



## **PRESS RELEASE**

### **SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS : 2013**

The Hellenic Statistical Authority announces data on the use of new technologies by households and their members, for the year 2013. The data derive from the sample Survey on the Use of Information and Communication Technologies by households, conducted for 2013.

The survey was conducted on a final sample of 4,209 private households and their members, throughout the Country, with the only prerequisite that at least one person aged 16 – 74 years old lived in the household.

#### **BACKGROUND AND PURPOSE OF THE SURVEY**

The survey collects analytical data on the access of households to selected information and communication technologies and more specifically data on computer use, internet access and ubiquitous internet access, transactions with public authorities via the internet (e-government), e-commerce, as well as e-skills.

The survey was first conducted in Greece in 2002, and the results are fully harmonized with the results of the corresponding surveys conducted by the other EU Member States.

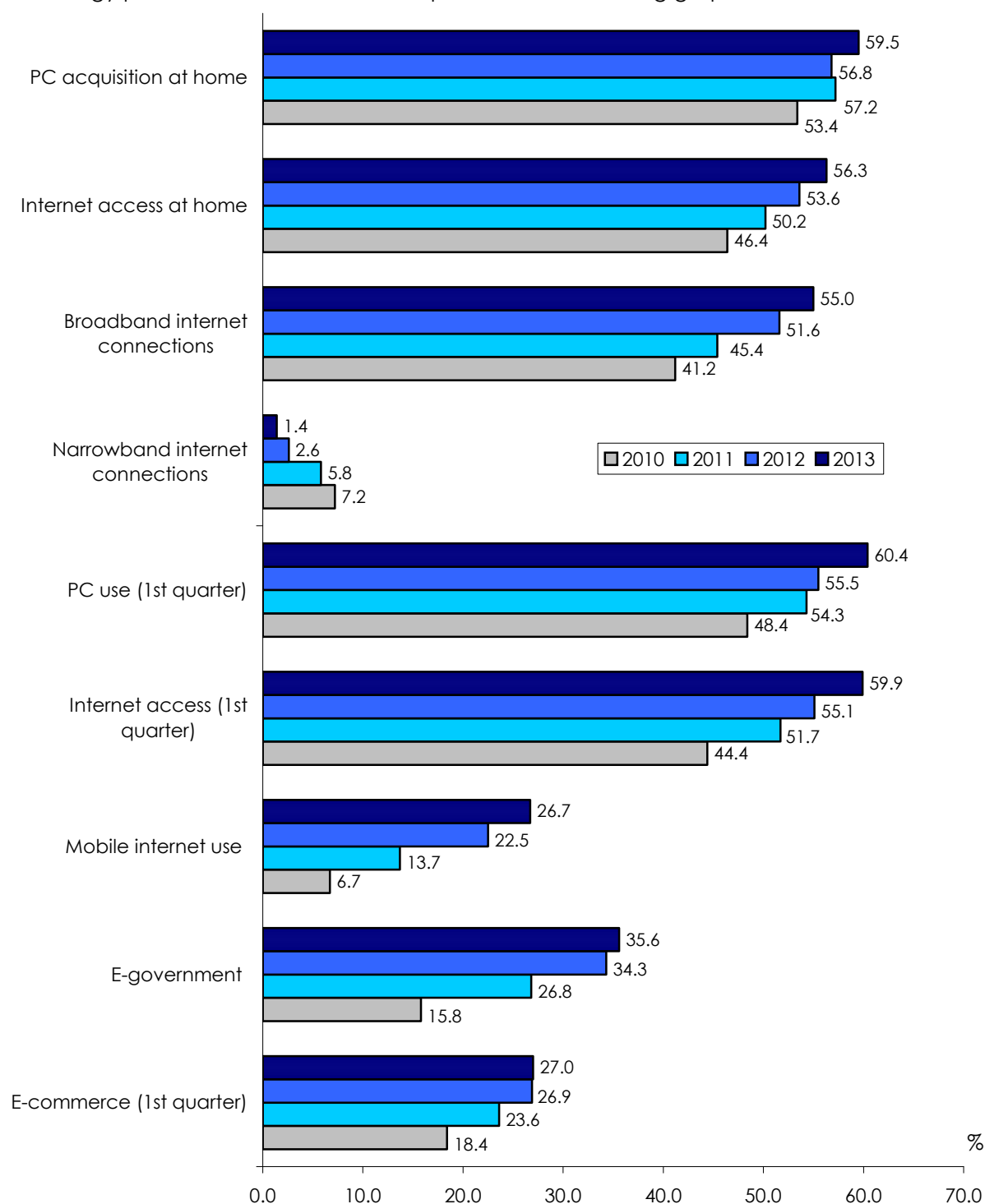
The survey data are collected via telephone by means of questions answered by one, only, member of the household, which is randomly selected, with the only prerequisite that he/she is 16-74 years old. The questionnaire helps collecting data with regard to the household, in general, as well as individual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

For further information:  
Population and Labour Market Statistics Division  
Household Surveys' Section  
G. Ntouros: 0030 213 1352174  
M. Chalkiadaki: 0030 213 135 2896  
J. Zouliatis: 0030 213 135 2941  
Fax : 213 135 2906

## BASIC FINDINGS

The main findings of the survey with regard to the penetration of information and communication technologies in households and individuals in Greece, from 2010 up to the present time, are depicted concisely in the following graph and are presented more analytically in the following chapters of this Press Release:

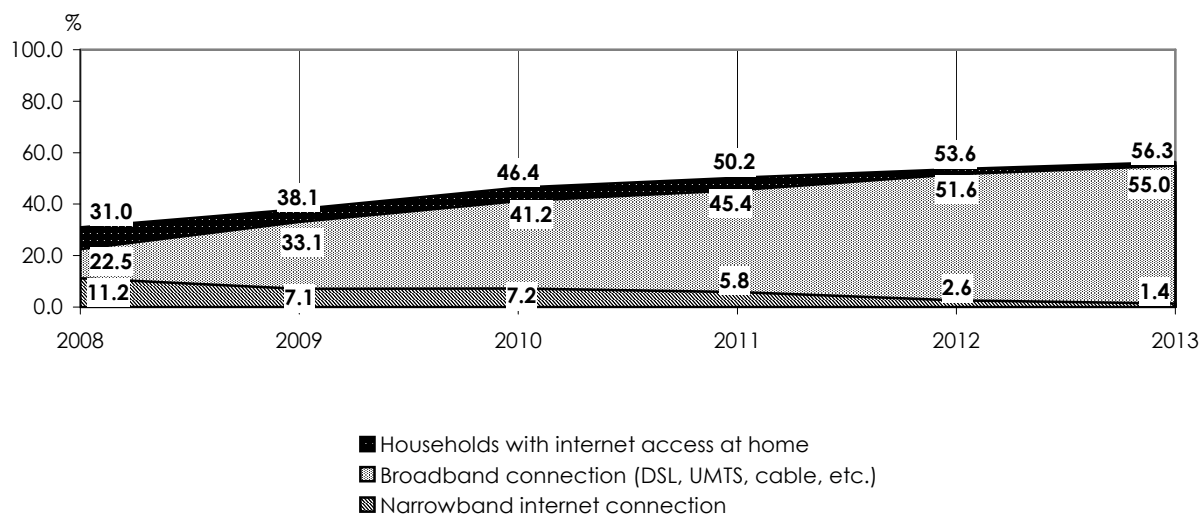
Technology penetration, since 2010, is depicted in the following graph:



## HOUSEHOLDS AND NEW TECHNOLOGIES – INTERNET CONNECTION AT HOME – TYPE OF INTERNET CONNECTION

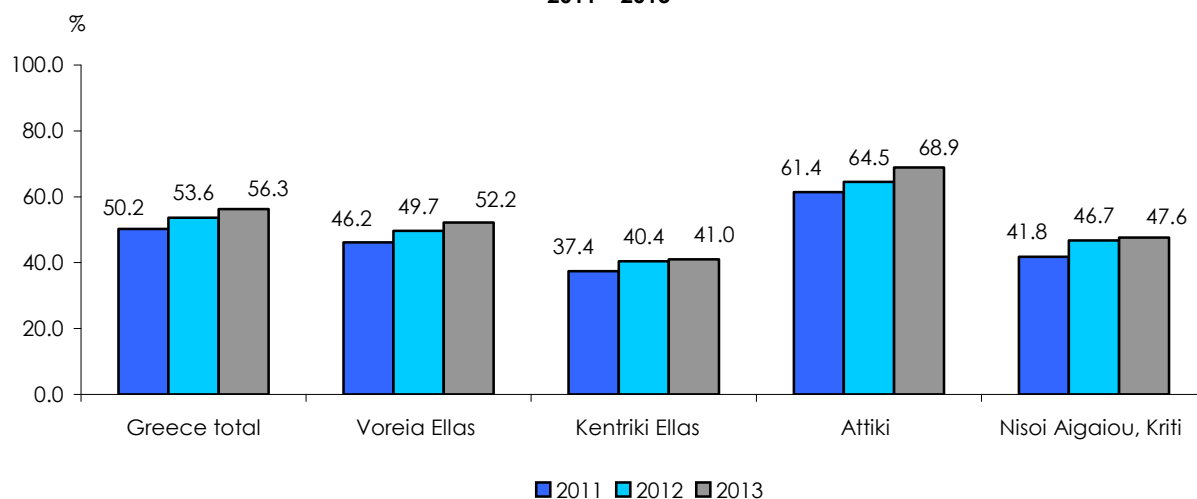
The vast majority of internet connections at home are broadband connections. Longitudinally, the evolution of broadband connections, as well as of narrowband connections at home, is depicted in the following graph:

**Evolution of broadband and narrowband internet connections at home: 2008 – 2013**  
**Proportion of households, Greece total**



Longitudinally, the geographical distribution (at NUTS1 level) of households with internet access at home is presented in the graph below:

**Households with internet access at home, by great geographical area :**  
**2011 – 2013**

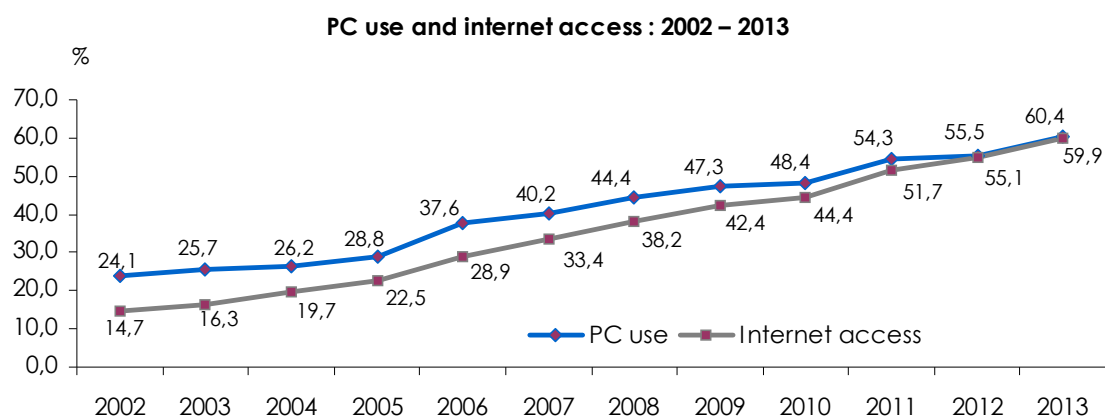


Since the 1st quarter of 2012 the largest increase (6.8%) has been recorded for Attiki and the smallest (1.5%) for Kentriki Ellas.

## PC USE – INTERNET ACCESS

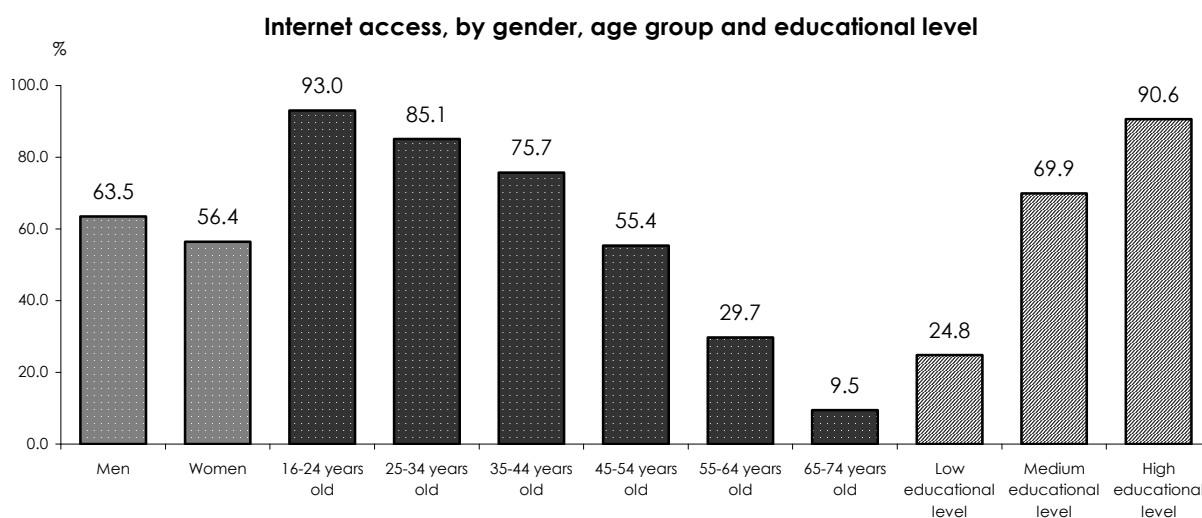
- During the 1st quarter of 2013, 60.4% of total population aged 16 – 74 years old used a PC.
- During the 1st quarter of 2013, 59.9% of total population aged 16 – 74 years old accessed the internet.

The shares of the population using PC and accessing the internet over the time are depicted in the graph below, in which the convergence of computer use and internet access rates is obvious:



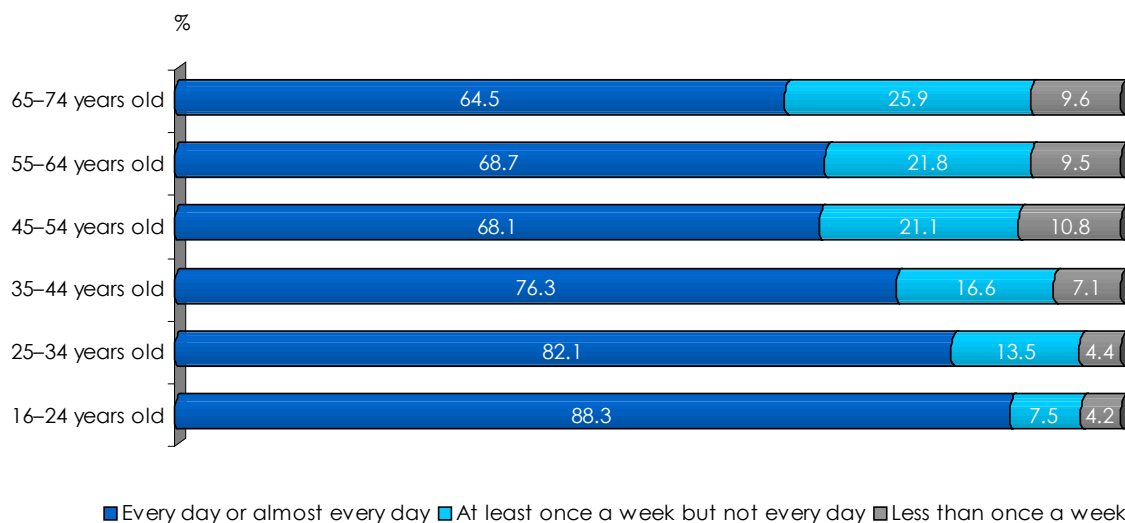
As regards internet access in relation to the population of the Country:

- More than 6 out of 10 men access the internet and women record approximately the same ratio.
- Strong variations are observed among the different age groups. More than 9 out of 10 persons aged 16 – 24 access the internet and only 1 out of 10 persons aged 65 – 74.
- Big variations are also observed among persons of different educational levels. More specifically, internet access in relation to educational level is as follows: 9 out of 10 persons with high educational level (Technical Educational Institutes, Universities, master/PhD), 7 out of 10 persons with medium educational level (upper secondary education, vocational training institutes) and just more than 2 out of 10 persons with low educational level (no formal education completed, primary or lower secondary education). The following graph depicts internet access, by gender, age and educational level:



Regular use is considered the use of internet at least once a week, and it is recorded by 93.3% of the persons having used the internet in the 1st quarter of 2013, presenting an increase by 1.7% compared to 2012 (91.7%). The variations recorded in the frequency of internet access, by age group, are depicted in the graph below:

**Frequency of internet access, by age group**



### **RISK FACTORS FOR BEING EXCLUDED FROM E-INCLUSION**

The risk factors on the basis of which a person can be excluded from "e-inclusion" are:

- age,
- educational level and
- labour status.

More specifically, a person is considered to be at risk of being excluded from e-inclusion if he/she:

- is aged 55 – 74 years old (persons aged 75+ are excluded from the survey),
- has not completed any educational level or has completed a low level of education, that is high school or lower technical school and
- is not employed (unemployed, retired or other non-economically active person).

According to the survey results:

- 29.2% of the population aged 16-74 years old faces e-exclusion due to age.
- 34.1% faces e-exclusion due to educational level.
- 49.4% faces e-exclusion due to labour status, that is, due to being unemployed or non-economically active.
- 16.5% faces all three risk factors.
- 16.4% faces two risk factors.
- 30.4% faces one risk factor.
- 36.7% does not face any risk factor.

### **INTERNET ACTIVITIES**

The search of information and online services tops the list of internet activities, as in 2012, with 83.4%, while reading news online in websites, newspapers and magazines is the second mostly used activity with 77.1%.

Analytically, the percentages recorded for each activity, in descending order, for 2013 are presented below:

- Finding information about goods or services 83.4%.
- Reading news online in websites, newspapers, magazines 77.1%.
- Sending / receiving e-mails 76.6%.
- Participating in social networks (facebook, twitter, etc.) 60.3%.

- Seeking health-related information (e.g. injuries, diseases, nutrition, improving health, etc.) 56.0%.
- Consulting wikis to obtain knowledge on any subject 53.3%.
- Telephoning over the internet / video calls (via webcam) over the internet (Skype) 43.3%.
- Using services related to travel or travel related accommodation 38.1%.
- Looking for information about education, training or course offers 34.8%.
- Looking for a job or sending a job application 26.7%.
- Downloading software (other than games software) 23.5%.
- Internet banking 17.9%.
- Doing an online course (in any subject) 7.0%.
- Selling of goods or services via auctions (e.g. via e-Bay) 5.9%.

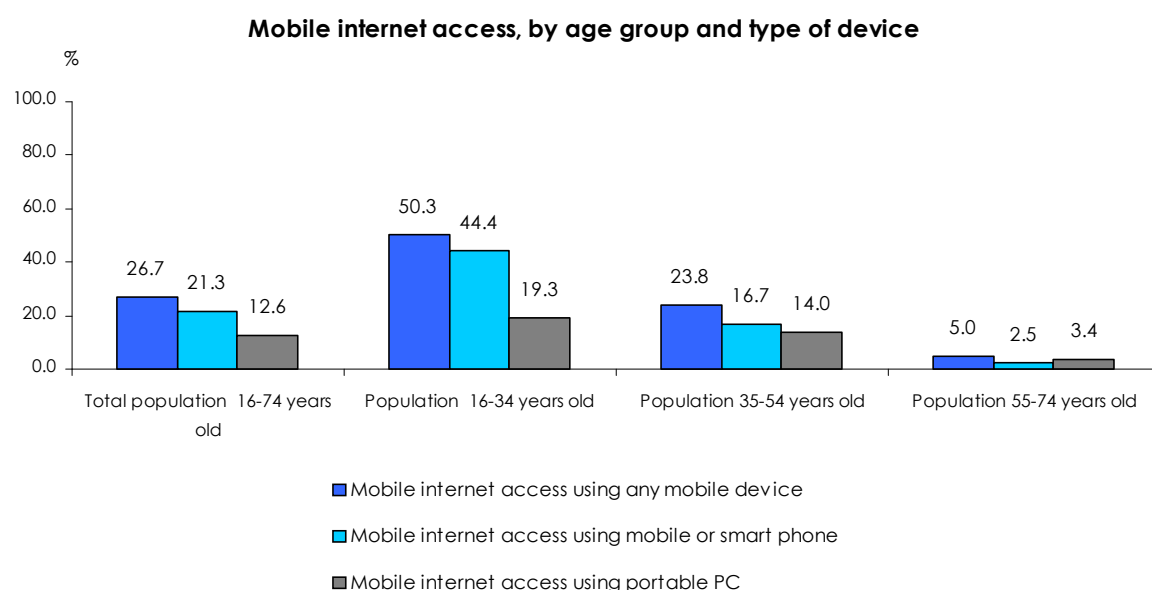
In comparison with 2012, the largest increase is recorded for selling goods or services via auctions, by putting an advertisement on a website e.g. e-Bay (+47.5%), telephoning over the internet / making video calls over the internet using programs like Skype (+14.2%) and for internet banking (+7.8%).

### MOBILE INTERNET ACCESS AND UBIQUITOUS CONNECTIVITY

- Almost 3 out of 10 persons access the internet away from home and work using a mobile device.

26.7% of the total population aged 16 – 74 years old and 44.7% of the persons having used the internet in the 1st quarter of 2013 were connected to the internet -away from home and work- using a mobile phone or smart phone, a portable PC (laptop, notebook, netbook or tablet) or other mobile device (PDA, MP3 player, e-book reader, portable games console, etc.), thus recording an increase by 18.7% and 9.3%, respectively, compared to the 1st quarter of 2012.

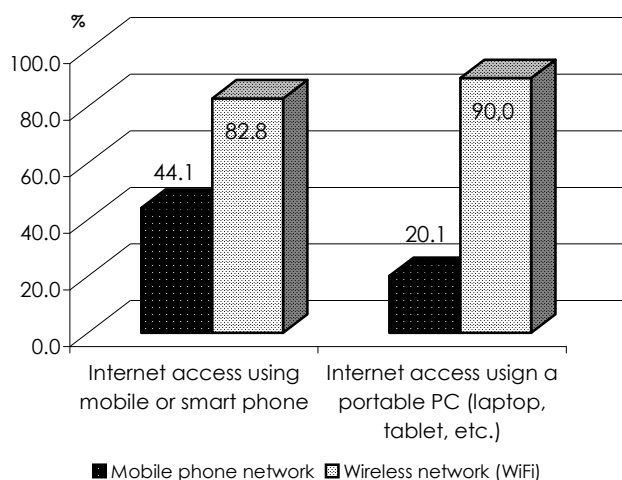
The shares of population accessing the internet away from home and work, on the go, by age group and type of device are depicted in the graph below:



As regards the population aged 16 – 34 years old, 1 out of 2 persons accesses the internet, on the go, away from home and work, using a mobile device. As regards the same age group, almost 1 out of 2 persons uses a mobile or smart phone, while 2 out of 5 use a portable PC.

As regards the type of network used for mobile internet access:

### Networks for mobile internet access



The high increase observed in the use of wireless networks (WiFi) at home for internet access is also recorded for mobile internet access using mobile devices.

82.8% of persons accessing the internet away from home and work with a mobile or smart phone use a wireless network and 44.1% of them use a mobile phone network.

A higher percentage is recorded for internet access with a portable PC using wireless network (90.0%), while the respective percentage for using a mobile phone network is 20.1%.

### E-SKILLS

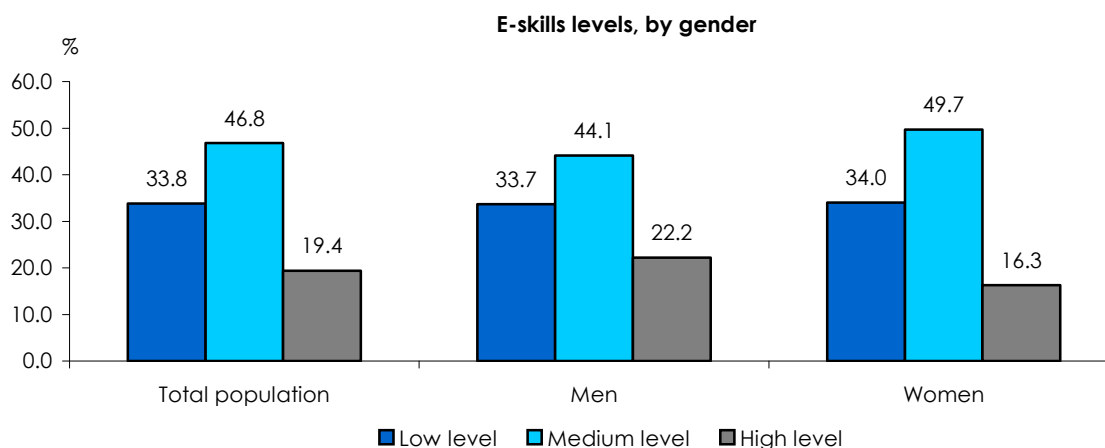
The survey also records the level of e-skills of internet users, through questions on activities, with different difficulty level, a person carries out using the internet, and also on the basis of self-assessment questions.

The activities recorded and the respective proportion of the population aged 16 – 74 years old having ever accessed the internet, having carried out these activities are listed below:

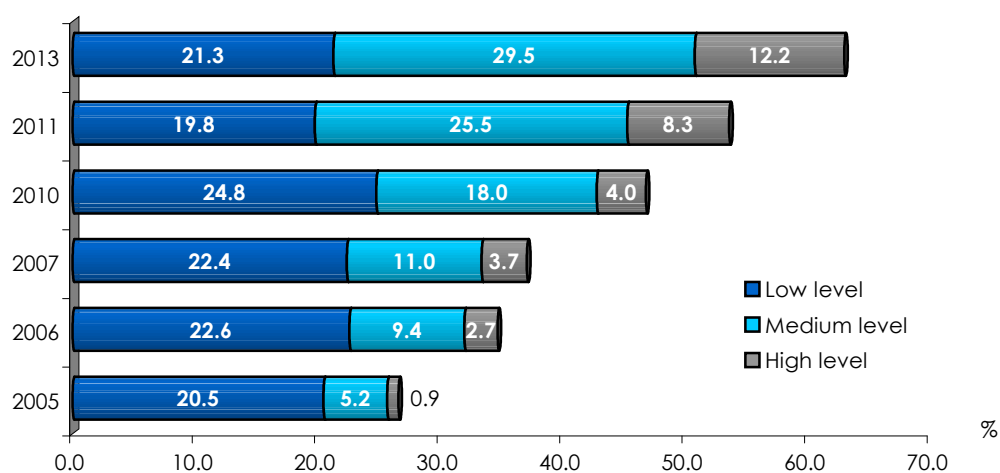
1. Using a search engine to find information 98.0%.
2. Sending e-mails with attached files (documents, pictures, etc.) 74.1%.
3. Posting messages to chat rooms, newsgroups or an online discussion forum (e.g. on websites for social networking) 61.9%.
4. Using the internet to make telephone calls 53.8%.
5. Using peer-to-peer file sharing for exchanging movies, music, etc. 18.3%.
6. Creating a web page 11.1%.
7. Uploading text, games, images, films or music to websites (e.g. to websites for social networking) 38.6%.
8. Modifying the security settings of internet browsers 21.9%.

According to the quantitative method used by Eurostat, e-skills and more specifically internet skills are ranked into low, medium and high level, depending on whether the individual has carried out 1 – 2, 3 – 4 and 5 or more activities of the aforementioned list, respectively.

According to the survey results, 33.8% of the total population aged 16 – 74 having ever accessed the internet, has low e-skills level, 46.8% medium and 19.4% high. The following graph presents the e-skills levels for men and women separately:



**E-skill levels. Greece total: 2005 – 2013**



Longitudinally, the proportion of the population 16 – 74 years old by e-skills level is depicted in the above graph. The medium e-skilled population records, since 2005, an increase by 24.3 percentage points and high e-skilled population by 11.3 percentage points.

According to the answers to the self-assessment questions included in the survey questionnaire:

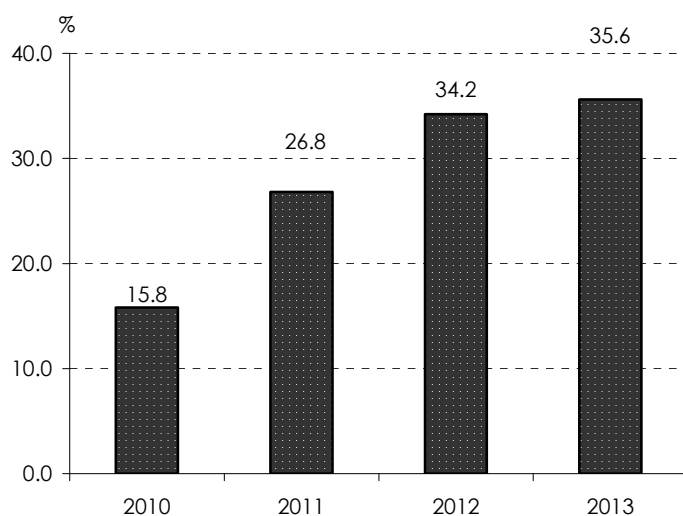
- More than 8 out of 10 (83.8%) persons having ever used the internet and have carried out at least one of the aforementioned eight activities consider that their internet skills / knowledge are sufficient in order to communicate with relatives, friends, colleagues over the internet.
- Almost 1 out of 2 (54.4%) persons considers that his/her skills are sufficient in order to protect his/her personal data.
- 6 out of 10 (59.0%) individuals consider that their skills are sufficient in order to protect private computer from viruses or other computer infections.

#### **E-GOVERNMENT**

- Relative stability is recorded in the use of e-government services. 4 out of 10 persons aged 16 – 74 years old used e-government services for personal use, in the period April 2012 – March 2013.



**E-government use: 2010 – 2013.**  
**Percentage of population aged 16 – 74 years old**



E-government services, in general, include any contact or interaction a citizen may have with public services websites, for personal use. More specifically, such services include services concerning citizens' obligations (tax declaration, etc.), official documents (ID card, birth certificate, etc.), public educational services (public libraries, information and enrolment in public schools or university), public health

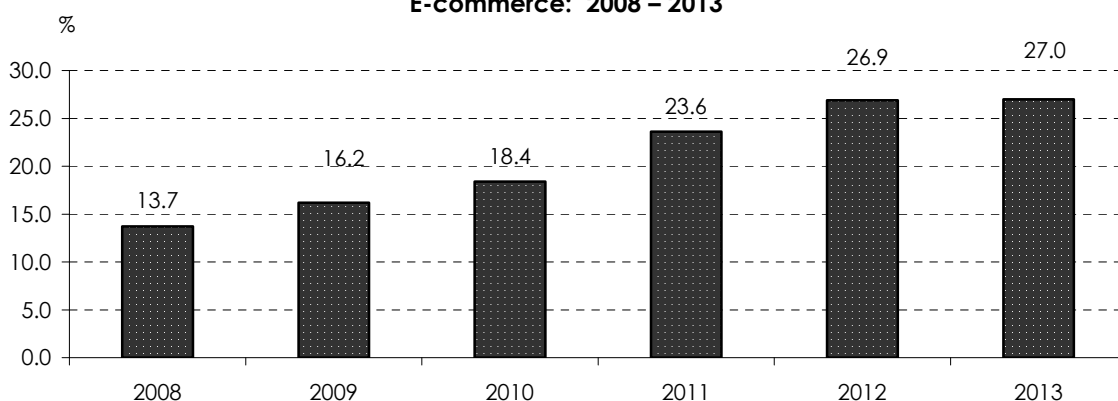
services (appointment scheduling, granting medical certificates for nursing or patient examination, etc.).

#### **E-COMMERCE**

- 3 out of 10 persons aged 16 – 74 years old, having ever accessed the internet, ordered or purchased goods or services over the internet for private use, during the 1st quarter of 2013.

The share of internet users who ordered / purchased goods or services over the internet in the 1st quarter of 2013, amounts to 27.0%, while 55.7% of them has never made any order / purchase. Compared to 2012, stability is recorded in e-commerce for private use.

**E-commerce: 2008 – 2013**



During the 12-month period from April 2012 to March 2013, goods and services mainly ordered / purchased over the internet for personal use were:

- Clothes, footwear, sports goods 36.2%.
- Travel arrangements (transport tickets, car hire, etc.) 27.8%.
- Electronic equipment (camcorders, cameras, mobile phones, tv sets, DVD recorders, etc.) 24.9%.
- Household goods (furniture, toys, art things, electric household devices, etc.) 21.4%.
- Tickets for events (concerts, plays, movies, etc.) 21.1%.
- Holiday accommodation (hotel, rent rooms, apartments, etc.) 20.3%.

For further information on the survey please visit ELSTAT's webpage: [Use of Information and Communication Technologies by households - individuals \(ICT\)](#)

PRESS RELEASE: SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY HOUSEHOLDS, 2013

<b>Survey on the Use of Information and Communication Technologies by the Households</b>	<p><b>EXPLANATORY NOTES</b></p> <p>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 2011 – 2015 (adopted by the High Level Group, i-2010, in November 2009) which followed the action plan eEurope 2005. The survey was conducted by telephone.</p>
<b>Legal basis</b>	<p>The survey is being conducted in the framework of Regulation 808/2004 of the European Council and the Parliament for information society statistics and in compliance with the implementing Regulation 1083/2012.</p>
<b>Reference period</b>	<p>01/01/2013 to 31/03/2013.</p>
<b>Coverage</b>	<p>The survey covered all private households throughout the Country, 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.</p>
<b>Methodology</b>	<p>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 the EU-SILC of the years 2009 and 2010. The secondary sampling units are the households of EU-SILC consisting of 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 16 to 74. 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"> <li>1. Municipal / Local Communities with more than 30,000 inhabitants</li> <li>2. Municipal / Local Communities with 5,000 – 29,999 inhabitants</li> <li>3. Municipal / Local Communities with 1,000 – 4,999 inhabitants</li> <li>4. Municipal / Local Communities up to 999 inhabitants.</li> </ol> <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 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 EU - SILC of the years 2005, 2006, 2007, 2008 and 2009 that have telephones.</p>
<b>Great geographical areas (NUTS 1)</b>	<p><b>Voreia Ellas (Northern Greece):</b> Anatoliki Makedonia, Thraki (East Macedonia and Thrace), Kentriki Makedonia (Central Macedonia), Dytiki Makedonia (West Macedonia), Thessalia (Thessaly).</p> <p><b>Kentriki Ellas (Central Greece):</b> Ipeiros (Epirus), Ionioi Nisoi (Ionian Islands), Dytiki Ellas (Western Greece), Sterea Ellas (Central Greece), Peloponnisos (Peloponnese).</p> <p><b>Attiki (Attica):</b> Attiki (Attica).</p> <p><b>Nisoi Aigaiou, Kriti (Aegean Islands and Crete):</b> Voreio Aigaio (Northern Aegean), Notio Aigaio (Southern Aegean), Kriti (Crete).</p>
<b>References</b>	<p>More information on the survey is available on the webpage of the Hellenic Statistical Authority, <a href="http://www.statistics.gr">www.statistics.gr</a>, Section: Statistical Themes &gt; Technology – Information Society.</p>