

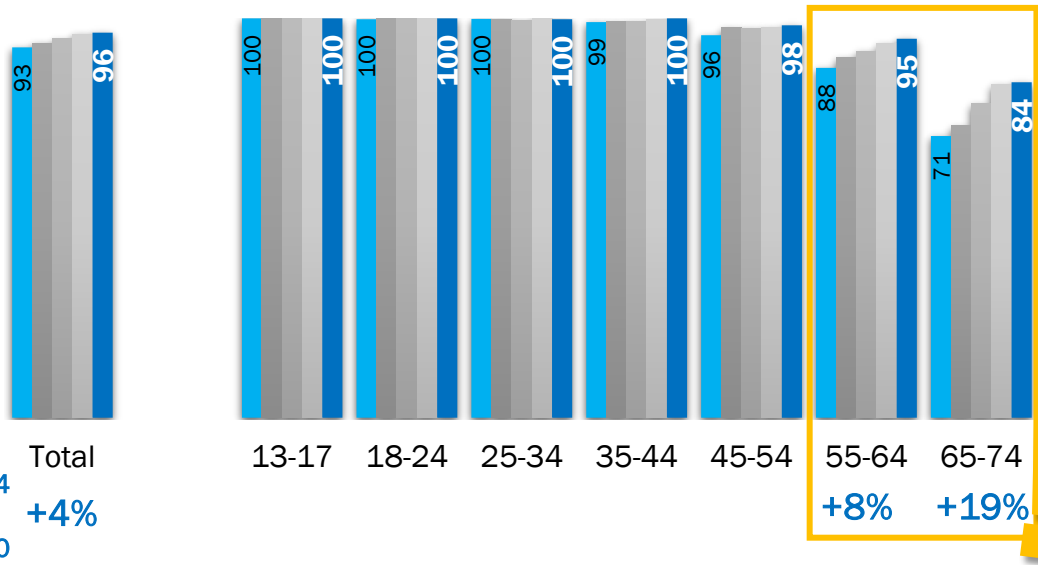
Focus on tech life tips

2nd half of 2024



Internet users aged 55+ are continuously increasing

[%]
 ■ Jun-Dec 2020 ■ Jun-Dec 2021 ■ Jun-Dec 2022 ■ Jun-Dec 2023 ■ Jun-Dec 2024



2024 vs. 2020

Total +4%

55-64 +8%
65-74 +19%



98% of users connect to the internet via smartphone ...

The **average daily internet connection time** is **137 minutes** ...

... while **16-24** year old surf from on their mobile phones for an average of **179 minutes**

... and **96%** connect on a **daily basis**

One in five (19%) pays a significant attention to **advertisements or other promotional material** they find when using the internet from their mobile phone

Taking photos and videos from mobile phone has become a daily habit ...

Total

On a daily basis, **3 in 5 (60%)** Greeks **take photos with their mobile phones**

While, **43% record videos** every day



Men

56%

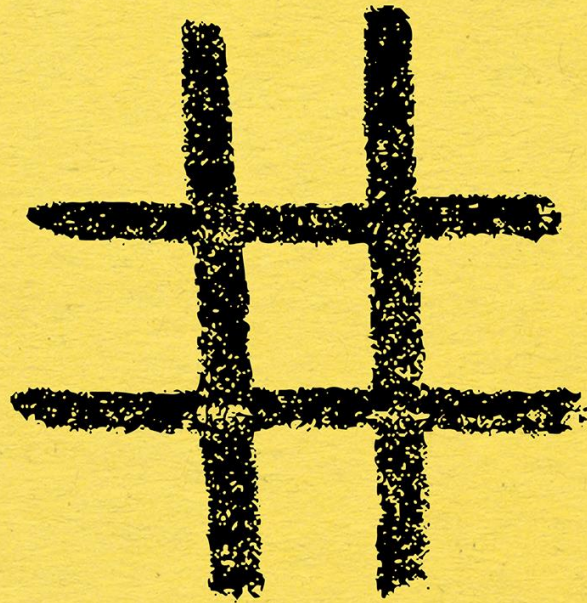
42%

Women

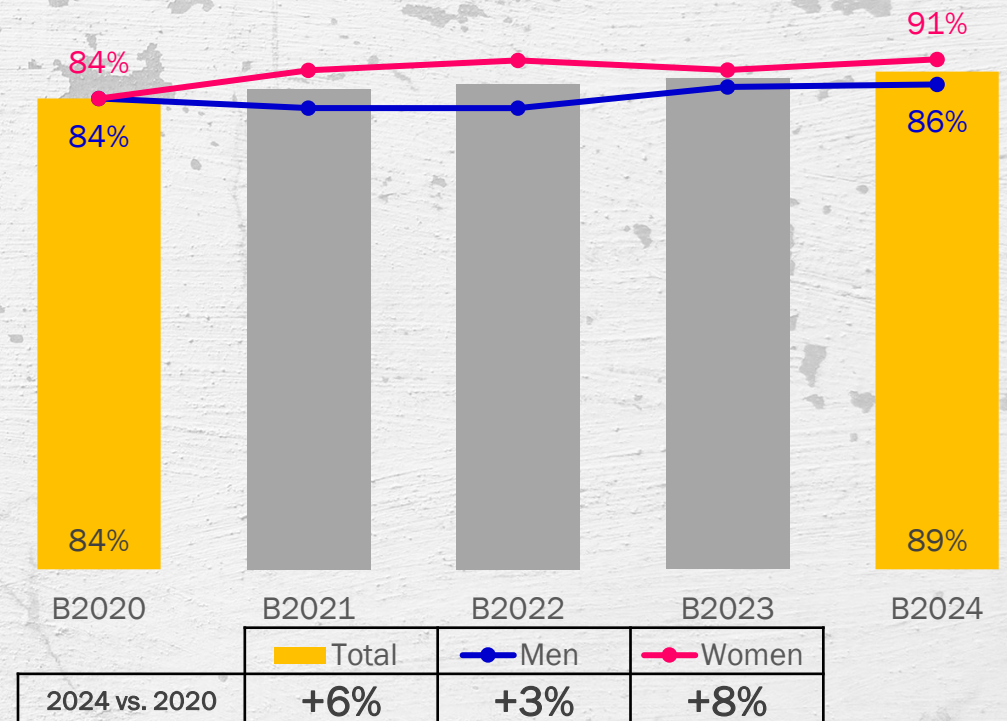
63%

45%

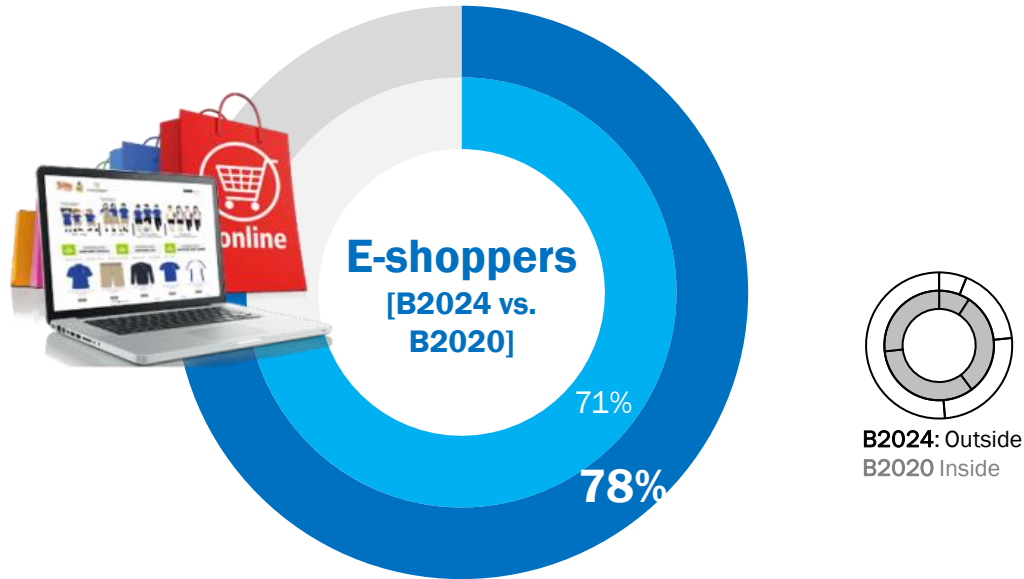
In recent years, women have embraced social media more than men ...





Greeks spend an average of **91 minutes / day** on **Social Media** [from any device] vs. **81 minutes** in **2020**




Nearly 4 out of 5 [78%] have shopped online in the last 6 months



 **75% of men** have made **at least one online purchase**, while more than **8** out of **10** [81%] **women** chose the internet for their shopping

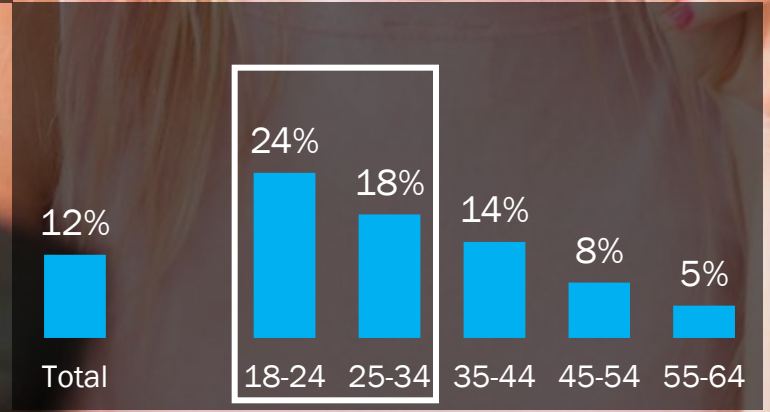
 In total, they spent **909€** on online purchases [vs. B2020: **816€**]

 **Clothing** [40%], **shoes** [31%], **cosmetics** [24%], **electronics** [23%] and **hotels / staying** [23%] were among the top choices in their purchases over the past six months

Period: June - December 2024
Base: 16-64, internet users, Total Greece



12% of the Greek population directly states that they trust the products they recommend celebrities or influencers ...



...with those aged **18-24** demonstrating **higher trust** [24%]



Research Specification

Methodology:

In 2 stages:

- CATI telephone interviews among a representative sample of 9.000 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 internet users, covering the population, aged from 16-64 years old

Thank you 😊

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