



PRESS RELEASE

USE OF E-COMMERCE AND INTERNET SECURITY: 2019

The Hellenic Statistical Authority (ELSTAT) announces data on the use of new technologies by households and their members and, more specifically, on e-commerce and on internet security. The data derive from the sample Survey on the Use of Information and Communication Technologies by households and individuals, conducted for 2019.

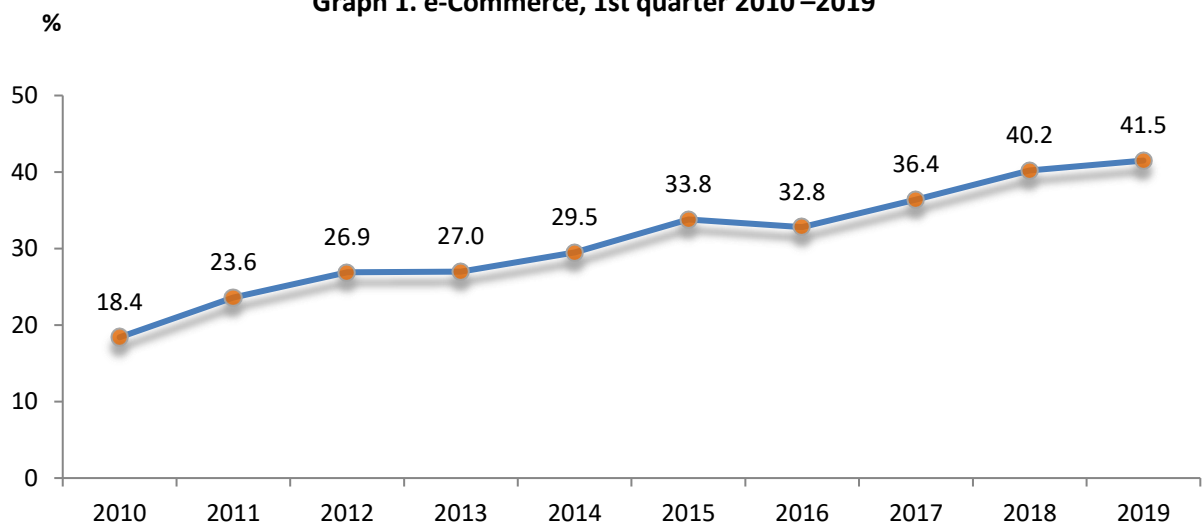
The survey was conducted on a final sample of 5,004 private households and equal number of individuals, throughout Greece, with the only prerequisite the existence in the household of, at least, one member aged 16 – 74 years.

E-COMMERCE

- 4 out of 10 persons (41.5%) aged 16-74 years having accessed the internet, at least once, during the 1st quarter of 2019, purchased or ordered goods or services over the internet for private purposes.

In comparison with the 1st quarter of 2018, the share of internet users who purchased /ordered goods or services over the internet recorded a 3.2% increase, while the increase during the last decade (2010 – 2019) amounted to 125.5% (Graph 1).

Graph 1. e-Commerce, 1st quarter 2010 –2019



Information on methodological issues:

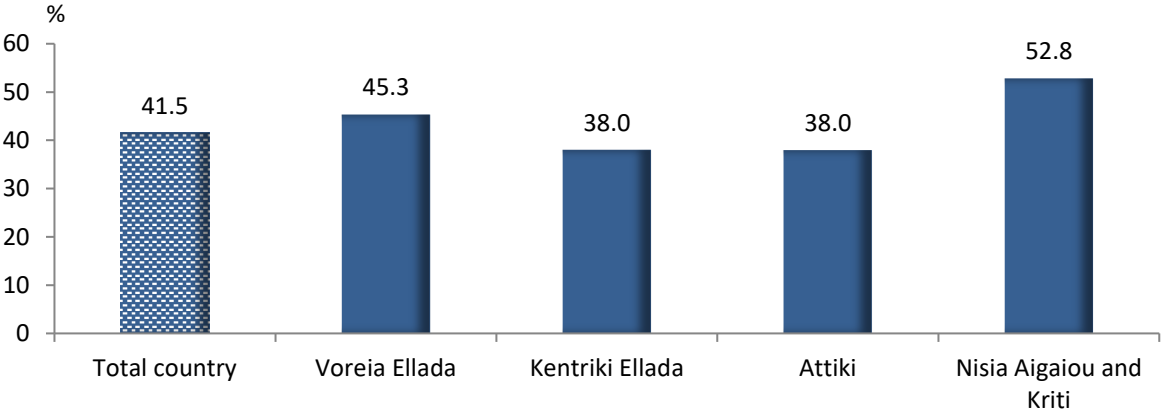
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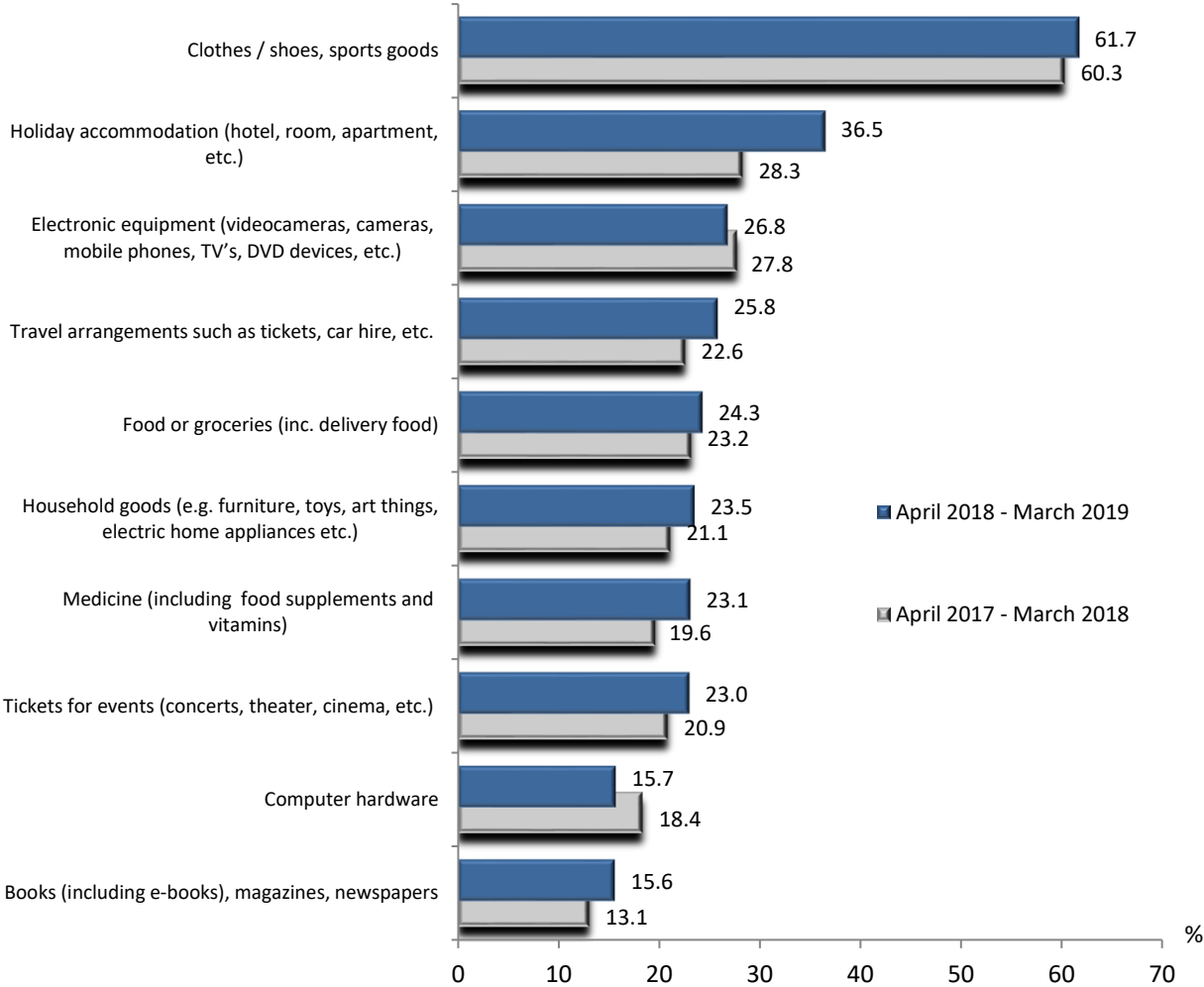
Graph 2 presents data on the total population in Greece having ever accessed, at least once, the internet, that have purchased /ordered goods or services over the internet during the 1st quarter of 2019, in the four great geographical areas of Greece (NUTS 1 level).

Graph 2. e-purchases by NUTS 1 Regions, 1st quarter 2019



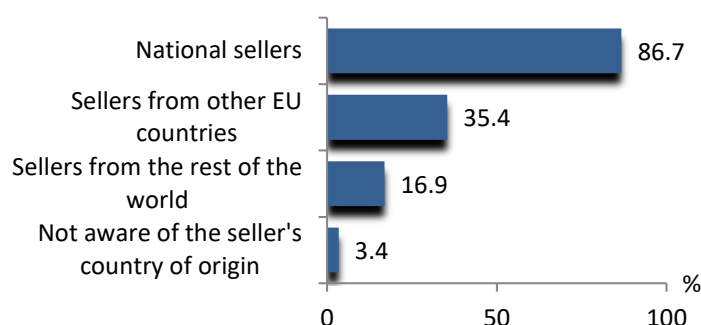
The share of goods or services most purchased / ordered over the internet for private purposes during April 2017 – March 2018 and April 2018 – March 2019 is presented in Graph 3, in descending order, as follows:

Graph 3. Goods and services purchased / ordered over the internet during April 2017 – March 2018 and April 2018 – March 2019



86.7% of the consumers purchasing or ordering over the internet prefer national sellers. 35.4% of the consumers purchasing or ordering over the internet prefer sellers from other EU countries and 16.9% sellers from the rest of the world, while 3.4% report not being aware of the seller's country of origin (Graph 4).

Graph 4. e-Purchases by seller's geographical origin¹ during April 2018 – March 2019



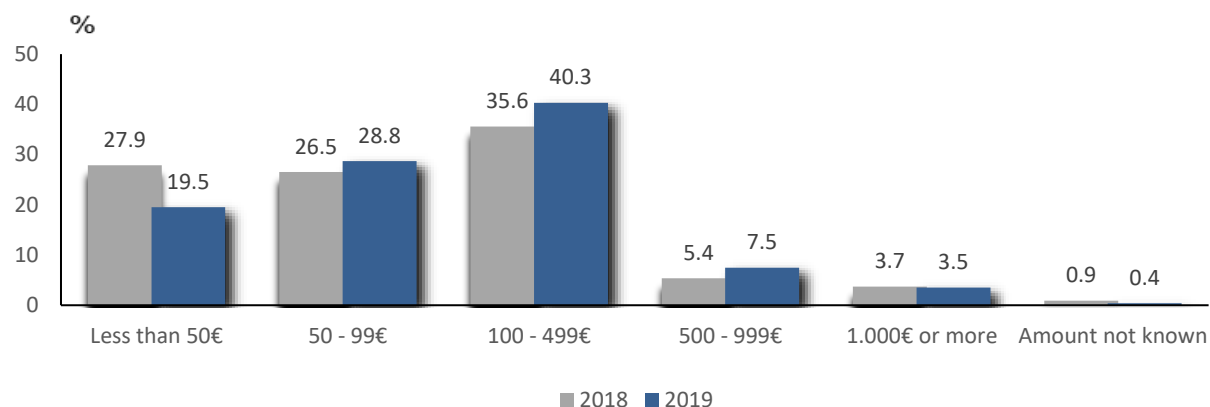
37.5% of the population aged 16-74 who purchased/ordered goods or services over the internet during the 1st quarter of 2019 made 1-2 orders / purchases over the internet, 36.1% made 3-5 orders / purchases and 10.9% made more than 10 orders / purchases. In the 1st quarter of 2019 compared with the 1st quarter of 2018, a decrease of 20.4% is recorded in the share of population having made 1 – 2 orders / purchases and an increase of 18.2% in the share of population having made more than 3 orders / purchases.

As regards the value of goods or services purchased/ordered over the internet, during the 1st quarter of 2019:

- 5 out of 10 persons (48.3%) paid an amount up to 99 euro for the purchased goods or services (Graph 5).

In comparison with 2018, the share of population having paid less than 50€ records a decrease of 30.1%, while an increase is recorded for those having paid 50€ or more.

Graph 5. Share (%) of internet users by amount paid for purchased goods or services over the internet during the 1st quarter of 2018 and 2019



40.3% of those who used the internet during the 1st quarter of 2019 made e-banking transactions (update of bank account, money transfers, bill payments, etc.), recording an increase of 6.6% in comparison with the 1st quarter of 2018 (37.8%).

1. Share % of population having purchased / ordered goods or services via the internet during April 2018 – March 2019. Multiple choices were provided to the respondents.

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 1.3%, 11.5% and 2.8%, respectively.

INTERNET SECURITY

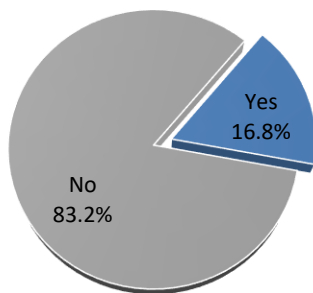
The survey collected data on security issues that might come up when accessing the internet, using any connected device (desktop, laptop, tablet, smart phone, etc.) and specifically on the fraudulent use of bank cards, the loss of documents, pictures or other data, the misuse of personal information, the receipt of fraudulent messages (phishing / pharming), even children accessing inappropriate websites.

- Approximately 2 out of 10 (16.8%) persons aged 16 – 74 years, having accessed the internet during April 2018 – March 2019, experienced security problems (Graph 6).

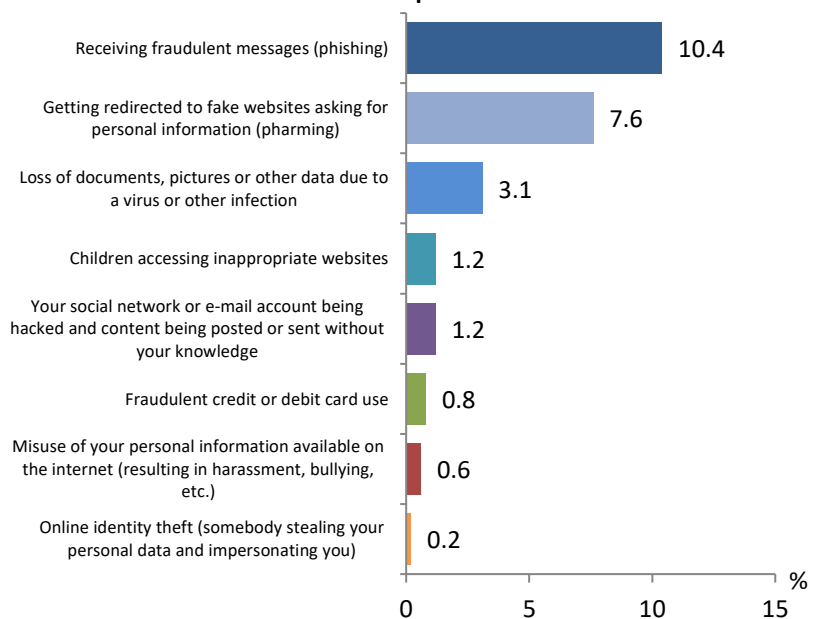
In comparison with April 2014 – March 2015, when the latest relevant available data are dated, the share of persons having experienced security problems recorded a decrease by 35.1% (2015: 25.9%, 2019: 16.8%).

Security problems which are mostly encountered are receiving fraudulent messages (phishing, 10.4%) and getting redirected to fake websites asking for personal data (pharming, 7.6%). Graph 7 presents security problems experienced in descending order of the relevant shares:

Graph 6. Security related problems encountered when using the internet, April 2018 - March 2019.



Graph 7. Security problems: Share (%) of population aged 16-74 years old having accessed the internet April 2018 - March 2019



- Approximately 1 out of 100 (0.8%) persons having accessed the internet during April 2018 – March 2019 experienced financial loss when using the internet either due to online identity theft or due to receiving fraudulent messages (phishing) or due to getting redirected to fake websites asking for personal data (pharming).

The level of security and safety felt by those using the internet is estimated by recording the concerns expressed by users on security issues and more specifically by recording the internet activities not carried out on account of such concerns.

- 4 out of 10 persons (37.7%) having accessed the internet during April 2018-March 2019 were deterred and not carried out specific internet activities on account of their concerns on security issues.

More specifically, the following internet activities were not carried out, by descending order, as follows:

- Internet banking: 17.4 %. This share recorded a 21.3% decrease compared with the relevant share observed in 2015 (22.1%).
- Provision of personal information to social or professional networking: 13.3%, recording a 26.1% decrease compared with 2015 (18.0%).
- Ordering or buying goods or services: 12.2 %, recording a decrease of 20.8% in comparison with 2015 (15.4%).
- Communicating with public services or administrations: 2.6 %, showing a 10.3% decrease compared with 2015 (2.9%).

Making back-up copies of files, pictures, etc. to a different location from where they are originally located can then be used to restore the original data in case of damage or loss. Files can be stored in an external storage device e.g. USB, CD, DVD, external hard disk or in the cloud (internet storage space). This backing up is a security measure implemented by 45.4% of the population aged 16-74 years old having accessed the internet during April 2018 – March 2019.

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 1798/2018.

Reference period 01/01/2019 - 31/03/2019.

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 years 2016-2018 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.

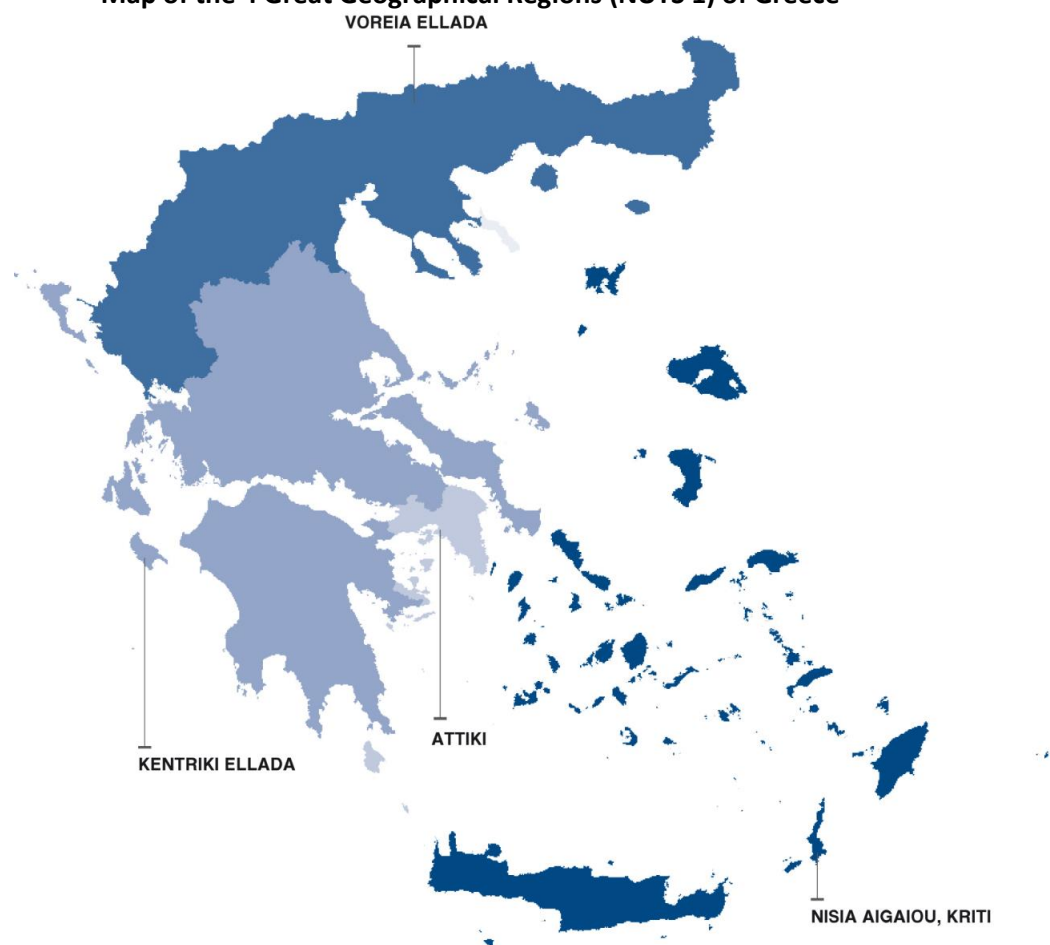
Great geographical areas (NUTS 1) **Voreia Ellada (Northern Greece):** Anatoliki Makedonia, Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Ipeiros (Epirus).

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 Aigaiou (Northern Aegean), Notio Aigaiou (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.