

Greeks & Climbing Prices

National Survey Results



Survey Basic Specs

- ✓ Online Quantitative National Survey (CAWI)
- ✓ Via YouGov panel
- ✓ Men & Women 18-64 (NSSG estimate 6,5 million individuals)
- ✓ Sample: 1,000
- ✓ Fieldwork: April 5-12, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece
(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

We asked:

Perceived price
increases




Cutdowns/change
in consumption



Worries &
Attitudes

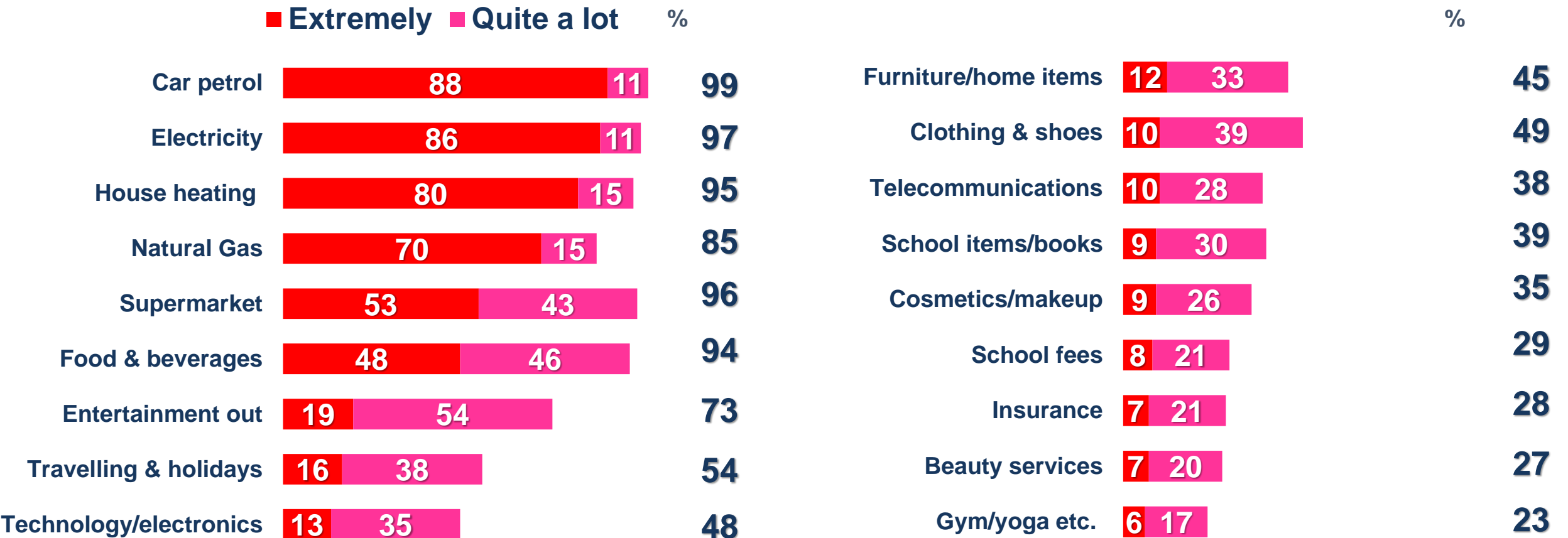




We presented
consumers with a
series of 18 product /
service categories:

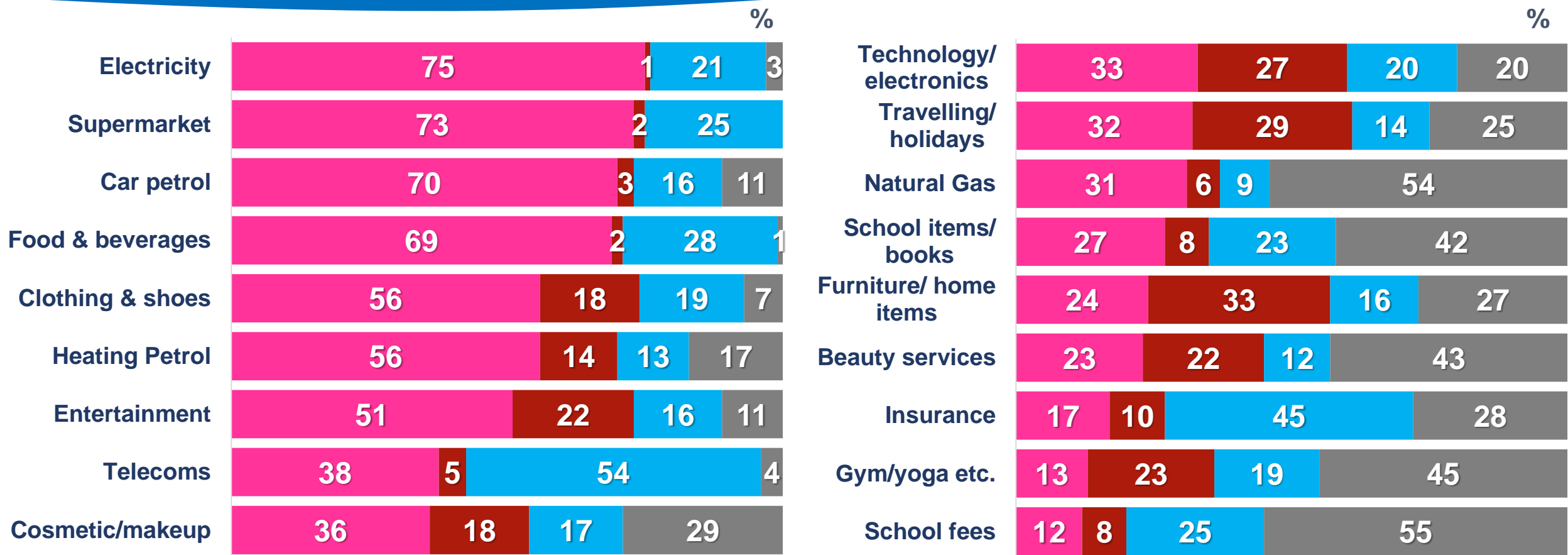
On average, they
perceive that the
price of 11 out of
the 18 has
increased
tremendously /
quite a lot

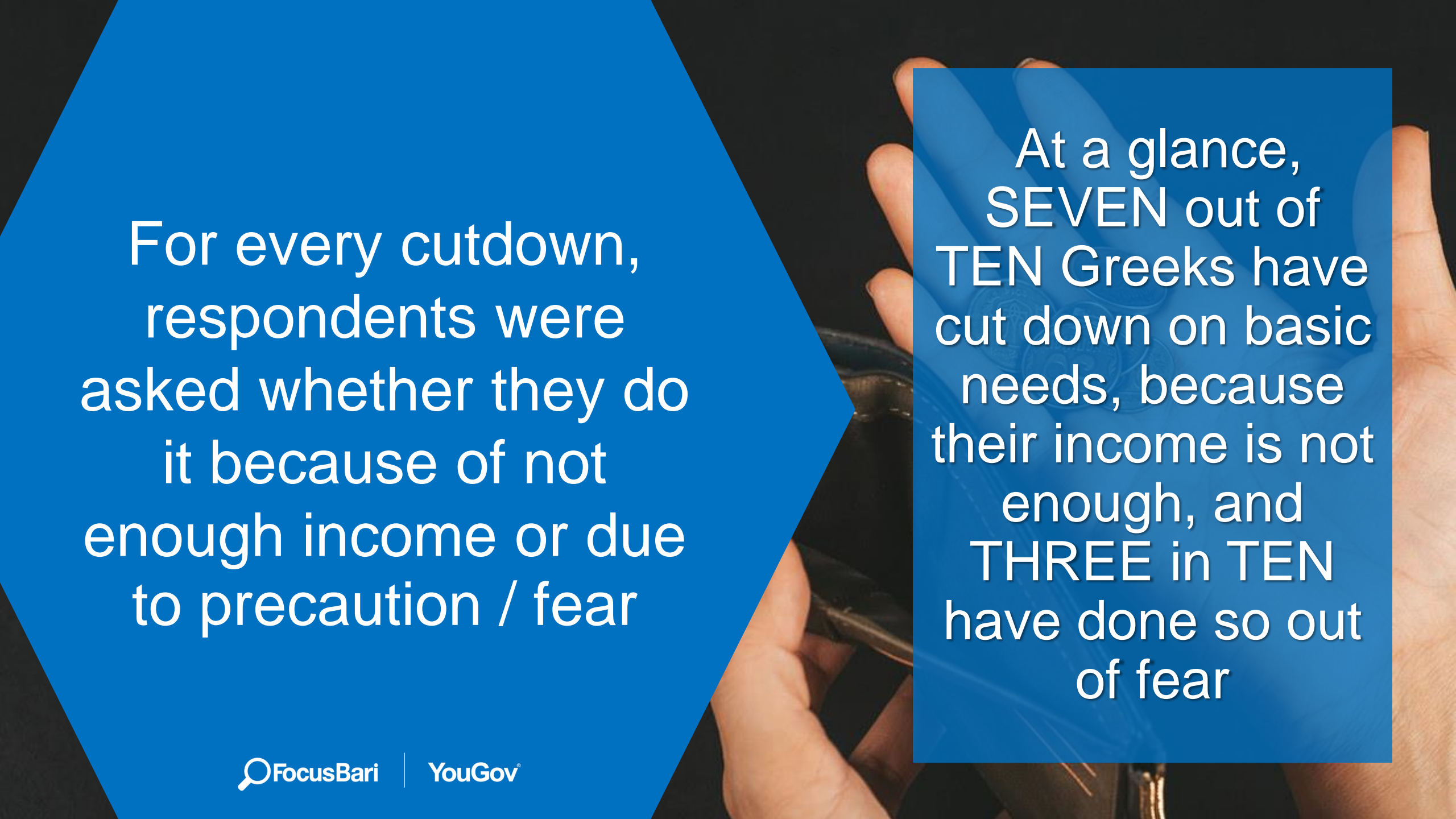
Electricity, house heating & car petrol, supermarket goods, food & beverages are perceived as having extremely increased prices*



*Choices: extremely increased price, quite increased prices, same prices, don't know

7 out of 10 Greeks have cut down due to climbing prices on basic household needs, as well as clothing & entertainment

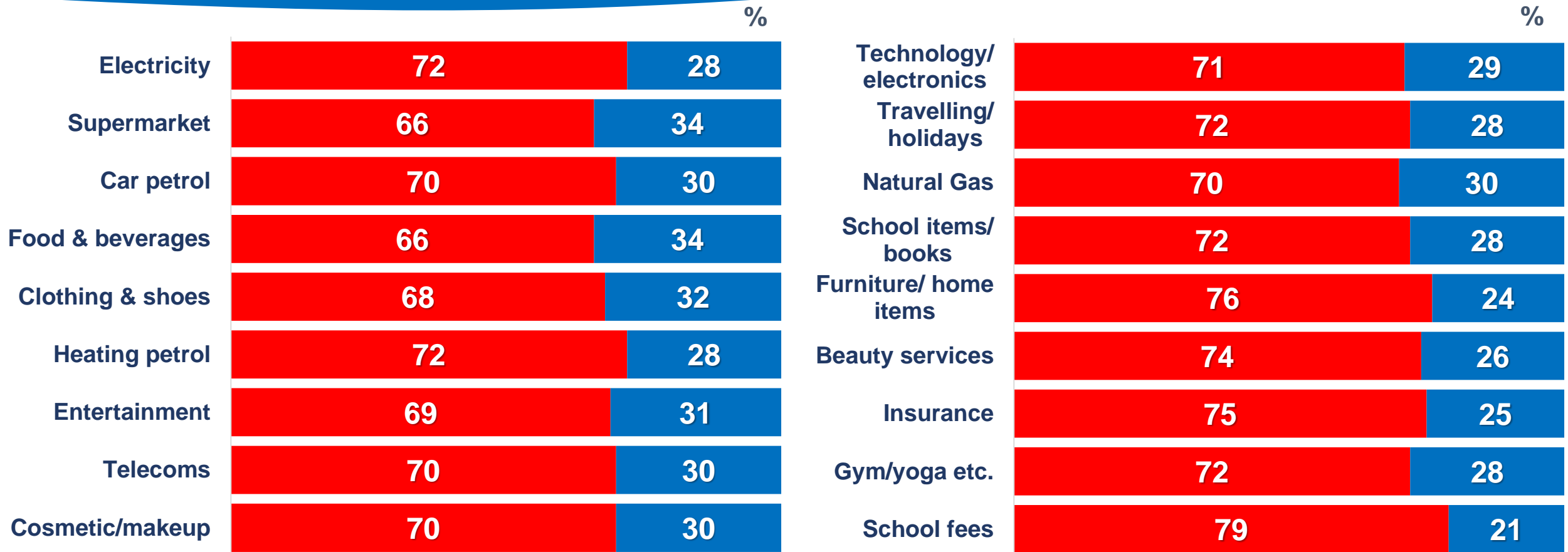


The background of the slide features a close-up photograph of a person's hands holding several Greek Euro coins. The hands are positioned in the center-right of the frame, with fingers slightly curled around the coins. The lighting is soft, highlighting the texture of the skin and the metallic sheen of the coins. The overall color palette is warm, with the skin tones and the gold and silver of the coins providing a naturalistic backdrop for the blue text overlays.

For every cutdown,
respondents were
asked whether they do
it because of not
enough income or due
to precaution / fear

At a glance,
SEVEN out of
TEN Greeks have
cut down on basic
needs, because
their income is not
enough, and
THREE in TEN
have done so out
of fear

Among those who have cut down or completely stopped each expense, the main reason is that their income is not enough

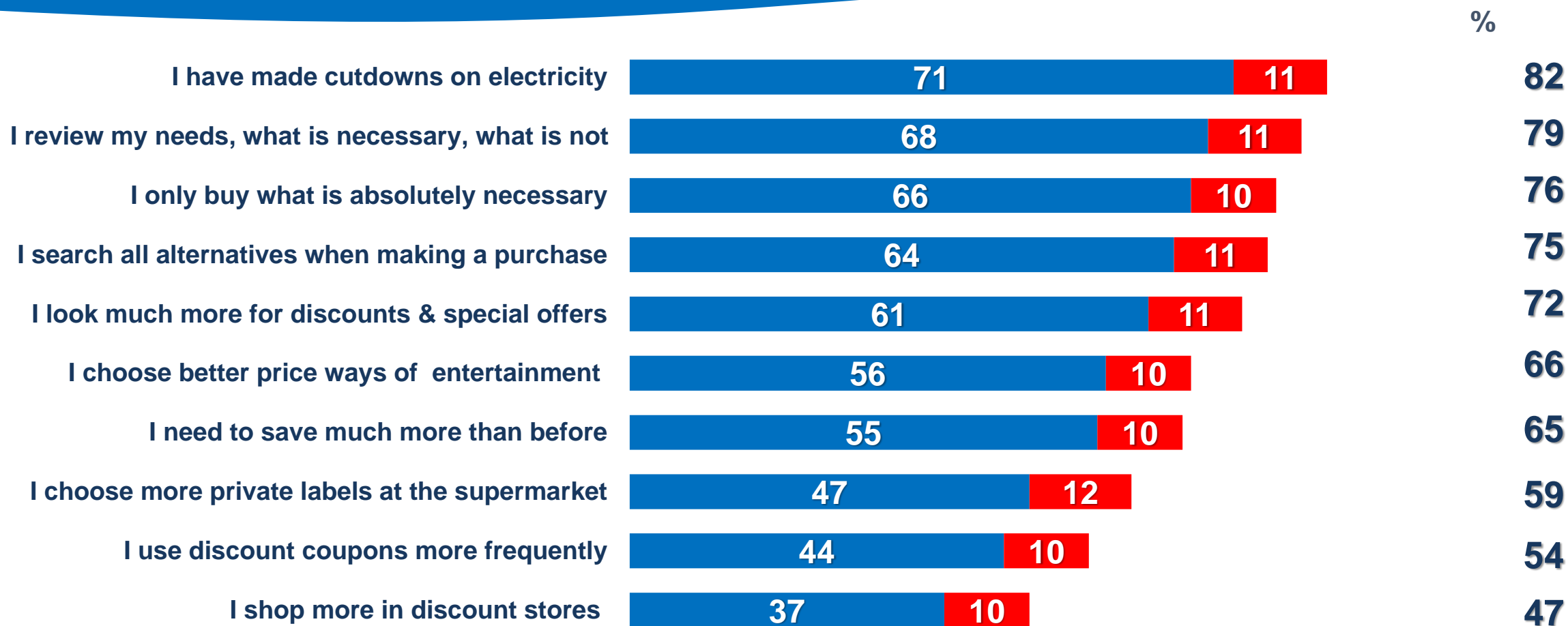


Apart from cutdows, Greeks are adopting a variety of habits which helps them make smart shopping choices, which they have increased as of January 2022


DISCOUNTS!



Electricity cutdown, review of needs, spending only on the absolutely necessary and search for discounts & special offers are some of the habits of Greeks in view of climbing prices



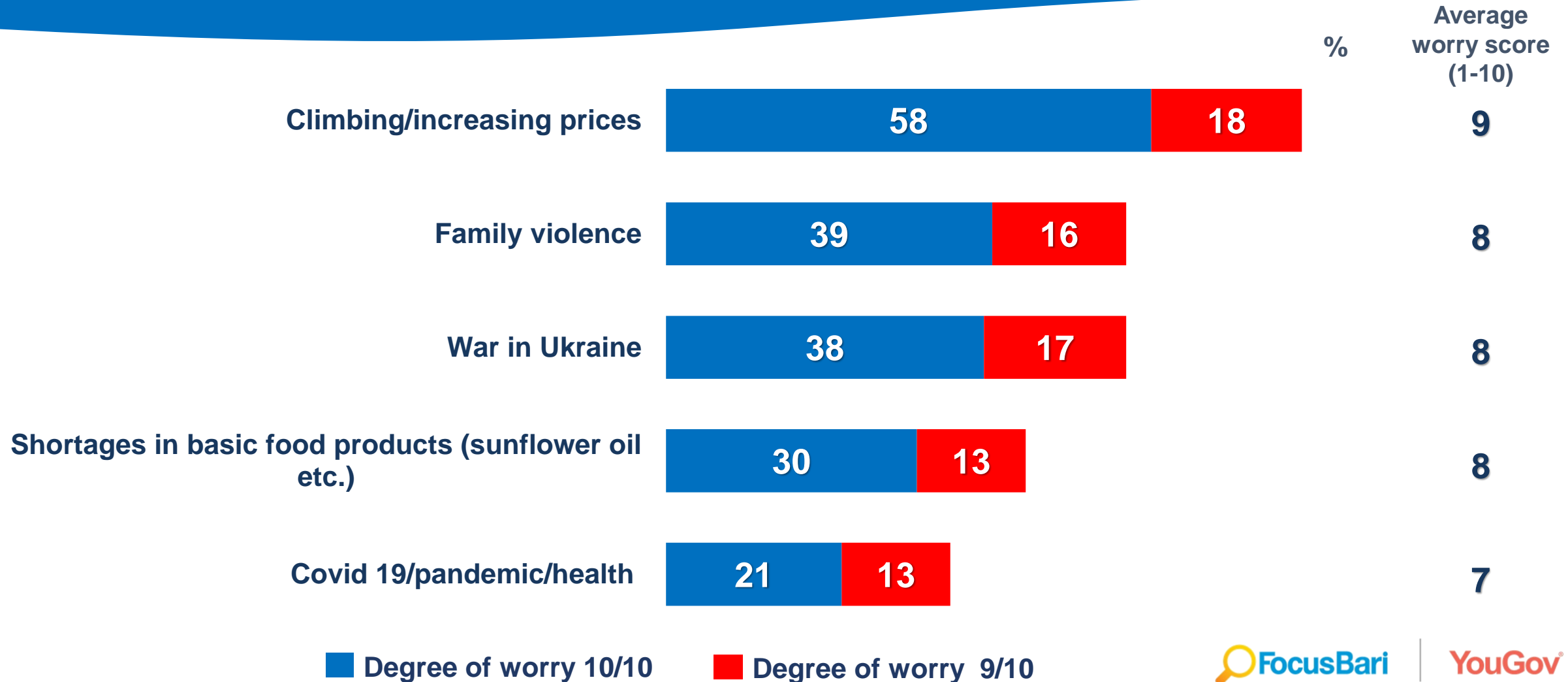
■ Already a habit ■ More intensely as of January 2022



In view of our times,
we investigated the
degree of worry about
various phenomena
happening in our
society

Greeks worry
extremely about
climbing prices,
more than the war
in Ukraine, family
violence or the
pandemic

3 out of 4 Greeks worry very much about climbing prices, more than they do about the war, the pandemic, or family violence!



In a nutshell:



Extremely high prices
concern electricity, car
petrol, supermarket items

More than 7 out of 10
Greeks have reduced/cut
down completely even in the
absolutely basic needs

7 out of 10 have made
cutdowns because their
income is not enough, and 3
in 10 out of fear

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Thank you!

