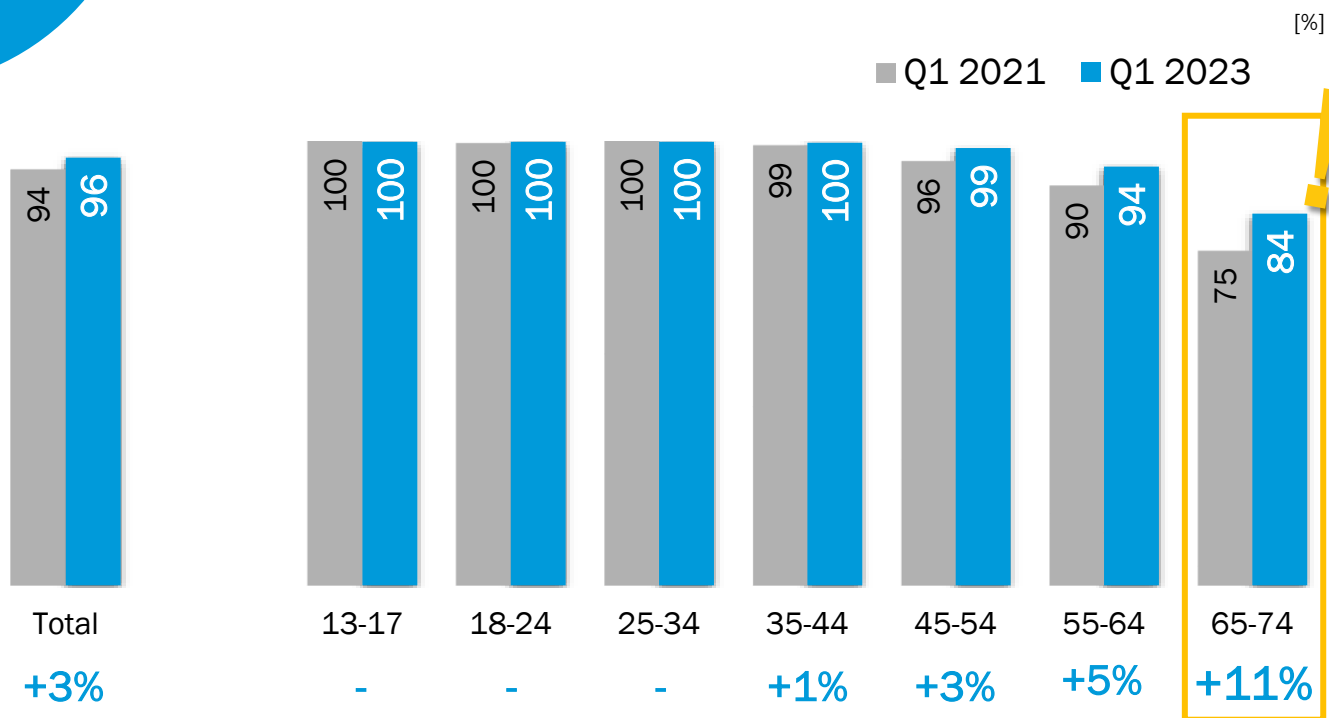




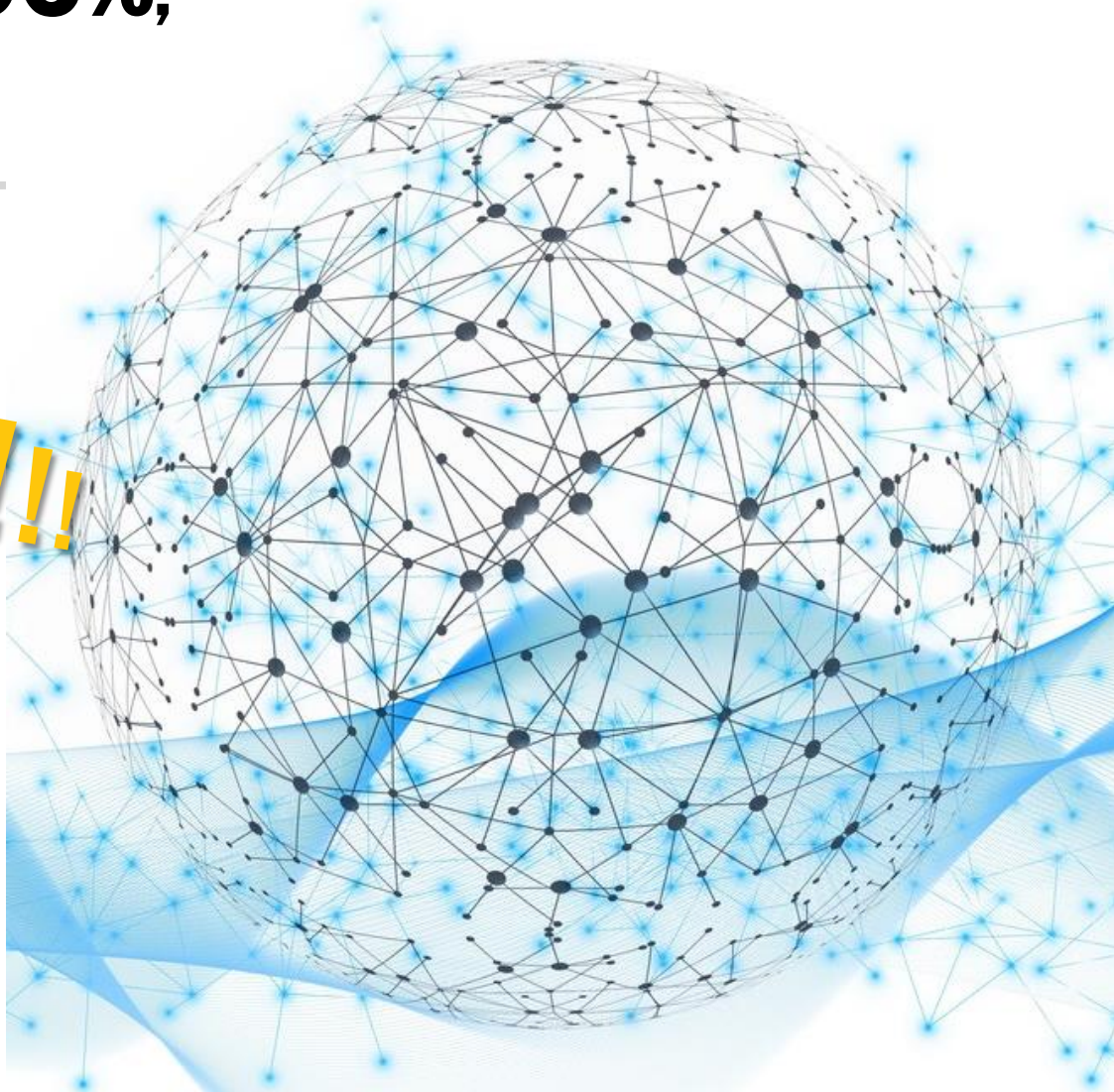
# FOCUSontechlife *tips*

January – March 2023

# The penetration of internet has reached **96%**, virtually all Greeks are online, with a fast increase among mature generations



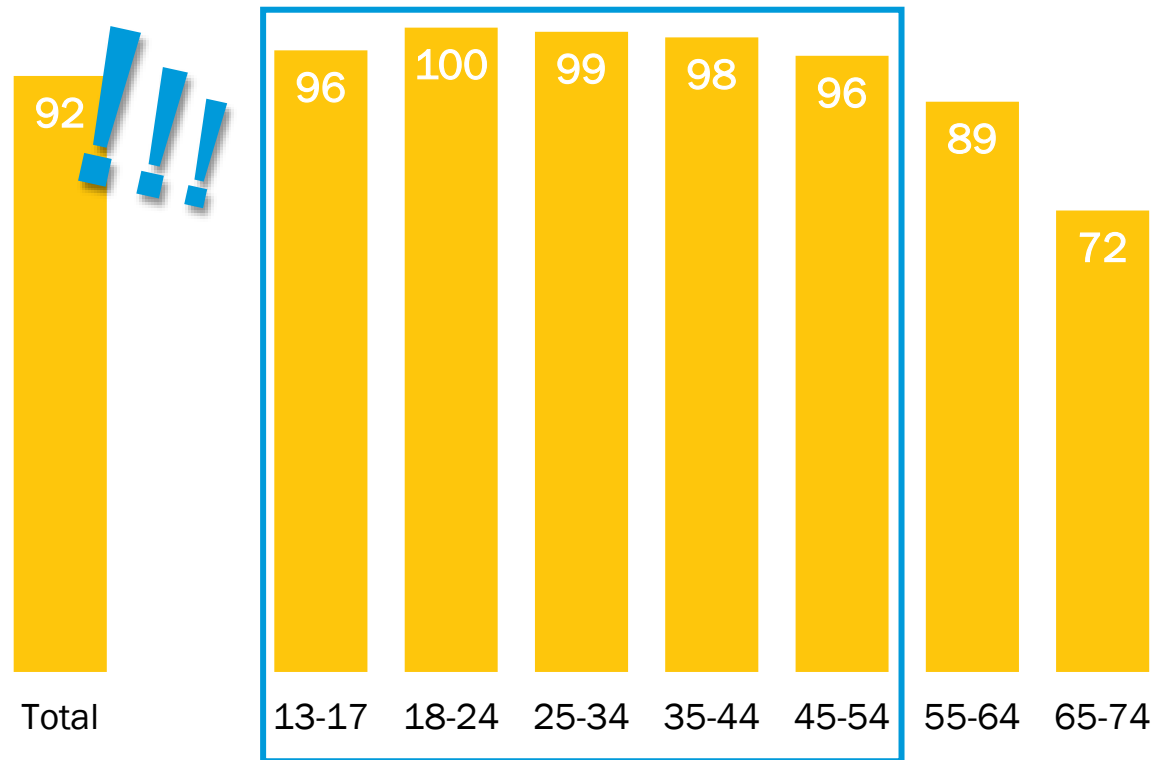
👍 Fast increase of active users [last 30 days]  
among the **65-74** age group



2023  
vs.  
2021

# 92% of Greeks access the internet via mobile phones [at any frequency]

... and 88% do so daily!



👍 Everybody aged 13-54 go online via mobile

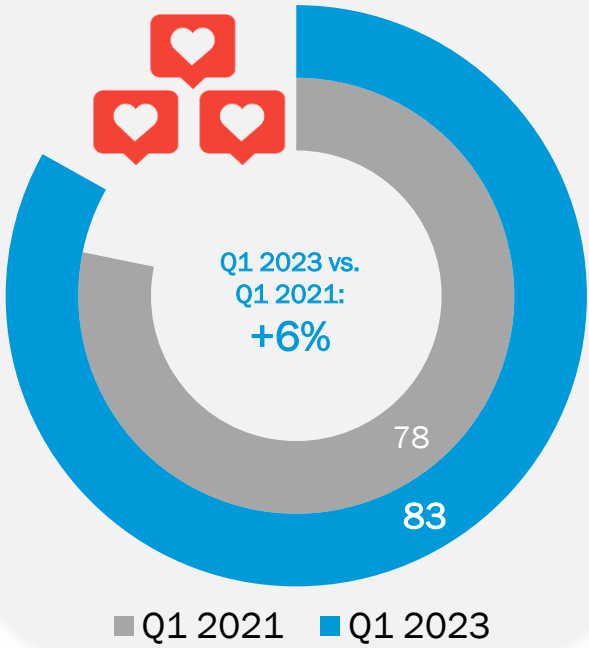
[%]

👍 Virtually all Greeks [94%] own a smartphone

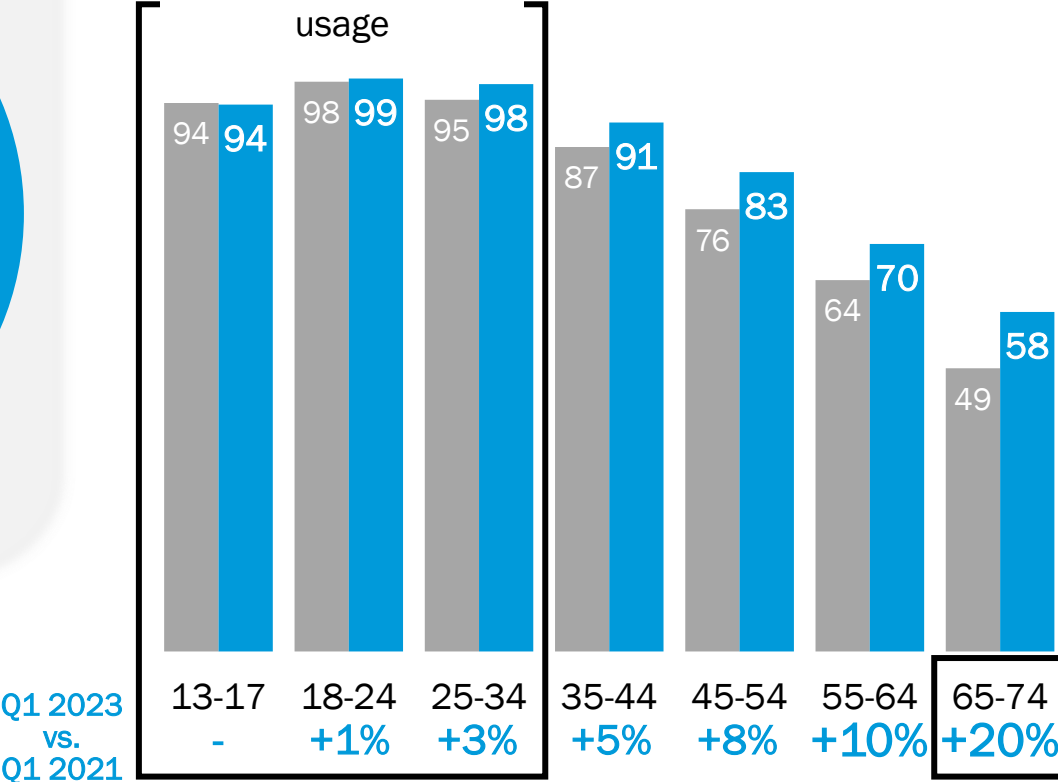


# More than 8 out of 10 [83%] use / communicate via social networks [at any frequency]

Total



Almost universal usage

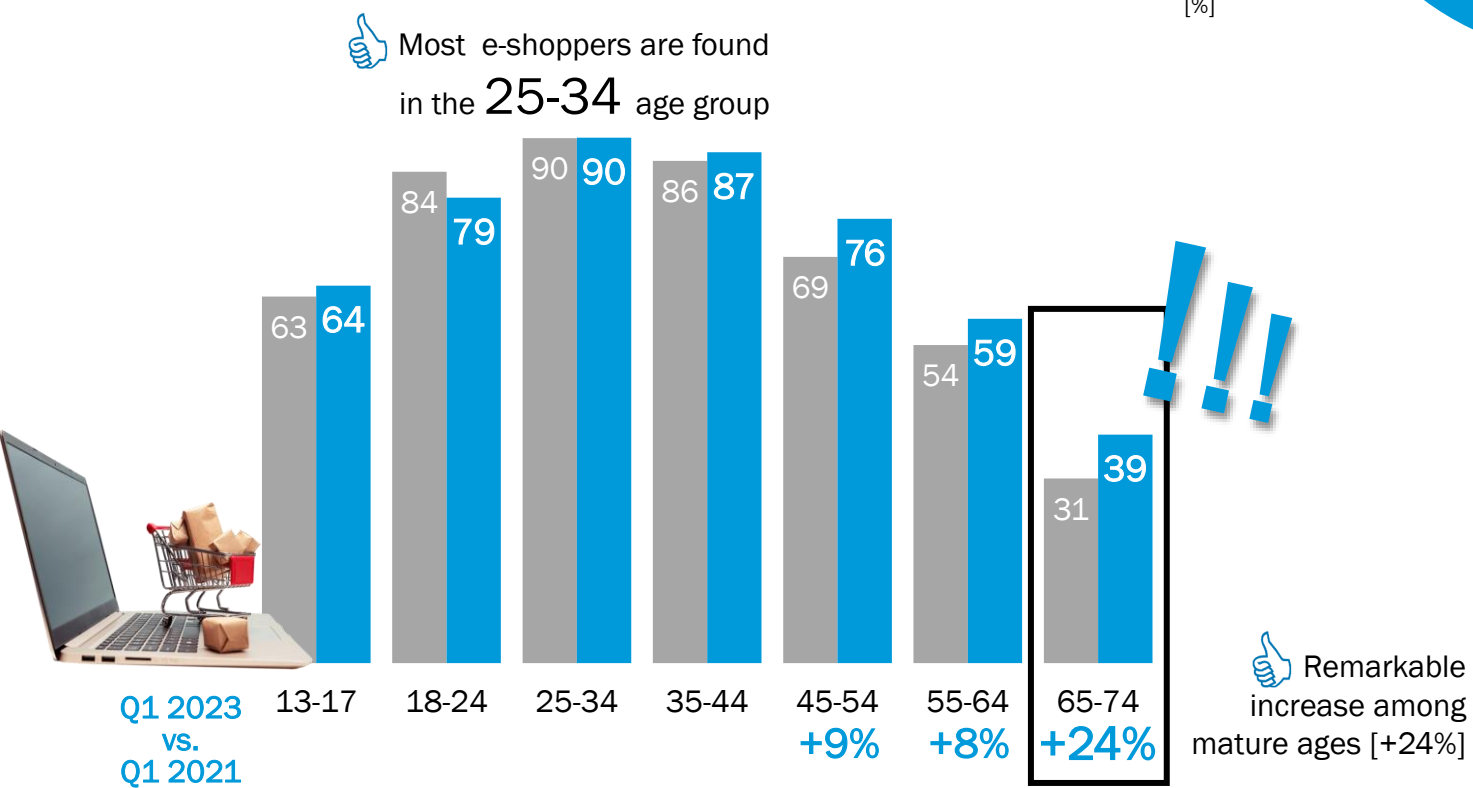
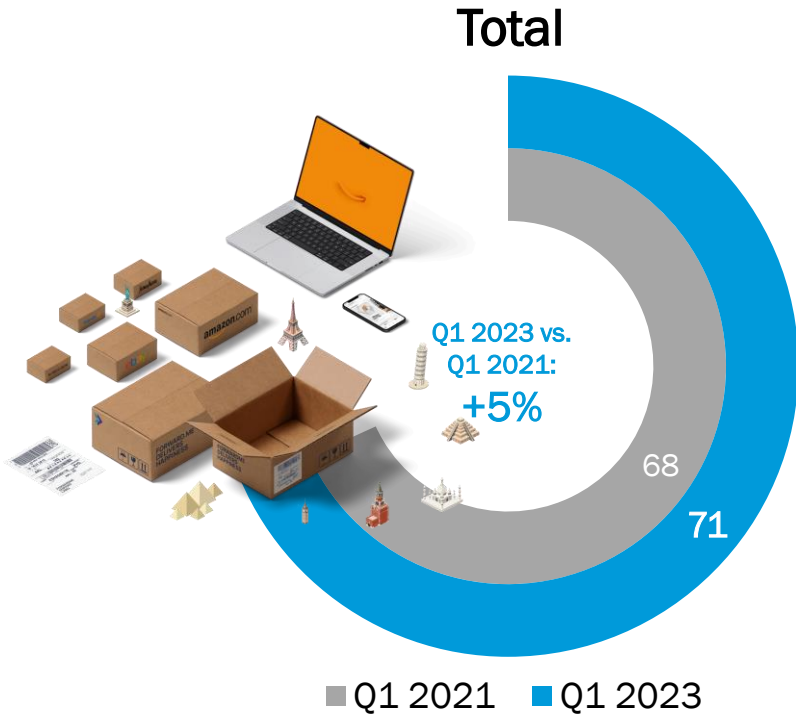


[...] while 3 out of 4 [75%] say they use social media daily



The highest increase of social media usage is found among the 65-74

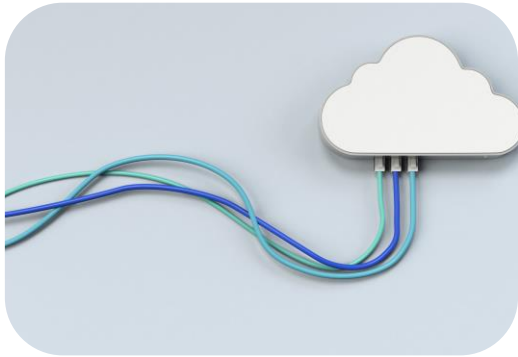
# More than **2 out of 3** [71%] have made at least one online purchase within the last six months





# Almost 9 out of 10 [87%] children 5-12 years old are using the internet

# Almost all [96%] children 10-12 years old being online



The average time children 5-12 spend online is 1,4 hours/day



... with boys 10-12 staying online 1.7 hours per day



Boys prefer to access the internet via smartphone [42%], while ...



... girls prefer to go online via tablet [44%]



Children 5-12 use the internet for entertainment reasons (video, music, etc.) [60%] ...



... followed by online games [29%] and search for school / learning materials [26%]

# Research Basic Specs

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## Methodology:

- CATI interviews among a representative sample of 10.000 individuals per semester, covering the total Greek population aged 13-74 years




Thank you!!!



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