

How do Greeks feel about their finances?

Volume II





We will see...



eBanking & Online Fraud



Attitudes on Cryptocurrency



Greeks & Investments



YouGov[®] Profiles

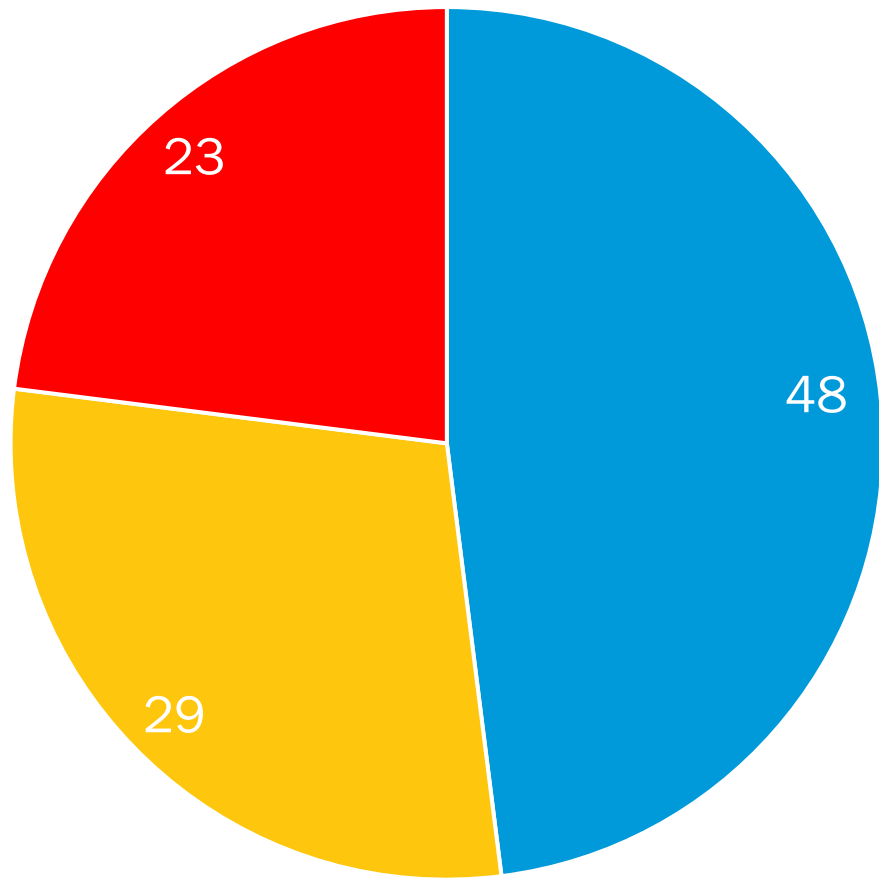
Research Basic Specifications

- Online interviews via YouGov panel as part of the YouGov Profiles survey conducted in Greece all year round 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: 6210 people
- Fieldwork: continuous, publication of results: June 2023
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

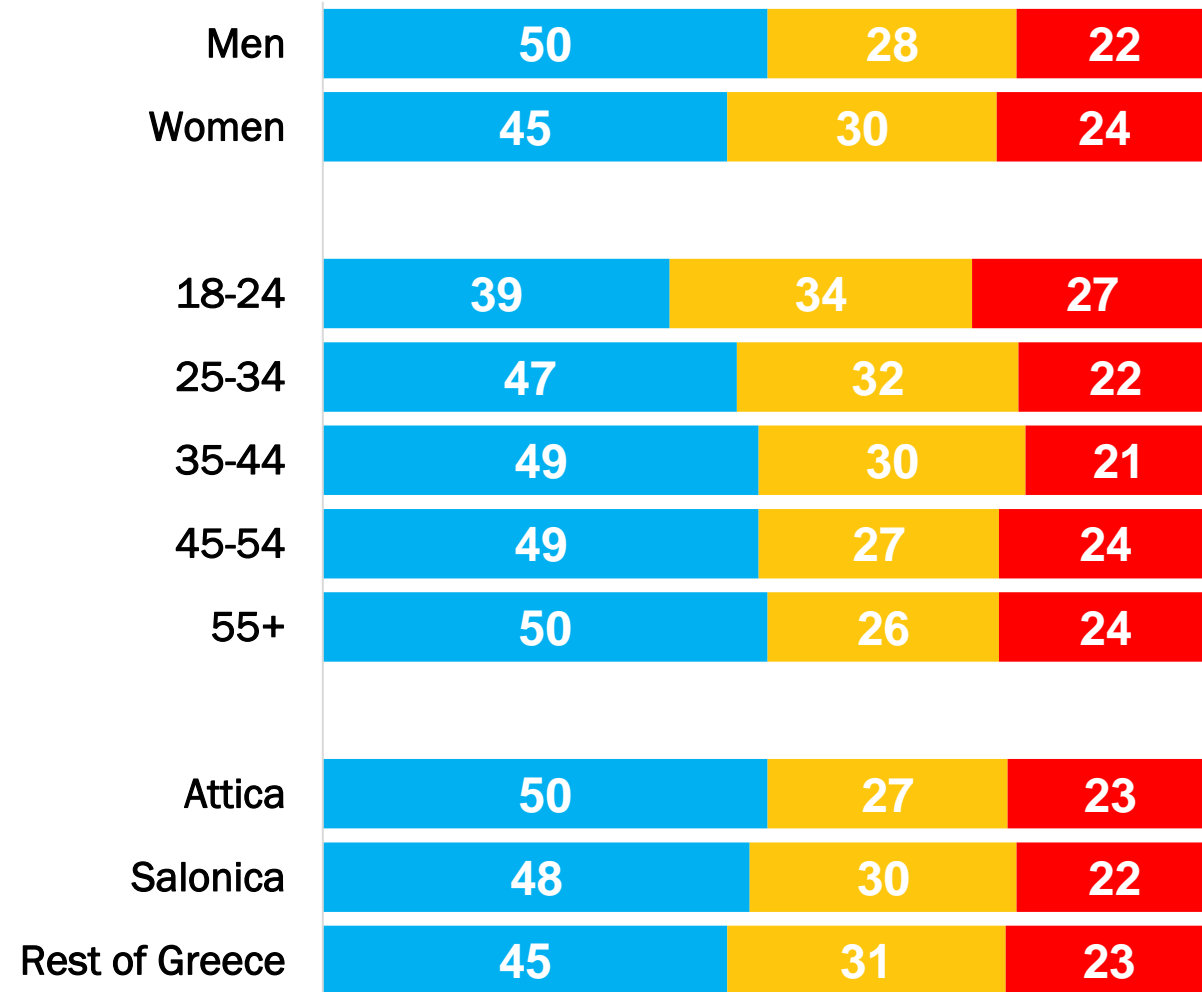
eBanking & Online Fraud

One in two Greeks feel comfortable in using online banking systems

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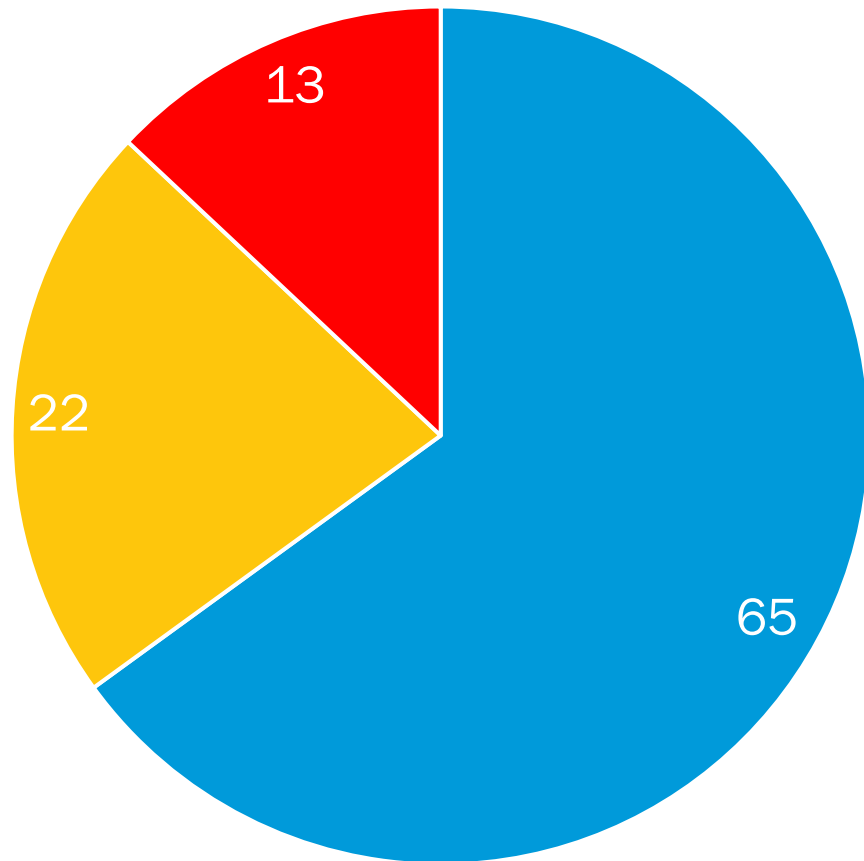


■ Agree ■ Neither agree nor disagree ■ Disagree

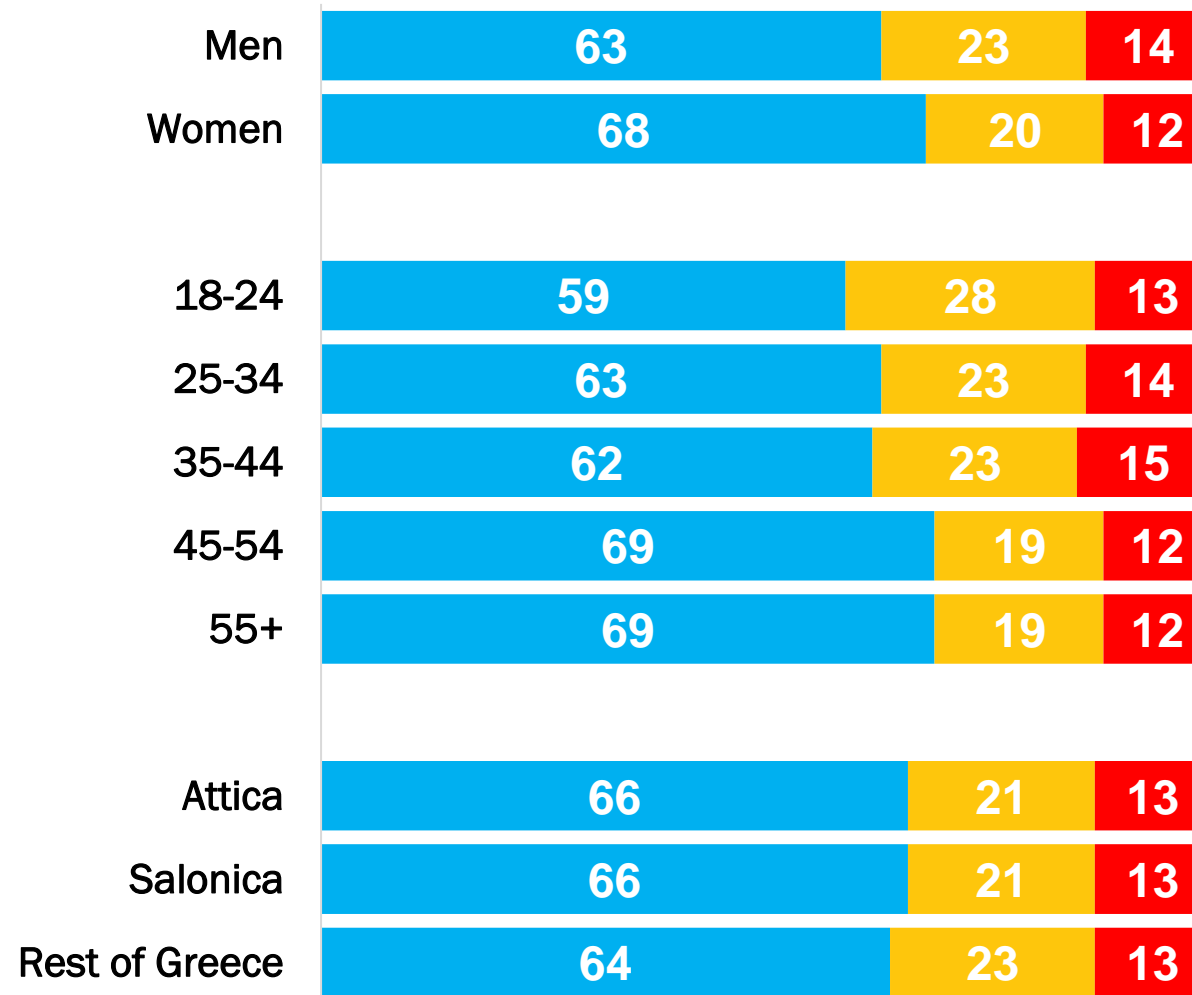


However, consumers are concerned about online fraud, believing that one can easily be a victim nowadays

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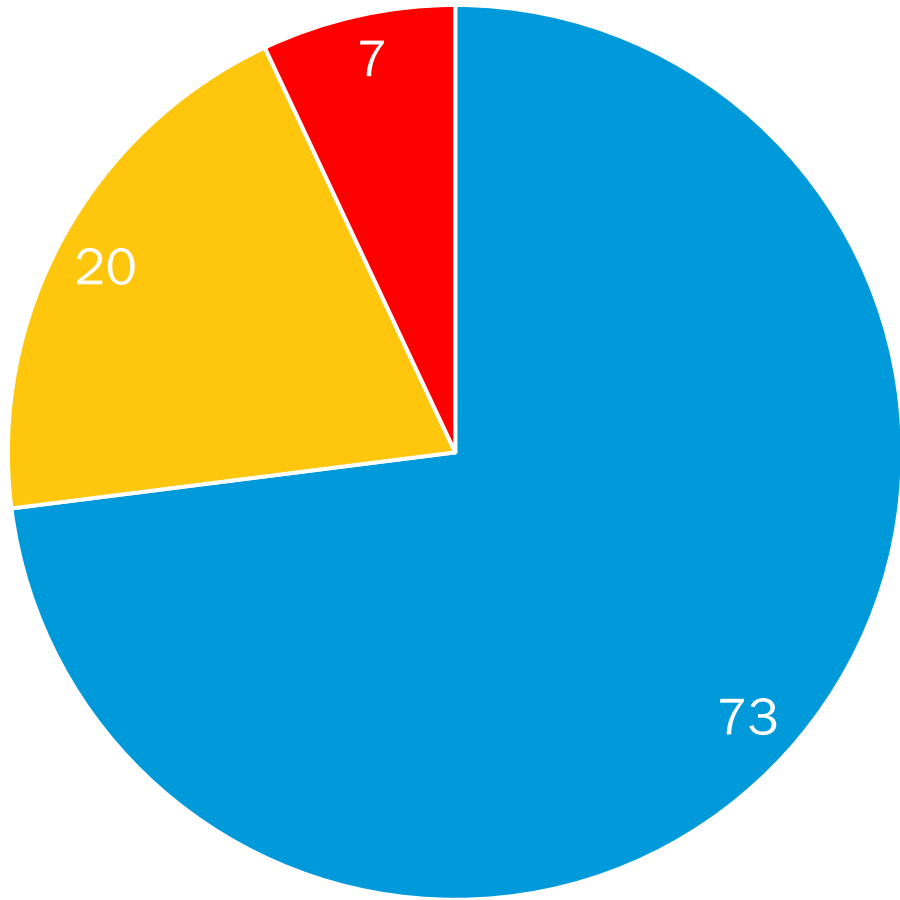


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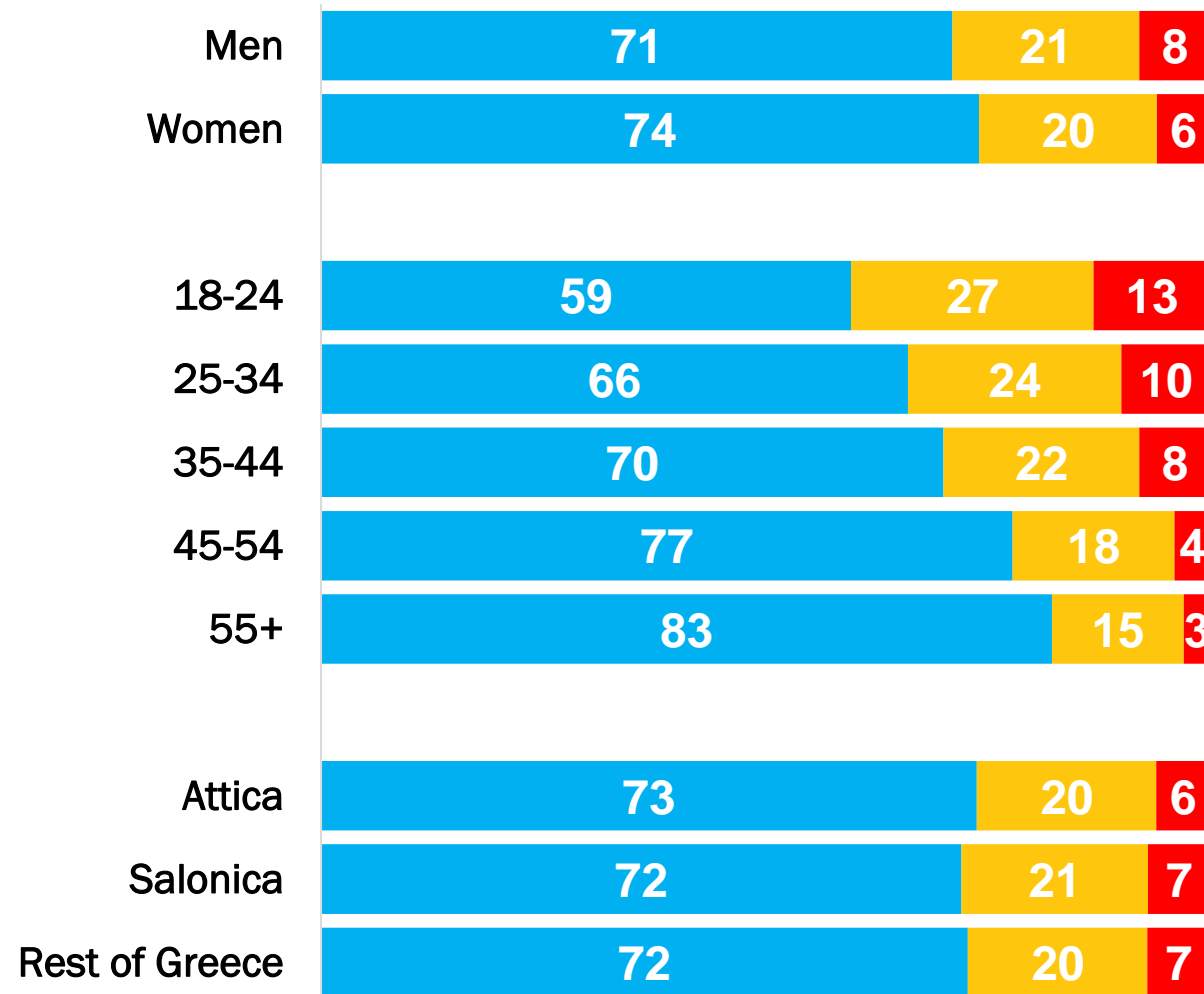


7 in 10 Greeks state they check their credit cards and bank statements for suspicious transactions

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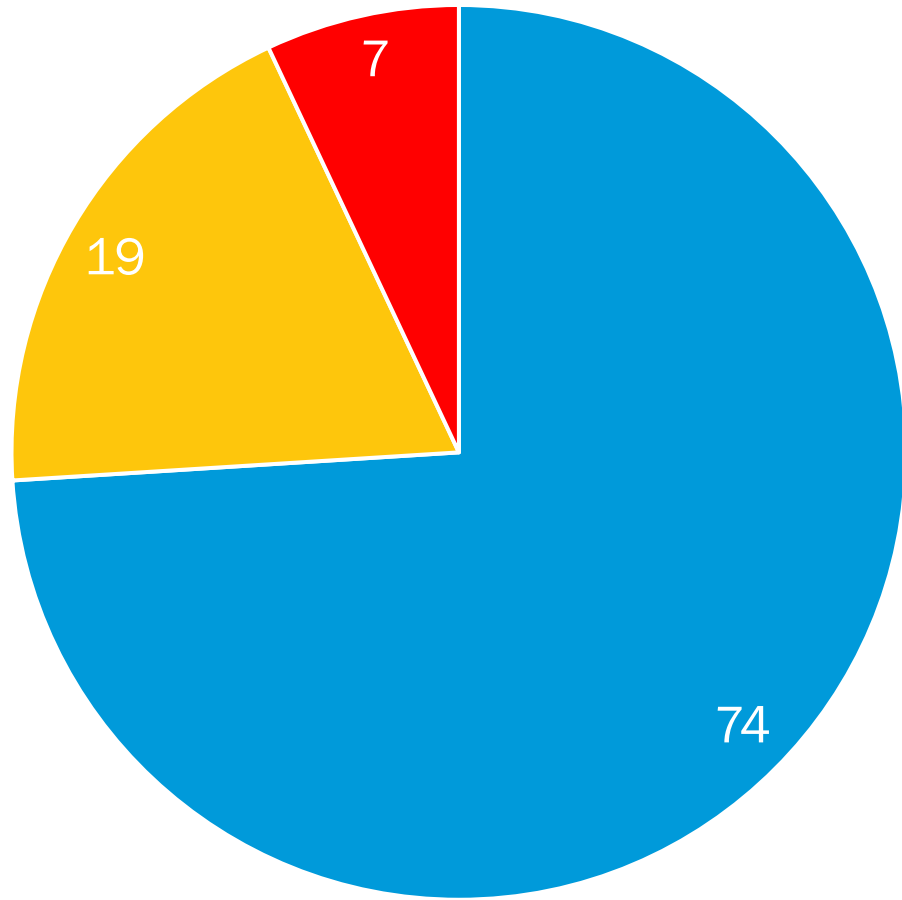


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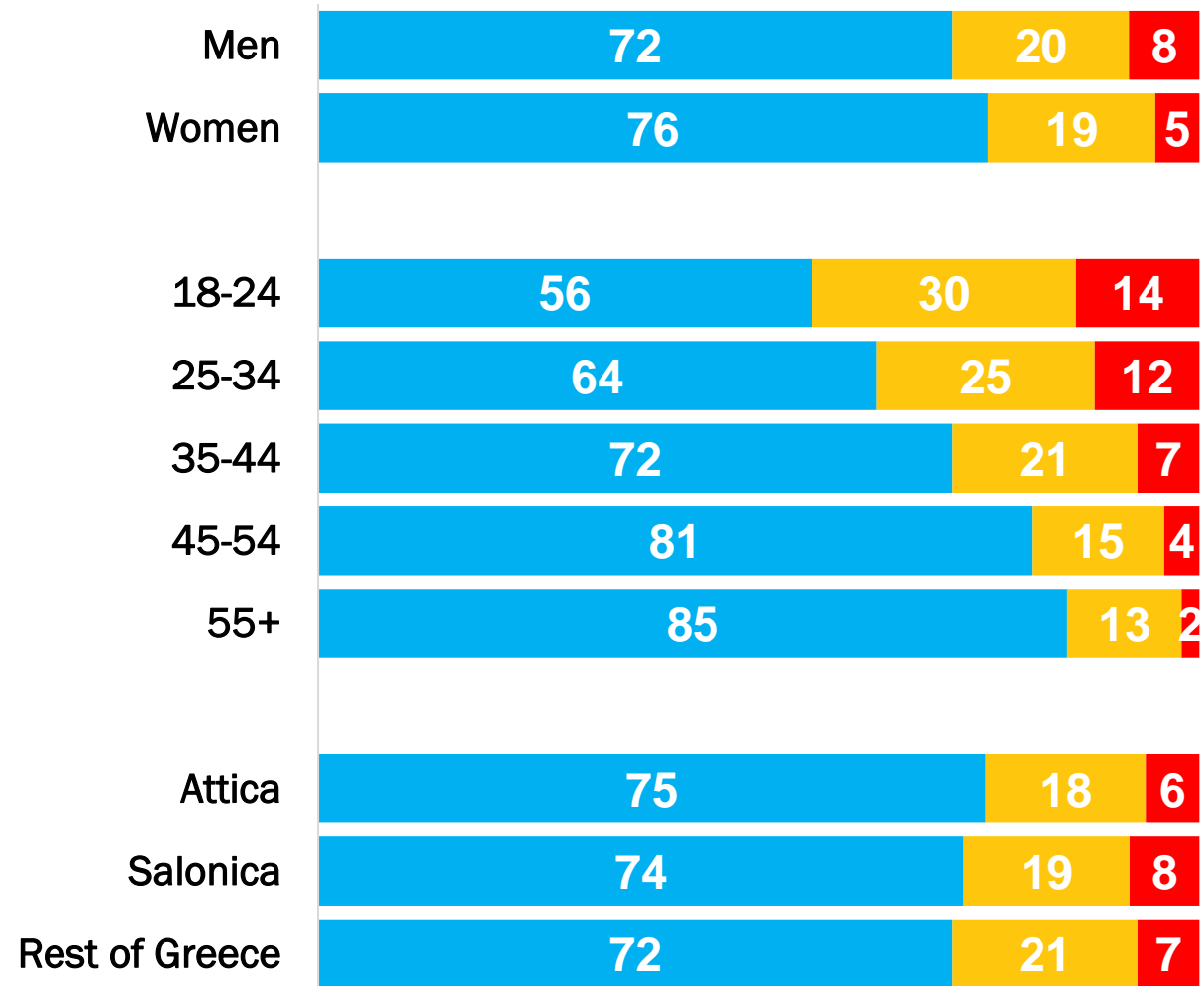


Greeks feel the need for more awareness campaigns on fraud or scams that people may be victims of, focusing especially on older ages who are not very familiar with online systems

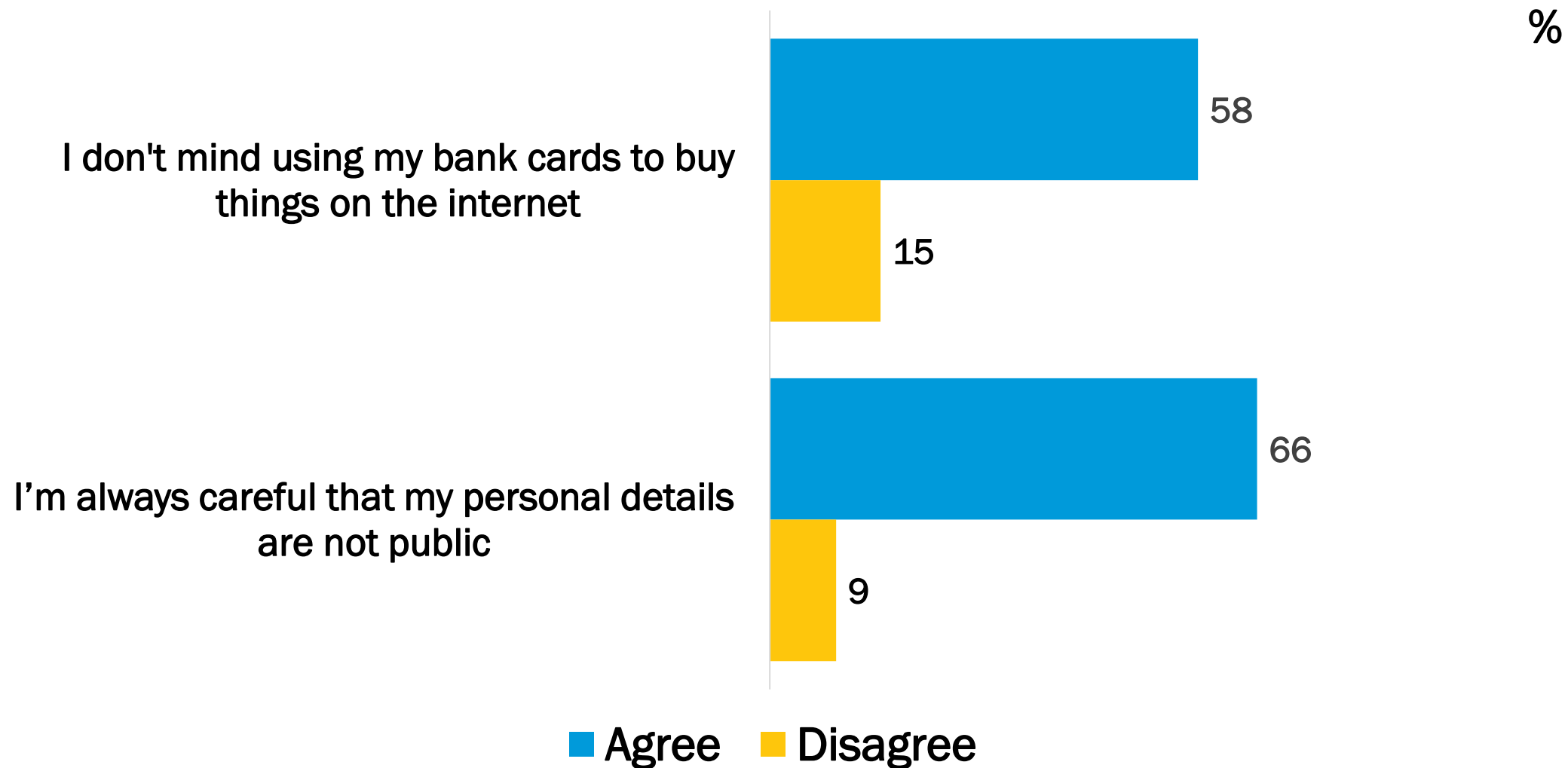
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■ Agree ■ Neither agree nor disagree ■ Disagree



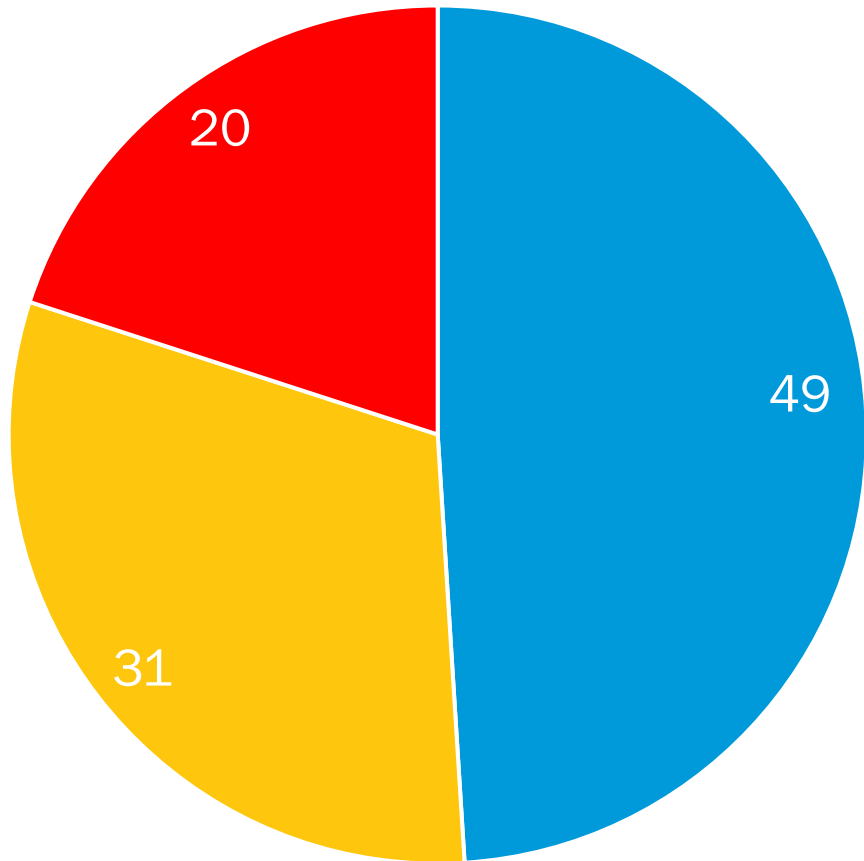
A significant proportion of Greeks feel comfortable to use their bank cards to make internet purchases making sure their information is not public



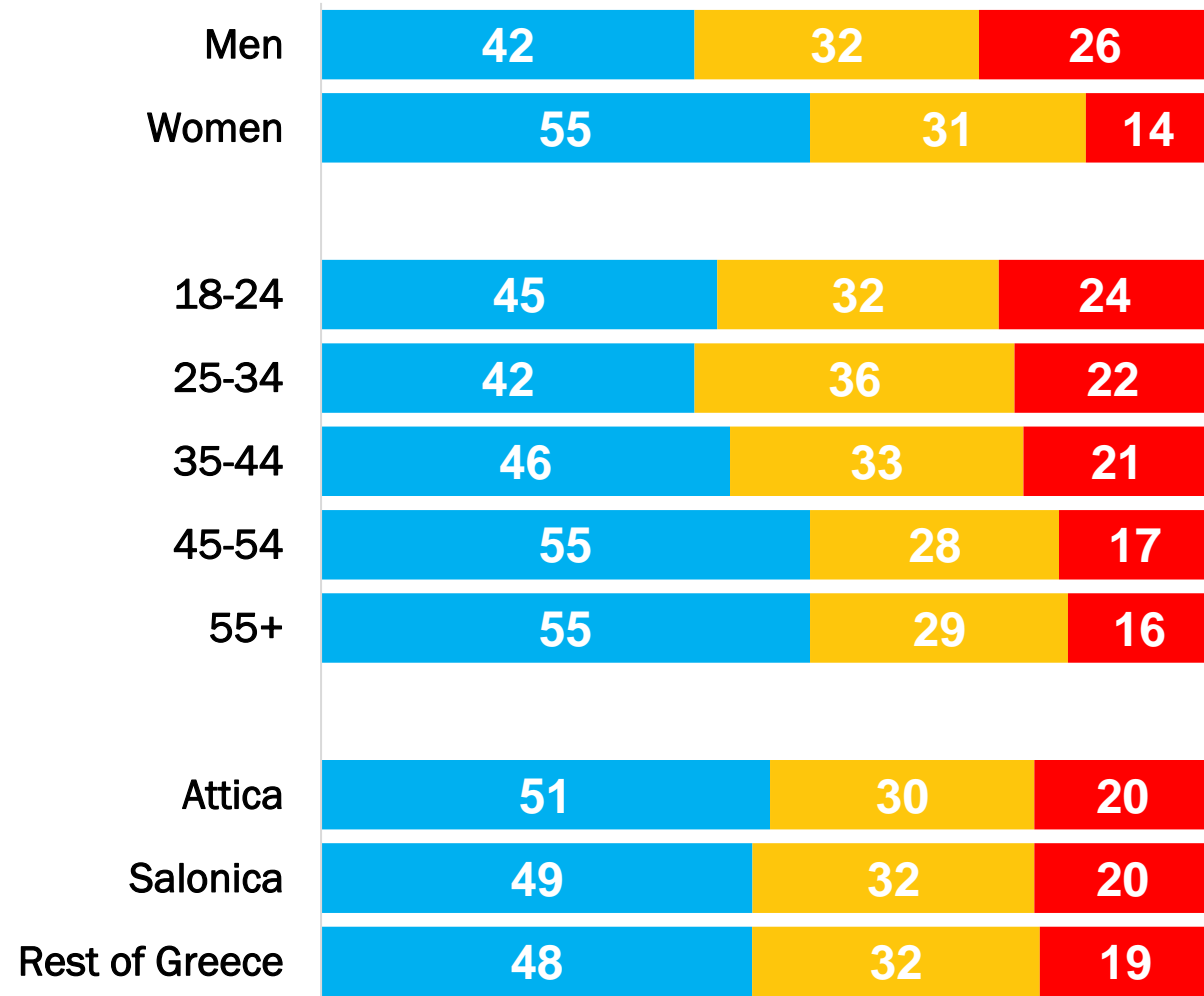
Attitudes on Cryptocurrency

A considerable proportion of Greeks state that they don't really understand cryptocurrency

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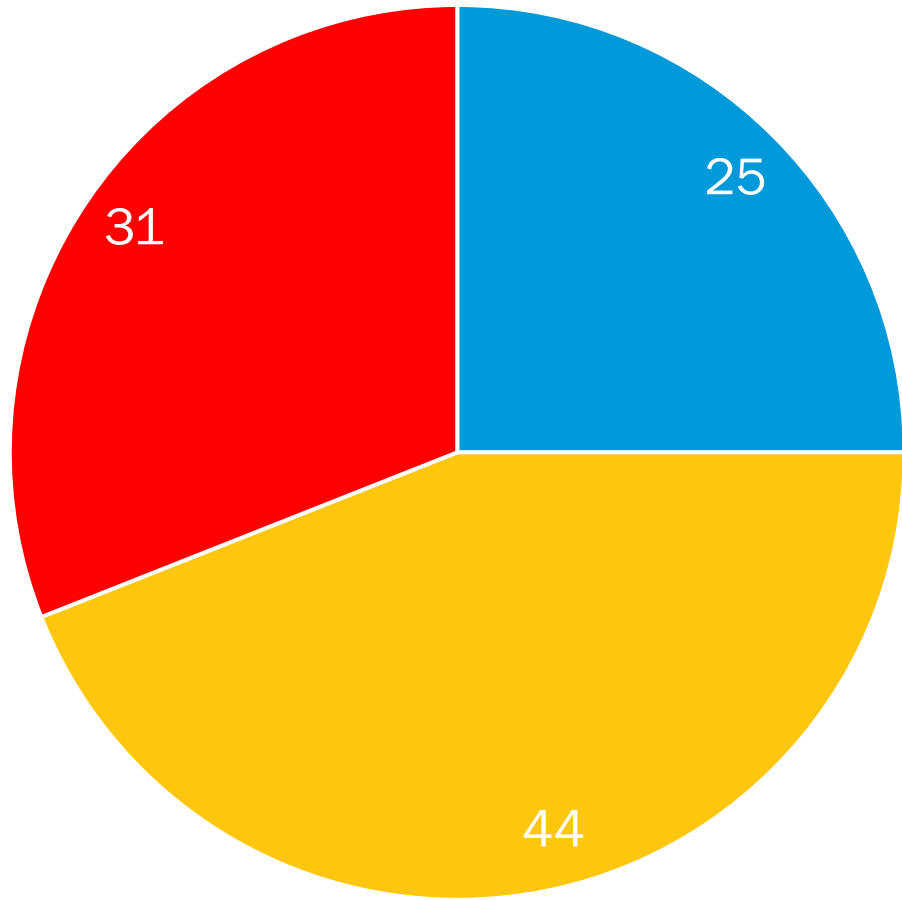


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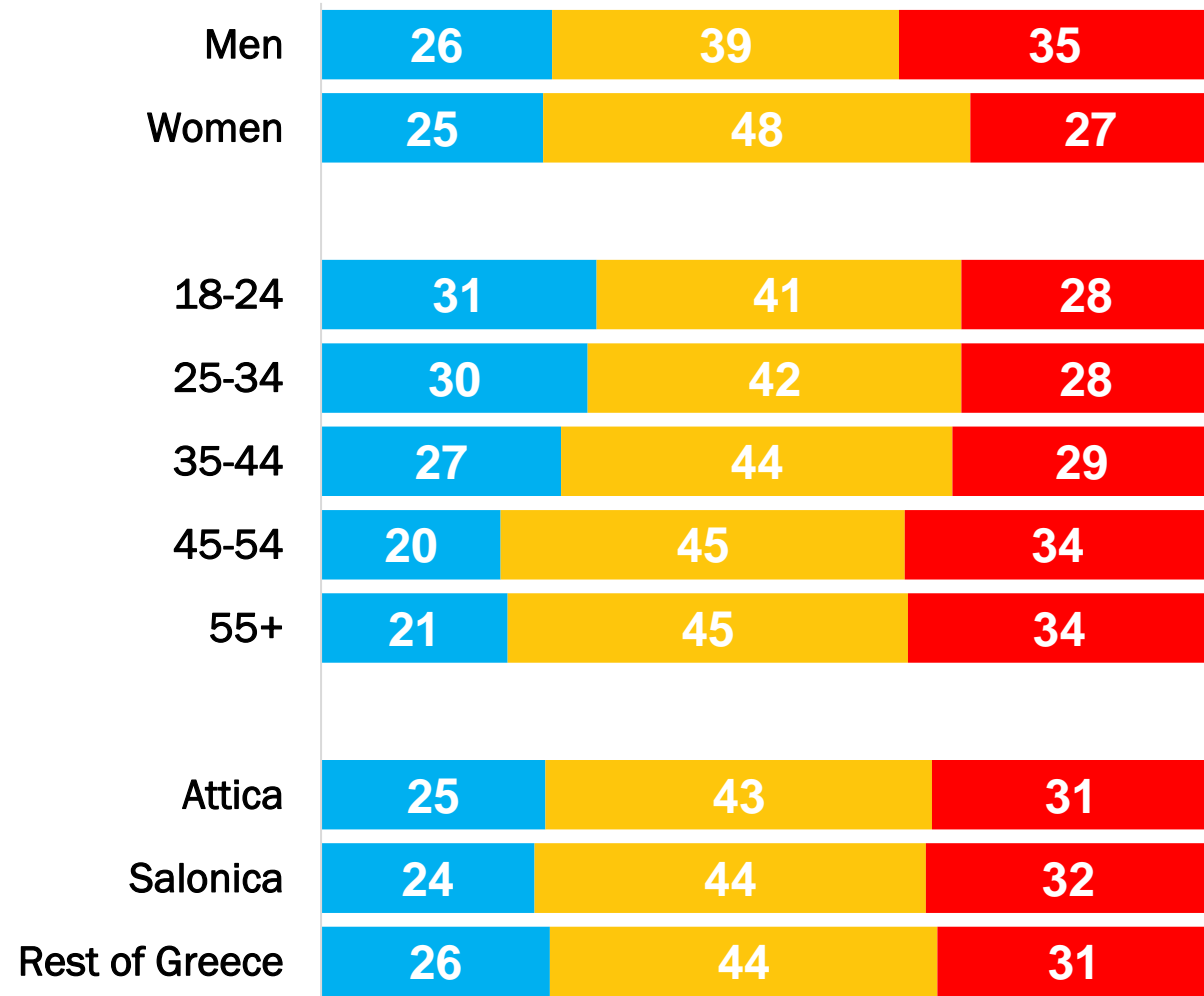


As a result, they are not clear on whether cryptocurrency will be the future of online financial transactions

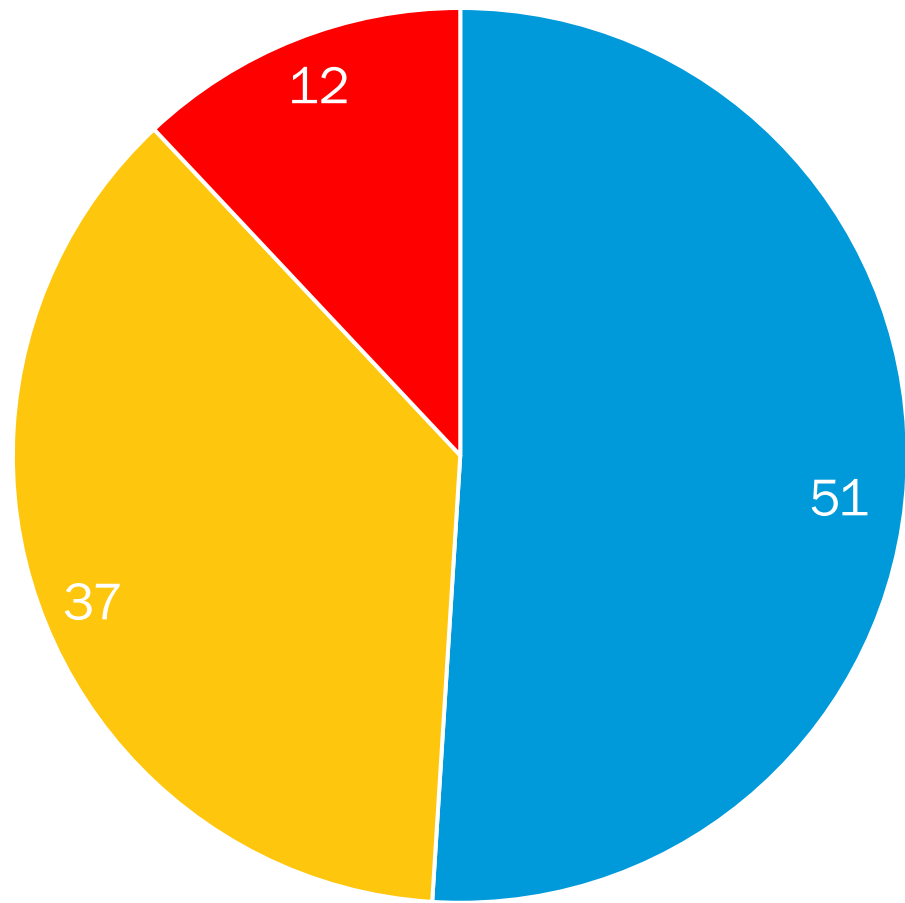
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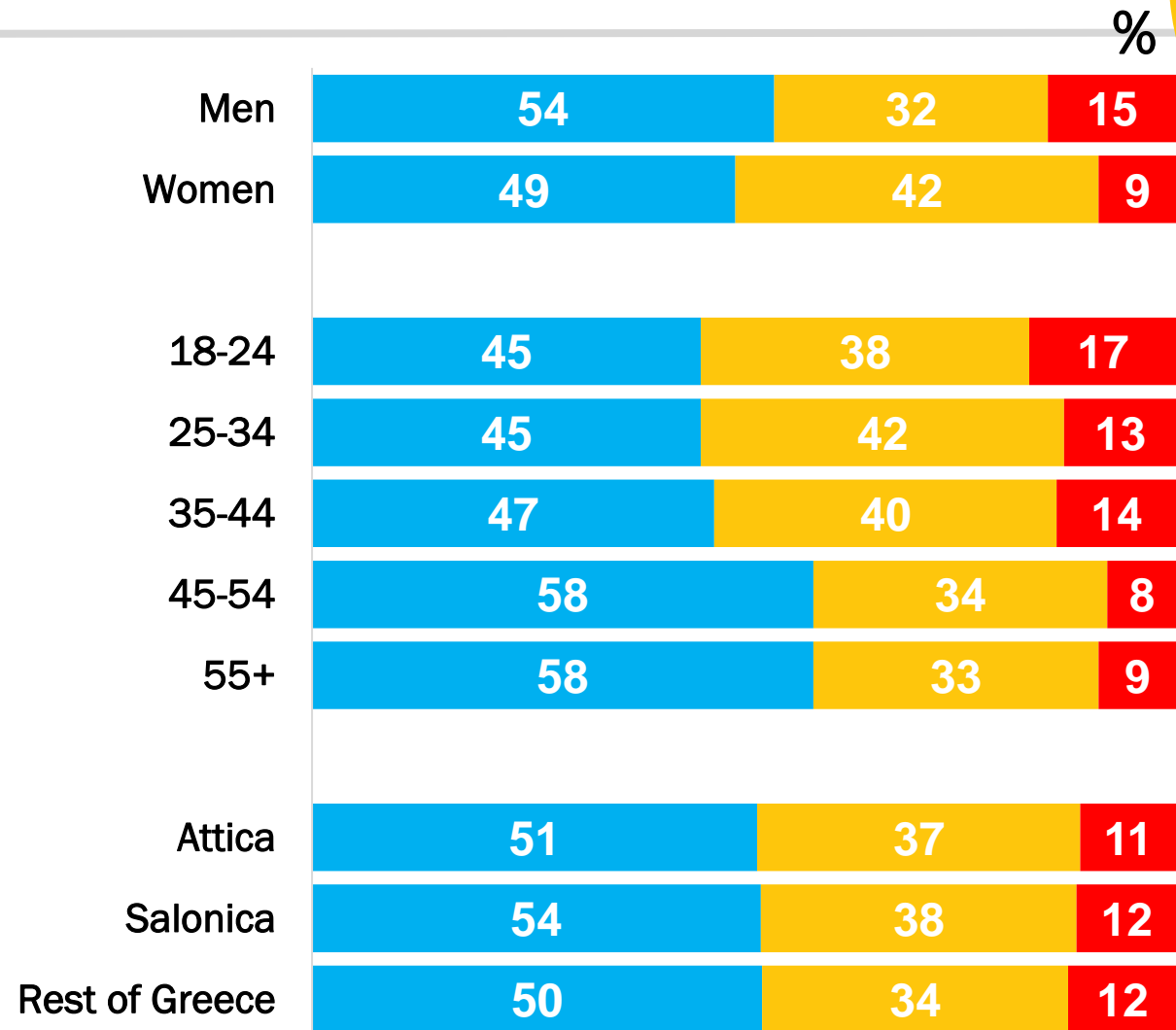
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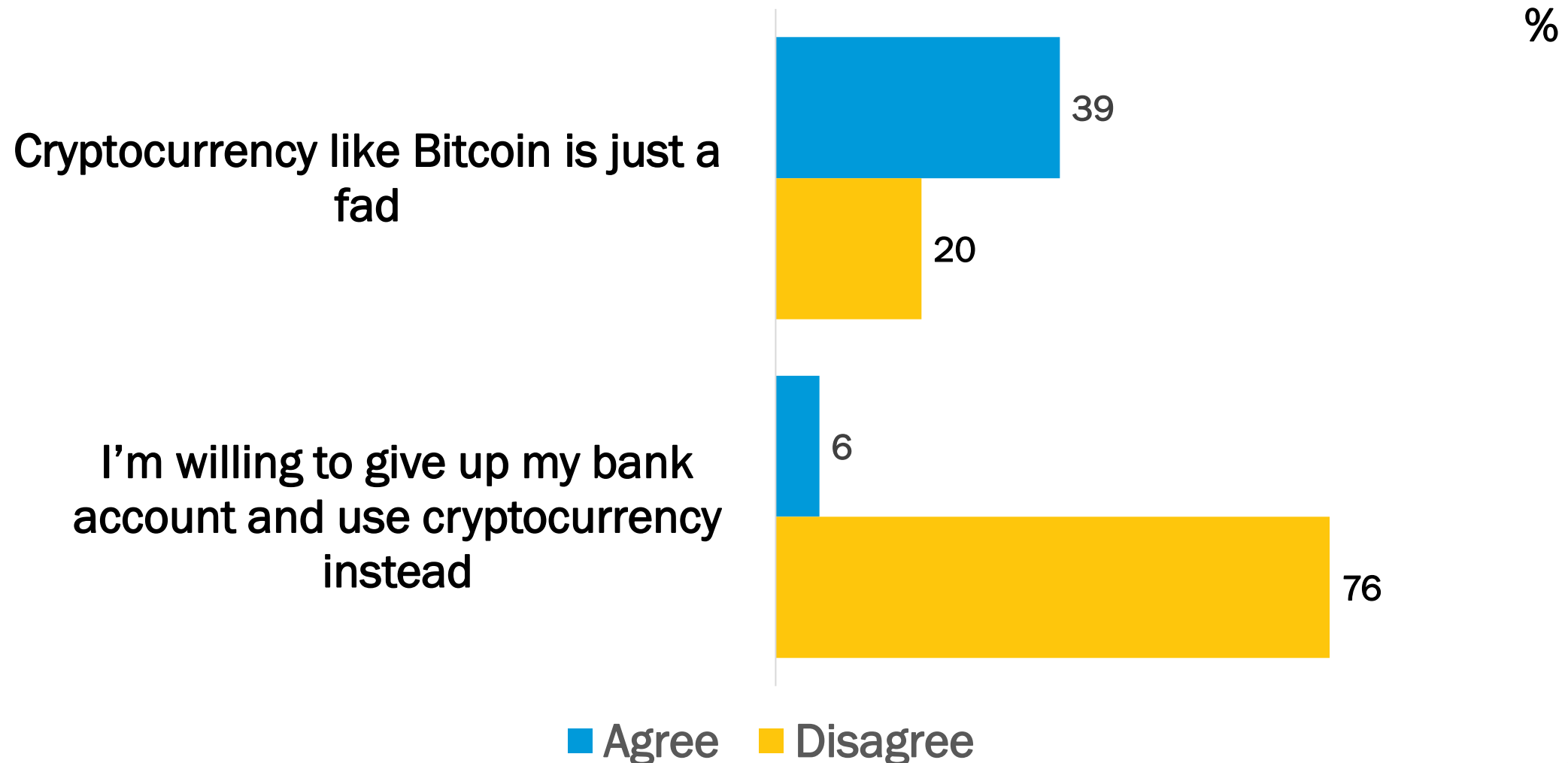
Ignorance and irresponsible rumors may be the main reasons Greeks do not trust cryptocurrencies



■ Agree ■ Neither agree nor disagree ■ Disagree



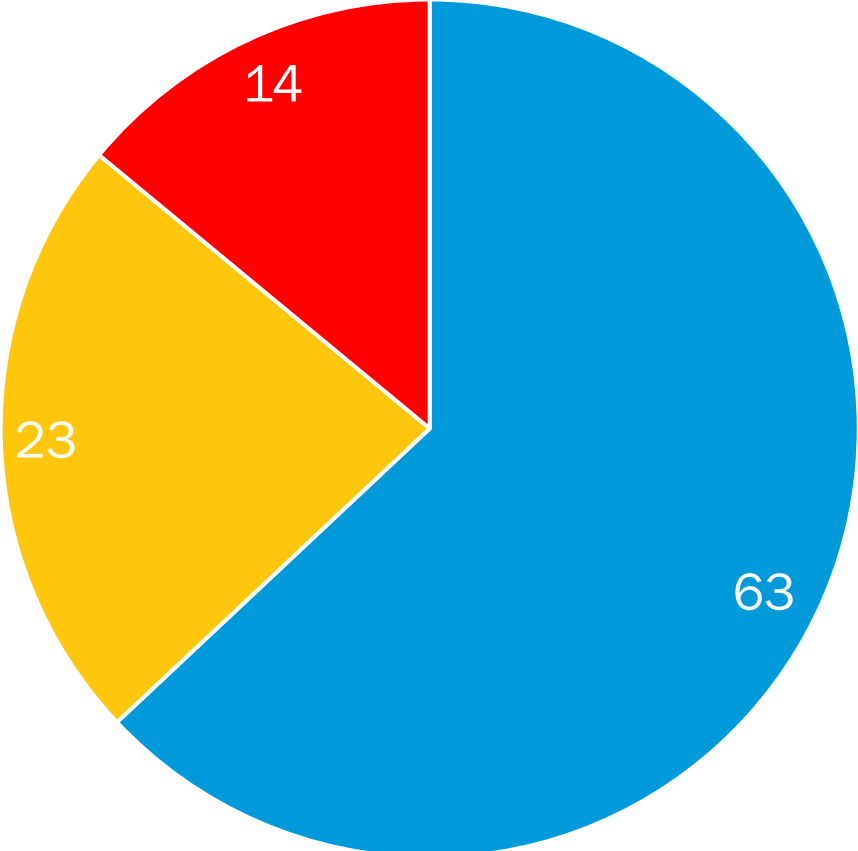
Greeks feel uncertain about cryptocurrencies and are not willing to and incorporate them into their lives yet



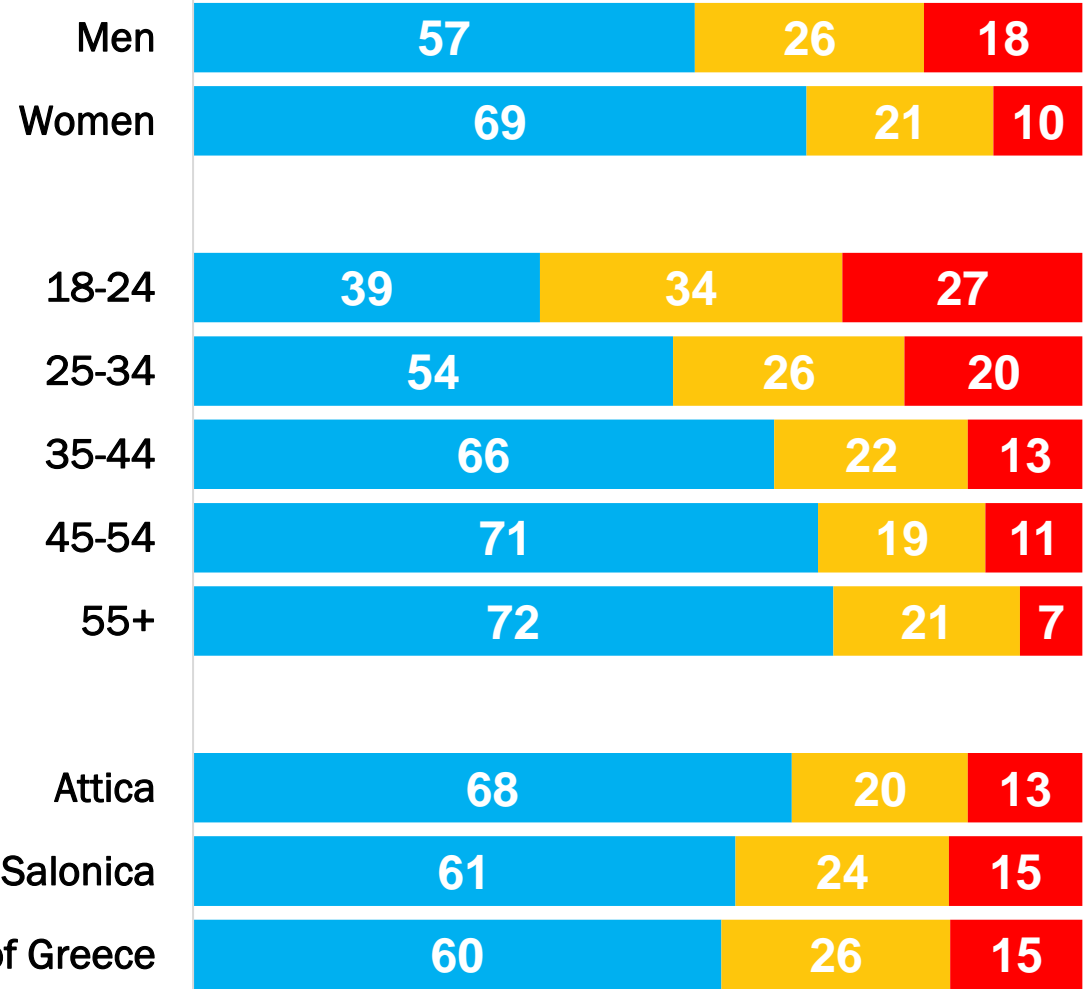
Greeks and Investments

Past experience, economic crisis, and today's economy, has led Greeks in avoiding stock market risks

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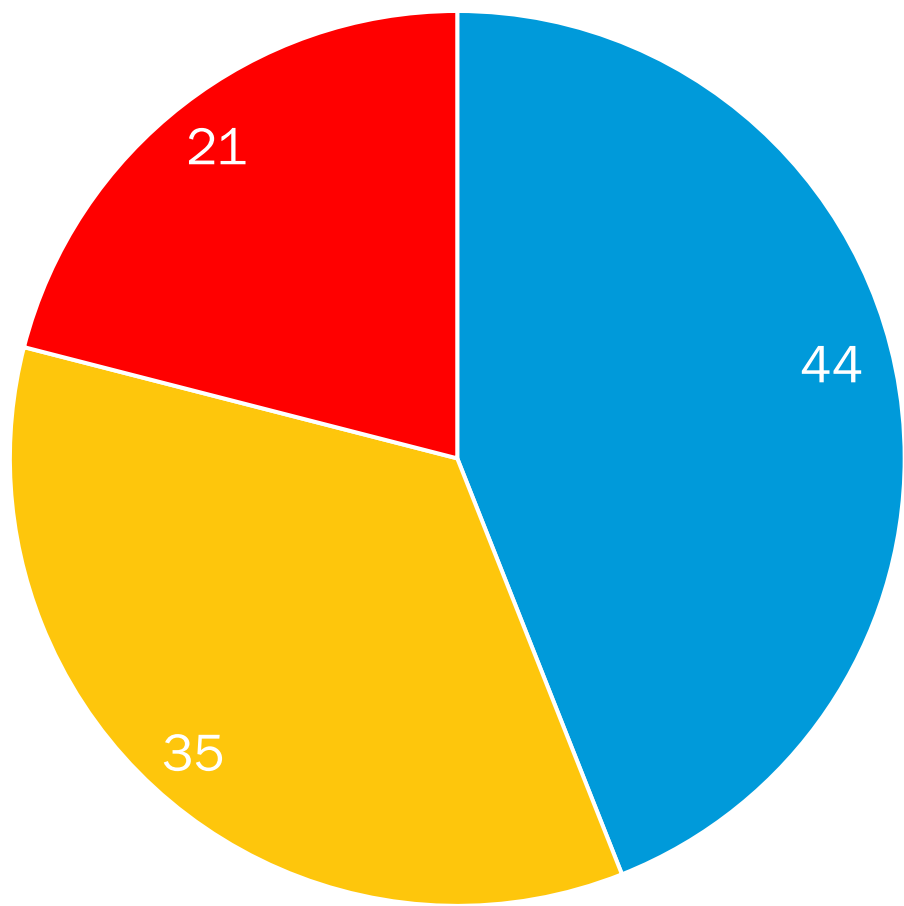


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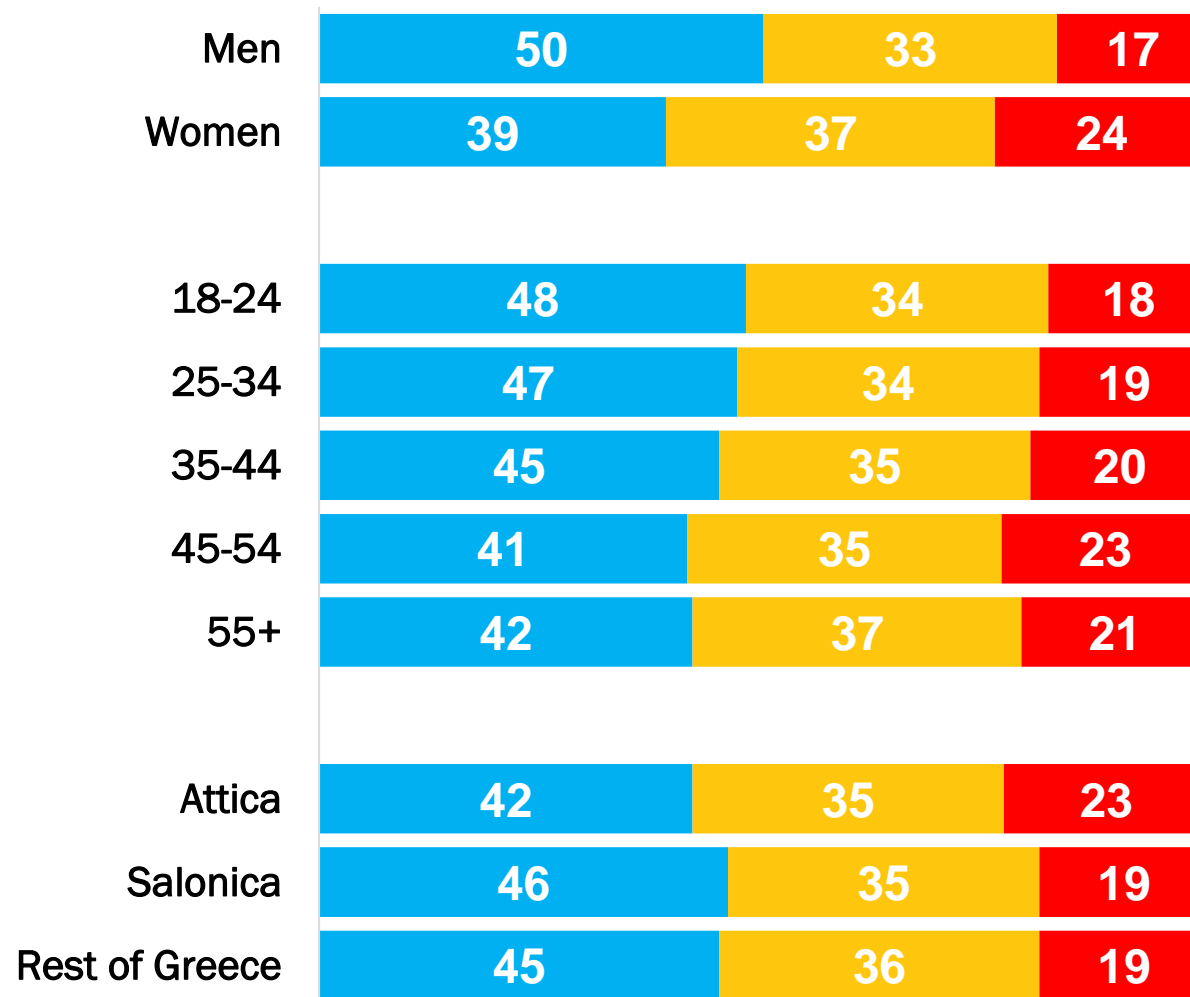


As a result, although a considerable proportion agree that they look for profitable ways to invest their money...

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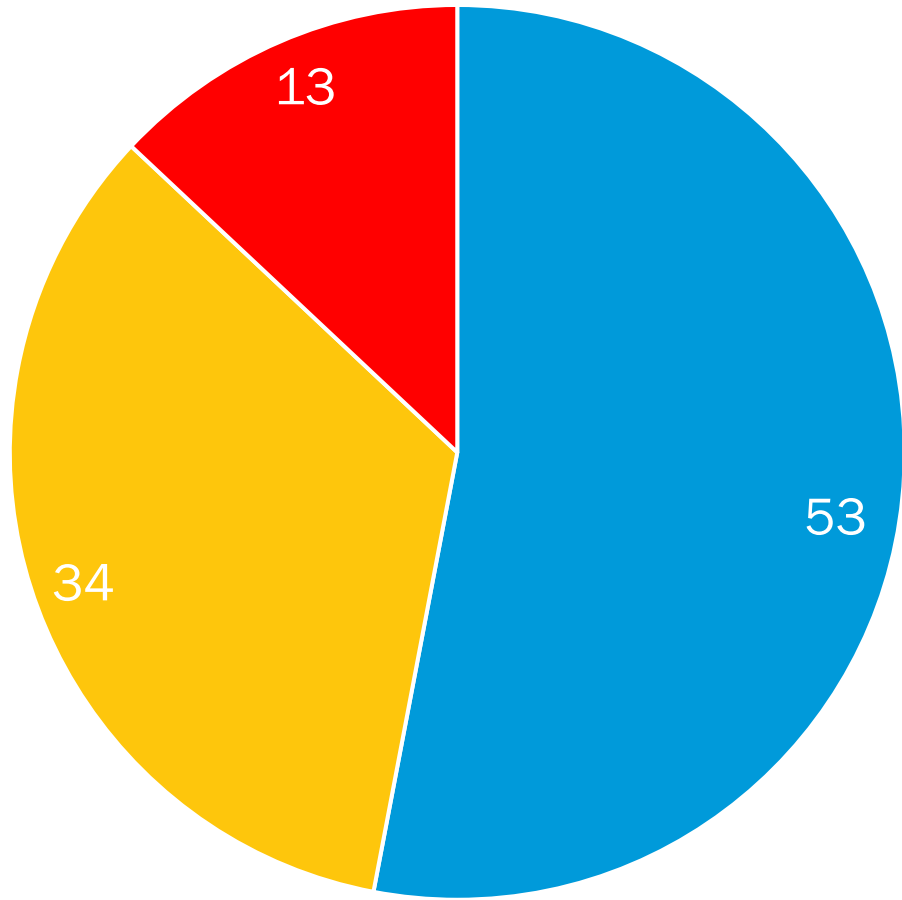


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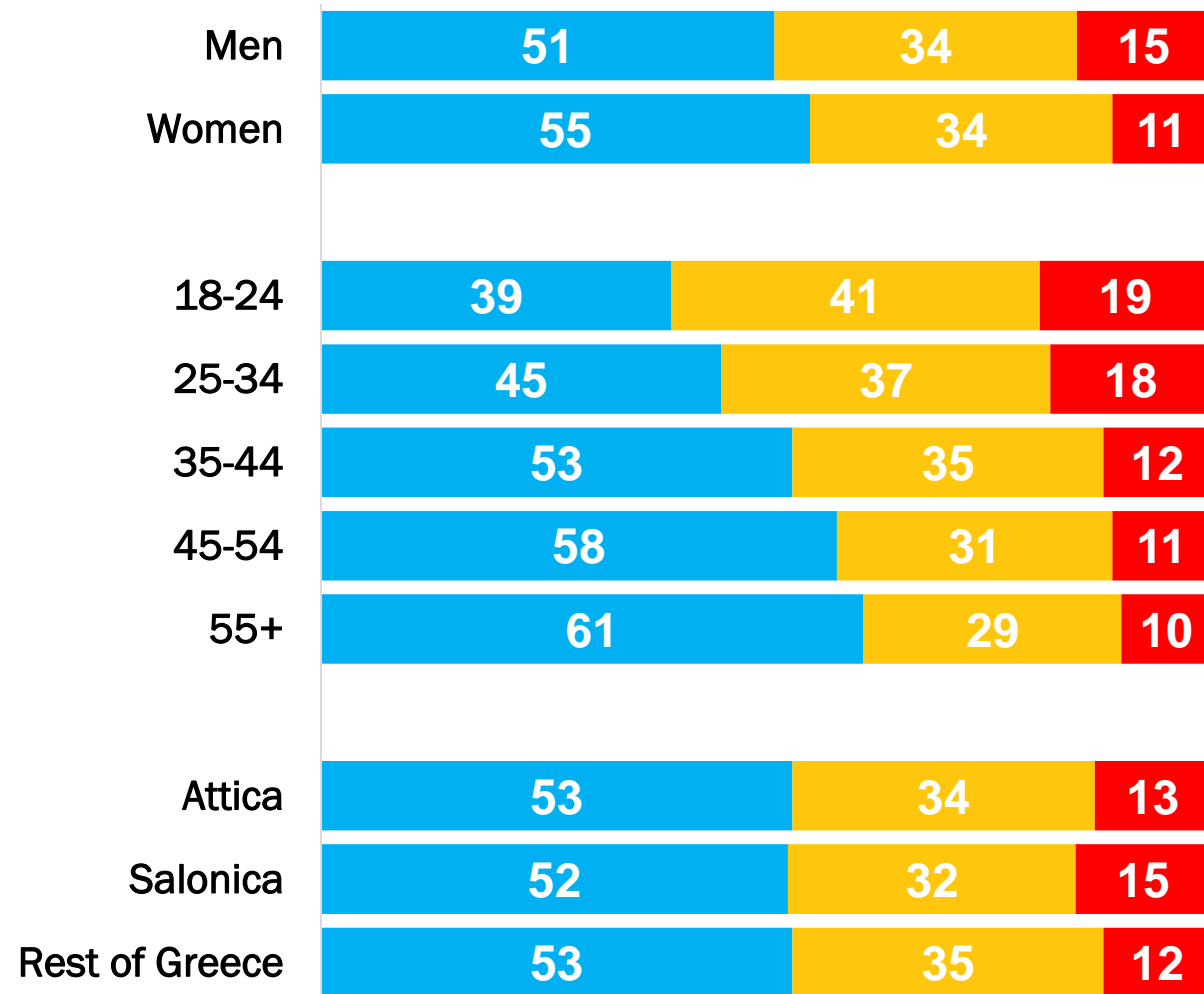


...more than one in two Greeks agree that investing in stocks and shares seems too risky

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■ Agree ■ Neither agree nor disagree ■ Disagree



Important «takeaways»

- Greeks, of all ages, seem to grow more comfortable with online banking systems.
- However, as time goes by, they also grow more aware of online fraud and regularly check their account for suspicious transactions while also raising the need for more education campaigns on the matter.
- As for their personal information, Greeks are still worried about their privacy and security and which of their details are publicly available
- Cryptocurrencies are a matter that greatly confuses Greeks with 1 in 2 not fully understanding or trusting the concept.
- Thus, they are still skeptical on what will happen in the future and whether or not they should incorporate cryptocurrencies such as Bitcoin in their daily lives.
- Even though Greeks look for profitable ways to invest their money...
- They still state that they do not wish to take risks in the stock market.

How safe do Greeks feel about their finances?

Thank you!

