



Focusontechlife *tips*

Period: January - June 2024

Research basic specs

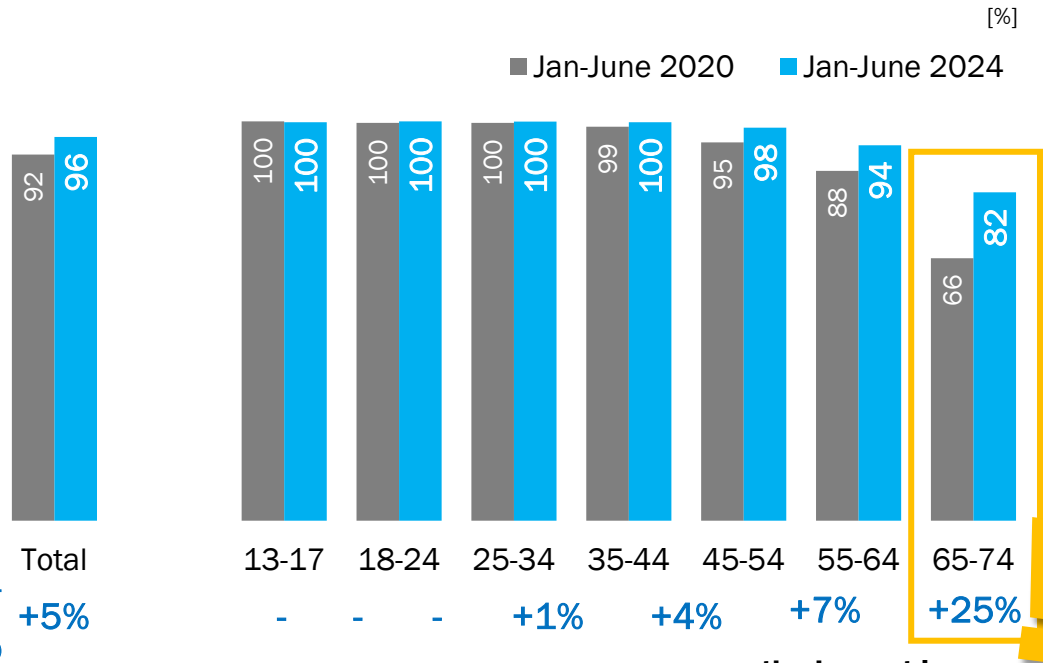
Methodology:

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 population, aged from 16-64 years old



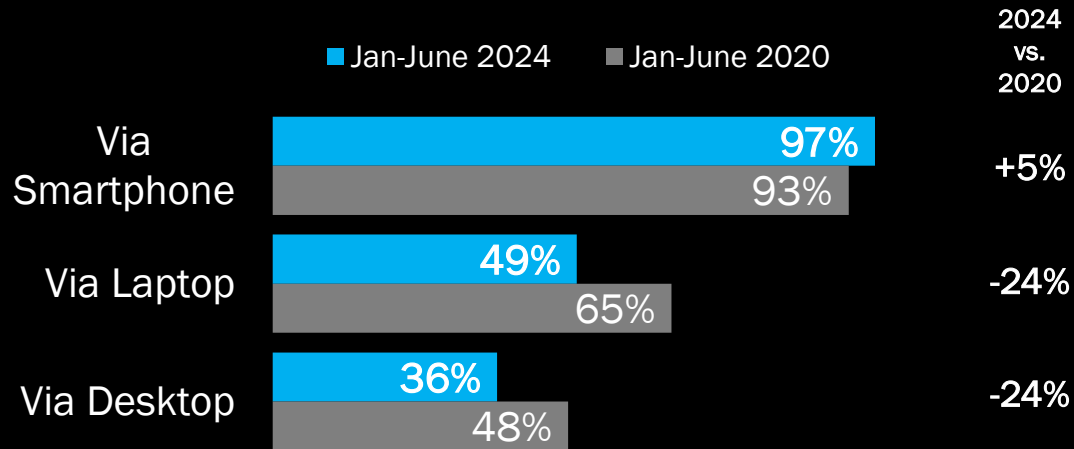
Global internet use, with a remarkable increase in the 65+ age group ...



... the largest increase is shown by the ages **65+**



Almost all internet users prefer to connect via smartphone



2024 vs. 2020

The average daily internet connection time via mobile phone reaches **135 minutes** [vs. 2020: 106 minutes]

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



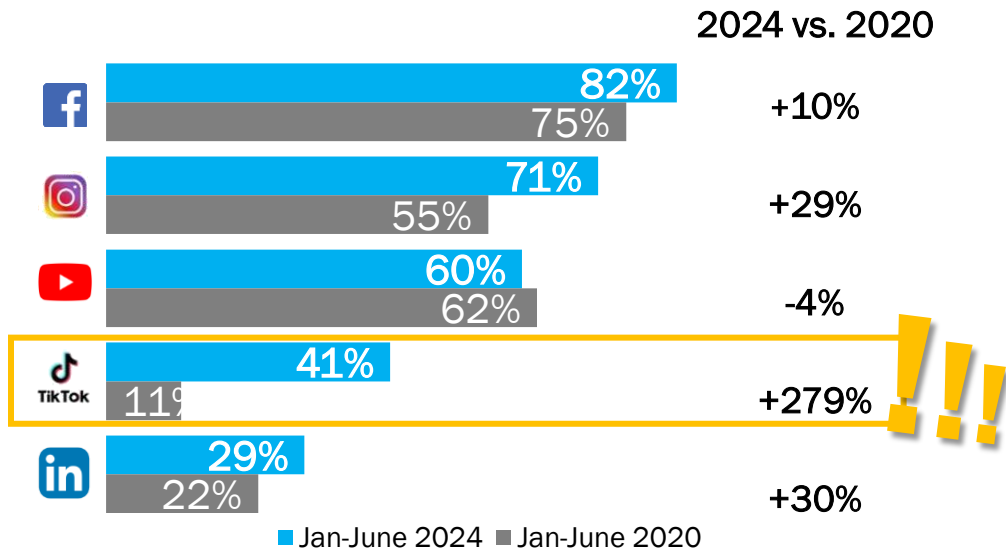
Social Media remains the main reason for using, with the rapid rise of TikTok!

87% connect on a **daily** basis ...

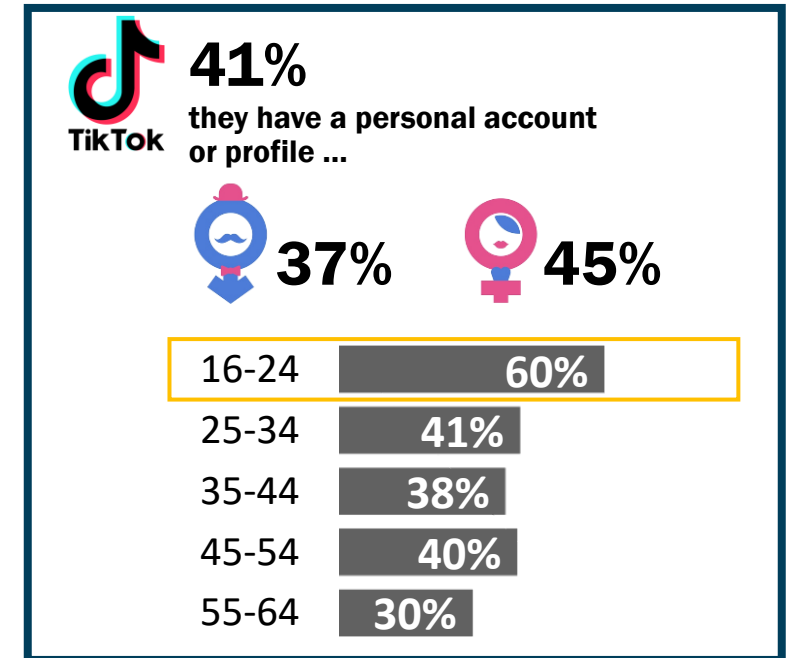
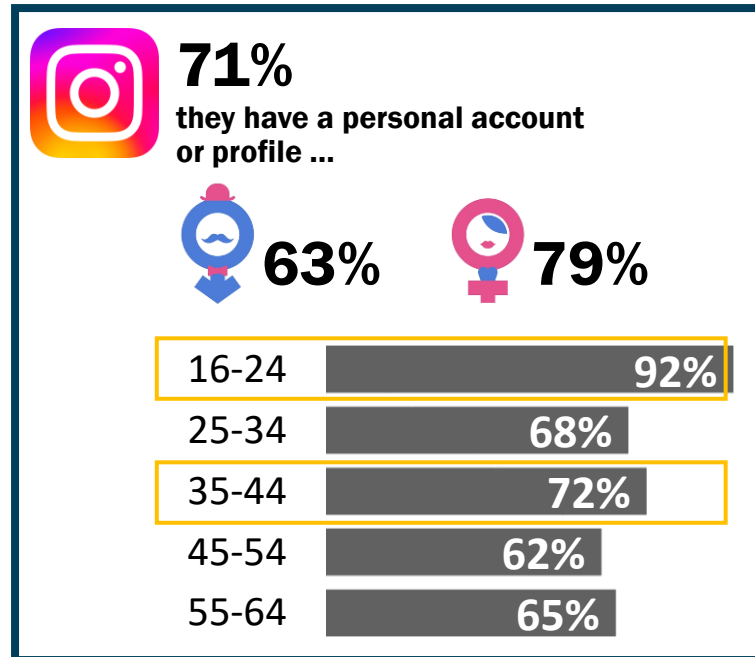
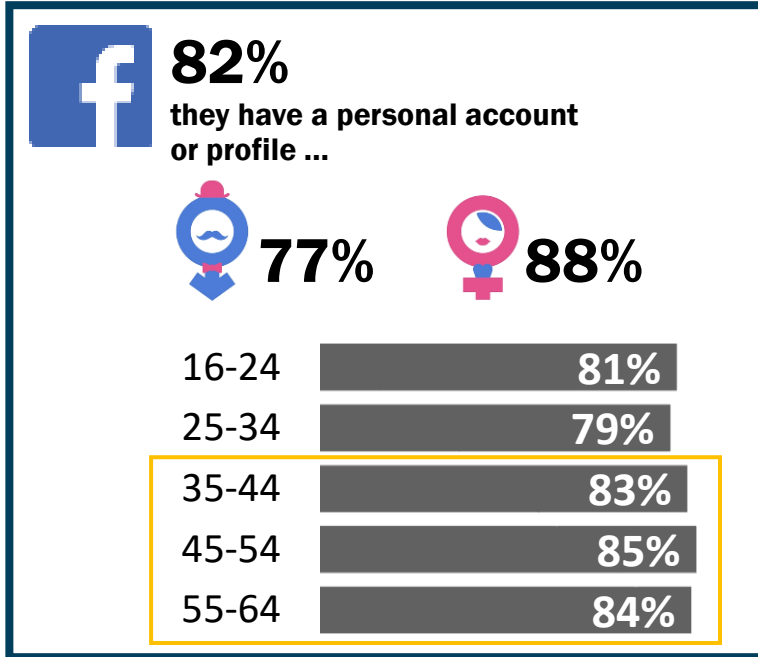
... and they spend on average **98 minutes / day**
[from any device]

Base: Social Media users

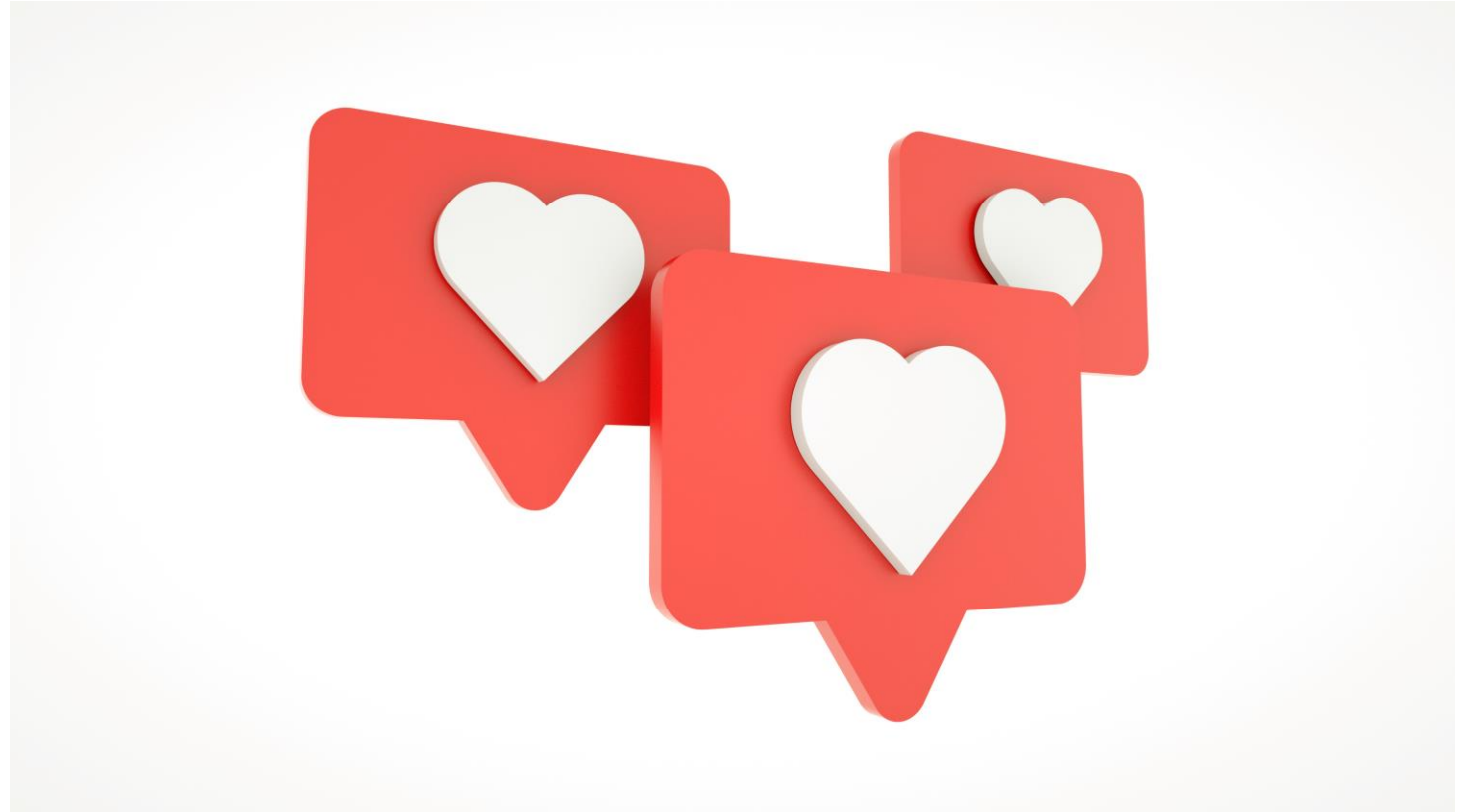
They have a **personal account or profile** ...



With Instagram and TikTok attracting mostly young people aged 16-24, while Facebook is most popular among users aged 35+ ...



Greeks use social media mainly for entertainment and news (63%)



**... while about 3 out of 5 [58%]
prefer social media,
mainly to stay in touch/relationship
with friends and family**

About 8 out of 10 Greeks have carried out at least one online purchase in the last 6 months ...

... the **top option** of online shopping [last 6 months]
for **men** is **electronics** [33%],
while for **women** is **clothing** [49%]

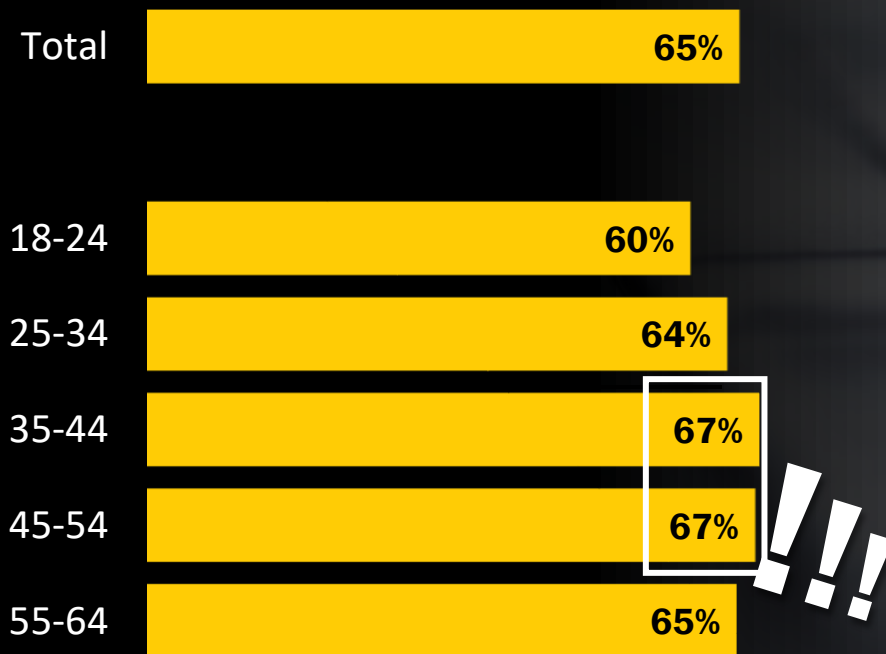
They have spent an average of **976€**
for **all** their **purchases** ...

... while **debit card** [62%] and **cash on
delivery** [44%] are the two most common ways
of payment

Base: E-shoppers (last 6 months)



More than two out of three Greeks state that online shopping makes life easier!



Thank you 😊

More info:

Antigoni Dimopoulou 🧑

+210 7238122 📞

antigoni@focus.gr ✉

www.focusbari.gr 🌐

