

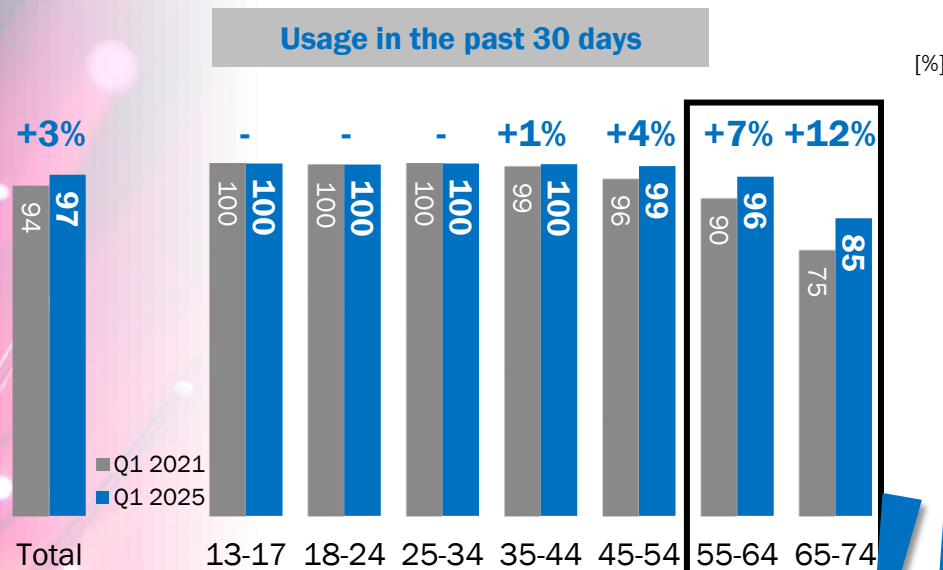
Focusontechlife *tips*

Period: January - March 2025



Greece has entered the digital era ...

Q1 2025
vs.
Q1 2021



... with a striking rise in internet usage among Greeks over 55, particularly those aged 65+

Internet usage

[frequency]



95%

daily use

vs.

92% [1° quarter 2021]



96%

weekly use

vs.

93% [1° quarter 2021]



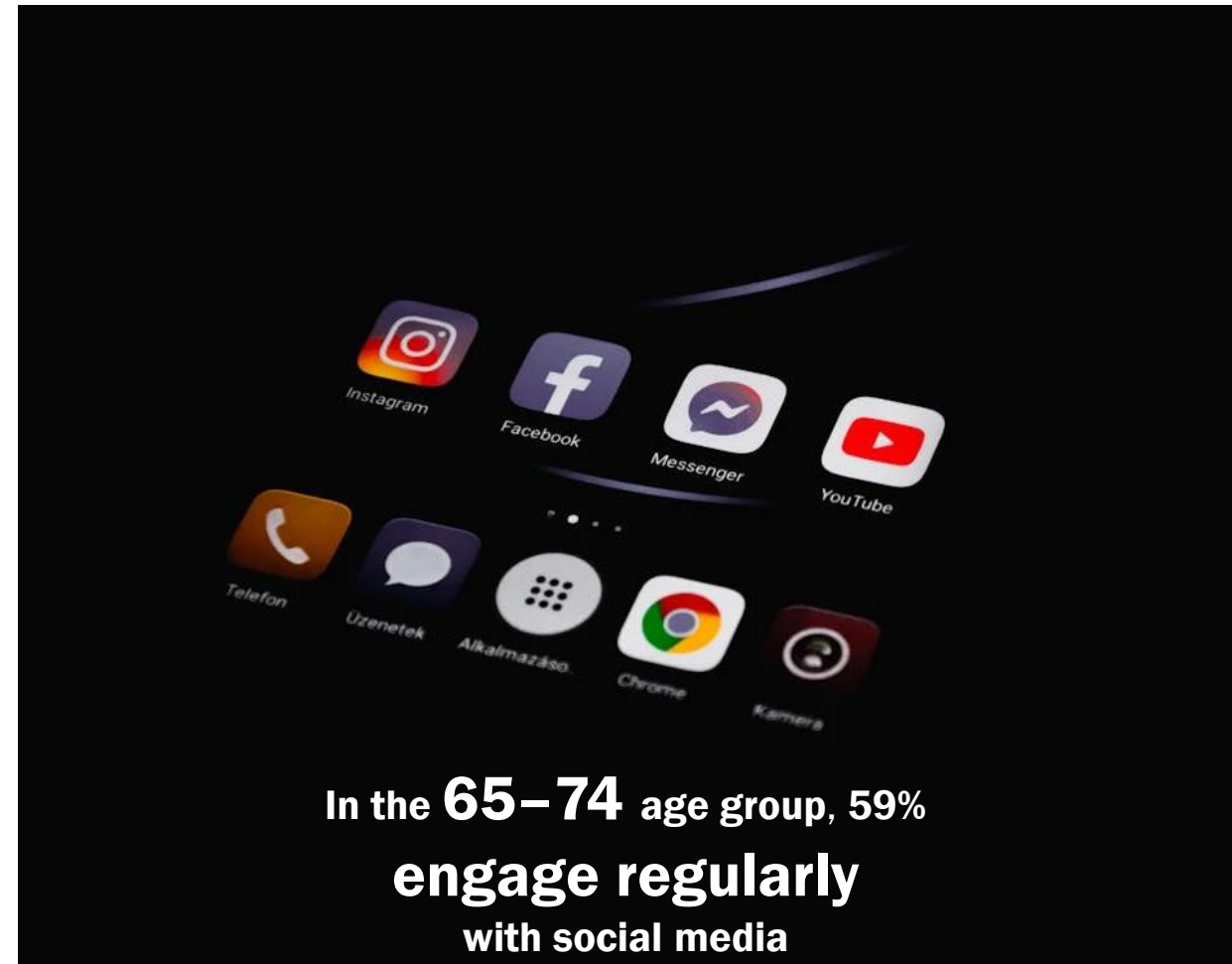
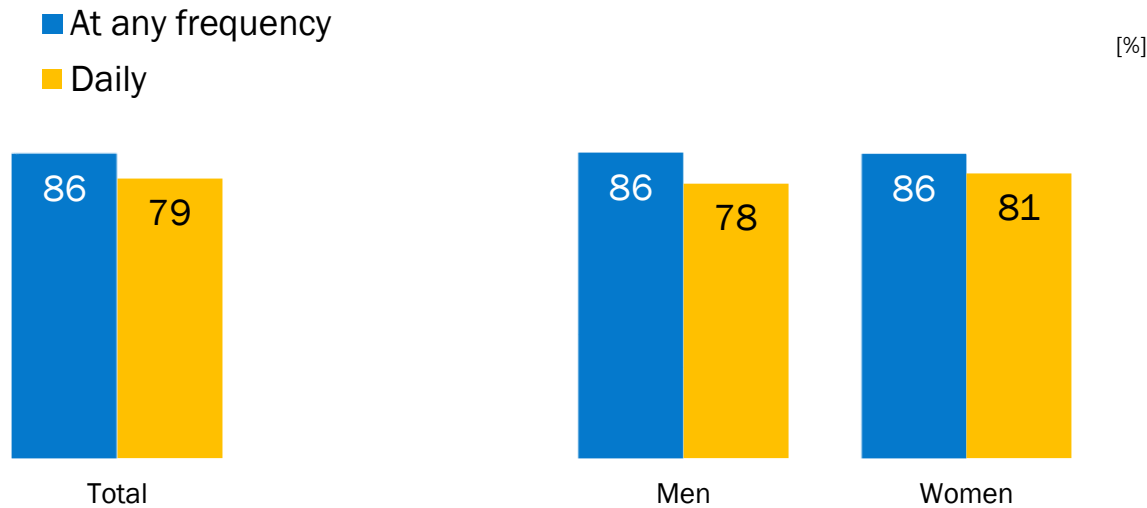
97%

monthly use

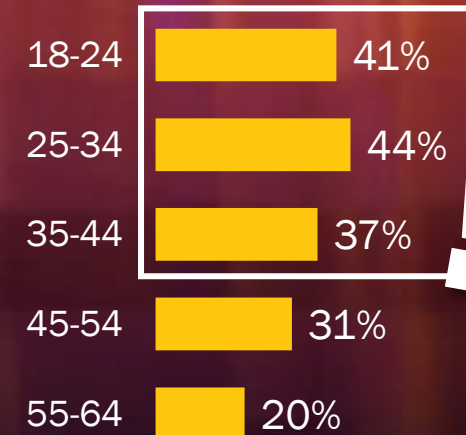
vs.

94% [1° quarter 2021]

Women take the lead in daily use of Social Media



**1 in 3 [34%] admits they've done a little...
"social media stalking",
in the past!**



... people under 45 are more likely to engage in "passive profile watching" on social media

1 in 4 [26%] really care about how they present themselves on social media

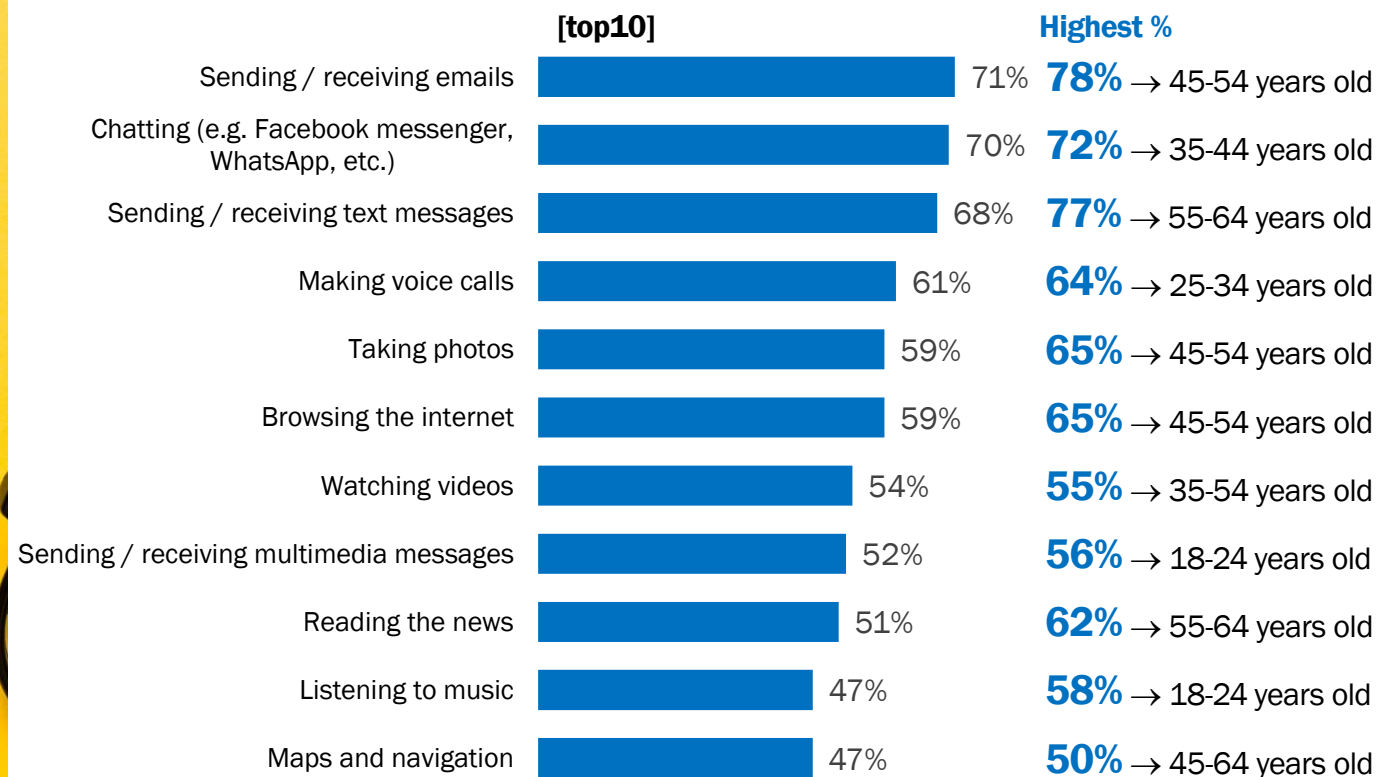
The highest percentages are among men aged 18-24 [32%] and women 25-34 [33%]

Widespread presence [95%] of smartphones in Greece

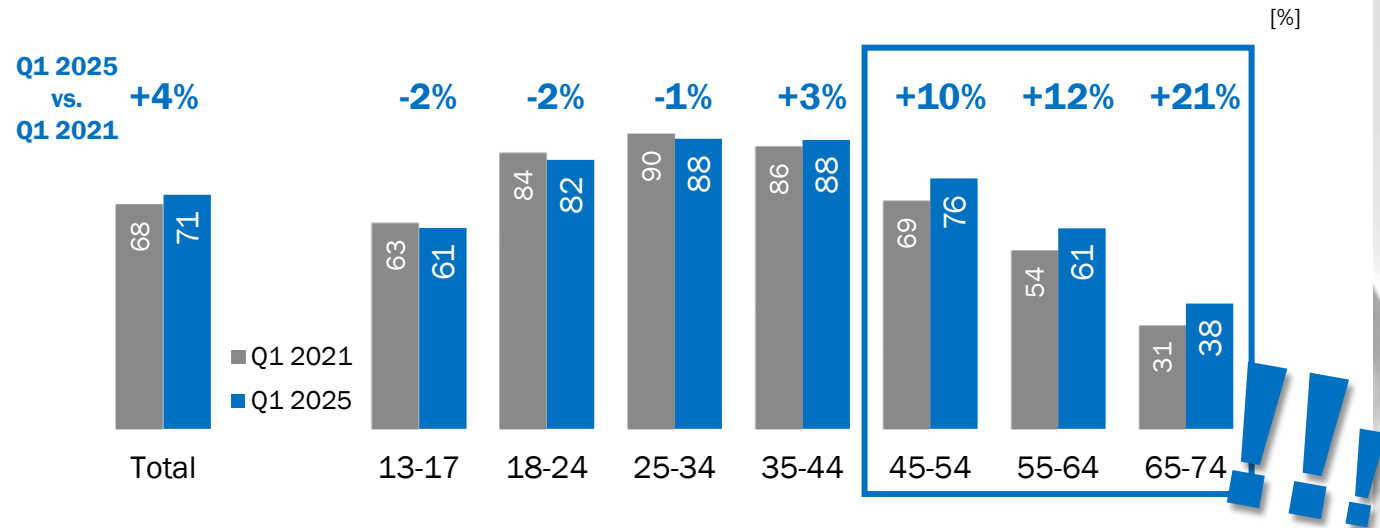
94% connect to the internet
via smartphone ...

... for the majority of people aged up to 64 years old,
the mobile phone is the main means
of accessing the internet

Daily activities from their mobile phone



More than **2 in 3** [71%] have made at least one online purchase [last six months]



The biggest **increase** in online shopping is among the **45+** age group, compared to 2021

The identity of the research

Methodology:

- CATI telephone interviews to a representative nationwide sample of 9,000 people per semester, covering the total population of the country from 13 to 74 years old

Thank you 😊

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