HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

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PRESS RELEASE

- *Greeks remain skeptical of e-shopping for private use*

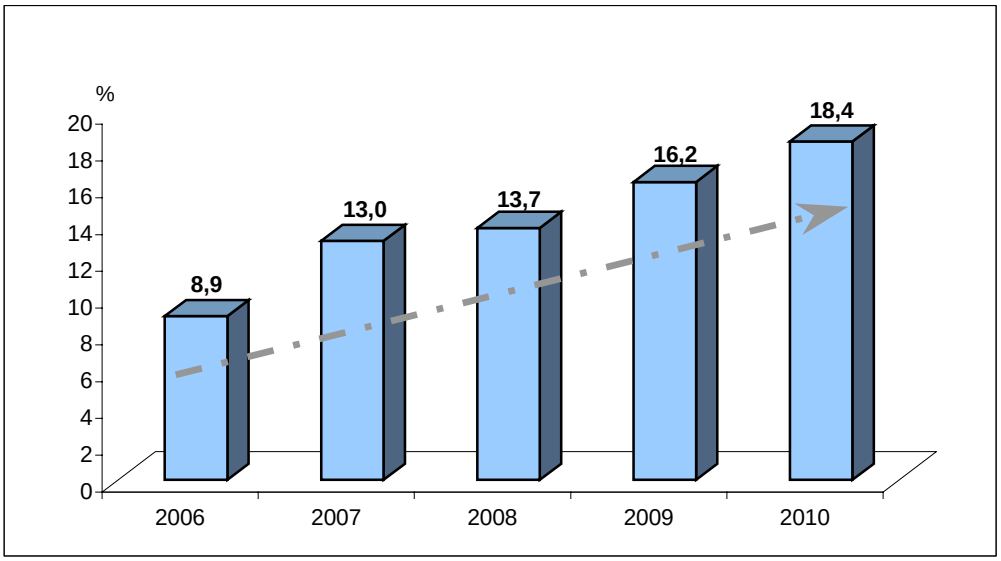
SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE IN HOUSEHOLDS AND BY INDIVIDUALS: 2010

e-COMMERCE

18,4% of internet users shopped online during the 1st quarter of 2010. Yet, the comparison between the percentage change (13,6%) for 2009-2010, and the respective percentage (18,2%), for the period 2008-2009, reflects the fact that the Greeks express a discomfort for online shopping.

The average annual rate of change for purchases over the internet for the five-year period from 2006 to 2010 comes to 20,8%.

e-commerce: (1st quarter 2006 – 2010)



The share of the internet users having reported that they have never bought or ordered goods and services over the internet, may have apparently decreased by 14,5% (from 82,9% in 2006 down to 70,9% in 2010), nevertheless, buying or ordering goods over the internet is still not one of the usual practices among the internet users.

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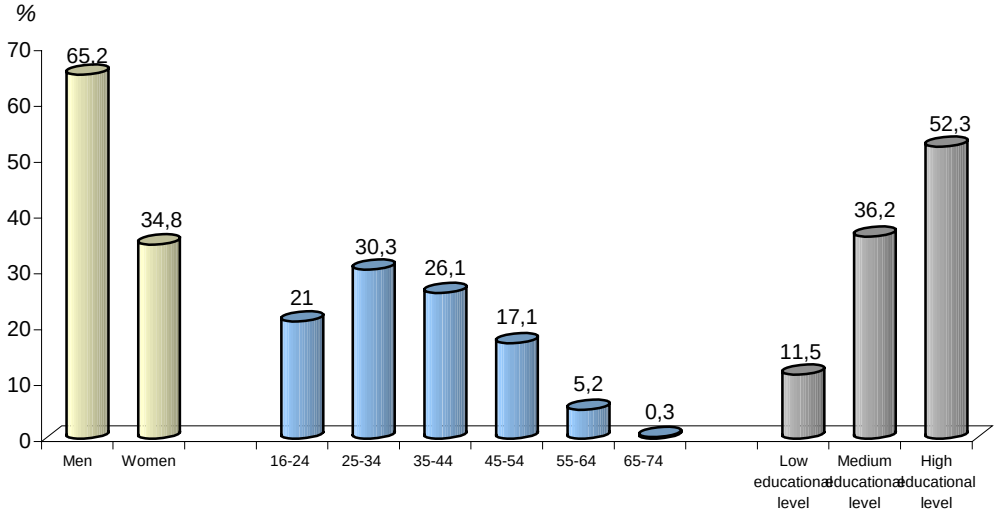
1. e-shopper's profile

The analysis of the profile of the internet users who execute purchases/orders over the internet has shown that the overwhelming majority of these users are men, aged 25-34 years old, employees, having completed higher or highest education. Nevertheless, it is worth noticing that there are several differences between the profile of those using the internet, irrespective of their having e-shopped or not, and the profile of the e-shoppers, the educational level of the e-shoppers being higher (graduates of higher education or university graduates, master or PhD holders).

e-purchases, by gender, age group and educational level: 1st quarter 2010



It's also worth noticing that there is a big difference between the share of men and that of women who shop on the internet. Men outnumber women approximately by 30 percentage points, a difference which is not reflected in the profile of the internet users (men 53,9%, women 46,1%) and which may be eloquently indicative of the women's consumption habits.

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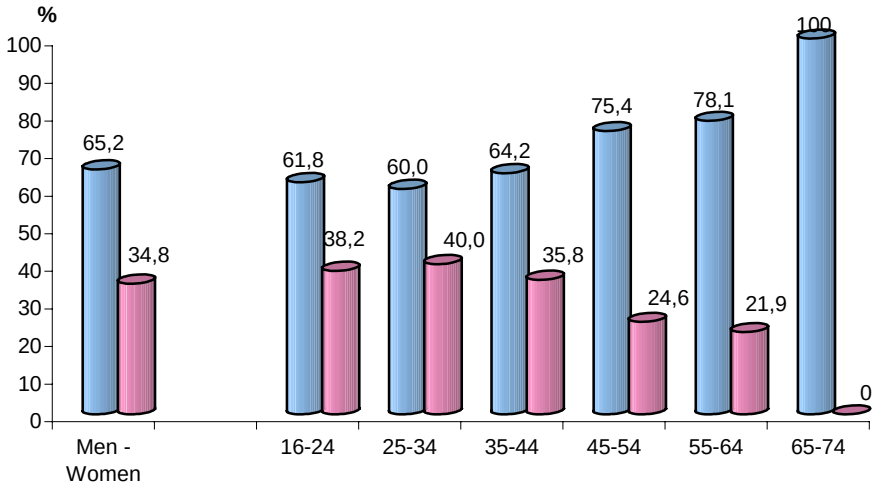
e-commerce, by age group and gender: 1st quarter 2010



2. Products purchased or ordered over the internet

The **goods and services purchased or ordered** over the internet for personal use during April 2009-March 2010, were mostly electronic equipment, i.e. cameras and video cameras, mobile phones, television sets, DVDs, etc (28,5%), travel services such as tickets, car renting, etc (27,8%) and clothes, footwear-sportswear (24,5%).

The goods and services, which in 2010 recorded a bigger increase in comparison with 2009, are products such as computer software, electronic equipment, household goods, and clothing.

During the previous years, services such as travel and holiday accommodation, purchase of tickets for events (theatre, cinema, concerts) were the most popular among the e-shoppers. On the contrary, in 2010, this kind of services remained stable, with travel services recording a 10% decrease. The same downward trend was recorded both for the purchase/order of film and music (DVDs, CDs videotapes, etc) and the purchase/order of computer games.

More analytically, the goods and services purchased or ordered over the internet during April 2009 – March 2010 figure in the following table.

TABLE 1. Goods and services purchased or ordered over the internet: April 2009 – March 2010

GOODS – SERVICES	% over the total of purchases
Electronic equipment (video cameras, cameras, mobile phones, TV's, DVD devices, etc.)	28,5
Travel arrangements such as tickets, car hire, etc.	27,8
Clothes, footwear - sports goods	24,5
Computer hardware	24,1
Holiday accommodation (hotel, room, apartment, etc.)	23,3
Books, magazines, newspapers,	20,5
Tickets for events (concerts, theater, cinema, etc.)	20,1
Computer software (*excluding* games' software) and upgrades	16,2
Household goods (e.g. furniture, toys, art objects, etc.)	14,5
Other (e.g. jewels, information from databases)	9,4
Films, music (DVDs, CDs, tapes, etc.)	9,1
Computer games software or games' console and upgrades	5,8
e-learning material	5,4
Telecommunication services (i.e. Nova subscriptions, broadband subscriptions, up-loading money on prepaid phone cards, etc.)	4,4
Food / Groceries	2,3
Medicine	2,2
Share purchases / Financial services / insurance	1,9

24% of the goods and services, which offer the choice to be delivered online rather than to be delivered at home (i.e. by post), are delivered online. Such goods and services are films, music, books, and newspapers in electronic form, e-learning material and computer software.

Among the products that continue to be purchased online, computer software and software upgrades, including computer games and video games are in the first place (67,3% of the total of the products delivered online) and then follow books, magazines, newspapers in electronic form and e-learning material with 30,9% and films and music with 19,9%. It is worth noticing the difference between men and women: 80% of those who buy and get the aforementioned products online are men, while women account only for the 20%.

More specifically, the percentage distribution of the online products for e-purchases during Aril 2009 – March 2010 is as follows:

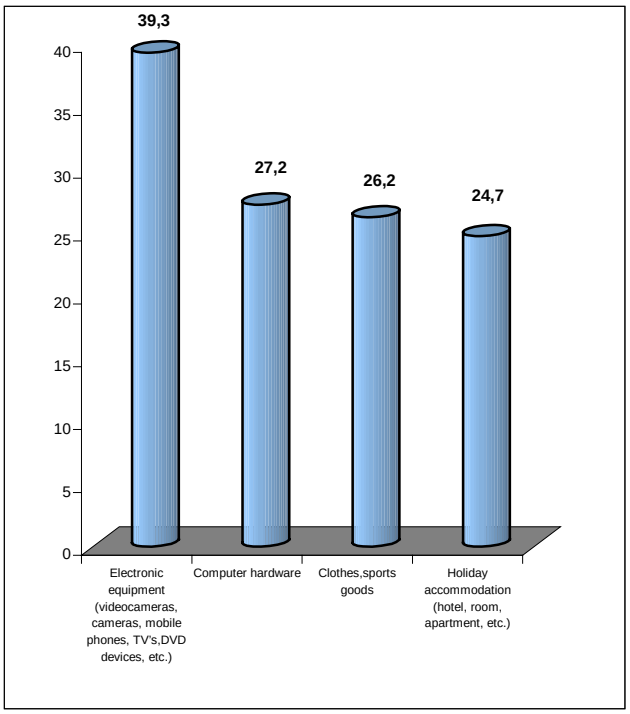
- 31,9% of software, computer games and relevant upgrades
- 12,1% of books, magazines, newspapers and e-learning material and
- 20,6% of films and music

The majority of consumers, 59,5%, choose for their e-purchases domestic enterprises, while 35,3% enterprises from other EU Member States and 21,8% enterprises from non-EU countries.

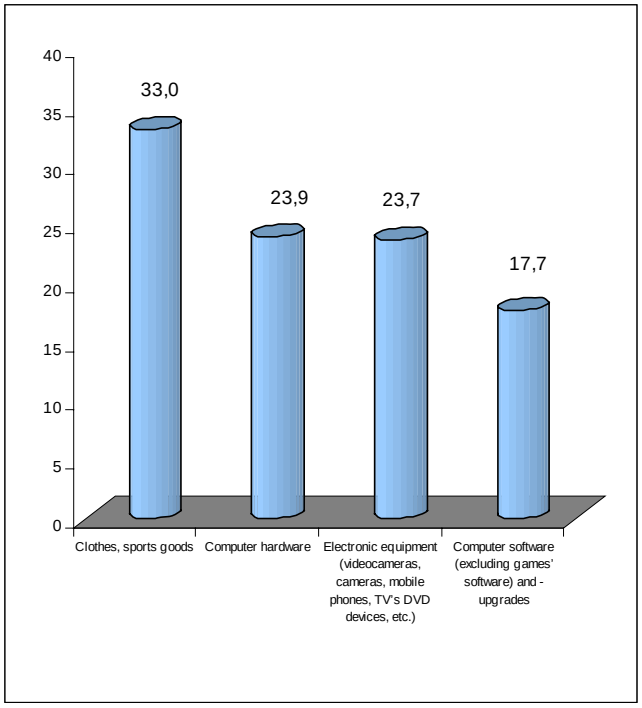
As regards the geographical distribution of the e-purchases, the following graphs depict the main categories of goods and services purchased/ordered over the internet during April 2009-March 2010, in the great geographic areas of the Country.

Percentage distribution % of the main categories of goods and services purchased by great geographic area: April – March 2010

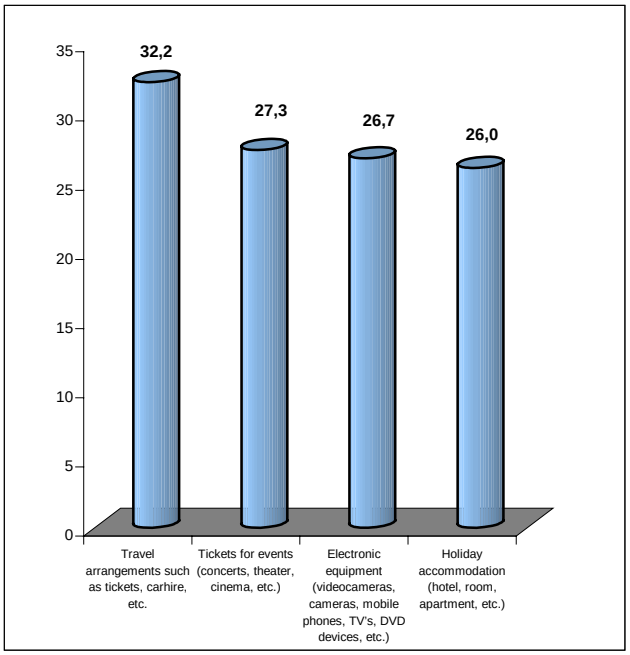
a. Voreia Ellas



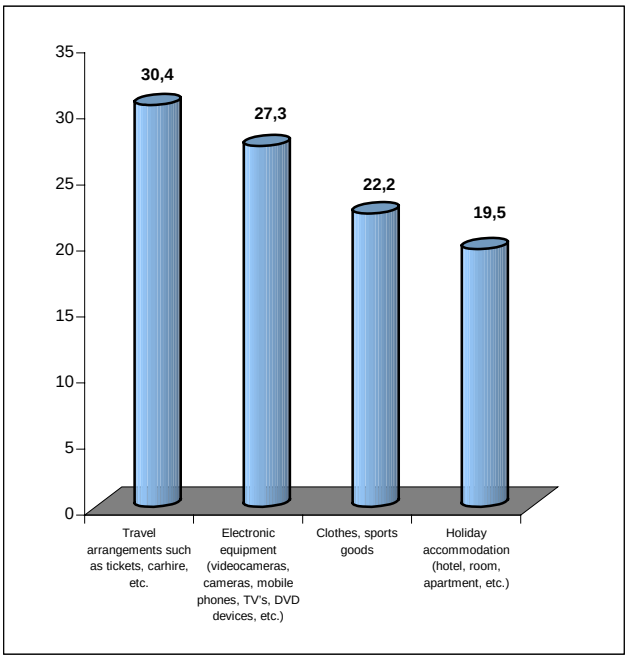
b. Kentriki Ellas



c. Attiki



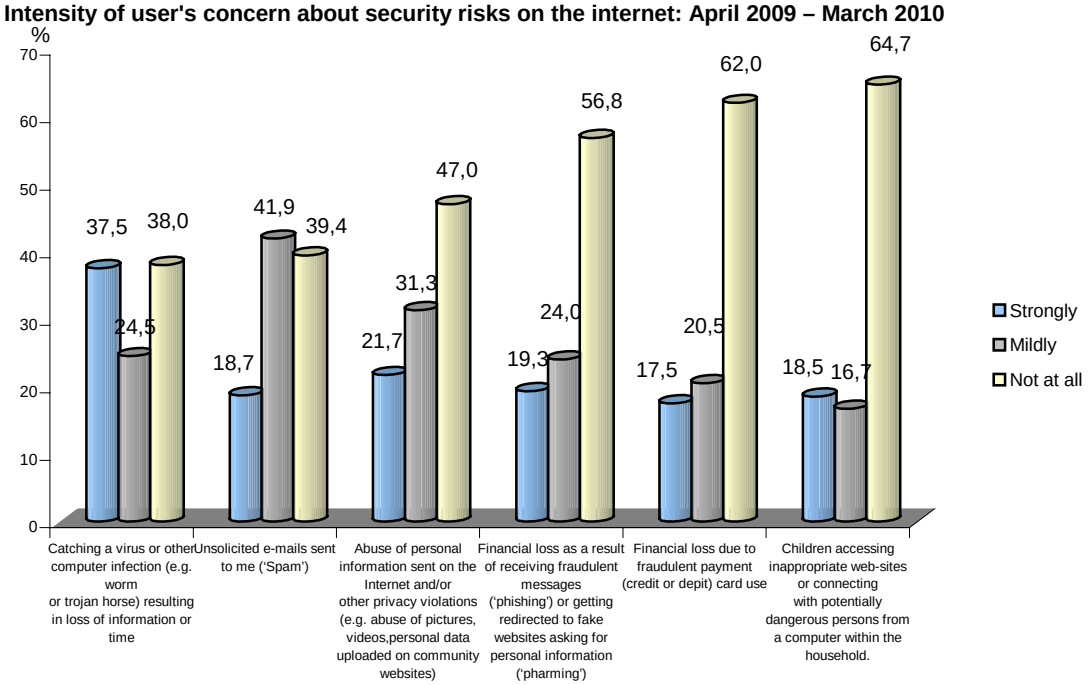
d. Nisoi Aigaiou, Kriti



3. Safety and security on the internet

Not only is the internet an inexhaustible source of information, it is also a medium of entertainment and the most popular medium of communication among young people. Yet, the user should be very careful when navigating in the World Wide Web, because there are many risks for the safety of both the computer and personal data. “Internet Security” is protecting computers against viruses, spyware, malware, etc, and “internet safety” is protection against online frauds and other relevant criminal actions.
This section focus on issues concerning internet safety and security, i.e. the users’ concern about possible security risks and problems, security measures, etc.
The following graph depicts the intensity of user’s concern about each of the potential risks.

Intensity of user's concern about security risks on the internet: April 2009 – March 2010

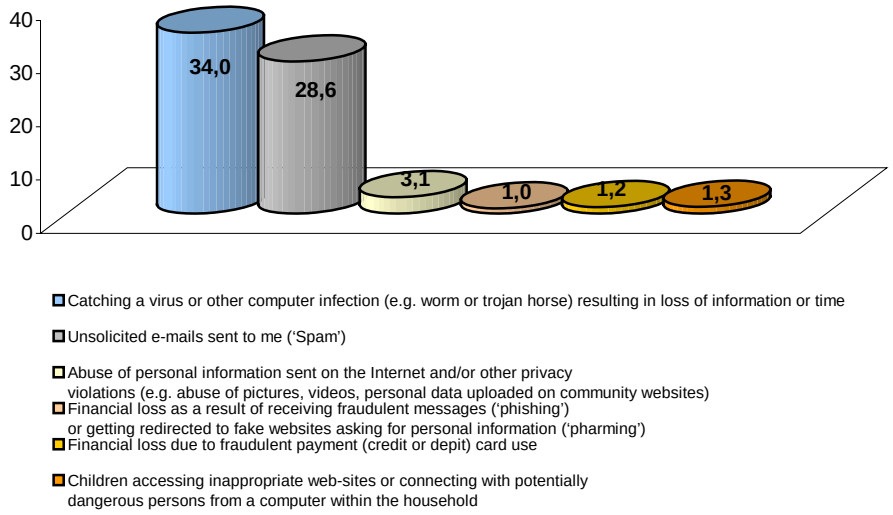


62% of the internet users are concerned about internet security issues concerning viruses, resulting to loss of data or valuable time and 60,6% about receiving “spam” e-mails.

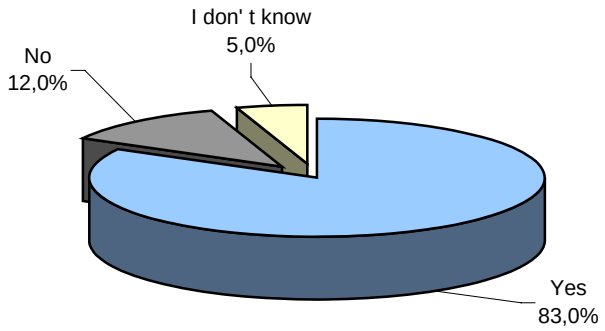
The low percentage (35,2%) of concern, which is recorded pertaining to children’s accessing inappropriate websites or connecting with potentially dangerous persons from a computer within the household, is attributed to the low percentage of surveyed households with family members aged less than 16 years old (27% of the total of the surveyed households). Indicatively, for the age group 35-54 years old, the percentage of concern reaches 84,6%.

Accordingly, the following graph shows the problems encountered by internet users during April 2009 – March 2010. The most frequent security incidents reported by the users are: infection by viruses (34,0%) and receiving of “spam” e-mails (28,6%).

Problems encountered by internet users:
April 2009 – March 2010



Security measures



In order to address the abovementioned security problems, 8 out of 10 internet users take security measures (anti-virus, anti-spam, firewall programs, etc), which are designed to protect their computer or their personal data.

The security measures, which are most frequently used, have to do with the most frequently encountered security problems. Accordingly, 78,1% of the users use virus checking or anti-spyware programs, 37,1% firewall hardware or software and 22,1% e-mailing filtering preventing “spam”.

Parental control or web filtering software, preventing children from visiting inappropriate websites are used by 6,7% of internet users, while 2 out of 10 internet users report having taken some security measure, without knowing in details the components of the security package they have installed.
7 out of 10 internet users update the security products they use. The reasons for which internet users do not update the security products (virus checking and anti-spyware programs, etc.) are shown in the next graph.
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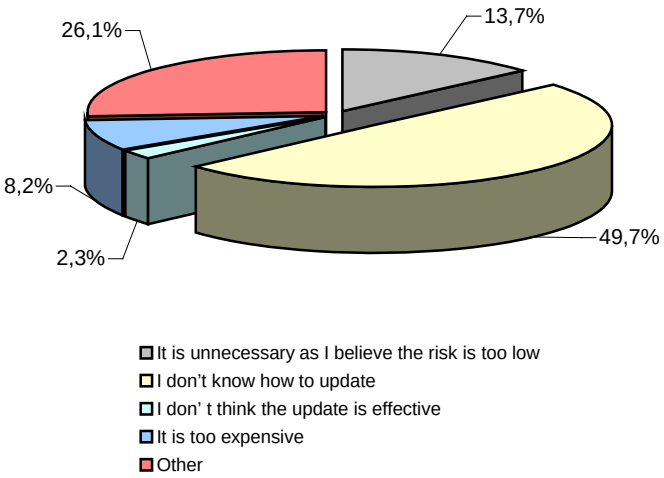
Reasons for not updating the security products



EXPLANATORY NOTES

Survey on Information and Communication Technologies (ICT) usage in households and by individuals

The Survey on Information and Communication Technologies Usage in households and by individuals (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 ICT usage in households and the calculation of i_2010 indicators. The survey was conducted by telephone.

Legal Basis

The survey is 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 including 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.

e-commerce

e-commerce means any commercial transaction made over the internet via a computer or mobile phone. More specifically, the survey record the e-purchases executed exclusively for private use (not for professional purposes) and it includes only online purchases via websites or via automated data exchange, but excluding normal e-mail messages that are manually typed.

Great geographic 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 (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, under the link :Statistical Themes / Technology.