

Greeks & their Personal Data

National Survey Top Line Results



Survey Basic Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ ViaYouGov panel
- ✓ Men & Women 18-74 χ (NSSG Estimate 7.359.000 individuals)
- ✓ Sample: 1001
- ✓ Fieldwork : November – December 2021
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece
(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

Questions :

Overall Attitude



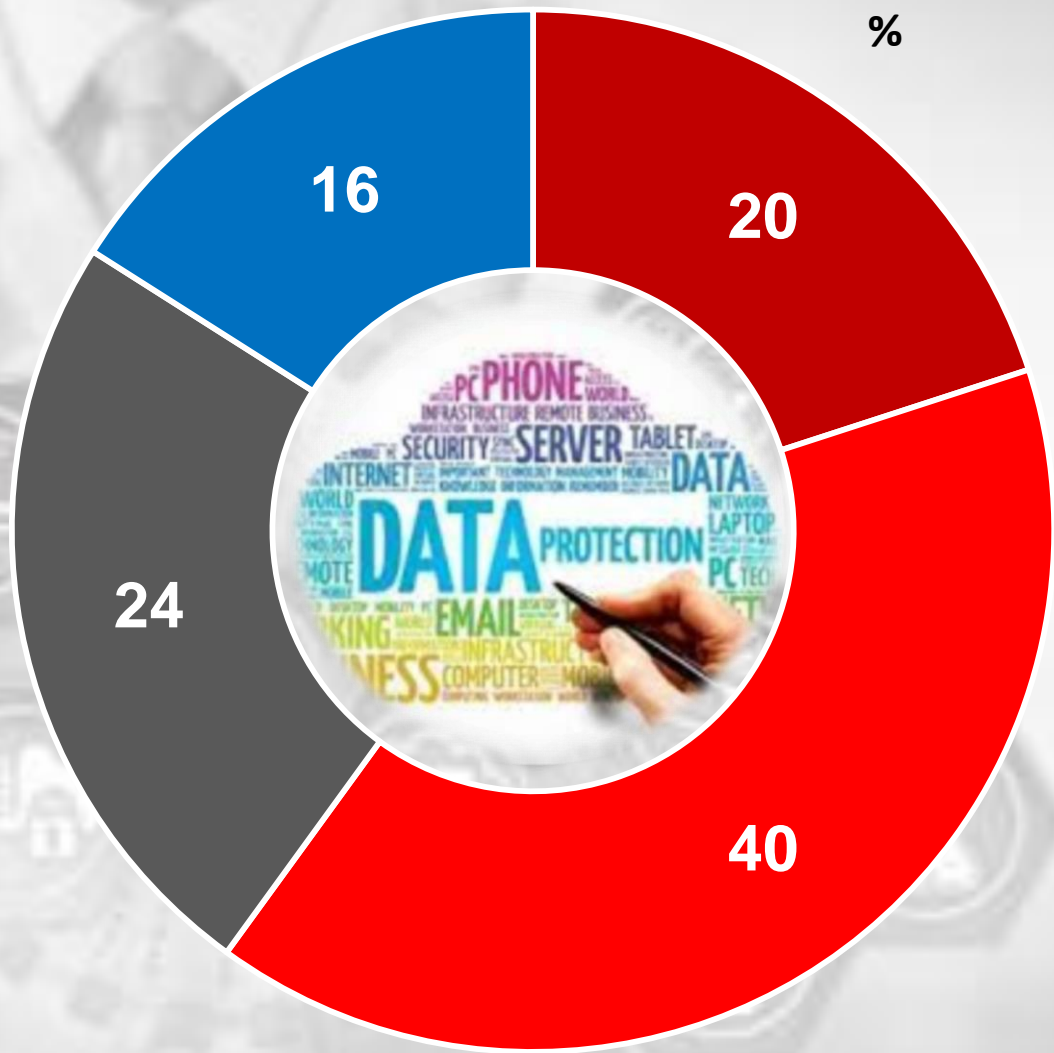
Specific Personal Data



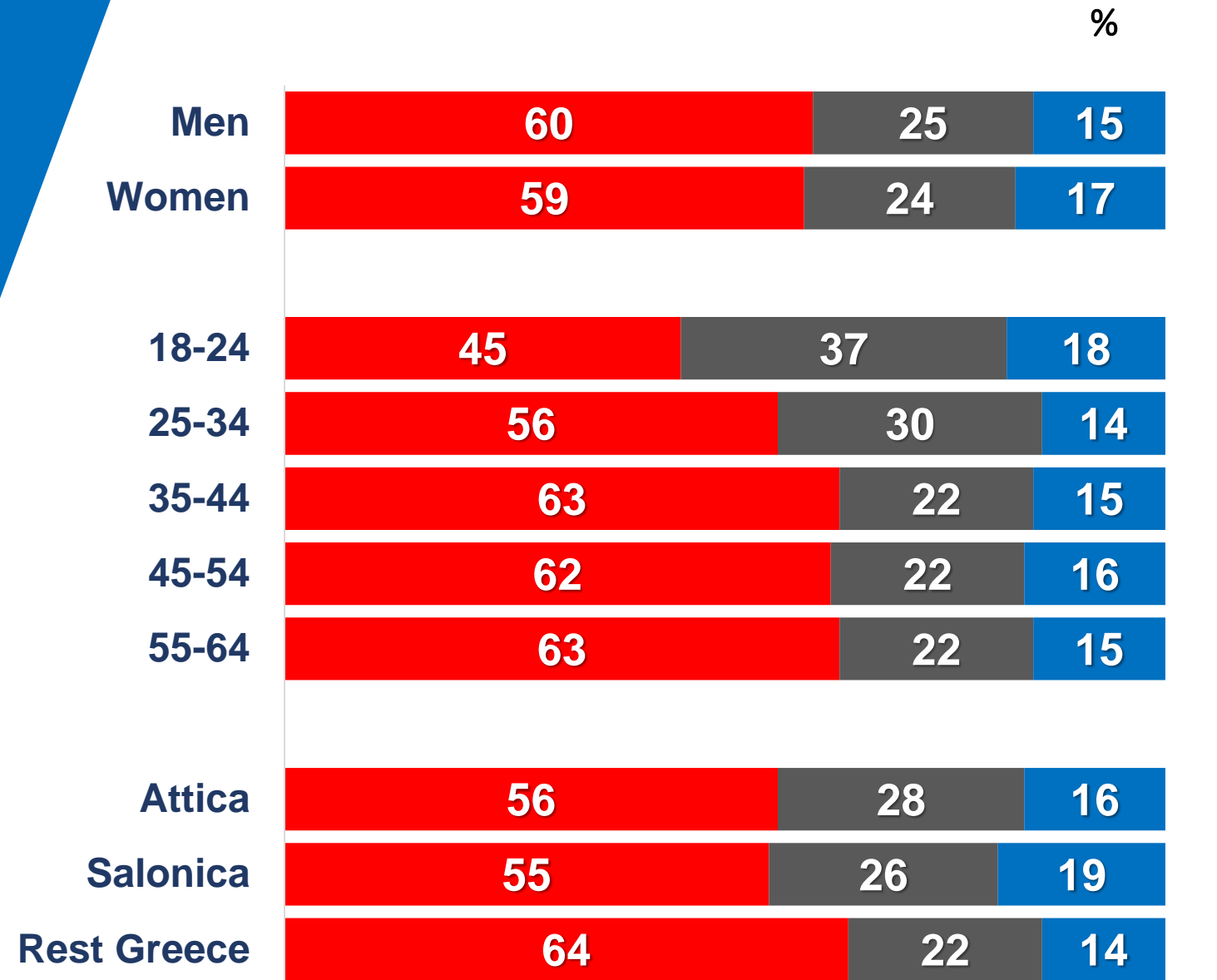
Prerequisites



Three out of five
Greeks express
worries about the
personal data they
share



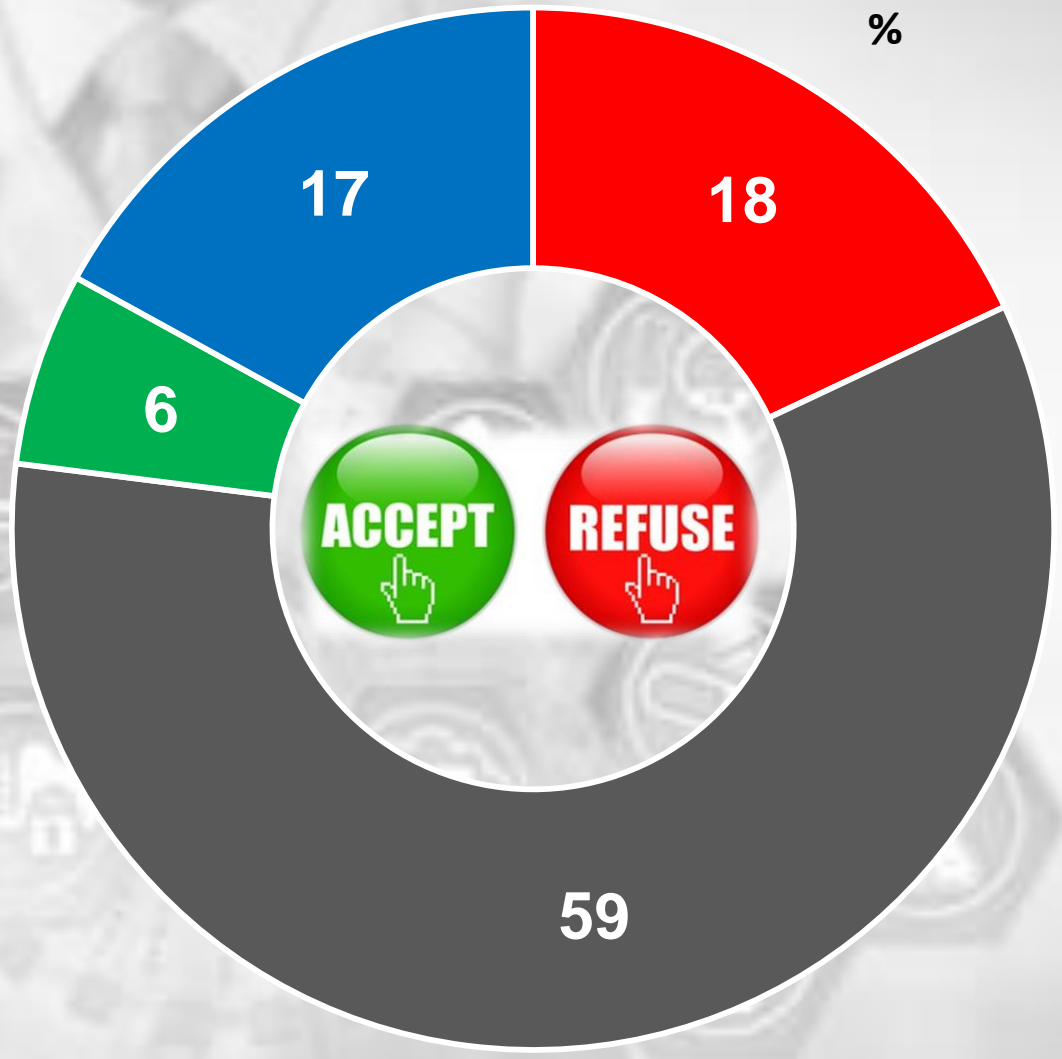
Older ages and
Periphery citizens
seem to worry more
when they share
personal data



Personal data that Greeks are more willing to share are their email, name, date of birth and cellphone number



When technology asks them to allow following their navigation patterns in order to offer a better online experience, Greeks...



Greeks press the “allow” button primarily in order to buy a product/service, download/use an app or obtain a personalized service



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Thank you!