

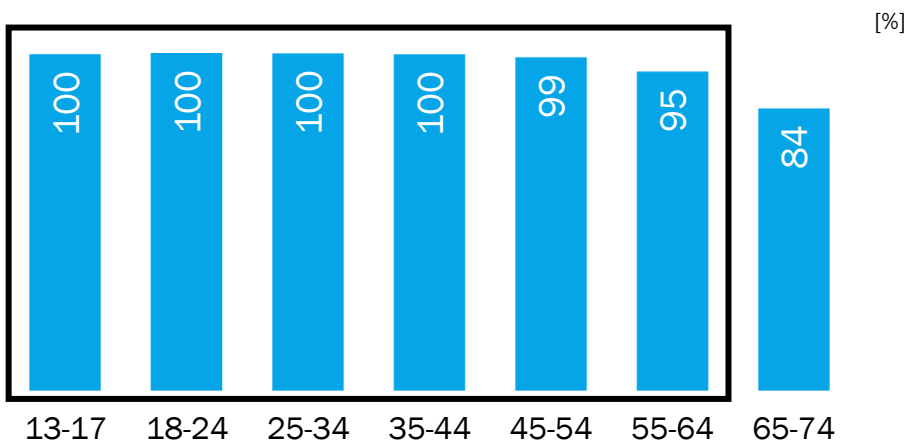


# **FOCUS**ontechlife *tips*

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Period: January - March 2024

# Almost **all** <sup>[96%]</sup> **Greeks** are currently internet users [last 30 days]



More than **8** out of **10** <sup>[84%]</sup> aged **65+**  
are active users [last 30 days]

... while **79%** are daily users



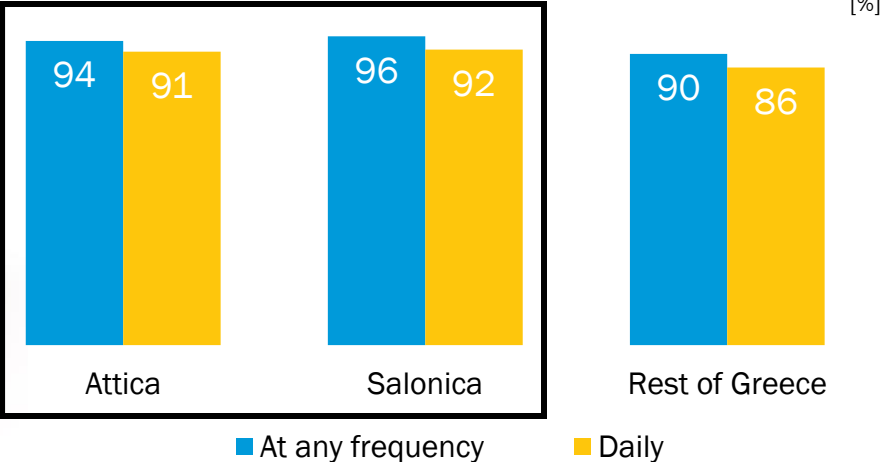


# Almost universal mobile connection among ages 13-54

92% of Greeks choose the mobile internet

[at any frequency] ...

... and 88% browse via mobile on a daily basis



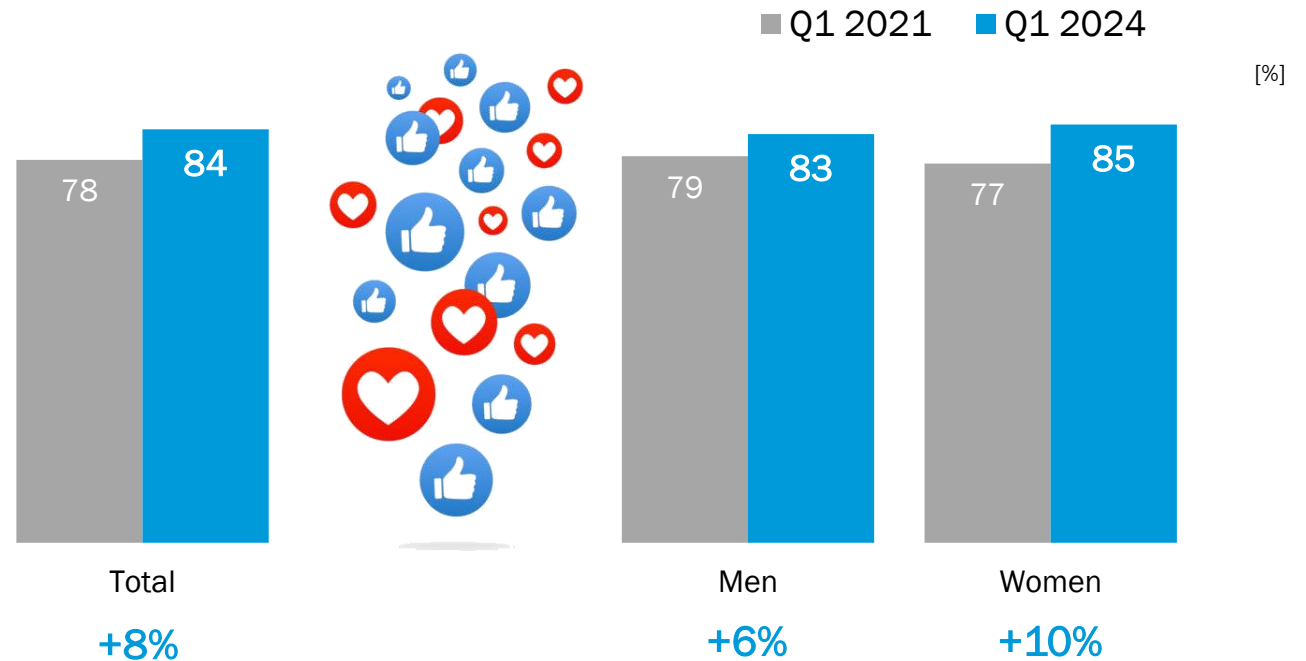
Only **5%** do **NOT** use a smartphone



# Over 8 in 10 are social media users



Q1 2024  
vs.  
Q1 2021



Period: January - March 2024

Base: 13-74, Total Greece

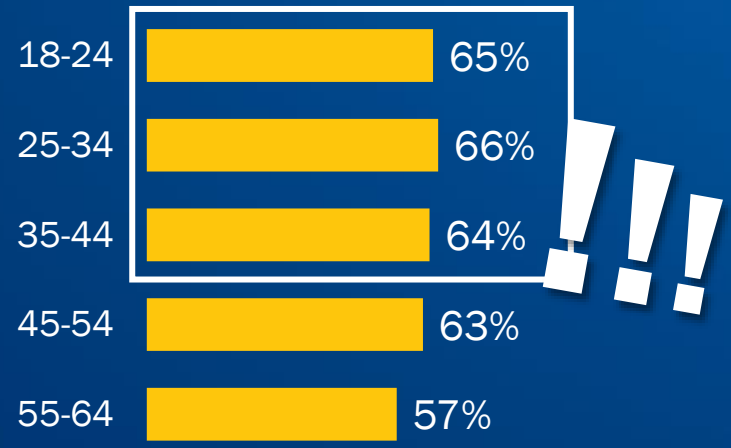
# Almost 2 in 3 [63%] admit they often spend time on social media “unnecessarily” ...



56%



69% !!!



... to a greater extent **women** and **25-34**



# 70% of Greeks has made at least one online purchase the last six months



The most active e-commerce audience is the **25-34** years old [89%] ...

... while only **19%** aged **13-54** has **NOT** made an online purchase (last 6 months)



**Just over half** <sup>[55%]</sup> think **artificial intelligence**  
is simply **the next step in the evolution ...**



... while almost **7** in **10** <sup>[69%]</sup> say we need to be careful that  
**the development of artificial intelligence**  
**does not get out of our control**

# Research Basic Specs

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## Methodology:

- CATI telephone interviews among a representative sample of 10,000 individuals per semester, covering the total Greek population, aged 13-74 years old





Thank you 😊

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