HELLENIC REPUBLIC

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PRESS RELEASE

Computer use and Internet access, continue to increase at a reduced rate, 2,3% and 4,7%, respectively.

1 in 2 households have Internet access at home.

SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS: 2010

COMPUTER USE AND INTERNET ACCESS

The upward tendency of recent years continues, both in the use of computer and Internet access.

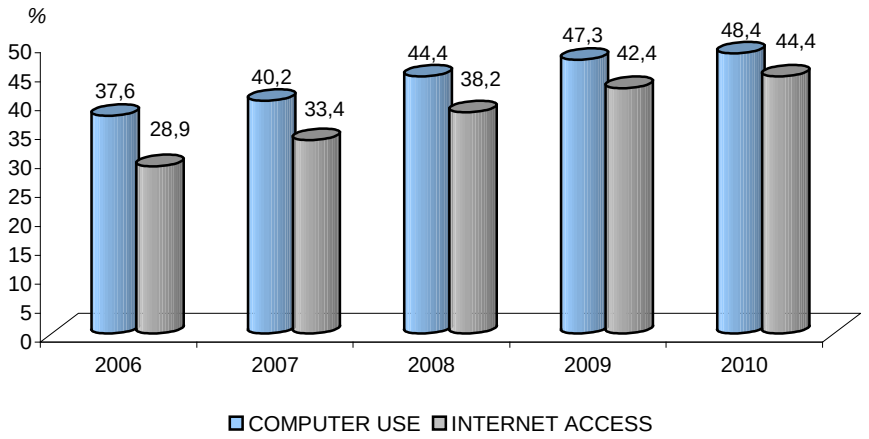
In the 1st quarter of 2010, the percentage of individuals who used PC reached 48.4% and the percentage of individuals who accessed the Internet to 44.4%.

The individuals may have used the PC and/or the Internet at any of the places of access, such as home, workplace, place of education, neighbors', friends' and relatives' house, hotels, Internet cafés, etc.

In the last five years ((2006-2010) an increase was recorded in:

- PC use, by 28.7%
- Internet access, by 53,6%

Computer use and Internet access: (1st quarter 2006 – 2010)
(% of individuals)



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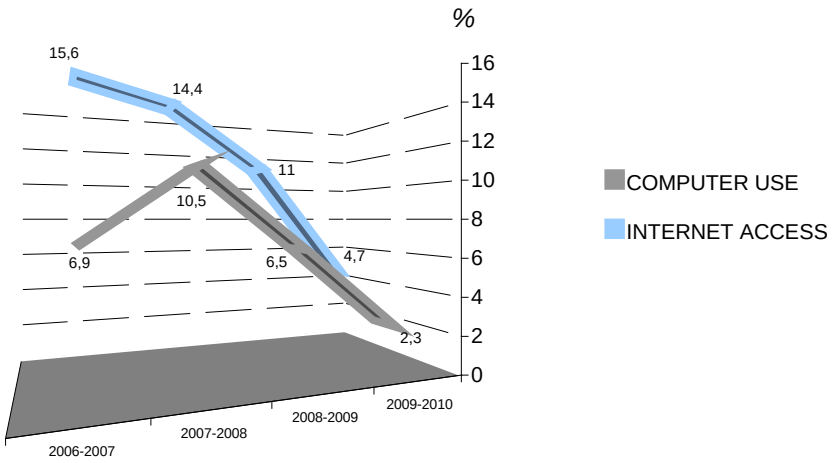
The average annual growth rate for the same period is 6.5% for computer use and 11.4% for Internet access. Longitudinally, the decrease in the growth rates is depicted in the chart below:

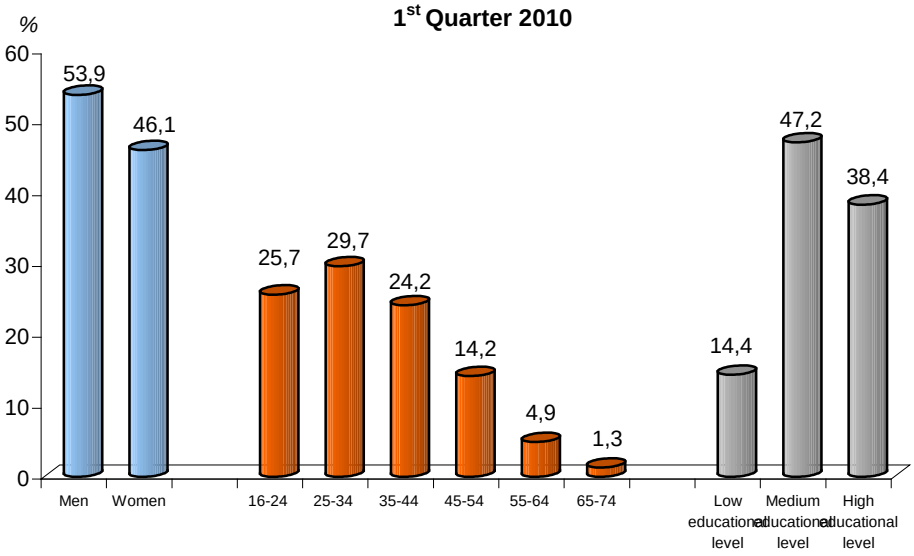
Average annual rates : 2006 – 2010



1.Profile of Internet users

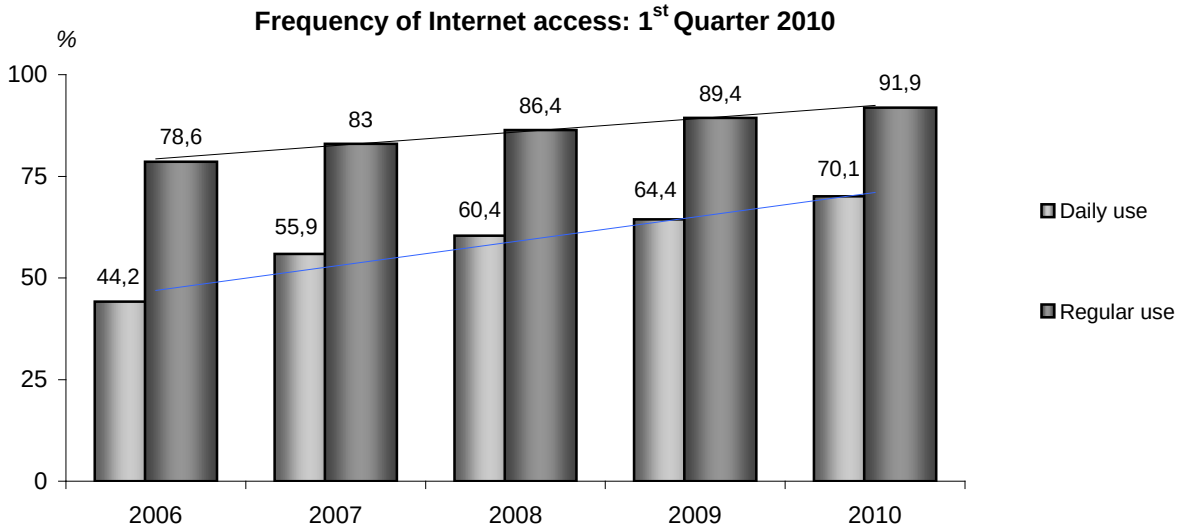
Considering the demographic characteristics of Internet users, in the first quarter of the year, it is evident that internet users are mainly men aged 25-34 years old of medium educational level, that is, graduates of secondary education and of vocational training institutes.

Internet use, by user's gender, are group and educational level: 1st Quarter 2010



In the first quarter of 2010, 70% of the respondents used the Internet on a daily basis, while 91,9% made regular use -at least once a week- but not every day. Over time, the image of regular (and daily) Internet users is depicted in the chart below:

Frequency of Internet access: 1st Quarter 2010

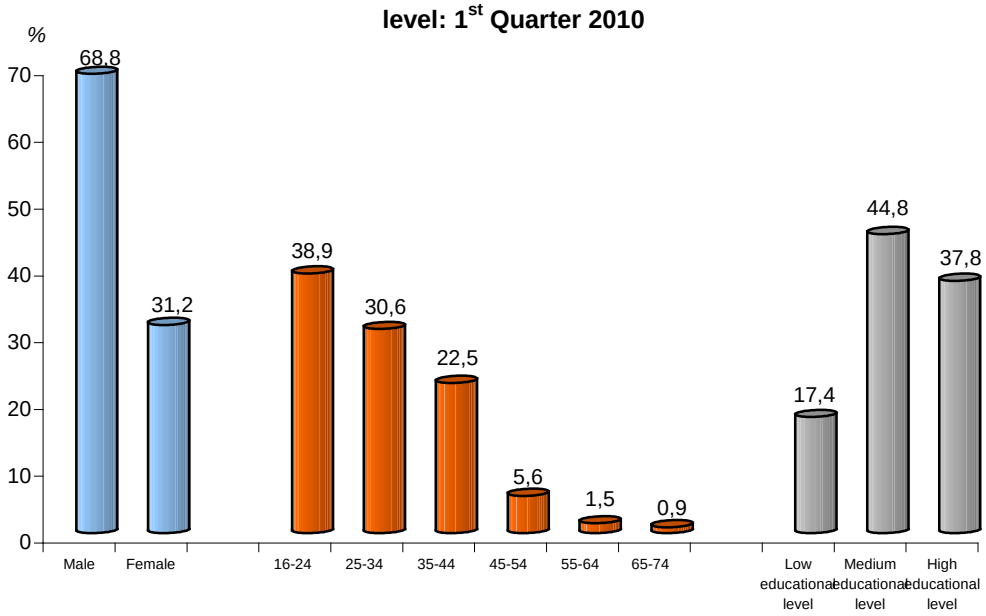


Main place of internet access remains home 86,2%, while for the access from other places 11,3%, internet cafes are still in the first place with 78,8%.

Large decrease (about 40%), in comparison with 2009, is observed in the internet access from hot spots, which can, however, be attributed to and counterbalanced by the increase (approximately 58%) recorded in internet connections via mobile phone.

According to the survey results, Internet access via mobile or smart phone is predominantly a male habit (68.8%). More specifically, these users are men having completed medium educational level, mainly classified in the age group "16 – 24 years old", which differs from that of Internet users, in general.

Internet via mobile or smart phone, by user's gender, age group and educational level: 1st Quarter 2010



The distribution of Internet users at NUTS 1 level (in the four great geographic areas of the country) for the years 2009 - 2010 is depicted in the following table:

Internet users' distribution at NUTS 1 level

%

GREAT GEOGRAPHIC AREA	2009	2010
Voreia Ellas (North Greece)	40,3	35,1
Kentriki Ellas (Central Greece)	31,6	38,6
Attiki (Attica)	51,6	53,8
Nisoi Aigaiou, Kriti (Aegean Islands, Crete)	32,5	40,3

Rapid growth of the Internet is observed in the Aegean Islands and Crete (growth rate of 24%, compared to 2009), as well as in Central Greece with 22%, while decrease 12,9% is recorded in North Greece and relative stability in Attica.

According to Eurostat, risk factors on the basis of which a person can be excluded from "e-inclusion" are:

- age
- educational level and
- employment status

More specifically, a person is considered to be excluded from e-inclusion if:

- aged 55-74 years old
- has not completed any educational level or has completed low level of education, that is high school or lower technical schools and
- is not employed (unemployed, retired or other non-economically active person)

According to the survey results, 7 out of 10 individuals do not face any risk factor or face at most 1 risk factor, while 3 our of 10 face at least two of the abovementioned factors.

2.Internet activities

People are using the Internet for an increasing number of different activities. Just as in previous year, information search and on-line services head the list of internet activities (93.4%). 9 out of 10 Internet users (having used the internet in the first quarter of 2010) searched information about goods and services, while 8 out of 10 used the internet for communication purposes.

Several activities are relatively stable compared to 2009, such as using e-mail, internet banking, searching information about goods and services, searching information about travel and accommodation, sending job applications and looking for information about education, trainng or cource offers and attending on-line courses.

Increase is recorded in some Internet activities, seeking health related information being at the head of the list (42.3%), followed by software downloading (28,7%) -excluding games software. Smaller increase is recorded for: on-line reading or newspapers and magazines downloading (14.4%), listening / watching web radio / web TV (13.7%) posting messages to chat sites, blogs, newsgroups, discussion forums (My Space, Facebook, etc.) and instant messaging using (≈11%). It is worth noting that the latter is the most popular activity in the age group 16 to 24 years old (39.3%).

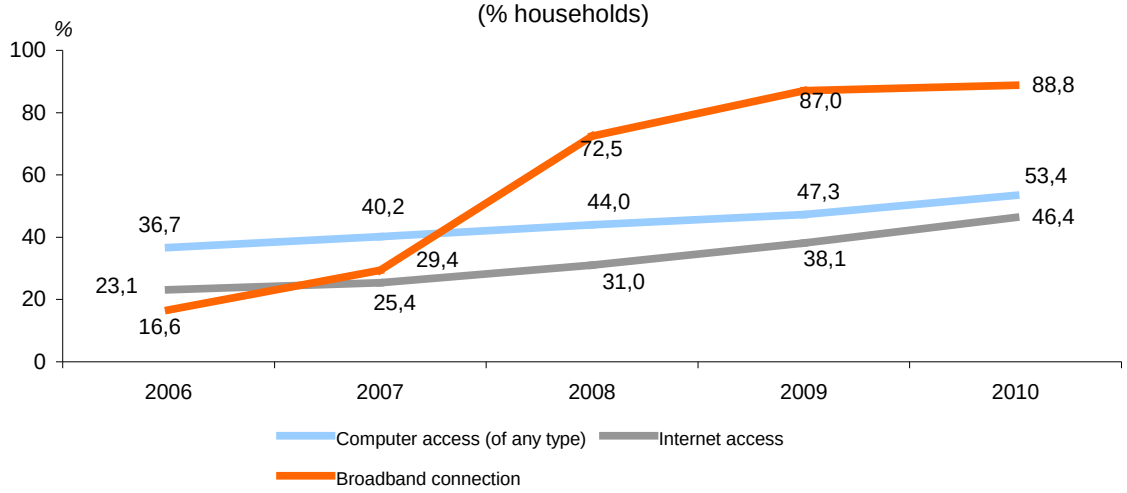
A small increase of approximately 4%, is recorded for e-government, since interaction with public services reached 29.5%.

HOUSEHOLDS AND NEW TECHNOLOGIES – INTERNET CONNECTION AT HOME AND TYPE OF CONNECTION

- 1 in 2 households has Internet access at home (46.4%)
- 53,4% of households have a computer, of any type, at home
- 88.9% of households with Internet access at home and 41,2% of total households have Broadband connection.

Longitudinally, the relation that households have with new technologies (computer access, internet access, broadband connection) is depicted in the following chart.

Computer access – Internet access – Broadband connections: 2006 – 2010
(% households)

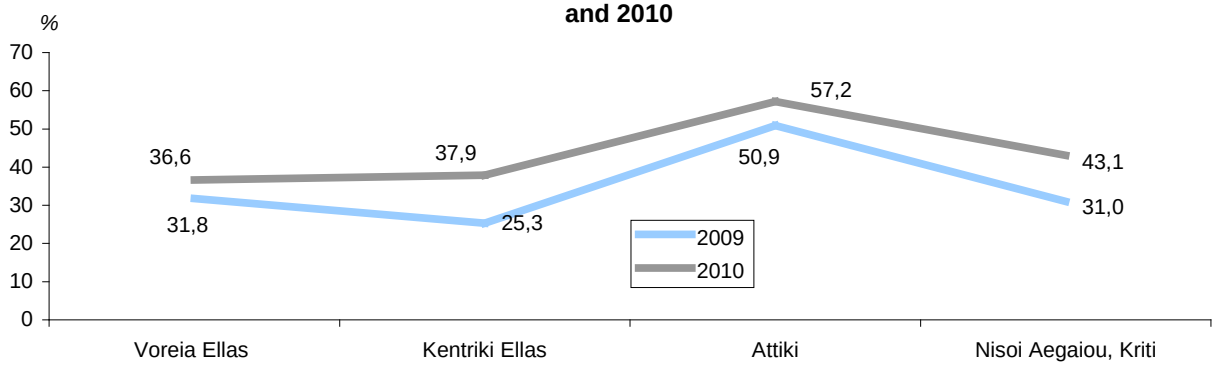


In the last five years :

- Internet access at home increased by 100%
- Computer access increased by approximately 45% and
- Broadband connections increased by approximately 435%.

The distribution of households having interet access at home at NUTS 1 level (in the four great geographic areas of the Country) for the years 2009 - 2010 is depicted in the following graph:

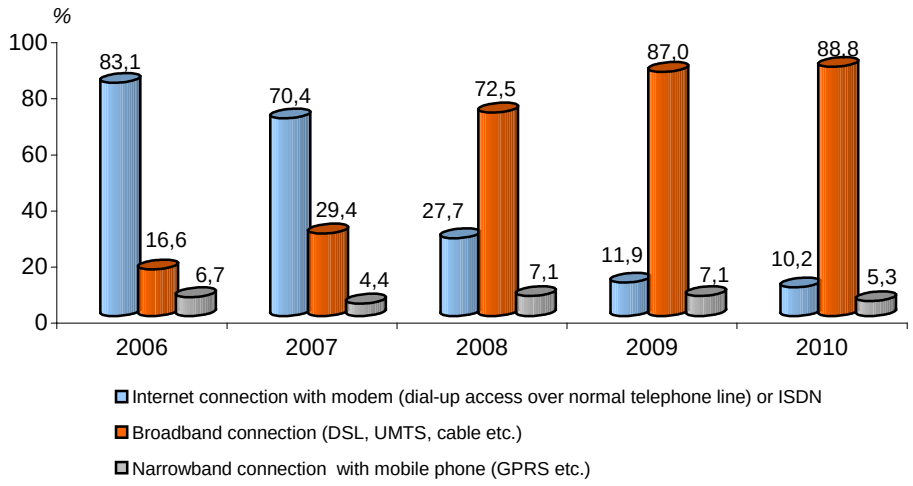
Distribution of internet access in the 4 great geographic areas of the Country: 2009 and 2010



The largest percentage increase (by 50%) is observed in Central Greece.

Regarding the type of internet connection the following graph presents the rapid, over the last five years, growth of broadband connections and the corresponding decrease of internet connections with modem (dial-up access over normal telephone line) or ISDN.

Type of internet connections : 2006 – 2010

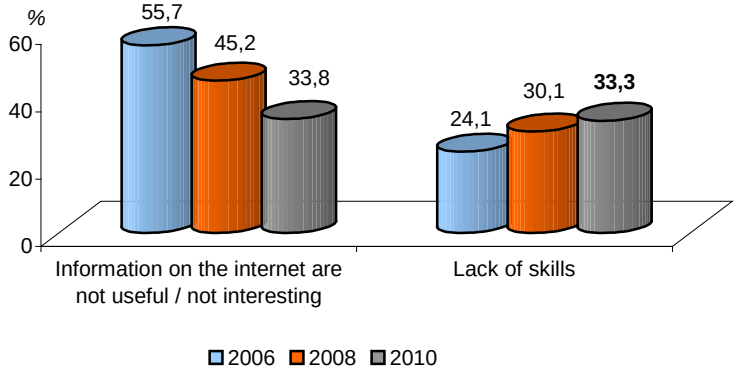


The computer remains the main device for Internet access at home (99%), but a change is recorded in the type of computer used, as laptops are getting more popular compared with desktop computers. According to the survey results for the years 2006 and 2010, the percentages for internet access via desktop computer are 83% and 68,6%, respectively and for internet access via laptop 27% and 55,7%, respectively.

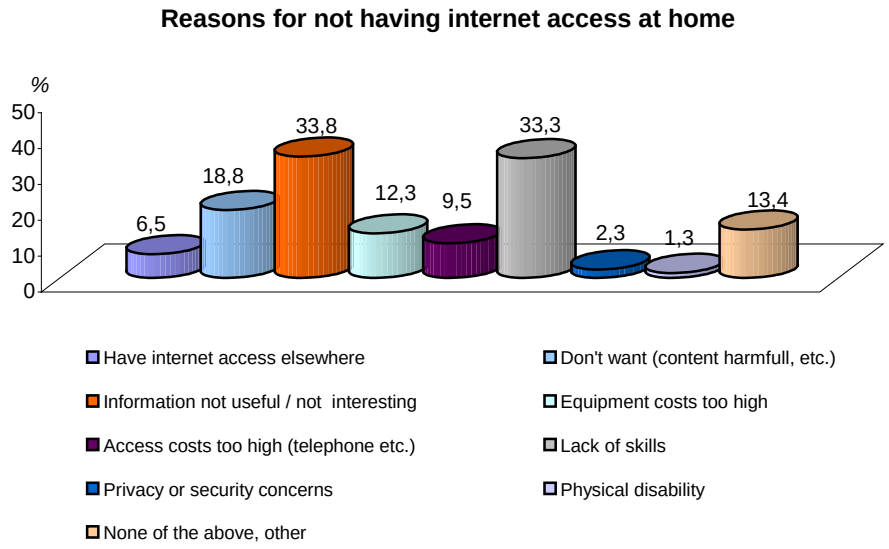
Exploring the reasons why the Greeks avoid having internet access at home, 33.8% of them report that information on the internet is not useful / not interesting and 33.3% of them report lacking of skills.

Over time, the above reasons are shown in the chart below. The argument that information on the Internet is not useful / not interesting is recording a gradual decrease, while lack of skills an increase. It should be noted that even thought households' reporting lack of skills decreases in absolute numbers, longitudinally it is increasing on a percentage basis thus having been ranked very high among the reasons why households don't have internet access at home. Today, that Internet and its uses are getting increasingly familiar, it is expected reasons related to usefulness and content of the internet to be less reported and on the contrary, reasons related to lack of skills to be reported more often.

Main reasons for not having internet access at home : 2006 – 2008 – 2010



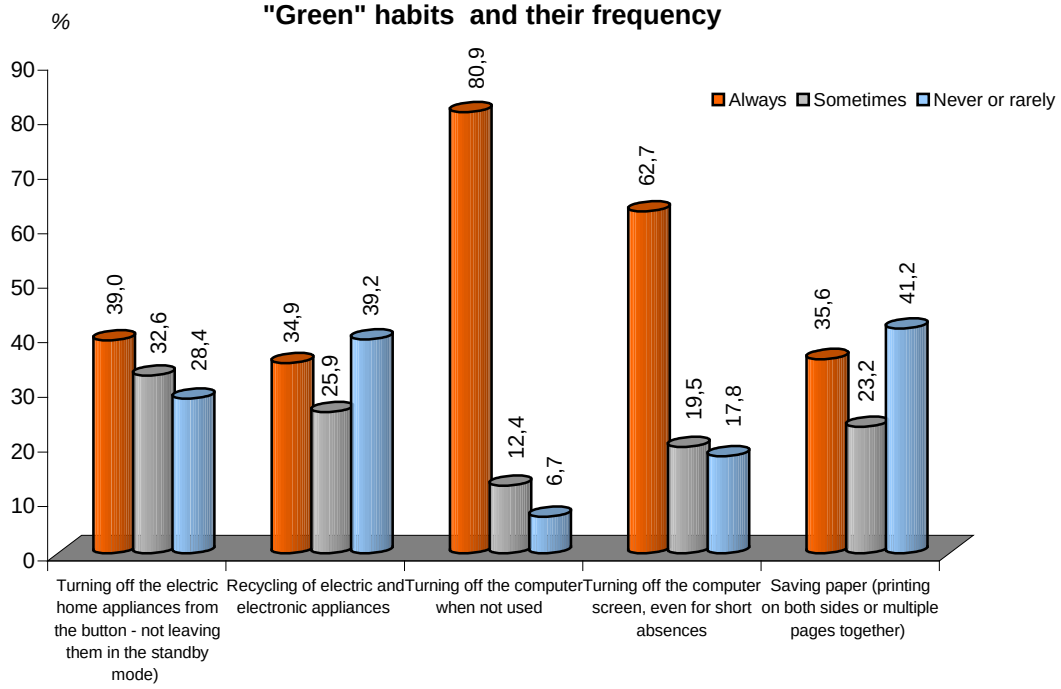
Analytically, the reasons for not having Internet access at home are depicted in the following graph:



HOUSEHOLDS AND "GREEN" HABITS

Daily habits can have significant impacts on the environment. Our choices can "make a difference". Raising awareness of public opinion and the increasing number of the citizens getting concerned in environmental issues are reflected in several simple "green" habits adopted in everyday life. For the first time, "pilot questions" were included in the questionnaire concerning the "green" habits that each person adopts and their frequency.

More specificlly, information has been collected, on the rational consumption of electricity (turning off electrical appliances, in general, and more specifically, the computer, when not used, turning off the monitor screen, even for short absences from the computer), on saving paper and energy used for its production (printing on both sides or multiple pages together) and on the recycling of electrical and electronic equipment.



EXPLANATORY NOTES

Survey on the use of information and communication technologies by the households

The Survey on the use of information and Communication technologies by the households (HH ICT) is part of the European Statistical Program, in which all EU-countries participate. The main purpose of this survey is the study, at European and national level, of the degree of use of ICT use in households and the calculation of i_2010 indicators. 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.

Reference Period

01/01/2010 to 31/03/2010

Coverage

The survey covered all the private households throughout the country, irrespective of their size or socioeconomic characteristics, with the only condition that at least one person aged 16-74 years old lives in the household.

Methodology

The three-stage area sampling was adopted for the survey. The primary sampling units are the areas (one or more unified city blocks) participating in both the National Health Survey of the year 2009 and the EU-SILC of the years 2005-2008. The secondary sampling units are the households of the National Health Survey and the EU-SILC containing (including – consisting of) members belonging to the target population (individuals aged 16 – 74 years old). The final sampling unit is one person randomly selected among the household members aged sixteen to seventy four years old.

In each Region (NUTS 2), the stratification of primary units was conducted by allocating the Municipalities and Communes according to the urbanization degree (urban, semi-urban, and rural regions). Except for the former two Major City Agglomerations (Athens and Thessaloniki), the strata created according to the urbanization degree are:

Urban	Agglomerations and Municipalities with 10.000 inhabitants or more
Semi-urban	Municipalities and Communes with 2.000 to 9.999 inhabitants
Rural	Communes up to 1.999 inhabitants

The multi-stage stratified sampling method was applied with stratification variables (a) the Region (NUTS 2) and (b) the degree of urbanization.

The former Greater Athens Area was divided into 31 strata of about equal size (equal number of households) on the basis of the lists of city blocks of the Municipalities that constitute it and taking into consideration socio-economic criteria. Similarly, the former Greater Thessaloniki Area was divided into 9 equally sized strata. The two Major City Agglomerations account for the 40% of total population and for even larger percentages for specific socio-economic variables.

The sample consists of 6,000 households (sampling fraction 0.16%) and an equal number of individuals aged 16 – 74 years (sampling fraction 0.07%). Households in the sample are a sub-sample of the households being surveyed in the 2009 National Health Survey (4,114 households) and in the Survey on Income and Living Conditions of the years 2005 – 2008 (1,886 households), having telephones.

Major geographic regions (NUTS 1)

Voreia Ellas (Northern Greece): Anatoliki Makedonia Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Thessalia (Thessaly).
Kentriki Ellas (Central Greece): Ipeiros (Epirus), Ionioi Nisoi (Ionian Islands), Dytiki Ellas (West Greece), Sterea Ellas, Peloponnisos (Peloponnese)
Attiki (Attica): Attiki
Nisoi Aigaiou, Kriti (Aegean islands and Crete): Voreio Aigaio (North Aegean), Notio Aigaio (South Aegean), Kriti (Crete)

References

More information on the survey is available on the webpage of the Hellenic Statistical Authority www.statistics.gr, Section :Statistical Themes > Technology.