



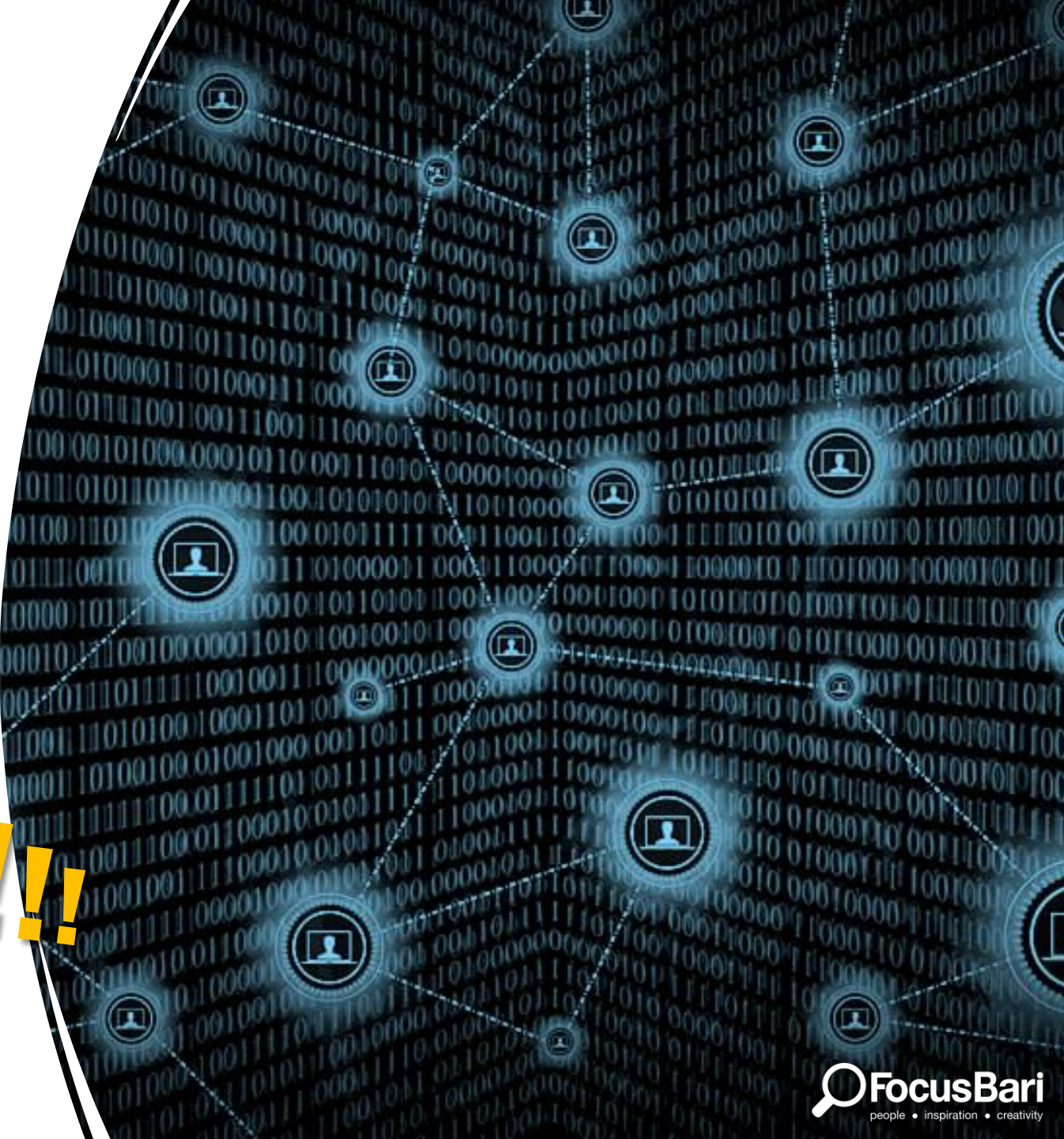
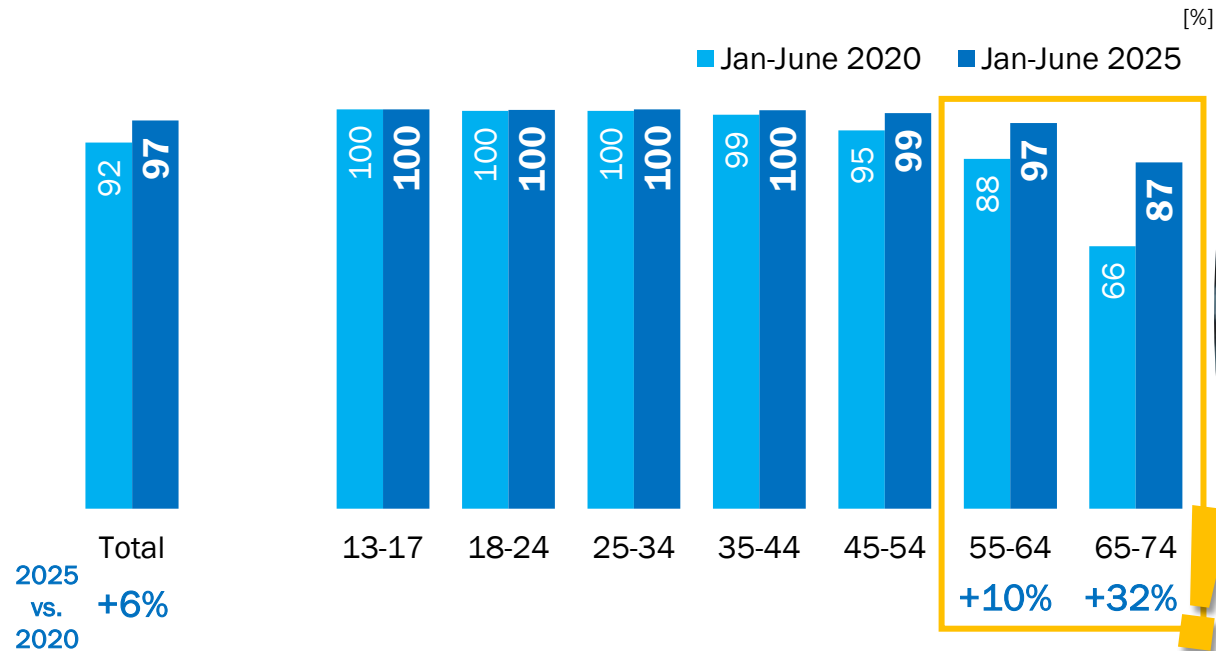
Focusontechlife

tips

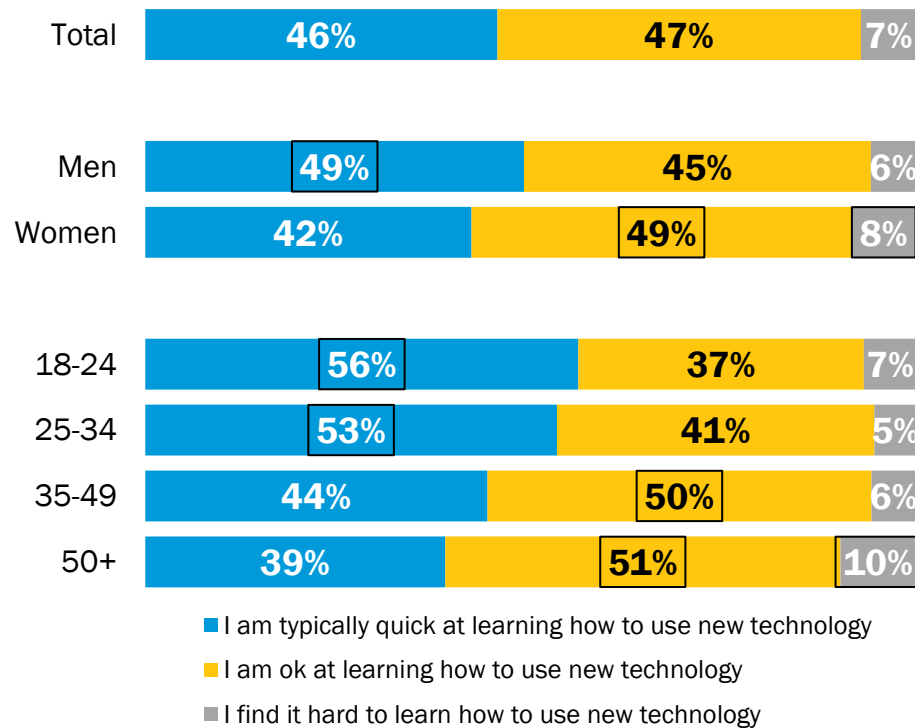
1st semester of 2025



Consistent growth among Internet users aged 55+



Familiarity with new tech is highest among men and young adults (18-34), with one in two quick to pick it up ...

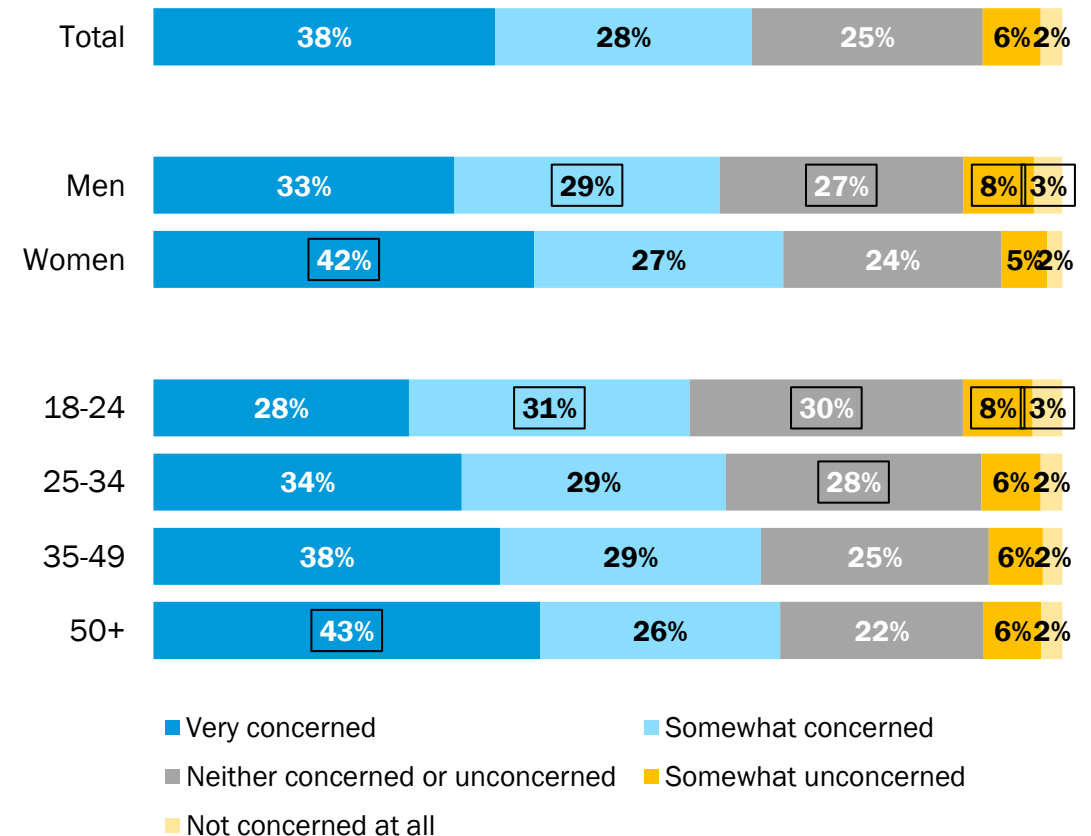


... while those aged 50+ struggle more

Women [42%] and people aged 50+ [43%] express greater concern about the social impact of technology ...



... while those aged **18-34** are more likely to take a **neutral** stance





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

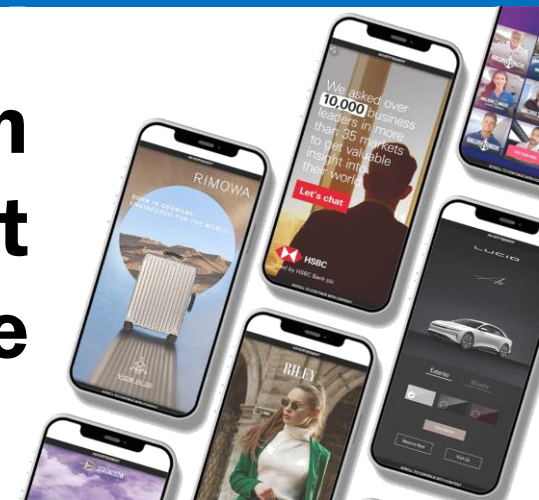
and **94%** go online **every day**



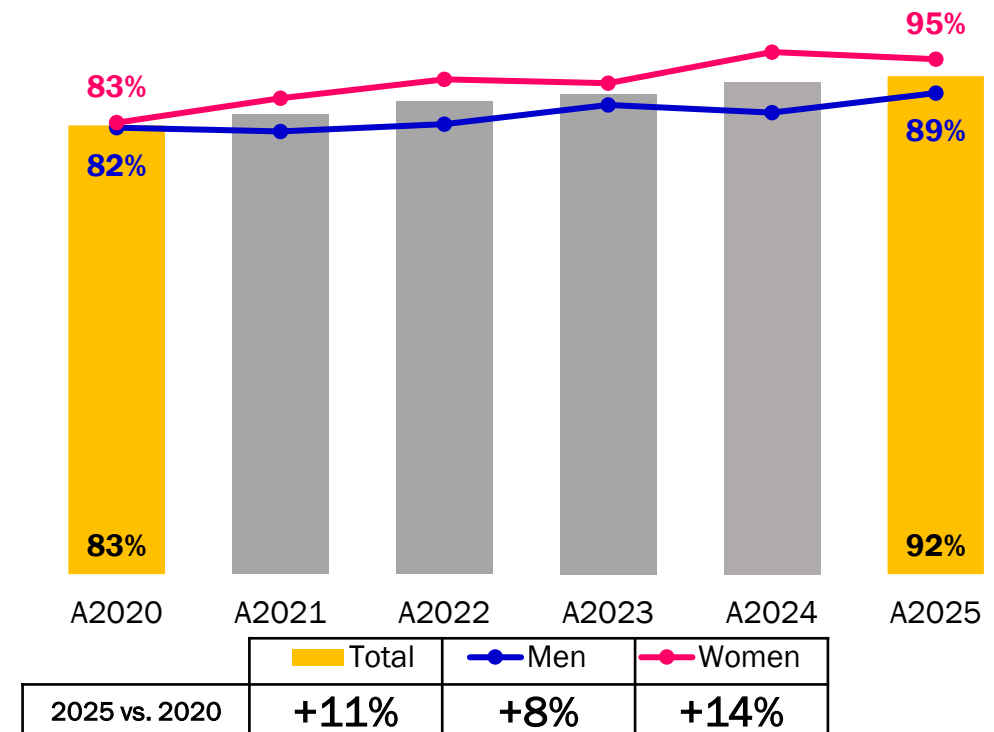
Average daily internet connection time → 131 minutes / day

... while users aged **16-24** spend the most time online, at **168 minutes / day**

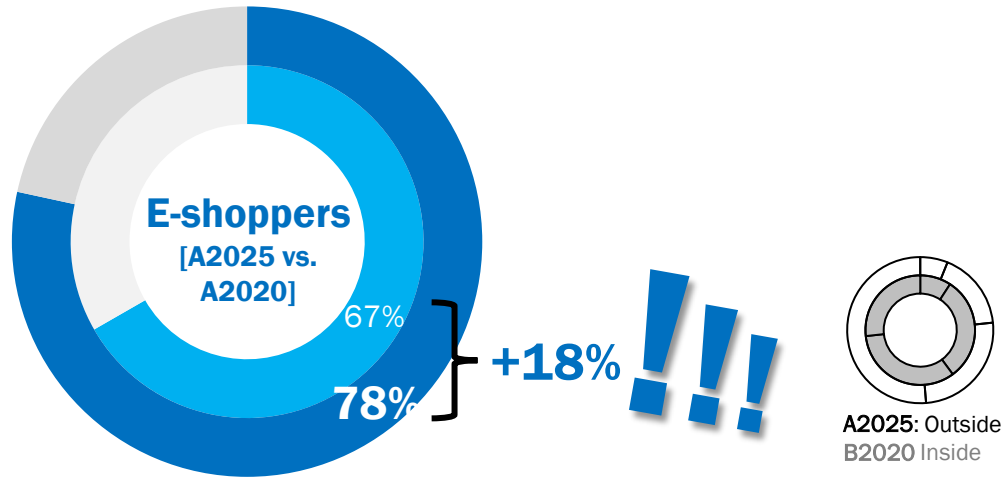
One in five [19%] pays **significant attention**
to **advertisements or other promotional content**
encountered while using the internet on their **mobile phone**



Compared to men, **Women** show **greater engagement** with **social media** - a tendency that is steadily increasing



Four out of five [78%] Greeks made at least one online purchase in the last six months



78% of men have **shopped online** (last 6 months), while **almost eight** out of **ten women** [79%] preferred the internet for their purchases

Overall, the **average expenditure** for online purchases amounted to **€987**

Most popular categories (last 6 months):

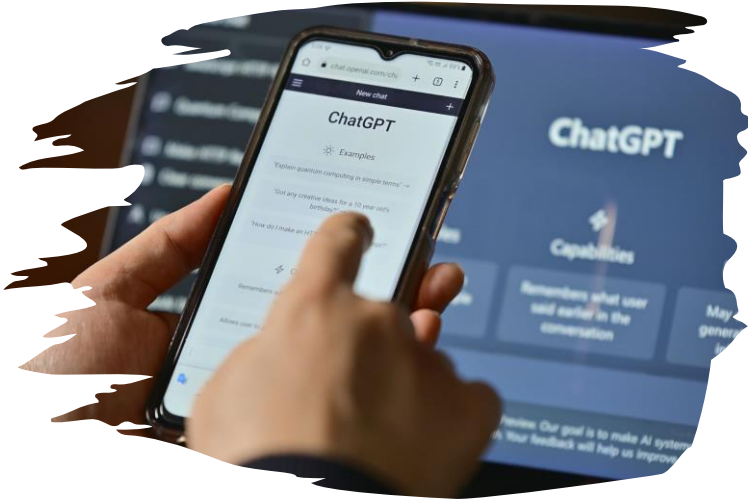
- Clothing [41%]
- Shoes [33%]
- Electronics [26%]
- Cosmetics [25%]
- Air tickets and Entertainment tickets [22%]

More than three in **five** [63%] **Greeks** paid (last 6 months) by **debit card** and **37%** by **cash on delivery**





ChatGPT



Three out of five Greeks [61%] use ChatGPT [with any frequency] - **with women and those aged up to 44 years old taking the lead ...**

61%



Total

57%

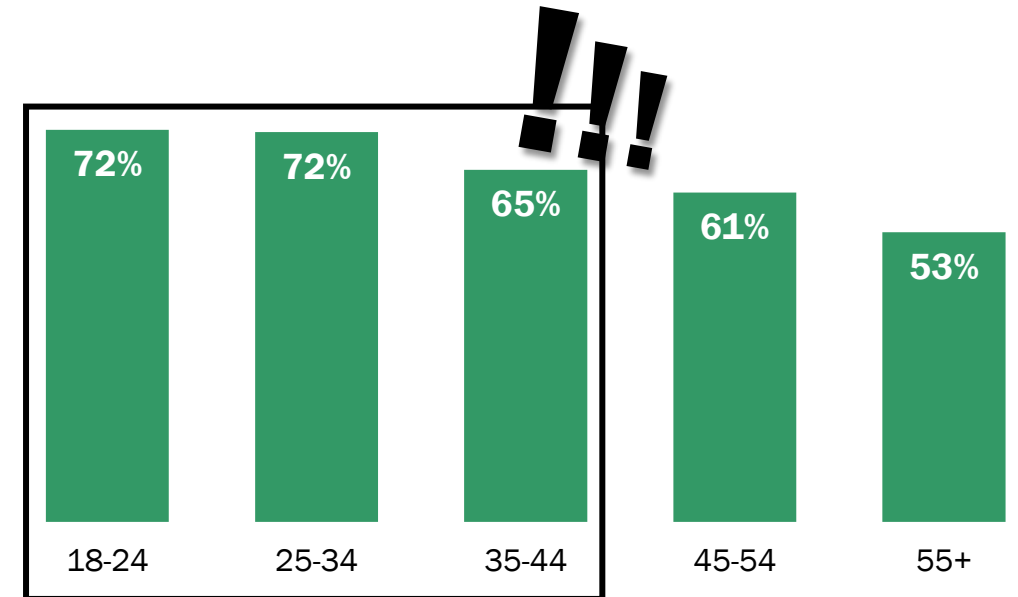


Men

64% !!!



Women





Study Profile

Methodology:

At 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 😊

More info:

Antigoni Dimopoulou 🧑

+210 7238122 ☎

antigoni@focus.gr ✉

