

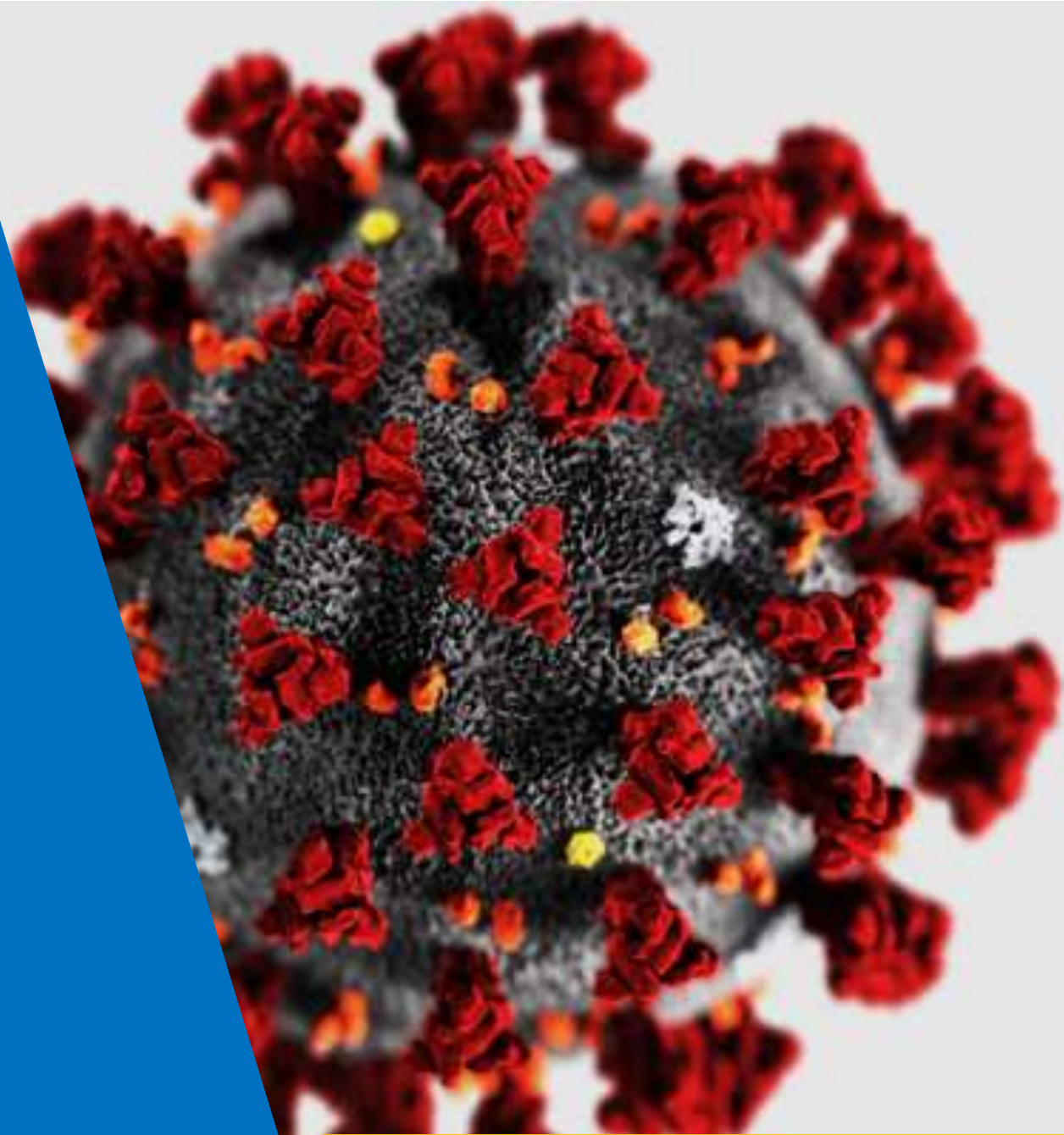
2020-2021 One Year of Covid 19

A Compilation of Surveys
Volume 2



Xenia Kourtoglou

Founder Focus Bari, e-satisfaction, the next U
Mentor & Coach, Psychotherapist, Author



Our sources



The fastest growing online research company worldwide, offering data and survey results in a large variety of commercial, social and political subjects through :

- An exclusive global panel of 10+ million people
- **Real time** & continuous update on people's opinions on a large variety of international and local brands, organisations, and social matters



Focus Bari systematic surveys on the “pandemic year” via focusonline panel and vast social research background:

- April, May, July 2020
- September, November, December 2020
- January, February, March 2021



Our continuous National Survey since 1995, monitoring Greeks relationship with technology and the digital world

Research Basic Specifications



- ✓ Online Quantitative Studies, fully structured questionnaire
- ✓ Focusonline panel
- ✓ Men and women 16+ national
- ✓ Samples of each survey ranging from 700 – 1600 individuals
- ✓ Conducted from April 2020 to April 2021
- ✓ International surveys : YouGov, Associate Partner for Greece : Focus Bari (www.yougov.com)

Contents : each chapter refers to a specific time & subject during the covid year

Click the link to go directly to each subject



Volume 1

- [April 2020 : First reactions & upcoming trends](#)
- [April 2020 : The “Covid” WOW Customer Experience](#)
- [June-July 2020 : A common outlook from a multi-country survey](#)
- [Fall 2020 : Attitudes towards the second lockdown](#)
- [Christmas 2020 : Anticipating, Shopping, Celebrating](#)

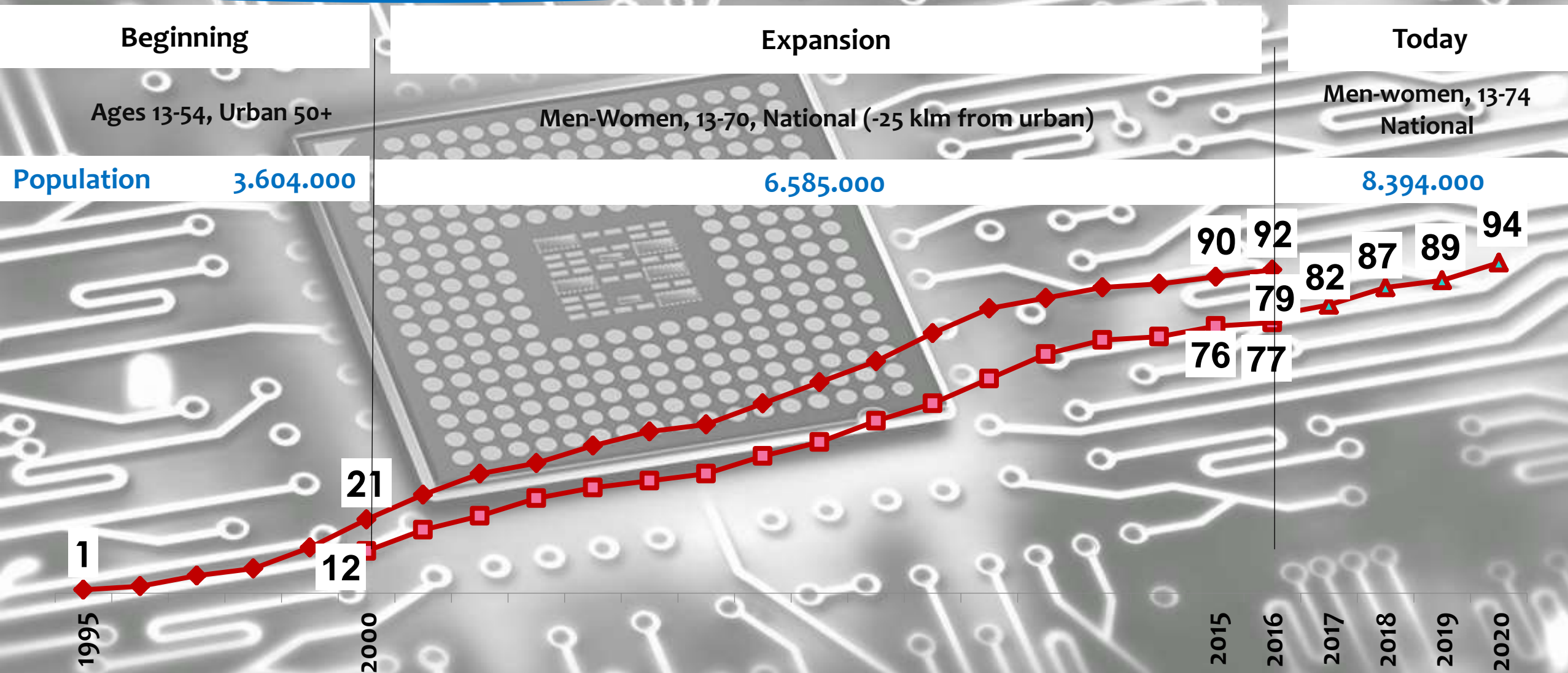
Volume 2

- [January 21 : Technology, Social Media, “ Digital Citizenship”](#)
- [February-March 21 : Impacts on health & Covid Vaccination](#)
- [One year after : Daily life & Relationships](#)
- [One year after : Professional & Financial Status](#)
- [March 2021 : New Habits & Intentions for the “day after”](#)

Technology & Social Media : How has the covid year affected Greeks' relationship with the digital world?



We measure Greeks & the Internet since 1995



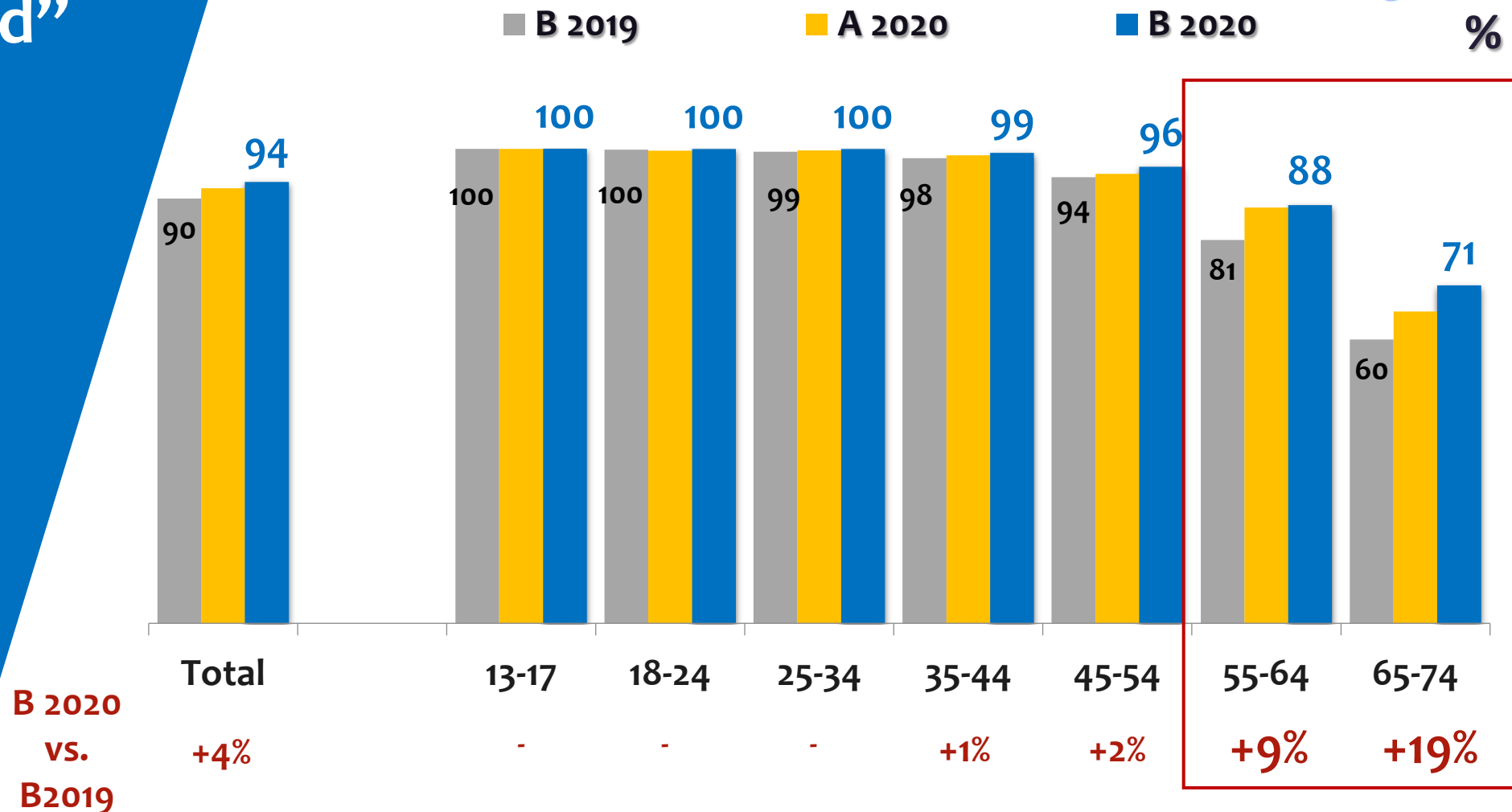
9 out of 10 Greeks are internet users, this changing dramatically the way they live on a daily basis, as online they...



After the first lockdown, this trend has been maximized in size, ages, vehicles, methods

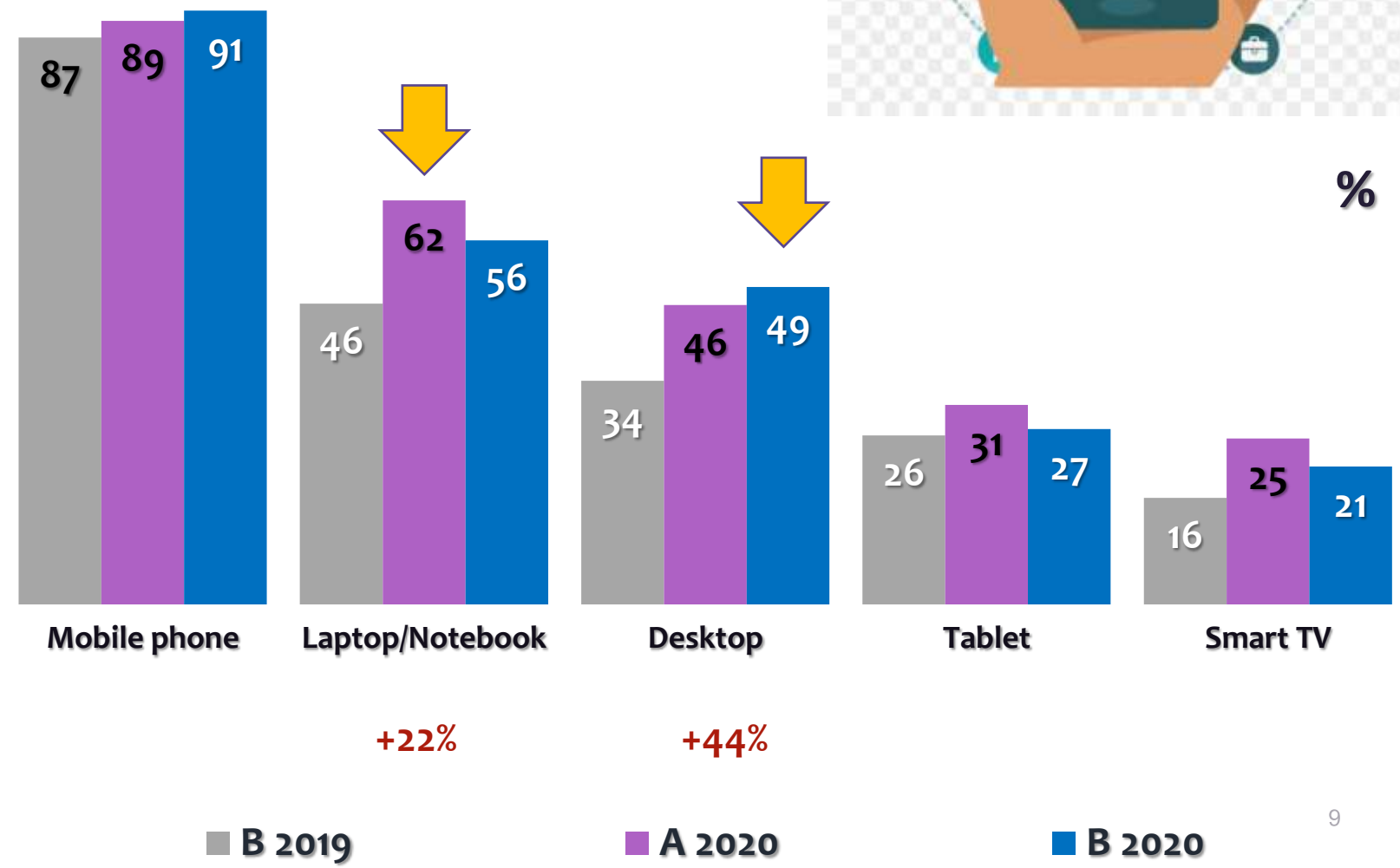
Older ages are currently included and active in the “digital world”

INTERNET usage in Greece



With a rapidly rising variety of devices, still...

«Mobile is King»



B 2020
vs.
B2019

+22%

+44%

Incredibly dramatic increase of various online uses



e-banking (61%)

+26%



Web TV (45%)

+23%



Online games (42%)

+22%



Transactions with
Public Services (50%)

+47%



Trainings/
Webinars (28%)

+73%¹⁰

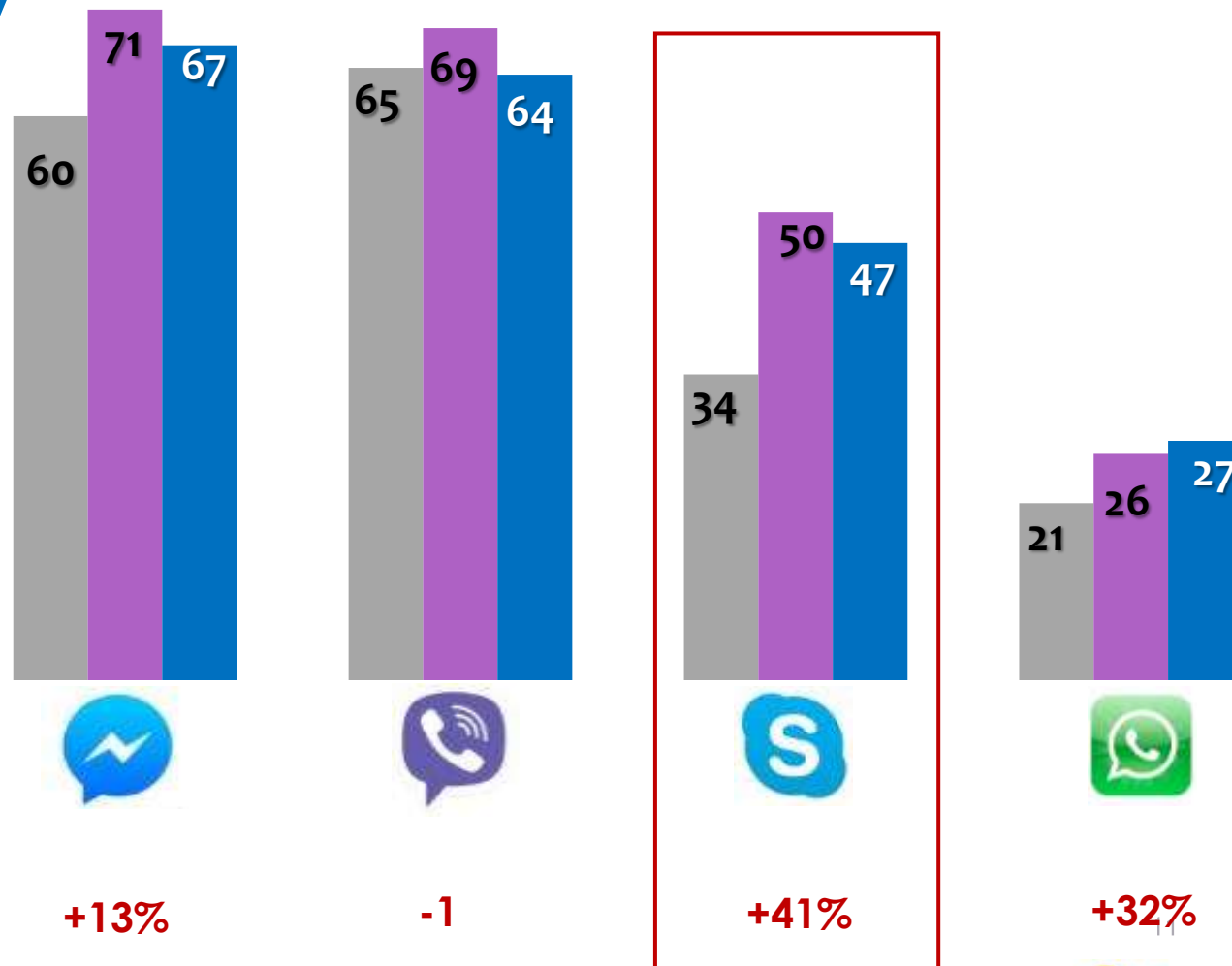
Also a great increase in Video calling and instant Messaging



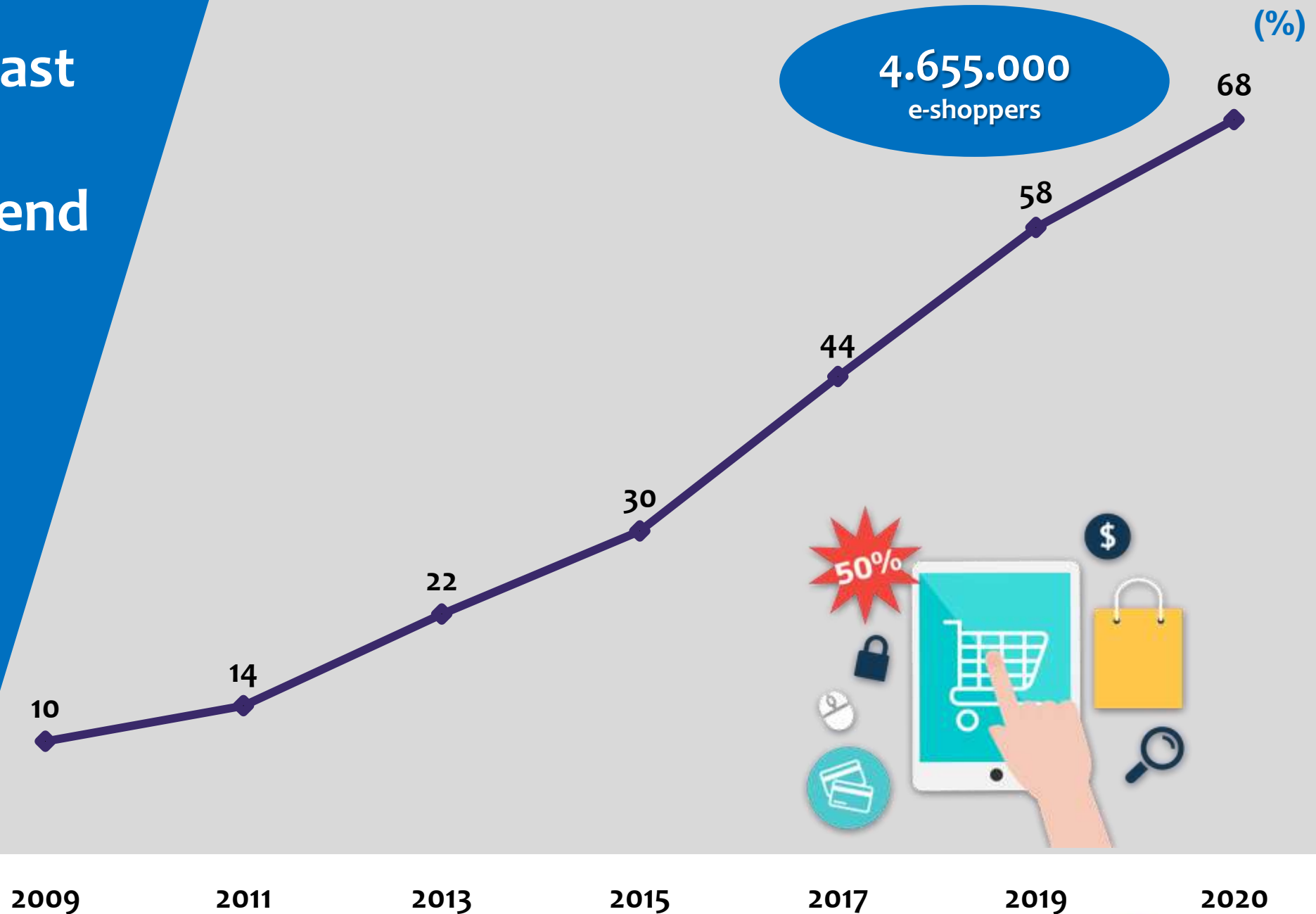
B 2020
vs.
B 2019

■ Semester 19 ■ A semester 20 ■ B Semester 20

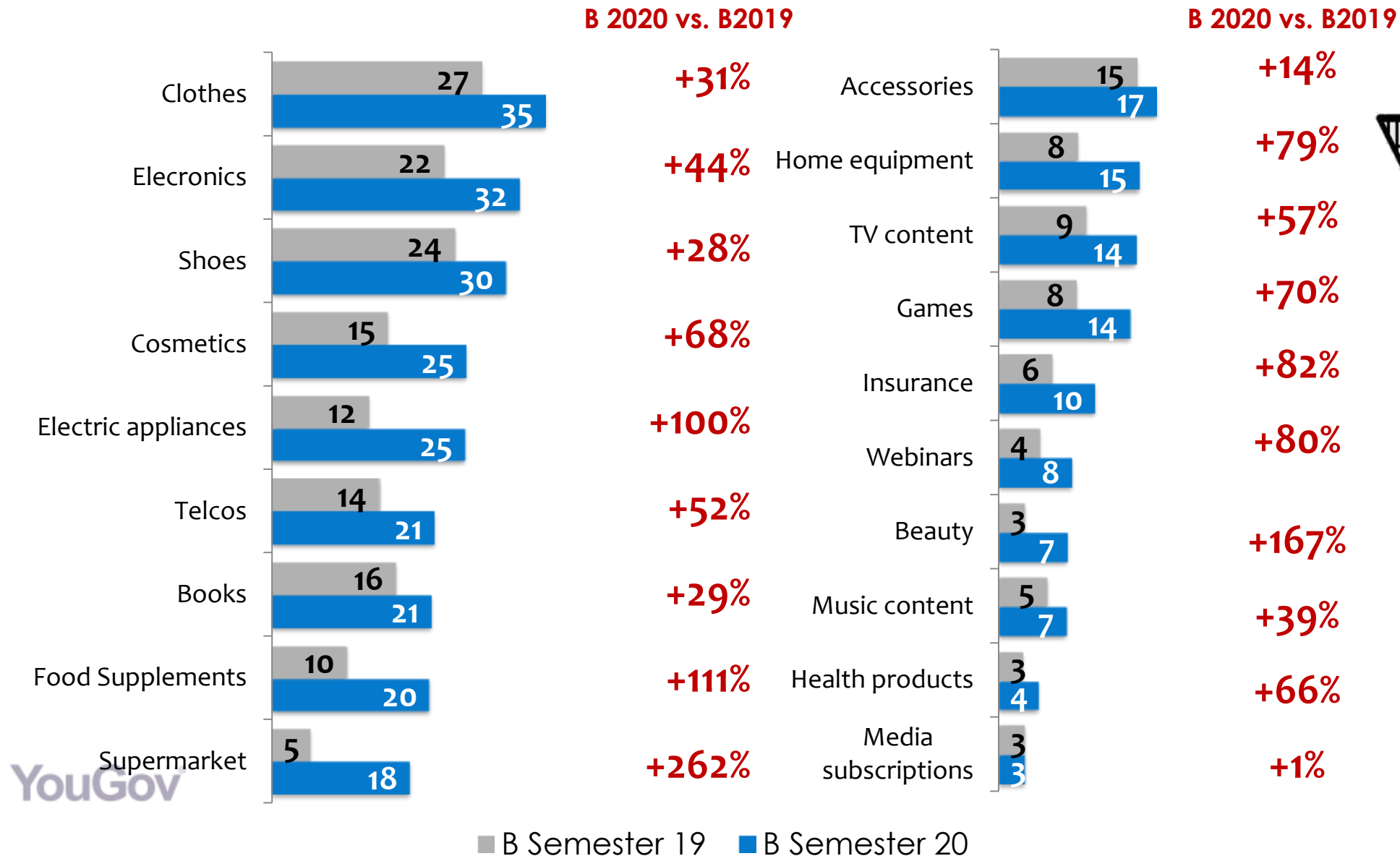
(%)



An extremely fast
growing
e-commerce trend
which is
“here to stay”!



Everything is bought online! (categories with the highest increase)



Obviously, future trends can be detected when looking at what children do!

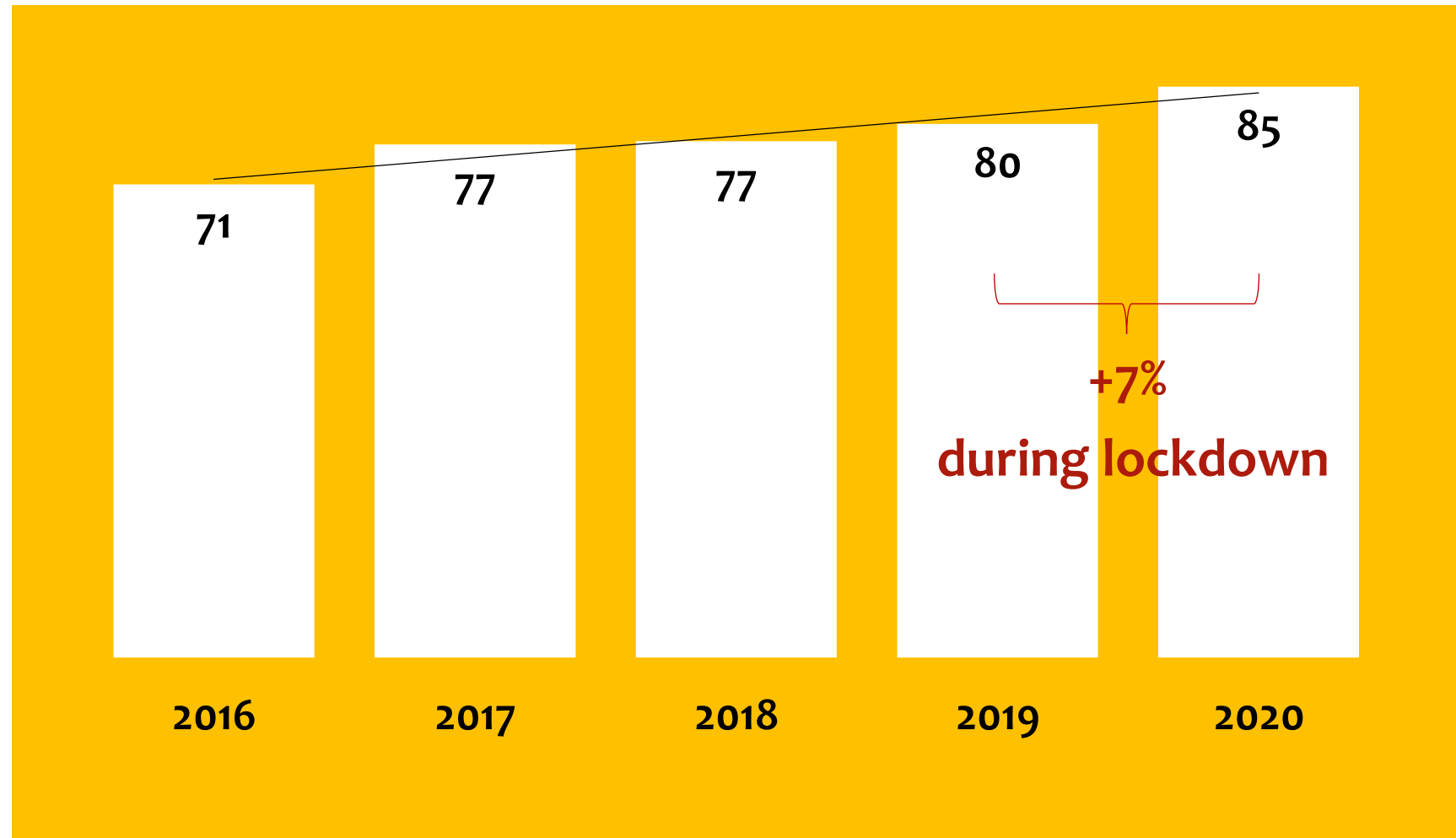
Focusing on children's relationship with technology and the internet...



Internet usage
is noted rising
among
children
aged 5-12



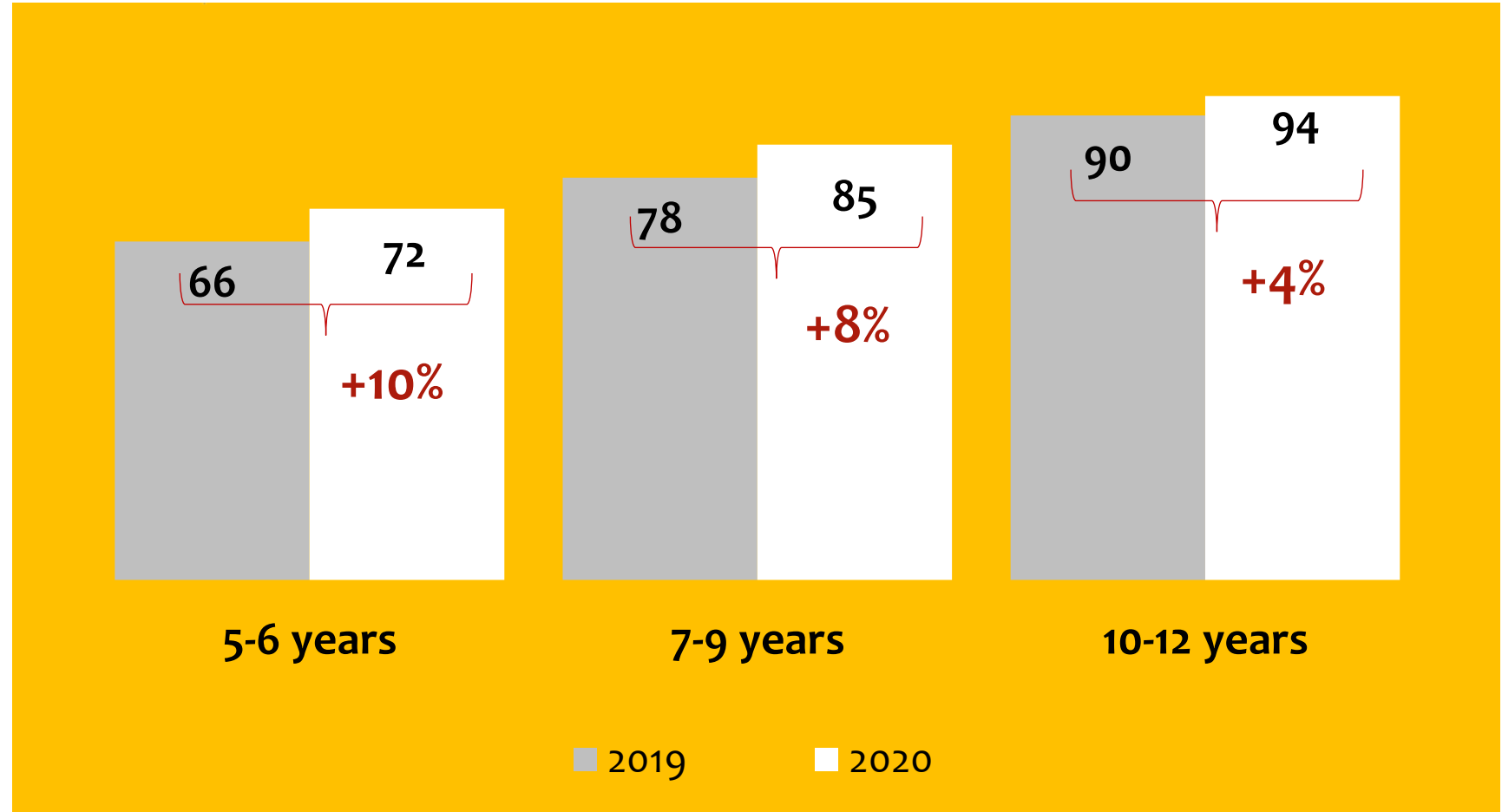
A considerable increase in the covid year
%



With the highest increase being noted among the very young ones!



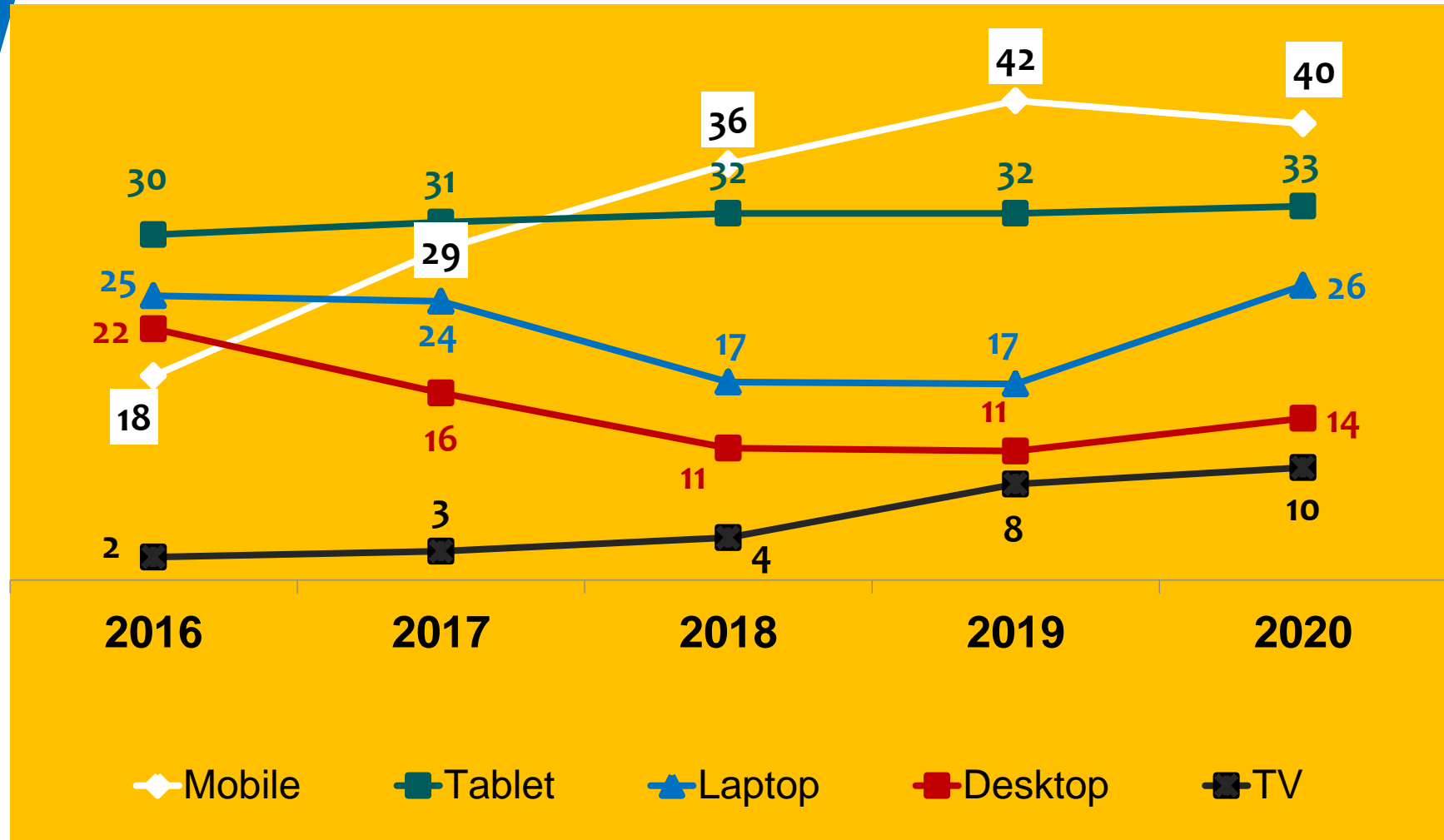
%



The **Smartphone** followed by the **tablet** are the most popular devices among small children to access the internet



%



Focusing on social media networks

**How have social media affected Greeks daily life
during the pandemic year?
What is their usage and impact?**



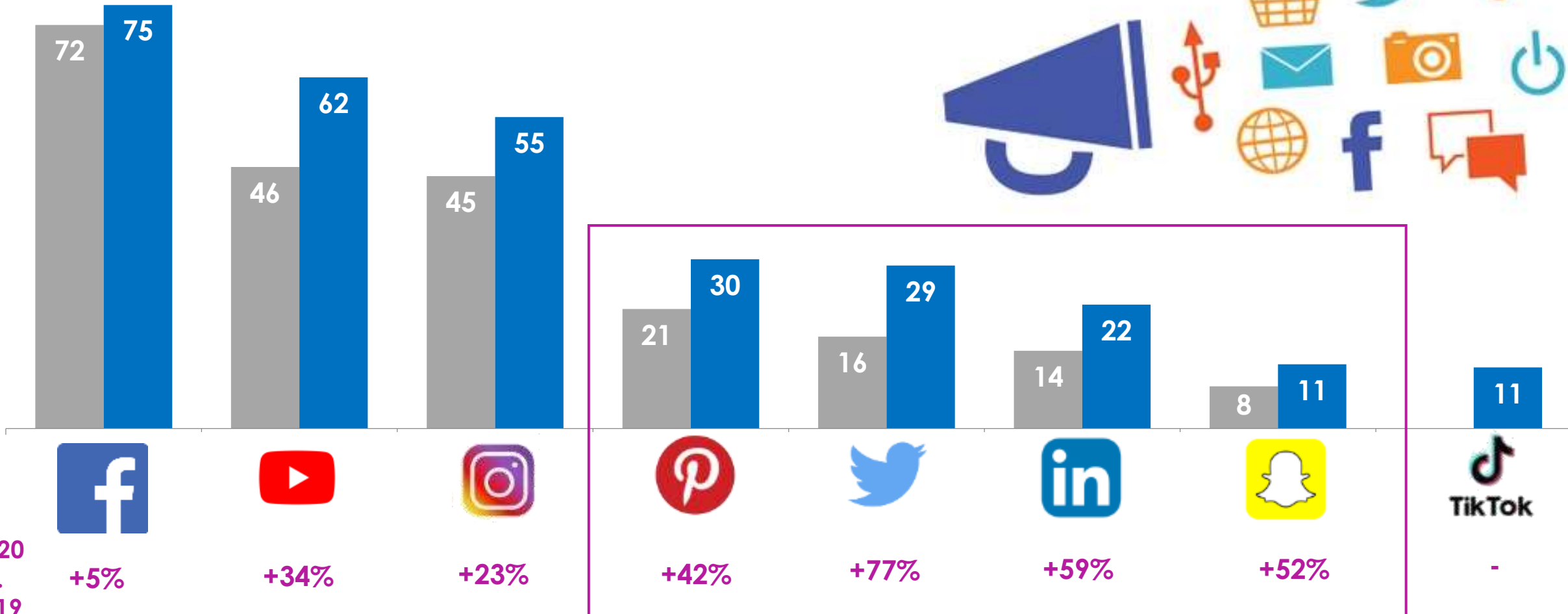
*Four out of
Five Greeks are
currently on
the social
(81%)*



A huge increase in social media usage : “A way of daily life”

■ B SEMESTER 19 ■ A SEMESTER 20

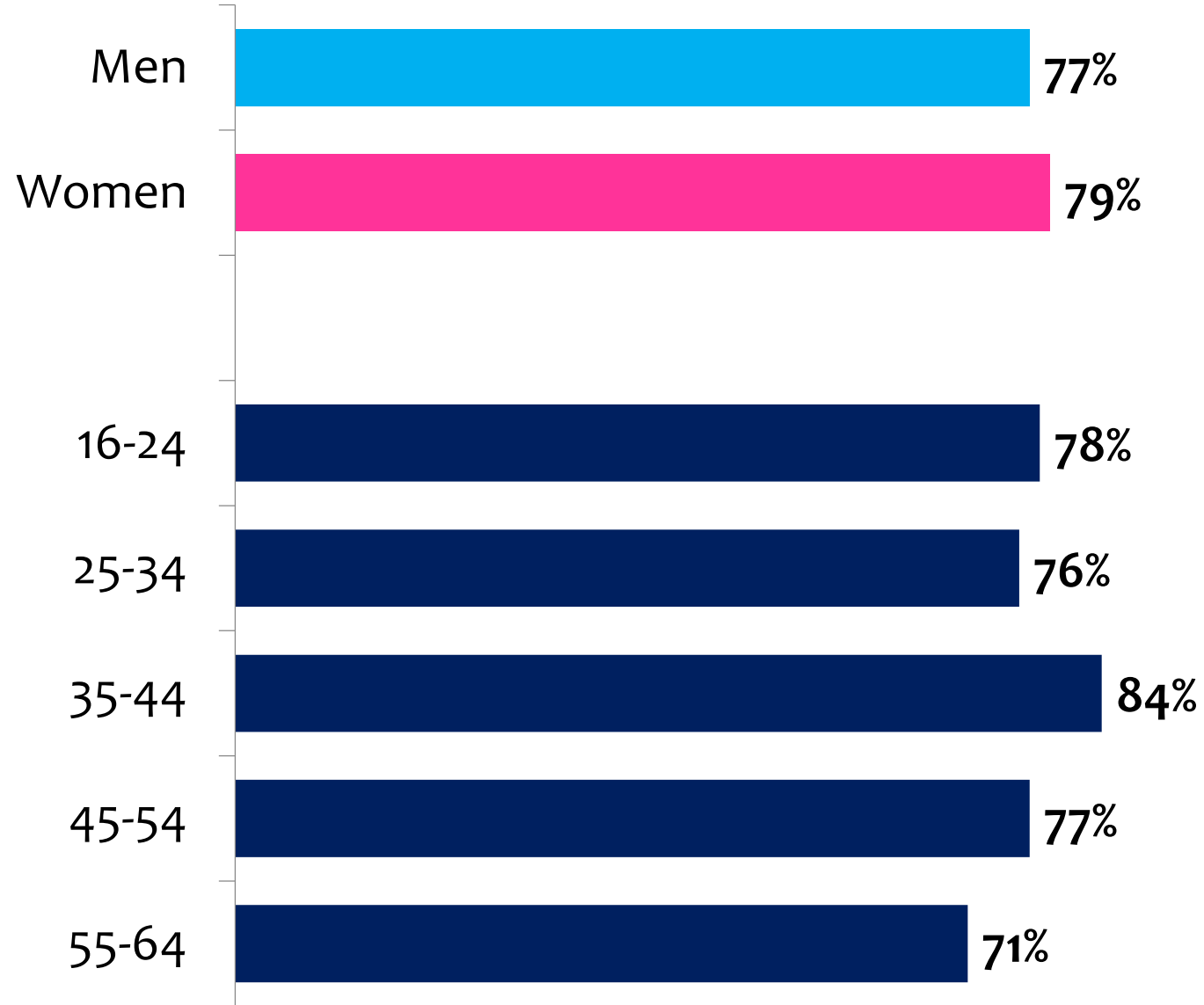
%



A2020
vs.
B2019

Source: Focus Bari, FOCUS ON TECH LIFE I WEB
Universe: Active internet users (last 30 days), 16-64

Focusing on the main networks reach

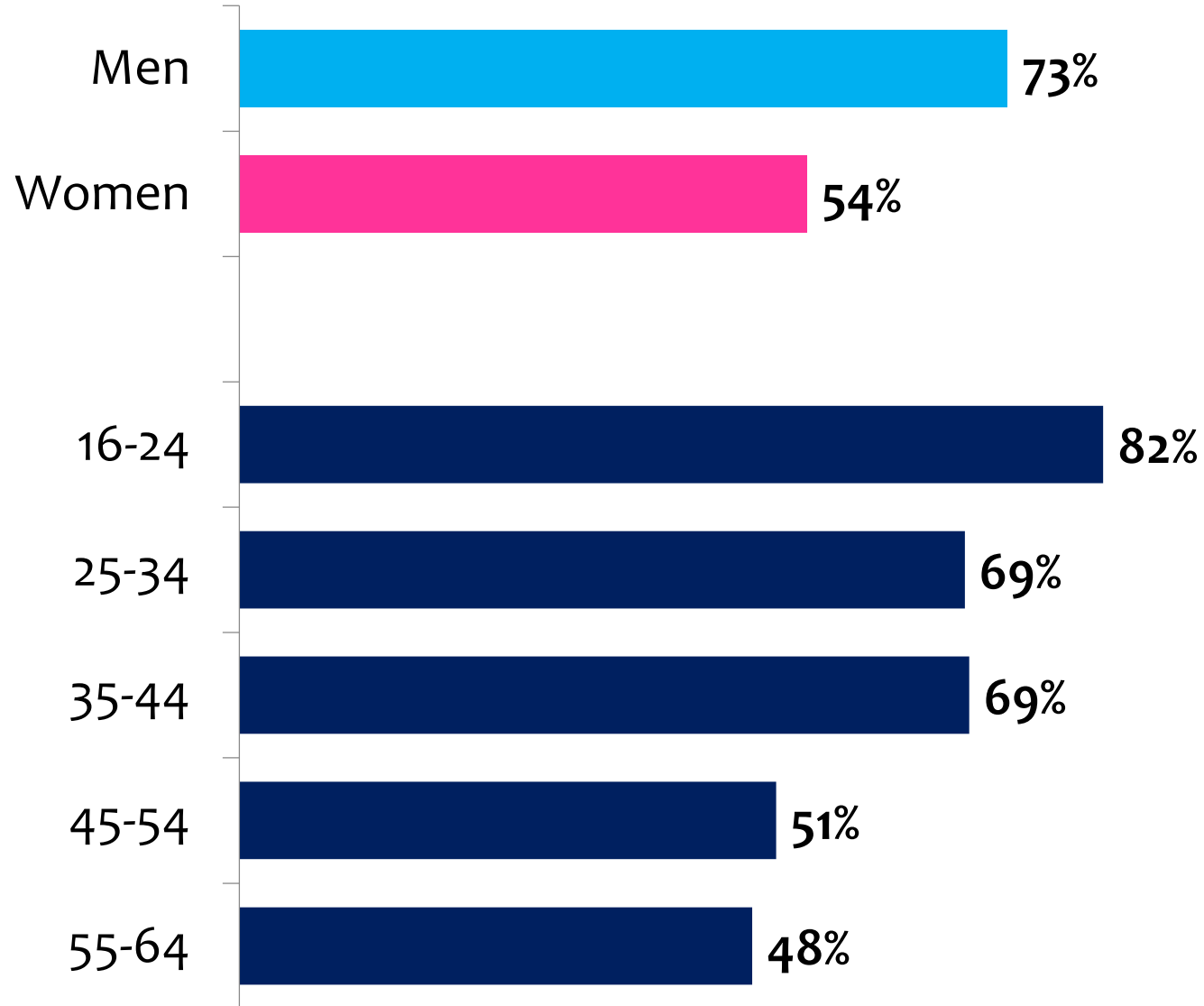


Facebook

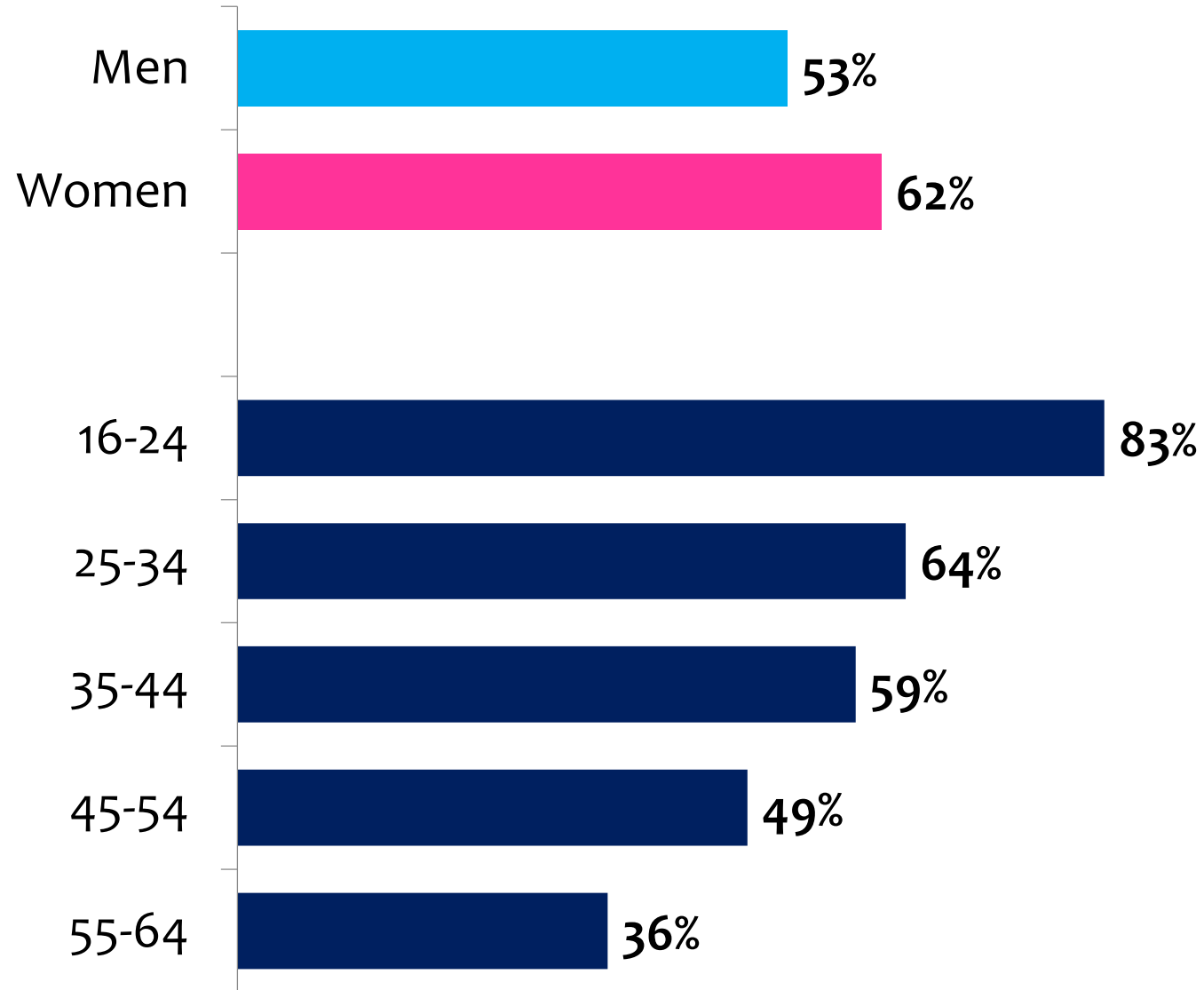


Focusing on the main networks reach

Youtube



Focusing on the main networks reach



instagram



*Social
networks have
become a way of
living and
existing!*

- News
- Communication
- Contact
- Socialization
- Flirting
- Professional promotion
- Expression
- Interaction
- Exposure
- Outburst
- Gossip
- Show off
- Relaxation
- Revenge
- Warning
-

Social media have both :

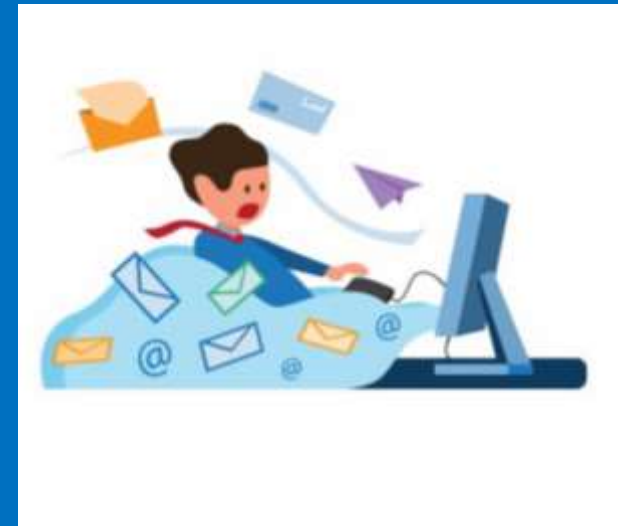
01

Positive aspects



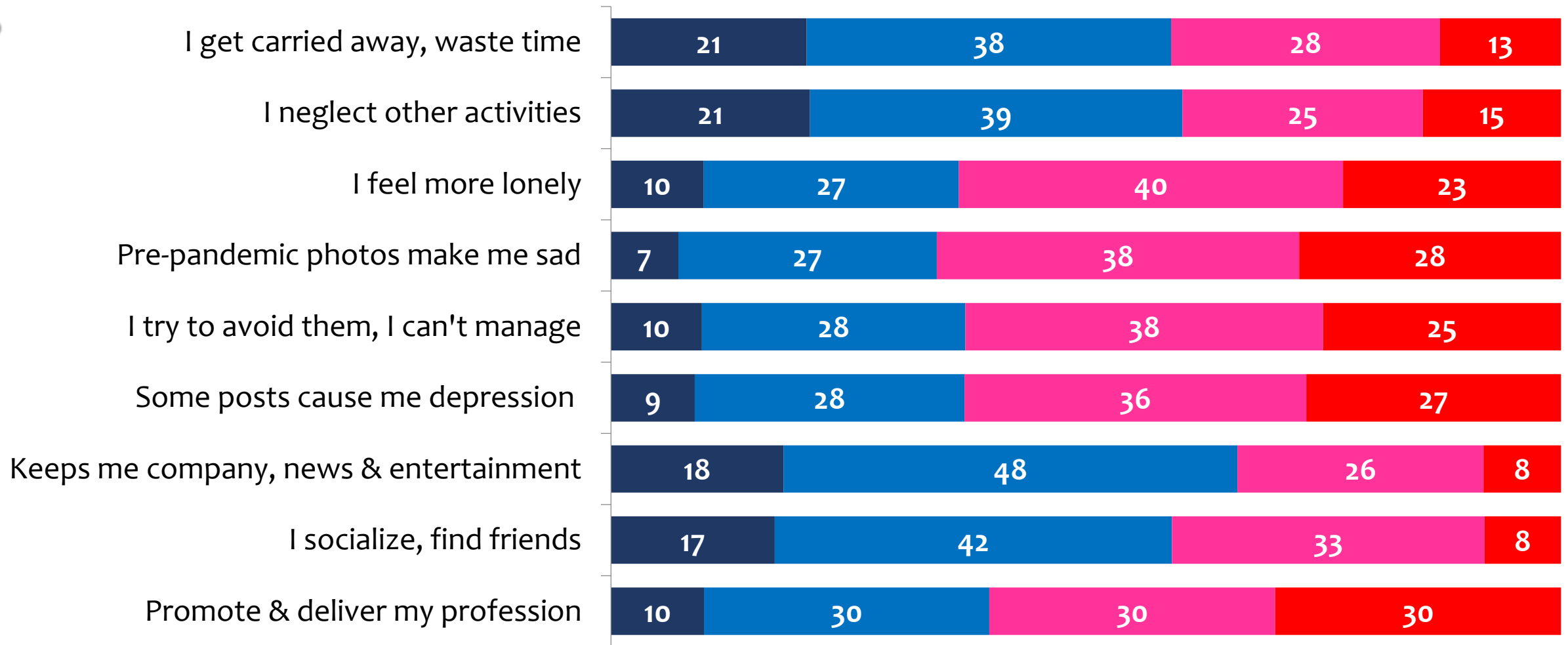
02

Negative Aspects



Positive aspects being the feeling of company, getting news & entertainment, socializing and professional promotion, and **negative** those of wasting time, neglecting other useful activities, getting carried away, even feeling lonely and depressed

%



During the covid
year, usage of
technology has
increased
tremendously,
affecting all
life aspects

A stylized illustration of a hand in a suit jacket holding a sword. The hand is orange, the suit is dark grey, and the sword is white. The background is blue with clouds and the word 'WORDS' in large white letters.

WORDS

“
1

**Internet Usage has
risen to 94% penetration
among the Greeks**





“2

**Greeks follow the news,
communicate, shop, work
socialize & meet online**

“3

**The highest increase
in internet usage within
the covid year is among
older ages and very
young children**



“
4

**The smartphone
proves to be the
internet access “King”
among all ages**



“
5

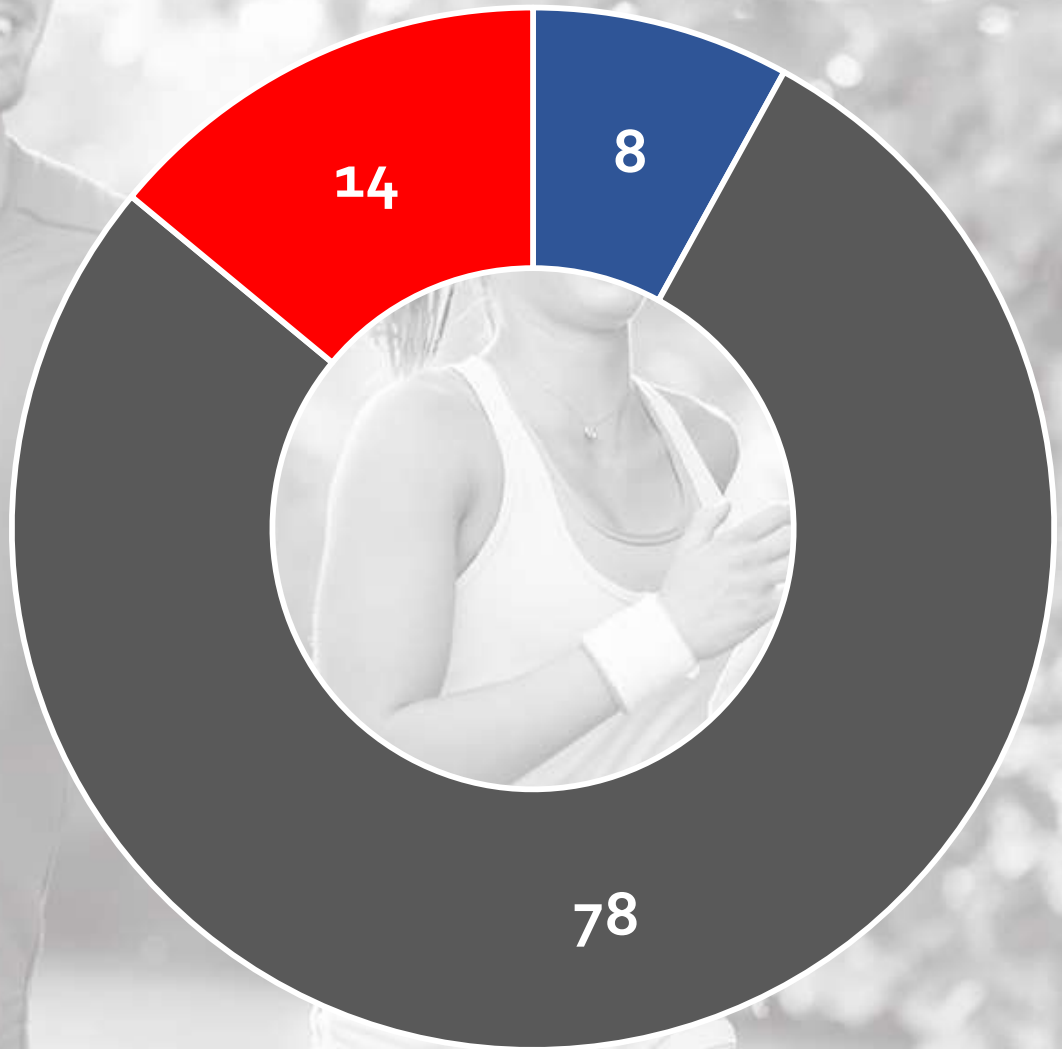
**Social media strongly
impact daily living
with 70% reporting
higher usage during
the pandemic**



February-March 21 : How is health impacted and how are Greeks gradually feeling regarding the covid vaccination?



It is quite encouraging that the vast majority of Greeks report their **health** at the **same condition** as one year ago; only a **small proportion** report their health to be in a **worse** condition than last year, while an **even smaller** proportion find their health at a **better condition** as compared to one year ago, before the start of the pandemic



■ Better health

■ Same health condition

■ Worse health condition

Worse (14%)



- Have put on weight due to lockdowns (57%)
- I feel depression, lonely and sad (57%)
- I feel stress/anxiety/fears due to the pandemic conditions & lockdown (53%)
- I don't exercise /gyms are closed (38%)
- New health problems have arisen (34%)
- I am afraid to visit a health check center for my check up (25%)
- I sleep less / badly (26%)

The reasons for health becoming:

Better (8%)



- I eat healthy / cook at home (61%)
- I exercise daily/run/ walk (54%)
- I sleep better & more (45%)
- I feel less stress/ work from home/ calm and quietly (36%)
- I take care of my health/ more protection (35%)
- I have adopted new , healthy habits (34%)

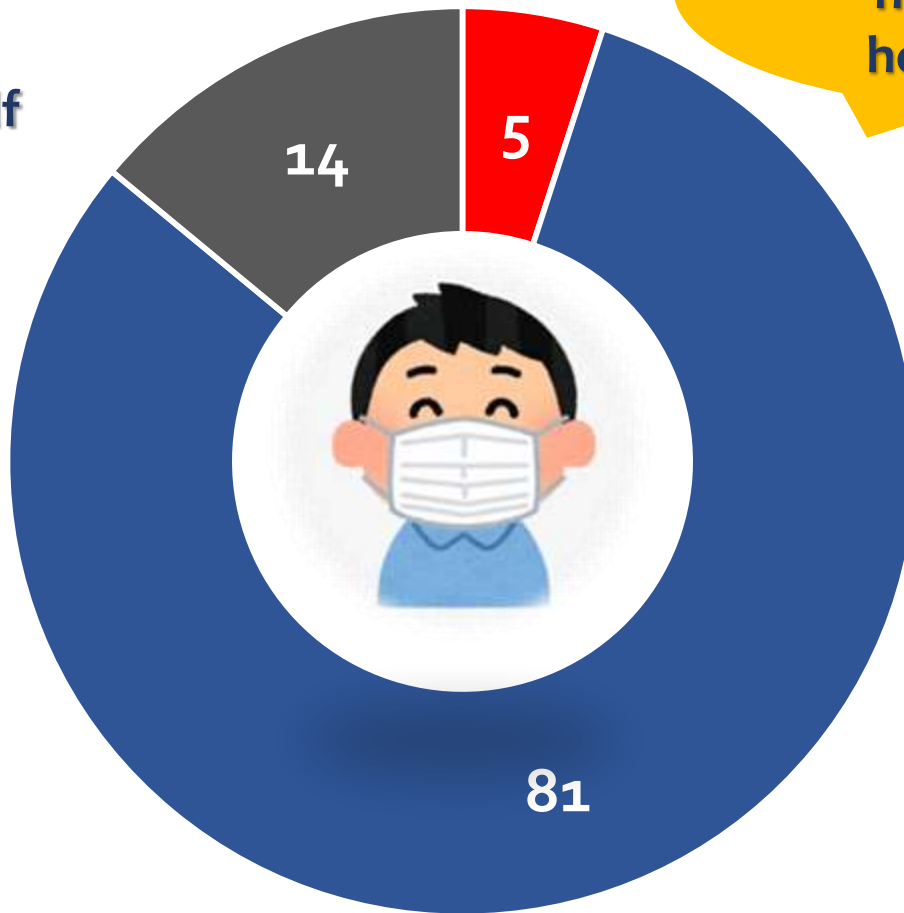
However, it is quite alarming that over one out of three Greeks have increased at least one “not so healthy” habit during the last year of the pandemic conditions, specifically:

During the pandemic year, have started or increased the usage of at least one (36%) :



In early February 2021, 5% of Greeks stated they have had Covid-19 with light or no symptoms, the vast majority say “no”, and one in six say they don’t know!

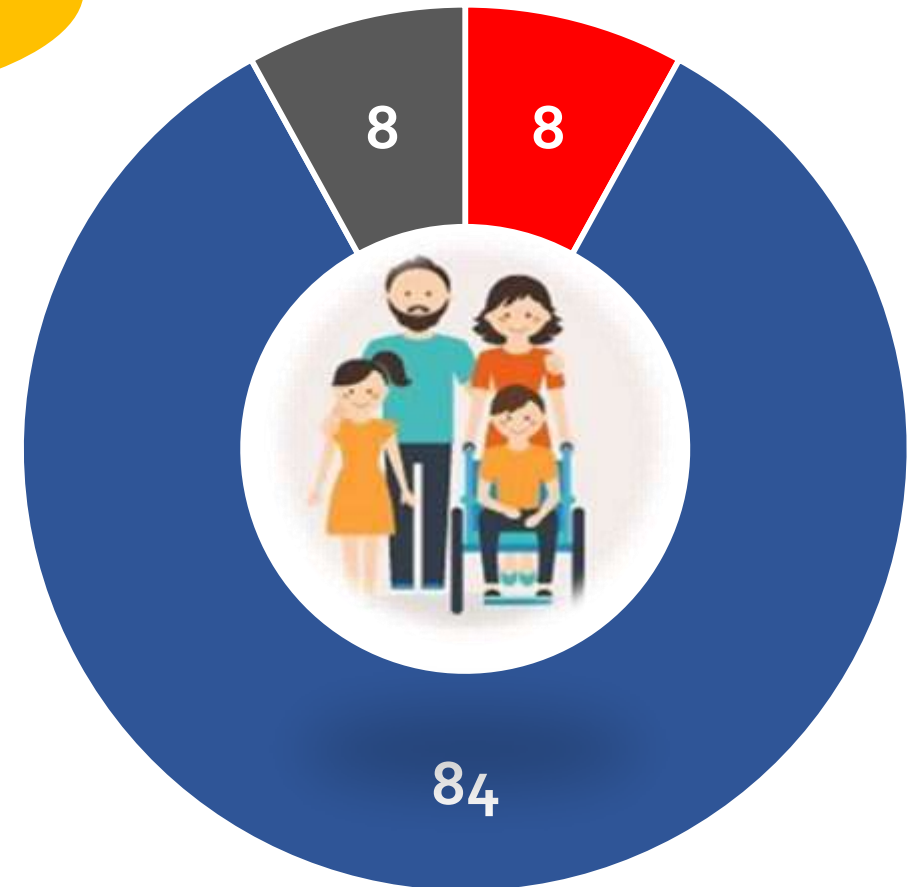
Myself



0,3% have been heavily ill & hospitalized

%

In the family

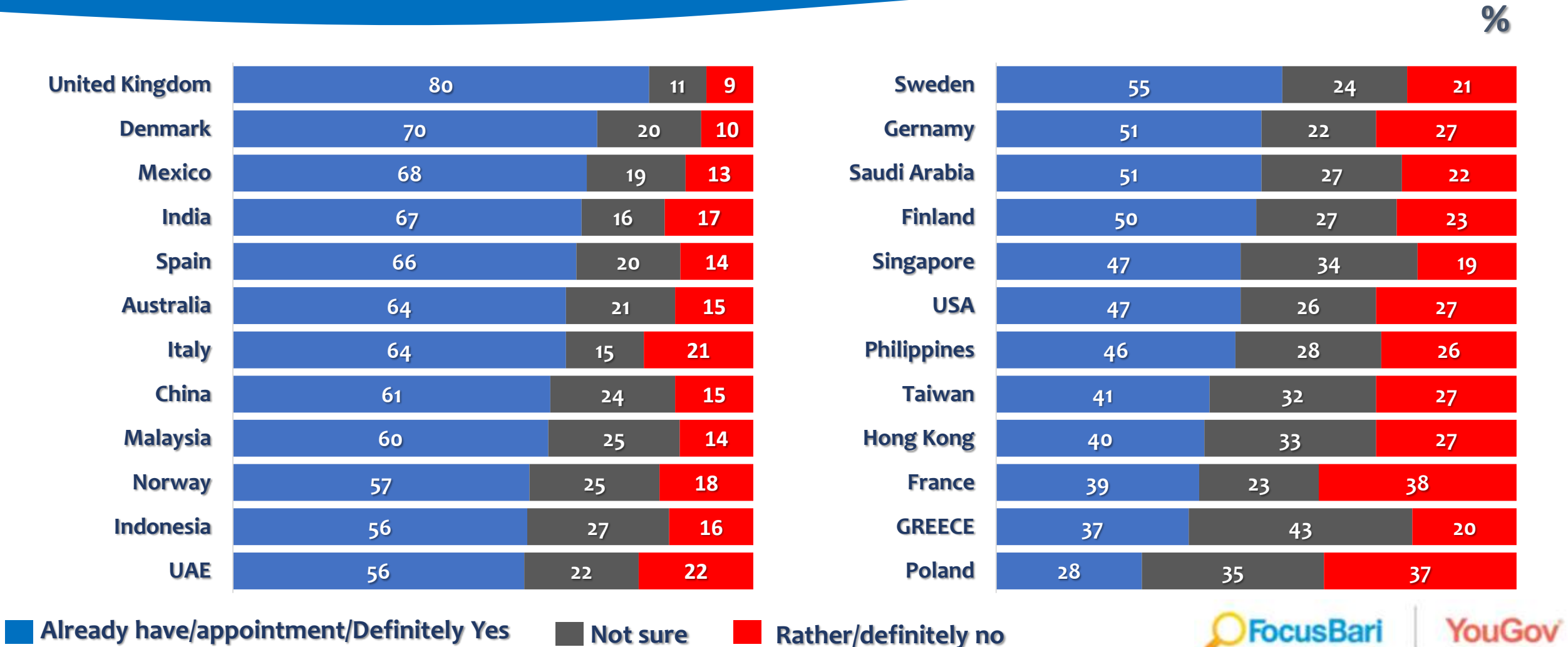


■ Yes, light/no symptoms at all

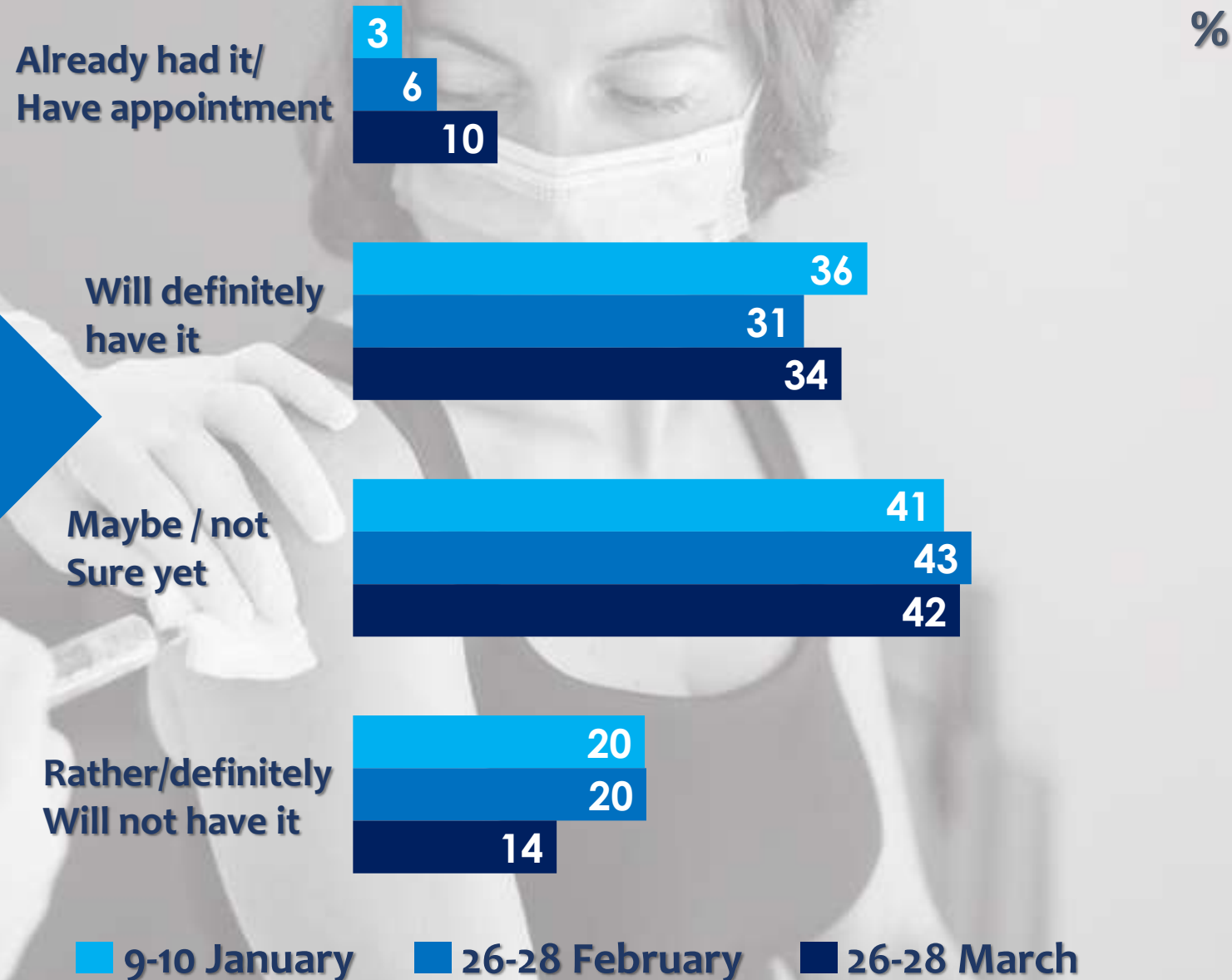
■ No, have not

■ Not sure

Among 24 countries, Greece is rather on the lower end as far as the intention to have the vaccine is concerned

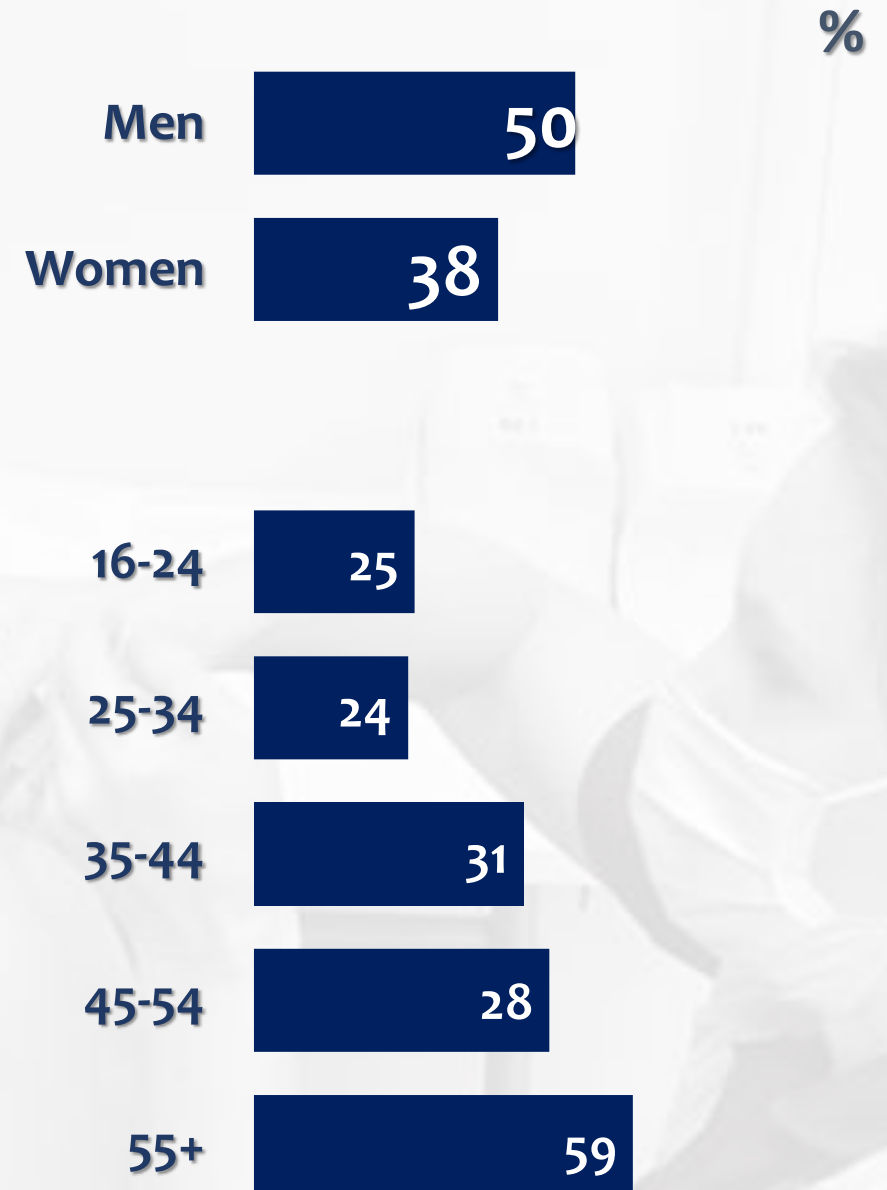


However,
as months
pass by, more
and more Greeks
have the vaccination,
or have an
appointment for it, or
express a positive
intention



Those who have
already have / will
definitely have the
vaccination are
mostly men and
older ages

*«Have had it/have
an
appointment/will
definitely have it»*



During the covid
year, health issues
among the
Greeks reveal
some worth
noting points

An illustration featuring a blue background with stylized white and light blue clouds. A white horizontal banner is held by a raised orange fist emerging from a dark grey sleeve. The word 'WORDS' is written in large, white, bold, sans-serif capital letters on the right side of the banner.

WORDS

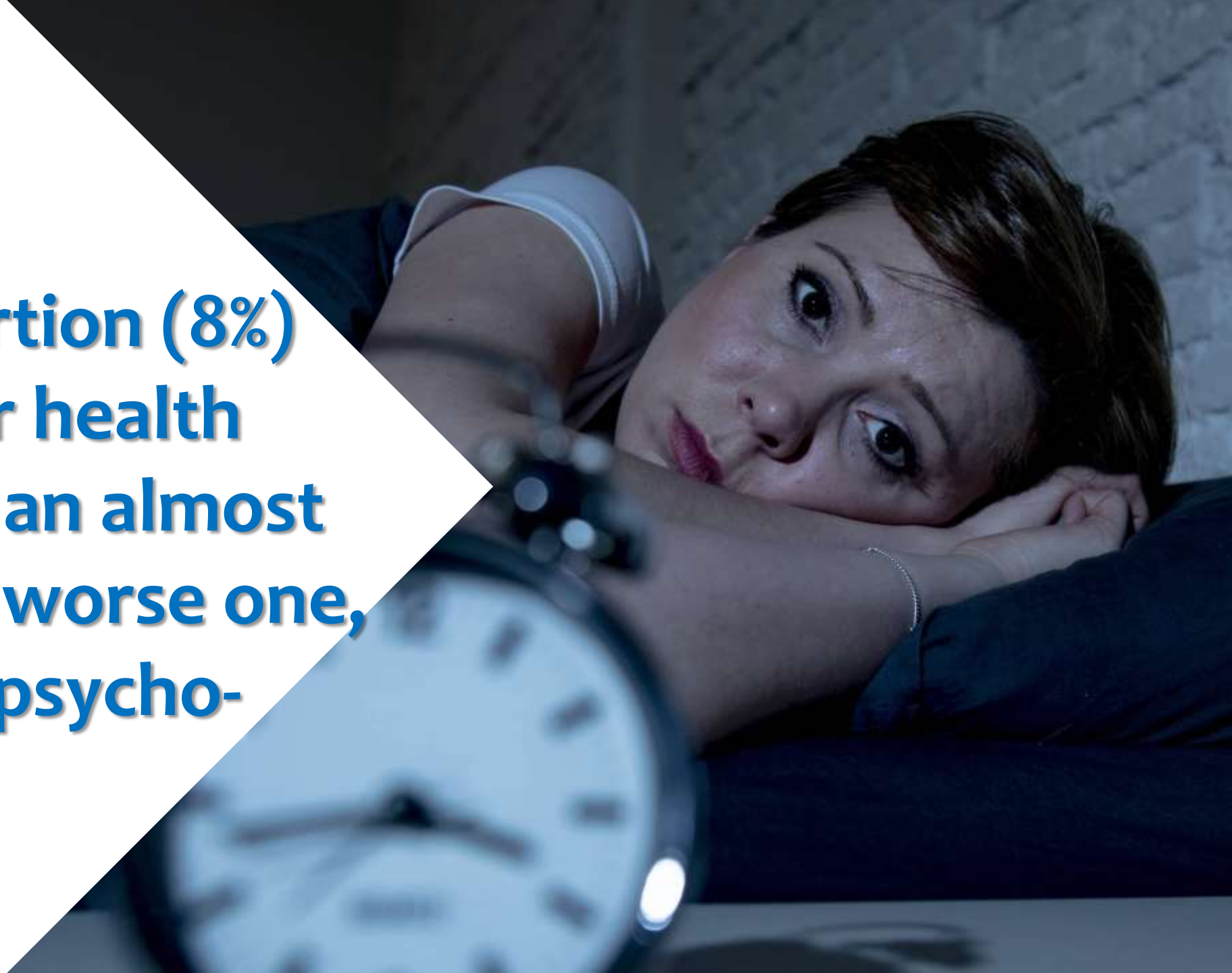
“
1

**The majority report
same health status
vs. one year ago**



“
2

A small proportion (8%) report a better health condition, but an almost double (14%) a worse one, mainly due to psychological factors



“3

**Good daily habits
such as home cooking
and exercise are the
main reasons for a
better or worse
health status**



“
4

**The proportion of
Greeks who have been
sick with covid-19 is
very limited**



“
5

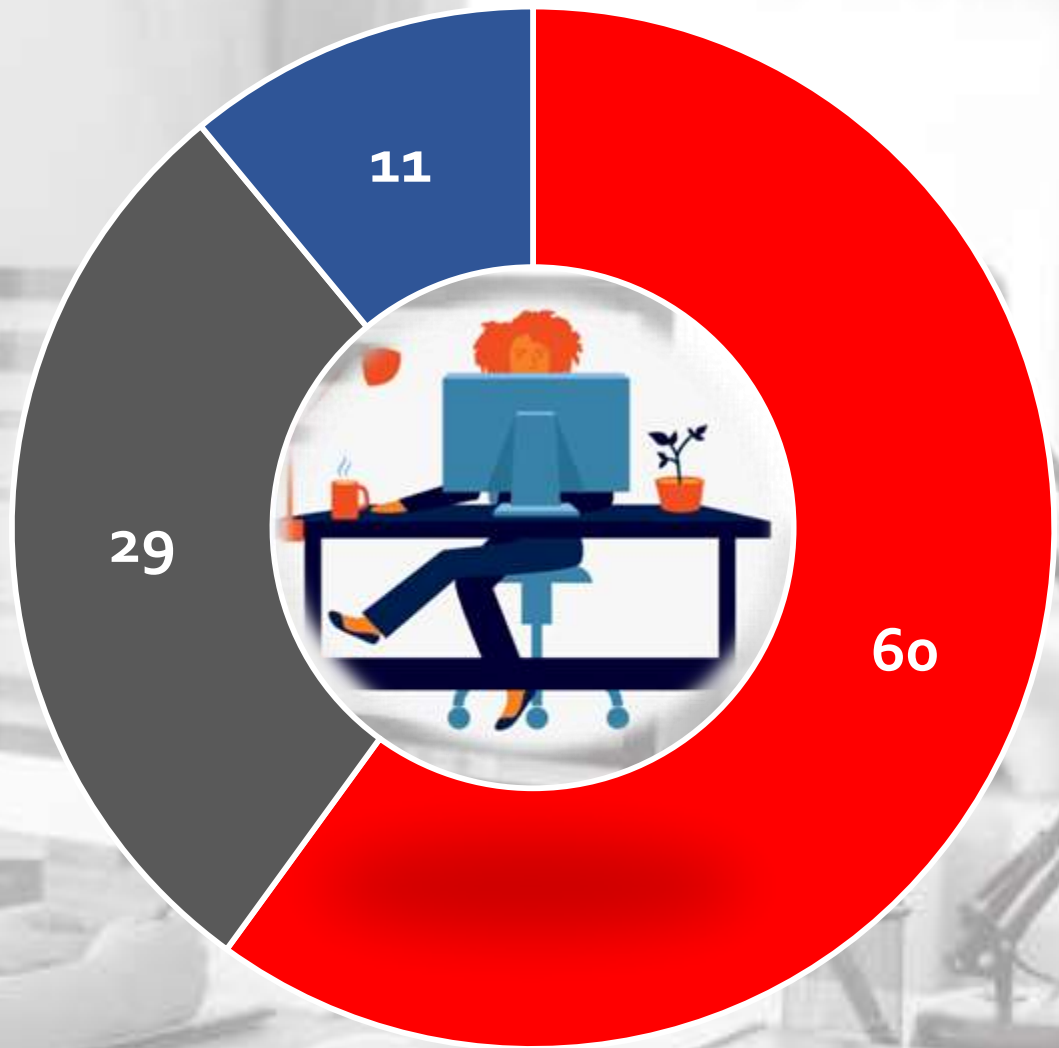
The proportion of
Greeks who have had/will
definitely have the
Covid vaccine is
growing higher
with time



One year after : how is daily life and relationships affected by the coronavirus conditions and restrictions?



Comparing
to one year ago
just before the
start of the first
lockdown, **three out
of five** Greeks feel their
current daily life has
got **worse**:

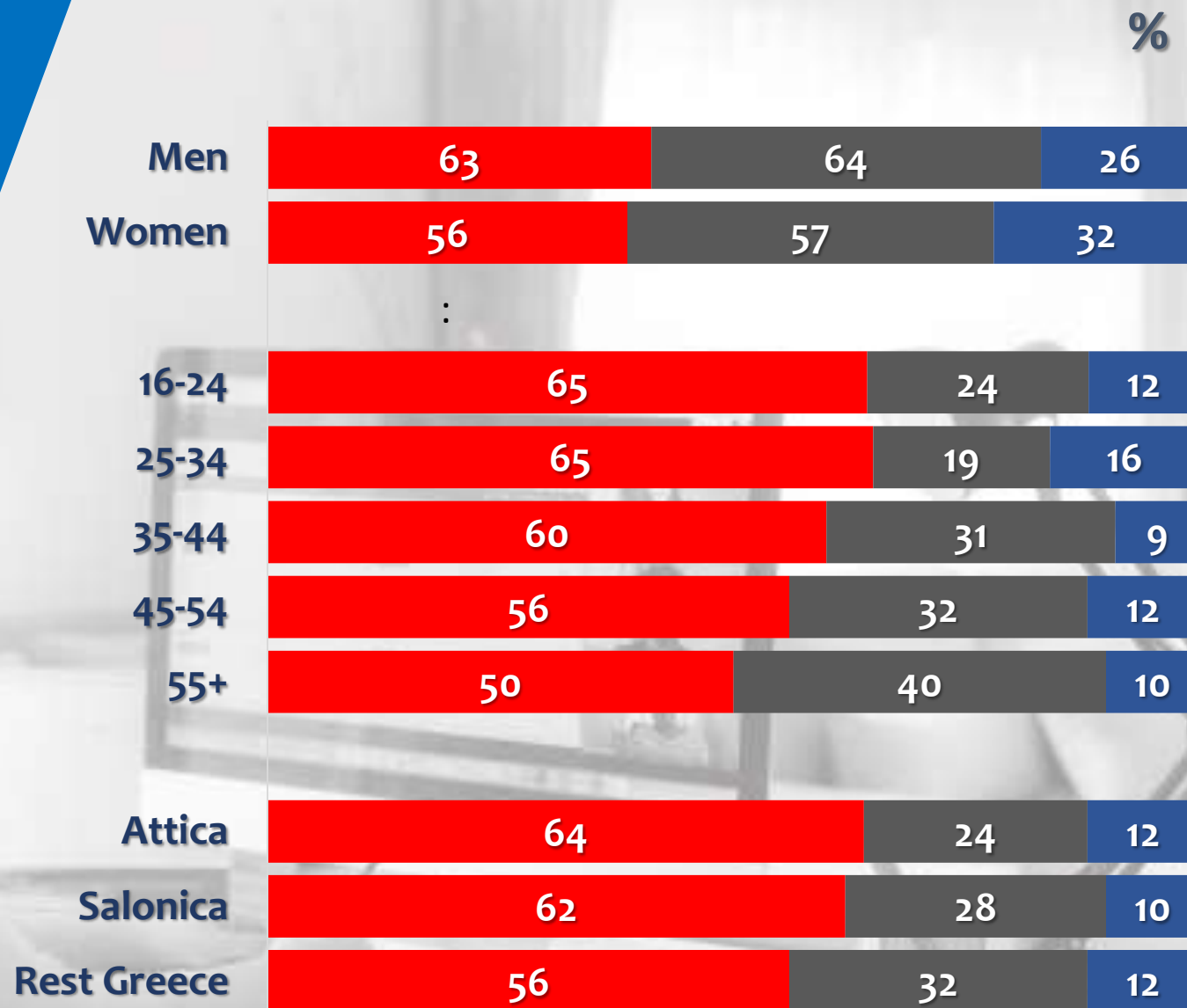


■ Better daily life

■ Same daily life

■ Worse daily life

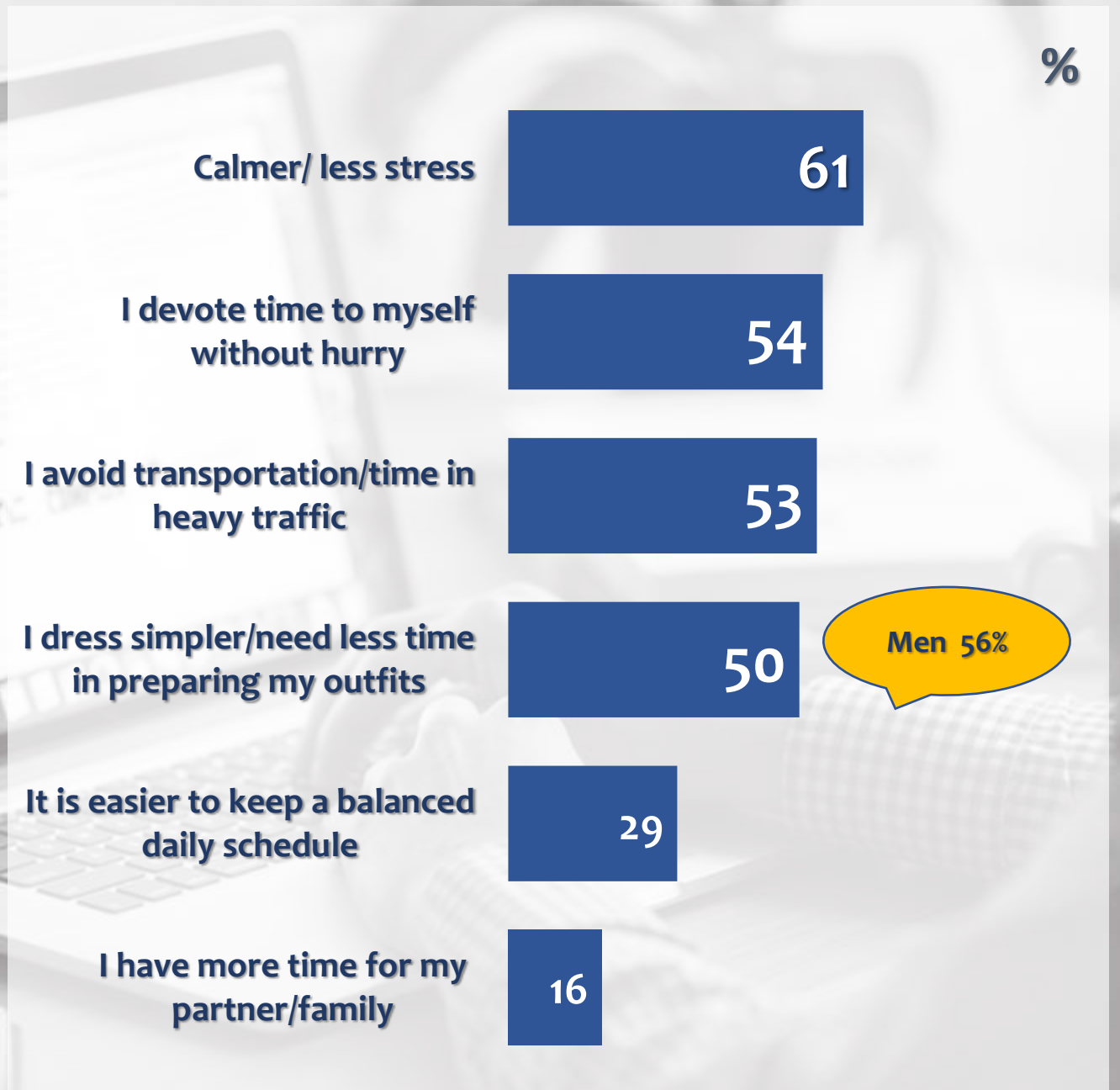
Men feel their daily life **worse** than one year ago more than women, and so do the **younger ages** as compared to the older ones, and the same is noted for **Athens and Salonica** versus the rest of Greece



For the substantial proportion of Greeks (60%) who report a worse daily life than last year, the main reasons are:



For the small proportion (11%) of Greeks whose daily life has got better, the main reasons are :



Coming to relationships, if we give it some thought, the **quality** of our lives is directly related to the quality of our relationships



Family



Friendships



Love

Professional



Social

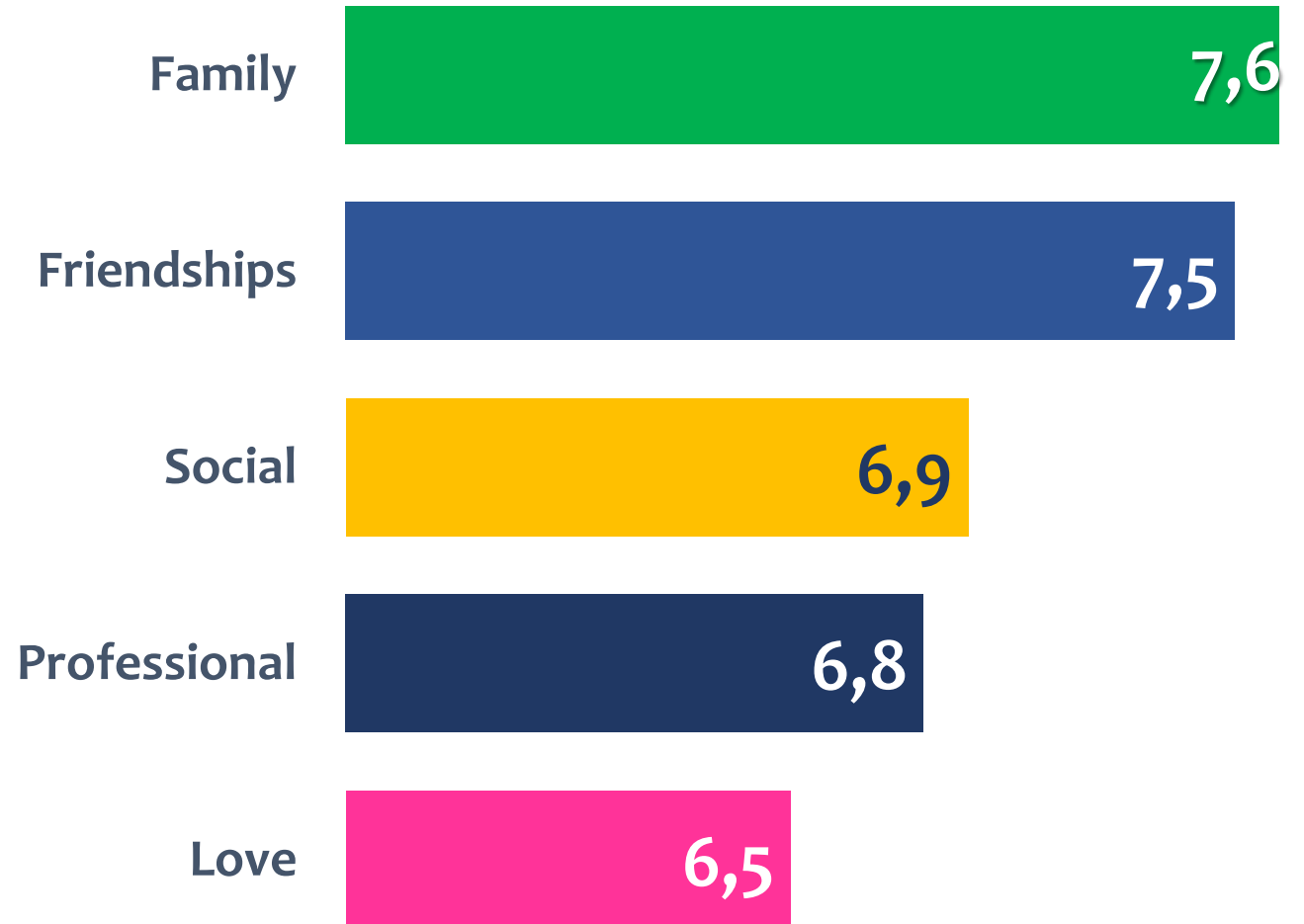


The pandemic conditions have affected all types of relationships!

The overall degree of satisfaction with each type of relationships is found at a rather **average to quite good** level, at this point in time, with **family** relationships and friendships scoring higher

«Using the scale of 1-10, where 1=completely dissatisfied and 10=completely satisfied, how satisfied are you with each type of relationships during the present period of your life?»

Average degree of satisfaction on 1-10 scale



As is natural, the degree of satisfaction with each type of relationship varies **depending on the age and the marital status**, with love and social relationships being more important among the teens and the young, and professional and family to comprise a main concern among the 35+ years of age. Also, there are quite a lot of differences between **married** and **single/divorced**!



Relationships during Covid:

01

Are improved,...



02

stayed the same,...



02

got worse, what?

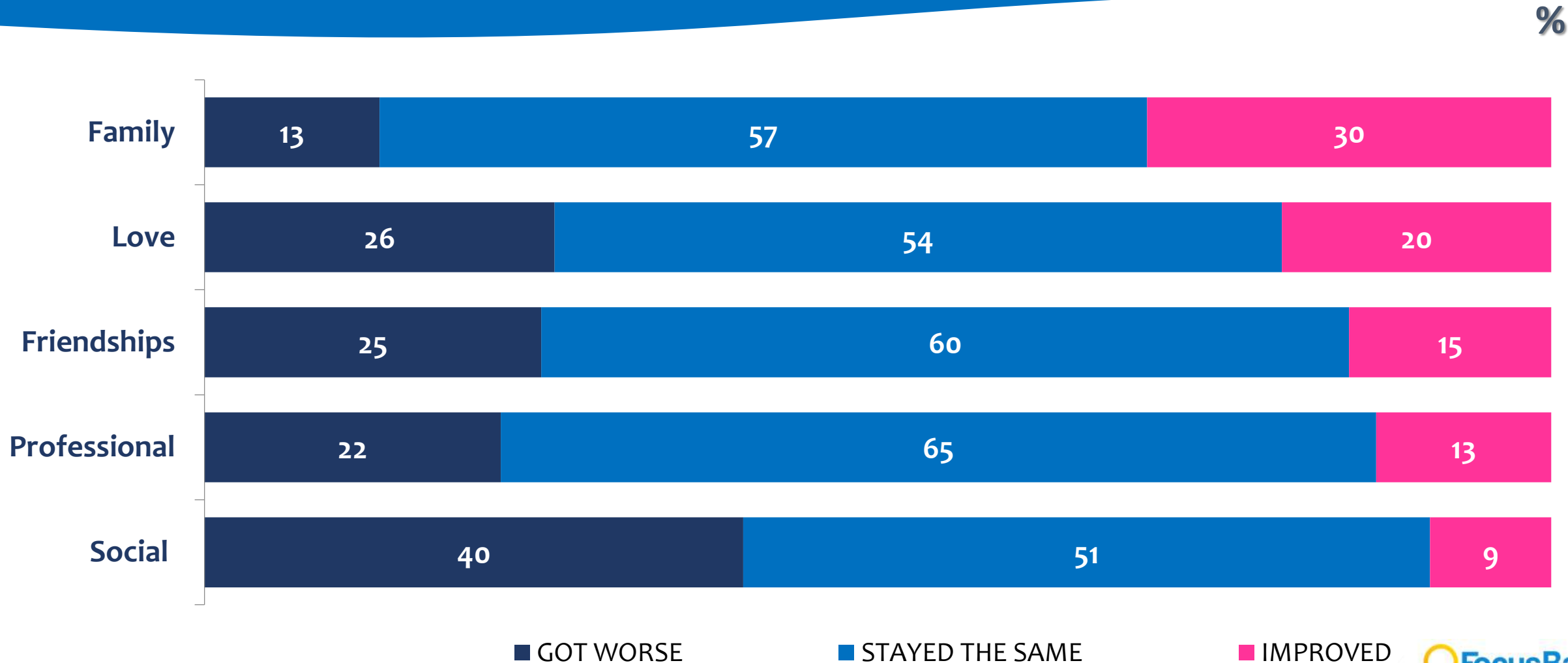


What is the impact of the pandemic conditions on the relationships between people?

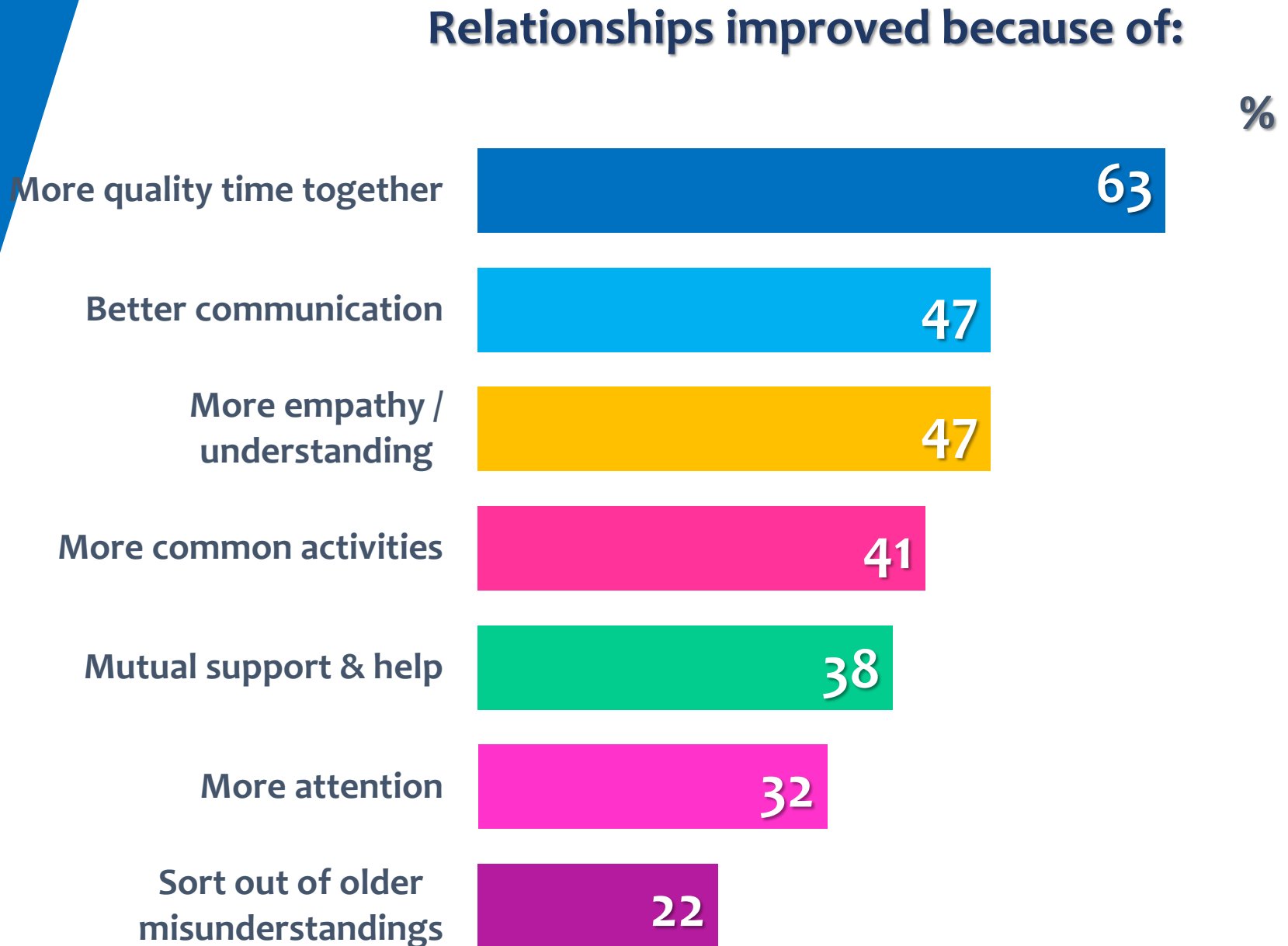
64% state that at least one type of their relationships got worse because of the pandemic

53% state that at least one type of their relationships got better during the pandemic

Social relationships are the “big loser” because of the pandemic, **family** relationships being the “big winner” while all other types—**love, friendships, professional**—are rather negative affected by the pandemic conditions.



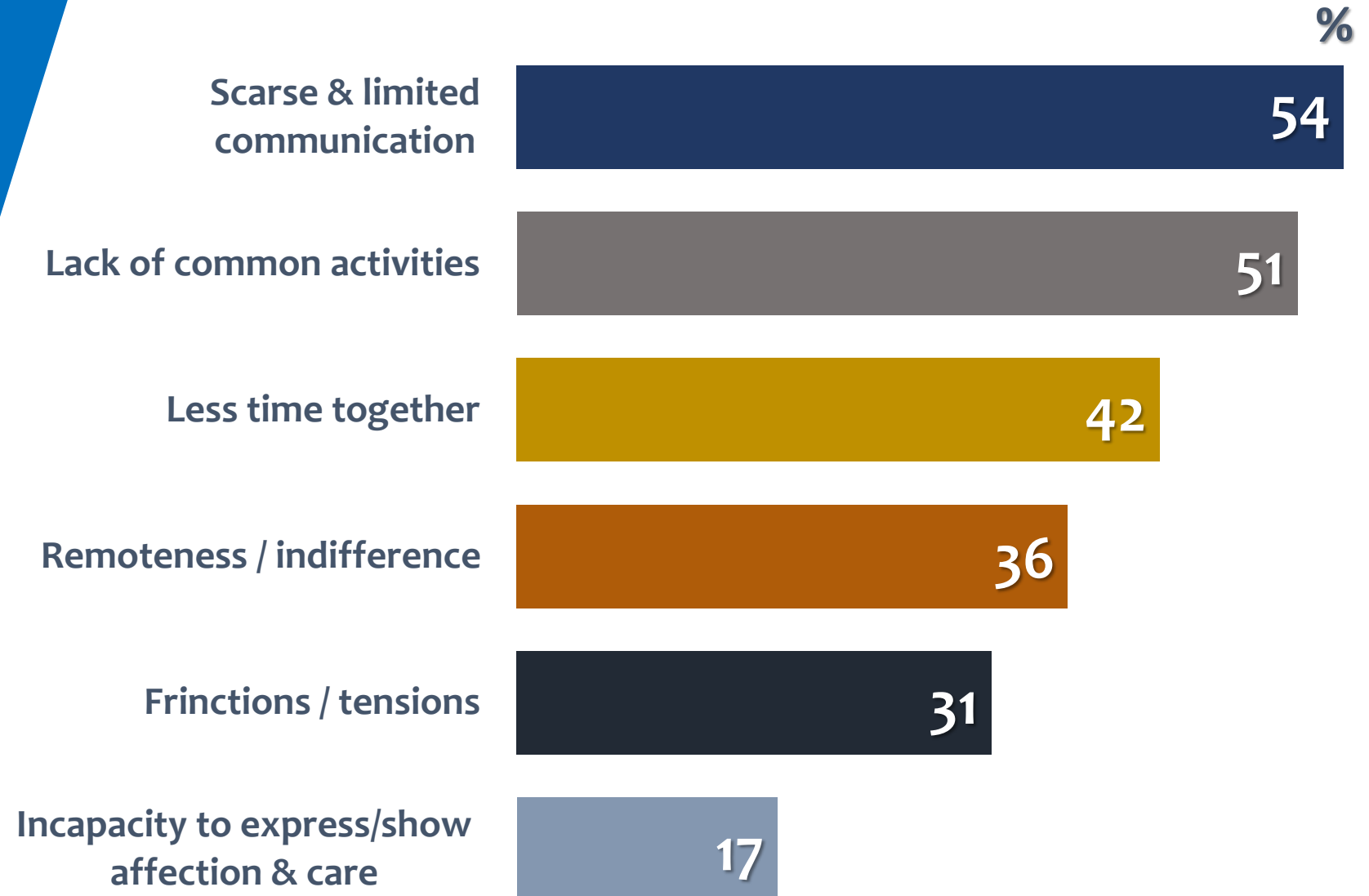
Relationships that are reported as improved, are because of more quality time, better communication, more empathy & understanding, more common activities



Relationships that got worse, did so because of lack of communication, lack of common activities, as well as frictions and tensions

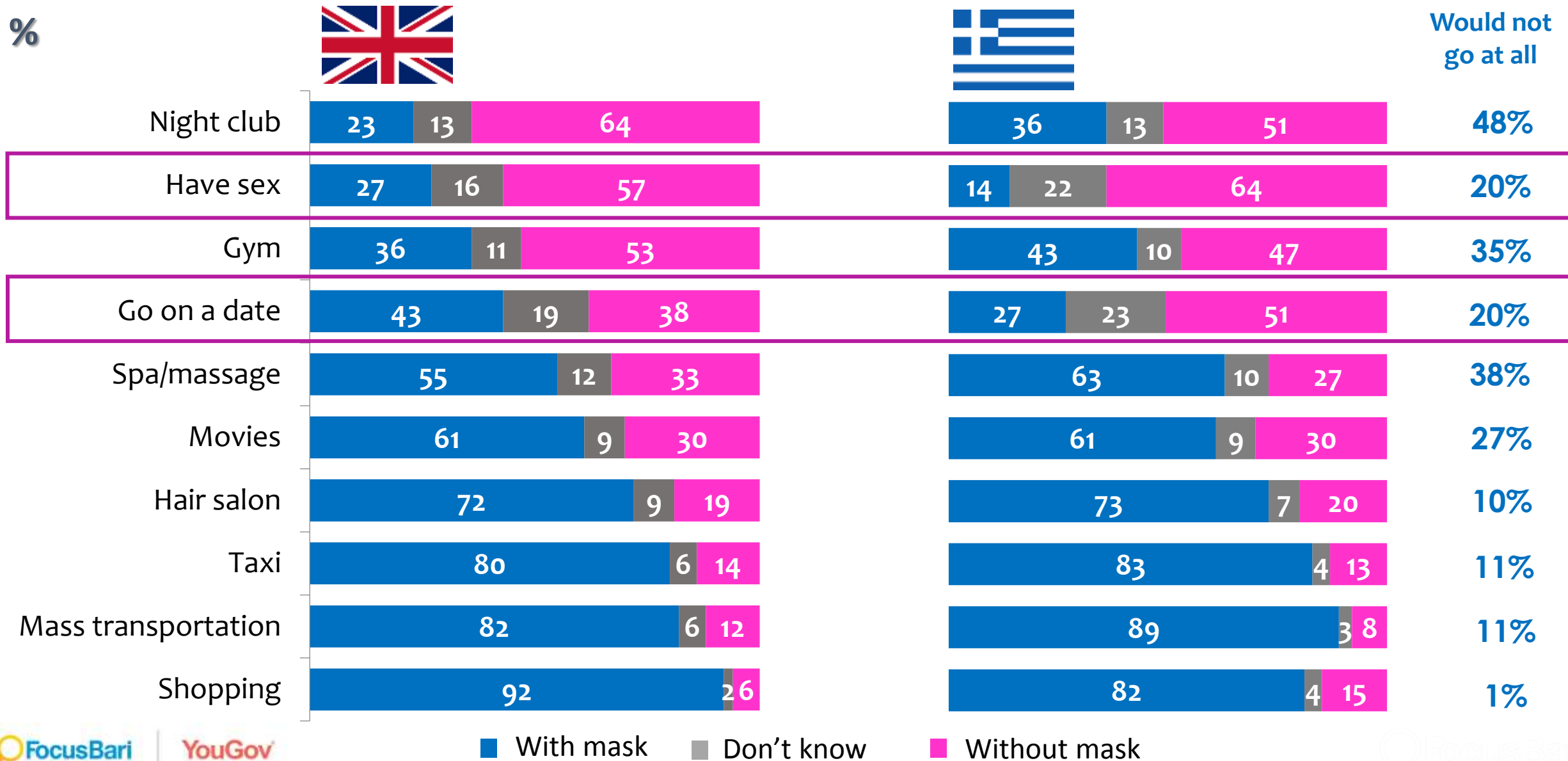


Relationships got worse because of:



Comparing **Greeks to Britons** with a spice of humour ☺ ☺ ☺

“If open, to which of the following would you go with a mask or without a mask?”



During the covid
year, both daily
life and all types
of relationships
have been
affected

An illustration featuring a stylized orange hand holding a white banner that stretches across the frame. The hand is wearing a dark grey suit sleeve. The background is a bright blue sky with light blue clouds. The word 'WORDS' is written in large, white, bold, sans-serif capital letters on the right side of the banner.

WORDS

“
1

**The majority of Greeks
say their daily life has
got worse during the
pandemic year**



“
2

Main reasons are the lack of environment change, inability to keep a balanced day, and lack of social life



“3

For the few whose daily life has got better, reasons are the traffic avoidance and time for self-care



“
4

**Relationships have also
been affected during the
pandemic year, either
for worse or for
better**



“
5

The big winner of the Covid relationships is the family ones, and the big loser, the social, love and professional

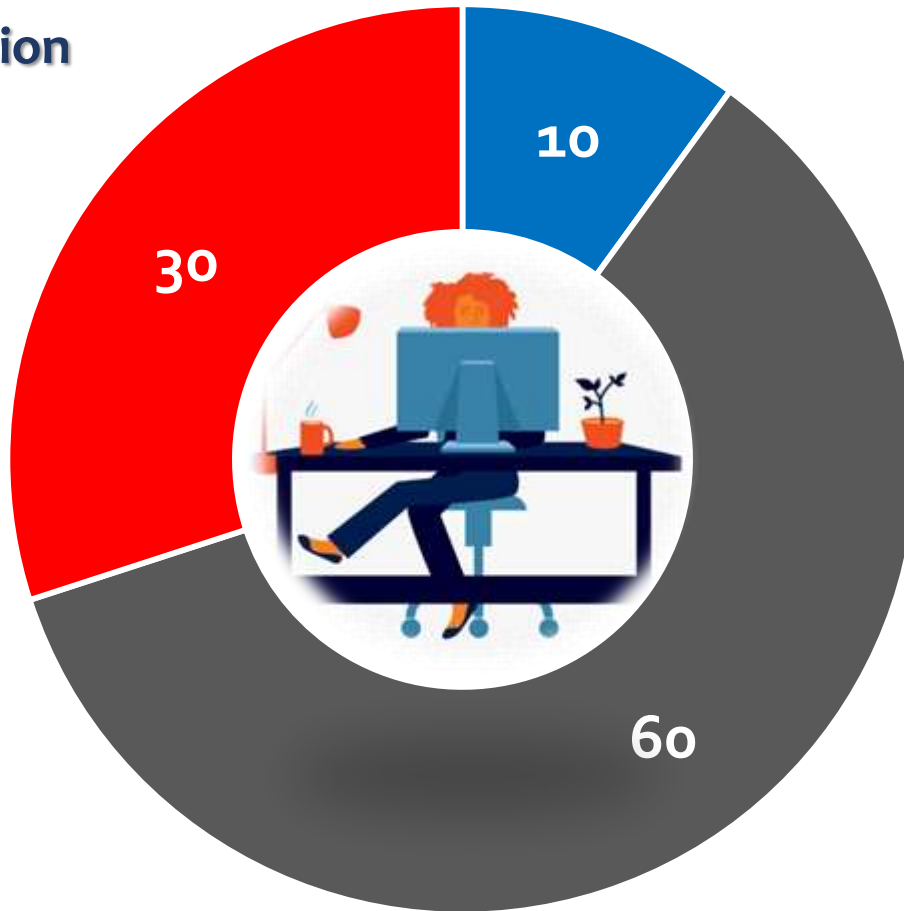


Almost one year after : how is Greeks financial and professional status after 12 months from the first lockdown?



In comparison to one year before, Greeks report their status as regards their :

Profession



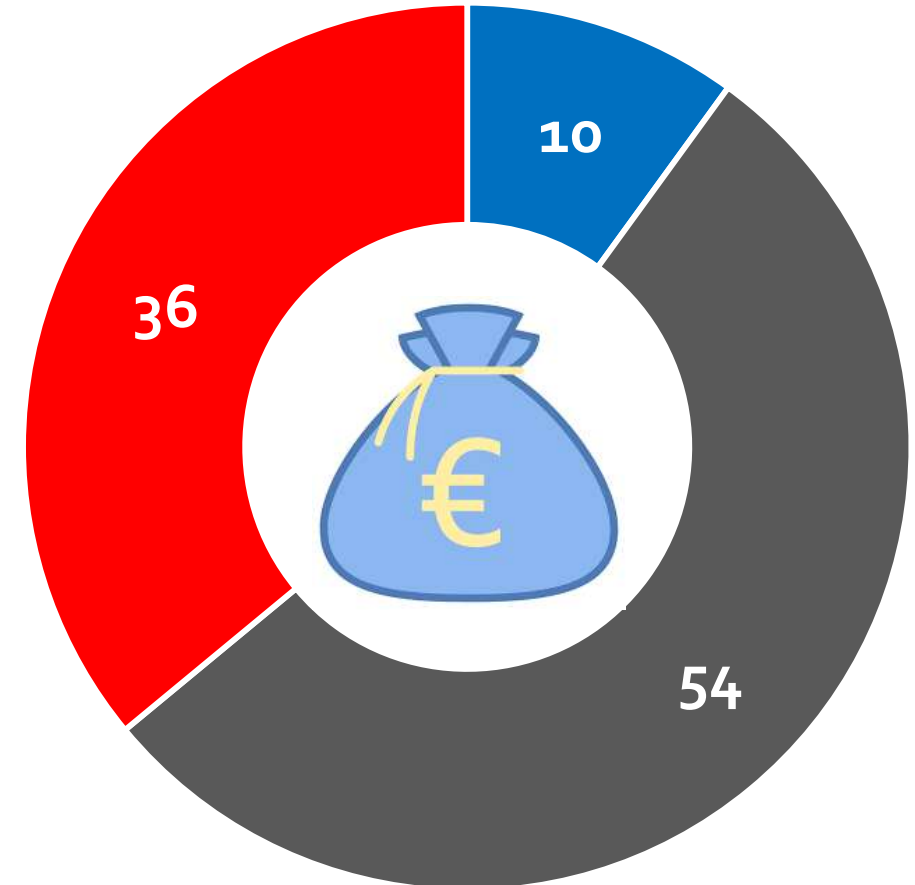
■ Better status

■ Same status

■ Worse status

%

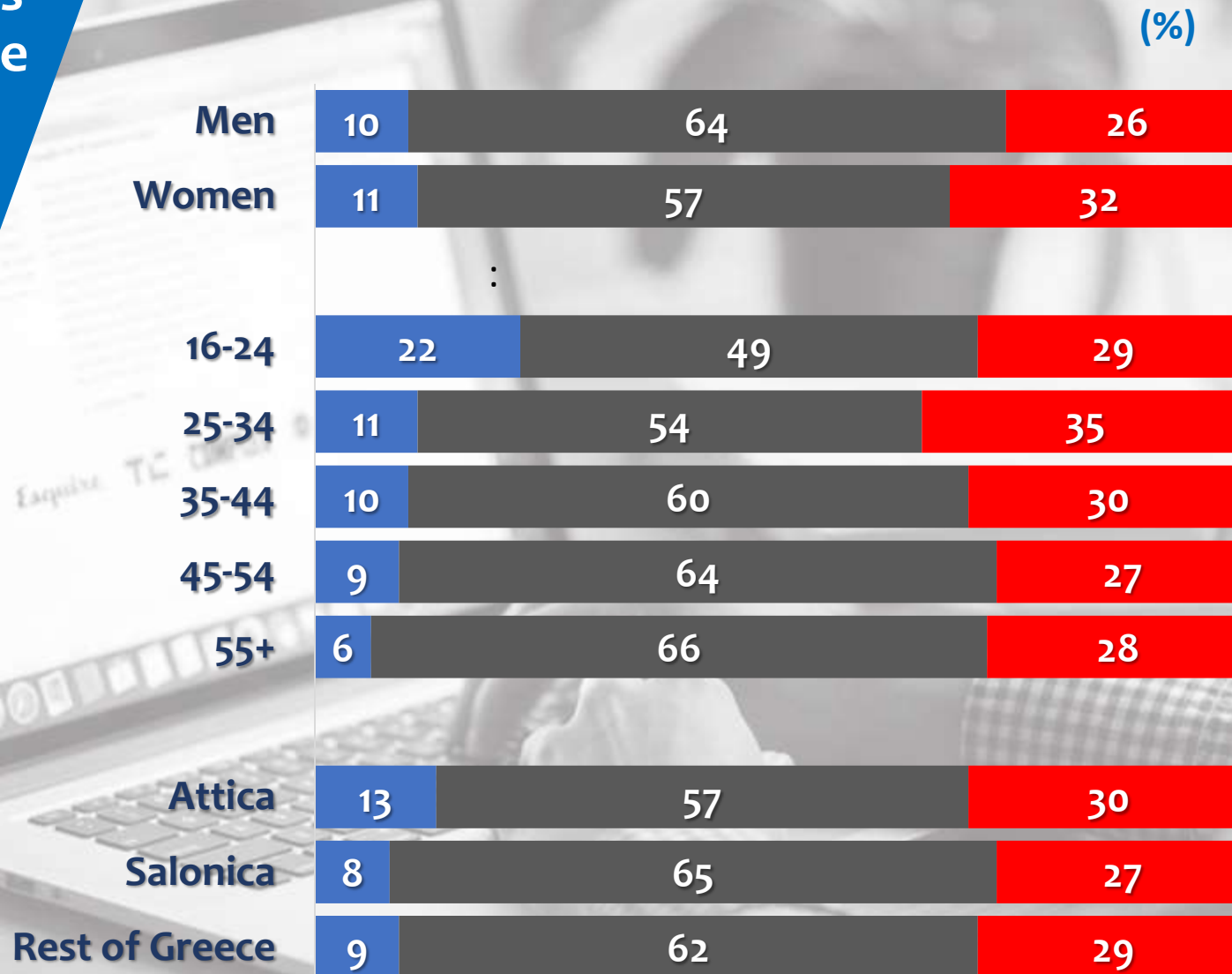
Financials



The ratio between Greeks who report a worse professional status versus last year and those who report the opposite is **three to one**, with **three out of ten** Greeks stating their professional situation **has gotten worse** during the pandemic year.

Two out of three report the same professional status as one year ago.

The age group showing the highest proportion of an **improved** professional status is the **youngest** most probably due to their **digital savviness**



**Among
the one in ten
Greeks who
report a better
professional status
during the pandemic
year, the main reasons
are:**



New job opportunities

58

%

Acquired new skills

33

**Higher productivity/more
professional time due to
remote working**

27

Among the three out of ten Greeks who report a worse professional status after 12 months of covid-19 conditions, the main reasons are:



My business has under operated for long periods of time due to the pandemic

30

I am a free lancer & my business has been very limited due to the pandemic

29

I have been suspended from my work / I work much less

23

I am unemployed/the company I worked for is closed during pandemic/had to reduce personnel

16

The company I worked for closed down permanently

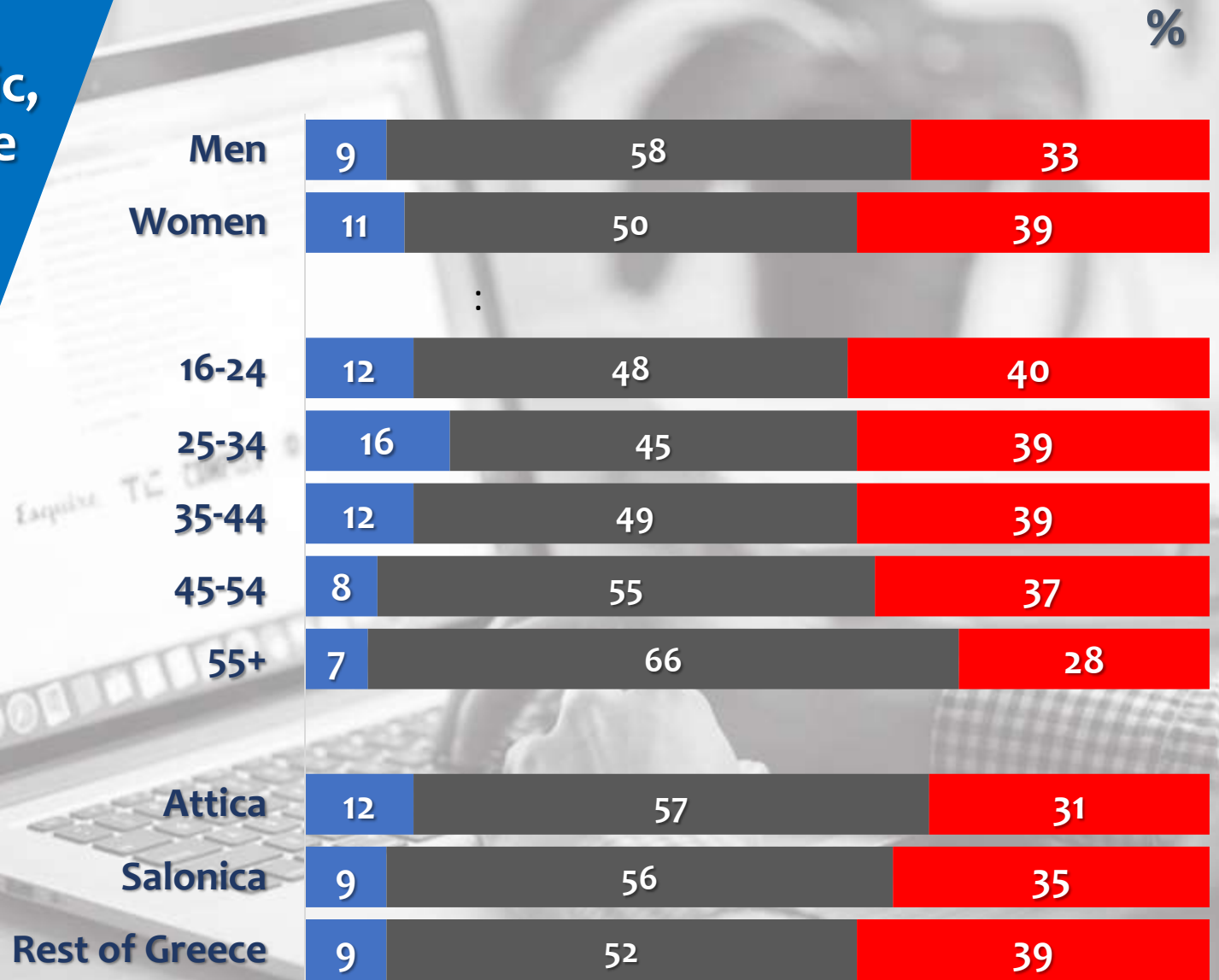
2

%

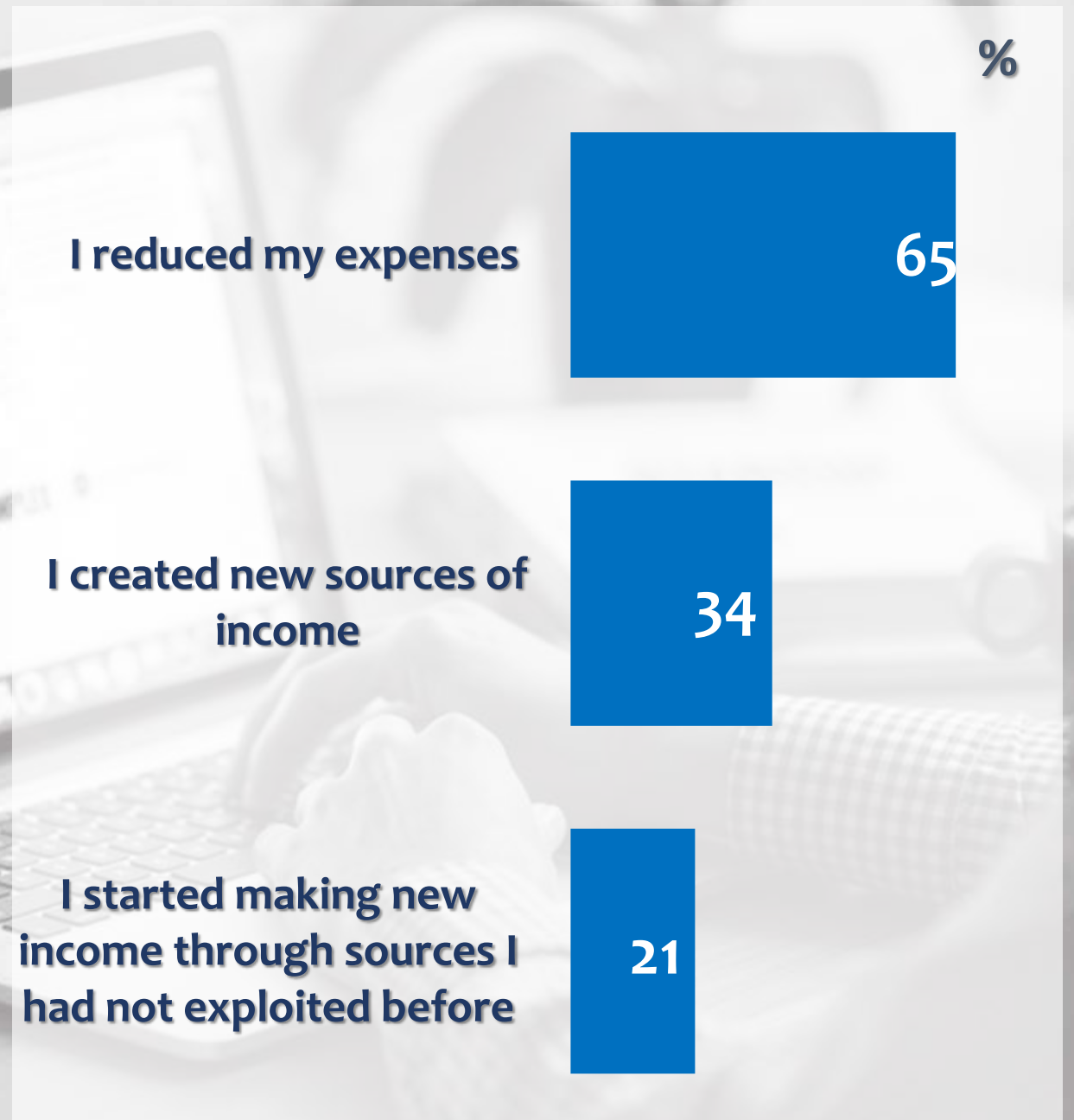
Over one out of three Greeks state their financial status **is worse** one year after the start of the pandemic, while those who state the opposite are less than one in ten!

Same financial status as 12 months ago is reported by almost **three out of five** Greeks.

A marginally **better** picture as regards financials now versus last year is noted among the **55+** years of age, and In **Attica** as compared to Salonica and the rest of Greece



For the limited proportion of Greeks who report a better financial status 12 months after the start of the pandemic, the main reasons are:



Among the considerable proportion (36%) of Greeks who report a worse financial status versus 12 months ago, the main reasons are:



My income has been reduced

75

%

I have to support other family members

24

Unexpected expenses have incurred

21

My expenses have increased/remained the same (while my income has been reduced)

16

During the covid
year, Greeks'
professional
and financial
status has
been affected



WORDS

“
1

**In both aspects, 3 in 5
report no change, 1 in 3
has worsened, and 1 in
10 has improved!**



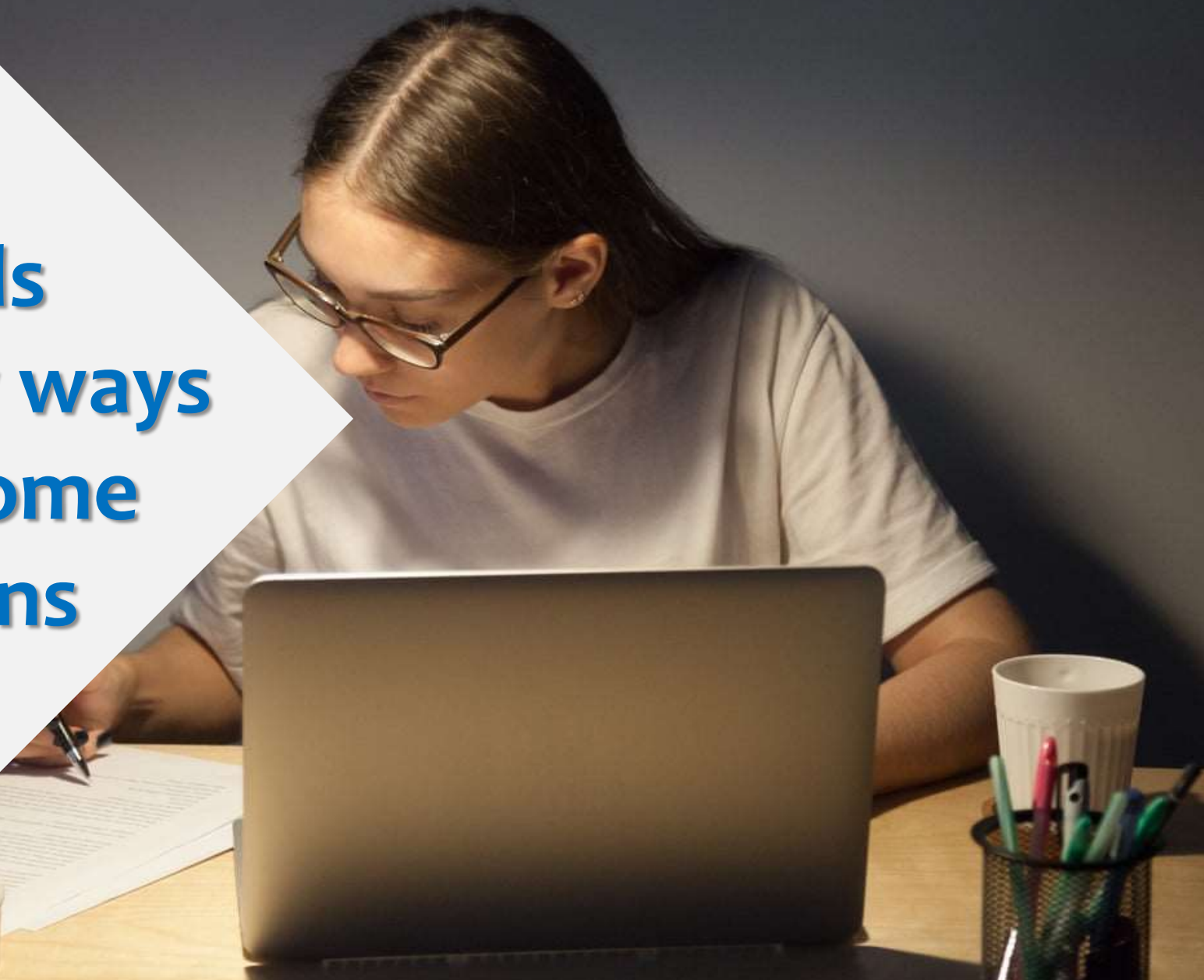
“
2

**Closing down, lower
business, suspension, or
even out of business are
the main reasons for
worse professional
status / income**



“
3

**Acquiring new skills
and exploring new ways
and sources of income
are the main reasons
for better status**



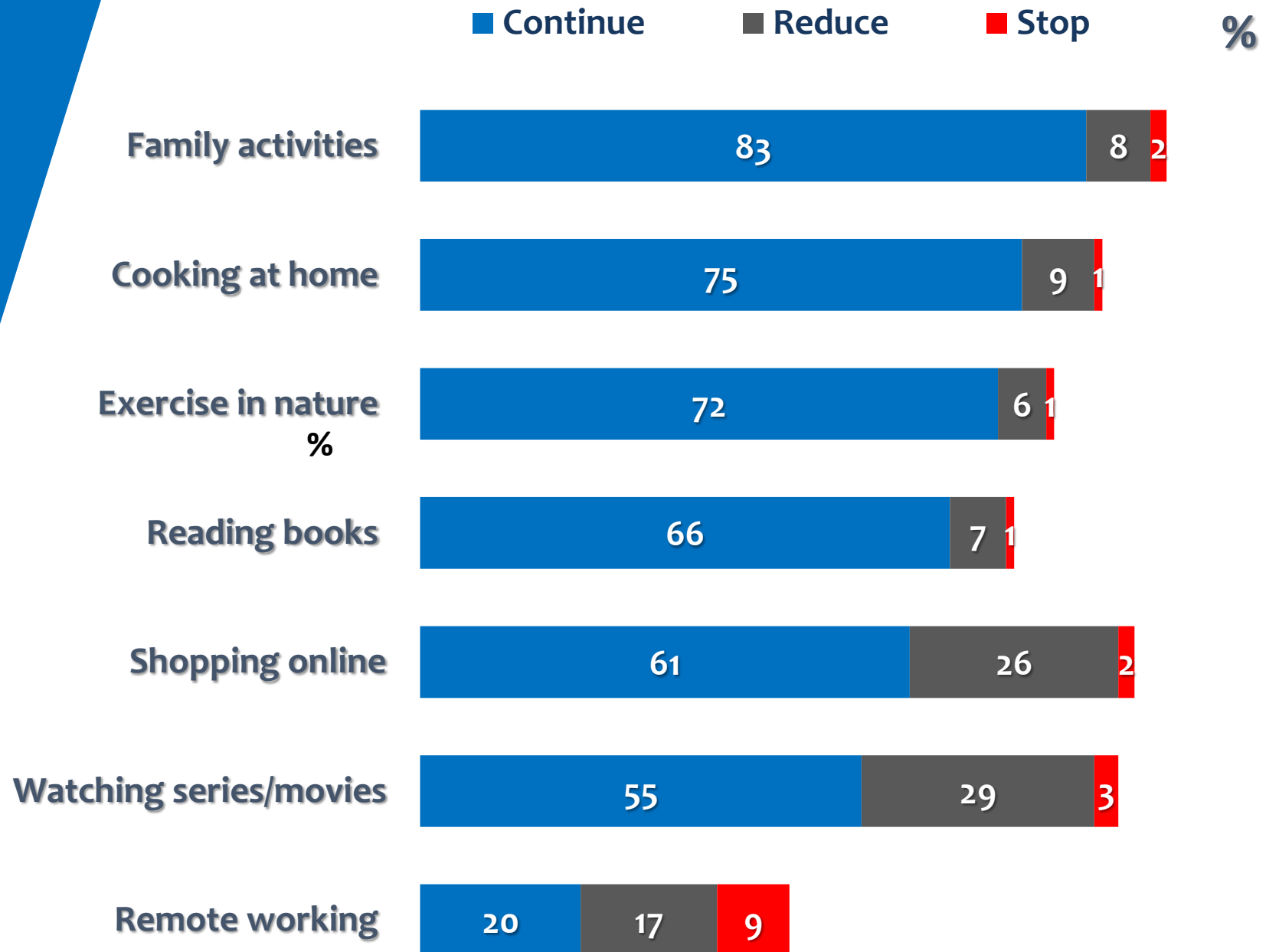
End March 2021 : What are Greeks newly acquired habits that will be continued even after the end of the pandemic?



*During the
pandemic year,
Greeks developed
a set of new
habits*

- Shopping online
- Family activities
- Remote working
- Cooking at home
- Reading books
- Exercising in nature
- Watching series /movies

Closing this review,
we leave readers
with the newly
acquired “covid
habits” that Greeks
claim they will
continue even
after the end
of the pandemic



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