

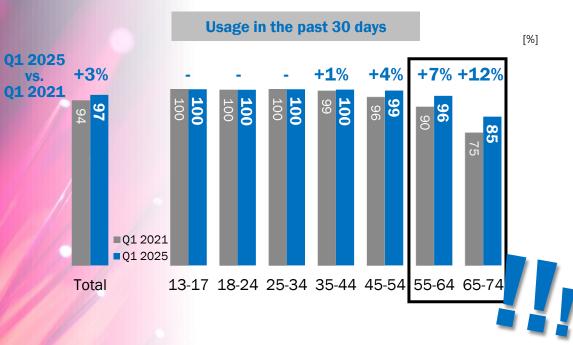
Focusontechlife tips

Period: January - March 2025



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



Focusontechife

Period: First quarter of each year Base: 13-74, Total Greece



Internet usage

[frequency]





93% [1° quarter 2021]



VS. 94% [1º quarter 2021]



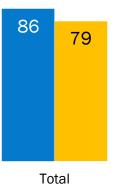
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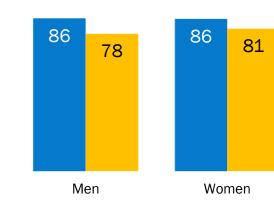


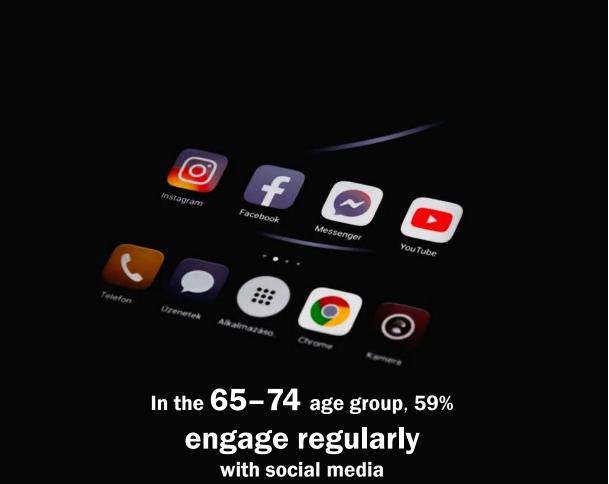
Women take the lead in daily use

of Social Media

At any frequency
 Daily









[%]



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

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

YouGov Profiles



YouGov Profiles

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%]

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



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



YouGov Profiles

Daily activities from their mobile phone

	[top10]		Highest %
Sending / receiving emails		71%	$78\% \rightarrow$ 45-54 years old
Chatting (e.g. Facebook messenger, WhatsApp, etc.)		70%	$\textbf{72\%} \rightarrow \textbf{35-44}$ years old
Sending / receiving text messages		68%	$\textbf{77\%} \rightarrow \text{55-64}$ years old
Making voice calls		61%	$64\% \rightarrow$ 25-34 years old
Taking photos		59%	$65\% \rightarrow$ 45-54 years old
Browsing the internet		59%	$65\% \rightarrow$ 45-54 years old
Watching videos		54%	$\mathbf{55\%} \rightarrow$ 35-54 years old
Sending / receiving multimedia messages		52%	$\mathbf{56\%} \rightarrow$ 18-24 years old
Reading the news		51%	$62\% \rightarrow$ 55-64 years old
Listening to music	2	17%	58% ightarrow 18-24 years old
Maps and navigation	2	17%	50% ightarrow 45-64 years old

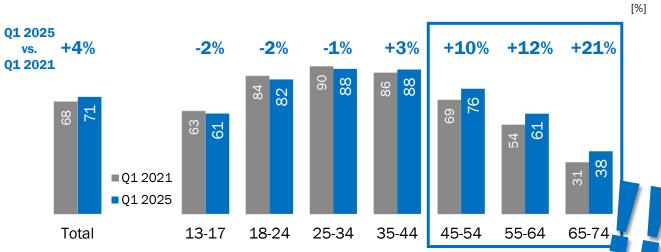


Source: YouGov Profiles Base: 18-64, internet users

Period: January – March 2025 Base: 13-74, Total Greece



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

Period: First quarter of each year **Base:** 13-74, Total Greece



The identity of the research

Analysis

Search

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



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