



HELLENIC REPUBLIC

HELLENIC STATISTICAL AUTHORITY

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PRESS RELEASE

SURVEY ON INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE IN HOUSEHOLDS AND BY INDIVIDUALS: 2011

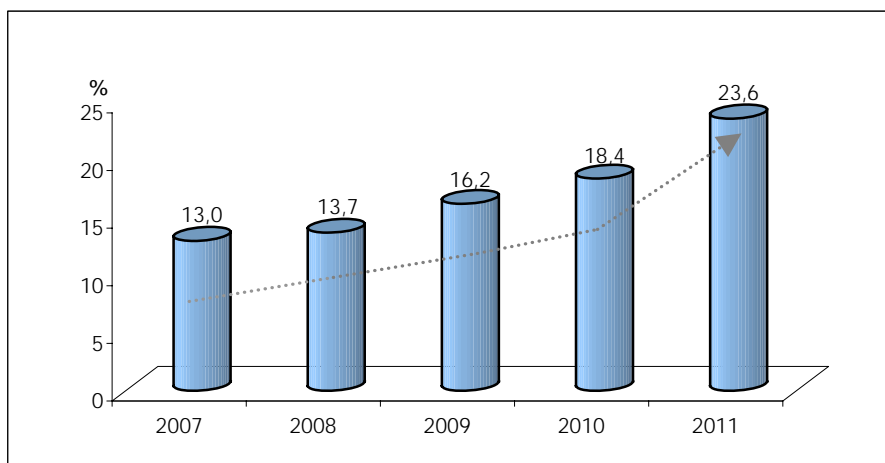
E – COMMERCE

ELSTAT conducted the 2011 Survey on the Use of Information and Communication Technologies by Households during the period 01/04/2011 – 30/06/2011. The results of the survey, which was conducted on 6,500 households, are presented in this press release.

General

23.6% of internet users shopped online during the 1st quarter of 2011. An increase of 28.3 percentage points is observed in comparison with 2010, while for the corresponding period of 2009-2010 the increase was lower at 13.6 percentage points. The average annual rate of change for purchases over the internet for the five-year period 2007- 2011 is 16.4%.

Graph 1 : E – commerce: (1st quarter 2007 – 2011)



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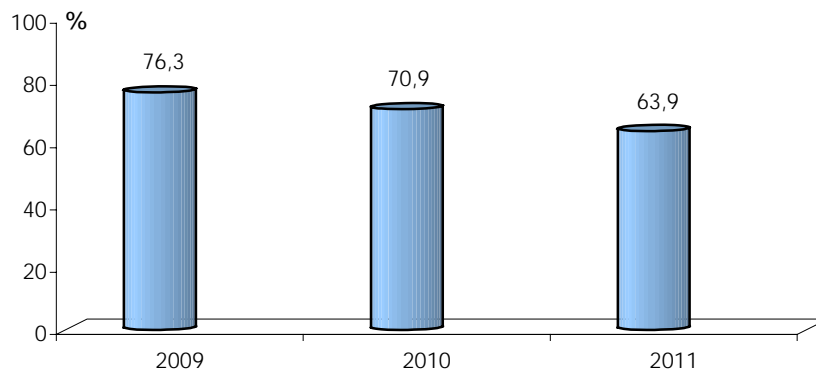
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During the last three years the share of internet users having reported that they have never bought or ordered goods or services over the internet is 76.3% for 2009, 70.9% for 2010 and 63.9% for 2011 (graph 2).

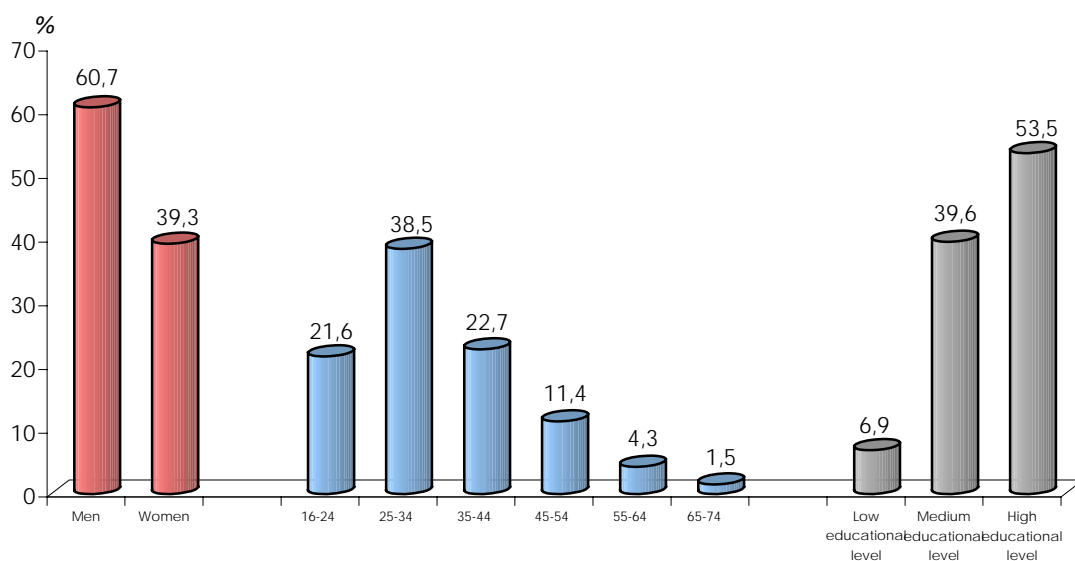
Graph 2: Internet users who have never bought/ordered goods over the internet



1. E-shopper's profile

The analysis of the profile of the internet users who purchase /order goods or services over the internet has shown that men account for 60.7% and women for 39.3%. A large group of these users belong to the age group of 25-34 years (38.5% of the total). As regards educational level, the percentage of users with high education level (graduates of higher education or university graduates, master or PhD holders) reaches 53.5% and with medium education level 39.6% (graduates of secondary education and of vocational training institutes).

Graph 3: E-purchases by gender, age group and educational level: 1st quarter 2011



2. Products purchased/ordered over the internet

Only with very few exceptions, almost all the categories of goods or services purchased or ordered over the internet recorded an increase compared with 2010.

Categories of goods and services mostly purchased or ordered over the internet for personal use, also showing significant increase during April 2010-March 2011 compared to the corresponding period for previous year are the following:

- Travel arrangements such as tickets, car hire, etc. (40.9%)
- Holiday accommodation (36.1%)
- Clothes, footwear - sports goods (32.5%)
- Computer hardware (27.8%)

The goods and services, which recorded the highest growth rates –but with very low shares- are “Food / Groceries”, with 126.1% and “Telecommunication services” (i.e. Nova subscriptions, broadband subscriptions, uploading money on prepaid phone cards, etc.) with 115.9%.

A downward trend is recorded in the purchases/orders of the following categories:

- E-learning material – decrease by 25.9%
- Computer software (excluding computer and video games’ software) and upgrades – decrease by 16.7%
- Books (electronic format or not), magazines, newspapers – decrease by 13.7%
- Electronic equipment (video cameras, cameras, mobile phones, TV’s, DVD devices, etc.)– decrease by 12.6%

More analytically, the goods and services purchased or ordered over the internet during the time periods April 2010 – March 2011 and April 2009 – March 2010 figure in the following table (by descending order for April 2010 – March 2011).

**TABLE 1. Goods and services purchased/ordered over the internet and respective users’ percentage:
April 2010 – March 2011 compared with April 2009 – March 2010**

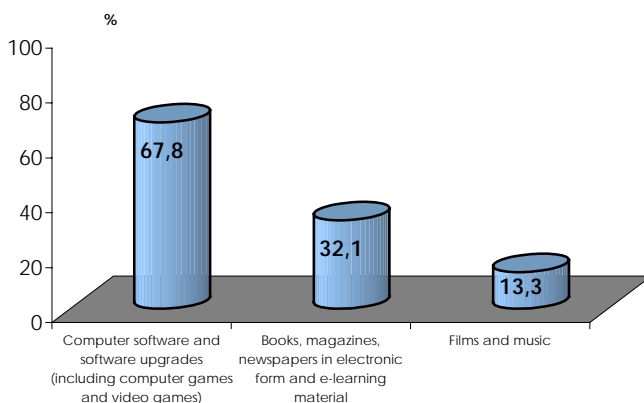
Goods-Services	April 2009 – March 2010	April 2010 – March 2011	Change %
Travel arrangements such as tickets, car hire, etc.	27.8	40.9	47.1
Holiday accommodation (hotel, room, apartment, etc.)	23.3	36.1	54.9
Clothes, footwear - sports goods	24.5	32.5	32.7
Computer hardware	24.1	27.8	15.4
Electronic equipment (video cameras, cameras, mobile phones, TV’s, DVD devices, etc.)	28.5	24.9	-12.6
Tickets for events (concerts, theater, cinema, etc.)	20.1	21.0	4.5
Household goods (e.g. furniture, toys, art objects, etc.)	14.5	19.8	36.6
Books, magazines, newspapers	20.5	17.7	-13.7
Computer software (excluding games’ software) and up-grades	16.2	13.5	-16.7
Computer games software or games’ console and up-grades	5.8	10.5	81.0
Other (e.g. jewels, information from databases)	9.4	10.2	8.5
Films, music (DVDs, CDs, tapes, etc.)	9.1	9.6	5.5
Telecommunication services (i.e. Nova subscriptions, broadband subscriptions, uploading money on prepaid phone cards, etc.)	4.4	9.5	115.9
Food / Groceries	2.3	5.2	126.1
E-learning material	5.4	4.0	-25.9
Medicine	2.2	3.6	63.6
Share purchases / Financial services / insurance	1.9	2.9	52.6

66.5% of the consumers choose for their e-purchases domestic enterprises, while 41.3% purchase from enterprises from other EU Member States and 24.4% purchase from enterprises from non-EU countries.

Products delivered online, mainly are computer software and software up-grades, including computer games and video games (67.8% of total products delivered online), and then books, magazines, newspapers in electronic form and e-learning material (32.1%) and films and music (13.3%) follow.

78% of those who buy and get the aforementioned products online are men, while women account for the 22%.

Graph 4. Products delivered online



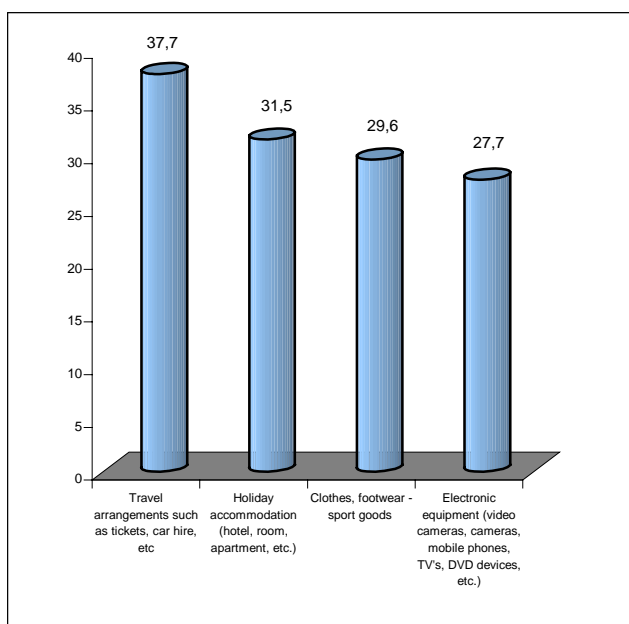
20.3% of the pre-mentioned goods and services that can be delivered online are delivered online rather than by post. Out of the total of goods purchased/ordered over the internet, which offer the choice to be delivered online rather than to be delivered at home, 26.1% of software, computer games and relevant upgrades, 11.6% of books, magazines, newspapers and e-learning material and 10% of films and music were delivered on line for the period from April 2010-March 2011.

As regards the geographical distribution of e-purchases, the graphs 5-8 depict the main categories of goods and services purchased/ordered over the internet during April 2010-March 2011, in the great geographic areas of Greece.

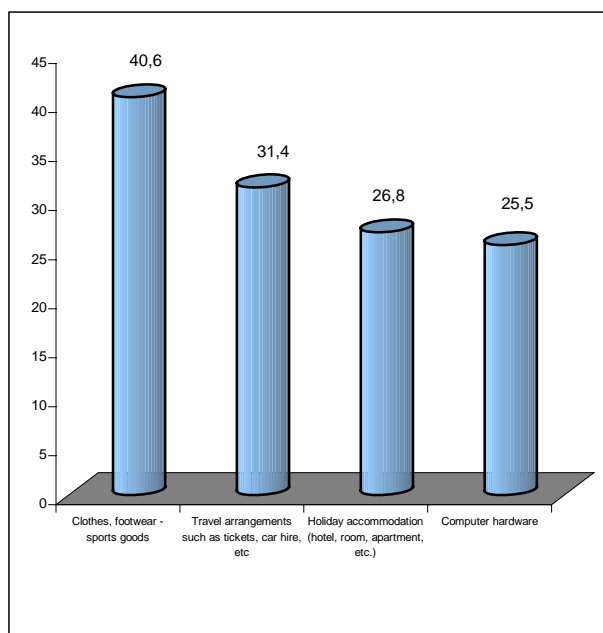
Graphs 5 – 8

Percentage distribution % of the main categories of goods and services purchased/ordered by great geographic area: April 2010 – March 2011

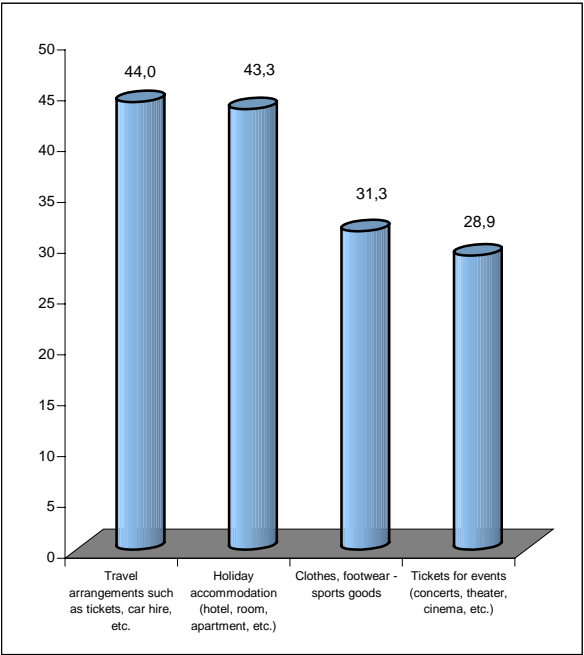
Graph 5. Voreia Ellas



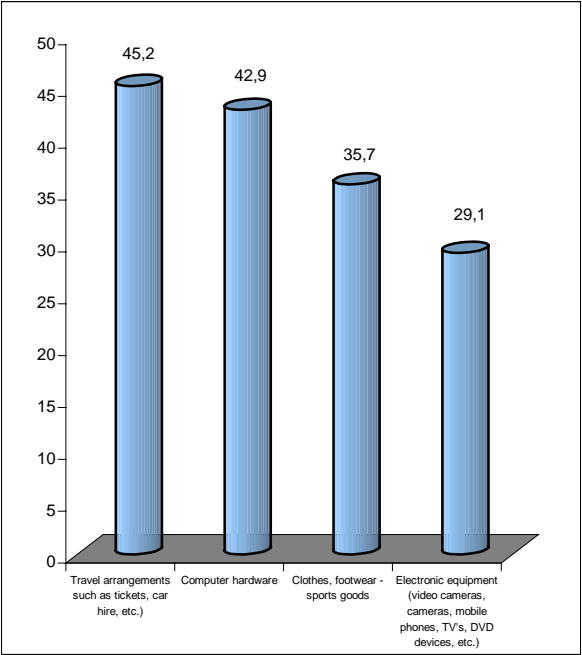
Graph 6. Kentriki Ellas



Craph 7. Attiki



Graph 8. Nisoi Aigaiou, Kriti



Survey on Information and Communication Technologies (ICT) usage in households and by individuals	<p>EXPLANATORY NOTES</p> <p>The Survey on Information and Communication Technologies Usage in households and by individuals (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 usage by households and the calculation of e-Europe benchmarking indicators concerning the Information Society, in the context of the 2011-2015 benchmarking framework (endorsed by i-2010 High Level Group in November 2009), which itself followed-up the e-Europe 2005 Action Plan. The survey was conducted by telephone.</p>
Legal Basis	The survey is conducted in the framework of Regulation 808/2004 of the European Council and the Parliament.
Reference Period	01/01/2011 - 31/03/2011
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	<p>The three-stage area sampling method was used for the survey. The primary sampling units are the areas (one or more unified city blocks), the secondary sampling units are the households and the final sampling unit is one person randomly selected among the household members, aged 16-74 years old.</p> <p>The first stratification criterion for the target population is the geographical division of the country. In each Region (NUTS 2) the Municipal / Local communities were stratified into four strata according to their population, on the basis of the results of the 2001 General Population Census. More specifically, except for the former two Major City Agglomerations (Athens and Thessaloniki) the stratification is as follows:</p> <ol style="list-style-type: none"> 1. Municipal / Local communities with more than 30,000 inhabitants 2. Municipal / Local communities with 5,000 – 29,999 inhabitants 3. Municipal / Local communities with 1,000 – 4,999 inhabitants 4. Municipal / Local communities up to 999 inhabitants <p>The former Greater Athens Area was divided into 31 household strata of about equal size on the basis of the social and economic characteristics of the Municipalities / Municipal Units where the households belong. Similarly, the former Greater Thessaloniki Area was divided into 9 equally sized household strata. The two Major City Agglomerations account for the 40% of total population.</p> <p>The sample consists of 6,500 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 Survey on Income and Living Conditions of the years 2009 and 2010 having telephone.</p>
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 and with the precondition that the user pays/submits an amount of money for the goods purchased/ordered.
Great geographic areas (NUTS 1)	<p>Voreia Ellas (Northern Greece): Anatoliki Makedonia Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Thessalia (Thessaly).</p> <p>Kentriki Ellas (Central Greece): Ipeiros (Epirus), Ionioi Nisoi (Ionian Islands), Dytiki Ellas (West Greece), Sterea Ellas, Peloponnisos (Peloponnese)</p> <p>Attiki (Attica): Attiki</p> <p>Nisoi Aigaiou, Kriti (Aegean islands and Crete): Voreio Aigaio (North Aegean), Notio Aigaio (South Aegean), Kriti (Crete)</p>
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.