NATIONAL STATISTICAL
SERVICE OF GREECE
Population and Labour Market
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EUROPEAN UNION- SURVEY ON THE USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Analysis of key results of the 2005 survey in Greece

Athens, November 2005

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GENERAL OUTLINE

The survey on the use of information and communication technologies is part of the European Statistical Program to which all member states participate. Basic aim of the survey is the study, both at national and European level, of the degree of usage of information and communication technologies from the households.

For comparability reasons the survey has been conducted with questionnaire designed centrally from Eurostat and after it's adjustment to national particularities.

Aim of the survey

The survey aims in the study of the households':

- access to selected IC technologies
- use of computers and internet
- purpose and nature of activities on the internet
- internet commerce details

in relation to households' demographic characteristics, educational level and activity of household members.

Coverage

The survey covers all households of the country, independently of their size or any socio-economic characteristics they may have.
Excluded from the survey are:
- collective households such as hotels, hospitals, military camps, nursing homes, etc. As collective households were also considered households with more than 5 lodgers.
- Households having as members foreigners in diplomatic missions.

BASIC CONCEPTS

▪ *Household*
As household is considered a person living alone in a dwelling or a group of persons, relating or not, residing in the same dwelling. In order a household to be included in the survey there should exist in the household at least one member aged 16-74.

▪ *Members of the household*
We considered as household members and registered them, all persons residing in the household during the first quarter of 2005 or for most of this time period.

Members residing in the dwelling during the survey conduction, but not residing during the reference period (returnees, newborns, etc.) weren't registered.

▪ *Education*
Level of education completed during the conduction of the survey. Classification was made according to ISCED-97.
More specifically:
ISCED 0+1 : Pre-primary +primary education (nepiagogeion +dimotiko)

ISCED 2+3+4: Secondary + post secondary education (gymnasio, Lykeio, IEK)
ISCED 5+6: Tertiary education (Technical Educational Institutes, Universities, Master, PhD)

▪ *Activity status*
Activity status was self-defined. The following categories have been used and have been classified accordingly in the tabulation scheme.

1= Employee
2= Self-employed (including unpaid family worker)
3= Unemployed
4= Sudent
5= Other economically inactive (housewife, in compulsory military service, retired, man of independent means, unable to work, etc.)
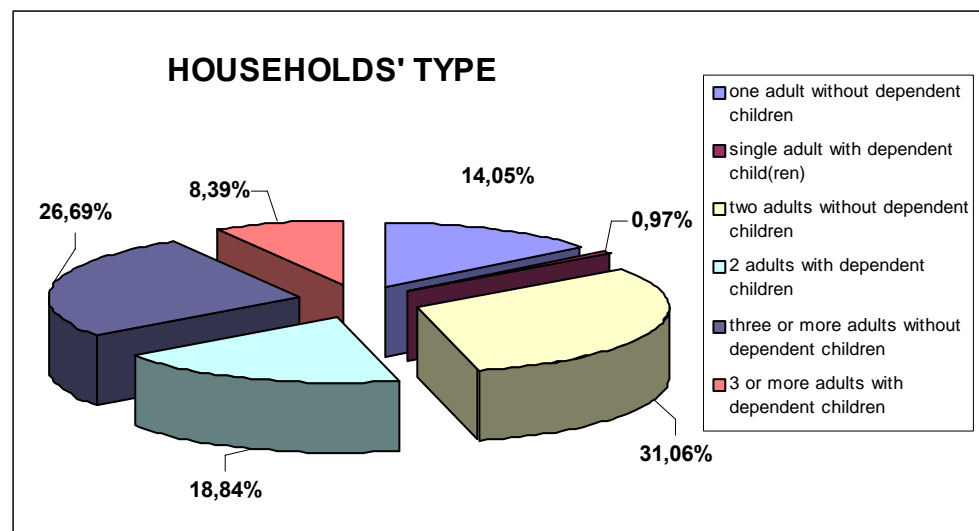

REFERENCE PERIODS

Reference periods used in the survey are:
- 31st of March 2005 (educational level completed)
- day of conduction of the survey (activity status, job)

- first 3 months of the year 2005 -January, February, March- (questions A1, A2,B2,B3,C2,C3,C5,C6,C7, etc.)

- last 12 months (April 2004-March 2005) for questions C8,D2,D5, etc.
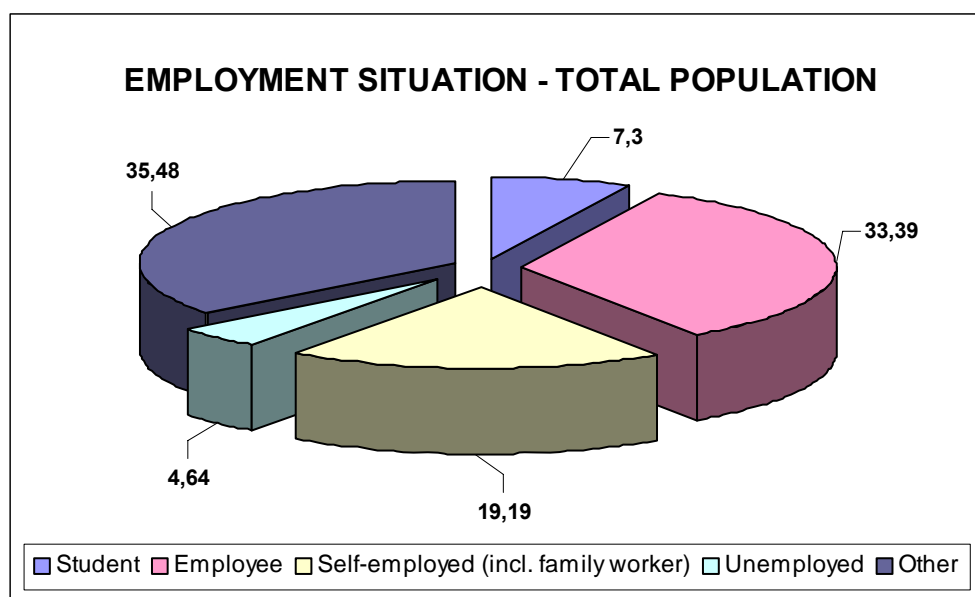

MAIN RESULTS

SOCIO - DEMOGRAPHIC FIGURES

As we can see from our results, the sample mostly consists of households with two adults without dependent children (31,06%), and then follow households with three or more adults without dependent children (26,69%).
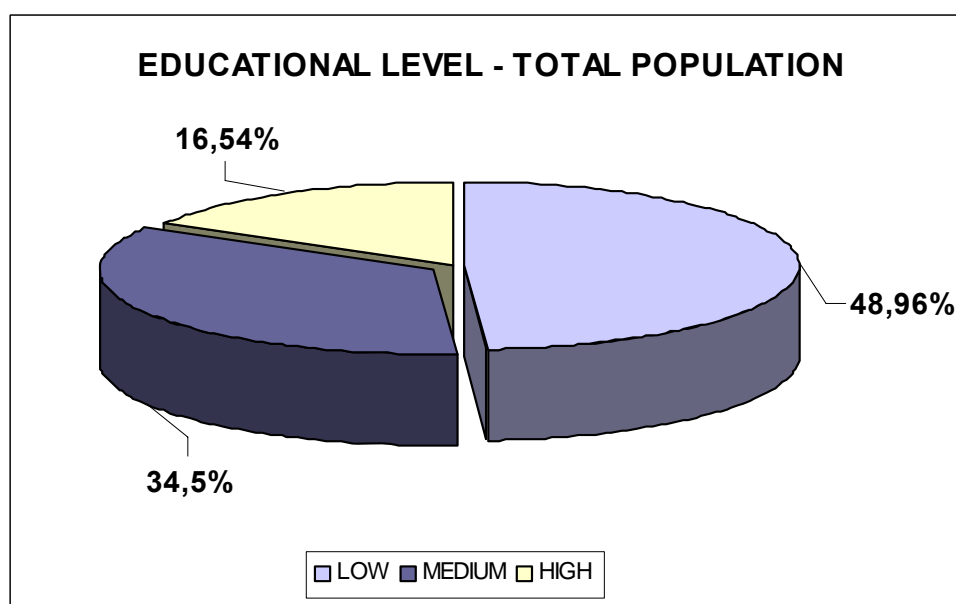
The employment situation of the population is also of interest, in order to have a good view of the reference population. As presented in the following pie-graph, working people (employees, self-employed, family workers, etc.) represent the 52,58% of total population, while students only 7,3%.

EMPLOYMENT SITUATION - TOTAL POPULATION

35,48

7,3

33,39

4,64

19,19

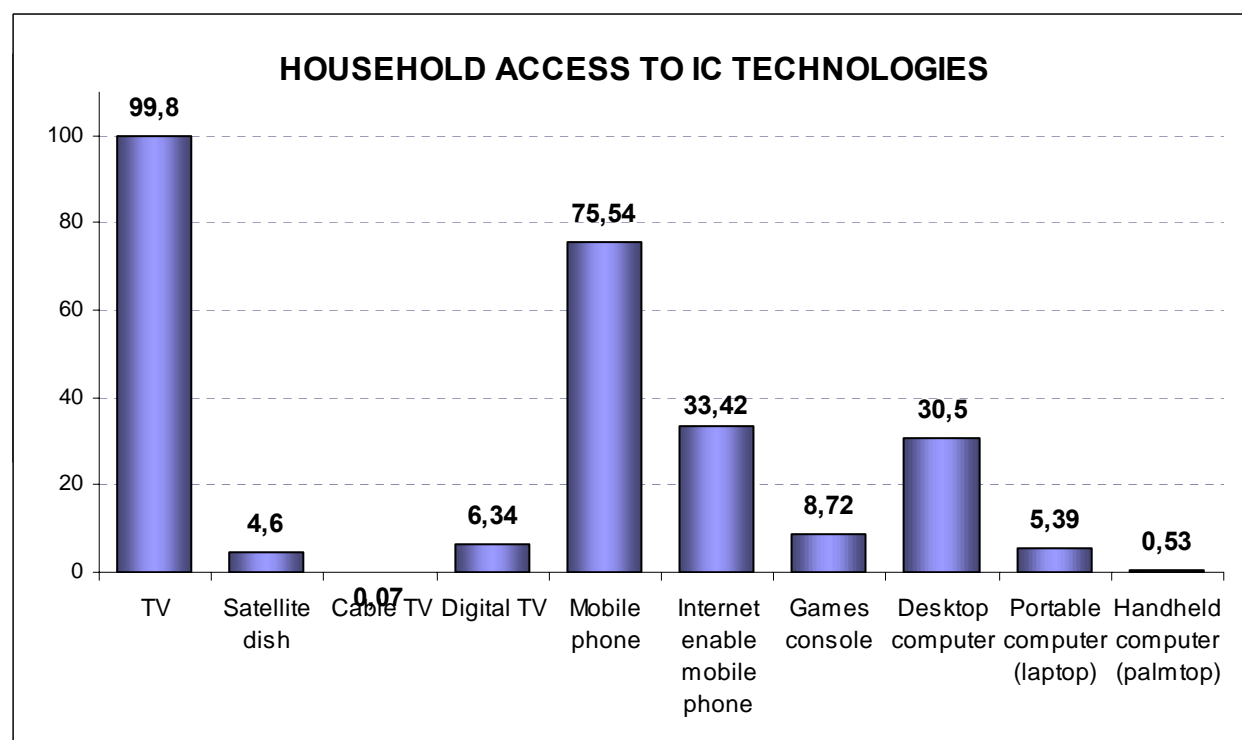☐ Student ☐ Employee ☐ Self-employed (incl. family worker) ☐ Unemployed ☐ Other

As having other activity status have been registered housewives, persons in national service, unemployed, persons of independent means, incapacitated for work, etc.

As far as the educational level completed of the reference population is concerned, approximately 50% has completed medium and high education, that is ISCED levels 2, 3, 4 (secondary +post secondary education) and 5, 6 (tertiary education –Technical Educational Institutes, Universities, Master, PhD).

EDUCATIONAL LEVEL - TOTAL POPULATION

16,54%

48,96%

34,5%

☐ LOW ☐ MEDIUM ☐ HIGH

USAGE OF IC TECHNOLOGIES

From the results of the survey it is evident that almost all Greek households possess conventional analogue TV, with percentage 99,8%, while the percentages for satellite dish connected to TV (Nova) are 4, 6%. Not internet enabled mobile phone, possesses 75,5% of the Greek households, while the percentage of possession of internet enabled mobile phones alone is 33.4%. Compared to 2004 results, households possessing internet enabled mobile phone have increased by 10%. 32,6% of Greek households have personal computer (desktop or portable) at home and only 0,53% of them have handheld (palmtop) computer. Games' console possess 8,7% of Greek households.

HOUSEHOLD ACCESS TO IC TECHNOLOGIES

Households have access to internet at home at a percentage of 22%. For these households main devices used for accessing the internet are :

▪ Desktop or portable computer   99,22%
▪ Handheld computer 0%
▪ Digital TV or set top box 0,12%
▪ Mobile phone (WAP, GPRS, UMTS) 7,88%
▪ Games console 0,83%
▪ Other device 0,20%

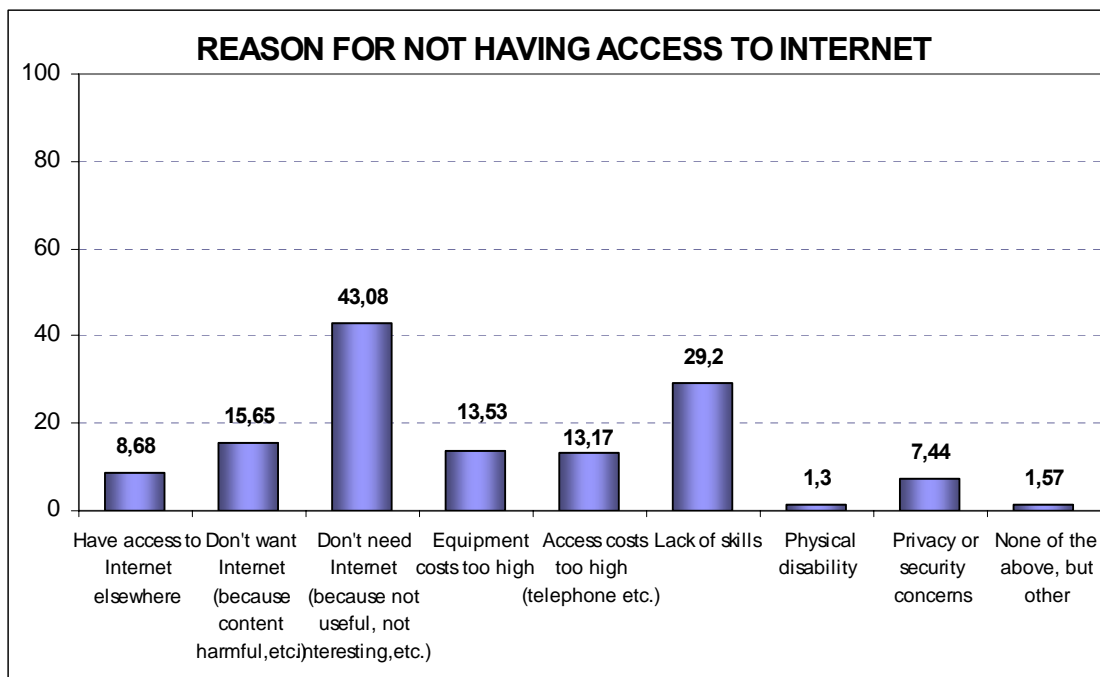As far as type of connection used is concerned, results are as following:

• Modem (dial-up access over normal telephone line or ISDN) : 96,44%
• Broadband DSL (ADSL, SDSL, etc.) : 2,41%
• Other Broadband connection (cable, UMTS, etc,) : 0,43%
• Mobile phone over narrowband (WAP, GPRS, etc.) : 5,55%

The main reasons for not having access to Internet at home were collected at individual level and data are as following:
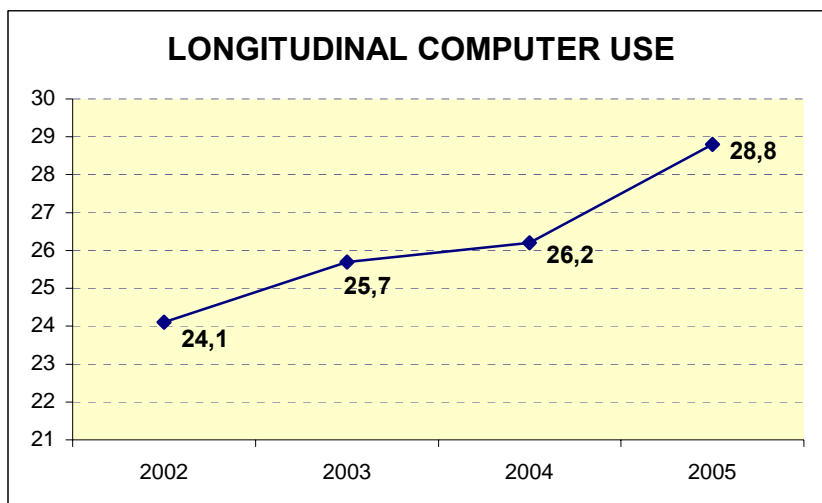
- "Don't want internet content not useful/ harmful" : 43,08%
- "Lack of skills" : 29,20%
- "Don't want internet (because content harmful, etc.) : 15,65%
- "Equipment costs too high" : 13,53%
- "Access costs too high (telephone cost, etc.) : 13,17%

Privacy or security concerns come next with 20,09%, presenting an increase since last year by approximately 10%, while access from another place also presents an increased percentage reaching 9,70%.

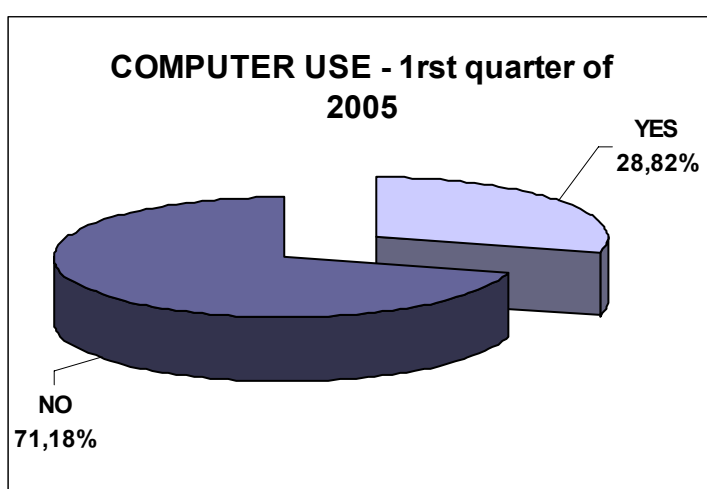Comparing data from all four years of the survey's conduction we note that as main reason remains the unusefulness of the internet or the harmful content of it. However, the lack of skills presents a quite large percentage comparing to previous years, while the second item "don't want internet because content is harmful, etc.)" has drastically decreased.

COMPUTER USE - LOCATION, FREQUENCY OF USE, ACTIVITIES

LONGITUDINAL COMPUTER USE

The histogram shows the longitudinal change in computer use, in the past four years, 2002-2005.

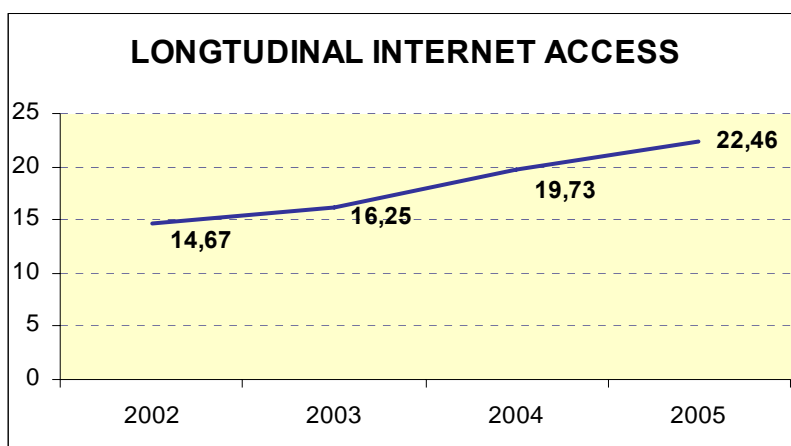## COMPUTER USE - 1rst quarter of 2005

As presented in the adjacent pie, during the first quarter of the year 2005, 28,82% of the population used a computer. The percentage of population never having used a computer is 64,9%.

As far as the frequency of use is concerned 64,62% of computer users, during the 1rst quarter of 2005, use the computer every day or almost every day. Considering as regular use, every day/almost every day use or use at least once a week, regular use of computer makes 90% of total

Persons having used the computer (1rst quarter 2005) mostly used it at home (70,08%). Use at place of work makes 48,38 % of reference population and at place of education 19,75%. As far as other places are concerned use at other friends' / relatives/ houses makes 5,5% and at the internet cafés, hotels or airports 7,83%.

INTERNET ACCESS - LOCATION, FREQUENCY OF USE, ACTIVITIES

LONGTUDINAL INTERNET ACCESS

The longitudinal change In internet access since 2002 is presented in the adjacent histogram.

INTERNET ACCESS - 1rst Quarter of 2005

NAI 22,46%

OXI 77,54%

As presented in the adjacent pie, during the first quarter of the year 2005, 22,46% of total reference (aged 16-74) population accessed the internet. As far as the frequency of using the internet, is concerned, 48,51% of persons having acce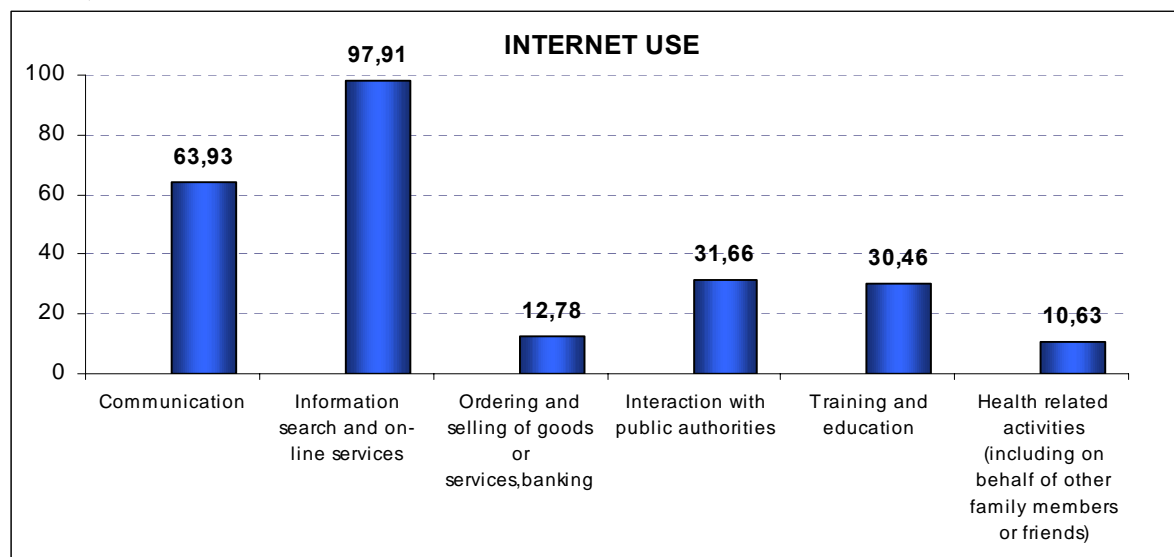ssed the internet, during the 1rst quarter of 2005, access the internet every day or almost every day. Regularly accesses the internet 82% of total reference population.

Interesting resulting information also is the security precautions taken by internet users, which present a continuous increase last years. More specifically 53,83% of persons having used the internet in the first quarter of 2005, installed a virus checking program and 12,27% installed or upgraded a hardware or software firewall.
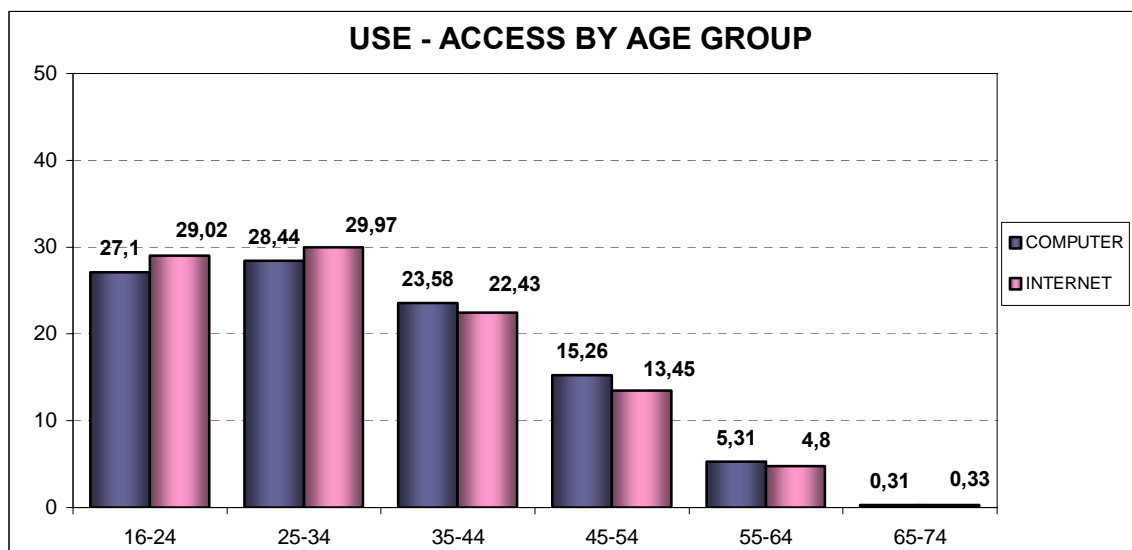
PURPOSES AND NATURE OF ACTIVITIES ON THE INTERNET

Another important information resulting from the survey, are the personal reasons for which, internet users access it.

INTERNET USE

As shown in the above histogram, the main category of reason for accessing the internet is information search and on-line services with percentage 98% and then follows communication with 64%.

COMPUTER / INTERNET USE – Some graphs

FREQUENCY OF USE AND ACCESSIBILITY

	COMPUTER	INTERNET
Every day or almost every day	64,62	48,51
At least once a week (but not every day)	24,08	33,12
At least once a month (but not every week)	8,09	13,73
Less than once a month	3,21	4,64

ACTIVITY OF USER

	COMPUTER	INTERNET
Student	18,69	20,01
Employee	50,83	50,12
Self-employed (incl. family worker)	19,36	20
Unemployed	3,9	3,8
Other	7,22	6,07

USE - ACCESS BY AGE GROUP

	COMPUTER	INTERNET
16-24	27,1	29,02
25-34	28,44	29,97
35-44	23,58	22,43
45-54	15,26	13,45
55-64	5,31	4,8
65-74	0,31	0,33

EDUCATIONAL LEVEL OF COMPUTER & INTERNET USERS

INTERNET COMMERCE – ACTIVITIES AND BARRIERS

On internet commerce, percentage 6,60% of reference population appears to have ordered/ bought goods or services for private use over the internet during the first quarter of 2005, almost double since last year.

Goods or services having been ordered or bought during the last 12 months mainly are books, magazines, newspapers, e-Learning material, etc. (32,36%), computer hardware (incl. accessories for upgrading PC eg. memory, hard disk, graphic cards etc.) (23,78%) and clothes, sport goods (16,31%).

Products and Services	Estimated percentage of purchases
1. Food / Groceries	1,42%
2. Household goods (e.g. furniture, toys, etc.)	10,71%
2. Films (videos, dvd etc.), music systems, cd's, photographic films	16,05%
3. Books/ Magazines/ E-learning material	32,36%
4. Clothes, sports goods	16,31%
5. Computer software (incl. Video games)	7,31%
6. Computer hardware (incl. accessories for upgrading PC eg. memory, hard disk, graphic cards etc.)	23,78%
7. Electronic equipment (incl. cameras, megaphones etc.)	13,71%
8. Share purchases / Financial services /Insurances	2,65%
9. Travel and holiday accommodation	16,06%
10. Tickets for events (conferences, theater, etc.)	8,07%
11. Lotteries and betting	3,97%
12. Other	12,82%

It seems that problems encountered when making orders over the Internet are not many, while main problems are the final price being higher than indicated (4%), not receiving satisfactory response after complaint (3,71%) and the lack of security of payments (2,51%).

REASONS FOR NOT ORDERING / PURCHASING GOODS / SERVICES

Reason	Value
l) Other	8,22
k) Speed of the internet connection is too slow	0,24
j) Don' t have a payment card allowing to pay over the internet	8,39
l) Trust concerns about receiving or returning goods, complaint / redress conserms	9,25
h) Privacy concerns, worried about giving personal details over the Internet	21,41
g) Security concerns, worried about giving credit card details over the internet	17,5
f) Problematic to receive ordered goods at home	3,81
e) Too long delivery times	0,57
d) Too expensive	2,4
c) Lack of skills	2,21
b) Prefer to shop in person, like to see product, loyalty to shops, force of habit	43,49
a) Have no need	37,78