



PRESS RELEASE

SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN HOUSEHOLDS AND BY INDIVIDUALS – E-COMMERCE – PRIVACY AND PROTECTION OF PERSONAL DATA: 2021

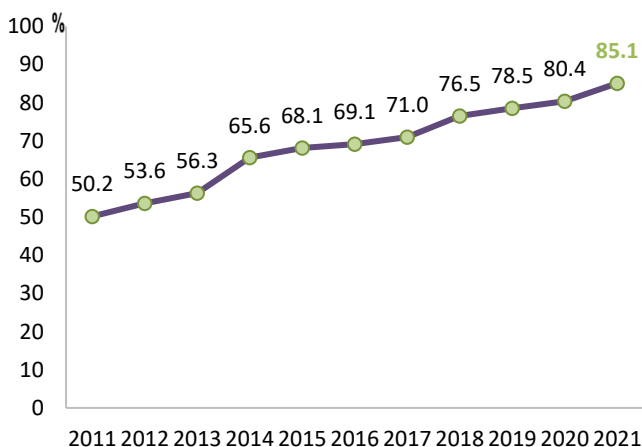
The Hellenic Statistical Authority (ELSTAT) announces data on the use of information and communication technologies (ICT) by households and their members. The data derive from the sample Survey on the Use of Information and Communication Technologies in Households and by Individuals for the year 2021.

The aforementioned survey was conducted on 4,731 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.

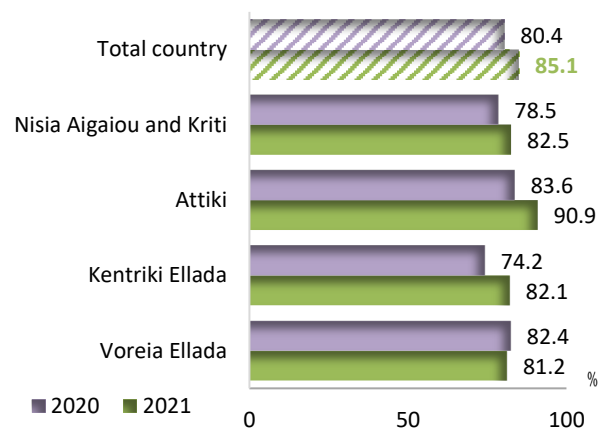
INTERNET CONNECTION AT HOME –TYPE OF INTERNET CONNECTION

According to the survey results, 85.1% of households have access to the internet from home (Graph 1, Annex – Table 1). Compared to 2011, a 69.5 % increase is recorded in internet access at home. Graph 2 depicts internet access by great geographical area (NUTS1).

Graph 1. Internet access at home, 2011 – 2021



Graph 2. Geographical distribution of households with internet access at home by NUTS1 region, 2020 - 2021



Information on methodological issues:

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

Information for data supply:

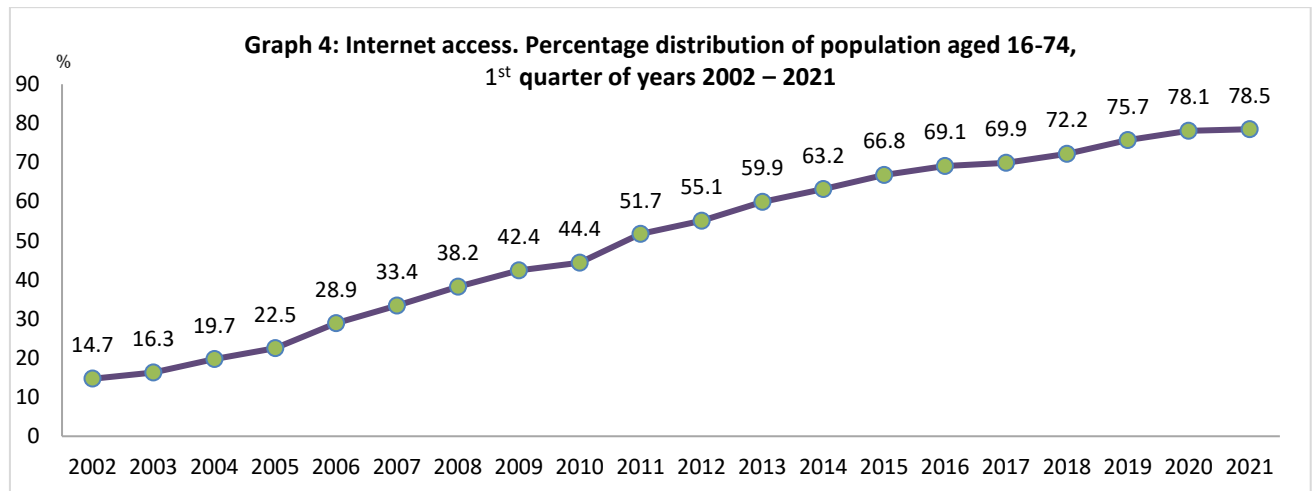
Tel. :0030 213 135 2022, 2308, 2310
E-mail: data.dissem@statistics.gr

85.0 % of households in Greece, with at least one member aged 16-74, use a broadband connection, share recording an increase of 6,3% compared to 2020 (78.1 %). The relevant share among households with internet access at home is 99.9%.

USE OF THE INTERNET

- 8 out of 10 (78.5 %) persons aged 16-74 used the internet in the first quarter of 2021, recording an increase of 0.5% compared to 2020.

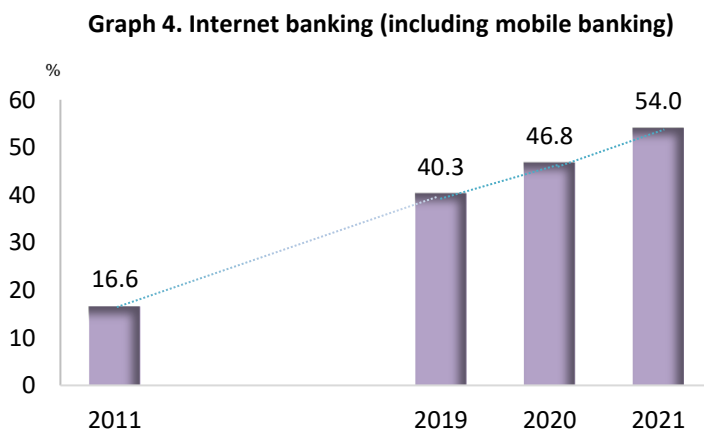
Graph 4 shows the share of the population aged 16-74 using the internet for the period from 2002 (when the survey was first conducted) until the present day (Annex — Table 1).



According to the survey data, the use of the internet on a regular basis, i.e. at least once a week, is recorded for 98.2% of those who used the internet in the first quarter of 2021. 91.1 % of the regular users have used the internet more than twice, during the day.

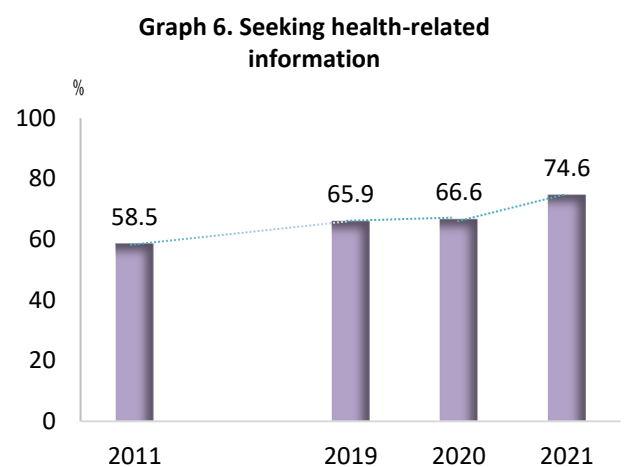
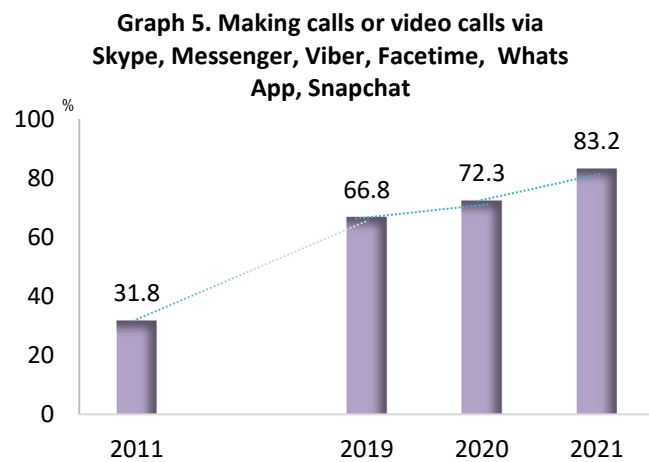
INTERNET ACTIVITIES

As regards the reasons for using the internet, the main activity is reading online new sites, newspapers, news magazines, for 9 out of 10 (90.4%) persons aged 16-74, who used the internet in the first quarter of 2021. The internet activities are presented, in descending order, in Table 2 of the Annex.

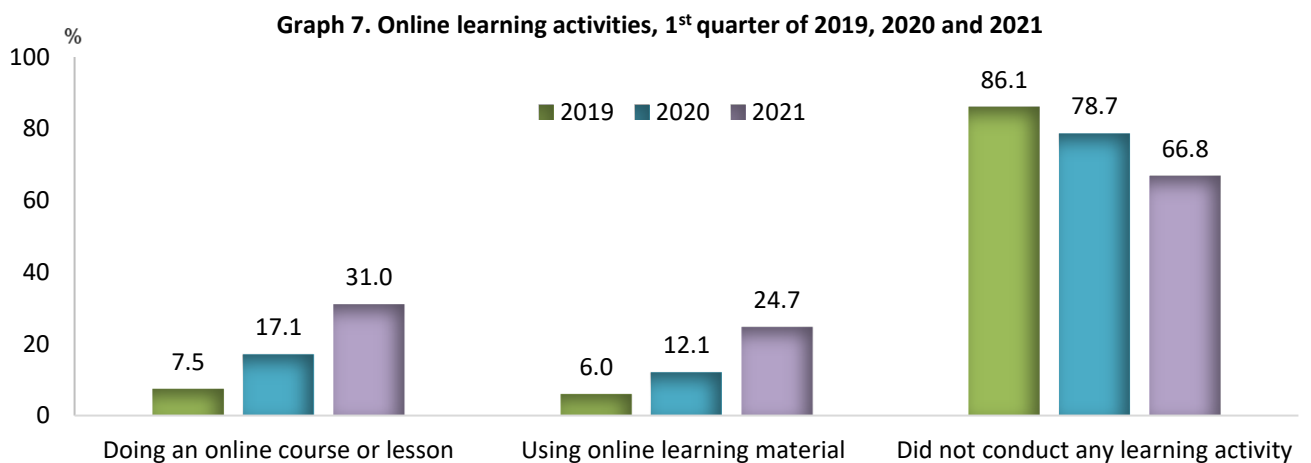


Graph 4 depicts, longitudinally the evolution of internet banking, activity that has recorded the biggest increase 15.4%, compared to the first quarter of 2020 (46.8%).

Similar increases were recorded, in relation to the first quarter of 2020, also due to the health conditions, in activities such as making calls and video calls over the internet, via Skype, Messenger, Viber, etc. (+15.1%) and seeking health-related information (+12.0%).



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, 2020 and 2021, respectively, are presented in Graph 7. An increase is recorded for the e-learning activities, in the first quarter of 2021. Specifically, an increase by 81.3% is recorded for internet users that took an online course or lesson and by 104,1% for internet users that used online learning material (e.g. audio-visual materials, online learning software, electronic textbooks, learning apps) other than that of the online course/lesson. It is noted that students and pupils constitute 7.8% of the survey reference population (16-74 years old).



For the first time, the survey included questions, also related to digital skills, concerning information or content found on news websites or social media, and actions taken to check the truthfulness of this information / content.

- 1 out of 2 (48.6%) aged 16-74 years who used the internet during the first quarter of 2021, saw on internet news sites or social media (Facebook, Instagram, YouTube, Twitter, etc.) information or content (videos, photographs) considered to be untrue or doubtful.

- 6 out of 10 (60.7%) of those who saw the information / content checked the truthfulness of this information / content.

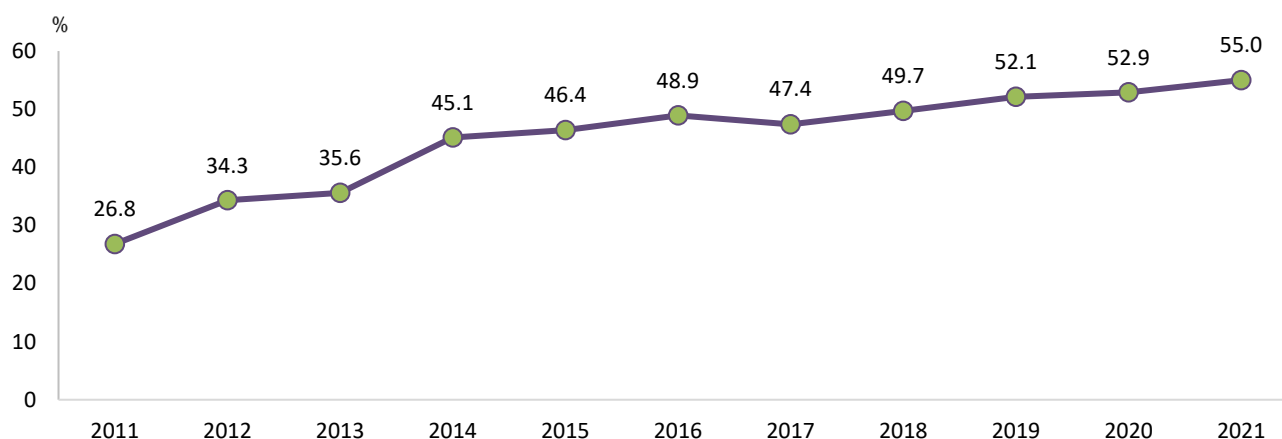
Specifically:

- o 79.9% checked the sources of the information or found other information on the internet (on other news sites, on Wikipedia or elsewhere),
 - o 60.0% discussed the information / content offline with others or used sources not on the internet,
 - o 25.8% followed or took part in discussions on the internet regarding this information / content.
- 4 out of 10 (39.3%) who saw the information / content and did not check its truthfulness, did not do so mainly because they knew that the information, content or source was not reliable (72.0%) or because did not have the knowledge or skills to check (13.7%).

E-GOVERNMENT

- 1 out of 2 (55.0%) persons aged 16 – 74 used e-government services for private purposes during the period from April 2020 to March 2021 (Annex – Table 1).

Graph 8: e-Government, 2011 - 2021



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.).

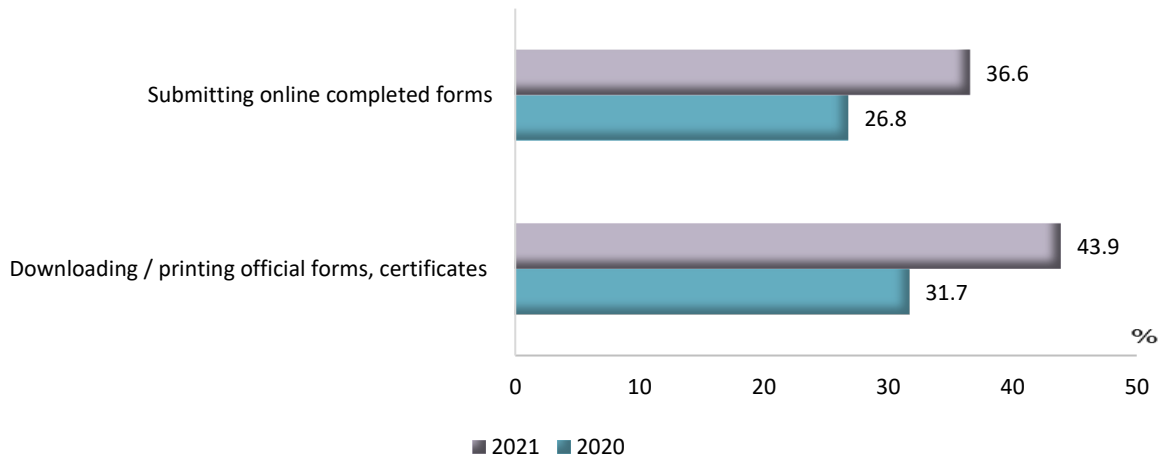
Graph 8 presents the shares of population aged 16-74 years old, having carried out, during the period April 2020 - March 2021, for personal reasons, any activity that falls within the framework of e-government, whether they obtained information from public service and authorities’ websites or applications, either downloaded / printed official forms, certificates or submitted completed forms online.

Specifically:

- An increase of 38.5 % was recorded in the share of the population downloading / printing official forms, certificates, etc. compared to the period one year before (relevant Graph 9) and,
- An increase of 36.6 % was recorded in the share of the population submitting online completed forms. Typical examples that fall into this category of transactions with public services and authorities, are

the submission of the tax declaration, but also the submission of application for vaccination or for intangible prescription, etc. (relevant Graph 9).

Graph 9. E-government services, April 2019-March 2021 and April 2020-March 2021

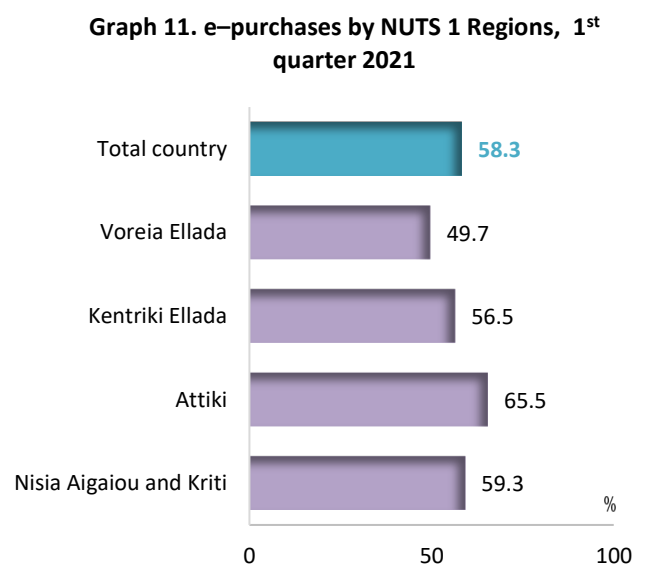
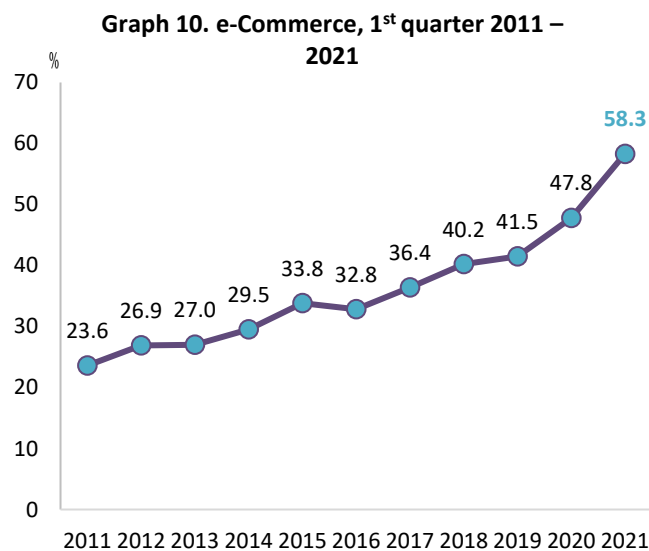


More specifically, the reasons for not having submitted completed forms, via the internet by those who had to submit such forms, are as follows: 94.5 % of them reported that such forms were submitted by another person on their behalf, e.g., tax adviser, family member, friend, etc., 14.8 % of them reported lack of skills or knowledge and 1.2% reported unwillingness to pay online (e.g. due to fear of credit card fraud) or inability to pay online due to lack of credit card. 0.6% of population, three times more than the corresponding share one year ago (0.2%), reported that the service needed was not available, a fact indicating the increased demand for e-government services, due to the pandemic and the restriction of movements (lock down).

E-COMMERCE

- 6 out of 10 (58.3 %) persons aged 16-74 having accessed the internet even once, in the first quarter of 2021, purchased or ordered goods or services over the internet for private purposes (Annex — Table 1).

Compared with the first quarter of 2020, the share of internet users who purchased or ordered goods or services online increased by 22.0 % (Graph 10). Graph 11 shows the corresponding shares by great geographical area (NUTS1).



91.5 % of the consumers purchasing or ordering online preferred domestic sellers, recording a decrease of 1.7 % as compared to 2020 (93.1 %), while an increase of 20.5% and 14.4% is recorded in the share of consumers purchasing or ordering online from other EU (2020: 21.0%, 2021: 25.3%) or non-EU (2020: 13.9%, 2021: 15.9%) sellers, respectively.

Regarding physical goods purchased or ordered over the internet in the first quarter of 2021 for private purposes, it is observed that:

- 76.3 % of the persons aged 16-74 years, who bought online in the first quarter of 2021, purchased clothing (including sports clothing), footwear and accessories (bags, jewellery, etc.)
- 33.0% of the persons aged 16-74, purchased deliveries from restaurants, fast-food chains, catering services
- 29.7% of the persons aged 16-74, purchased cosmetics, beauty or wellness products and
- 29.1% of the persons aged 16-74, purchased sport goods (e.g. sports equipment / accessories), special sportswear and footwear for sports, excluding sportswear and footwear included in clothing and footwear.

In particular, as regards products purchased in digital form:

- 19.5 % of the persons aged 16-74 years, who bought online in the first quarter of 2021, purchased films or series as streaming service or downloads. Compared to the first quarter of 2020 (8.3%), an increase of 134.9% has been recorded.
- 9.8 % of the persons purchased music as a streaming service or downloads. Compared to the first quarter of 2020 (4.0%), an increase of 145.0% has been recorded.
- 6.1 % of the persons purchased e-books, online magazines or online newspapers. Compared to the first quarter of 2020 (2.6%), an increase of 134.6% has been recorded.
- 6.1 % of the persons purchased games online or as downloads for smartphones, tablets, computers or consoles. Compared to the first quarter of 2020 (4.8%), an increase of 27.1% has been recorded.

As regards the services mostly purchased online:

- 18.0% of the persons aged 16-74, who bought online in the first quarter of 2021, bought subscriptions to the internet or mobile phone connections. Compared to the first quarter of 2020 (17.2%), an increase of 4.6% is recorded.
- 16.0% of the persons aged 16-74, who bought online in the first quarter of 2021, bought subscriptions to electricity, water or heating supply, waste disposal or similar services. Compared to the first quarter of 2020 (13.2%), an increase of 21.2% is recorded.
- 1.5 % of the persons aged 16-74, who bought online in the first quarter of 2021, bought tickets for cultural or leisure events (cinema, theatre, concerts, etc.). Compared to the first quarter of 2020 (14.3%), a decrease of 89.5% is recorded.

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.

- 8.7 % of the persons aged 16-74 who bought online in the first quarter of 2021 purchased 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. Compared to the first quarter of 2020 (21.9%), a decrease of 60.3% is recorded.

- 0.7 % of the persons aged 16-74, purchased transport/travel services from natural persons/ individuals via online platforms or apps. Compared to the first quarter of 2020 (1.6%), a decrease of 56.3% is recorded.
- 5.0 % of the persons aged 16-74, purchased accommodation services from businesses, such as hotels or travel agencies. Compared to the first quarter of 2020 (9.8%), a decrease of 49.0% is recorded.
- 2.2% of the persons aged 16-74, purchased accommodation services from natural persons/individuals via online platforms or apps, such as Airbnb, Homeaway, ihaHolidays. A decrease of 63.3% is recorded, in comparison with 2020 (6.0%).

As regards the number and value of online purchases made in the first quarter of 2021:

- 3 out of 10 (26.7 %) persons, who purchased online in the first quarter of 2021, made 1 to 2 purchases/orders, 3 out of 10 (35.5 %) 3 to 5 purchases/orders and 4 out of 10 (37.8%) more than 5 purchases/orders and,
- 3 out of 10 (28.3%) persons paid less than EUR 100 for the purchased/ordered goods or services, 5 out of 10 (48.3%) persons paid between EUR 100 and less than EUR 500, and 2 out of 10 (23.4 %) paid EUR 500 or more. In the share of population paying EUR 500 or more, compared to the first quarter of 2020 (10.5%) an increase of 122.9% has been recorded.

25.9% of persons having purchased over the internet during the first quarter of 2021, encountered problems. An increase of 49.7% is recorded in this share compared to that recorded for the first quarter of 2019 (17.3%). An increase of 148.4% is recorded in the share of persons mentioning delays in the delivery of the products and decrease in the share of persons reporting difficulties in the use of the site and technical problems, costs higher than indicated and delivery of damaged or incorrect products, etc.

As main reasons for not purchasing online during the first quarter of 2021, are reported the preference to see the product or the force of habit (50.1%), the lack of need to shop online (29.9%) and the belief that difficulties will be faced due to lack of skills (22.9%).

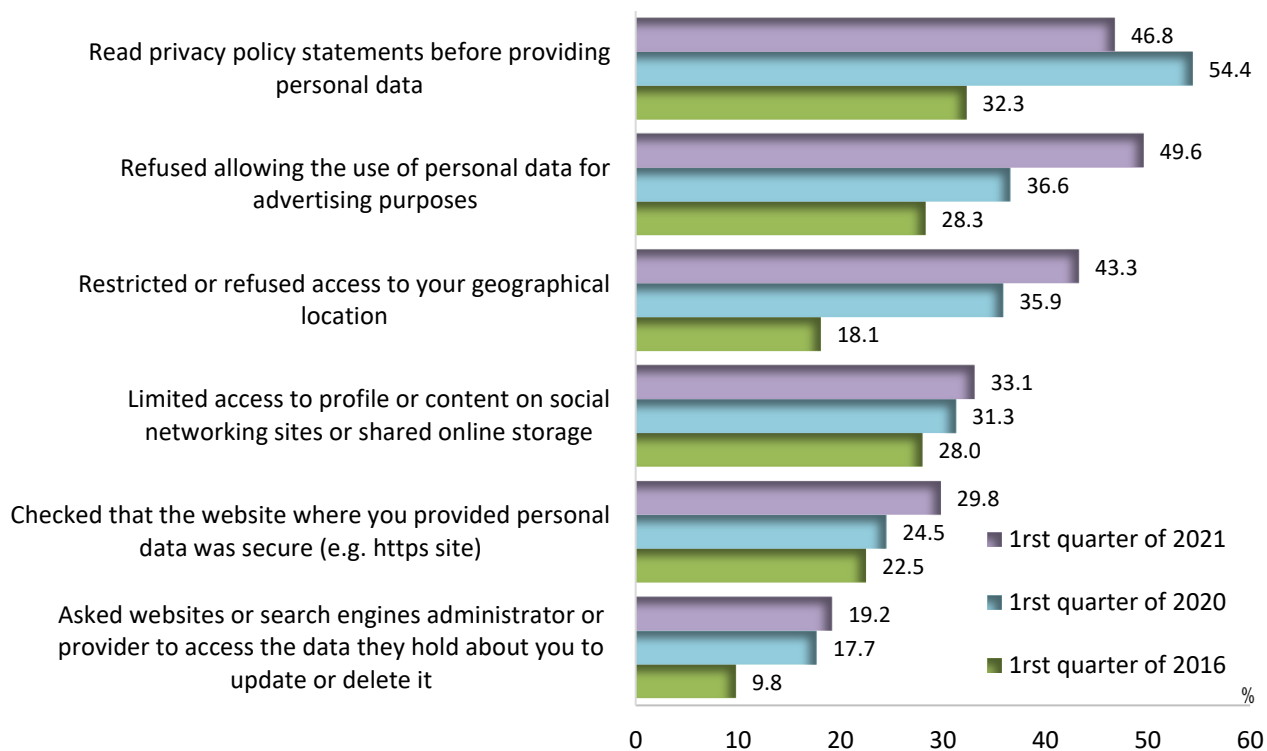
PRIVACY AND PROTECTION OF PERSONAL DATA

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 12 below presents the actions taken, by persons using the internet, to protect their personal data, in the first quarter of 2016, 2020 and 2021 (years in which information was collected).

Graph 12. Actions for the protection of personal data. Percentage share of population aged 16-74 using the internet, 1st quarters of 2016, 2020, 2021



In comparison with 2020, an increase is observed for all the actions mentioned above, with the only exception in reading privacy policy statements before providing personal data (decrease 14.0%). The biggest increase (35.5%) is recorded for actions concerning denying allowing the use of personal data for advertising purposes. According to the survey results, the fact that online activities over the internet are recorded and used to send advertisements concerns 7 out of 10 (67.8 %) persons using the internet.

ANNEX

Table 1. Survey on the use of information and communication technologies from households and by individuals. Basic figures, 2020 and 2021

	2020	%	2021	%
TOTAL COUNTRY POPULATION AGED 16-74 YEARS	7635634	100.0	7617549	100.0
Population aged 16-74 having accessed the internet during the 1 st quarter of the years	5964640	78.1	5979339	78.5
Population aged 16-74 having ever accessed the internet	6117078	80.1	6105025	80.1
Population aged 16-74 having used e-government services (April 2019 - March 2020). (April 2020 - March 2021)	4041423	52.9	4189578	55.0
Population aged 16-74 having downloaded / printed forms, certificates (April 2019 - March 2020). (April 2020 - March 2021)	2420699	40.3	3340811	55.4
Population aged 16-74 having submitted online completed forms (April 2019 - March 2020). (April 2020 - March 2021)	2049833	34.1	2790960	46.3
Population aged 16-74 having purchased/ordered goods or services over the internet (1 st quarter of the years) *	2923221	47.8	3562102	59.1
TOTAL COUNTRY HOUSEHOLDS (with at least one household member aged 16-74 years)	3572638	100.0	3569695	100.0
Households with internet access at home	2871746	80.4	3036760	85.1

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

Table 2. Internet activities – 1st quarter 2021

INTERNET ACTIVITIES	Share % of population aged 16-74 years having accessed the internet during the 1st quarter of 2021
Reading online news sites/ newspapers / news magazines	90.4
Finding information about goods or services	89.1
Making calls (including video calls) over the internet (Skype, Messenger, Facetime, Viber, Whats App, Snapchat, etc.)	83.2
Sending / receiving e-mails	81.5
Using instant messaging i.e. exchanging messages, for example, via Skype, Messenger, WhatsApp, Viber, Snapchat	79.4
Participating in social networks (Facebook, Twitter, Instagram, Snapchat etc.)	79.1
Seeking health-related information (e.g. injury, disease, nutrition, improving health, etc.)	74.6
Internet Banking via website or app (including mobile banking)	54.0
Posting opinion on civic or political issues via websites (e.g. blogs, social networks, etc.)	13.5
Looking for a job or sending a job application	13.1
Taking part in online consultations or voting to define civic or political issues (e.g. urban planning, signing a petition)	4.4
Selling goods or services via a website or app (e.g. eBay, Facebook Marketplace, shpock)	3.8

Table 3: e-purchases of goods and services – 1st quarter 2021

GOODS / SERVICES	Share % of population aged 16-74 years having purchased over the internet in the 1 st quarter of 2021
Physical goods (that is, goods not in digital form)	
Clothes (including sport clothing), shoes or accessories (e.g. bags, jewellery)	76.3
Deliveries from restaurants, fast-food chains, catering services	33.0
Cosmetics, beauty or wellness products	29.7
Sport goods (e.g. sports equipment / accessories), special sportswear and footwear for sports, such as skiing, water sports, etc.	29.1
Computers, tablets, mobile phones or accessories (printers, cables, phone cases, headphones, etc.)	25.2
Medicine or dietary supplements	24.0
Printed books, magazines, newspapers	24.0
Consumer electronics (e.g. TV sets, stereos, cameras) or household appliances (e.g. washing machines, cooking machines)	20.2
Food or beverages not ready for consumption (e.g. needing cooking / heating) from from physical stores (e.g. supermarkets) or online stores.)	16.2
Children toys or childcare items (e.g. nappies, bottles, baby strollers)	15.7
Cleaning products or personal hygiene products (e.g. toothbrushes, washing detergents, shampoos, etc.)	14.1
Furniture, home accessories (e.g. carpets curtains) or gardening products (e.g. tools, plants)	14.0
Other physical goods (e.g. tobacco products, electronic cigarettes, vouchers for electronic shops, etc.)	4.0
Music as CDs, vinyls etc. (excluding music in digital form)	2.5
Films or series as DVDs, Blu-ray etc. (excluding films or series in digital form)	2.2
Bicycles, mopeds, cars or other vehicles or their spare parts	2.0
Goods in digital form	
Films or series as streaming service or downloads	19.5
Music as a streaming service or downloads	9.8
e-books, online magazines or online newspapers	6.1
Games online or as downloads for smartphones, tablets, computers or consoles	6.1
Computer or other software as downloads including upgrades	4.4
Apps related to health or fitness (excluding free apps)	2.5
Apps related to learning languages, travelling, weather, etc. (excluding free apps)	1.1
Services	
Subscriptions to the internet or mobile phone connections	18.0
Subscriptions (payments) to electricity, water or heating supply, waste disposal or similar services	16.0
Tickets to cultural or other events (cinema, theater, concerts etc.)	1.5
Tickets to sports events	1.0
Household services (e.g. cleaning, babysitting, repair work, gardening)	0.5

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 1013/2020.

Reference period 01/01/2021 - 31/03/2021.

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 8,052 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 Aigaio (Northern Aegean), Notio Aigaio (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, Section: Statistics / Industry – Commerce – Services – Transportations / Use of information and communication technologies (ICT) / Use of information and communication technologies (ICT) by Households- Individuals.