

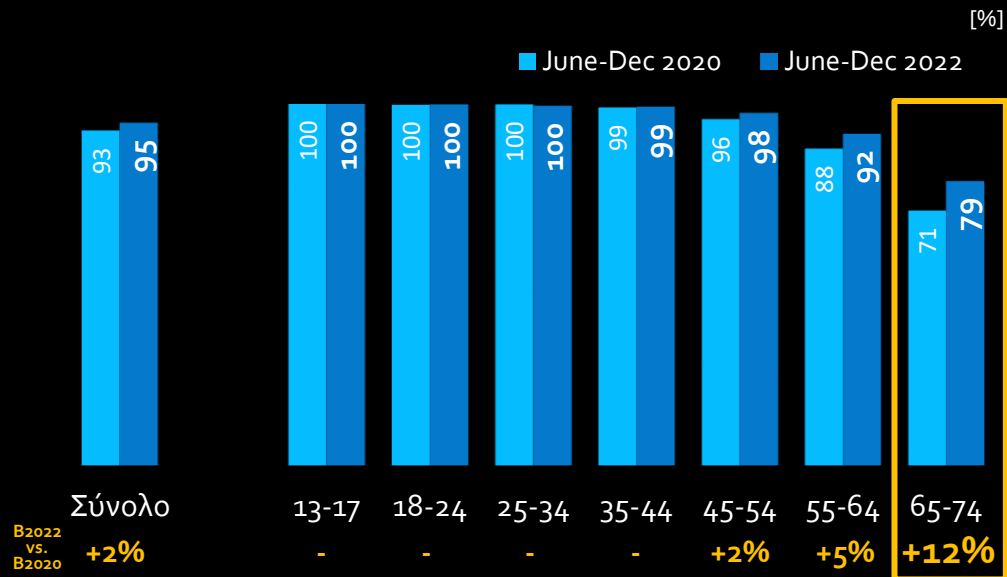


Focus on techlife *tips*

Period: June - December 2022

http://w

“Internet use is now almost universal (95%)
[last 30 days] in Greece, ...



... while the connection among the 65+ year olds (+12%) is constantly increasing

“The top 3 reasons for internet use [last 6 months]



Social networks

87%



With a greater percentage
of concentration in the
ages 25-34 (90%)



E-mail

77%



With a greater percentage
of concentration in the
ages 45-54 (86%)



E-shopping

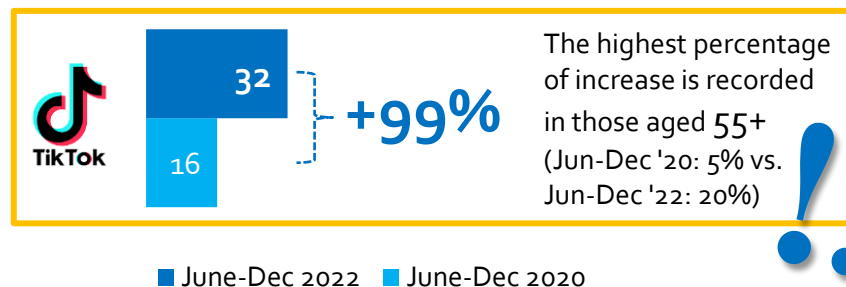
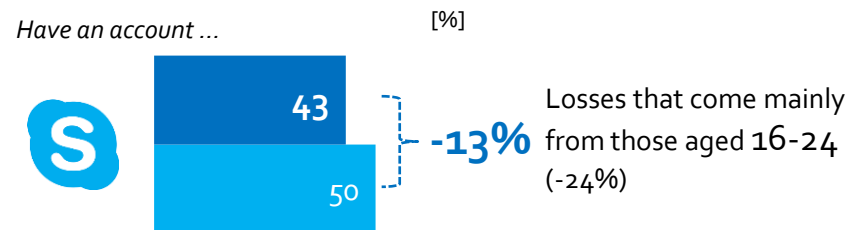
76%



With a greater percentage
of concentration in the
ages 25-34 (86%)

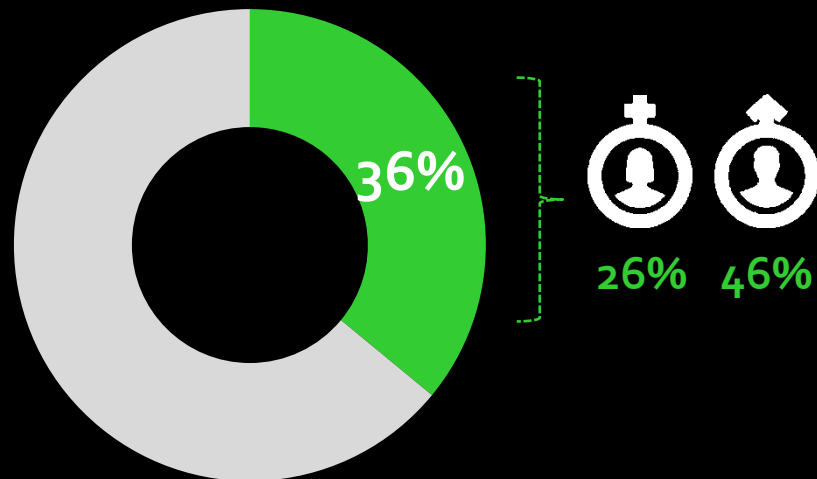


✓ In the past 2 years, Tik Tok's growth has been spectacular (+99%) while SKYPE is suffering losses (-13%)

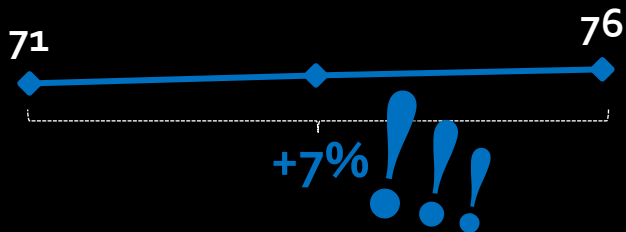


■ June-Dec 2022 ■ June-Dec 2020

“Almost 2 out of 5 Greeks
know / have heard the term
“METAVERSE”

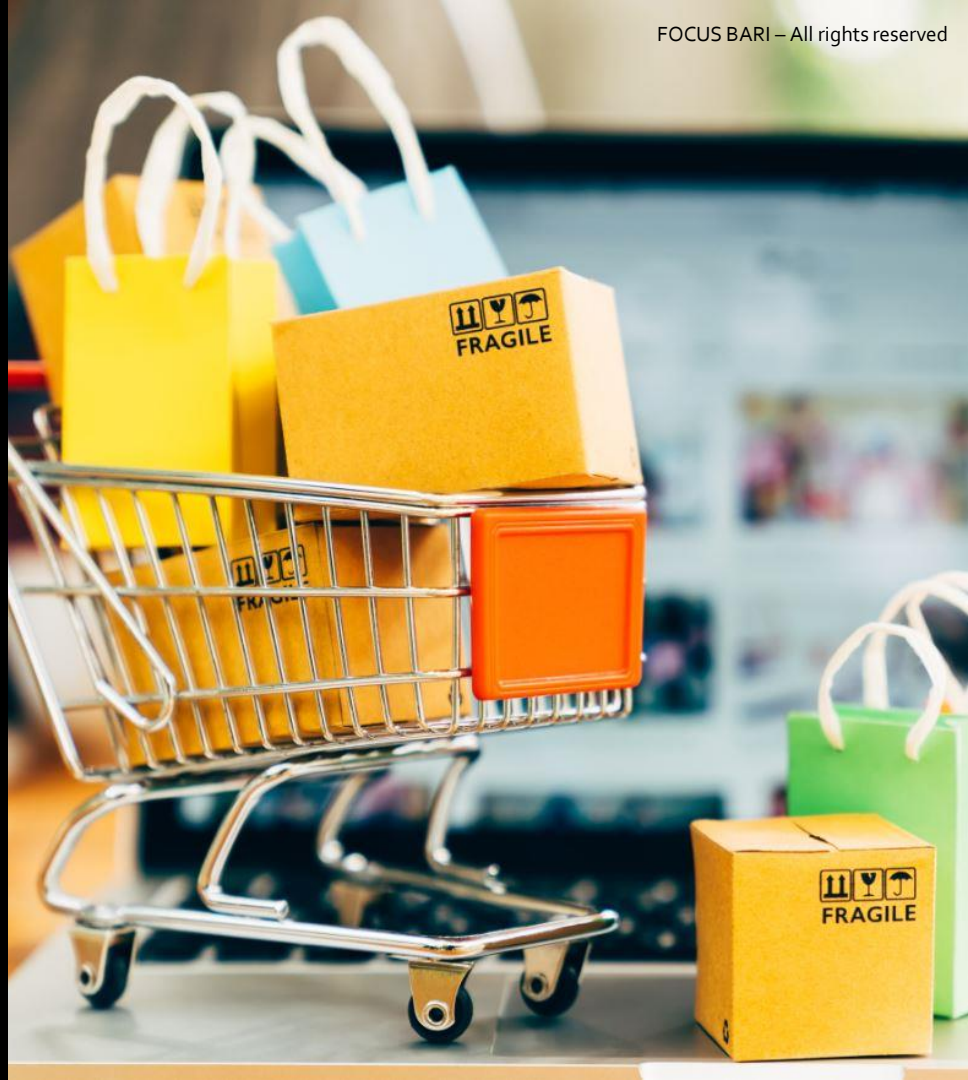


“3 out of 4^[76%] Greeks
now shop online
[last 6 months]



Period: 2nd semester of each year

Base: 16-64, internet users, Total Greece





“For their online shopping payments [last 6 months] they choose more:

TOP 3

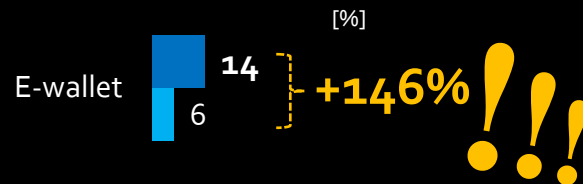
[%]

Debit Card 60

Pay on delivery 53

Credit Card 26

“In the last 2 years, the growth of digital wallets as a way of payment for online purchases is impressive



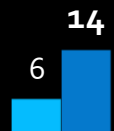
Period: 2nd semester of each year

■ June-Dec 2022 ■ June-Dec 2020

E-wallets

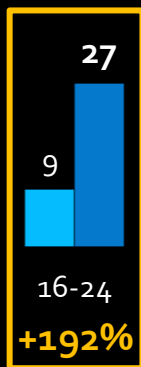
“Growth resulting mainly from young ages 16-24 (+192%) but also from the 55+ (+339%)

New Generations
Payment Method



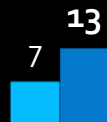
Σύνολο

B2022
vs.
B2020 +146%



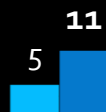
16-24

+192%



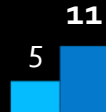
25-34

+79%



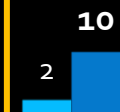
35-44

+118%



45-54

+106%



55-64

+339%

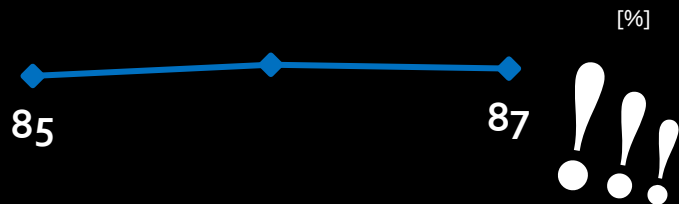
[%]

■ June-Dec 2020

■ June-Dec 2022



“Children are now one with the internet world [5-12 ετών] with 9 out of 10 (87%) being internet users...



Q4 2020

Q4 2021

Q4 2022

Period: 4th trimester of each year

✓ ... and the top2 choices of internet connection devices for kids is ...



41%



39%

Smartphone

Tablet

Period: June - December 2022

Base: Kids 5-12 Total Greece



Basic Research Specs

- **Methodology:**
 - At two stages:
 - α) CATI telephone interviews among a representative sample of 10,000 individuals per semester, covering the total Greek population, aged 13-74 years old
 - β) Online CAWI (Computer Assisted Web Interviews) via YouGov panel (35,200 active members) among 1,000 active internet users, covering the total Greek population, aged 16-64 years old



thank
you!

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