



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

Piraeus, 15 December 2014

PRESS RELEASE

SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS : 2014

The Hellenic Statistical Authority announces data on the use of new technologies by households and their members and more specifically on e-commerce and the use of cloud services. The data derive from the sample Survey on the Use of Information and Communication Technologies by Households, conducted for 2014.

The survey was conducted on a final sample of 4,129 private households and their members, throughout the Country, with the only prerequisite that at least one person aged 16 – 74 years old lived in the household.

The results of the survey for the year 2015 will be announced on 11 November 2015.

BACKGROUND AND PURPOSE OF THE SURVEY

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

The survey was first conducted in Greece in 2002, and the results are fully harmonized with the results of 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.

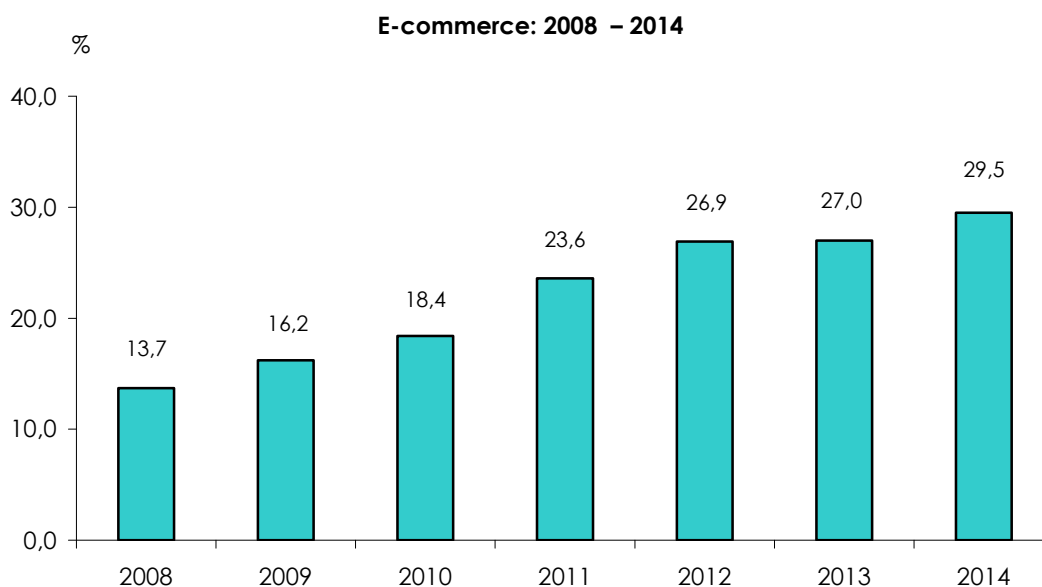
For further information:

Population and Labour Market Statistics Division
Household Surveys' Section
G. Ntouros: 0030 213 1352174
J. Zouliatis: 0030 213 135 2941
M. Chalkiadaki: 0030 213 135 2896
Fax: 0030 213 135 2906

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 2014.

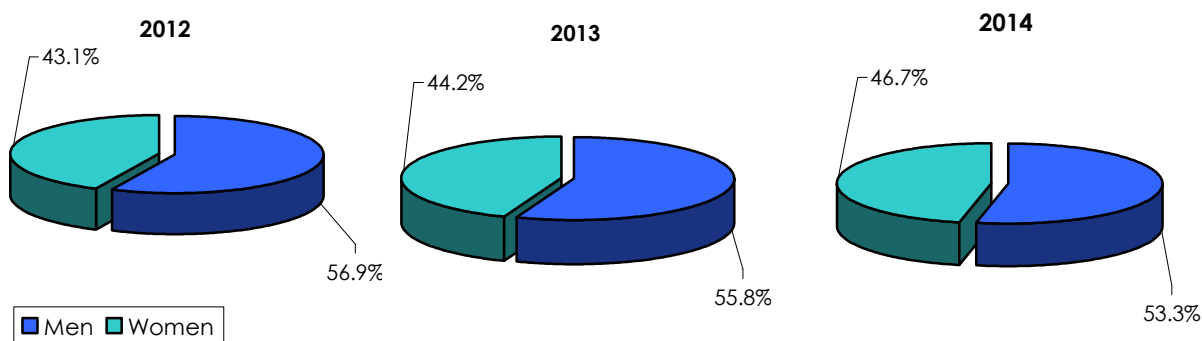
The share of internet users who purchased /ordered goods or services over the internet during the 1st quarter 2014 amounts to 29.5%, thus recording a 9.3% increase in comparison with the 1st quarter 2013. An increase is recorded in the purchases/orders over the internet, in contrast with the stability that had been observed during the previous year, 2013.



During the last four years, the share of internet users that reported having never purchased/ordered goods over the internet until March of every year dropped to 53.7% from 70.9% in 2010 (a decrease of 32.0%).

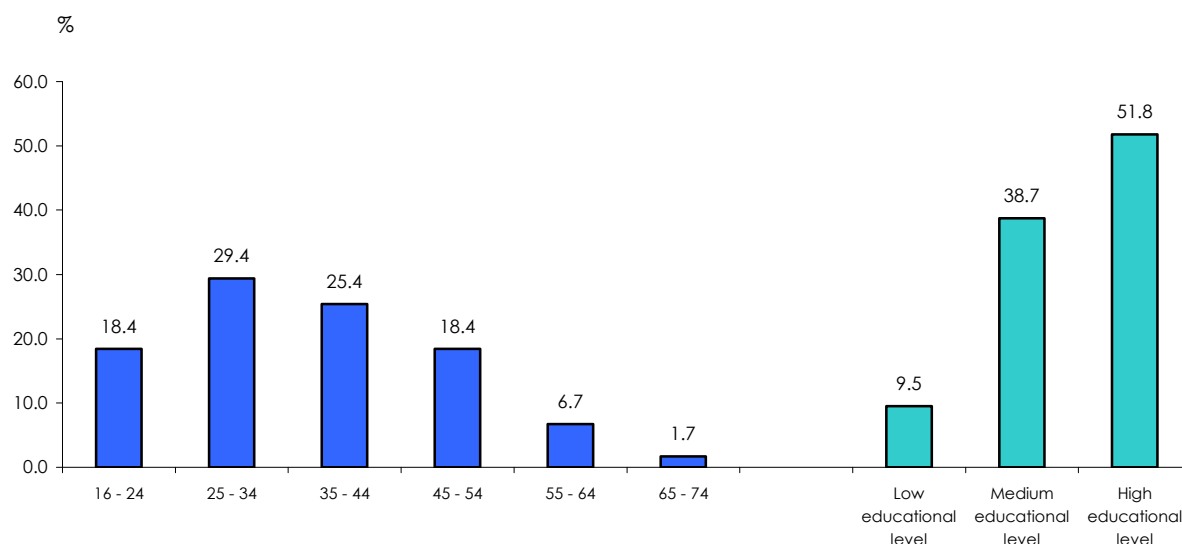
Profile of consumers who purchase/order goods over the internet

Available data on the profile of consumers who purchase/order goods over the internet during the 1st quarter 2014 indicate that 53.3% of them are men and 46.7% are women. The share of women purchasing over the internet has been gradually increasing from 2012 to 2014 and eventually, the difference between men and women has been decreasing in percentage points (13.8%, 11.6% and 6.6%, respectively).



29.4% of persons purchasing/ordering over the internet belong to the age group 25 – 34 years old. As regards educational attainment, the users with high educational level (university or technical educational institutes, master/PhD)) amount to 51.8% and the users with medium educational level (upper secondary education, vocational training institutes) amount to 38.7%

E-purchases by age group and educational attainment: 1st quarter 2014



Goods purchased /ordered over the internet

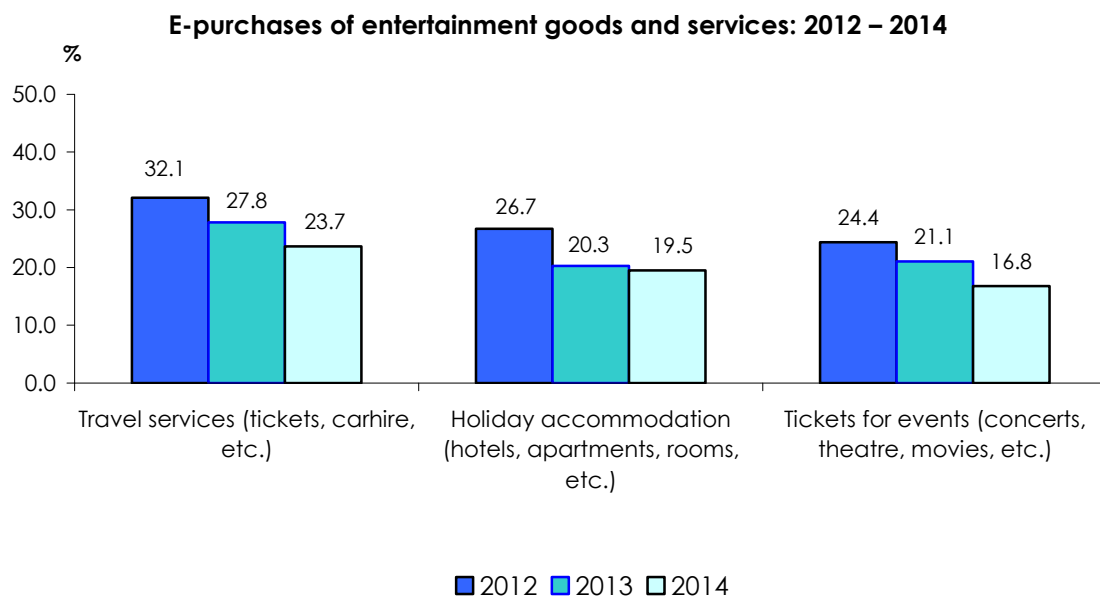
The goods or services that were most purchased / ordered over the internet for private use and recorded a significant increase during April 2013 – March 2014, in comparison with the corresponding time period of the previous year, are the following:

- Medicine, 101.9 % increase.
- Cloth ware, footwear, sports goods, 41.0% increase.
- Computer hardware, 36.1% increase.
- Electronic equipment (cameras, mobile phones, TV sets, DVDs, etc.), 24.9% increase.

A decrease is recorded in the purchases/orders of the following goods:

- E-learning material, 42.9% decrease.
- Films, music, 34.5% decrease.
- Tickets for events (concerts, theatre, movies, etc), 20.4% decrease.
- Books, magazines, newspapers (including e-books), 17.6% decrease.
- Travel services (tickets, carhire, etc.), 14.7% decrease.
- Household goods (furniture, toys, art objects, electric household devices, etc.), decrease of 14.1%.
- Holiday accommodation (hotels, apartments, rooms, etc), decrease of 3.9%.

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



51.8% of those who purchased or ordered goods over the internet for private use during April 2013 – March 2014 paid via the internet in cash or by ordinary bank transfer, 37.3% paid with credit card, 22.3% with prepaid card or prepaid account and 4.8% by means of electronic bank transfer via internet banking.

73.3% of consumers purchasing or ordering over the internet prefer national sellers, 40.0% sellers from other EU countries, 21.0% sellers from the rest of the world, while 3.9% have reported not being aware of the country of origin of the seller.

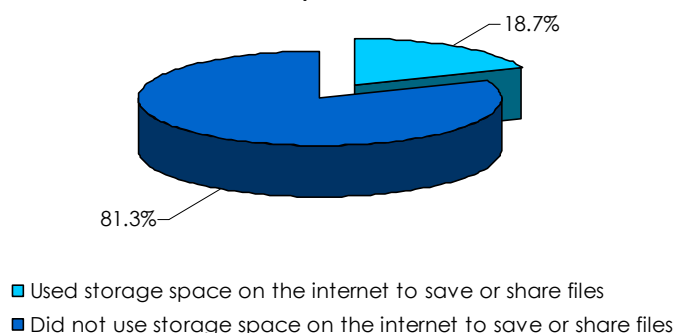
USE OF CLOUD SERVICES

The use of cloud services offer the possibility to save on a server accessible over the internet, to use or share files from several devices or locations and to take automatically a backup of these, to save immediately and in a safe manner data and use them through a smart phone, portable PC, tablets and, more generally, through devices that can be connected to the internet and have a limited storage space.

More specifically, cloud services provide users with storage spaces over the internet in order to save their files, software to edit them, as well as the possibility to share these files with other persons, enabling access though any electronic device by simply using a password.

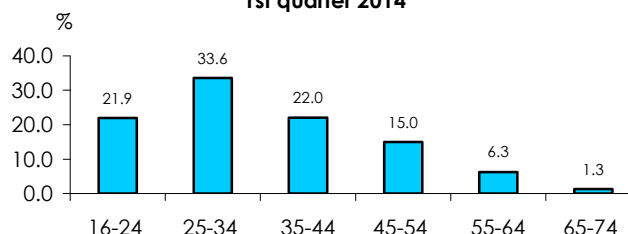
Available survey data indicate that 2 out of 10 (18.7%) of those having used the internet during the 1st quarter 2014 have used internet storage spaces to save or share documents, images, music, videos or other files.

**Use of internet storage spaces.
Share (%) of population that accessed the internet:
1st quarter 2014**

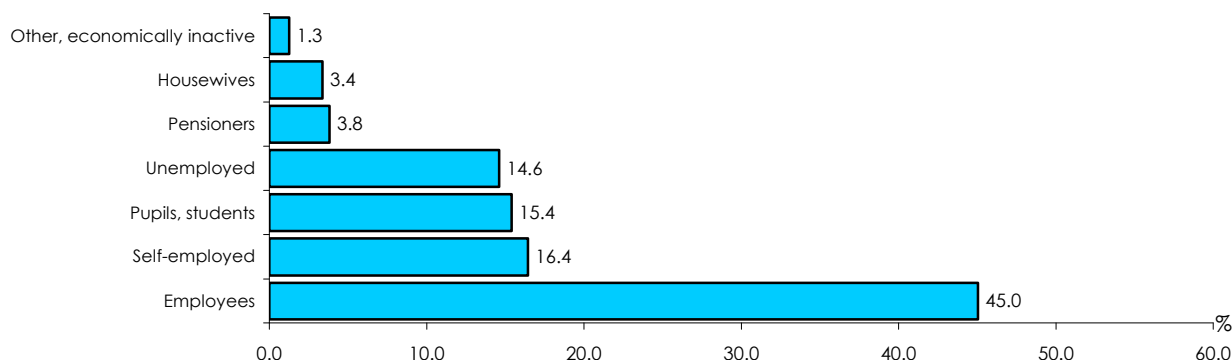


As regards the profile of users who used cloud services during the 1st quarter 2014, it is observed that 60% are men and 40% are women, while 77.5% belong to the age group 16 – 44 years old (See relevant graph on your right).

**Population using cloud services by age group:
1st quarter 2014**

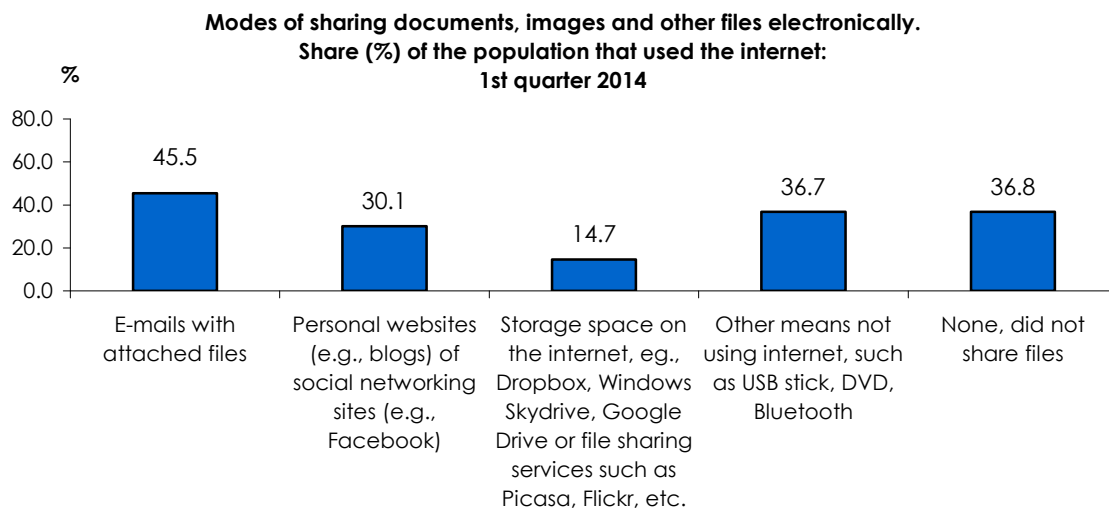


Population using cloud services by employment status: 1st quarter 2014

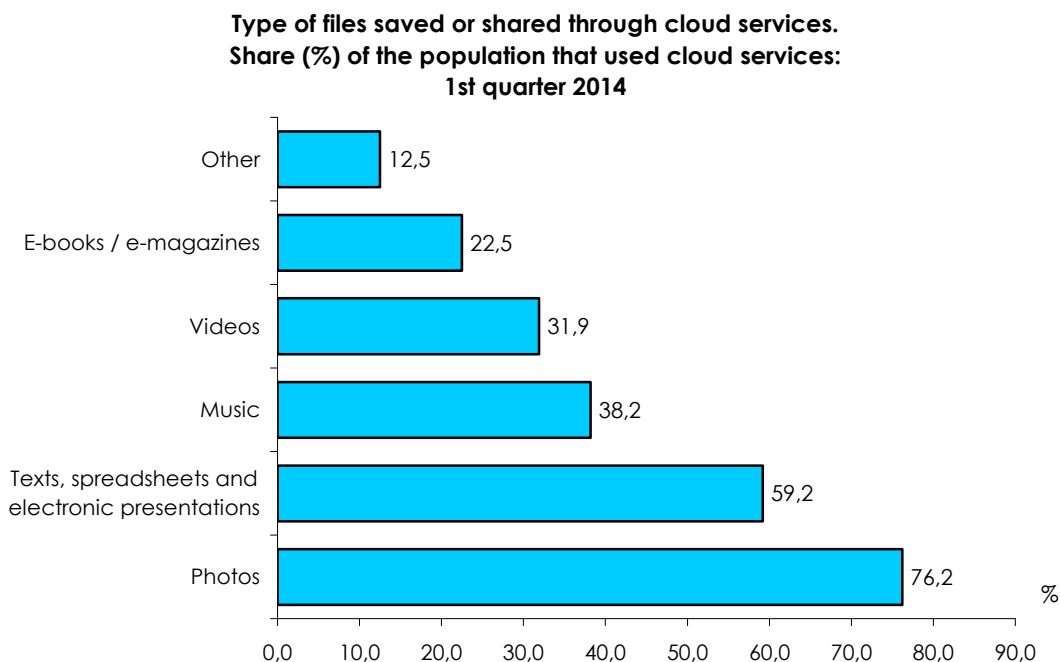


- 6 out of 10 of those who used the internet during the 1st quarter 2014 share with others images, music, videos or other files.

Those who shared files over the internet used the following modes of sharing which are depicted in the graph.



The files that are saved or shared by using cloud services are mostly photos (76.2%), texts, spreadsheets and electronic presentations (59.2%), music (38.2%) and videos (31.9%). These data are depicted in the following graph⁽¹⁾.

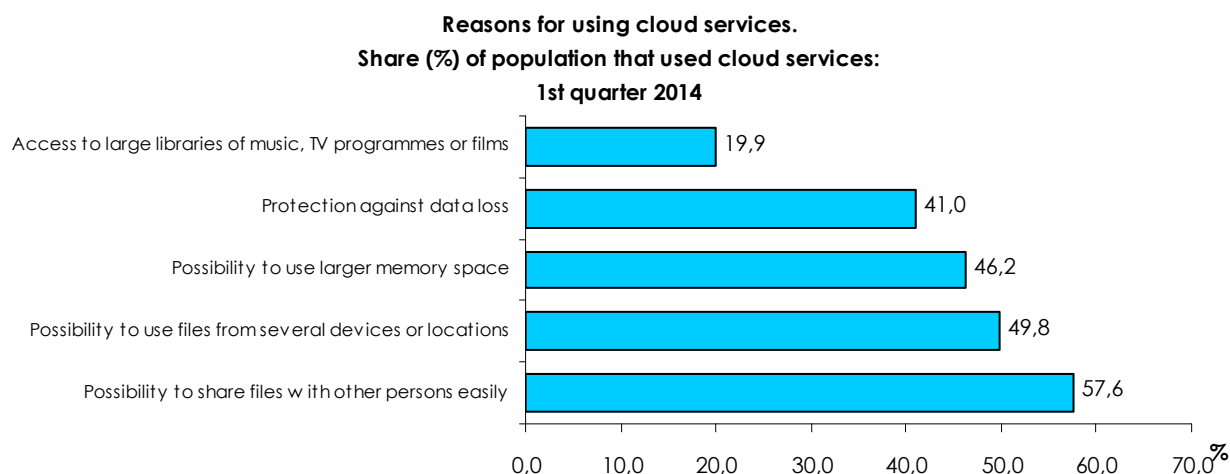


Cloud services are normally provided for a fee, however most of the providers usually offer some GBs for free and then users are charged on the basis of the amount of GBs used.

⁽¹⁾ More than one answers were acceptable in the question

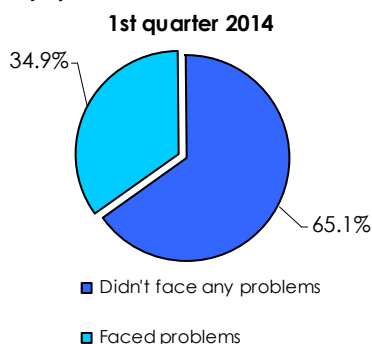
On the basis of the survey results, only 8.1% of those who used cloud services reported having paid for these services.

The advantages of cloud services, mentioned before, are also reflected in the reasons for using cloud services reported by those who did use cloud services during the 1st quarter 2014.⁽²⁾



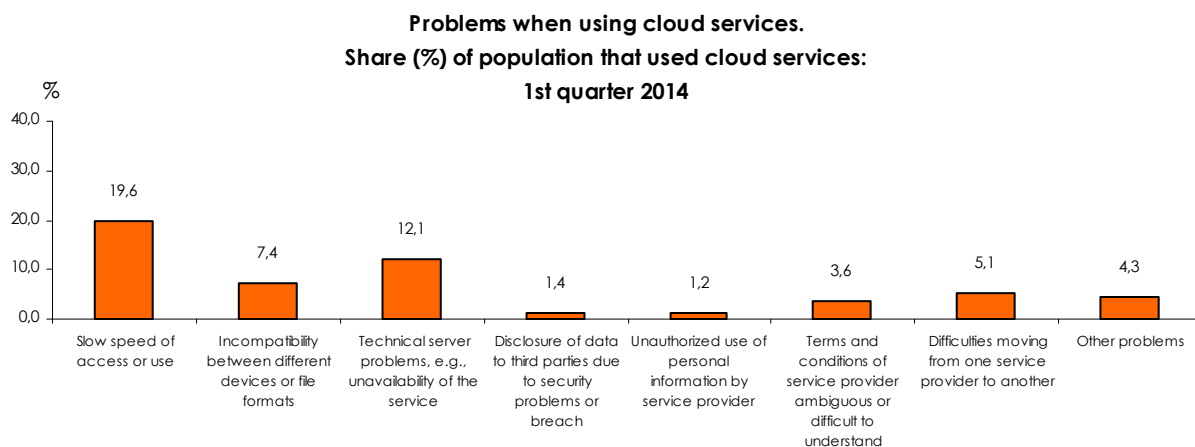
6 out of 10 persons report as major reason for using cloud services the possibility to share files with other persons easily, 5 out of 10 the possibility to use files from several devices or locations and the possibility to use larger memory space.

Problems when using cloud services. Share (%) of population that used cloud services:



The vast majority (65.1%) of those who used cloud services did not experience any problem when using them.

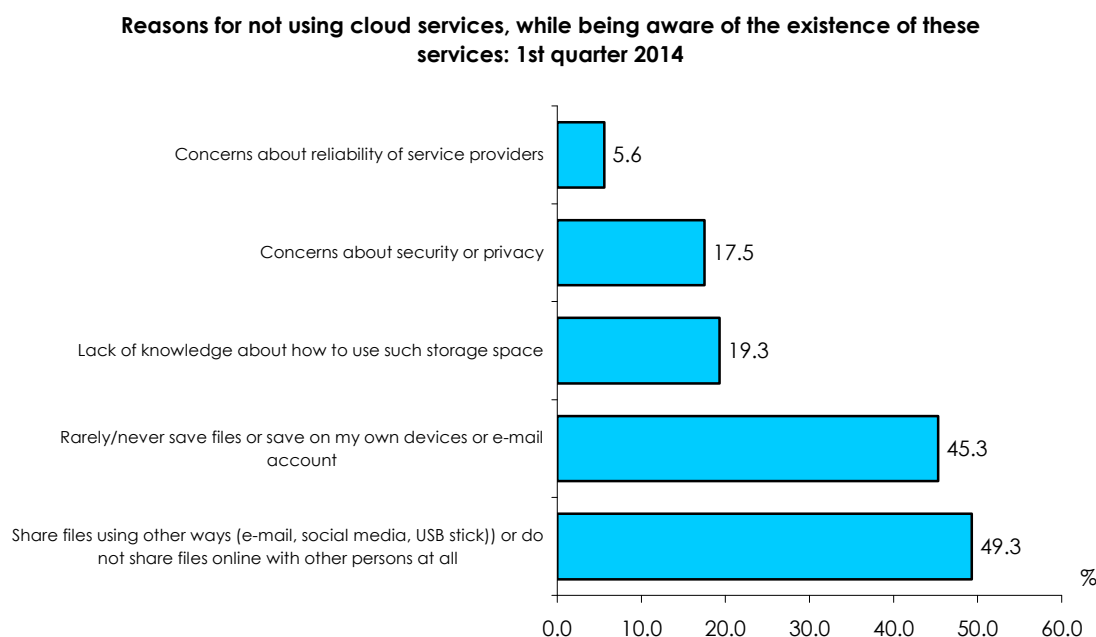
19.6% of those who used cloud services reported that they had a problem on account of slow speed of access or use. More analytically, the problems encountered when using cloud services are depicted in the following graph⁽²⁾.



⁽²⁾More than one answers were acceptable in the question

- 2 out of 10 of those who did not use cloud services were aware of the existence of services providing storage space on the Internet.

The reasons for not using cloud services are depicted in the following graph⁽³⁾:



Available survey data indicate that approximately 1 out of 2 persons who saved or shared photos by using cloud services has used software run over the internet for their editing, such as Picasa and JWPlayer.

Similarly, 1 out of 2 persons who saved or shared documents, spreadsheets or electronic presentations by using cloud services has used software run over the internet for their editing, such as Google Docs and Office 365, and the same goes for those who saved or shared music or videos/films and used internet storage spaces such as Amazon Cloud Player, iTunes in the Cloud, Google Play Music, etc.

⁽³⁾ More than one answers were acceptable in the question

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 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 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 concerning information society statistics and in compliance with the implementing Regulation 1083/2012.

Reference period 01/01/2014 to 31/03/2014.

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 The one-stage stratified sampling was adopted for the survey. The primary sampling unit is the person aged 16-74 year olds, as well as the household to which the selected person belongs. The sampling frame for the sample design was a list of persons based on the results of the 2011 Population and Housing Census.

The main stratification criteria are the following :

- The Region (13 Regions -NUTS 2) and moreover the former two Major City Agglomerations (Athens and Thessaloniki).
- Degree of Urbanization (Urban areas: 10.000+ inhabitants, Semi-urban 2.000 – 9.999 inhabitants and Rural areas: 1 – 1.900 inhabitants).
- Gender (men, women).
- Age (12 age groups: 16 – 19, 20 – 24, 25 – 29, 30 – 34, 35 – 39, 40 – 44, 45 – 49, 50 – 54, 55 – 59, 60 – 64, 65 – 69, 70 – 74).

The strata of the former two Major City Agglomerations (Athens and Thessaloniki) were further stratified.

The initial sample consists of 7.000 persons (sampling fraction 0.087%).

Great geographical areas (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 (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 (tables, graphs, methodology, etc) is available on the webpage of the Hellenic Statistical Authority, www.statistics.gr, Section: Statistical Themes > Technology – Information Society.