



PRESS RELEASE

USE OF E-COMMERCE AND INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) AT WORK: YEAR 2018

The Hellenic Statistical Authority (ELSTAT) announces data on the use of information and communication technologies (ICT) by households and their members and more specifically, on e-commerce and on the usage of ICT at work. The data derive from the sample Survey on the Use of Information and Communication Technologies by households and individuals, conducted for 2018.

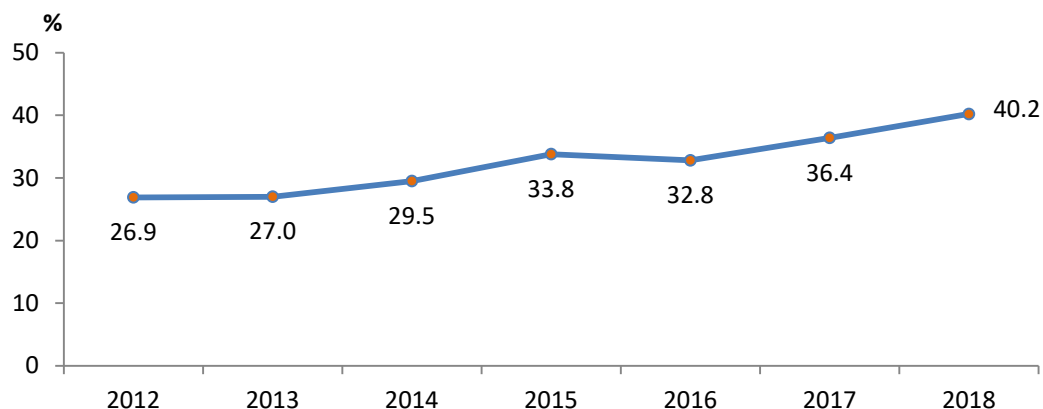
The survey was conducted on 5,205 private households and equal number of household members, throughout Greece, with the only prerequisite the existence in the household of, at least, one member aged 16 – 74 years old.

E-COMMERCE

- 4 out of 10 persons (40.2%) aged 16-74 years old having accessed the internet, at least once, during the 1st quarter of 2018, purchased or ordered goods or services over the internet for private purposes.

In comparison with the 1st quarter of 2017, the share of internet users who purchased /ordered goods or services over the internet recorded a 10.4% increase (Graph 1).

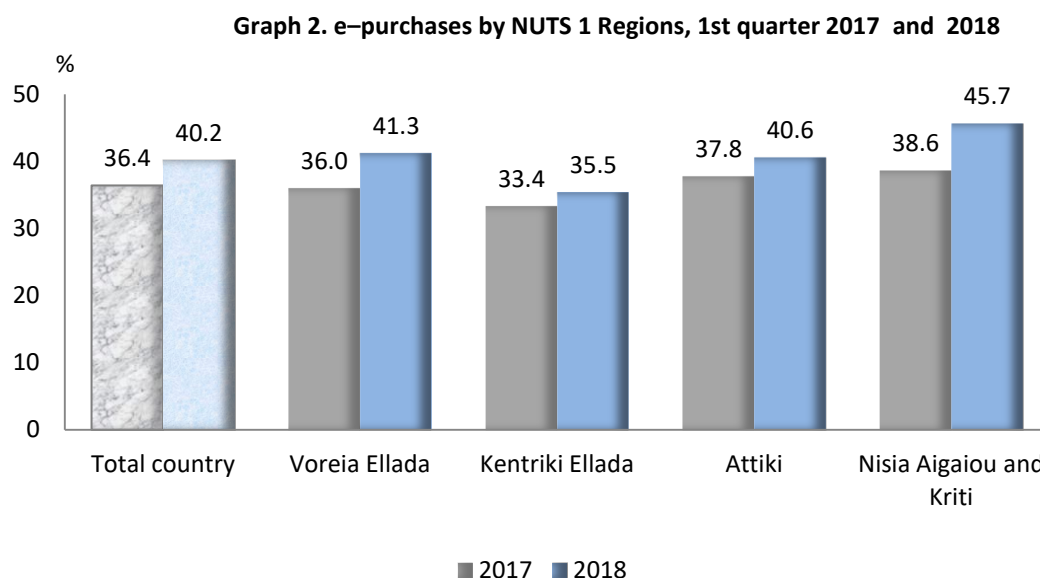
Graph 1. e-Commerce, 1st quarter 2012 – 2018



Information:

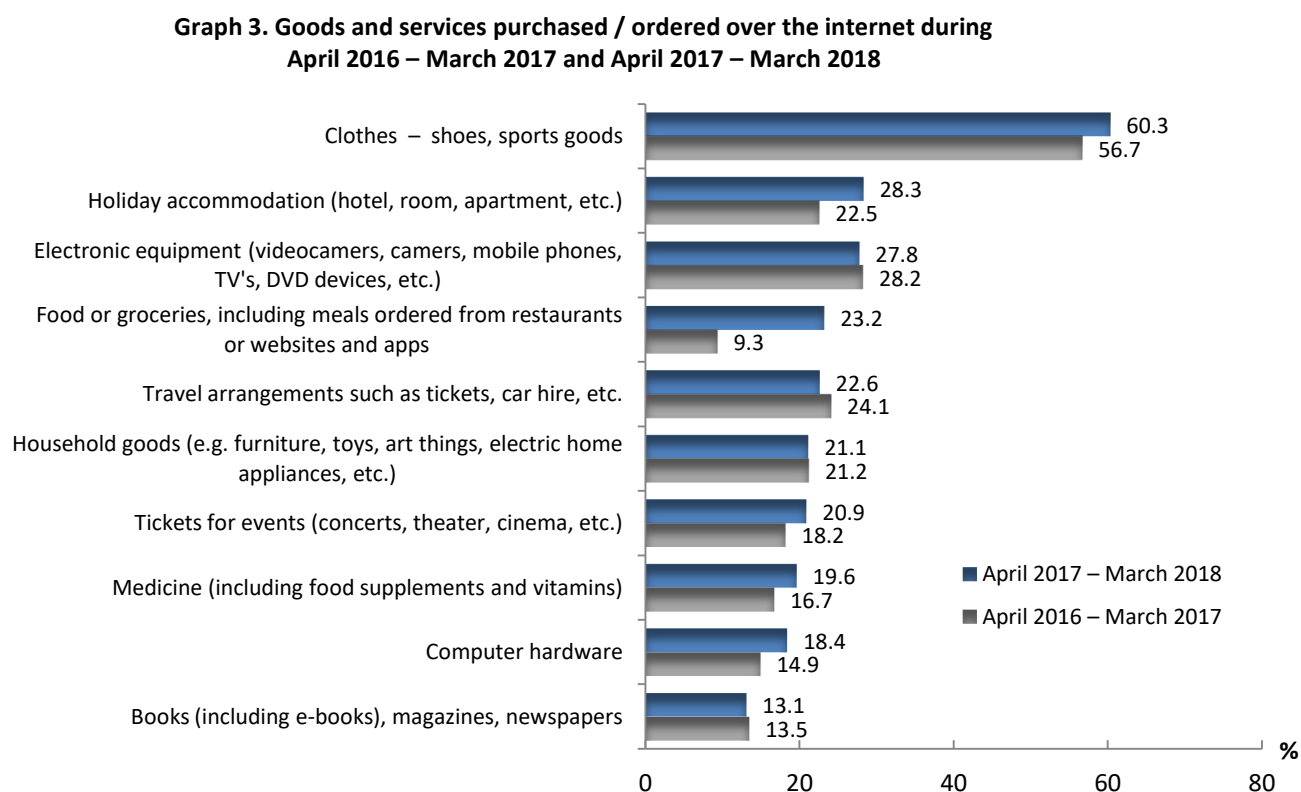
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Graph 2 presents comparative data, for the years 2017 – 2018, on the total population in Greece having ever accessed, at least once, the internet, that have purchased /ordered goods or services over the internet during the 1st quarter of the relevant year, in the four great geographical areas of Greece (NUTS 1 level).

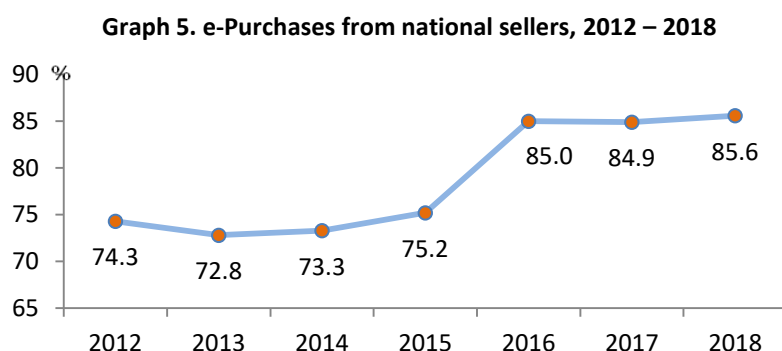
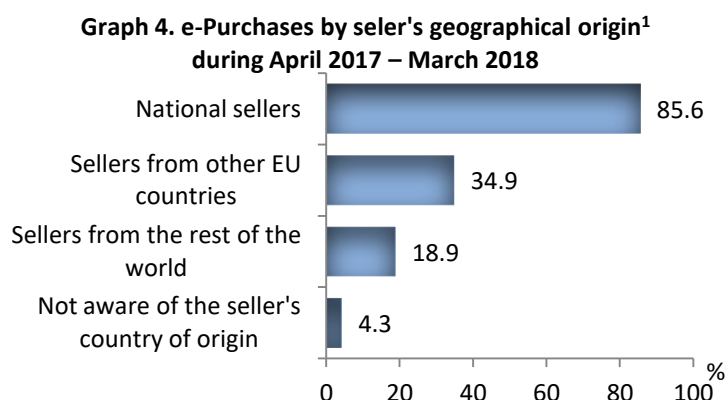


In 2018 compared with 2017, an increase is recorded in e-purchases, in all the great geographical areas of Greece, with the highest increase, 18.4%, being observed in Nisia Aigaiou and Kriti.

The goods or services most purchased / ordered over the internet for private purposes during April 2016 – March 2017 and April 2017 – March 2018 are presented in Graph 3, in descending order, as follows:



85.6% of the consumers purchasing or ordering over the internet prefer national sellers. 34.9% of the consumers purchasing or ordering over the internet prefer sellers from other EU countries and 18.9% sellers from the rest of the world, while 4.3% report not being aware of the seller's country of origin (Graph 4).

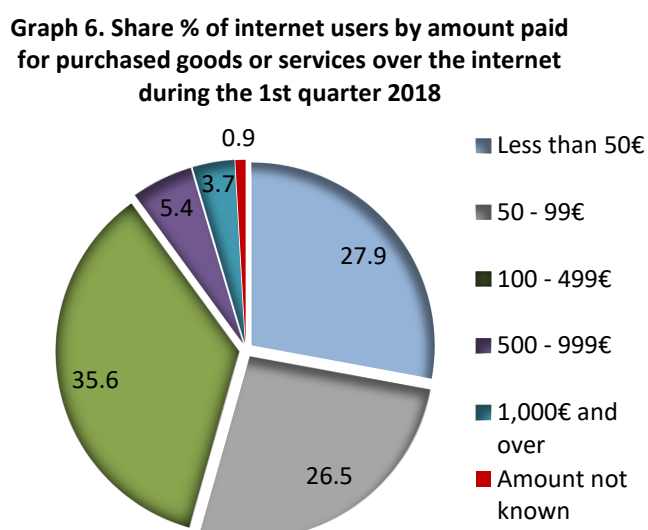


Graph 5 presents longitudinally since 2012, e-purchases from national sellers, as percentage of the population having purchased / ordered over the internet during the last 12 months of the years, 2012 – 2018.

47.1% of the population aged 16-74 who purchased/ordered goods or services over the internet during the 1st quarter of 2018, made 1-2 orders / purchases over the internet, and 29.4% made 3-5 orders or purchases.

As regards the value of goods or services purchased/ordered over the internet, during the 1st quarter of 2018:

- 5 out of 10 (54.4%) persons paid an amount up to 99 euro for the purchased goods or services,
- 4 out of 10 (35.6%) paid 100 to 499 euro and
- 1 out of 10 (9.1%) paid 500 euro and over (Graph 6).



1. Share % of population having purchased / ordered goods or services via the internet during April 2017 – March 2018. Multiple choices were provided to the respondents.

37.8% of those who used the internet during the 1st quarter of 2018 made e-banking transactions (update of bank account, money transfers, bill payments, etc.), recording an increase of 5.3% in comparison with the 1st quarter of 2017 (35.9%).

Furthermore, the survey collects data on the financial transactions made over the internet, which encompass the following:

1. Buying or selling shares, bonds, funds or other investment services
2. Buying or renewing existing insurance policies, including those offered as a package together with another service (e.g. travel insurance offered together with a plane ticket)
3. Taking a loan or arranging credit from banks or other financial providers.

The shares of internet users who made the above financial transactions over the internet amount to 0.5%, 4.6% and 1.0%, respectively.

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) AT WORK

Digitization and ubiquitous connectivity have a growing impact on workers. The survey collected, for the first time, information on the use of Information and Communication Technologies (ICT) at work, on the changes arising from the extended usage of ICT, on account of the requirements for the relevant skills and, finally, on the changes on working conditions.

- 45.3% of the population aged 16-74 report being in employment (as employee, self-employed or family workers).
- 38.9% of the population aged 16-74 report that they work and that they used the internet during the last 12 months (April 2017-March 2018).
- 23.9% of the population aged 16-74 are employed persons who used the internet during the last 12 months (April 2017-March 2018) **and** used, at their main job, computers, laptops, smart phones, tablets or other portable devices (necessary for the use of business specific applications or for browsing the internet for professional purposes) or computerised equipment or automated machinery controlled by a computer. This share refers to the reference population of this module, hereafter called “employed persons using ICT”.

The job tasks usually carried out by a worker and the required skills and qualifications are the basis for classifying the occupations to occupations that mostly use ICT, to occupations that do not use ICT **and** to manual and not manual occupations.

On the basis of the international classification of occupations, ISCO-08, the occupations that mostly use ICT are the occupations classified under ISCO-08 codes 25 (Information and Communications Technology Professionals) and 35 (Information and Communications Technicians). Also included, at 3-digit and 4-digit levels of ISCO-08, occupations under codes 133 (Information and Communications Technology Services Managers) and 2356 (Information Technology Trainers) and 7422 (Information and Communications Technology Installers and Servicers).

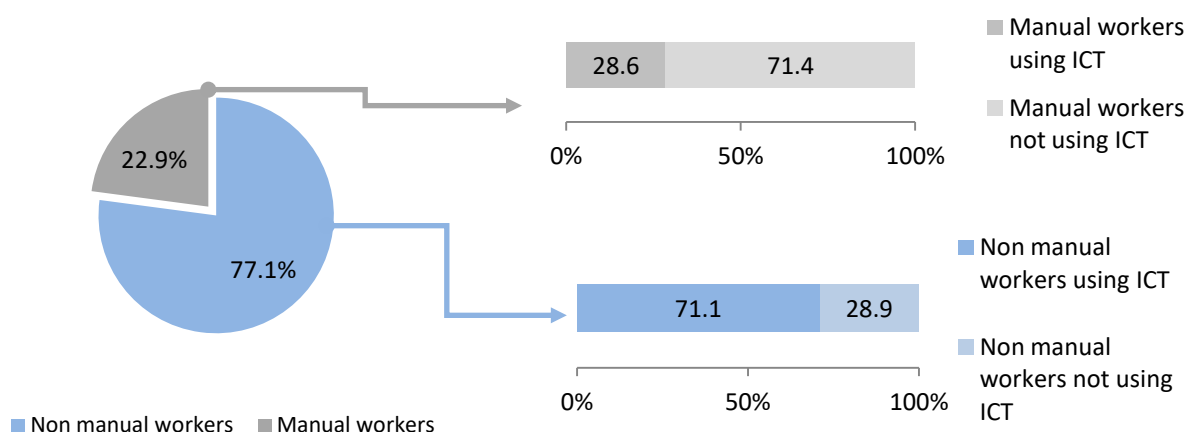
- 2.2% of the employed persons using the internet during the last 12 months (April 2017- March 2018) are classified, on the basis of their occupation, as ICT professionals and 97.8% as non ICT professionals.

Manual workers are those classified under ISCO 08 major groups 6 to 9 (6: Skilled Agricultural, Forestry and Fishery Workers; 7: Craft and Related Trades Workers; 8: Plant and Machine Operators and Assemblers; 9: Elementary Occupations), while those who are classified under ISCO-08 major groups 0-5

(0: Armed Forces Occupations; 1: Managers; 2: Professionals; 3: Technicians and Associate Professionals; 4: Clerical Support Workers; 5: Services and Sales Workers) are characterised as non-manual workers.

- 8 out of 10 (77.1%) employed persons using the internet during the last 12 months (April 2017- March 2018), are classified, on the basis of their occupation, as non-manual workers and 2 out of 10 (22.9%) as manual workers (Graph 7).

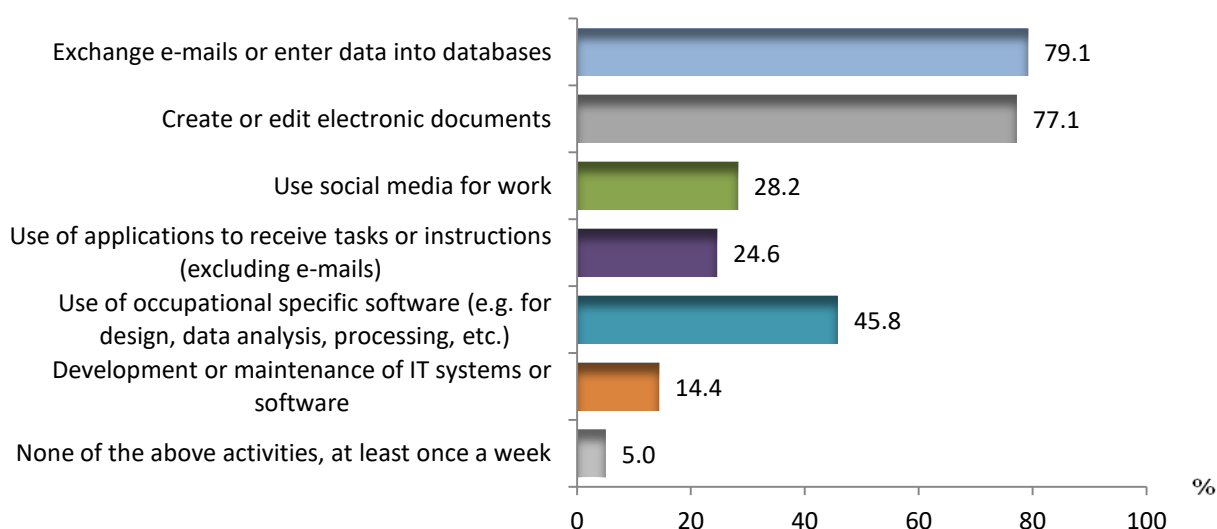
Graph 7. Employed using the internet during the last 12 months



- 28.6% of the manual workers using the internet during the last 12 months (April 2017- March 2018) used a computer, laptop, smart phone or other mobile device (necessary for the use of business specific applications or browsing the internet for professional purposes) or computerised equipment or automated machinery controlled by a computer, while the corresponding share for non-manual workers amounts to 71.1%.

As regards the specific job activities carried out, at least once a week, at work, they are presented in Graph 8 below:

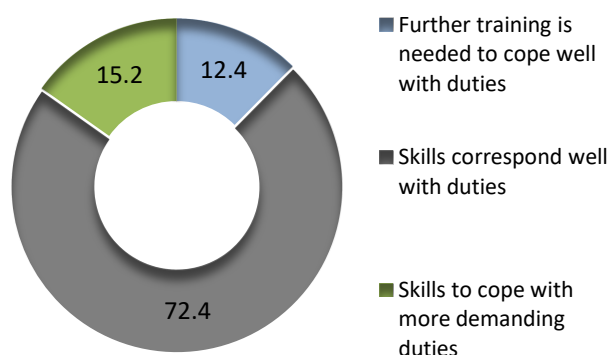
Graph 8. Activities carried out, at least once a week. Share (%) of employed persons using ICT



- 1 out of 10 “employed persons using ICT” (12.6%) reported that his/her main job tasks changed, as a result of the introduction of new software or computerised equipment in the last 12 months, while

- 2 out of 10 “employed persons using ICT” (18.8%), during the above period, were trained on how to use new software or computerised equipment for their job.

Graph 9. Skills related to the use of computers, software or applications. Share (%) of employed persons using ICT



- More than 7 out of 10 “employed persons using ICT” (72.4%) believe that their skills concerning ICT usage correspond well with their duties,
and
- 1 out of 10 “employed persons using ICT” (12.4%) states that, he/she needs further training to cope well with his/her duties (Graph 9).

- 35.9% of the “employed persons using ICT” reported that the usage of ICT during the last 12 months eased the collaboration with colleagues or business partners.
- 25.2% of the “employed persons using ICT” reported that they had more independence in organising their tasks.
- 22.6% of the “employed persons using ICT” reported that they could better monitor their performance at work.

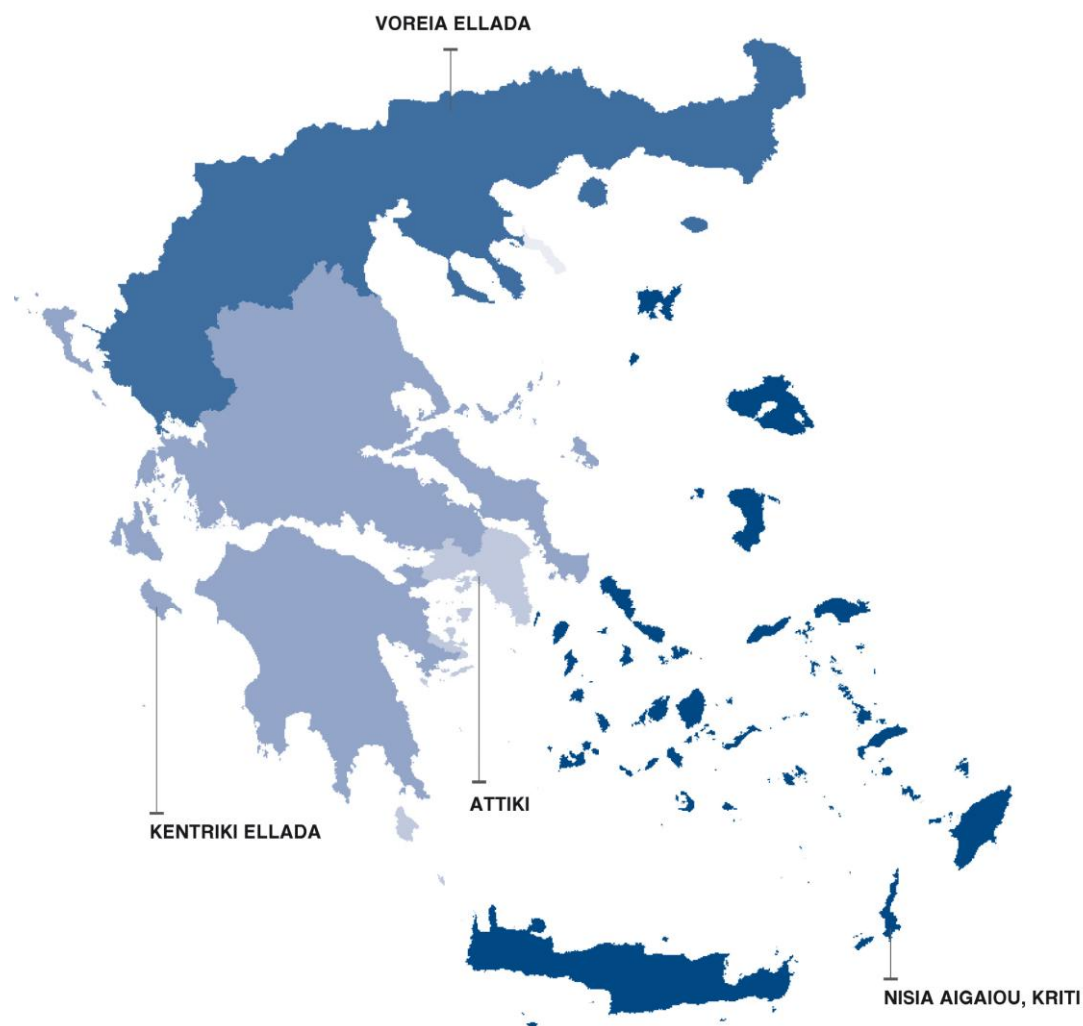
The usage of ICT offers the possibility to work from home or from a place other than the usual workplace, such as from another office, external site, construction site, agricultural field, other public/private spaces or cafes, airport, public transport, etc. On the basis of available survey results:

- 4 out of 10 “employed persons using ICT” (40.2%) worked from home during the last 12 months. More specifically, 2 out of them worked from home every day or almost every day and the other 2 at a frequency lower than once a week. 88.8% of them used the internet to work from home.
- 3 out of 10 “employed persons using ICT” (26.4%) worked, during the last 12 months, in a place other than their usual workplace. 1 out of them worked away from work every day or almost every day and the other two at a frequency lower than once a week.

EXPLANATORY NOTES

Survey on the Use of Information and Communication Technologies by Households and Individuals	<p>The Survey on the Use of Information and Communication Technologies by Households and Individuals (HH ICT) is part of the European Statistical Program, in which all EU-countries participate. The main purpose of this survey is to study, at European and national level, the degree of ICT use by households. Most of the provided data are used for the benchmarking of the indicators of Information Society for 2016 – 2021. The survey was conducted by telephone.</p> <p>The survey collects data on the access of households to selected information and communication technologies and more specifically data on internet access and ubiquitous internet connectivity, transactions with public authorities via the internet (e-government), e-commerce, etc.</p> <p>The survey was conducted in Greece for the first time in 2002, and is fully harmonized with the corresponding surveys conducted by the other EU Member States.</p> <p>The survey data are collected via telephone by means of questions answered by one only member of the household, which is randomly selected, with the only prerequisite that he/she is 16-74 years old. The questionnaire helps collecting data with regard to the household, in general, as well as individual information concerning the selected household member.</p>
Legal basis	The survey is conducted in the framework of Regulation 808/2004 of the European Parliament and the Council for the information society statistics and in compliance with the implementing Regulation 1515/2017.
Reference periods	01/01/2018 - 31/03/2018.
Coverage	The survey covered all private households throughout Greece, irrespective of their size or socioeconomic characteristics, with the only prerequisite that at least one person aged 16 – 74 years old lives in the household.
Methodology	<p>The three stage stratified sampling has been used with ultimate unit the individual. The sample selection for individuals-households has been done from households having been surveyed in the EU-SILC of the year 2016 whose primary sampling units are selected in the first stage.</p> <p>Stratification criteria for the second stage were:</p> <ul style="list-style-type: none">• Region (13 regions (NUTS2) as well as the Major City Agglomerations (Athens and Thessaloniki)• Urbanization degree: (Urban areas 30,000+ inhabitants, Urban areas 5,000 – 29,999 inhabitants, urban-rural areas with 1,000-4,999 inhabitants and Rural 1-999 inhabitants). <p>The initial sample consists of 7,500 households, within of which one individual aged 16-74 years old is randomly selected with equal selection probabilities among household members aged 16-74 years old.</p>
Great geographical areas (NUTS 1)	<p>Voreia Ellada (Northern Greece): Anatoliki Makedonia, Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Ipeiros (Epirus).</p> <p>Kentriki Ellada (Central Greece): Thessalia (Thessaly), Ionioi Nisoi (Ionian Islands), Dytiki Ellas (Western Greece), Sterea Ellas (Central Greece), Peloponnisos (Peloponnese).</p> <p>Attiki (Attica): Attiki (Attica).</p> <p>Nisia Aigaiou, Kriti (Aegean Islands and Crete): Voreio Aigaio (Northern Aegean), Notio Aigaio (Southern Aegean), Kriti (Crete).</p>

Map of the 4 Great Geographical Regions (NUTS 1) of Greece



References More information on the survey is available on the webpage of the Hellenic Statistical Authority, www.statistics.gr, Section: Statistics / Industry – Commerce – Services - Transportations / Use of information and communication technologies (ICT) / Use of information and communication technologies (ICT) by Households and Individuals.