

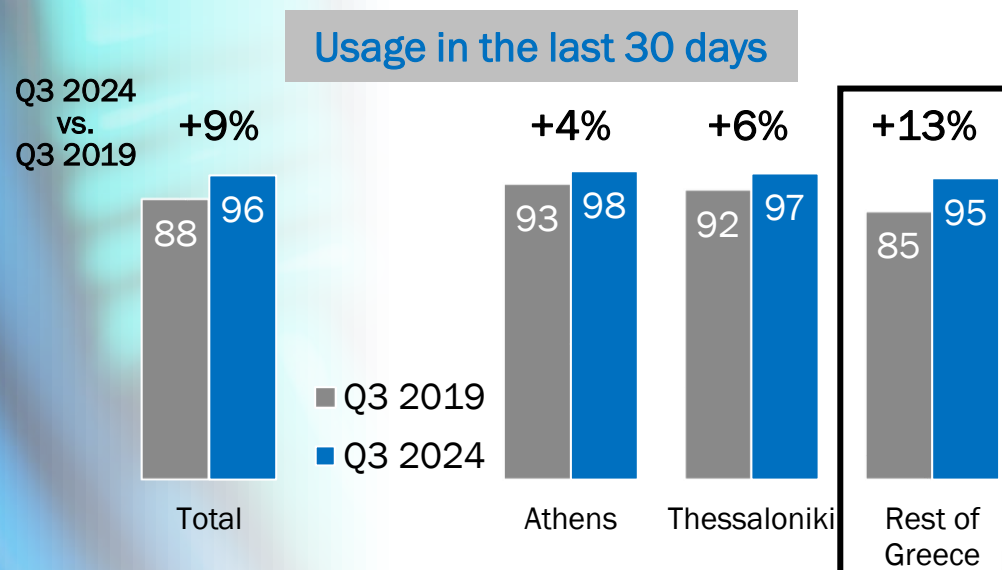
Focus on tech life *tips*

Period: June - September 2024



Almost **all** of Greece is online with the Region on an impressive rise

[%]



Since 2019, the largest increase in active users over the last 30 days [+13%] has been observed in the Region



Dynamic entry into the digital world at older ages. Impressive rise in everyday usage in the last 5 years!

Q3 2024
vs.
Q3 2019

+14%



Total

+1%



13-17

-



18-24

+2%



25-34

+6%



35-44

+14%



45-54

+27%



55-64

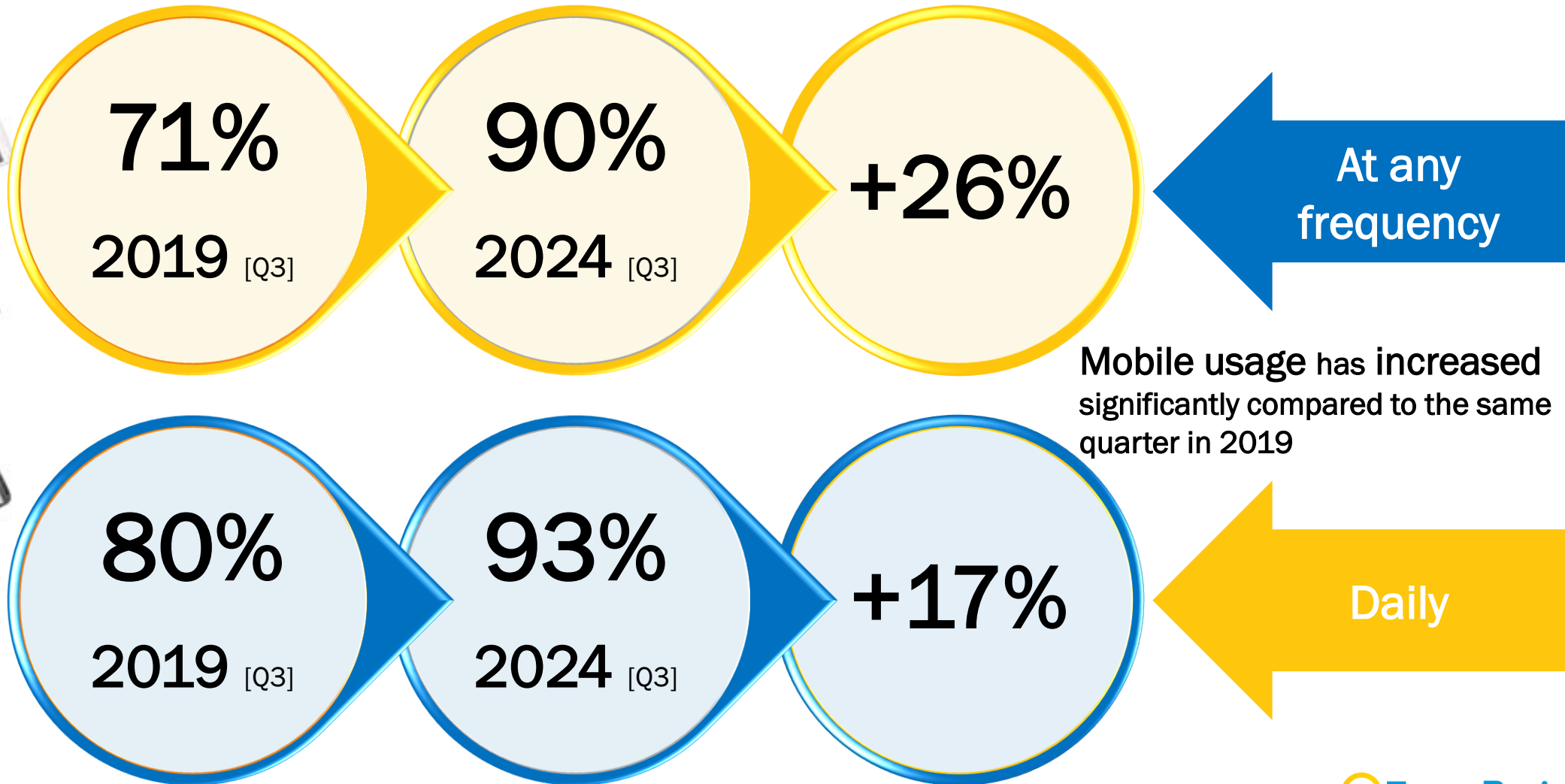
+61%



65-74

[%]

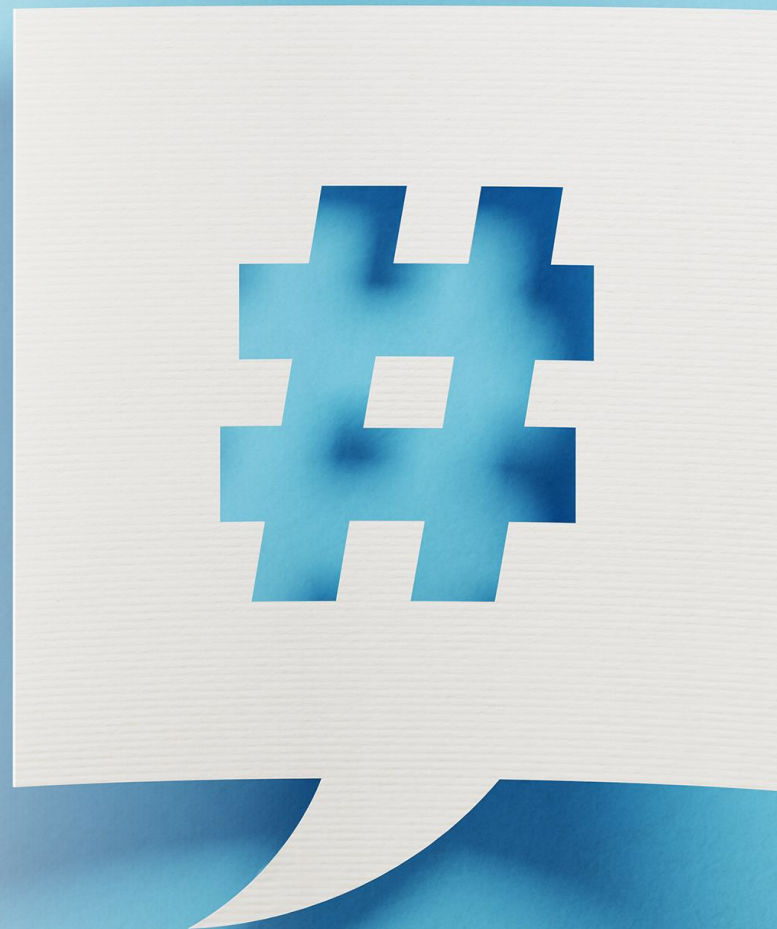
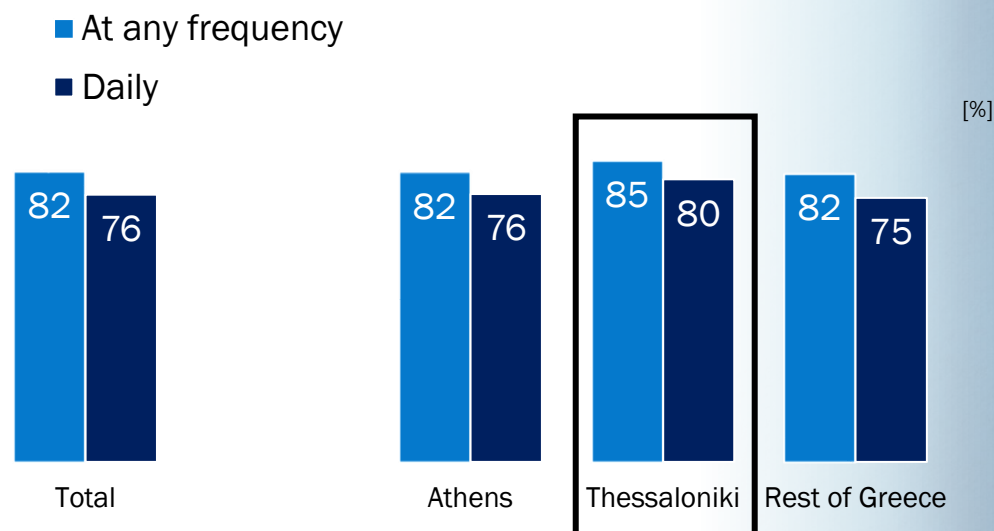
Almost **all** Greeks are connected to the internet from their **mobiles**



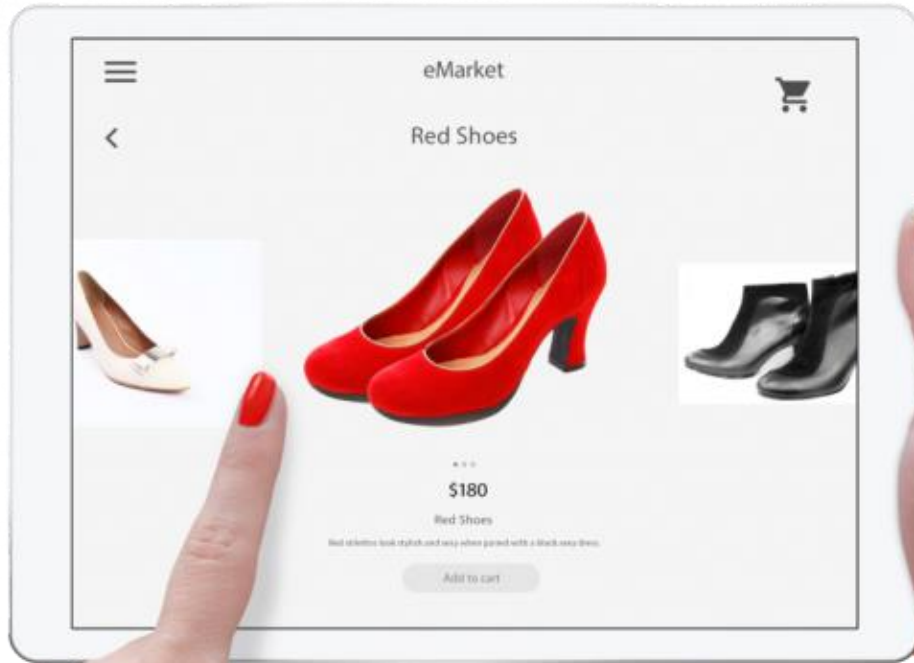
Period: June - September 2024

Base: 13-74, Total Greece

More than **three out of four** Greeks visit **social media daily** with great intensity in **Salonica**

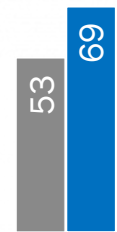


More than **two** out of **three** Greeks have made **at least an online purchase** in the last six months, with the **over 45 age group** rising sharply



Q3 2024
vs.
Q3 2019

+30%



Σύνολο

+23%



13-17

+16%



18-24

+18%

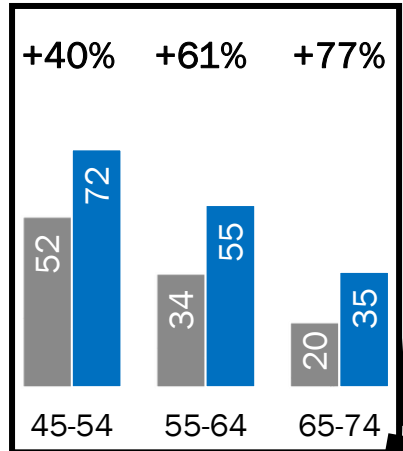


25-34

+20%



35-44

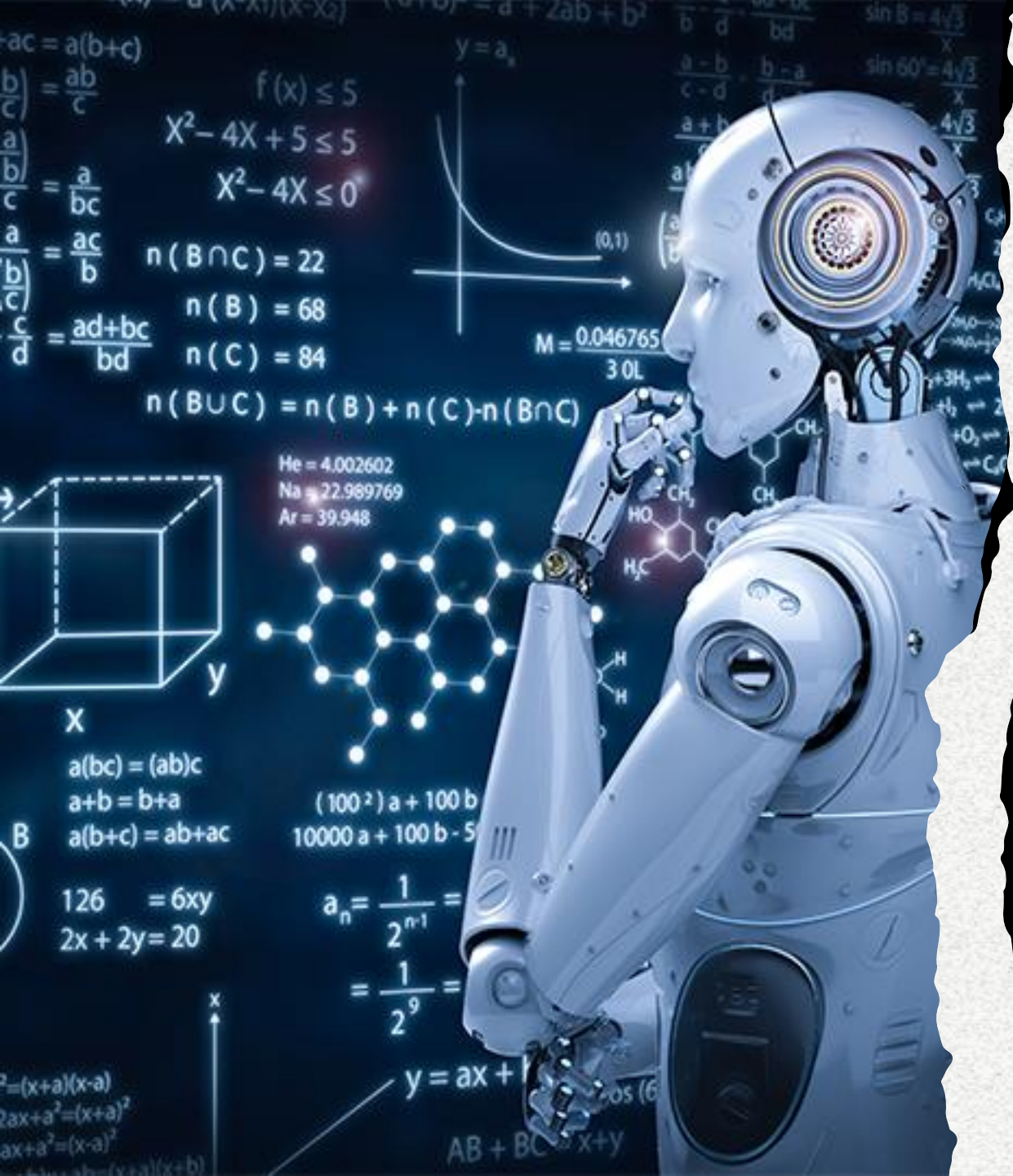


The largest increases in online shopping are seen among those aged 45 and over, compared to 2019.

More than **three** out of **four** Greeks [77%] demand **more protection** from the state against **electronic piracy and cybercrime**

The greatest need for electronic protection is for people aged **45+** as 84% of 45-54 and 89% of 55-64





Statement in which there was an agreement on
Technology and Devices:
"I find the pace of new technology to be
somewhat stressful"

YouGov Profiles

**More than half of Greeks [57%]
feel somewhat **stressed** by
the pace of new technology, especially
women**

♂
52%

♀
62%

Over 3 out of 5
women state
this.

!!!

Source: YouGov Profiles
Base: 18-64, internet users



Research Basic Specs

Methodology:

- CATI telephone interviews among a representative sample of 9.000 individuals per semester, covering the total Greek population, aged 13-74 years old

Thank you 😊

More info:

Antigoni Dimopoulou 👤

+210 7238122 ☎

antigoni@focus.gr ✉

www.focusbari.gr 🔗

