

How do Greeks feel about their finances?

Volume I





We will see...



How well do Greeks manage their finances



How do Greeks perceive loans and debt



Savings & Budgeting



YouGov[®] Profiles

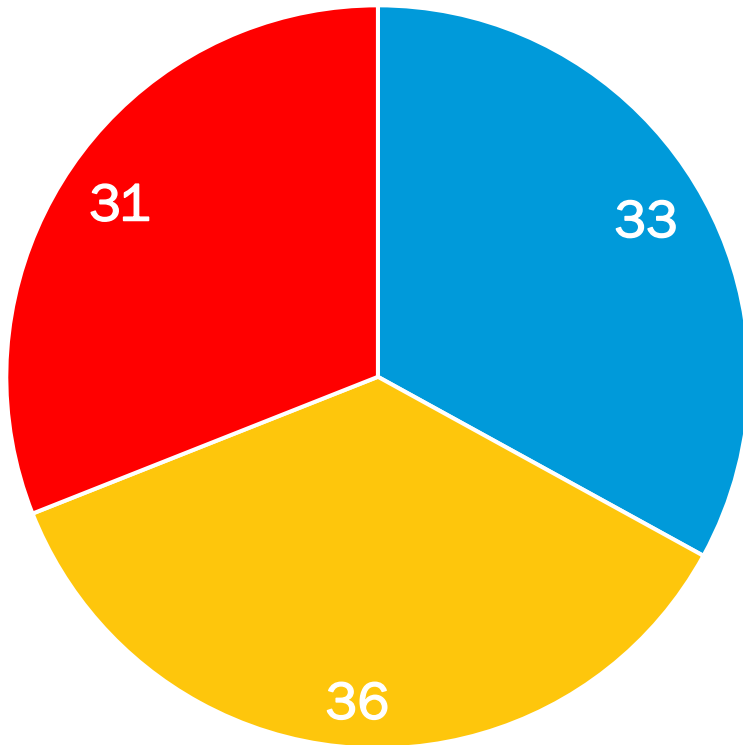
Research Basic Specifications

- Online interviews via YouGov panel as part of the YouGov Profiles survey conducted in Greece by Focus Bari
- Structured questionnaire that examines a multitude of attitudes, opinions, habits, elements of mentality and lifestyle of Greeks
- Population: Men & Women 18 – 64 Nationally
- Cumulative sample of this report: 9500 people
- Fieldwork: continuous, publication of results: June 2023
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

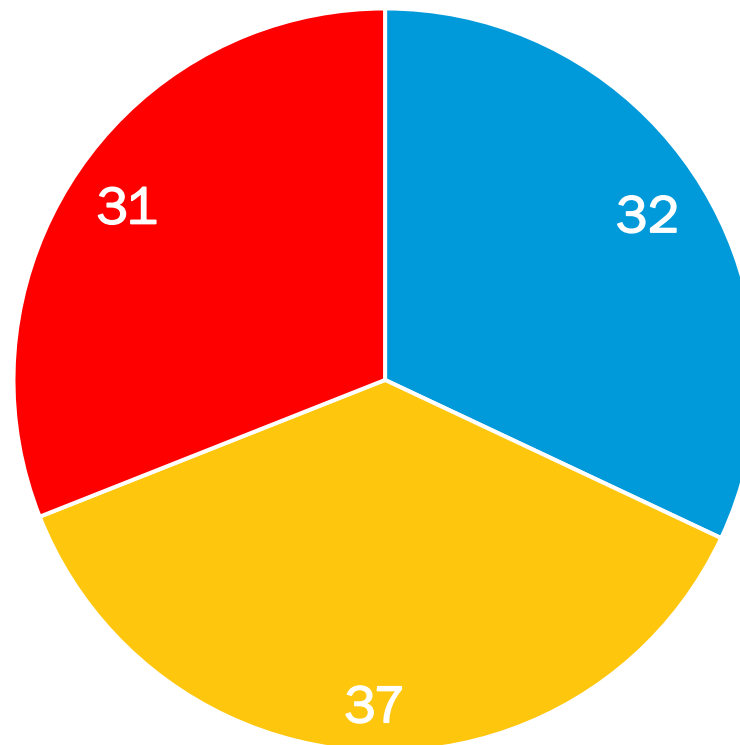
How well do Greeks manage their finances

Greeks are divided into 3 categories in terms of their finances

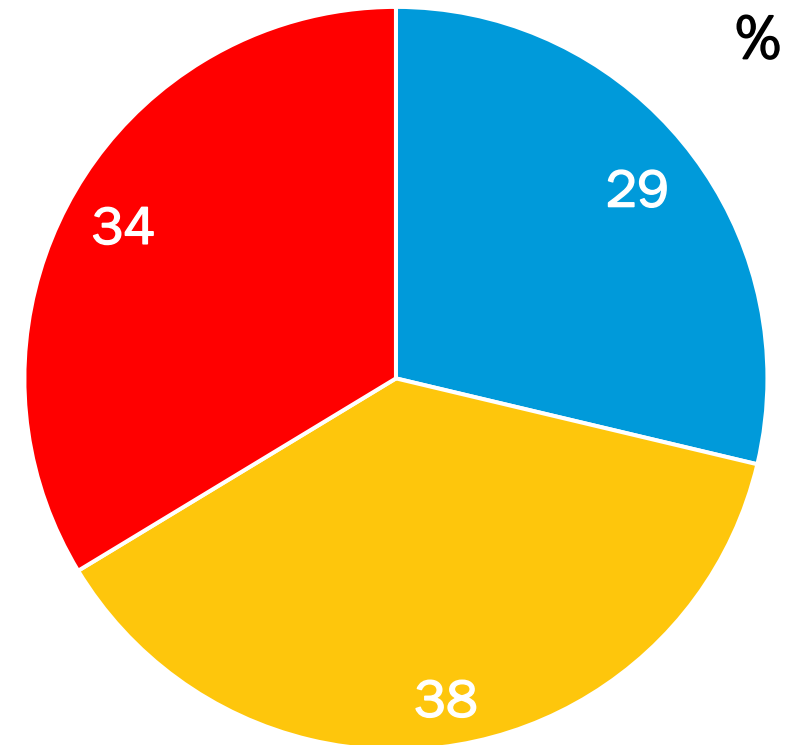
Financial matters confuse me



I consider myself financially secure

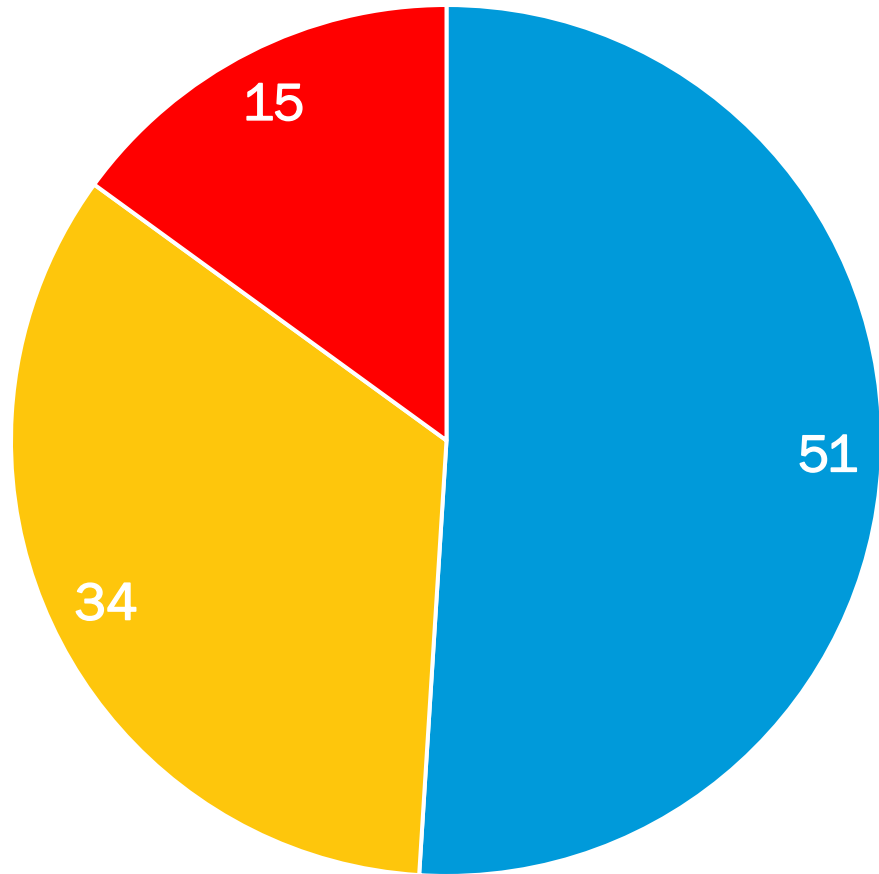


I feel confident that I could handle a personal financial crisis

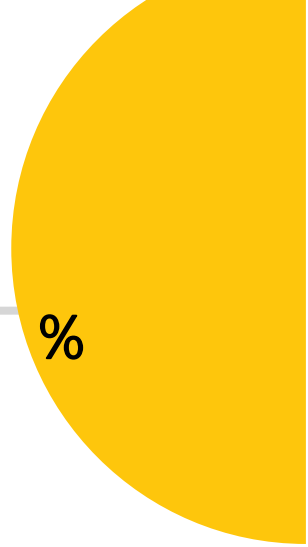
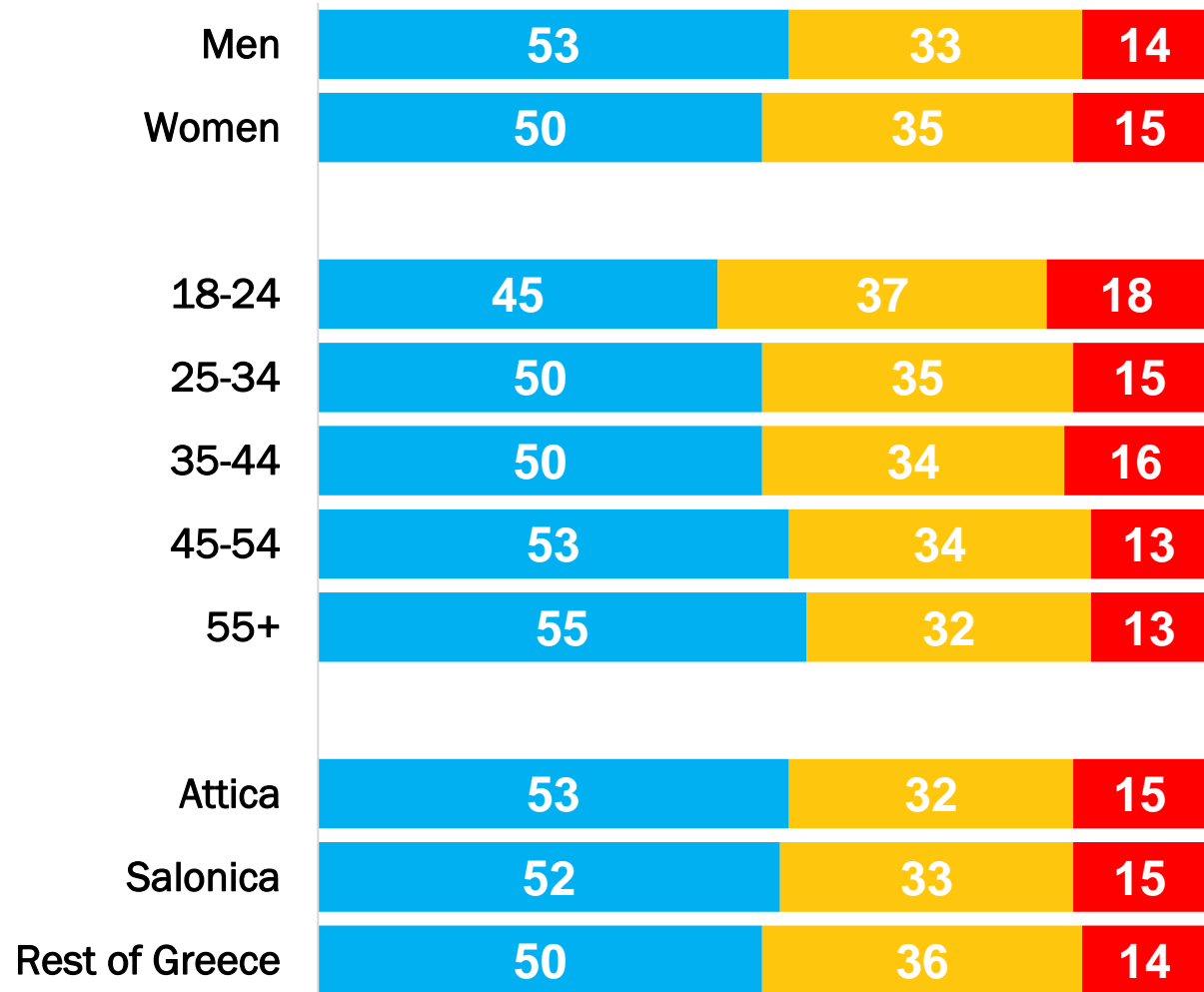


■ Agree ■ Neither agree nor disagree ■ Disagree

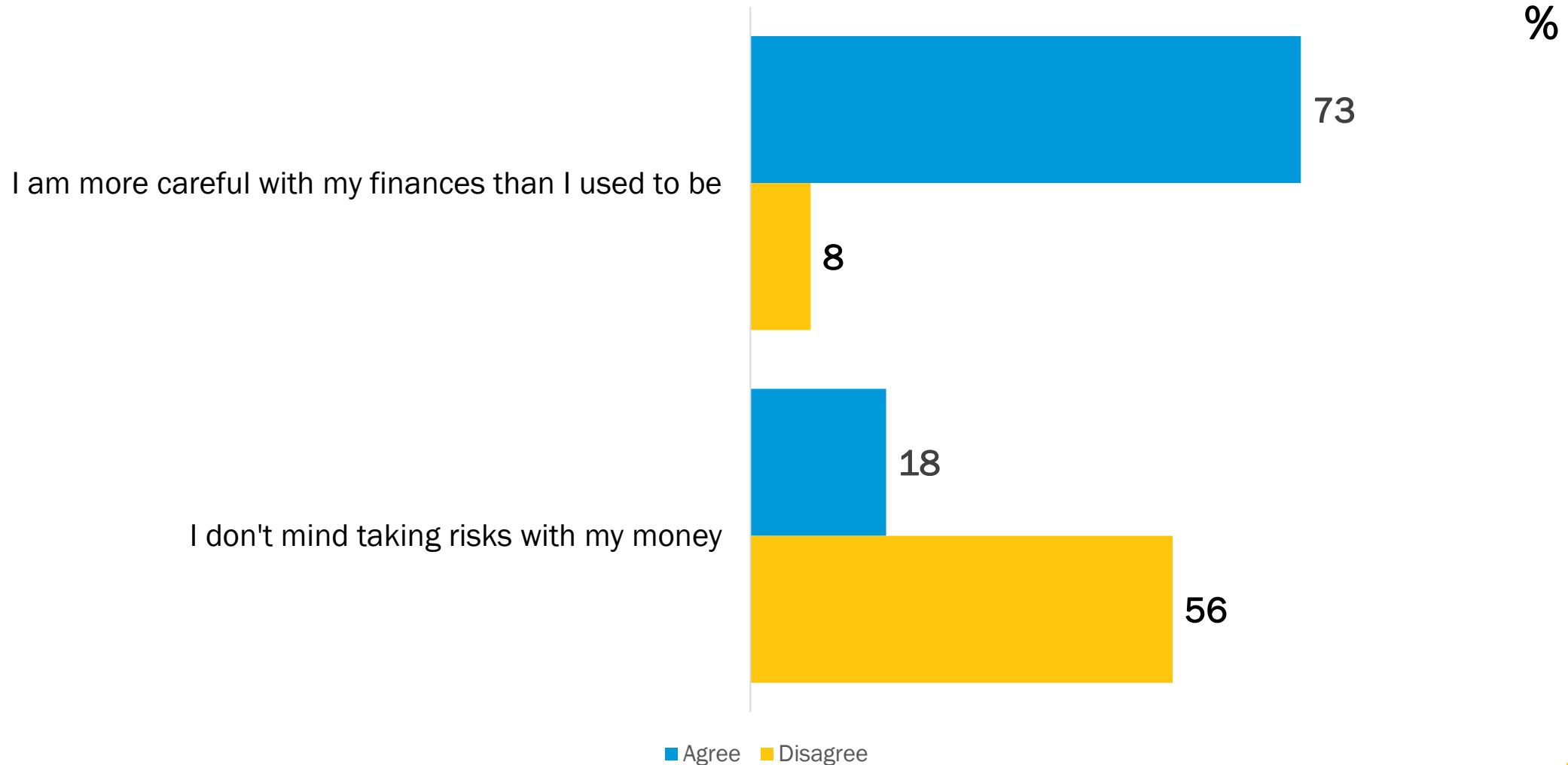
1 in 2 Greeks feel that they can manage their finances well, and this ability increases with age



■ Agree ■ Neither agree nor disagree ■ Disagree

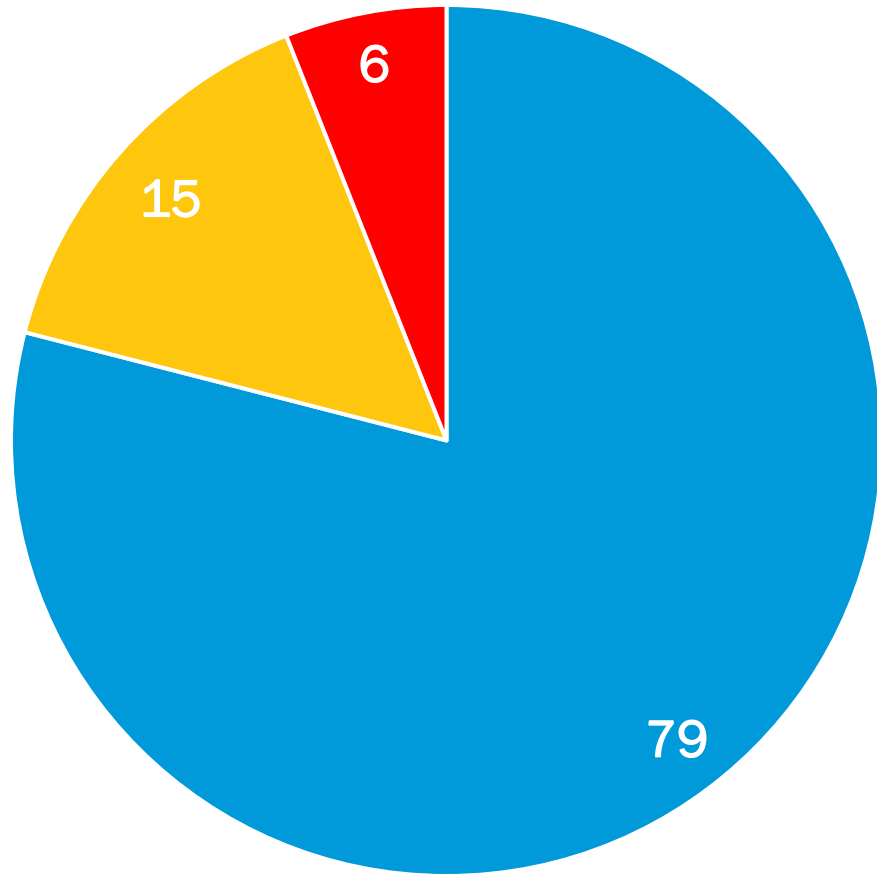


Greeks seem to be very careful and risk avoidant with their finances

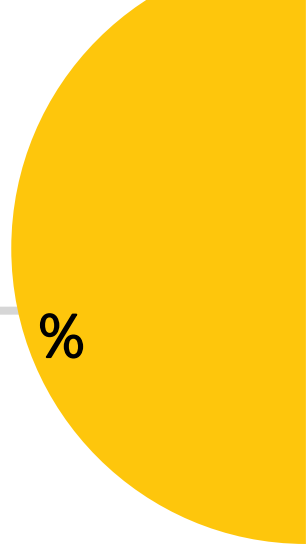
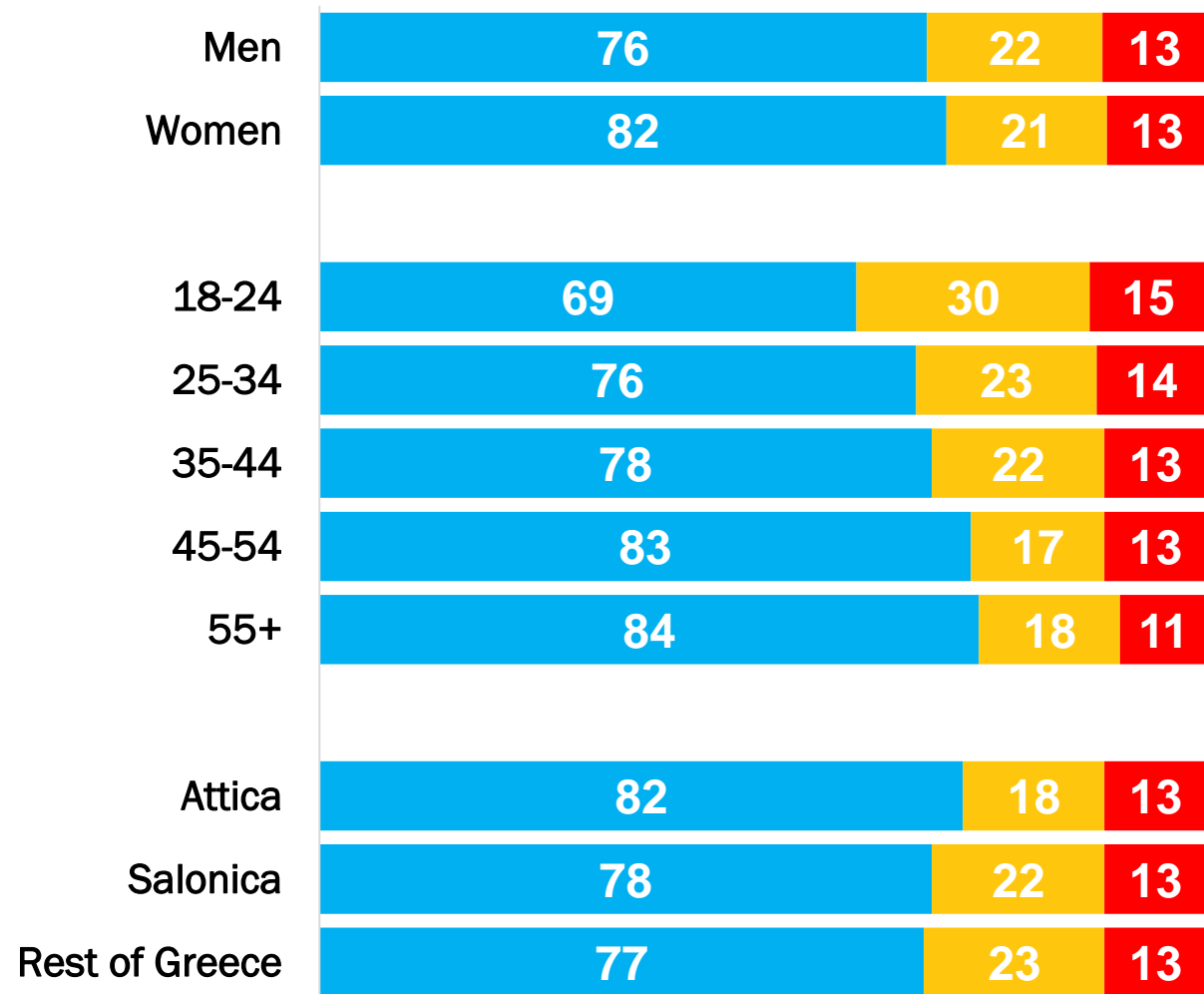


How do Greeks perceive loans and debt

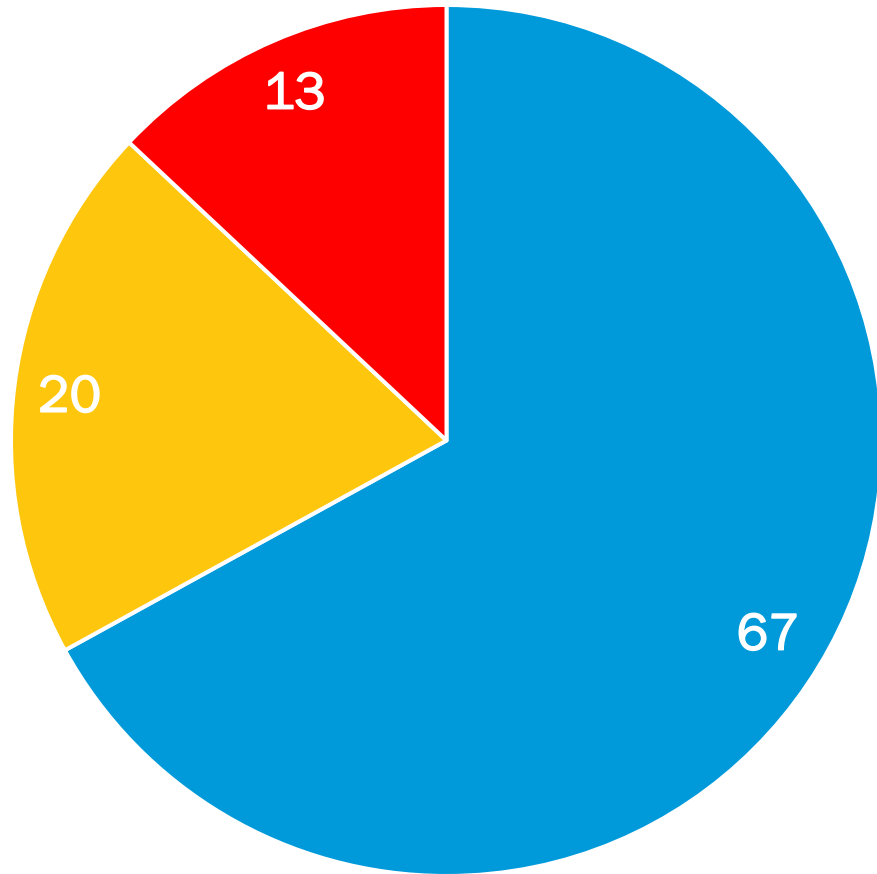
8 in 10 Greeks of all ages have the unanimous opinion regarding the idea of being in debt being stressful



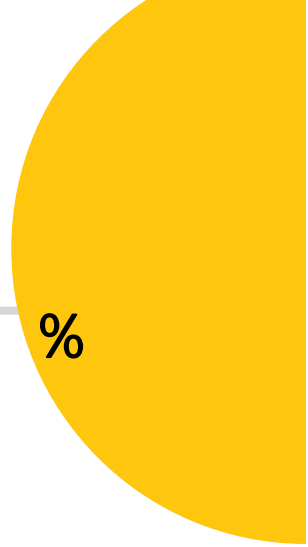
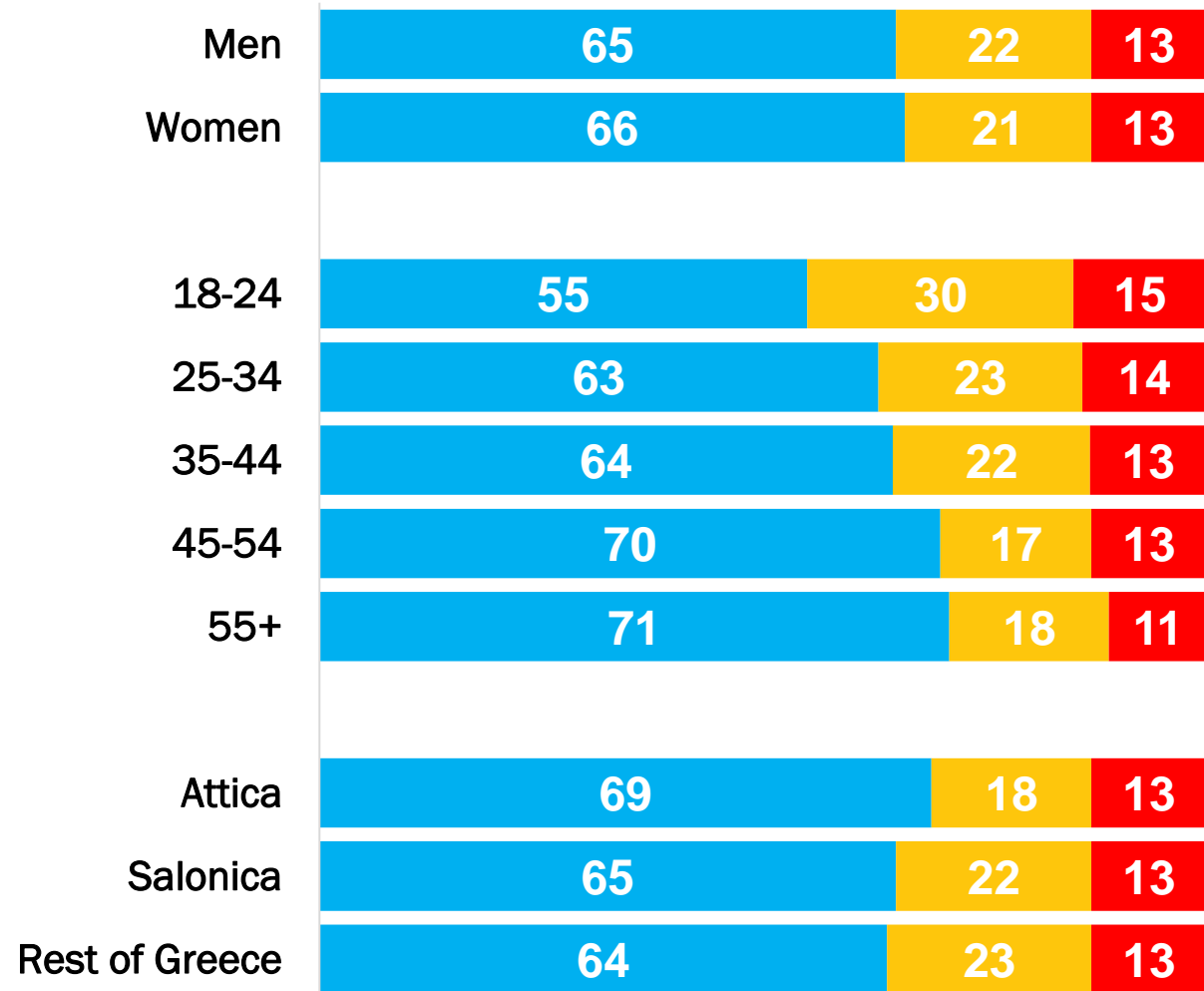
■ Agree ■ Neither agree nor disagree ■ Disagree



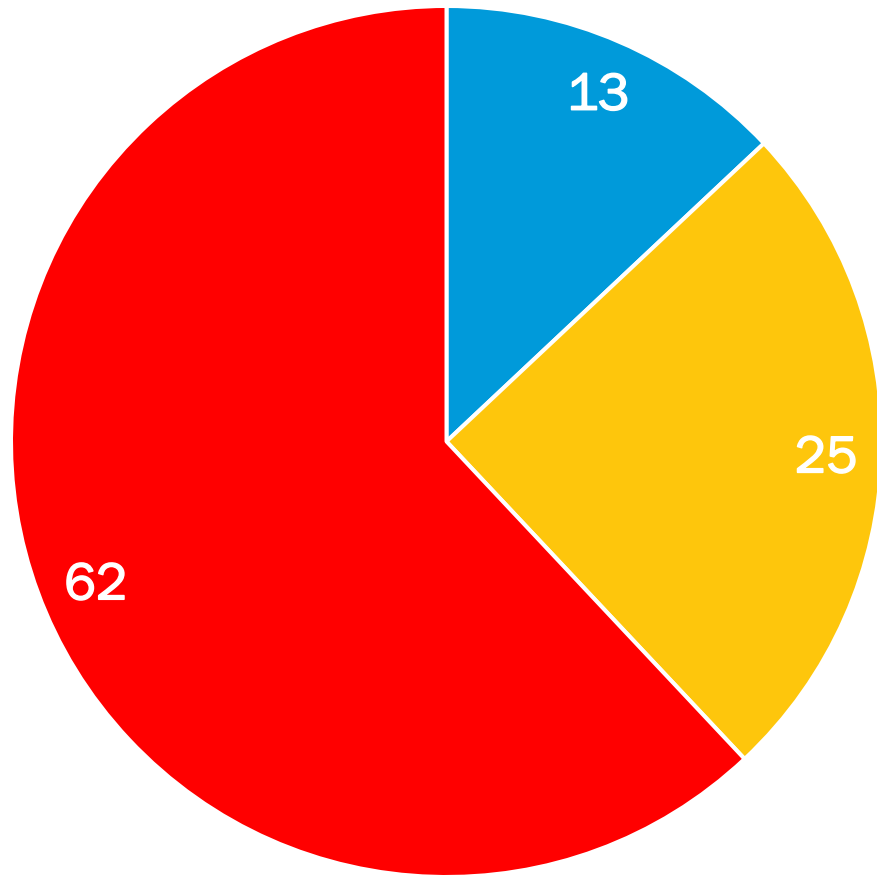
7 out of 10 Greeks believe that taking a bank loan is a last resort



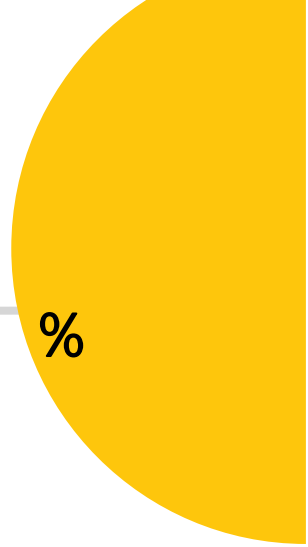
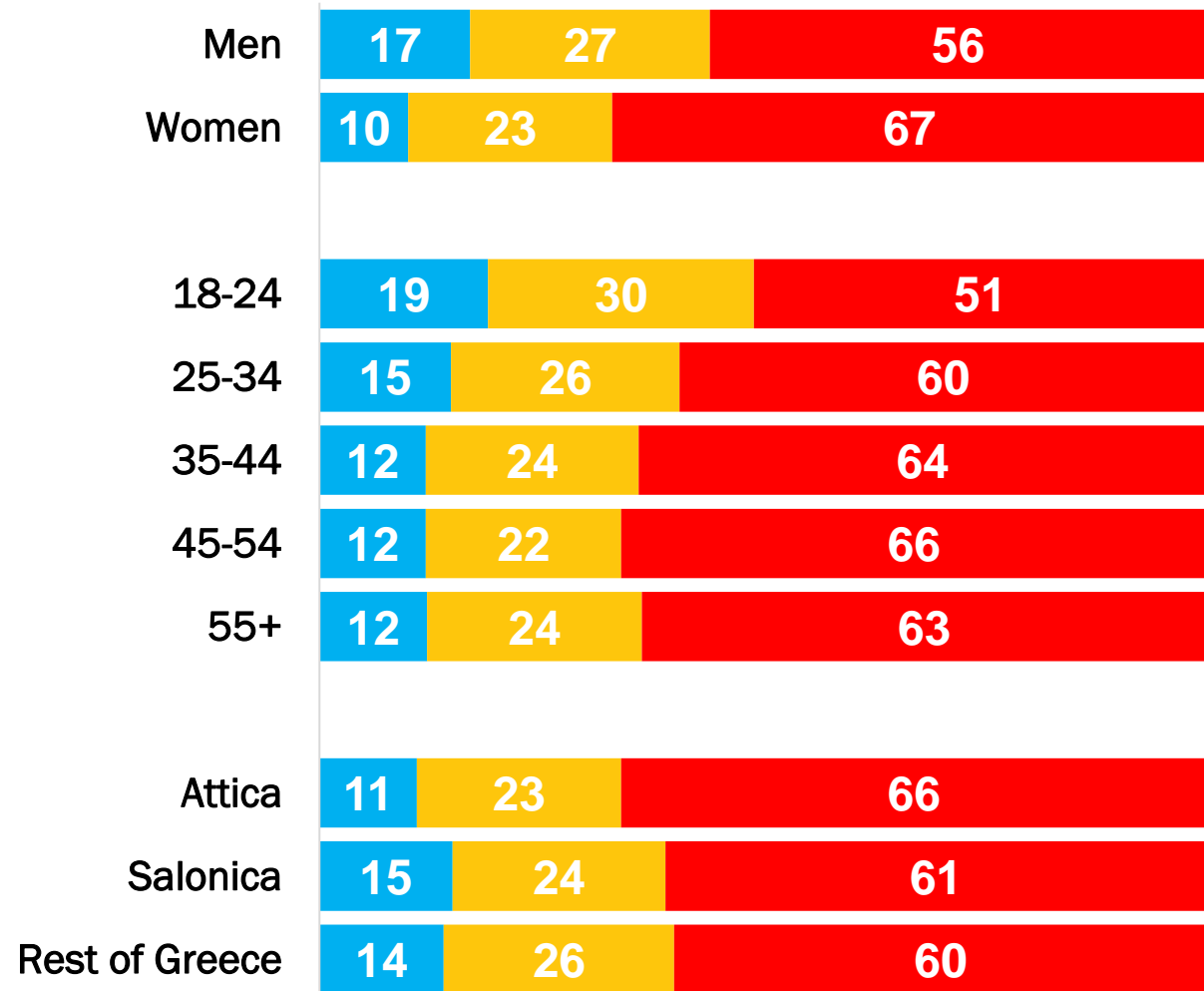
■ Agree ■ Neither agree nor disagree ■ Disagree



Compared to older ages, Gen Z feels its okay to be in debt when you are young but are still avoidant of the idea

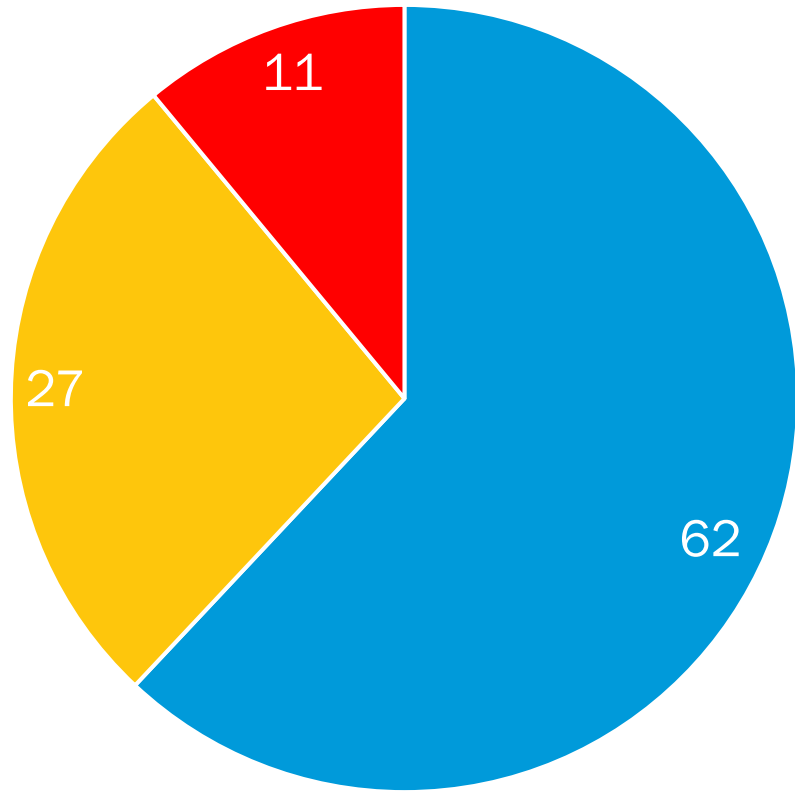


■ Agree ■ Neither agree nor disagree ■ Disagree

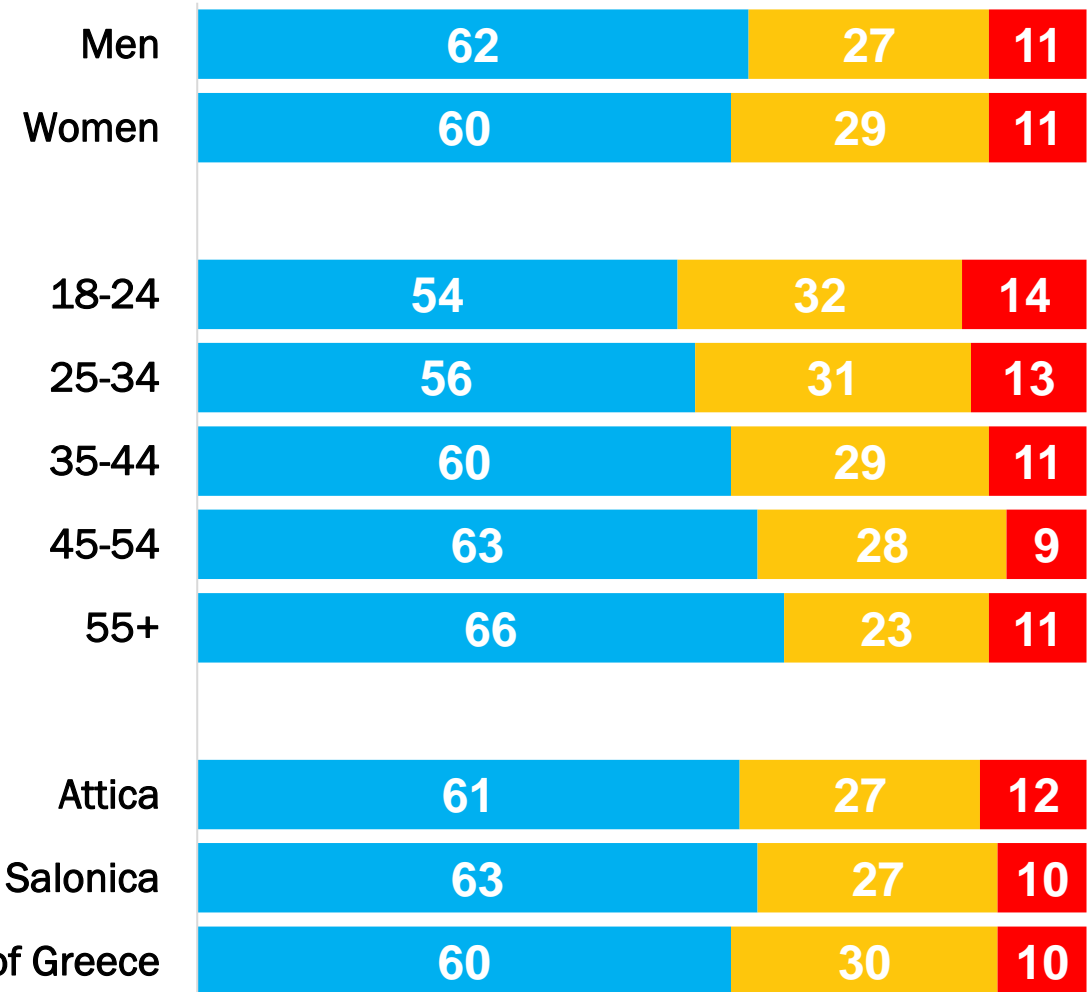


Attitude towards Budgeting and Savings

Almost 2 out of 3 Greeks feel confident that they can maintain a budget, and this ratio rises with age



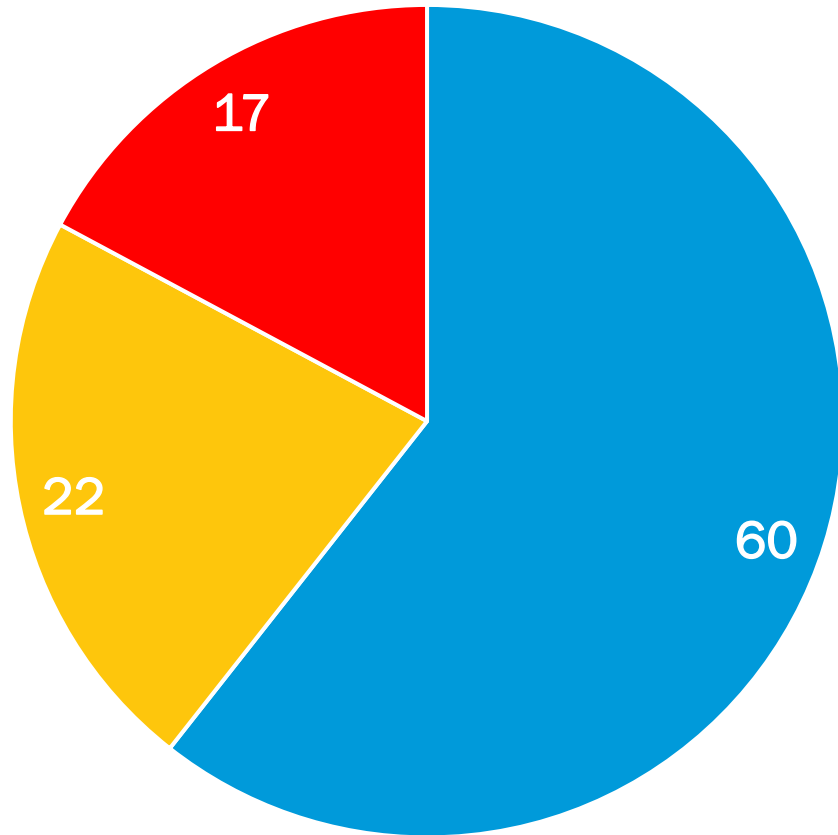
■ Agree ■ Neither agree nor disagree ■ Disagree



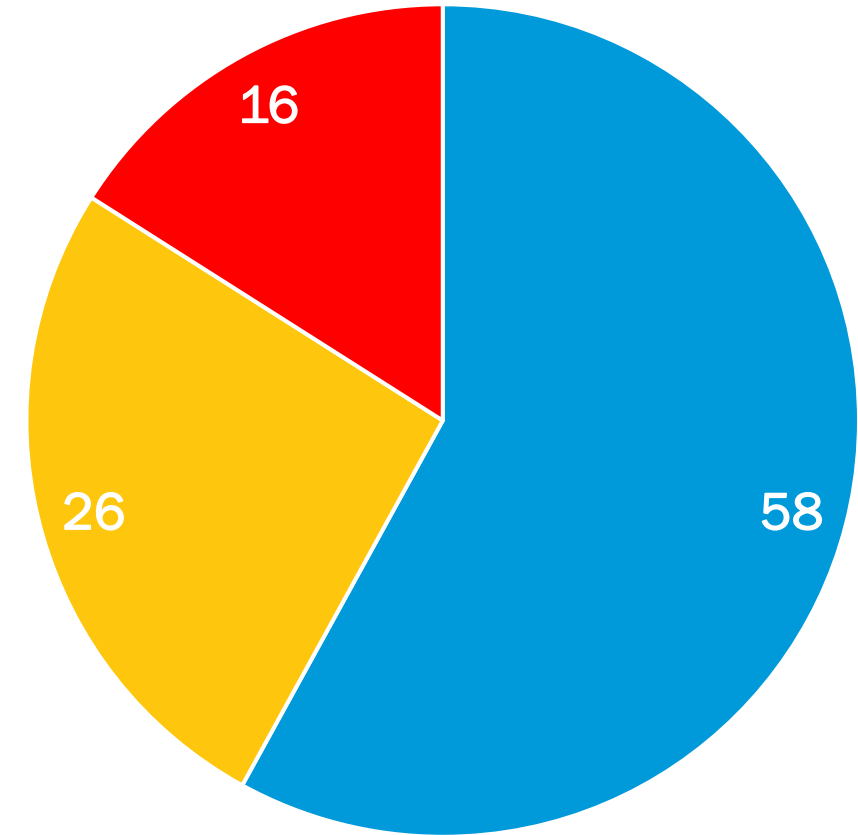
%

Greeks are worried that they might not be able to manage their savings for...

Rainy Days



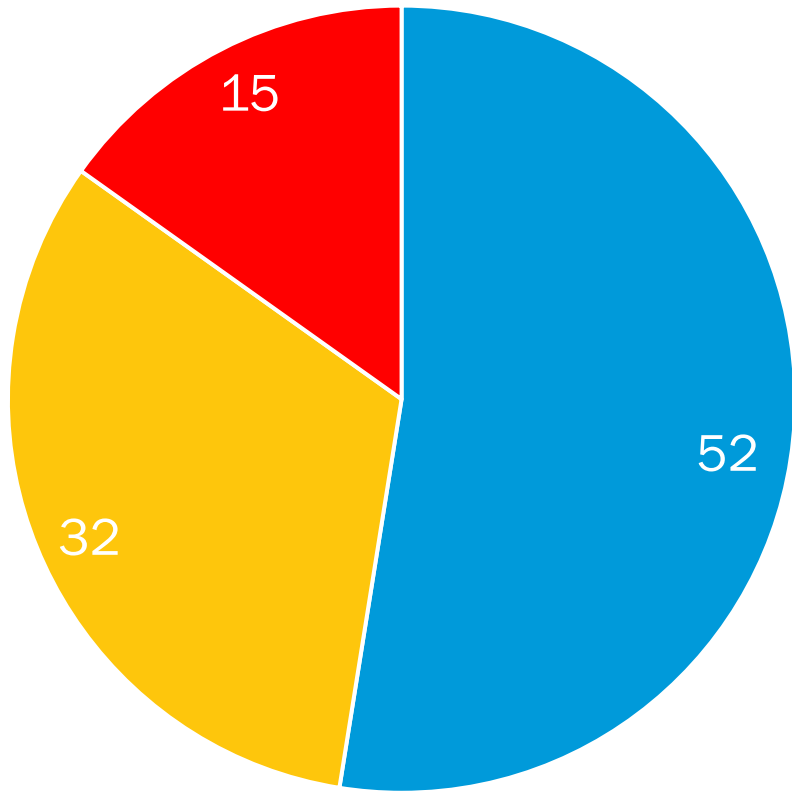
Treat Days



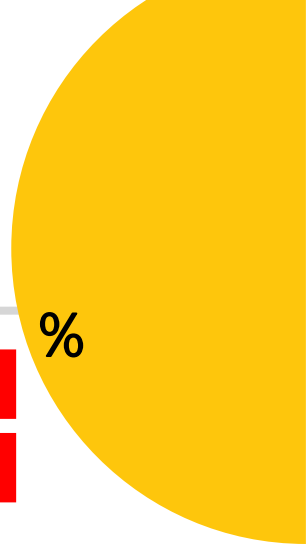
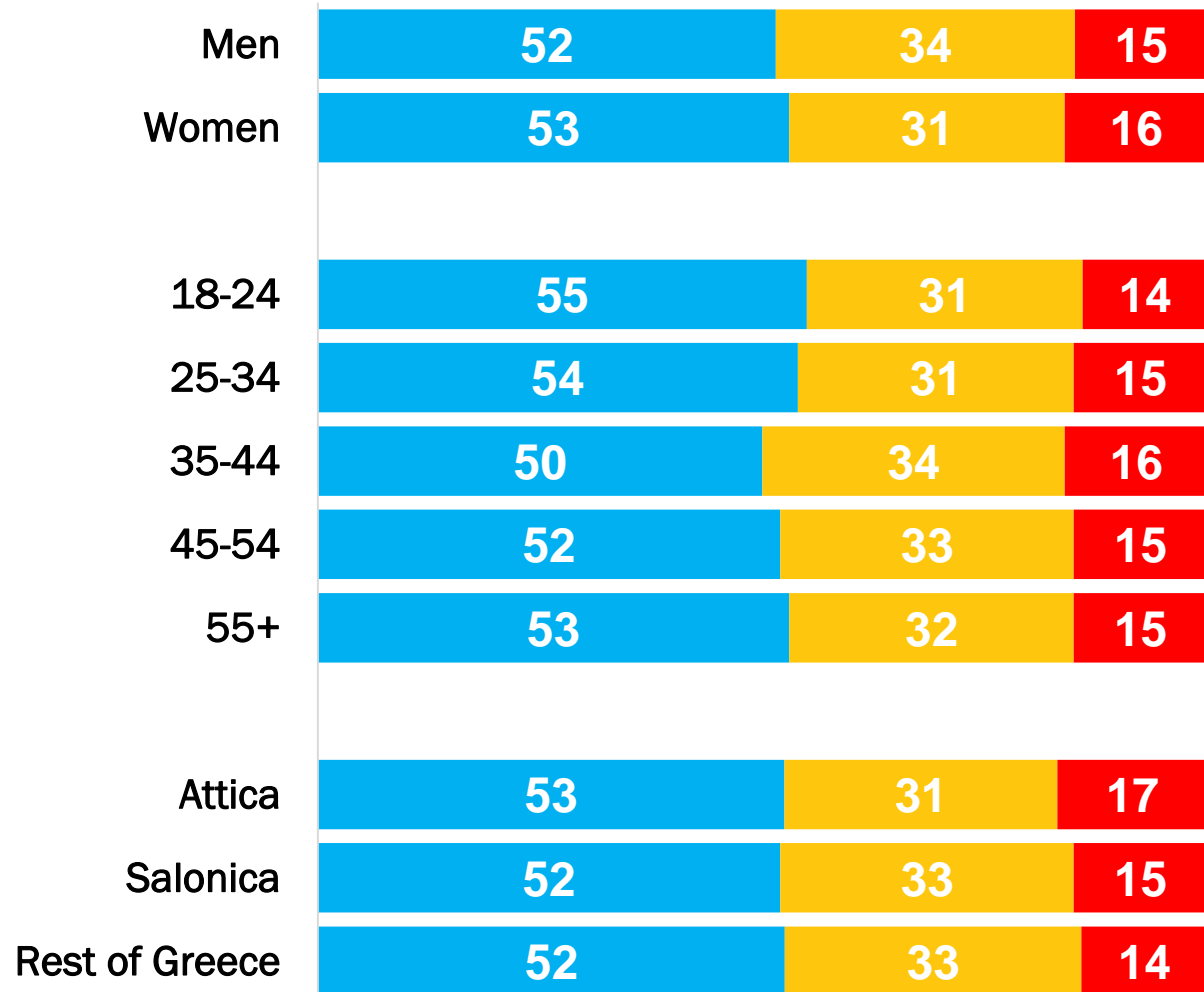
%

■ Agree ■ Neither agree nor disagree ■ Disagree

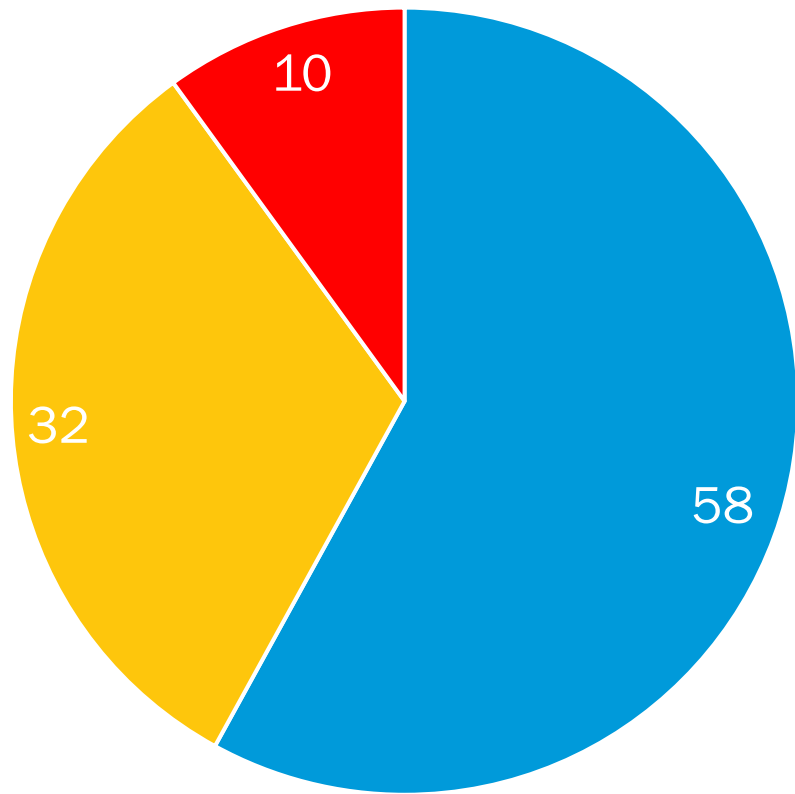
But seem to be confident that they can save up for stuff they want



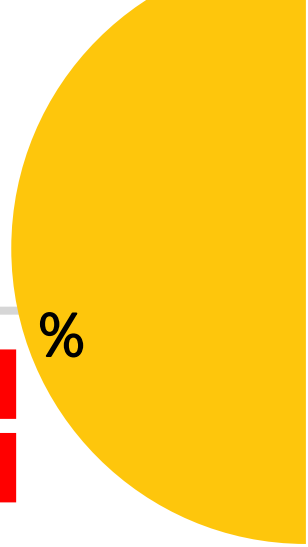
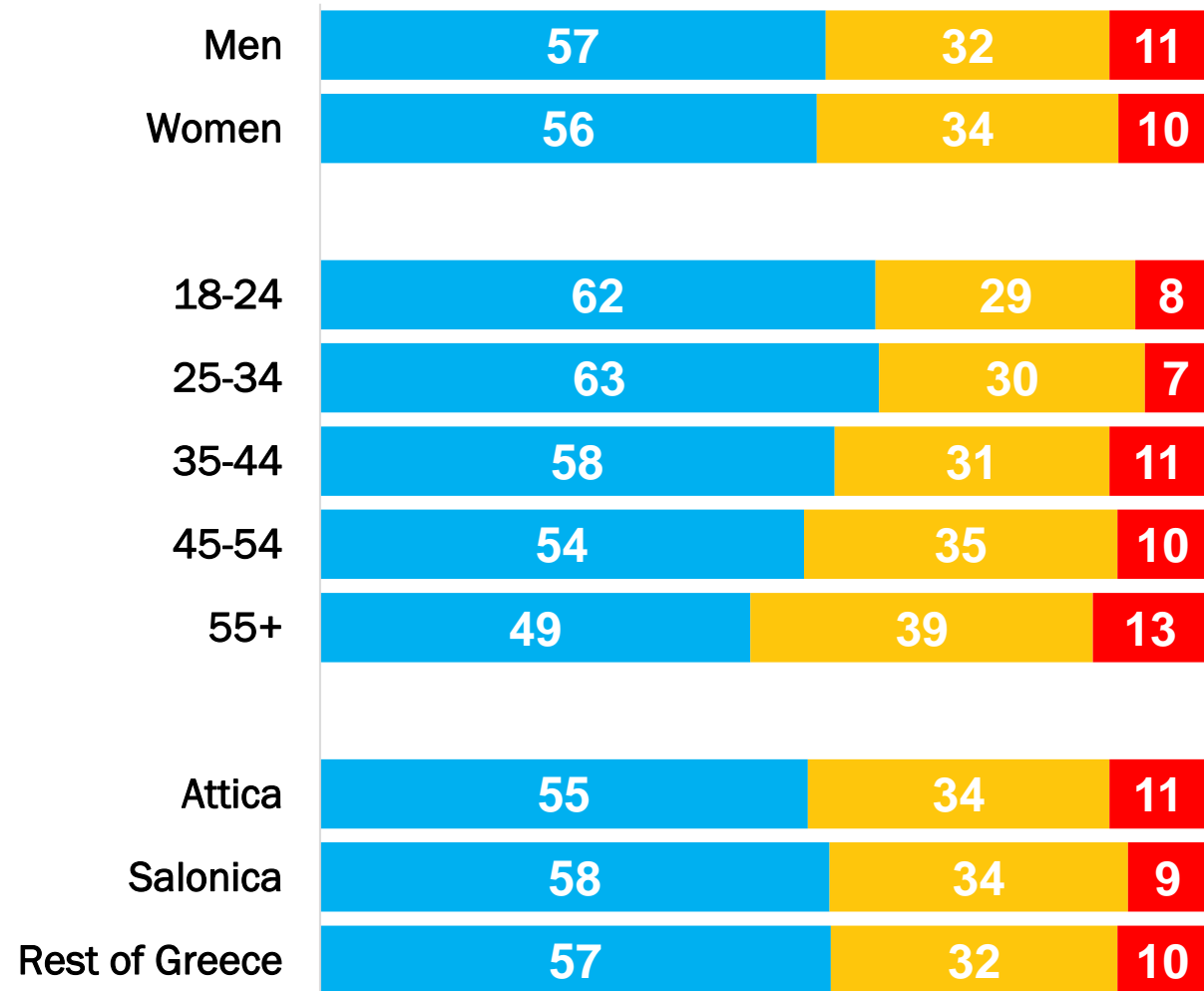
■ Agree ■ Neither agree nor disagree ■ Disagree



2 out of 3 Greeks plan on saving more money next year



■ Agree ■ Neither agree nor disagree ■ Disagree



Important «takeaways»

- In terms of how they feel about their finances, Greeks fall into three roughly equal-sized groups: those who feel comfortable, secure and confident that they can handle a financial crisis, those who say otherwise, and those who are "somewhere in the middle"
- Of all Greeks, one in two consider that they manage their finances well, and this ratio rises with age
- At the present time, the vast majority say that they are much more careful with their finances compared to the past, and avoid risks altogether
- Perhaps that is why the majority avoids debts and considers that loans, for whatever reason, should be the last resort!
- Almost two out of three Greeks feel confident that they can maintain a budget and this ratio rises with age
- As for savings, most Greeks state that they do not manage to save money neither for a "difficult day", nor for a trip/fun/leisure.
- But a more positive picture emerges when it comes to saving money for a specific cause/something they want to buy, while...
- Significant ratio, plans to save money next year

How safe do Greeks feel about their finances?

Thank you!

Stay tuned for Volume II

