



FOCUSontechlife *tips*

Period: June - September 2023

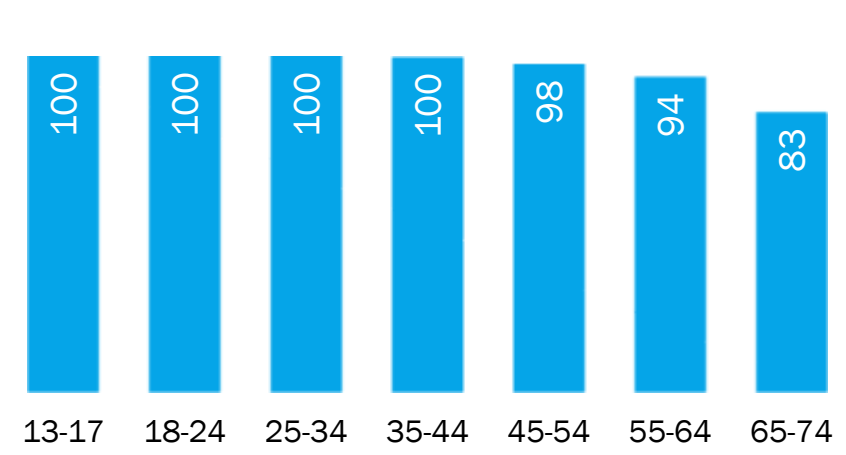


Greeks' engagement with the digital world reaches 96%

[past 30 days] ■■■



Universal use of the internet in almost all ages

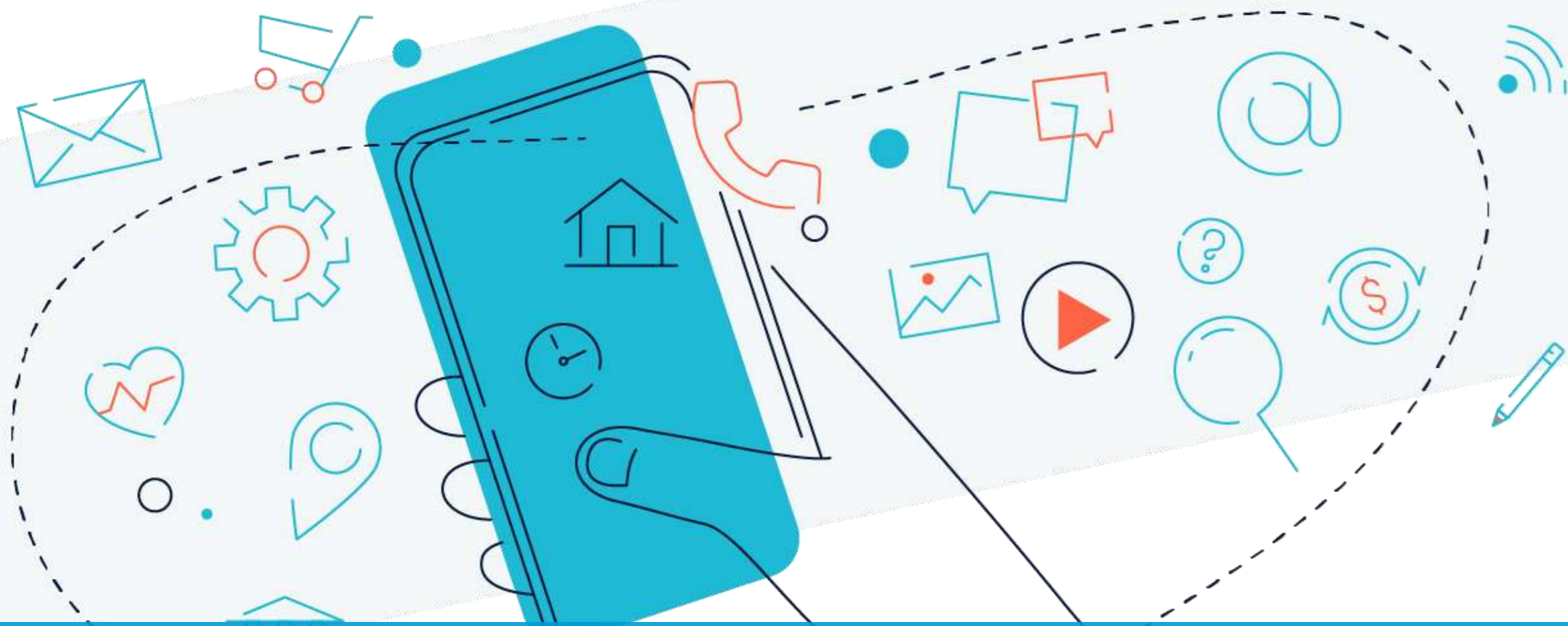


More than 8 in 10 [83%]
aged 65+ are active users
[past 30 days]

... while **95%**
connects to the
internet daily



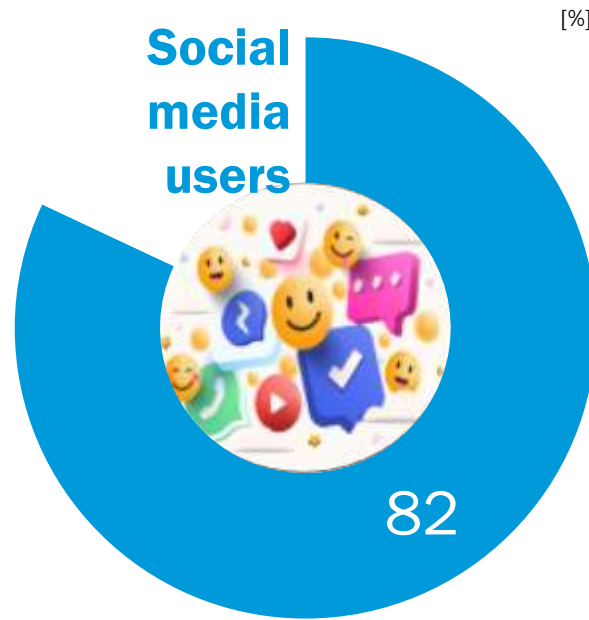
Period: June - September 2023
Base: 13-74, Total Greece



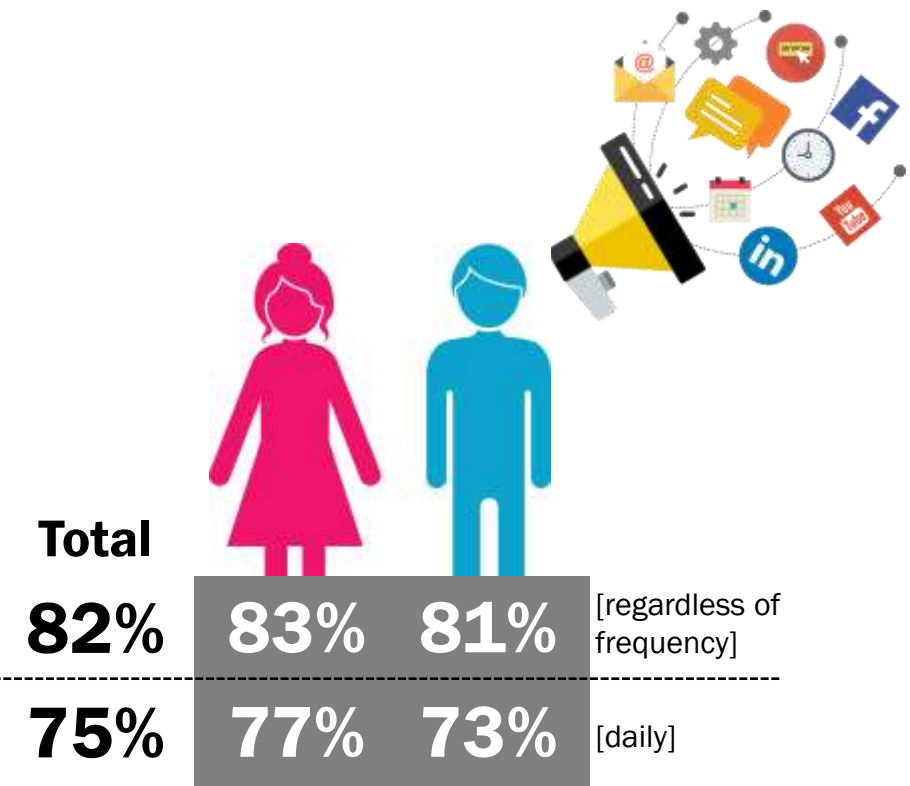
Simultaneously, Greeks are mobile internet fanatics, with 92% browsing through their mobile [regardless of frequency] and 88% on a daily basis

Active also on social media ...

... with more than 8 in 10 ^[82%] declaring users of at least one network



Almost universal use in ages 13-44



Almost 7 in 10 [69%] have made at least one online purchase in the past 6 months

25-34 year olds are fans of e-commerce since 87% have Made at least one online purchase within the past 6 months ...



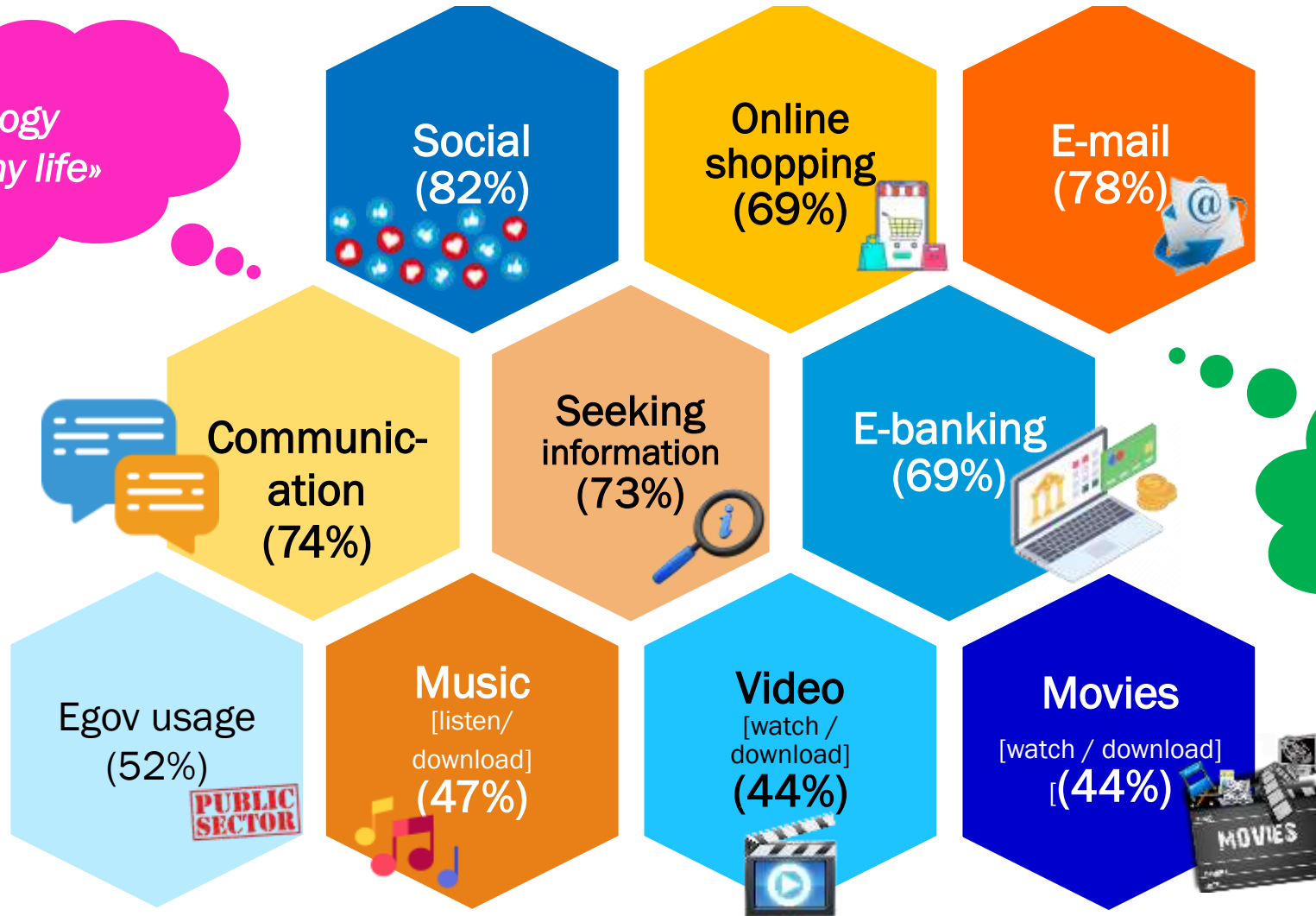
... unlike older users aged 65+ who are not so familiar since only 37% have shopped online



Overall, technology transforms our daily lives!

«Technology improves my life»

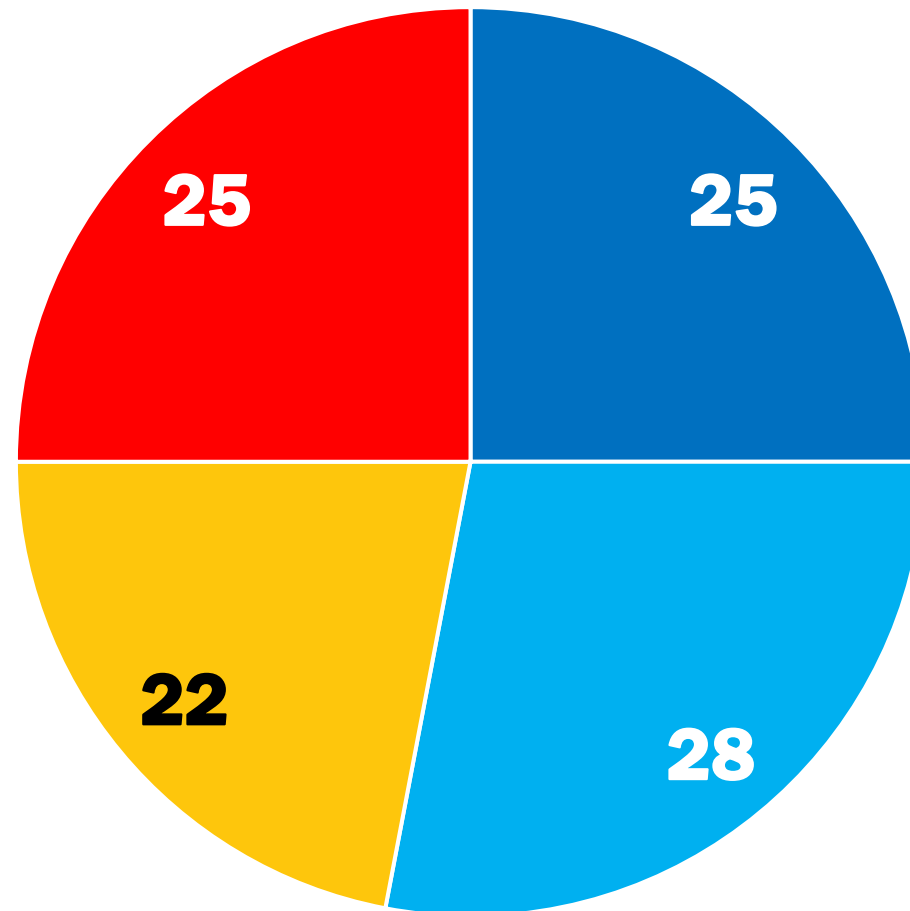
57%



59%

«Μ' ένα shopping app ψωνίζω από το κινητό μου»

... while Chat GPT has entered Greeks' lives with 1 in 4 already having an account :



- Have an account/use it
- Have heard about/DK what it is

- My friends are using it
- Have not heard about it

Greeks' relationship with technology and the digital world will continue growing as the future is created by children :

**9 in 10 children [90%]
5-12 years old are internet users**

With children 10+ showing a universal use [97%]



The **average time** they spend online is **100** minutes/day ...



... and **smartphone** is the first internet connection device choice from **all** children of all ages ...



... while the **search for entertainment content** (e.g. video, music) is the **main reason for use** for our little friends

Research Basic Specs

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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