

FOCUSontechlife *tips*

Period: January - June 2022

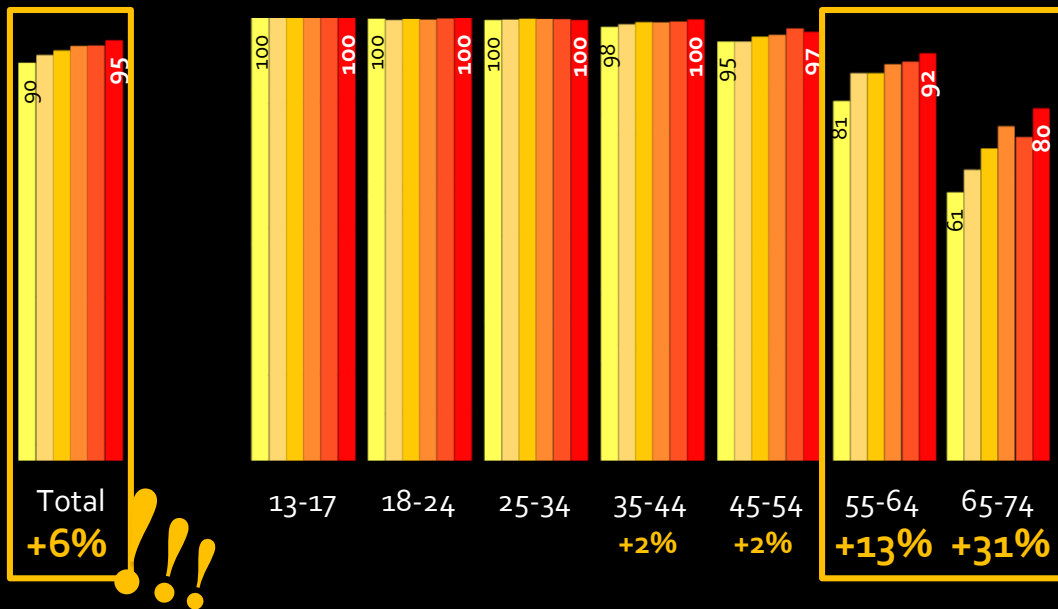
Greeks are now **familiar** with technology, as internet usage is **universal** [usage last 30 days] up to the age of 54!

■ June-Dec 2019
■ Jan-June 2021

■ Jan-June 2020
■ June-Dec 2021

■ June-Dec 2020
■ Jan-June 2022

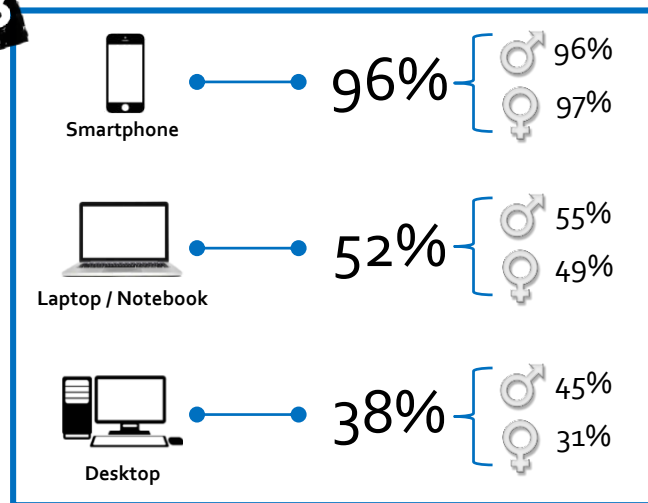
[%]



Also, the recent pandemic conditions, have substantially increased internet usage, especially among the 55-64 [+13%] and 65-74 [+31%]

Almost **all** users [96%] choose **smartphone**
as main internet access device

TOP 3



The average time spent online
via mobile has reached **2** hours / day

Social Media are used by almost **9** out of **10** Greeks [87%] ...

... **86%** of internet users engage with Social Media **daily**

The **average time** spent on Social Media
reaches **86** minutes / day

With the most popular being:

 **80%**  **64%**

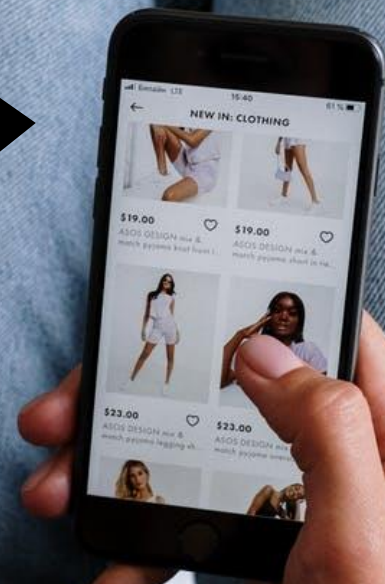
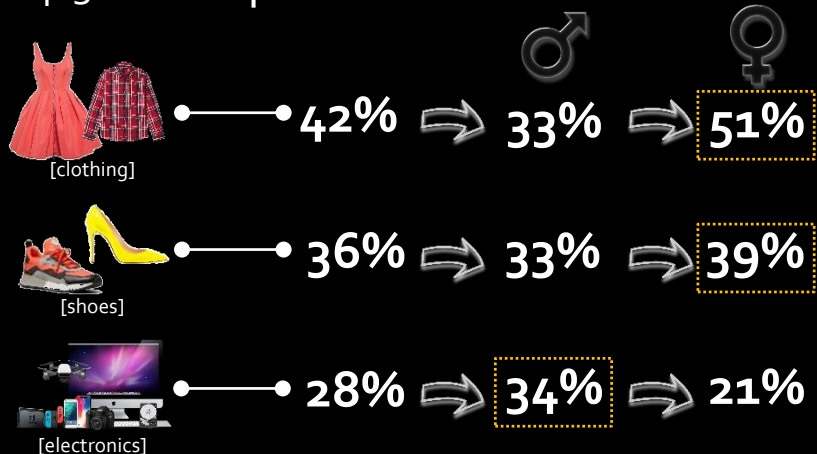


75% of Greeks have made at least one online purchase during the last 6 months

... and have spent on average 869€ in online purchases

The 25-34 are the biggest spenders online with 1.032€ !!!

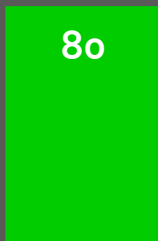
top 3 online purchases [last 6 months]:



The online activity
of our **younger
friends** (ages 5-12)
is also remarkable ...



In the pandemic period, the internet usage among children increased by +9%, since children came closer to the digital world



Q2 2019



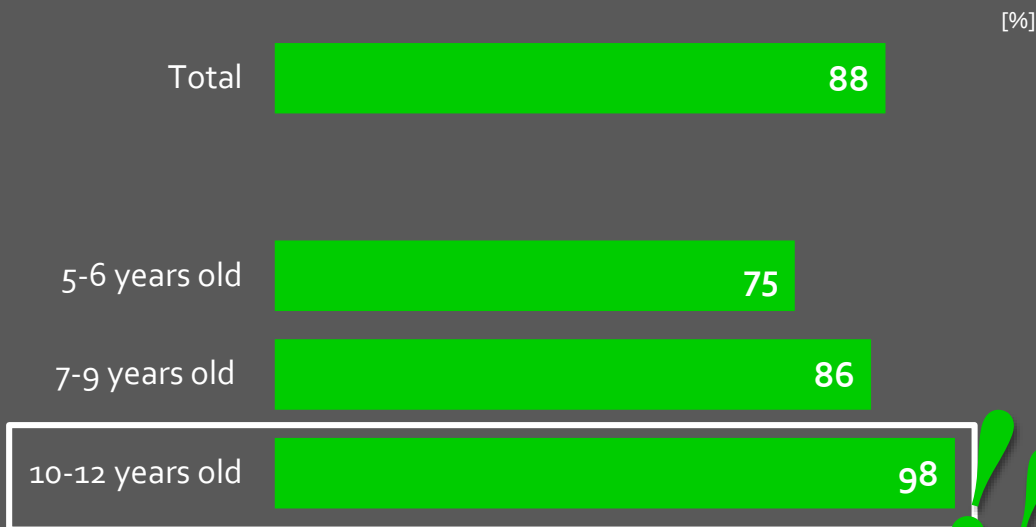
Q2 2022

[%]

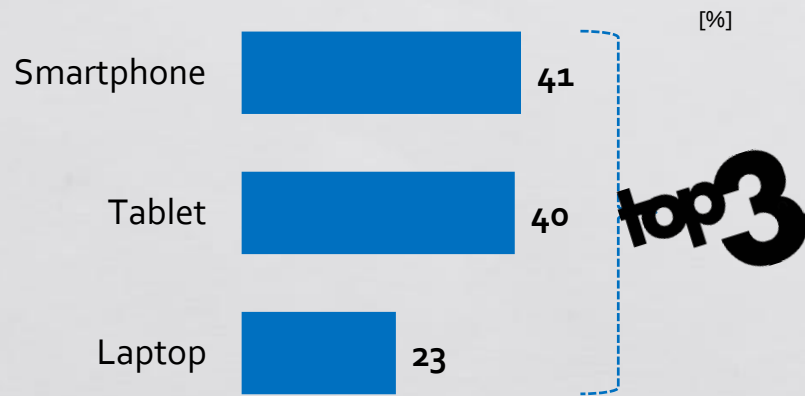




Almost **9** out of **10** children ^[88%]
are currently **internet users**,
with the ages **10-12** ^[98%] being universally online



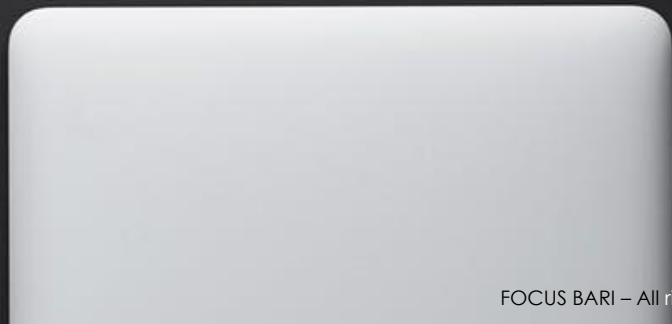
Smartphone [41%] and Tablet [40%]
are the main internet access devices among children



The younger children (5-6 y.o.) mostly prefer the tablet [35%]
as well as 7-9 years old [45%],
while the older children (ages 10-12)
mostly choose the smartphone [53%]

Base: Boys-Girls 5-12, Total Greece

Period: March – June 2022



Basic Research Specs

- **Methodology:**
 - At two stages:
 - a) CATI (telephone) interviews among a representative sample of 10,000 individuals per semester, covering the total Greek population, aged 13-74 years
 - b) Online CAWI (Computer Assisted Web Interviews) via YouGov panel (35.200 active members) among 1.000 active internet users, covering total Greek population, aged 16-64



thank
you!

For more info please
contact:
Antigoni Dimopoulou |
Group Account Director
antigoni@focus.gr