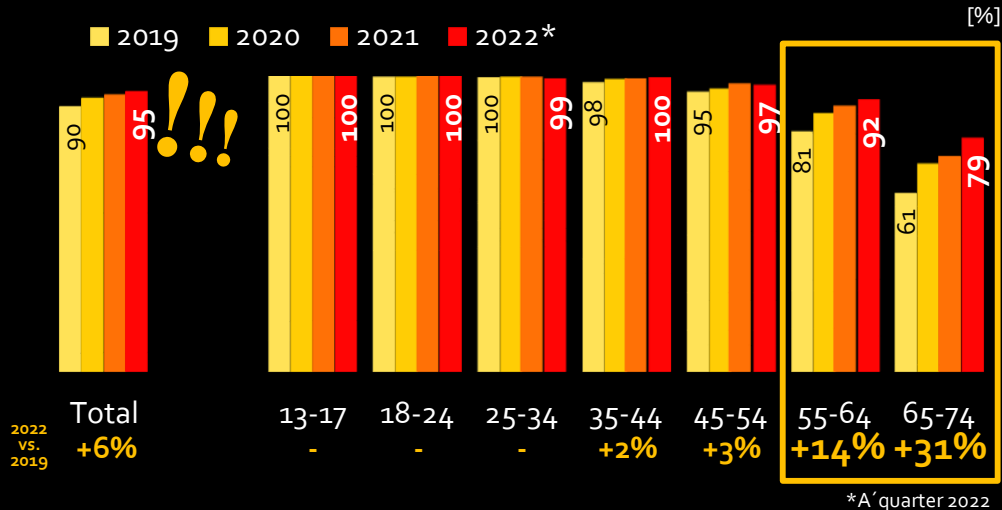


Focus ontechlife *tips*

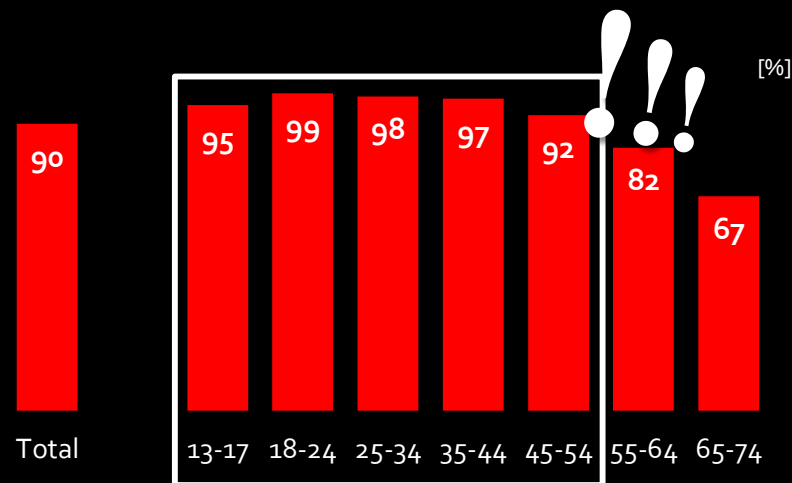
January – March 2022

Virtually all Greeks [95%]
are internet users



- During the last years the 55+ age groups are joining the online world
- Especially the “silver 65-74” are showing a remarkable increase in internet usage during the “covid years”!

9 out of 10 Greeks [90%]
go online via mobile!



If you are up to 54, you definitely use your
smartphone to go online!

Period: January - March 2022

Base: 13-74, Total Greece

80% of Greeks
are active in Social Media ...



81% !!!

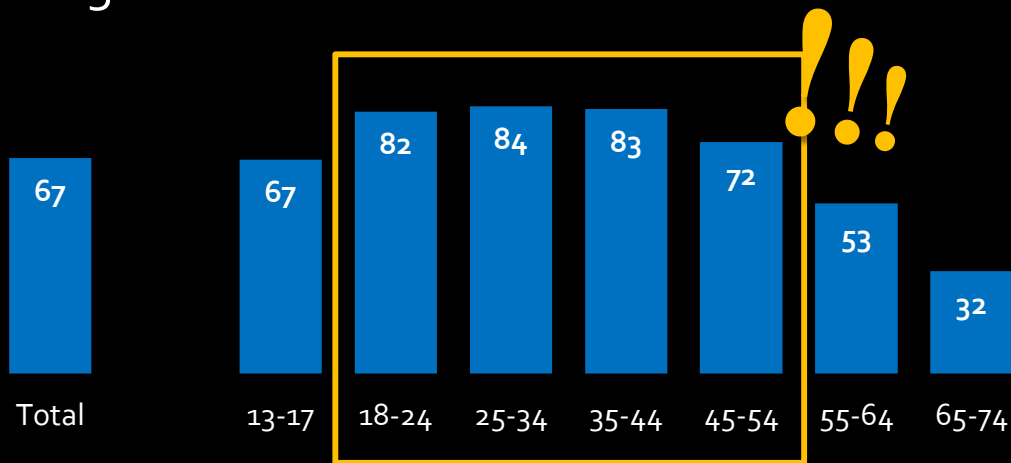


79%

... with women noting
a slightly higher social activity vs. men



2 out of 3 ^[67%] Greeks have made at least one online purchase during the last six months ...



Online shoppers center mainly among the 18-54

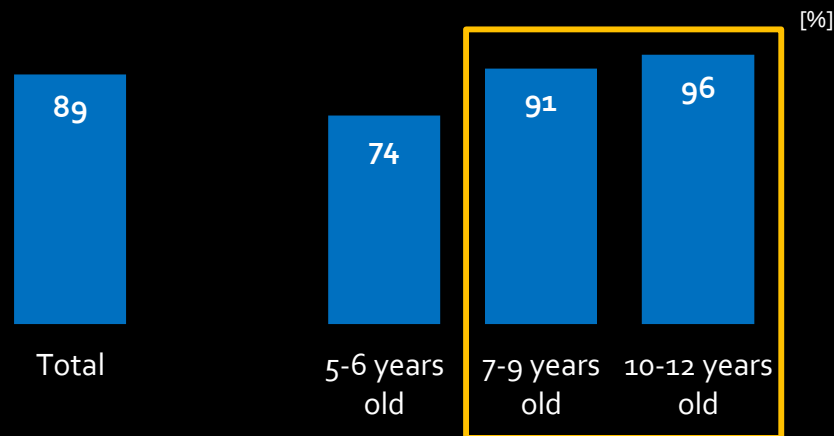
[%]

Period: January - March 2022

Base: 13-74, Total Greece



Children **5-12** are also “digital citizens”
with almost **9** in **10** going online



3 out of 4 children **5-6** use the internet,
while **virtually all** children **7-12** are online

Basic Research Specs

Methodology:

- CATI (telephone) interviews among a representative sample of 10,000 per semester, covering the total Greek population, aged 13-74 years

We excelled in 2021!



In 2021, the **81.020** respondents who participated in our surveys
gave us a **8,8/10!**

We thank you deeply and commit ourselves to excel in the future!



thank
you!

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