



## PRESS RELEASE

### E-COMMERCE USE: YEAR 2017

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 2017.

The survey was conducted on 5,443 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.

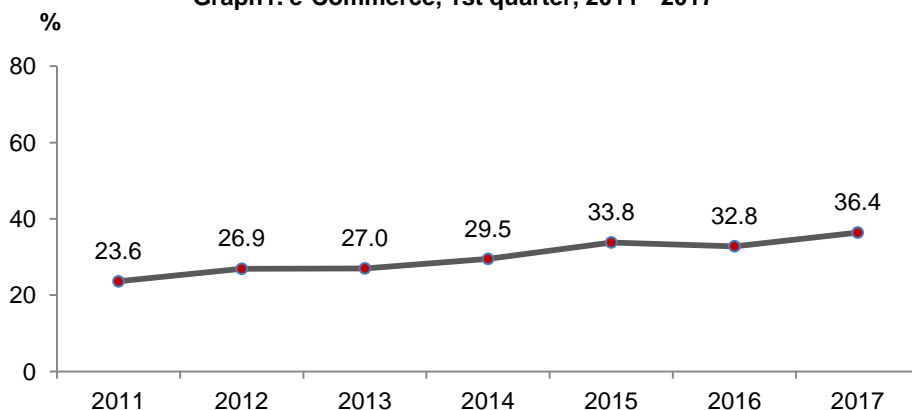
The data of the 2018 survey will be announced on 8 November 2018.

#### E-COMMERCE

More than 3 out of 10 persons (36.4%) aged 16-74 years old, having ever accessed, at least once, the internet, purchased or ordered goods or services over the internet for private use, during the 1st quarter of 2017.

In comparison with the 1st quarter of 2016, the share of internet users who purchased /ordered goods or services over the internet recorded an 11.0% increase (Graph 1).

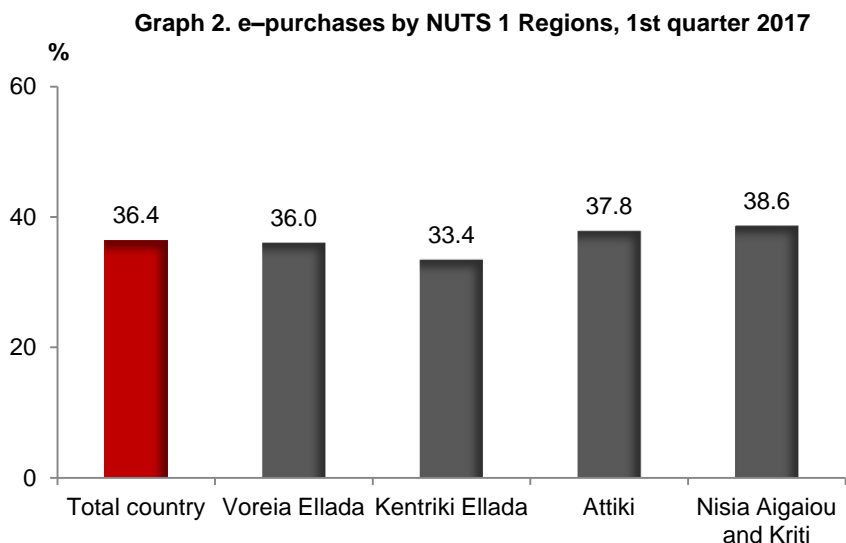
Graph1. e-Commerce, 1st quarter, 2011 - 2017



#### Information:

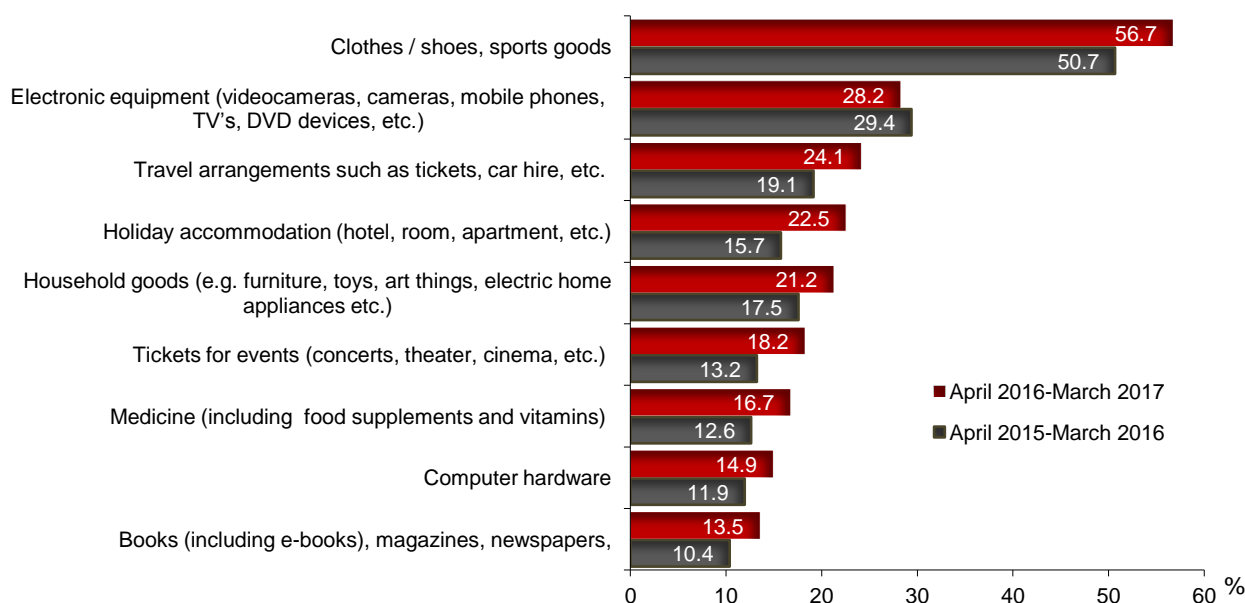
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Graph 2 presents data on the total population in Greece having ever accessed, at least once, the internet, having purchased /ordered goods or services over the internet during the 1st quarter of the year 2017, in the four great geographical areas of Greece (NUTS1 level) (Table 1).



The goods or services most purchased / ordered over the internet for private use during April 2015 – March 2016 and April 2016 – March 2017 are presented in graph 3, in descending order, as follows:

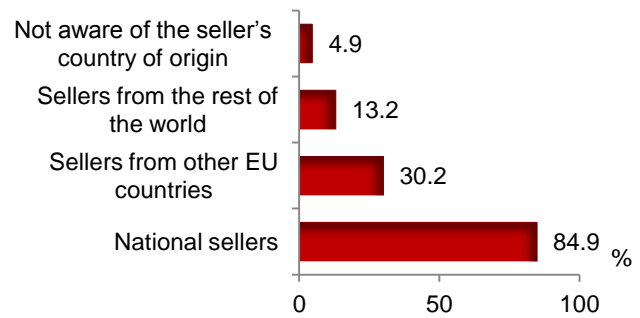
**Graph 3. Goods and services purchased / ordered over the internet during April 2015 - March 2016, April 2016 - March 2017**



For April 2016 – March 2017, compared to April 2015 – March 2016, an increase is observed in the purchases/orders for all pre-mentioned categories of goods and services except for the electronic equipment for which decrease 4.1% is recorded. The highest increase is recorded for “holiday accommodation services” (43.3%), followed by “tickets for events” (37.9%) and “medicine, food supplements and vitamins” (32.5%).

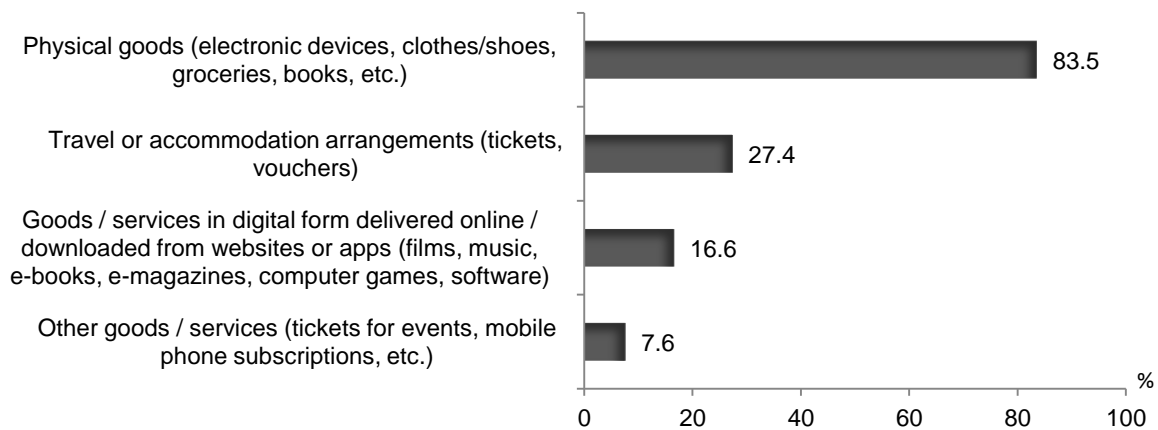
84.9% of the consumers purchasing or ordering over the internet prefer national sellers. 30.2% of the consumers purchasing or ordering over the internet prefer sellers from other EU countries and 13.2% sellers from the rest of the world, while 4.9% report not being aware of the seller's country of origin (Graph 4)

**Graph 4. e-Purchases during April 2016 - March 2017 by seller's geographical origin<sup>1</sup>**



Graph 5 depicts the share of population having made e-purchases / orders from other, than national, countries' sellers, for specific types of goods / services.

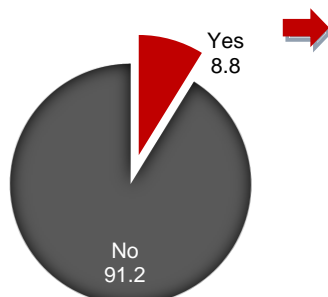
**Graph 5. Type or goods and services e-purchased from sellers outside Greece during April 2016 – March 2017**



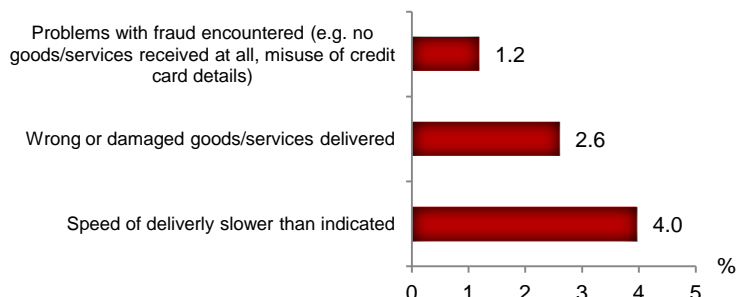
8.8% of those who ordered/purchased goods or services over the internet during April 2016-March 2017 encountered problems, percentage recording decrease by 34.8% compared to that for April 2015 – March 2016 (13.5%).

The problems mostly recorded are presented in graph 7.

**Graph 6. Problems encountered when purchasing / ordering goods over the internet, April 2016- March 2017**



**Graph 7. Problems encountered when buying / ordering goods over the internet<sup>1</sup>**



1. Share % of population having purchased / ordered goods or services via the internet during April 2016 – March 2017. Multiple choices were provided to the respondents.

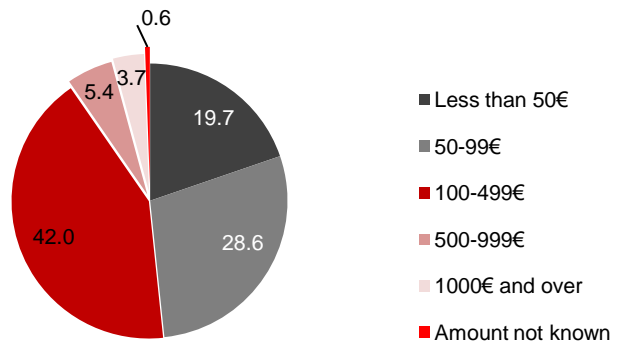
55.3% of persons having ever accessed, at least once, the internet, never ordered / purchased goods or services over the internet or have ordered / purchased them before April 2016. From these, 66.8% reported that they prefer to shop in person or like to see product or trust specific shops or force of habit, 20.3% reported lack of skills or knowledge, 20.2% security or privacy concerns (e.g. giving credit card details) and 12.0% not having a payment card allowing to pay over the internet.

50.0% of population aged 16-74 who purchased/ordered goods or services over the internet during the 1<sup>st</sup> quarter of 2017, made 1-2 orders / purchases over the internet, and 1 out of 3 (33.2%) made 3-5 orders or purchases.

Concerning the amount paid for purchased goods or services during the the 1<sup>st</sup> quarter of 2017 :

1 out of 2 (48.3%) paid an amount of up to 99 euro for the purchased goods or services  
 2 out of 5 (42.0%) paid from 100 euro up to 499 euro and  
 1 out of 10 (9.1%) paid 500 euro and over (Graph 8).

**Graph 8. Amount paid for purchased goods or services over the internet during the 1st quarter 2017**



35.9% of those who used the internet during the 1<sup>st</sup> quarter of 2017 made e-banking transactions (update of bank account, money transfers, bill payments, etc.), recording an increase during the last years (29.6% in comparison with the 1<sup>st</sup> quarter of 2016 (27.7%)).

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 0.8%, 3.6% and 1.4%, respectively.

**Table 1: Survey on the use of information and communication technologies in households and by individuals. Main aggregates, 2016 and 2017.**

Population aged 16 – 74 years old	2016	%	2017	%	Change 2017/2016 %
<b>Total country</b>	<b>7,967,858</b>	<b>100.0</b>	<b>7,767,309</b>	<b>100.0</b>	
Population 16-74 years old having accessed the internet (1 <sup>st</sup> quarter of the years)	5,504,827	69.1	5,428,803	69.9	+1.2 *
Population 16-74 years old having ever accessed, at least once, the internet	5,703,589	71.6	5,566,716	71.7	+0.1 *
<i>Among which:</i> Purchased/ordered goods or services over the internet:					
<i>Total country</i>	1,867,896	32.8	2,028,324	36.4	+11.0
– <i>Voreia Ellada</i>	477,907	31.1	556,233	36.0	+15.8
– <i>Kentriki Ellada</i>	354,926	28.3	399,160	33.4	+18.0
– <i>Attiki</i>	797,489	34.5	834,011	37.8	+9.6
– <i>Nisia Aigaiou, Kriti</i>	237,574	39.7	238,921	38.6	-2.8
Did not purchase/order any goods or services over the internet	2,801,279	49.1	2,737,163	49.2	+0.2

\* The share of population having accessed the internet has increased, because the total population aged 16-74 years of Greece has decreased. In absolute terms, the population having accessed the internet has decreased.

## 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 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.

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 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 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 2015/2016.

**Reference periods** 01/01/2017 - 31/03/2017 and April 2016 – March 2017.

**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 with ultimate unit the individual. The sample selection for individuals-households has been done from households having been surveyed in the EU-SILC of the year 2016 whose primary sampling units are selected in the first stage.

Stratification criteria for the second stage 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 with 1,000-4,999 inhabitants and Rural 1-999 inhabitants).

The initial sample consists of 7,501 households, within of which one individual aged 16-74 years old is randomly selected with equal selection probabilities among household members aged 16-74 years old.

**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 Ellas (Western Greece), Sterea Ellas (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 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 and Individuals.