



## PRESS RELEASE

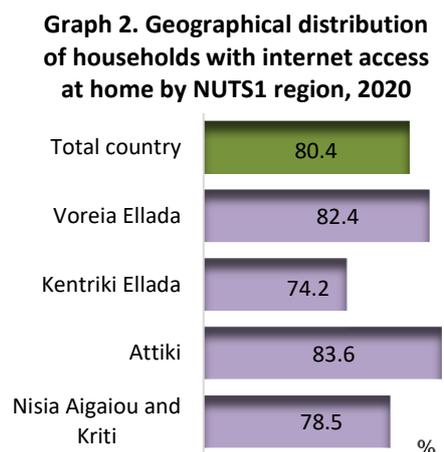
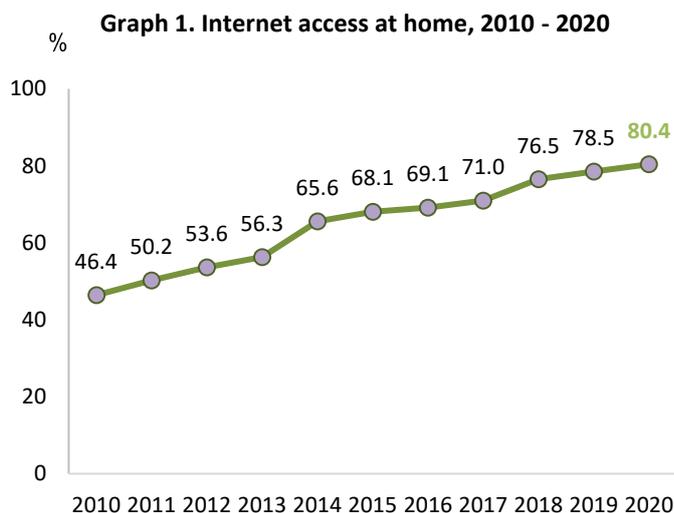
### SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN HOUSEHOLDS AND BY INDIVIDUALS – E-COMMERCE – PRIVACY AND PROTECTION OF PERSONAL DATA: 2020

The Hellenic Statistical Authority (ELSTAT) announces data on the use of information and communication technologies (ICT) by households and their members. The data derive from the sample Survey on the Use of Information and Communication Technologies in Households and by Individuals for the year 2020.

The aforementioned survey was conducted on 5,111 private households and equal number of members throughout Greece, with the only prerequisite that there was, at least, one member aged 16-74 in each household.

#### INTERNET CONNECTION AT HOME –TYPE OF INTERNET CONNECTION

According to the survey results, 8 out of 10 households have access to the internet from home (80.4 %). Compared to 2010, a 73.3 % increase is recorded in internet access at home (Graph 1, Annex — Table 1). Graph 2 depicts internet access by great geographical area (NUTS1).



**Information on methodological issues:**

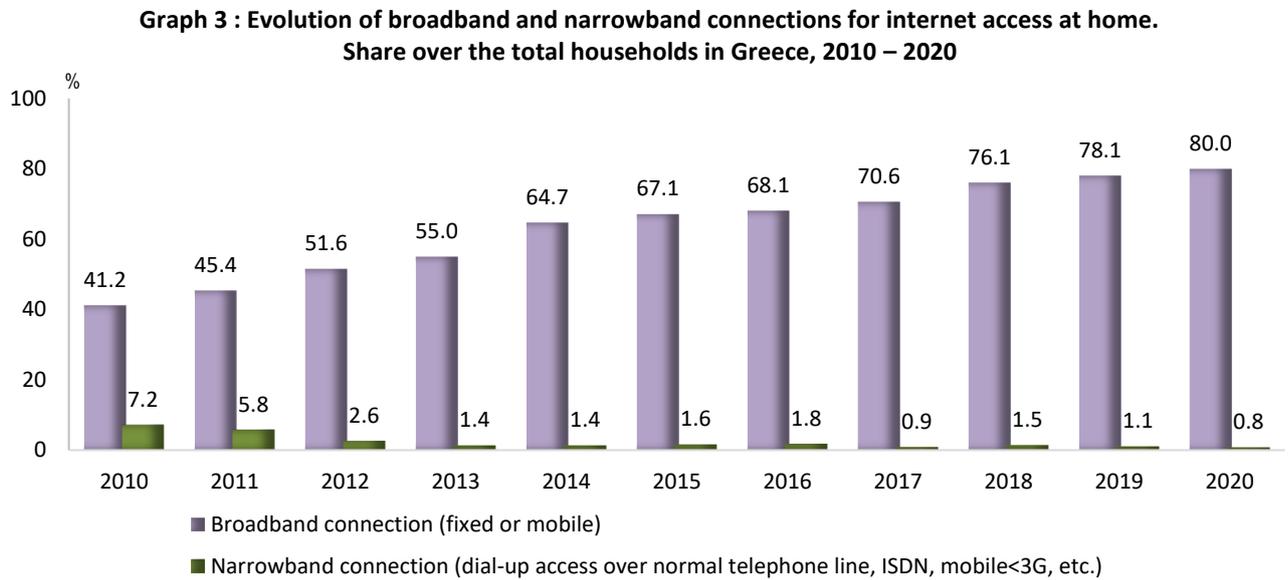
Population, Labour and Cost of Living Statistics Division  
Household Special Statistics Unit  
G. Ntouros- J.Zouliatis - M. Chalkiadaki  
Tel. : 0030 213 1352174 – 213 1352941  
Fax : 0030 213 135 2906  
E-mail: [g.ntouros@statistics.gr](mailto:g.ntouros@statistics.gr)-  
[j.zouliatis@statistics.gr](mailto:j.zouliatis@statistics.gr) – [m.chalkiadaki@statistics.gr](mailto:m.chalkiadaki@statistics.gr)

**Information for data supply:**

Tel. : 0030 213 135 2022, 2308, 2310  
E-mail: [data.dissem@statistics.gr](mailto:data.dissem@statistics.gr)

80.0 % of households in Greece, with at least one member aged 16-74, use a broadband connection, recording an increase of 2.4 % compared to 2019 (78.1 %).

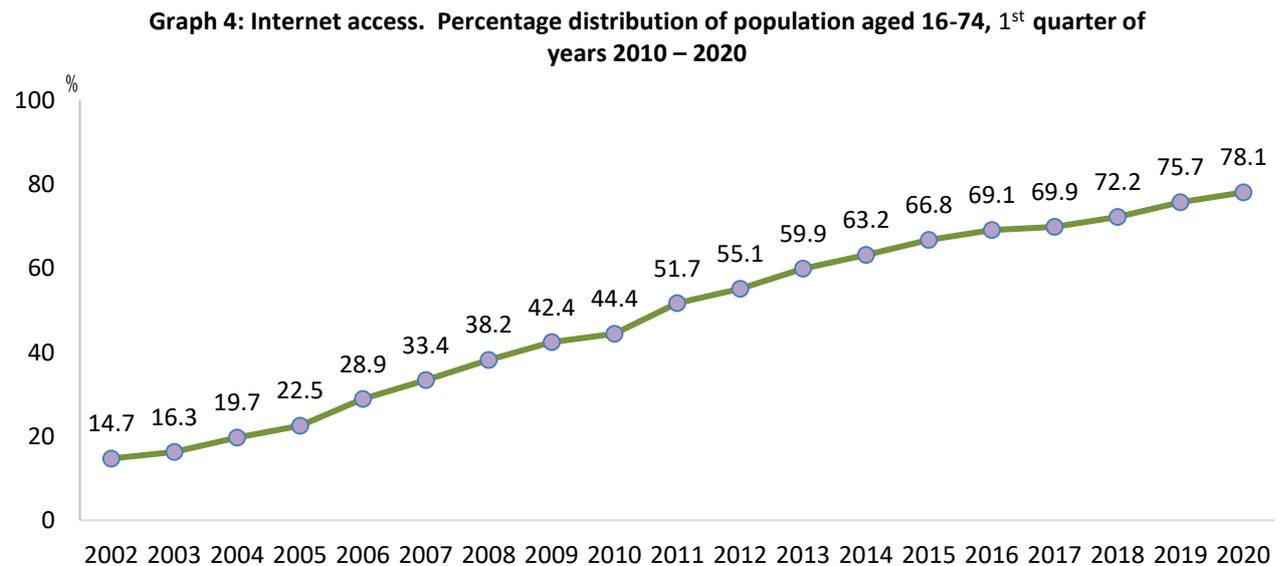
Longitudinally, the evolution of broadband and narrowband connections for internet access at home is depicted in Graph 3:



#### USE OF THE INTERNET

- 8 out of 10 (78.1 %) persons aged 16-74 used the internet in the first quarter of 2020, recording an increase of 3.2 % compared to 2019.

Graph 4 shows the share of the population aged 16-74 using the internet for the period from 2002 (when the survey was first conducted) until the present day (Annex — Table 1).

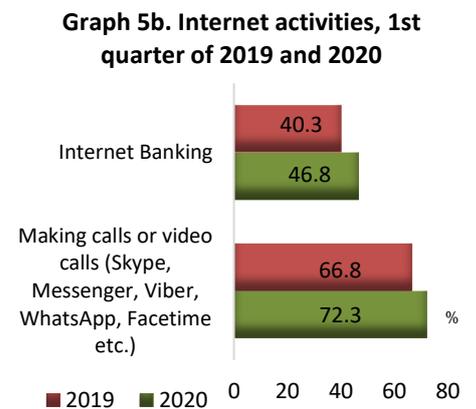
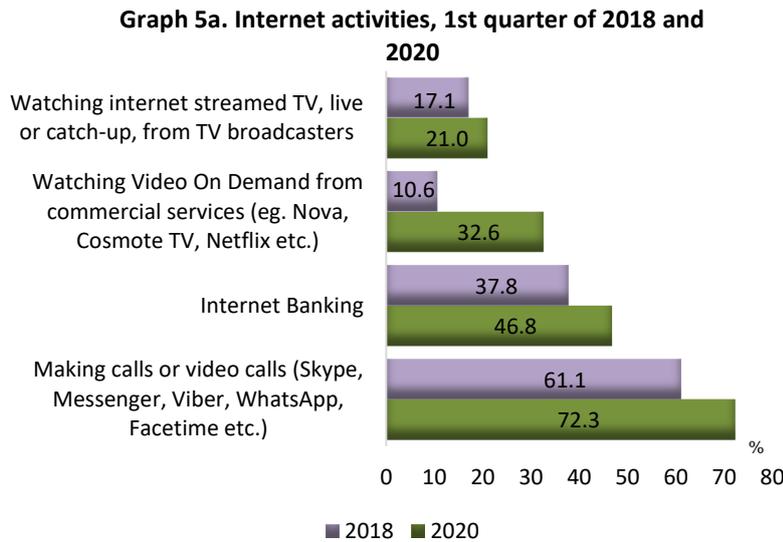


According to the survey data, the use of the internet on a regular basis, i.e. at least once a week, is recorded for 98.0 % of those who used the internet in the first quarter of 2020. 88.7 % of the regular users have used the internet more than twice, during the day.

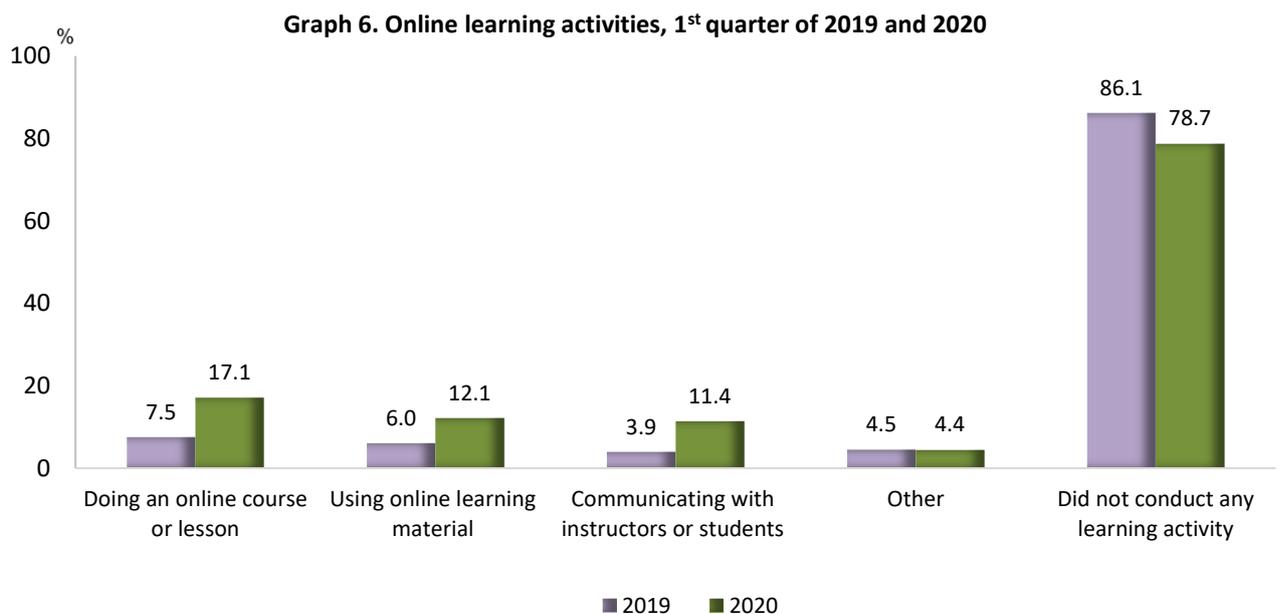
## INTERNET ACTIVITIES

As regards the reasons for using the internet, “Finding information about goods or services” is the main activity for 9 out of 10 (88.9 %) persons aged 16-74, who used the internet in the first quarter of 2020. The internet activities are presented, in descending order, in Table 2 of the Annex.

Graphs 5a and 5b depict the internet activities that have recorded the biggest increase, compared to 2018 and 2019, respectively.

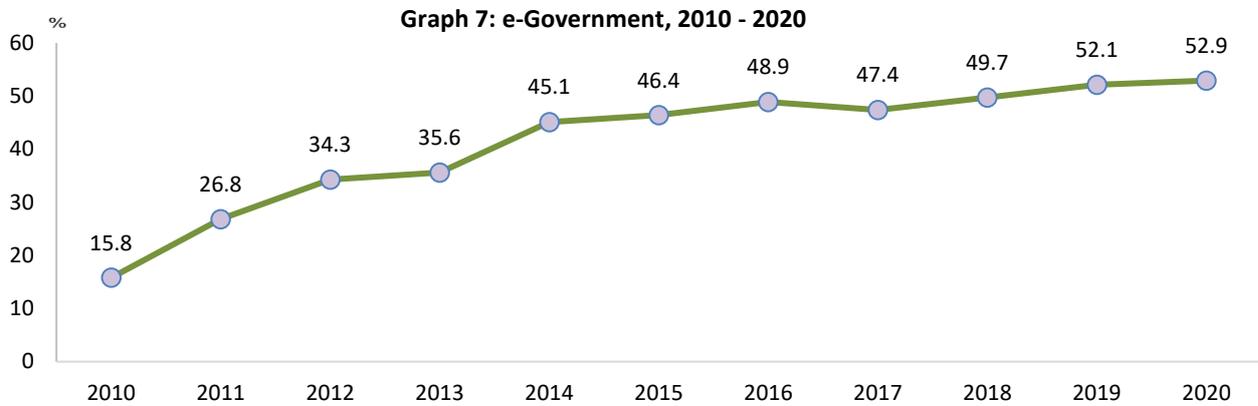


The survey collected information on online learning activities for educational, professional or personal purposes. The corresponding shares of internet users, in the first quarter of 2019 and 2020, respectively, are presented in Graph 6. An increase is recorded for almost all e-learning activities, in the first quarter of 2020.



## E-GOVERNMENT

- 1 out of 2 (52.9%) persons aged 16 – 74 used e-government services for private purposes during the period from April 2019 to March 2020 (Annex – Table 1).



An increase of 1.5 % was recorded in the share of the population using e-Government services, compared to the period April 2018 – March 2019 (Graph 7).

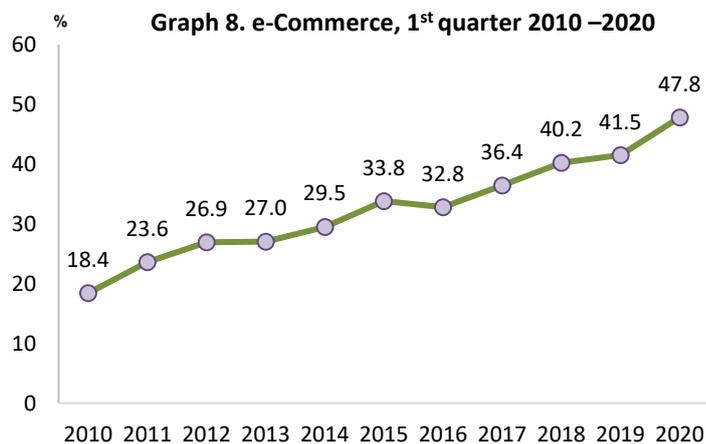
E-government services include any contact or interaction a citizen may have with public services websites, for private purposes. More specifically, such services include services concerning citizens' obligations (tax declaration, etc.), official documents (ID card, birth certificate, etc.), education services (public libraries, information and enrolment in public schools or universities), public health services (appointment scheduling, granting medical certificates for nursing or patient examination, etc.).

More specifically, the reasons for not having submitted completed forms (e.g. tax declaration), via the internet by those who had to submit such forms, are as follows: 95.5 % of them reported that such forms were submitted by another person on their behalf, e.g., tax adviser, family member, friend, etc. 11.3 % of them reported lack of skills or knowledge and 1.1% reported concerns about protection and security of their personal data.

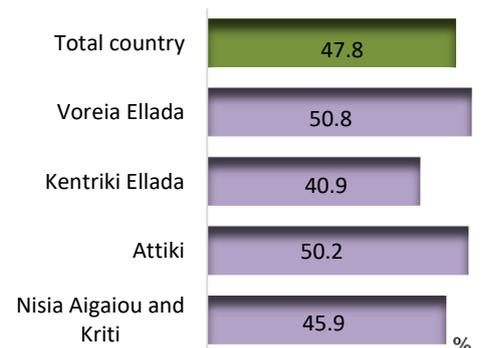
## E-COMMERCE

- 1 out of 2 (47.8 %) persons aged 16-74 having accessed the internet even once, in the first quarter of 2020, purchased or ordered goods or services over the internet for private purposes (Annex – Table 1).

Compared with the first quarter of 2019, the share of internet users who purchased or ordered goods or services online increased by 15.2 % (Graph 8). Graph 9 shows the corresponding shares by great geographical area (NUTS1).



**Graph 9. e-purchases by NUTS 1 Regions, 1<sup>st</sup> quarter 2020**



93.1 % of the consumers purchasing or ordering online preferred domestic sellers, recording an increase of 7.4 % compared to 2019 (86.7 %).

With regard to goods and services purchased or ordered over the internet in the first quarter of 2020 for private purposes, it is observed that:

- 65.0 % of the persons aged 16-74 years, who bought online in the first quarter of 2020, purchased clothing (including sports clothing), footwear and accessories (bags, jewellery, etc.) and,
- 30.4 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased computers, tablets, mobile phones or their accessories (printers, cables, cases, headphones, etc.).

In particular, as regards products purchased in digital form:

- 8.3 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased films or series as a streaming service or downloads, and
- 6.4 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased computer software or other devices, including their upgrades.

As regards the services mostly purchased online:

- 17.2 % of the persons aged 16-74 years, who bought online in the first quarter of 2020, purchased subscriptions to the internet or mobile phone connections, and
- 14.3 % of the persons aged 16-74, who bought online in the first quarter of 202, bought tickets for cultural or leisure events (cinema, theatre, concerts, etc.).

More details on the products and services purchased online are presented in Table 3 of the Annex.

Furthermore, the survey recorded information on the purchase of transport/travel and accommodation services, both from businesses and natural persons/individuals, in the context of the collaborative economy.

- 21.9 % of the persons aged 16-74 who bought online in the first quarter of 2020 purchased transport/transport services from public transport operators, such as long-distance bus lines providers (KTEL), urban transport operators, taxi companies (including UBER), airlines and coastal shipping companies, etc.
- 1.6 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased transport/travel services from natural persons/ individuals via online platforms or apps.
- 9.8 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased accommodation services from businesses, such as hotels or travel agencies, and
- 6.0 % of the persons aged 16-74, who bought online in the first quarter of 2020, purchased accommodation services from natural persons/individuals via online platforms or apps, such as Airbnb, Homeaway, ihaHolidays. A decrease of 68.3 % is recorded, in comparison with 2019 (18.9 %).

As regards the number and value of online purchases made in the first quarter of 2020:

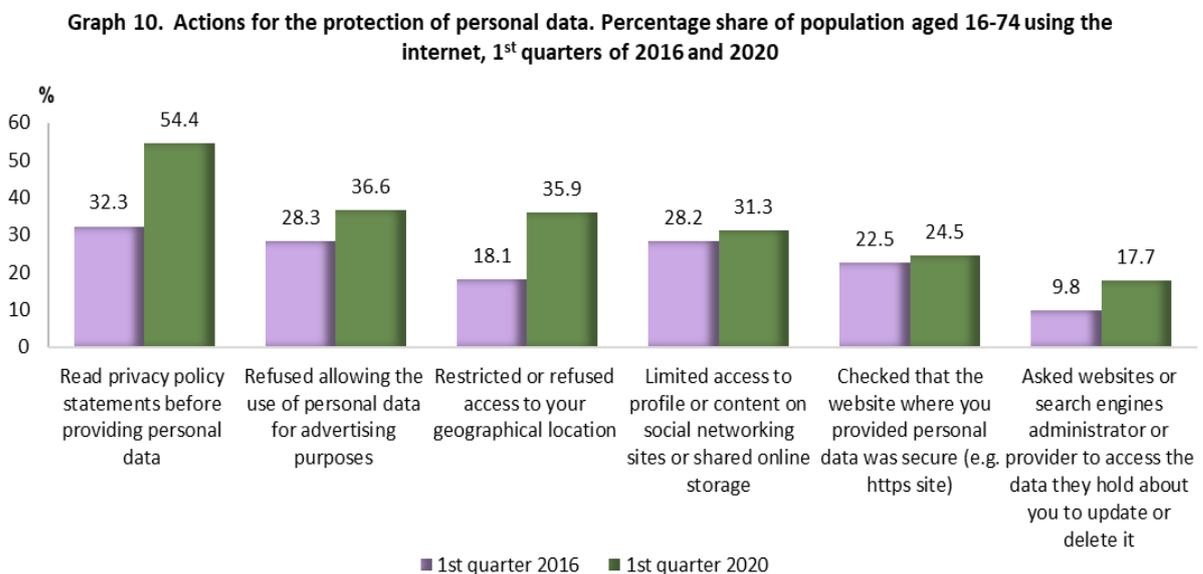
- 4 out of 10 (39.3 %) persons, who purchased online in the first quarter of 2020, made 1 to 2 purchases/orders, 3 out of 10 (30.6 %) 3 to 5 purchases/orders and 3 out of 10 (30.1 %) more than 5 purchases/orders and,
- 5 out of 10 (49.7 %) persons paid between EUR 100 and less than EUR 500 for the purchased/ordered goods or services and 4 out of 10 (39.8 %) paid less than EUR 100.

## PRIVACY AND PROTECTION OF PERSONAL DATA

Personal data are personal information which an individual considers confidential and does not wish to disclose to others. This type of information includes personal details (e.g. name, date of birth, identification number, etc.), contact details (e.g. home address, phone number, email, etc.), payment details (e.g. credit card number, debit card PIN code, etc.) or other personal information such as photographs, geographical location, etc. Personal data are provided on the internet, during activities carried out for personal or work purposes.

In order to protect their personal data, internet users take measures and steps to be informed on how their personal data are used, to control and limit how and by whom they will be used, with a view to protecting them against misuse and potential cybercrime.

Graph 10 below presents the actions taken by those using the internet to protect their personal data, in the first quarter of 2016 (the latest data collection) and in the first quarter of 2020.



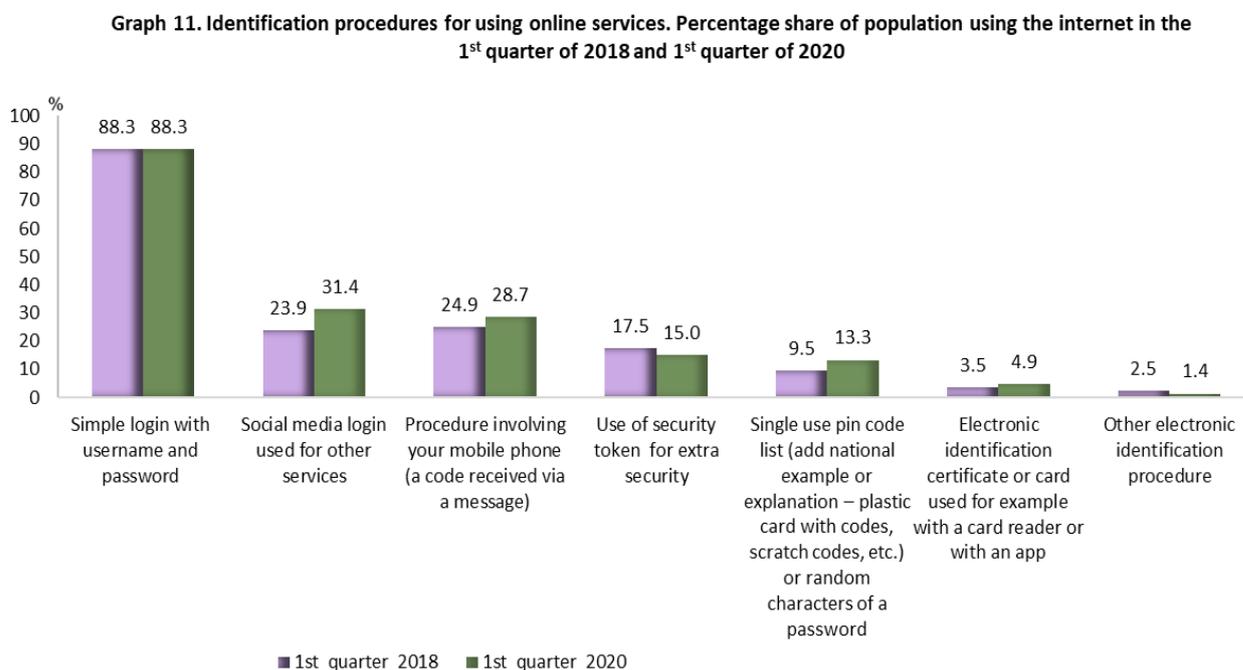
In comparison with 2016, an increase is observed for all the actions mentioned above with the biggest increase (98.3 %) being recorded for actions concerning restricting or denying access to geographical location. This is an action carried out by mobile devices (mobile phone, tablet, etc.) equipped with GPS or also by the IP address of the PC.

Cookies are small files installed on the hard disk of the device we use when browsing the internet and contain information that webpages use to identify us. 7 out of 10 (71.0 %) persons aged 16-74 using the internet in the first quarter of 2020 are aware that cookies are used to track their online movements, create profiles and then send tailored advertisements. This share recorded an increase of 27.0 % compared to 2016 (55.9 %).

According to the survey results, the fact that online activities over the internet are recorded and used to send advertisements raises concerns among 7 out of 10 (68.0 %) persons using the internet. Compared to 2016, a 29.1 % decrease is recorded in the share of those who are very concerned (2016: 25.8 % 2020: 18.3 %), and an increase of 25.5 % for those who are somehow concerned (2016: 39.6 % 2020: 49.7 %).

The security and protection of personal data when using the internet is also ensured through the use of identification procedures. For the majority of online services, users are asked to confirm their identity. Some services require ‘robust’ electronic authentication procedures, such as, for example, via a portable device (token) that generates — with an encrypted algorithm — a single-use and limited lifespan code, by means of an identification card or through a process including a mobile phone (with a code received by message). Others still require a simple login and password for the use of the electronic service.

Graph 11 below shows the identification procedures used in the first quarter of 2018 (the latest data collection) and the first quarter of 2020.



The increased use of the internet via smartphones has raised awareness among users about the security and protection of their personal data, the security problems encountered, but also about the ability to protect their personal — and not only — data when using the internet via smartphones.

- 9 out of 10 (88.9 %) persons aged 16-74, using the internet in the first quarter of 2020, use a smart mobile phone for personal use. An increase of 9.8 % is observed among smartphone holders compared to the relevant share of the population aged 16-74 who had a smartphone in the first quarter of 2018 (81.0 %).
- For 7 out of 10 (71.4 %) of those using a smartphone, their phone has security software (antivirus, antispam, firewall), while 2 out of 10 (17.4 %) do not know whether their mobile phone has any security software. The corresponding shares in 2018 were 59.0 % and 16.9 %, respectively.

### INTERNET OF THINGS

The survey collected, for the first time, information on the use of devices and systems (e.g. air conditioners, lights, cameras, security systems, 'smart' clocks, cars) connected to the internet and/or to each other to enable advanced services, e.g. remotely— from a computer or mobile phone — controlling the devices, adjusting settings, etc.

- 1 out of 10 (8.7 %) persons aged 16-74, who used the internet in the first quarter of 2020, has used some of the above technologically advanced internet-connected devices or systems. 5.7 % of them have used such devices and systems to ensure their home security (alarm systems, smoke detectors, security camera, door locks, etc.), 2.9 % have used internet-connected household appliances, such as robot vacuums, fridges, ovens, coffee machines, and 2.2 % internet-connected appliances or systems for energy management of the dwelling, such as thermostats, lamps, etc.
- 85.6 % of those who have not used an internet-connected device are aware of their existence, however, 7 out of 10 (66.3 %) of them say they do not need them and 2 out of 10 (22.2 %) that their cost is too high.

Finally, 37.6 % of those using the internet in the first quarter of 2020, report that they have used the internet on an internet-connected television and 10.0 % on an internet-connected game console. 9.1 % have used a smart watch, exercise/health bracket, headsets, clothes/shoes or other internet-connected accessories for private purposes and 1.7 % have used a car with a built-in wireless internet connection.

**ANNEX**

**Table 1. Survey on the use of information and communication technologies from households and by individuals. Basic figures, 2019 and 2020**

	<b>2019</b>	<b>%</b>	<b>2020</b>	<b>%</b>
<b>TOTAL COUNTRY POPULATION AGED 16-74 YEARS</b>	<b>7678149</b>	100.0	<b>7635634</b>	100.0
Population aged 16-74 having accessed the internet during the 1 <sup>st</sup> quarter of the years	5810148	75.7	5964640	78.1
Population aged 16-74 having ever accessed the internet	5977278	77.9	6117078	80.1
Population aged 16-74 having used e-government services (April 2018 - March 2019). (April 2019 - March 2020)	3999857	52.1	4041423	52.9
Population aged 16-74 having purchased/ordered goods or services over the internet (1 <sup>st</sup> quarter of the years) *	2490210	41.5	2923221	47.8
<b>TOTAL COUNTRY HOUSEHOLDS (with at least one household member aged 16-74 years)</b>	<b>3578324</b>	100.0	<b>3572638</b>	100.0
Households with internet access at home	2810424	78.5	2871746	80.4

\* share % of the population aged 16-74 years old having ever accessed the internet.

**Table 2. Internet activities – 1<sup>st</sup> quarter 2020**

<b>INTERNET ACTIVITIES</b>	<b>Share % of population aged 16-74 years having accessed the internet during the 1<sup>st</sup> quarter of 2020</b>
Finding information about goods or services	88.9
Reading online news sites/ newspapers / news magazines	88.5
Participating in social networks (Facebook, Twitter, Instagram, Snapchat etc.)	76.0
Using instant messaging i.e. exchanging messages, for example, via Skype, Messenger, WhatsApp, Viber, Snapchat	74.3
Sending / receiving e-mails	74.2
Listening to music (e.g. web radio, music streaming, from you-tube, etc.)	73.0
Making calls (including video calls) over the internet (Skype, Messenger, Facetime, Viber, Whats App, Snapchat, etc.)	72.3
Seeking health-related information (e.g. injury, disease, nutrition, improving health, etc.)	66.6
Watching video content from sharing services (e.g. YouTube)	59.7
<b>Sharing or publishing self-created videos, photos, music, texts etc. on a website or via app</b>	48.0
Internet Banking via website or app	46.8
Watching Video On Demand from commercial services, for example, Nova Go, Cosmote TV Go, Netflix, HBOGo, Amazon	32.6
Playing or downloading games	32.4
Watching internet streamed TV (live or catch-up) from TV broadcasters	21.0
Making an appointment with a practitioner via a website or app (e.g. of a hospital or a health care centre)	10.5
Accessing personal health records online (e.g. laboratory results for medical examinations)	7.5
Using other health services via a website or app instead of having to go to the hospital or visit a doctor (e.g. by getting a prescription or a consultation online)	6.7
Selling goods or services via a website or app (e.g. eBay, Facebook Marketplace, shpock)	5.1

**Table 3: e-purchases of goods and services – 1<sup>st</sup> quarter 2020**

GOODS / SERVICES	Share % of population aged 16-74 years having purchased over the internet in the 1 <sup>st</sup> quarter of 2020
<b>Physical goods (that is, goods not in digital form)</b>	
Clothes (including sport clothing), shoes or accessories (e.g. bags, jewellery)	65.0
Computers, tablets, mobile phones or accessories (printers, cables, phone cases, headphones, etc.)	30.4
Deliveries from restaurants, fast-food chains, catering services	26.7
<b>Sport goods (e.g. sports equipment / accessories), special sportswear and footwear for sports, such as skiing, water sports, etc.</b>	23.0
Cosmetics, beauty or wellness products	23.0
Medicine or dietary supplements	18.7
Consumer electronics (e.g. TV sets, stereos, cameras) or household appliances (e.g. washing machines, cooking machines)	13.9
Printed books, magazines, newspapers	13.8
<b>Furniture, home accessories (e.g. carpets curtains) or gardening products (e.g. tools, plants)</b>	10.9
Cleaning products or personal hygiene products (e.g. toothbrushes, washing detergents, shampoos, etc.)	10.9
Food or beverages not ready for consumption (e.g. needing cooking / heating) from from physical stores (e.g. supermarkets) or online stores.	10.8
Children toys or childcare items (e.g. nappies, bottles, baby strollers)	9.6
Other physical goods (e.g. tobacco products, electronic cigarettes, vouchers for electronic shops, etc.)	3.7
Bicycles, mopeds, cars or other vehicles or their spare parts	1.8
<b>Music as CDs, vinyls etc. (excluding music in digital form)</b>	1.5
<b>Films or series as DVDs, Blu-ray etc. (excluding films or series in digital form)</b>	1.1
<b>Goods in digital form</b>	
Films or series as streaming service or downloads	8.3
Computer or other software as downloads including upgrades	6.4
Games online or as downloads for smartphones, tablets, computers or consoles	4.8
Music as a streaming service or downloads	4.0
e-books, online magazines or online newspapers	2.6
Apps related to learning languages, travelling, weather, etc. (excluding free apps)	1.7
Apps related to health or fitness (excluding free apps)	1.4
<b>Services</b>	
Subscriptions to the internet or mobile phone connections	17.2
Tickets to cultural or other events (cinema, theater, concerts etc.)	14.3
Subscriptions (payments) to electricity, water or heating supply, waste disposal or similar services	13.2
Tickets to sports events	3.1
Household services (e.g. cleaning, babysitting, repair work, gardening)	0.7

## EXPLANATORY NOTES

**Survey on the Use of Information and Communication Technologies by Households and Individuals** The Survey on the Use of Information and Communication Technologies by Households and Individuals (HH ICT) is part of the European Statistical Programme, 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.

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.

The survey was conducted in Greece for the first time in 2002 and is fully harmonised with the corresponding surveys conducted by the other EU Member States.

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.

**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 1910/2019.

**Reference period** 01/01/2020 - 31/03/2020.

**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** The Survey on the Use of Information and Communication Technologies by Households and Individuals was conducted by using the three-stage stratified sampling, with ultimate unit the individual. The sample of individuals-households was selected among the households having been surveyed in the EU-SILC of the year 2019 that are the primary sampling units of the first stage.

The design of the stratification includes two stratification criteria:

1. Region (NUTS 2): The 13 NUTS 2 Regions of Greece including the two the Major City Agglomerations for Athens and Thessaloniki.
2. Urbanisation degree: In each Region, the households are allocated on the basis of the urbanisation degree of the Municipal /Local Communities where they belong. With the exception of the two the Major City Agglomerations of Athens and Thessaloniki, the stratification by urbanisation degree is as follows:

1	Municipal/Local Communities with at least 30,000 inhabitants
2	Municipal/Local Communities with 5,000 – 29,999 inhabitants
3	Municipal/Local Communities with 1,000 – 4,999 inhabitants
4	Municipal/Local Communities up to 999 inhabitants

The total size of the units of the second stage of the sample amounts to 7,501 households, among which a person aged 16 – 74 years is surveyed, selected with equal selection possibilities among the household members aged 16 – 74 years.

**Great geographical areas (NUTS 1)**

**Voreia Ellada (Northern Greece):** Anatoliki Makedonia, Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Ipeiros (Epirus).

**Kentriki Ellada (Central Greece):** Thessalia (Thessaly), Ionioi Nisoi (Ionian Islands), Dytiki Ellada (Western Greece), Sterea Ellada (Central Greece), Peloponnisos (Peloponnese).

**Attiki (Attica):** Attiki (Attica).

**Nisia Aigaiou, Kriti (Aegean Islands and Crete):** Voreio Aigaiο (Northern Aegean), Notio Aigaiο (Southern Aegean), Kriti (Crete).

#### 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](http://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- Individuals.