



## PRESS RELEASE

### SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS AND INDIVIDUALS : 2015

#### E-COMMERCE – INTERNET SECURITY

The Hellenic Statistical Authority announces data on the use of information and communication technologies by households and their members, for the year 2015 and specifically on **e-commerce** and **internet security**. The data derive from the sample Survey on the Use of Information and Communication Technologies by households and individuals, conducted for 2015.

The survey was conducted on a final sample of 4.667 private households and equal number of individuals, throughout Greece, with the only prerequisite the existence in the household of at least one member aged 16 – 74 years old.

The survey collects data on the access of households to selected information and communication technologies. Specifically data on computer use, internet access and ubiquitous internet access, transactions with public authorities via the internet (e-government), e-commerce, etc.

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

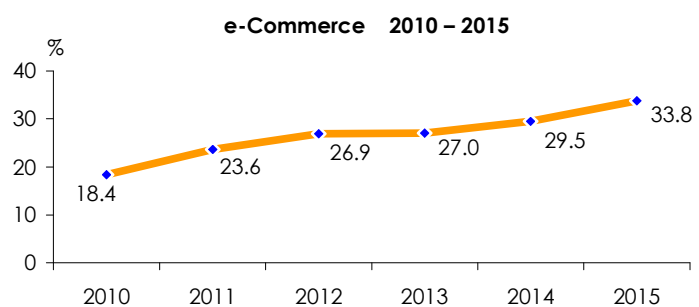
The survey data are collected via telephone by means of questions answered by one only member of the household, which is randomly selected, with the only prerequisite being that he/she is 16-74 years old. The questionnaire helps collecting data with regard to the household, in general, as well as individual information concerning the selected household member.

Data on the use of information and communication technologies by households and their members, for the year 2016 will be announced on **11 November 2016**. Data on e-commerce and on privacy and protection of personal data will be announced on **14 December 2016**.

#### E-COMMERCE

3 out of 10 persons aged 16-74 years old having ever accessed the internet, purchased or ordered goods or services over the internet for private use, during the 1st quarter of 2015.

The share of internet users who purchased /ordered goods or services over the internet during the 1<sup>st</sup> quarter



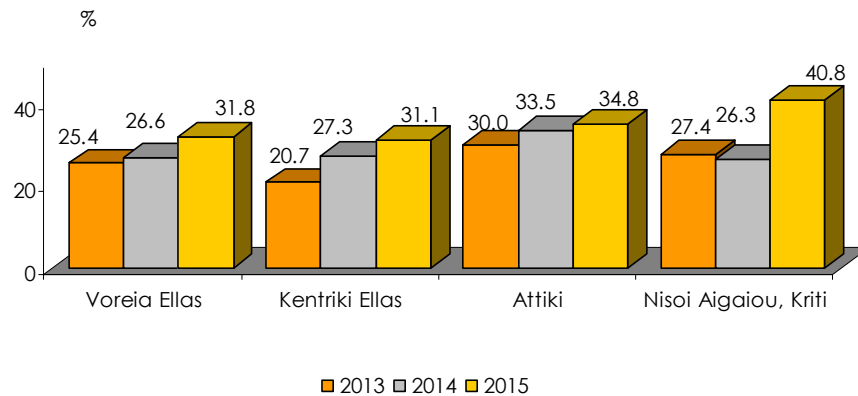
2015 amounts to 33.8%, thus recording a 14.6% increase in comparison with the 1st quarter of 2014.

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During the last five years, the share of internet users who purchased /ordered goods or services over the internet during the 1st quarter 2015 presents an increase 83.7%, and the share of internet users that reported having never purchased/ordered goods over the internet until March of every year dropped to 50.4% from 70.9% in 2010 (a decrease by 28.9%).

The graph below presents the percentages of country internet users who purchased /ordered goods or services over the internet during the 1st quarter of the years 2013, 2014 and 2015, in the four great geographical areas of Greece (NUTS1 level).

**e-purchases/orders by great geographical area - 1st quarter of years 2013 - 2015**



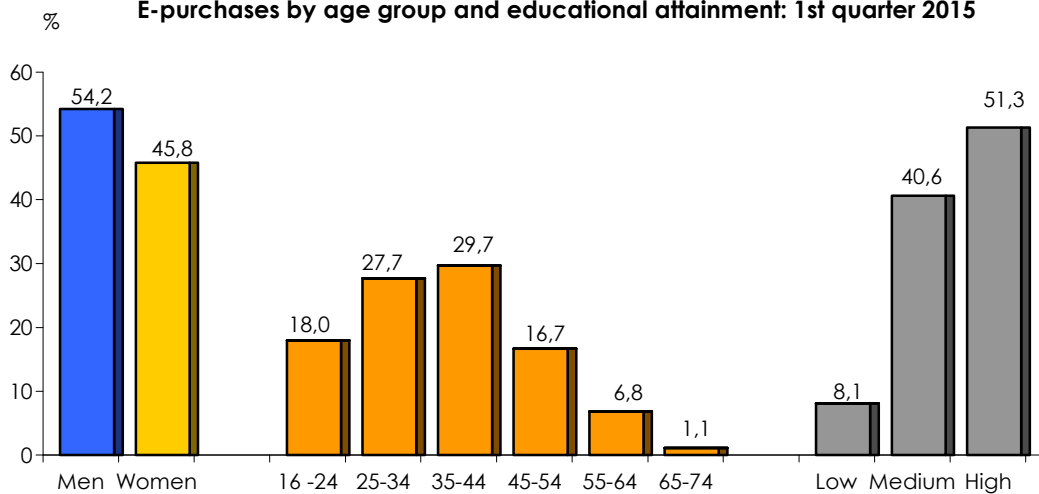
Increase is recorded in all great geographical areas of the country compared to 2014. The highest increase among the years 2013 – 2015, is recorded for Kentriki (+50.2%) and in the Aegean Islands and Crete (+48.9%).

**Profile of consumers who purchase/order goods over the internet**

Available data on the profile of consumers who purchase/order goods over the internet during the 1st quarter 2015 indicate that 54.2% of them are men and 45.8% are women.

29.7% of persons purchasing/ordering over the internet belong to the age group 35 – 44 years old. As regards educational attainment, the users with high educational level (PhD, master, University, Technical Vocational Institute, military school, tertiary non university school of three years duration, etc.) amount to 51.3%, the users with medium educational level (vocational center, lyceum (general, technical, vocational), etc.) amount to 40.6% and users with low educational level (gymnasium, primary school, or have never completed/attended any educational level, etc.) amount to 8.1%.

**E-purchases by age group and educational attainment: 1st quarter 2015**



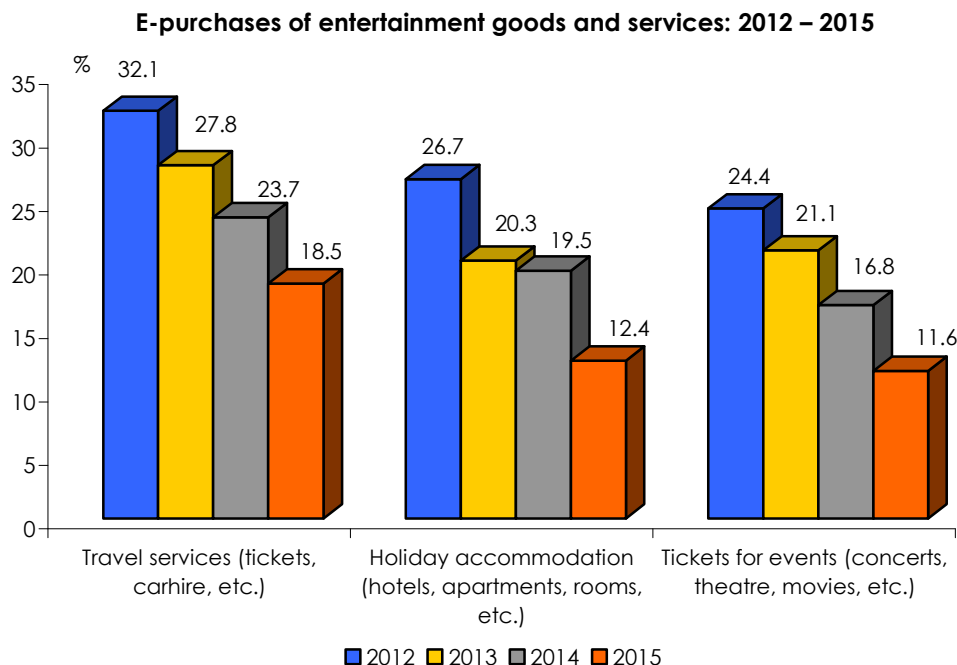
## Goods purchased /ordered over the internet

The goods or services that were most purchased / ordered over the internet for private use and recorded a significant increase during April 2014 – March 2015, are cloth ware, footwear, sports goods (47.6%) and electronic equipment (26.3%).

Goods or services purchased / ordered over the internet for private use in descending order for each purchased good or service, for April 2014 – March 2015, are presented in the in the following table:

- Cloth ware, footwear, sports goods 47.6%,
- Electronic equipment (cameras, mobile phones, TV sets, DVDs, etc.) 26.3%.
- Travel services (tickets, carhire, etc.)18.5%,
- Household goods (furniture, toys, art objects, electric household devices, etc.) 16.8%,
- Computer hardware 15.0%,
- Holiday accommodation (hotels, apartments, rooms, etc) 12.4%.
- Books, magazines, newspapers (including e-books)12.3%,
- Tickets for events (concerts, theatre, movies, etc) 11.6%,
- Other (jewelry, information from data bases, etc.) 9.8%,
- Medicine 9.7%,
- Computer software (including computer and video games' software) and upgrades 6.6%,
- Food / Groceries 5.6%,
- Films, music (DVDs, CDs, tapes, etc.) 5.5%,
- Telecommunication services (i.e. Nova subscriptions/payments, broadband subscriptions, uploading money on prepaid phone cards, etc.) 2.4%,
- E-learning material 1.3%,
- Share purchases / Financial services / insurance 0.6%.

More specifically, e-purchases for travel services, hotel accommodation and tickets for events have been constantly decreasing during the last four years.

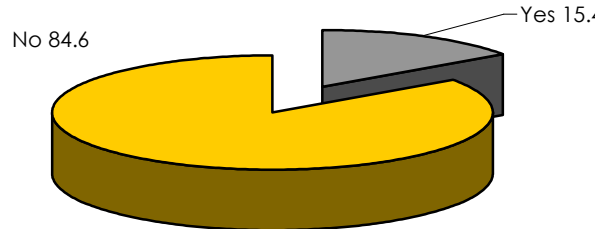


75.2% of consumers purchasing or ordering over the internet prefer national sellers, 31.3% sellers from other EU countries, 17.9% sellers from the rest of the world, while 4.5% have reported not being aware of the country of origin of the seller.

6 out of 10 (57.3%) internet users during the 1st quarter of 2015 made totally up to two orders / purchases over the internet and 5 out of 10 (53.8%) paid an amount of up to 99 euros for the purchased goods or services.

15.4% of persons who ordered / purchased goods or services over the internet during April 2014 – March 2015 encountered problems. Problems mostly recorded were speed of delivery, being slower than indicated (6.0%), the delivery of wrong or damaged goods or services (3.3%) and the technical failure in the website during ordering or (3.1%).

**Share of population aged 16-74 who ordered/purchased goods or services over the internet during April 2014 - March 2015 and encountered problems.**



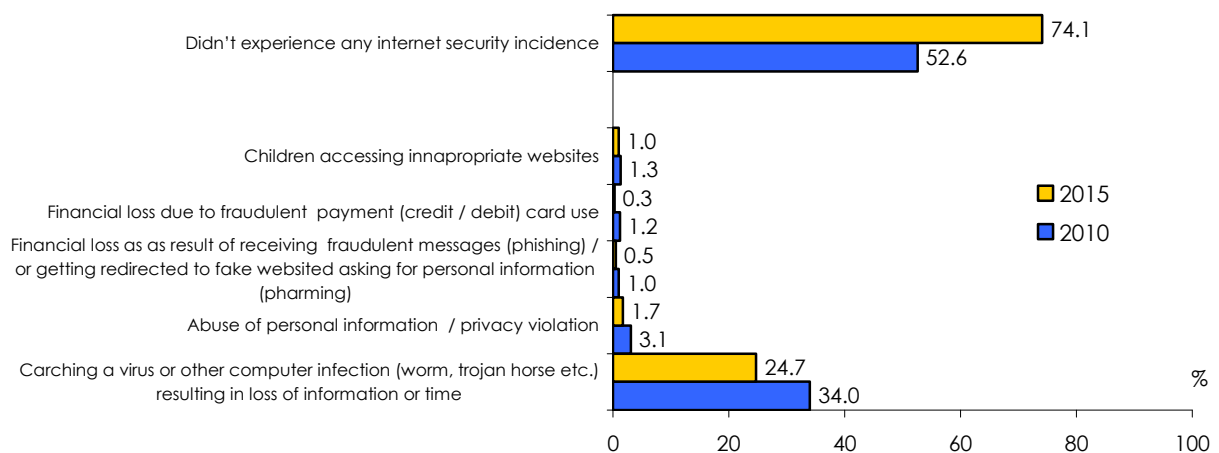
Share 54.8% of persons having never ordered / purchased goods or services over the internet or having ordered / purchased them before April 2014. From these, 52.8% reported that they prefer to shop in person / like to see product / trust specific shops / force of habit, 24.6% reported payment security or privacy concerns (e.g. giving credit card details), 19.8% lack of skills or knowledge and 19.5% not having a payment card allowing to pay over the internet.

### INTERNET SECURITY

Data presenting on internet security focus on security incidences encountered when using the internet, on population concerns and awareness of the dangers when using the internet, as well as on the limitation or aversion of specific internet activities, and on dealing with incidents in order to avoid any risks.

According to the survey results, more than 7 out of 10 (74.1%) internet users didn't experience any security related incidence through using the internet for private reasons during April 2014 – March 2015. Following graph presents comparative data for 2015 survey and the survey of 2010 (reference period April 2009 – March 2010) on experienced security related incidences. Increase by 40.9% is recorded in the share of population aged 16-74 years old that didn't experience any security related incidence.

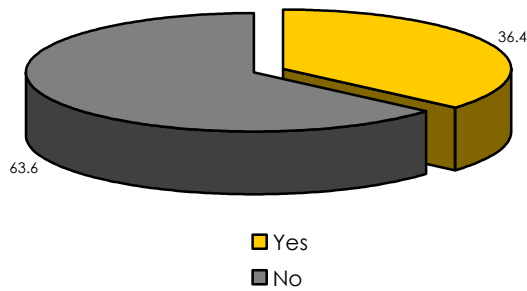
**Experienced security incidences when using the internet for private reasons. Share of internet users 16-74 years old who used the internet during April 2009-March 2010, April 2014- March 2015.**



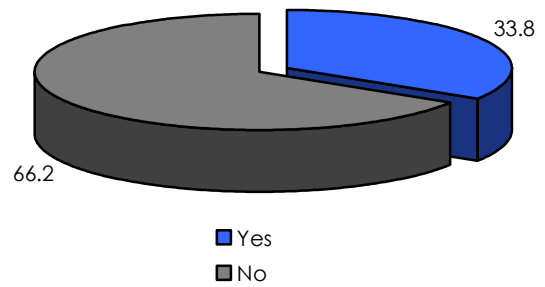
Mostly experienced problem remains, as also in 2010, catching a virus or other computer infection (worm, trojan horse etc.) resulting in loss of information or time (2015:24.7%, 2010:34.0%).

The share of population who accessed the internet April 2014 – March 2015 and didn't have any security concerns so as to limit or be kept from doing activities over the internet is similar to that recorded in the survey of 2010 (April 2009 – March 2010) (2015: 63.6% , 2010:66. 2%).

**Share of population that limited or was kept from doing activities over the internet due to security concerns. April 2014 – March 2015**

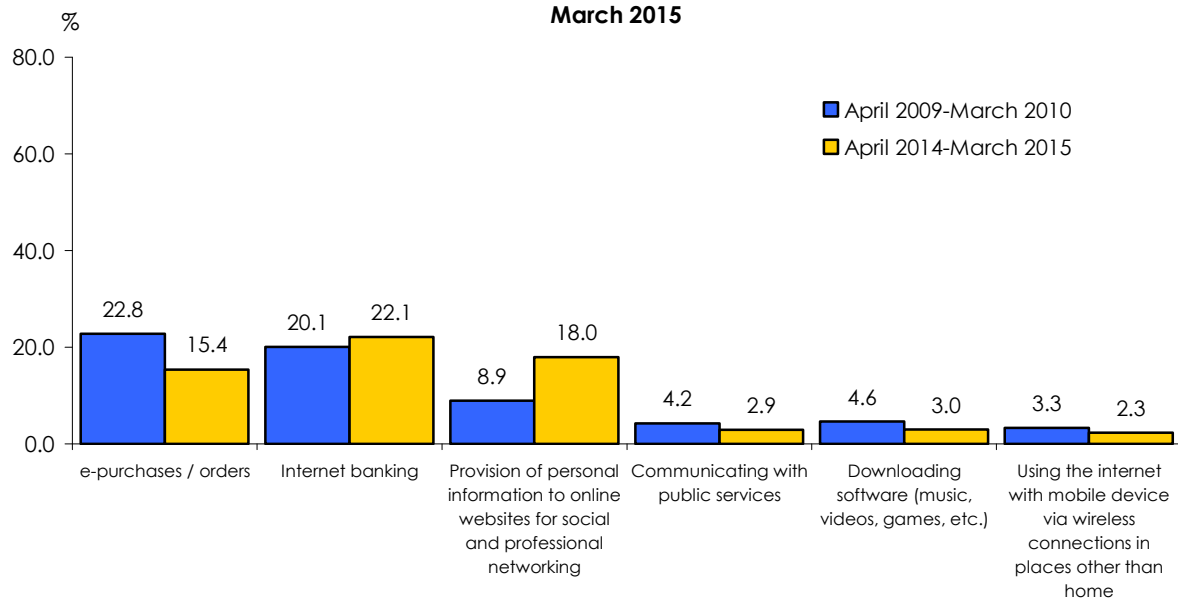


**Share of population that limited or was kept from doing activities over the internet due to security concerns. April 2009 – March 2010**



Internet activities mostly limited or avoided due to security concerns were banking activities, providing of personal information to online websites for social and professional networking and e-purchases / orders. Following graph presents shares of population aged 16-74 for each limited / avoided activity for April 2014 – March 2015 and April 2009 – March 2010.

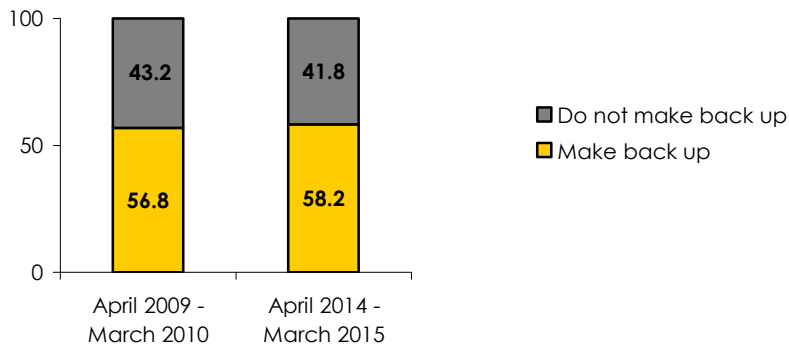
**Internet activities limited or averted due to security concerns - Share of population aged 16-74 having accessed the internet during April 2009-March 2010, April 2014-March 2015**



The highest increase (+102.2%), compared to 2010, is recorded in the percentage of population aged 16-74 years old that limited or averted the provision of personal information to online websites for social and professional networking. The highest decrease (-34.8%) is recorded for the percentage of population aged 16-74 years old that limited or averted downloading software (music, videos, games, etc.).

Making back up files (documents, images, etc.) from the computer to any external storage

**Making back up files**  
April 2009 - March 2010, April 2014 - March 2015.



device (CD, DVD, external hard disk, USB storage device) or internet storage space is done by 58.2% of internet users during April 2014 – March 2015.

Compared to April 2009 – March 2010 a slight increase 2.5% is recorded. Relative graph beside.

Cookies are small text files that are downloaded on our device while navigating the Internet and can be used to better target advertisements. Cookies may endanger the protection of personal data tracking sites visited by each user. According to the survey, one in two (50.6%) of those who have used the Internet during the previous 12 months (April 2014 - March 2015) before the investigation is informed that cookies can be used to detect our movements in the Internet.

According to the survey, one out of two (50.6%) of population having accessed the Internet during April 2014 - March 2015 is informed that cookies can be used to detect movements in internet.

Users have the option to configure the web browser to either accept or reject cookies. 23.5% of those who have used the Internet during April 2014 - March 2015, have modified the parameters of the navigation programs in order to avoid or limit the entry of cookies on their computer.

## EXPLANATORY NOTES

**Survey on the Use of Information and Communication Technologies by Households**  
The Survey on the Use of Information and Communication Technologies by Households (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 2011 – 2015 (adopted by the High Level Group, i-2010, in November 2009) which followed the action plan eEurope 2005. The survey was conducted by telephone.

**Legal basis** The survey is being conducted in the framework of Regulation 808/2004 of the European Council and the Parliament for information society statistics and in compliance with the implementing Regulation 1196/2014.

**Reference period** 01/01/2015 έως 31/03/2015.

**Coverage** The survey covered all private households throughout the Country, 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 - Weighting** The multi stage stratified sampling has been used. Primary sampling units are the areas (one of more blocks) having participated in the National Health Survey of 2014. Secondary sampling units are households from the National Health Survey with household members aged 16-74 years old, belonging to the selected primary sampling units.

Ultimate sampling unit is the individual aged 16-74 years old, randomly selected among household members.

Stratification criteria were:

- Region (13 regions (NUTS2) as well as the Major City Agglomerations (Athens and Thessaloniki)
- Urbanization degree: (Urban areas 10.000+ inhabitants, Semi-urban 2.000 – 9.999 inhabitants and Rural 1-1.999 inhabitants).

The initial sample consists of 7,001 households.

For the compilation of household weights were used:

- a) The selection probability of sample households.
- b) The response rate of households per stratum (98 strata).
- c) The percentage distribution of households (with at least one member aged 16-74 years old) by great geographical area based on their (1, 2, 3, 4, 5+ members), according to data from the Census 2011 and
- d) Estimated populations of the LFS for the 2015.

For the compilation of individual weights were used:

- a) The weighting factor of the households at which the individuals belong.
- b) The selection probability of the individual interviewed among the household members.
- c) The percentage distribution of individuals aged 16-74 years old by great geographical area, gender and five year age, according to data from the Census 2011 and
- d) Estimated populations of the LFS for the 2015.

**Great geographical areas** **Voreia Ellas (Northern Greece):** Anatoliki Makedonia, Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Thessalia (Thessaly).

**(NUTS 1) Kentriki Ellas (Central Greece):** Ipeiros (Epirus), Ionioi Nisoi (Ionian Islands), Dytiki Ellas (Western Greece), Sterea Ellas (Central Greece), Peloponnisos (Peloponnese).

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

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

**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.

