



## PRESS RELEASE

### SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS AND INDIVIDUALS: 2016

#### E-COMMERCE – PRIVACY AND PROTECTION OF PERSONAL DATA

The Hellenic Statistical Authority announces data on the use of information and communication technologies by households and their members and more specifically on e-commerce and privacy and protection of personal data of users. The data derive from the sample Survey on the Use of Information and Communication Technologies by households and individuals, conducted for 2016.

The survey was conducted on 4,774 private households and equal number of household members, throughout Greece, with the only prerequisite the existence in the household of, at least, one member aged 16 – 74 years old.

#### BACKGROUND AND PURPOSE OF THE SURVEY

The survey collects data on the access of households to selected information and communication technologies. More specifically, data are collected on 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 it is fully harmonized with the corresponding surveys conducted by the other EU Member States.

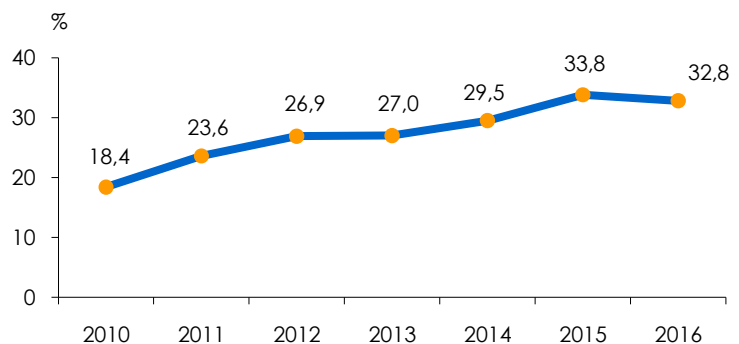
The survey data are collected via telephone by means of questions answered by one only member of the household that is randomly selected, with the only prerequisite that he/she is 16-74 years old. The questionnaire helps collecting data with regard to the household, in general, as well as individual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

#### E-COMMERCE

3 out of 10 persons (32.8%) 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 2016.

In comparison with the 1st quarter of 2015, the share of internet users who purchased /ordered goods or services over the internet recorded a 3.0% decrease.

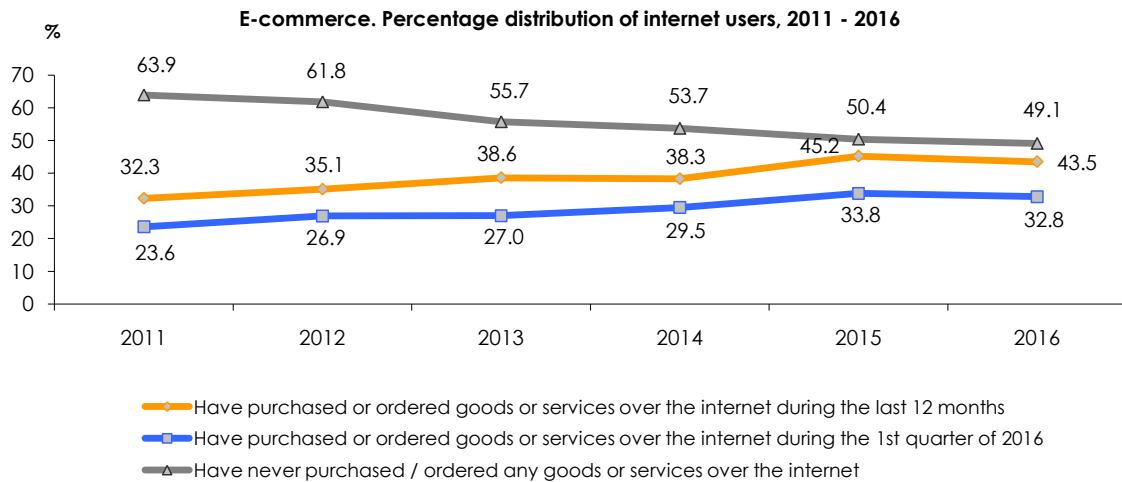
E-commerce, 2010-2016



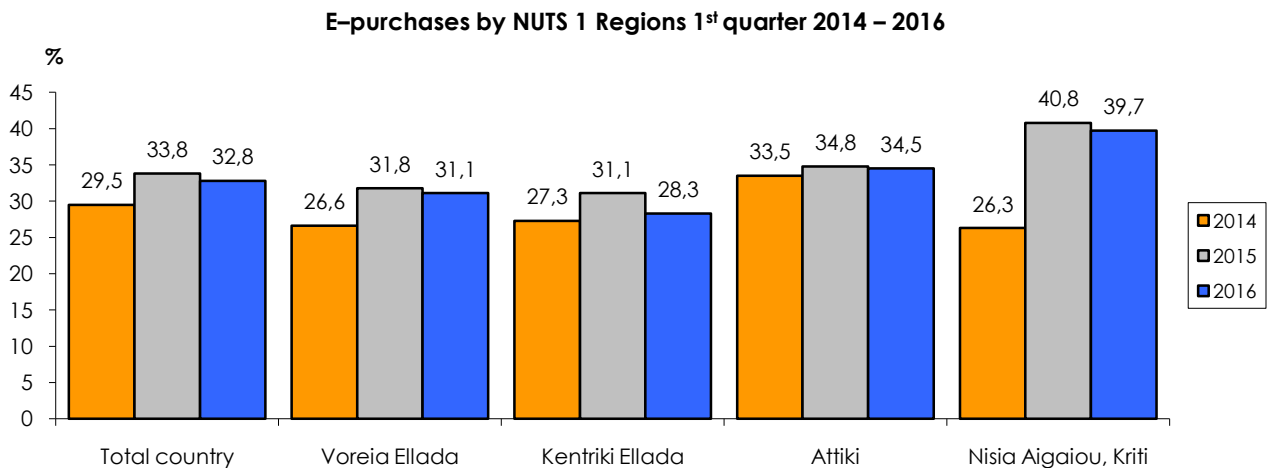
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During the last five years, the share of internet users who purchased /ordered goods or services over the internet during the 1st quarter of the year has been recording an increase of 39.0%, with an average growth rate amounting to 7.0%. On the contrary, the share of internet users that reported having never purchased/ordered goods over the internet has recorded a decrease of 23.2%.



The graph below presents data on the total of the population in Greece having ever used the internet or having ever purchased /ordered goods or services over the internet during the 1st quarter of the years 2014, 2015 and 2016, in the four great geographical areas of Greece (NUTS1 level).

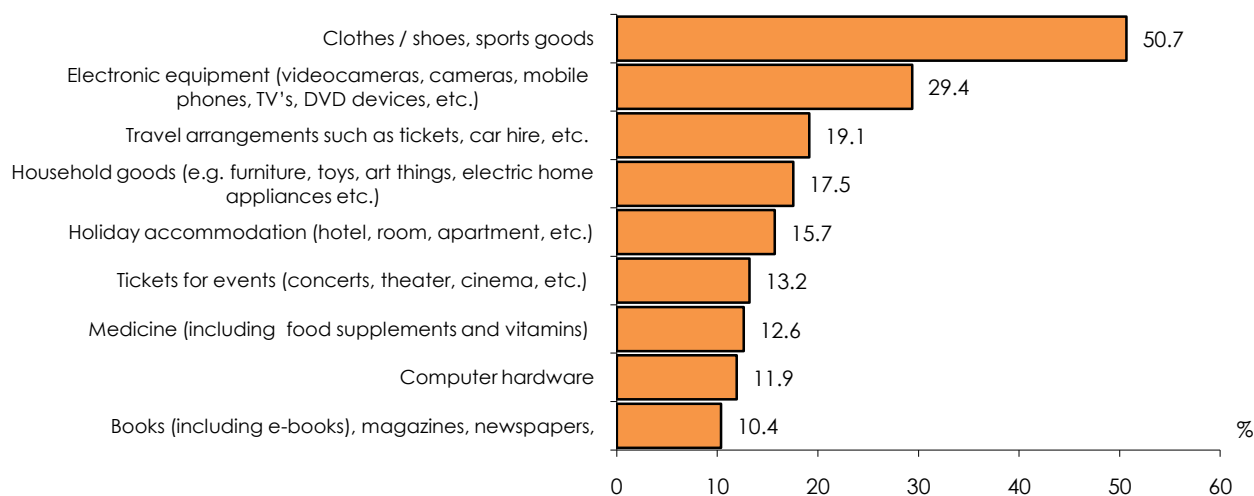


In 2016 compared with 2015, a decrease is recorded in e-purchases in all the great geographical areas of Greece (Table annexed), the biggest decrease being observed in Kentriki Ellada (-9.0%).

### Goods and services purchased /ordered over the internet

The goods or services most purchased / ordered over the internet for private use during April 2015 – March 2016 are presented, in descending order, as follows:

### Goods and services purchased / ordered over the internet. April 2015 - March 2016



In comparison with 2015, an increase is observed in the purchases/orders for the first seven categories of goods and services, with "medicine" recording the biggest increase (+29.9%), followed by "holiday accommodation services" (+26.6%).

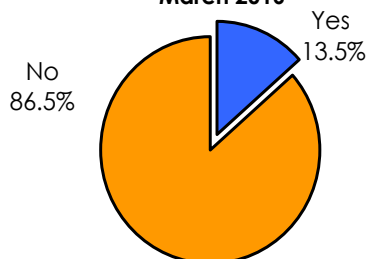
On the contrary, the purchases/orders of "computer hardware" and "books, magazines, newspapers" recorded a decrease of 20.7% and 15.5%, respectively.

85.0% of the consumers purchasing or ordering over the internet prefer national sellers, thus recording a 13.0% increase in comparison with 2015. 28.0% of the consumers purchasing or ordering over the internet prefer sellers from other EU countries and 12.8% sellers from the rest of the world, while 1.7% report not being aware of the seller's country of origin.

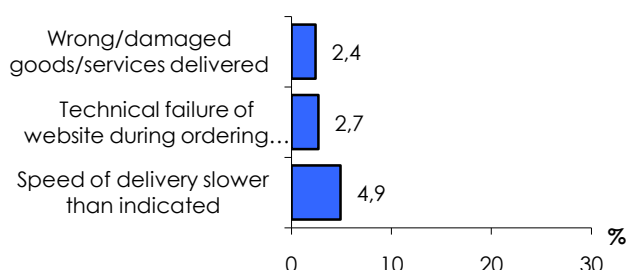
1 out of 2 (51.7%) aged 16-74 who purchased/order goods or services over the internet during the 1<sup>st</sup> quarter of 2016 made, totally, up to 1-2 orders / purchases over the internet and, accordingly, 1 out of 2 (50.6%) paid an amount of up to 99 euro for the purchased goods or services.

13.5% of those who ordered/purchased goods or services over the internet during April 2015-March 2016 encountered some problems. The problems mostly recorded are presented in the graph below:

Share of population aged 16-74 who encountered problems when purchasing / ordering goods over the internet. April 2015 - March 2016

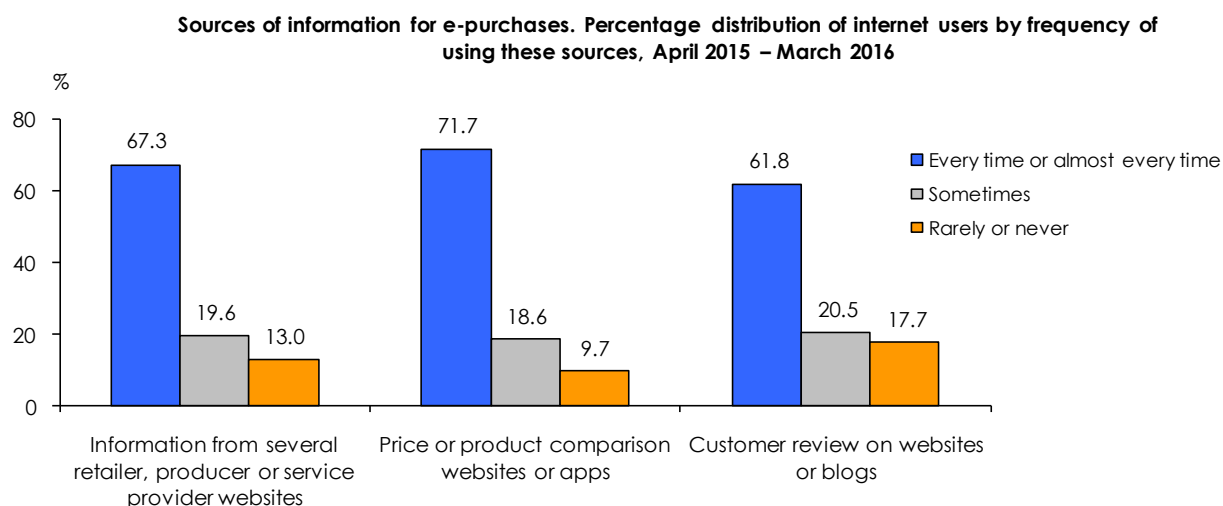


Problems encountered when buying / ordering goods over the internet



The wealth of available online information urges consumers to seek for information before buying or ordering goods or services, usually, in the following information sources:

- retailer, producer or service provided websites
- price or product comparison websites or apps
- customer review on websites or blogs



On the basis of the above graph, 7 out of 10 internet users who ordered/purchased goods or services over the internet during April 2015-March 2016 got information before ordering/purchasing from retailer, producer or service provided websites. The same ratio stands for those who used price or product comparison websites or apps, while 6 out of 10 read customer reviews on websites or blogs.

The confidence of consumers on advertised goods or services is assessed by whether they make their purchases/orders by clicking/buying straightaway through an advertisement on a social media website. Only 1 out of 10 buys/orders goods or services by clicking straightaway on the advertisement.

27.7% of those who used the internet during the 1<sup>st</sup> quarter of 2016 made e-banking transactions (update of bank account, money transfers, bill payments, etc.), recording an increase during the last years (+33.2% in comparison with the 1<sup>st</sup> quarter of 2015).

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

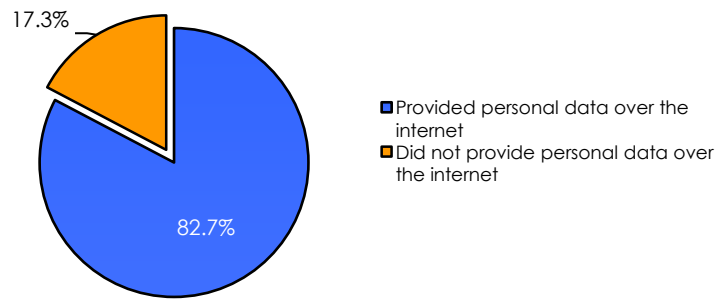
The shares of internet users who made the above financial transactions over the internet amount to 0.5%, 3.7% and 1.6%, respectively.

## PRIVACY AND PROTECTION OF PERSONAL DATA

The data presented in this section refer to the privacy and protection of personal information provided in the frame of internet activities. Personal information refers to information which is considered private and would not necessarily be disclosed to the public, e.g. first name, family name, date of birth, identify card number, contact details (e.g. home address, phone number,

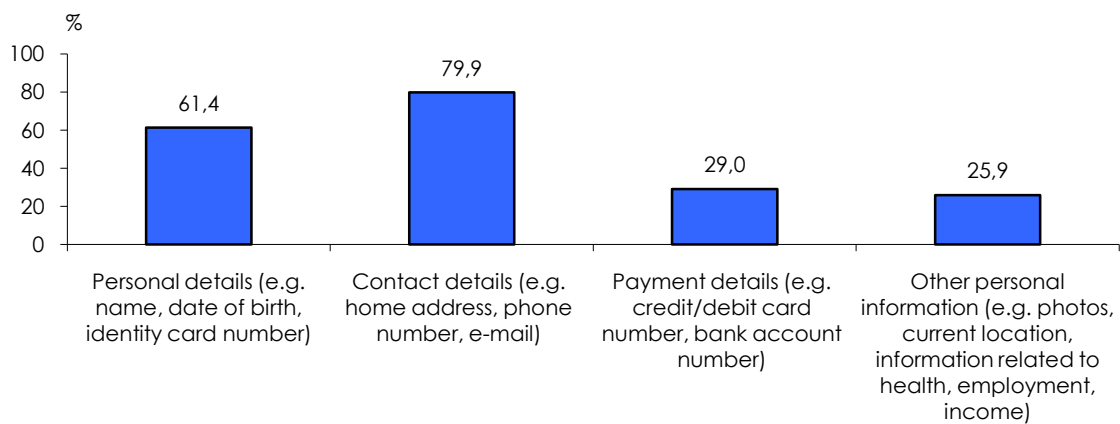
e-mail) or payment details (e.g. credit card number) or other information (e.g. photos, current location, etc).

8 out of 10 (82.7%) people who used the internet during April 2015-March 2016 provided personal information over the internet (table Annexed).



The following graph depicts the share of internet users during April 2015-March 2016 by type of personal information provided over the internet.

**Share of internet users by type of personal information provided over the internet, during the period April 2015-March 2016**



Approximately 1 out of 3 (29.0%) internet users provided over the internet the number of credit/debit card or other card, number of bank account, etc.

In addition, the survey collects data on the measures that internet users take in order to know in advance how the personal information provided will be used, to control and limit the use of such data and, more broadly, to protect the privacy of their personal information from any abuse and even from electronic crime.

More specifically, as regards security measures, the shares of people, who used the internet during April 2015-March 2016 and took the security measures listed below, are as follows:

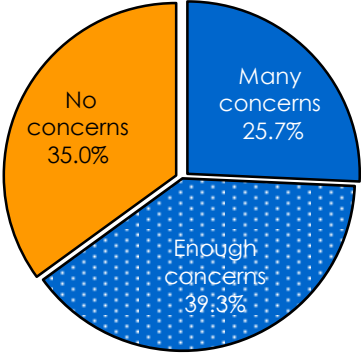
- Read privacy policy statements before providing personal information: 32.1%
- Restricted access to their geographical location: 17.9%
- Limited access to their profile or information and photos on social networking sites: 28.0%
- Refused allowing the use of personal information for advertising purposes: 28.1%
- Checked that the website where they needed to provide personal information was secure (e.g. https sites, safety logo or certificate): 22.3%
- Asked websites or search engines to access the information they hold about them to update or delete it: 9.8%

Cookies are small text files which are stored in the device we use to navigate the internet and can be used for better targeting advertising. They are likely to put into danger the privacy of

personal information by tracing the web sites visited by every user. On the basis of available survey data, 55.5% of those who have used the internet during March 2015-April 2016 are aware that cookies can be used to trace their movements on the internet and subsequently to send them tailored ads. In comparison with the results of the 2015 survey, an increase of 9.7% is recorded in the share of those who state that are informed about cookies (50.6%)

On the basis of the survey data, approximately 7 out of 10 (65.0%) internet users are concerned with their online activities being recorded to provide them with tailored advertising.

**Concerns of internet users about receiving tailored advertising**



Nevertheless, only 1 out of 3 (33.7%) refused allowing the use of their personal information for advertising purposes.

4 out 10 (39.1%) people that reported being aware of cookies have changed the settings in their internet browser to prevent or limit the amount of cookies put on their computer and 3 out of 10 (33.9%) use anti-tracking software to limit the ability to track their activities on the internet.

## ANNEX

### Survey on the use of information and communication technologies in households and by individuals. Main aggregates, 2015 and 2016.

| Population aged 16 – 74 years old  | 2015             | %            | 2016             | %            | Change<br>2016-2015<br>% |
|--|------------------|--------------|------------------|--------------|--------------------------|
| <b>Total country</b>   | <b>8,008,858</b> | <b>100.0</b> | <b>7,967,858</b> | <b>100.0</b> | <b>-0.5</b>              |
| Population 16-74 years old having accessed the internet  | 5,608,205        | 70.0         | 5,703,589        | 71.6         | +2.3                     |
| Population 16-74 years old having accessed the internet (1 <sup>st</sup> quarter of the years)               | 5,352,717        | 66.8         | 5,504,827        | 69.1         | +3.4                     |
| Among which:<br>Purchased/ordered goods or services over the internet:                                       |                  |              |                  |              |                          |
| <i>Total country</i>   | 1,896,917        | 33.8         | 1,867,896        | 32.8         | -3.0                     |
| – Voreia Ellada  | 479,341          | 31.8         | 477,907          | 31.1         | -2.2                     |
| – Kentriki Ellada  | 386,485          | 31.1         | 354,926          | 28.3         | -9.0                     |
| – Attiki   | 790,328          | 34.8         | 797,489          | 34.5         | -0.9                     |
| – Nisia Aigaiou, Kriti   | 240,763          | 40.8         | 237,574          | 39.7         | -2.7                     |
| Did not purchase/order any goods or services over the internet   | 2,826,351        | 50.4         | 2,801,279        | 49.1         | -2.6                     |
| Population 16-74 years old having accessed the internet (April 2014 - March 2015), (April 2015 - March 2016) | 5,439,703        | 67.9         | 5,557,842        | 69.8         | +2.8                     |
| Among which:<br>Provided personal data over the internet   | (1)              | (1)          | 4,596,354        | 82.7         | -                        |

(1) Question was not included in the survey of the year 2015, therefore comparison is not feasible.

## 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 2016 – 2021. The survey was conducted by telephone.

**Legal basis** The survey is conducted in the framework of Regulation 808/2004 of the European Parliament and of the Council concerning information society statistics and in compliance with the implementing Regulation 2003 /2015.

**Reference period** 01/01/2016 - 31/03/2016.

**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 three-stage stratified sampling has been used. The sample was selected from the surveyed households of the sample of the Income and Living Conditions Survey of the years 2012-2015. The ultimate sampling unit is the individual.

Stratification criteria were:

- Region (13 regions (NUTS2) as well as the Major City Agglomerations (Athens and Thessaloniki)
- Urbanization degree: (Urban areas 30,000+ inhabitants, Urban areas 5,000 – 29,999 inhabitants, Urban-Rural areas 1,000- 4,999 inhabitants and Rural areas 1-999 inhabitants).

The initial sample consists of 7,000 households and in each household an individual aged 16-74 years old is surveyed which is selected with equal probabilities of selection from 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), Thessalia (Thessaly).

**Kentriki Ellada (Central Greece):** Ipeiros (Epirus), Ionia Nisia (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).

**References** More information on the survey (tables, graphs, methodology) is available on the webpage of the Hellenic Statistical Authority, [www.statistics.gr](http://www.statistics.gr), at the link: Statistics / Industry – Commerce – Services - Transportations / Use of information and communication technologies (ICT) / Use of information and communication technologies (ICT) by Households- Individuals.