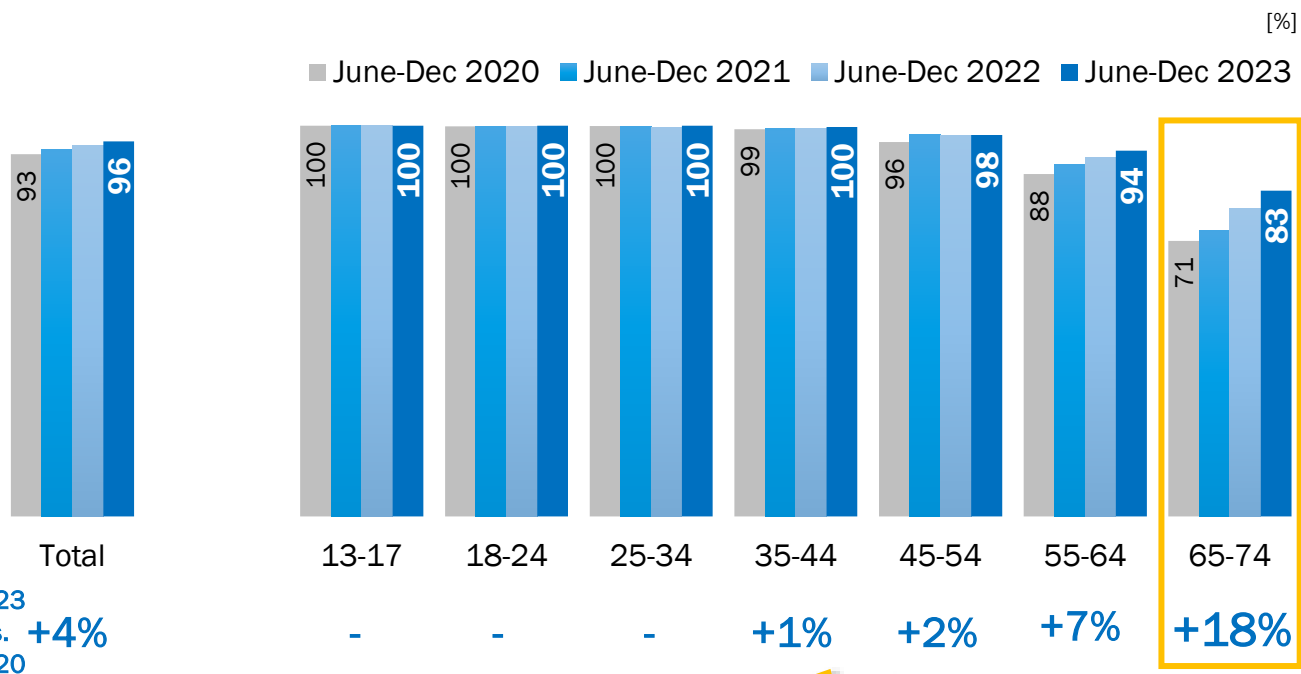




FOCUSontechlife *tips*

June - December 2023

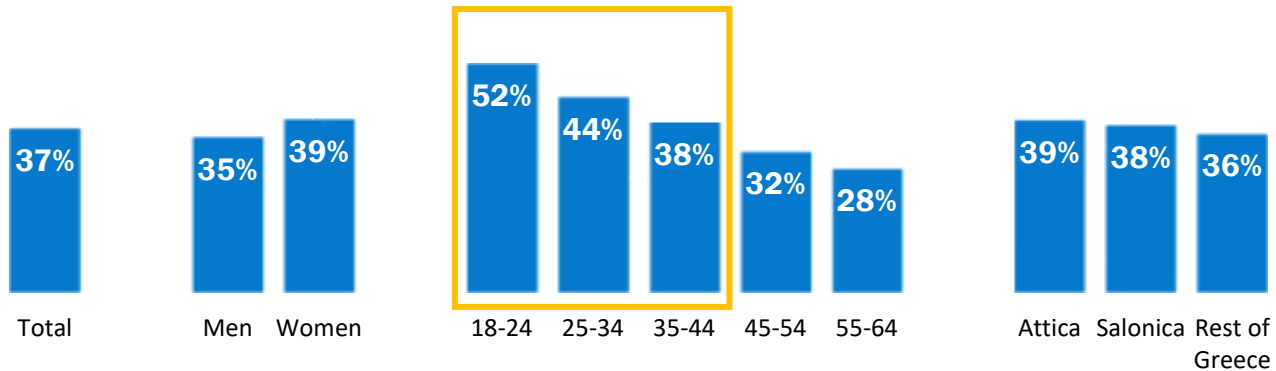
96% of Greeks are online...



!!! ... users aged **65+** are constantly increasing

Source: Focus Bari, FOCUS ON TECH LIFE, B' semester of each year
Base: 13-74, Total Greece

... with just under half stating that they would **not be able to manage without the internet**



... a statement from **1 in 2 of the younger generations** who grew up in the wonderful world of the internet ...

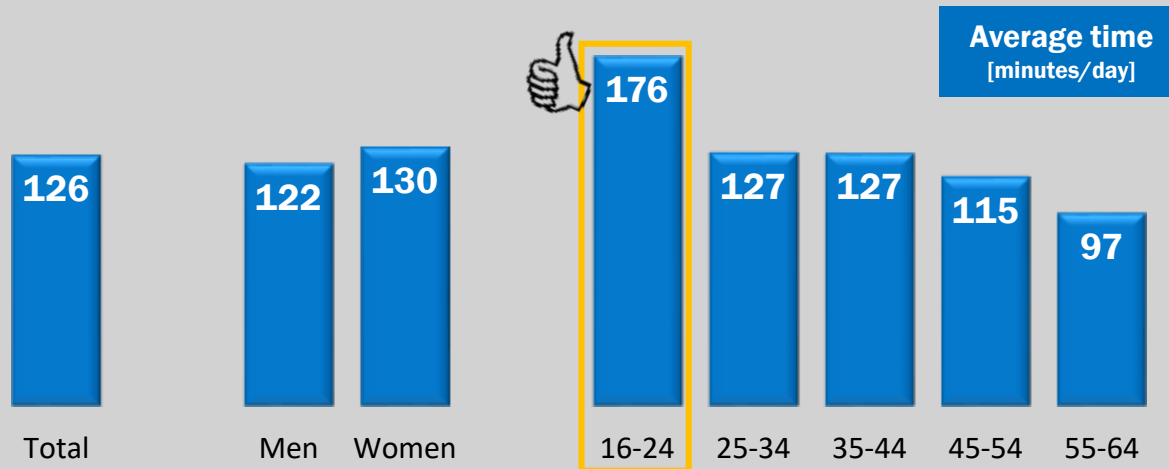
... but also from **more than 1 in 4 of the older generations** who came to know it later in their lives ...



97% of Greek internet users connect via smartphone ...

Base: 16-64, internet users, Total Greece

... the average daily internet connection time via mobile phone reaches **2 hours** ...



Base: Those accessed the internet via mobile phone in the last 6 months




... with **Social Media** [88%] being the No.1 use ...


Social Media users:  **86%**  **89%**

Reasons of internet usage ...


... among ages **16-24**


 Social networks **89%**


 E-shopping **75%**

 Instant communication **66%**

... among ages **55-64**

 Social networks **87%**

 E-mailing **82%**

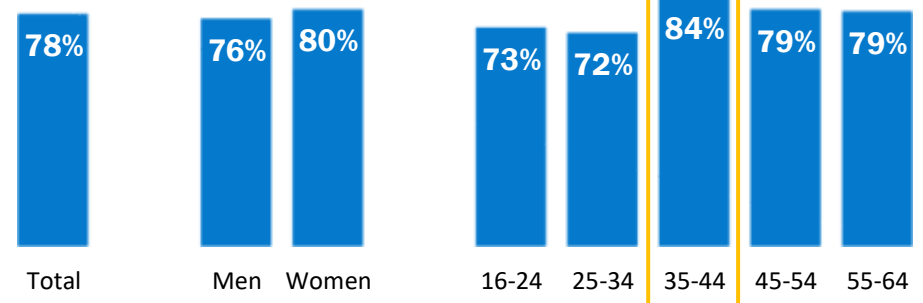
 Online banking **76%**



Most popular Social Media networks ...



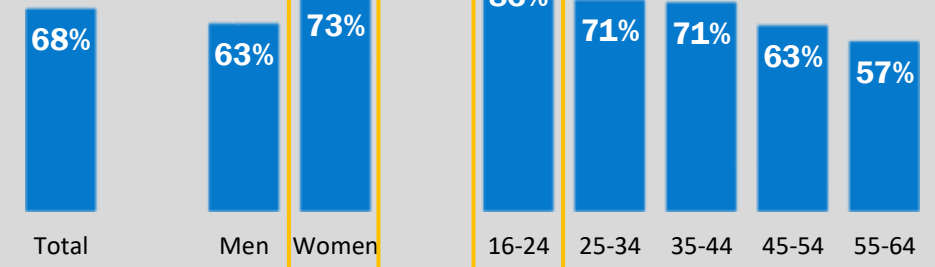
facebook



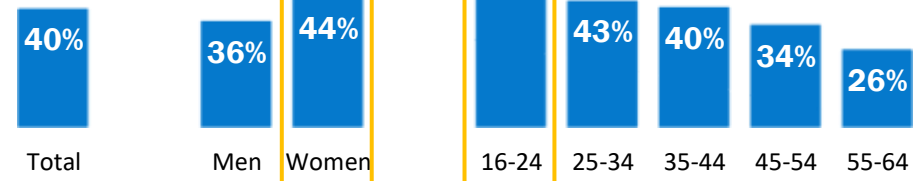
Most fanatic: **35+**

Instagram

Most fanatic: **women** and **16-24**

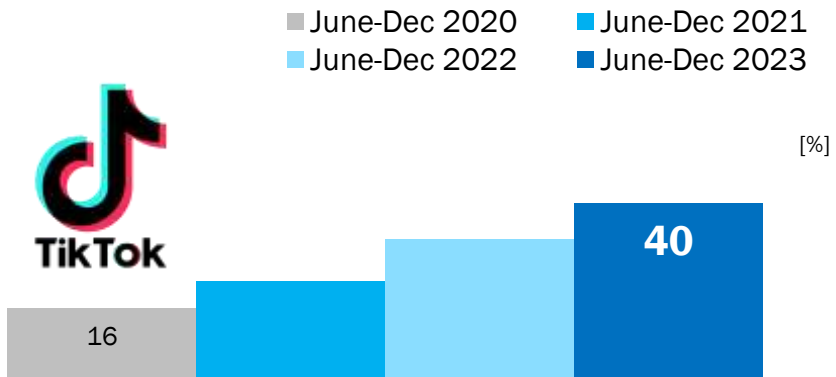


TikTok

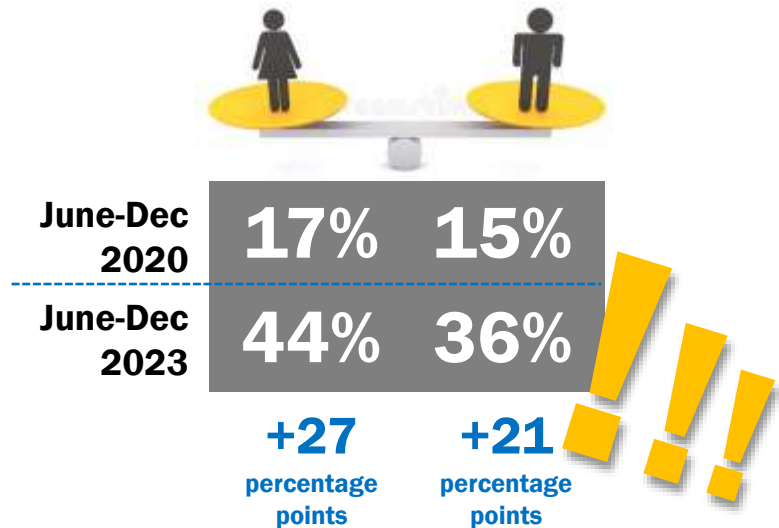


Most fanatic: **women** and **16-24**

Tik Tok's audience is constantly growing ...



+24 percentage points during the last 3 years

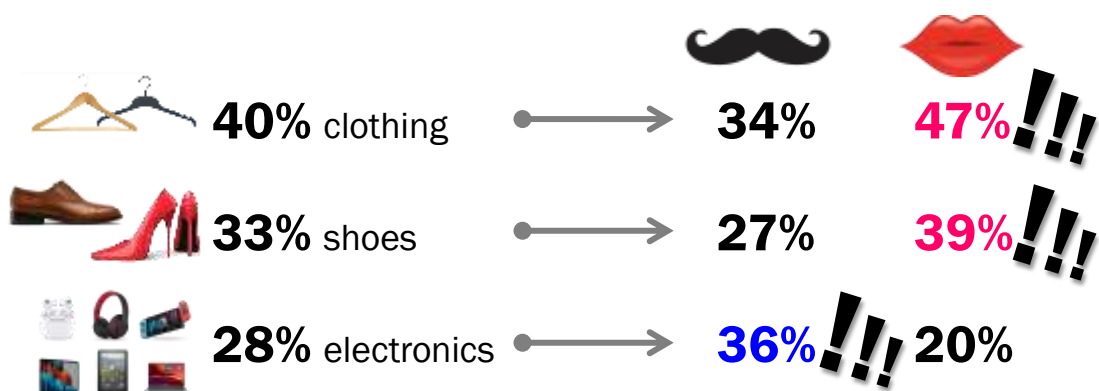


The highest percentages of concentration are shown at the ages of **16-24**

38% [June-Dec 2020] – **61%** [June-Dec 2023]

77% of Greeks shop online

top3 online purchases [last 6 months] ...



Base: 16-64, internet users, Total Greece

Average spending on online purchases
in the last 6 months: **1.000€**

... an amount **increased by 110€** compared to
the corresponding period last year [June-Dec 2022: 890€]

Base: E-shoppers (last 6 months)



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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