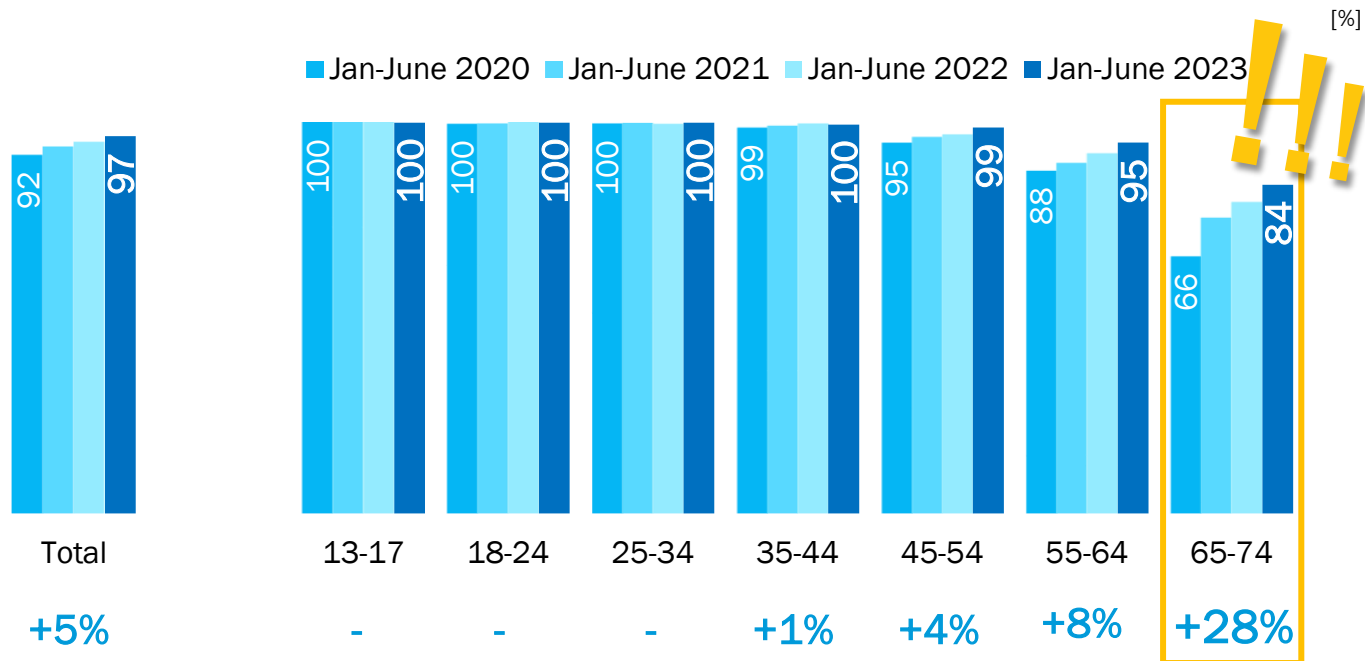


FOCUSonTechLife *tips*

Period: January - June 2023

Almost all Greeks (97%) are online [past 30 days] ...



2023 vs. 2020

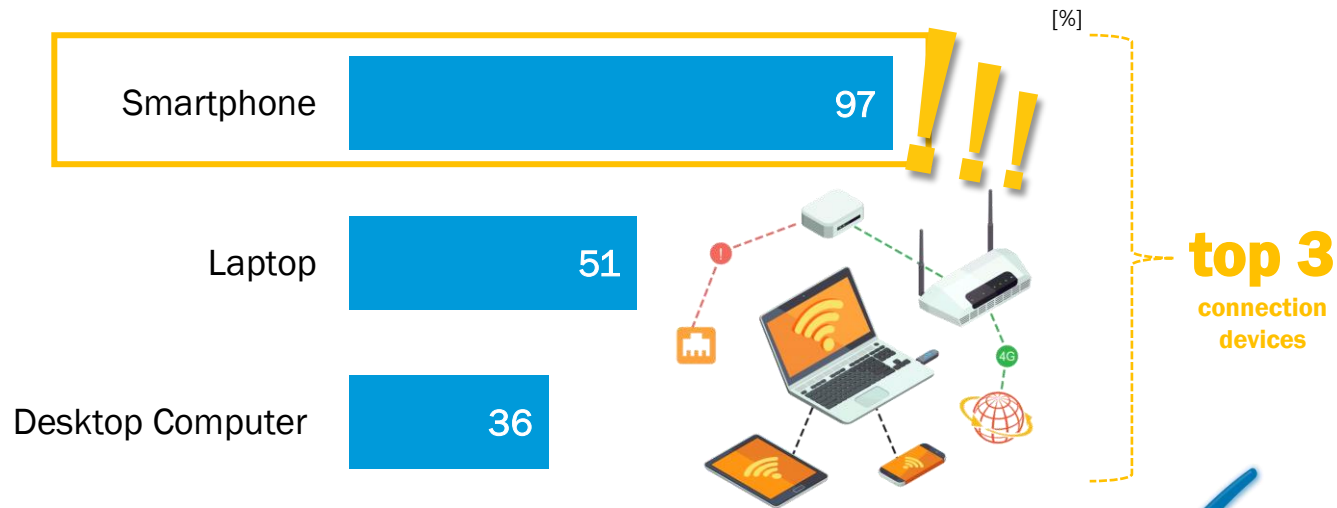
+5%



... with a continuous influx of older audiences



The **smartphone** maintains its lead in internet connection devices...



The average daily internet connection time from a mobile phone was recorded at **129 minutes**

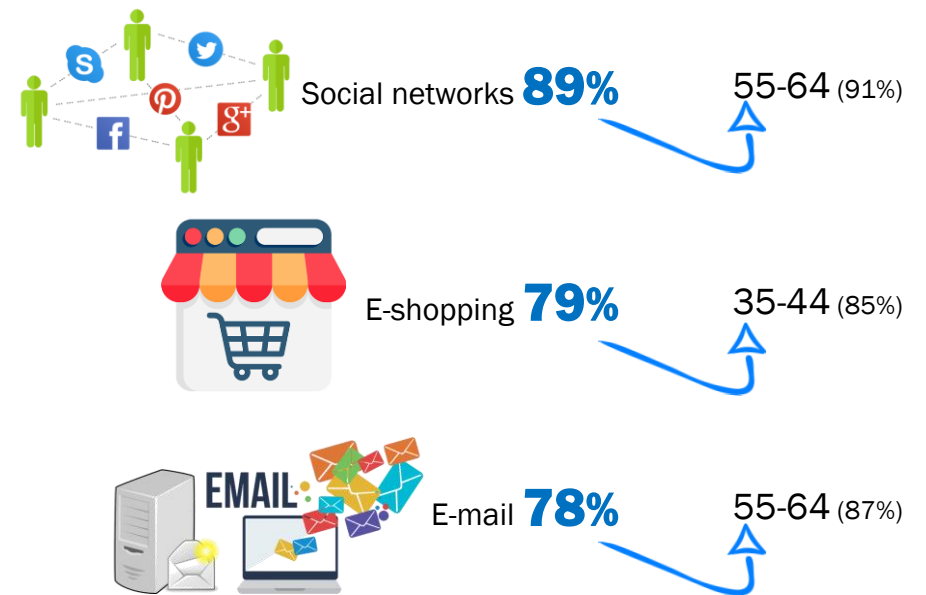


...with ages **16-24** spending comparatively more time: **185 minutes/day**

Base: Those who have access via their mobile phone [last 6 months]

The most popular reasons for using the internet [last 6 months]

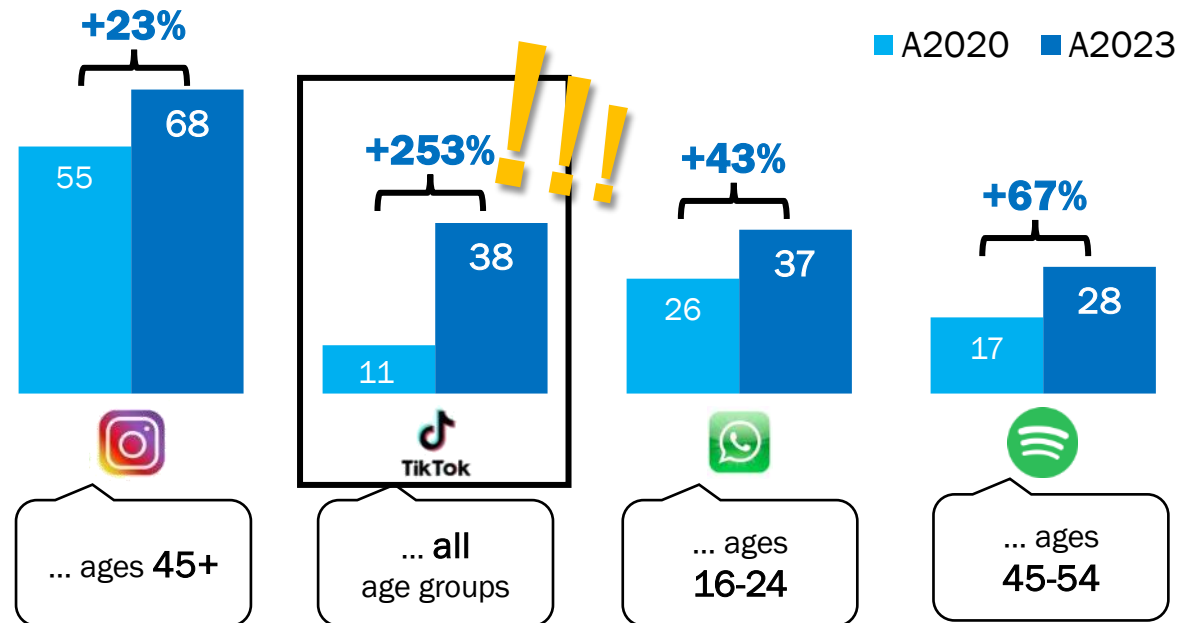
Greater concentration rate:



Over the past 3 years, the biggest increases in networks that have an account | profiles appear in the following...



Increase mainly coming from...



Base: 16-64, internet users, Nationally

88% of users engage with social media on a daily basis...



... and spend an average of **91 minutes / day**



Base: Social media users (last 6 months)

12 percentage points - **79%** vs. 67% - online shopping was increased from 2020 to today

With the **largest increases** occurring in the categories...



+92% beauty / wellness services

media +45% subscriptions to media (magazines / newspapers / sites)



+41% furniture and other household goods



+39% ferry, train, bus tickets



+33% supermarket products



+32% electric appliances



+27% musical content



+26% clothes



+22% webinars



+21% tickets for leisure destinations



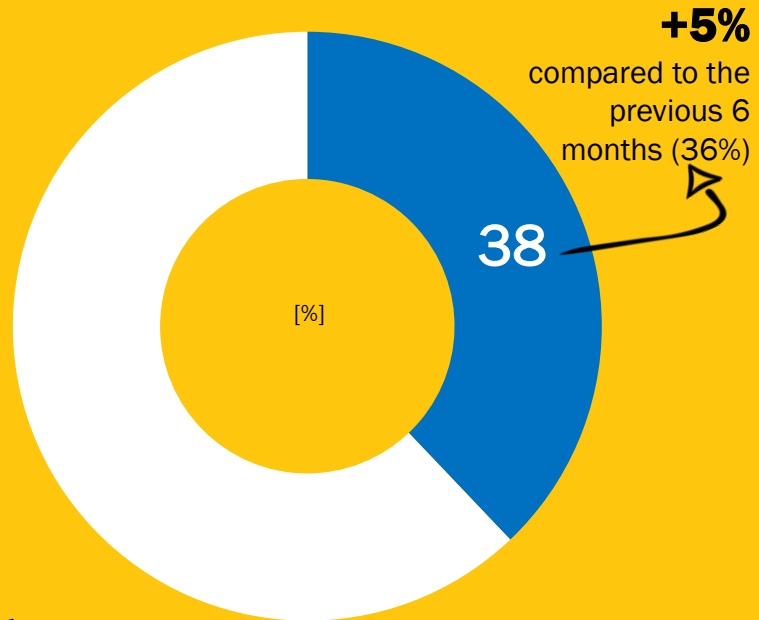
Average amount of total spending on online purchases in the last 6 months: **956€**

The most popular payment method is the **debit card** (65%)



Base: E-shoppers (Last 6 months)

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



The highest knowledge rates
are recorded in the ages:

- ✓ **16-24: 54%**
- ✓ **25-34: 47%**

Period: January - June 2023
Base: 16-64, internet users, Nationally



9 out of 10
children (90%)
aged 5-12 visit
the internet

Almost all (97%)
Children aged 10+
are internet fans



The **average time**
they spend online is **80**
minutes/day ...



... and **older** children (10+
years old) prefer to connect
mainly through **smartphone**
(59%) ...



... while the search for
entertainment content
(ex. video, music) is the **main**
reason of use for our little
friends (65%)

Research Basic Specs

Methodology:

At 2 stages:

- CATI telephone interviews among a representative sample of 10,000 individuals per semester, covering the total Greek population, aged 13-74 years old
- Online CAWI (Computer Assisted Web Interviews) via YouGov panel (35,200 active members) among 1,500 active internet users, covering the total Greek population, aged 16-64 years old



Thank you!!!



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