

Greeks & Shopping Offers

National Survey Results based on
Profiles by Focus Bari | YouGov



YouGov Profiles Basic Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ Μέσω YouGov panel
- ✓ Population : Men & Women, 18-64 years
- ✓ Sample : 6.451 individuals
- ✓ Fieldwork : continuous, data reported April, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece

(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

We asked:

Special Offers/ Prices



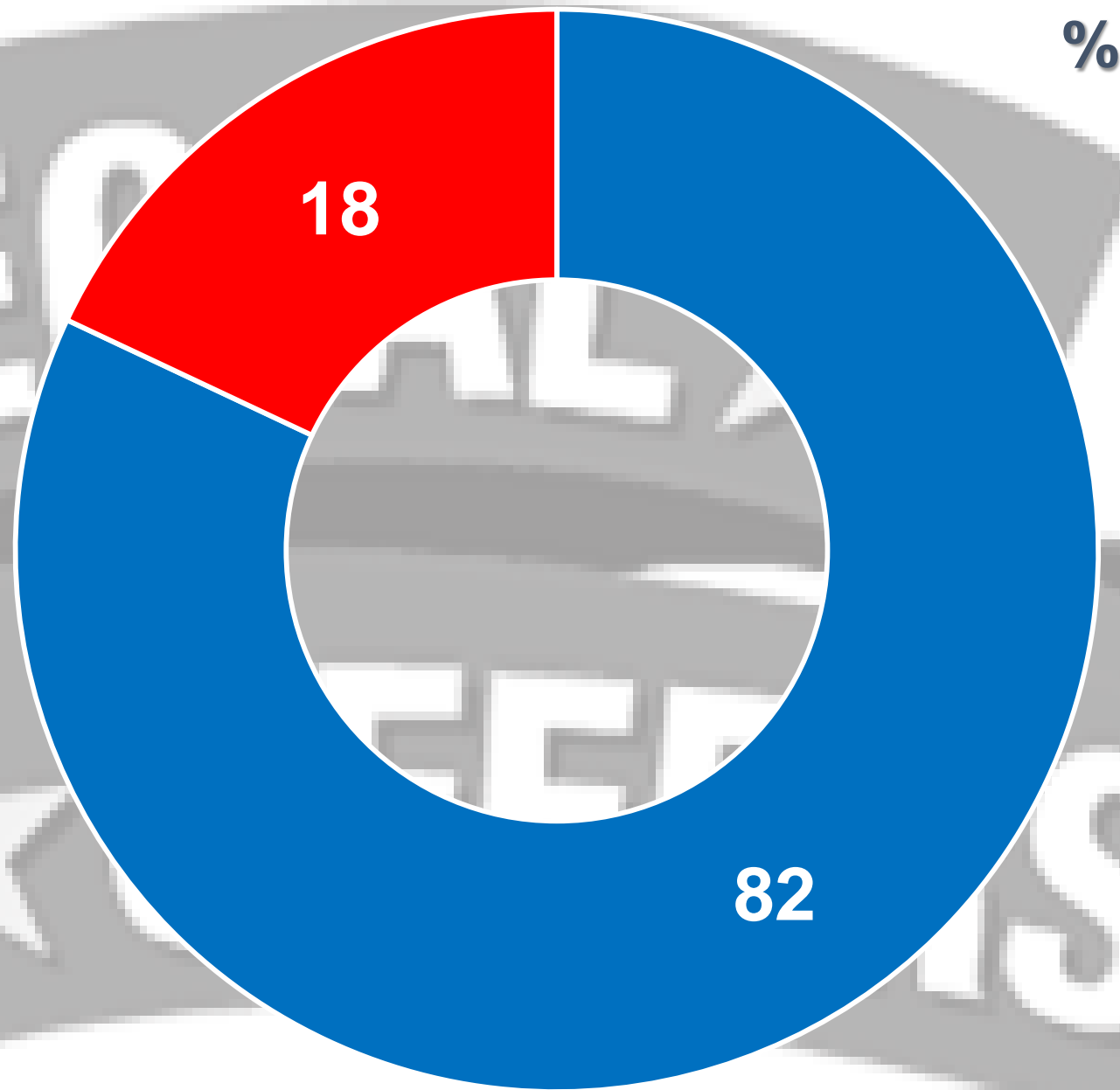
Discount Coupons & Loyalty Cards



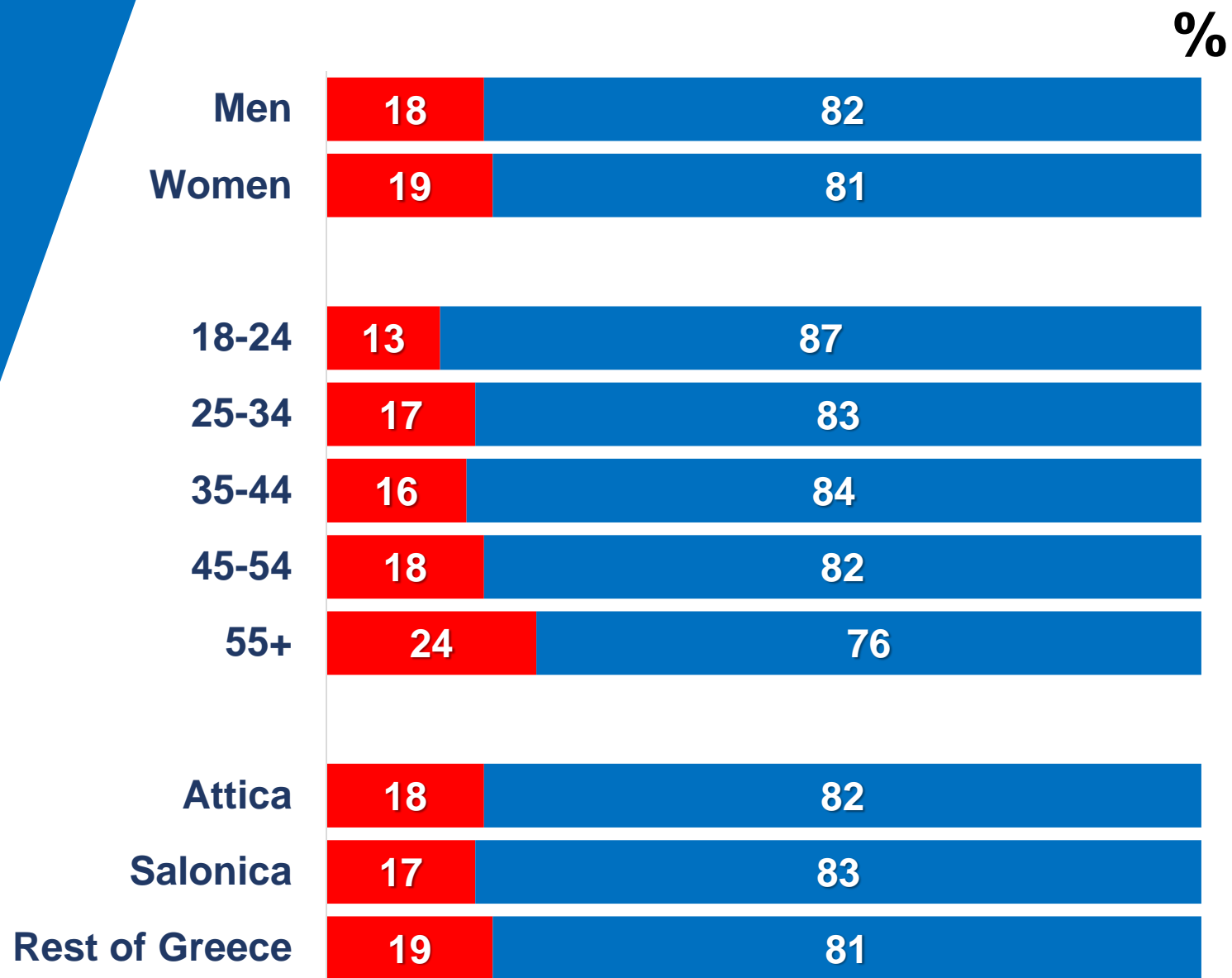
Second Hand Purchases



Eight in ten Greeks look for special offers and/or utilize coupons, giftcards or other ways to save money in their purchases



Forms of offers and/or discounts are more popular among younger ages



Online promo codes and special offers are the most popular forms of discounts among Greeks

%

Online promo codes

48

Promotional deals

37

Gift vouchers

25

Discount cards

23

Paper coupons

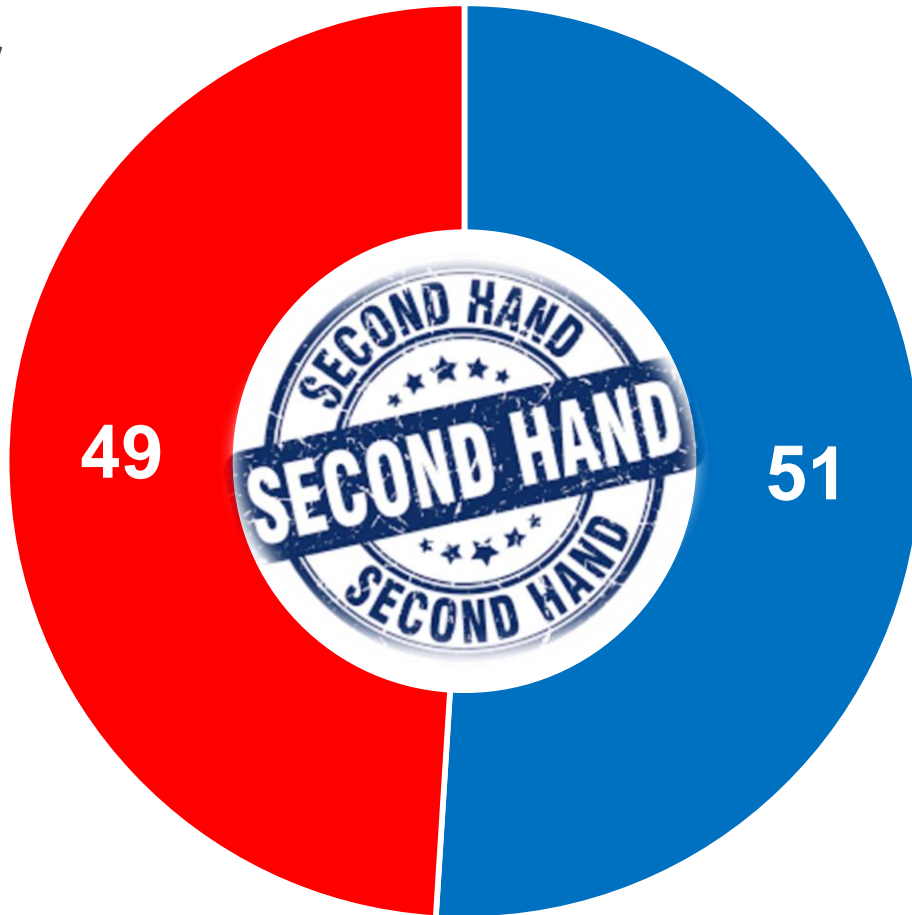
20



**SPECIAL
OFFERS**

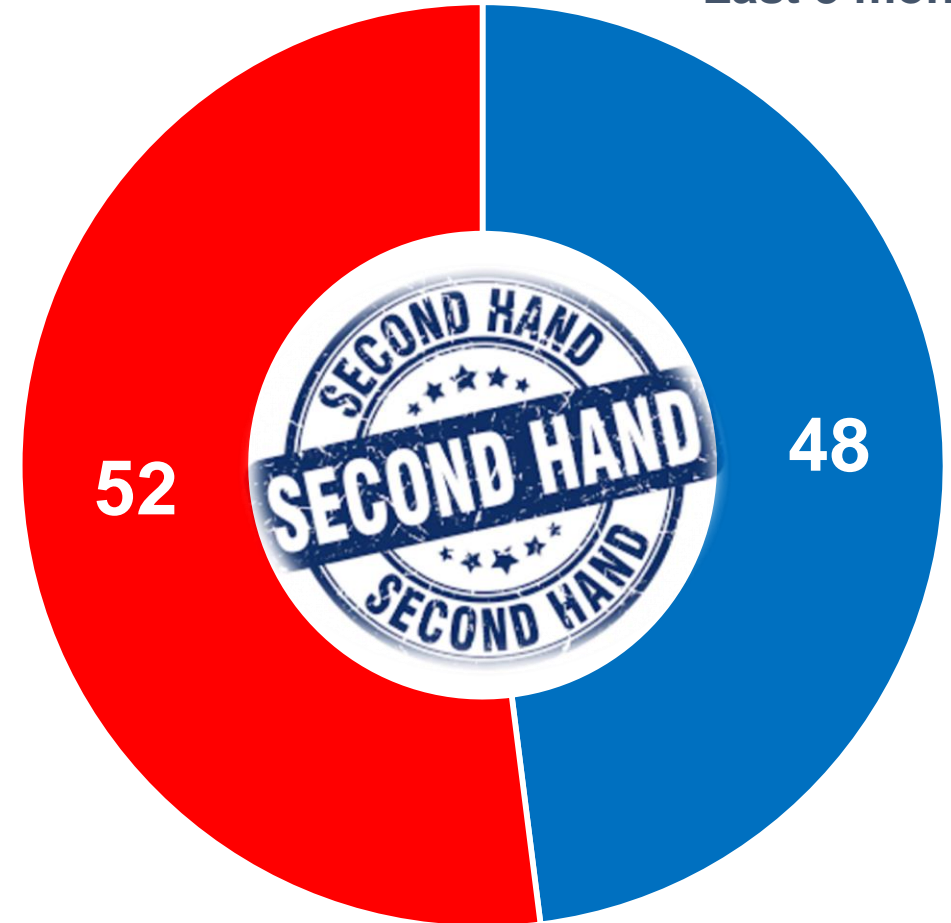
One out of two Greeks have bought at least one item from a second hand / used goods market

Ever



%

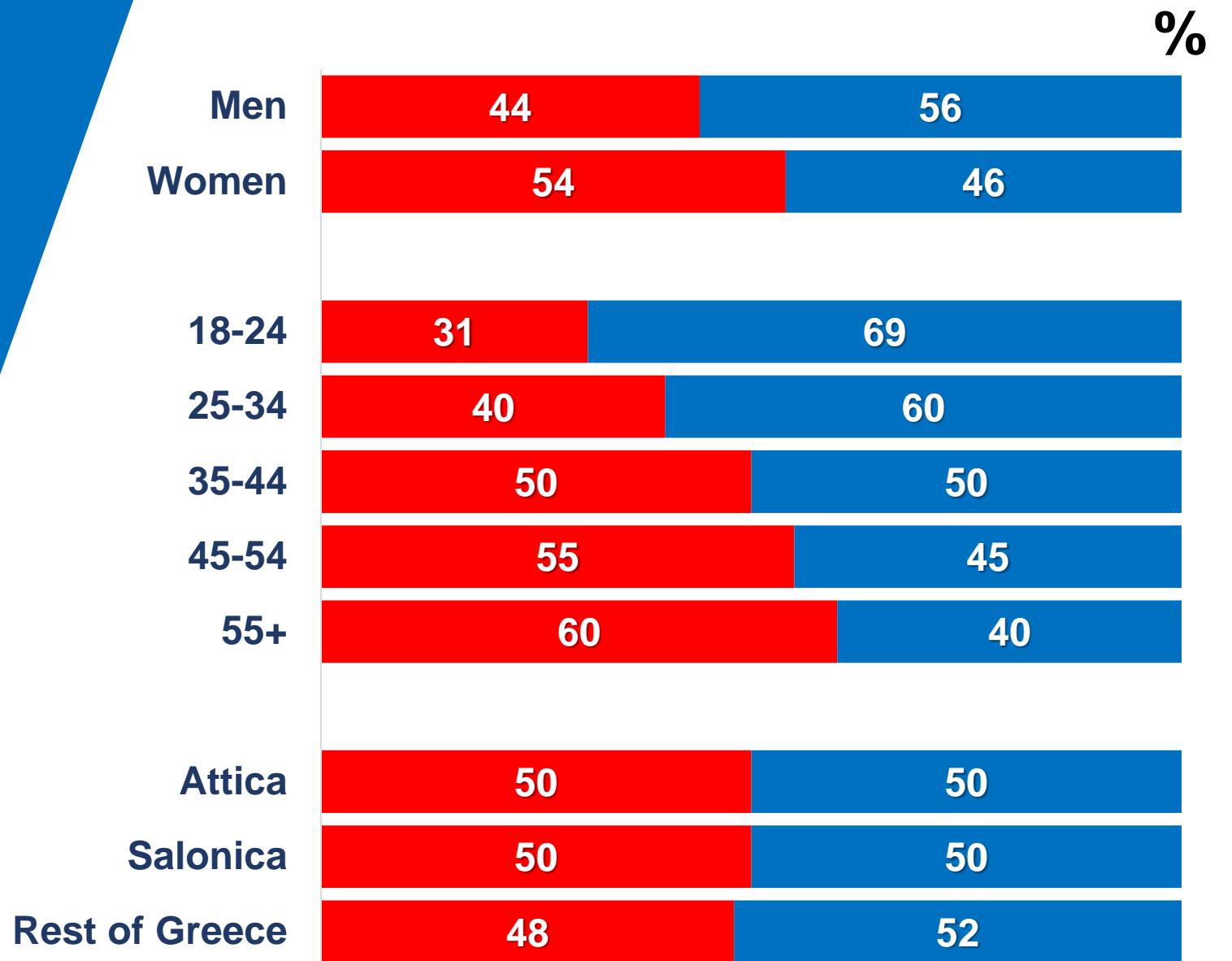
Last 3 months



■ Have purchased second hand goods

■ Have never purchased second hand goods

Second hand purchases are more popular among men and younger ages



Among those who buy second-hand goods, the main sources are both online and offline



Going in further depth, Greeks attitudes to shopping opportunities, show that... (% of those agreeing with each statement)



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Thank you!

