

Insights into the Greek Society

How the constantly changing conditions affect the life, living, working environment & consumption habits of Greeks of every generation



Xenia Kourtoglou, MSc.
Founder of Focus Bari & Resilience Expert



Thank you

We will see...

Technology / AI / Chat GPT

«Insights» in Today's Society

The 4 Generations & the "Gap"
between them

My sources

Focusontechlife
web

YouGovProfiles
by  **FocusBari**

**Regular National
Surveys**  **FocusBari**

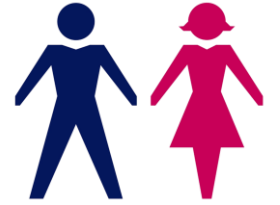
- Since 1995, which monitors the relationship of Greeks with technology
- Phone Interviews CATI
- Annual Sample 20.000

- Continuous National Survey online
- A multitude of public opinion questions, purchasing habits, elements of mentality, attitudes & positions on social issues, exposure to the media...
- Annual Sample 8.500+

- 20+ surveys per year are designed and conducted
- Issues that concern the Greek society and reflect on public opinion
- Men & Women 16-64 years old Nationally /1000 people per survey

Technology / AI / Chat GPT

All Greeks are internet users!



Start

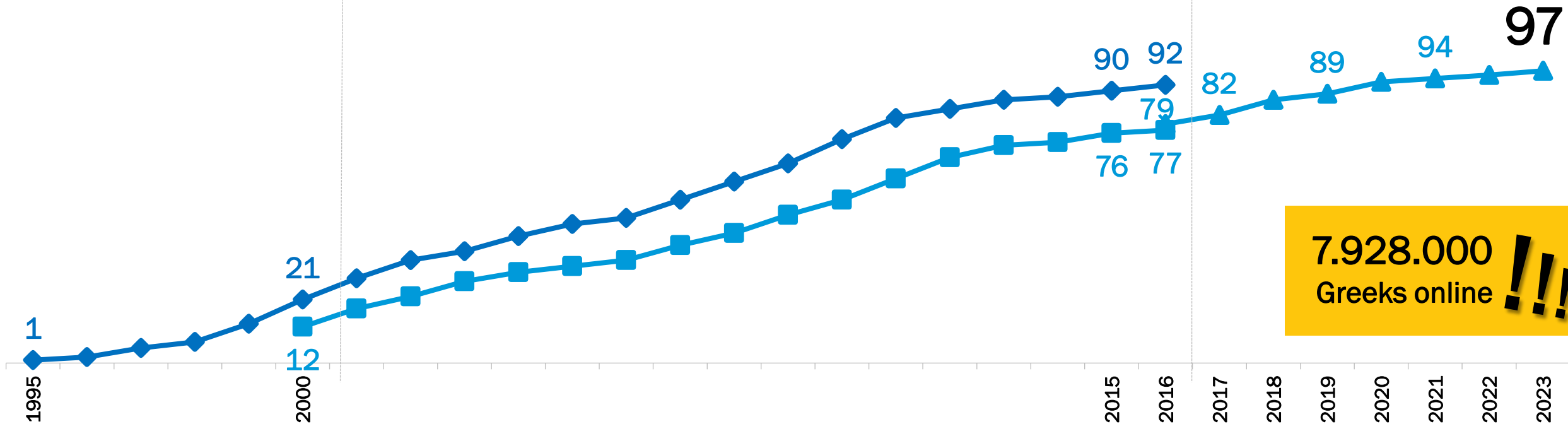
Ages 13-54, Urban 50+
3.604.000

Evolution

Ages 13-70, Nationally (-25 km.)
6.585.000

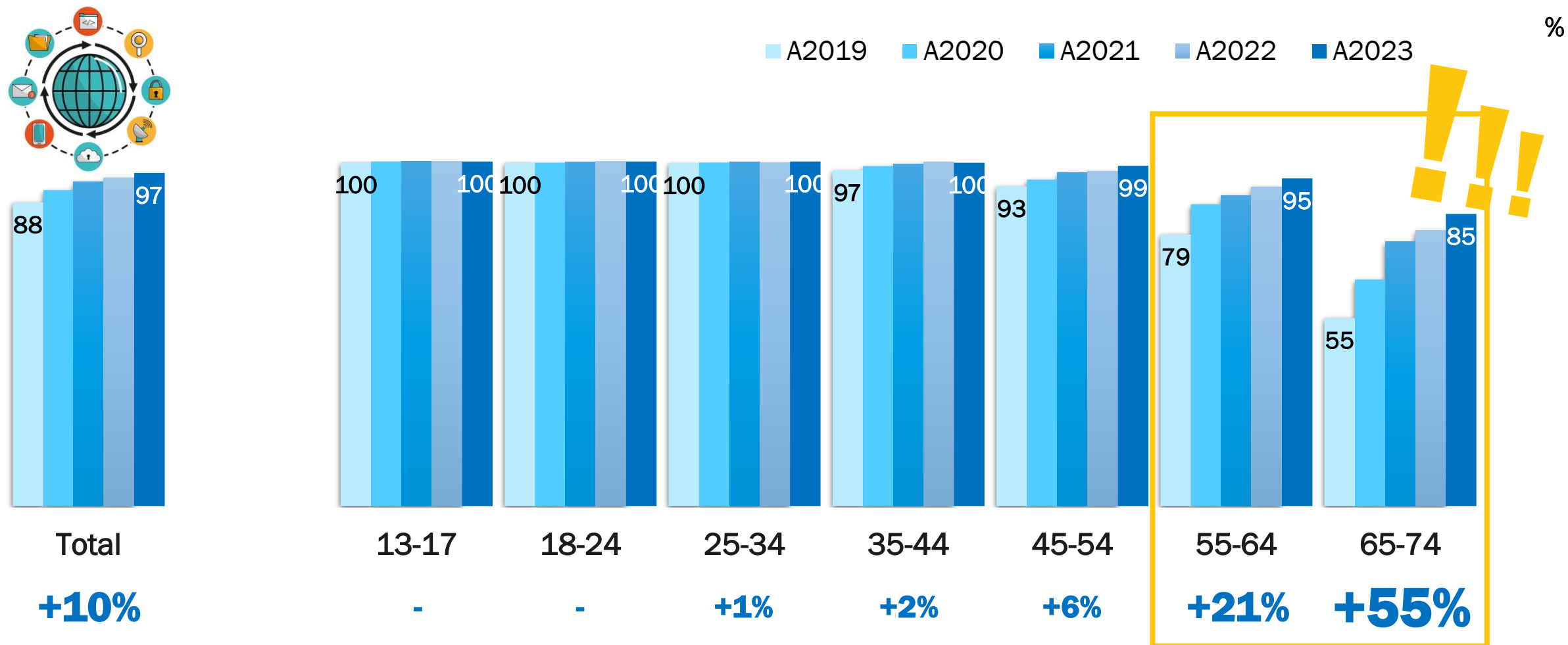
Today

Ages 13-74, Nationally
8.202.000

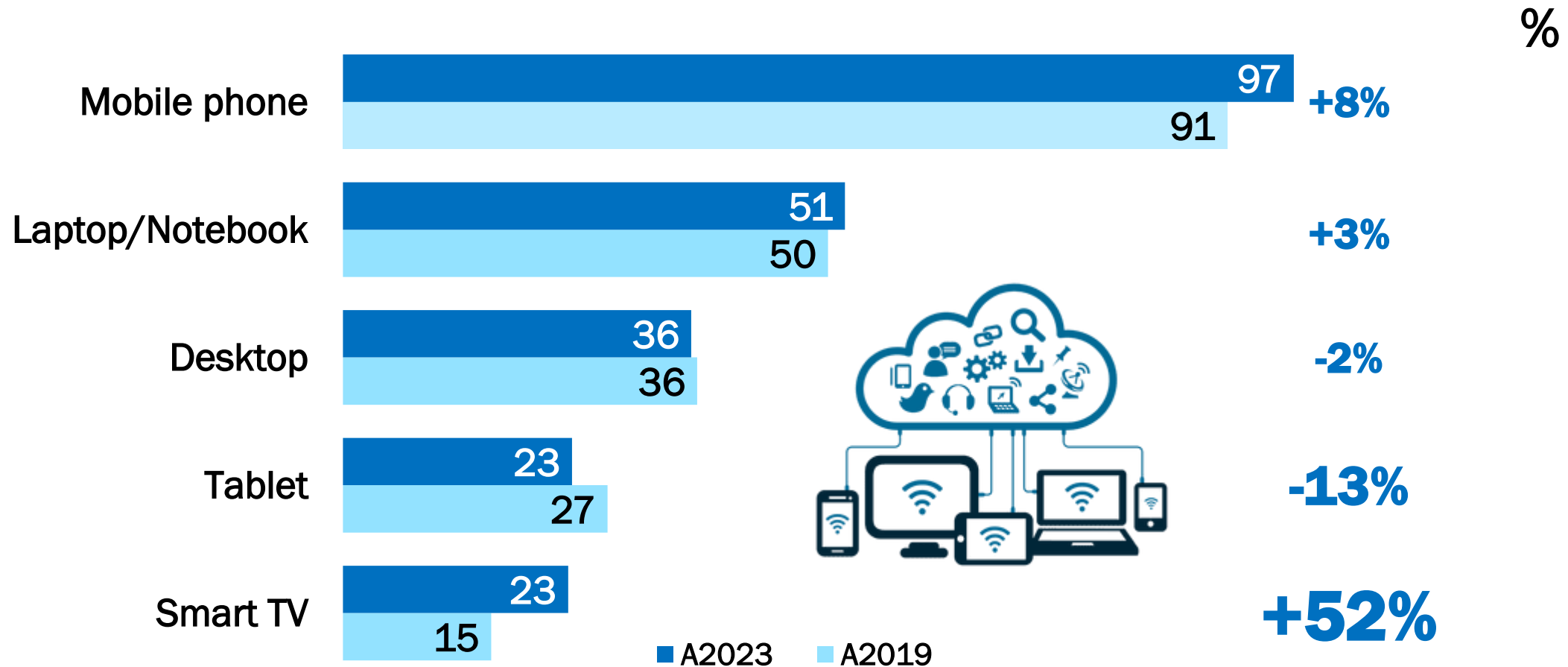


7.928.000
Greeks online !!!

A spectacular increase in the last five years, even for the mature ages!



And with a smartphone in hand, they have everything when they want and how they want it!

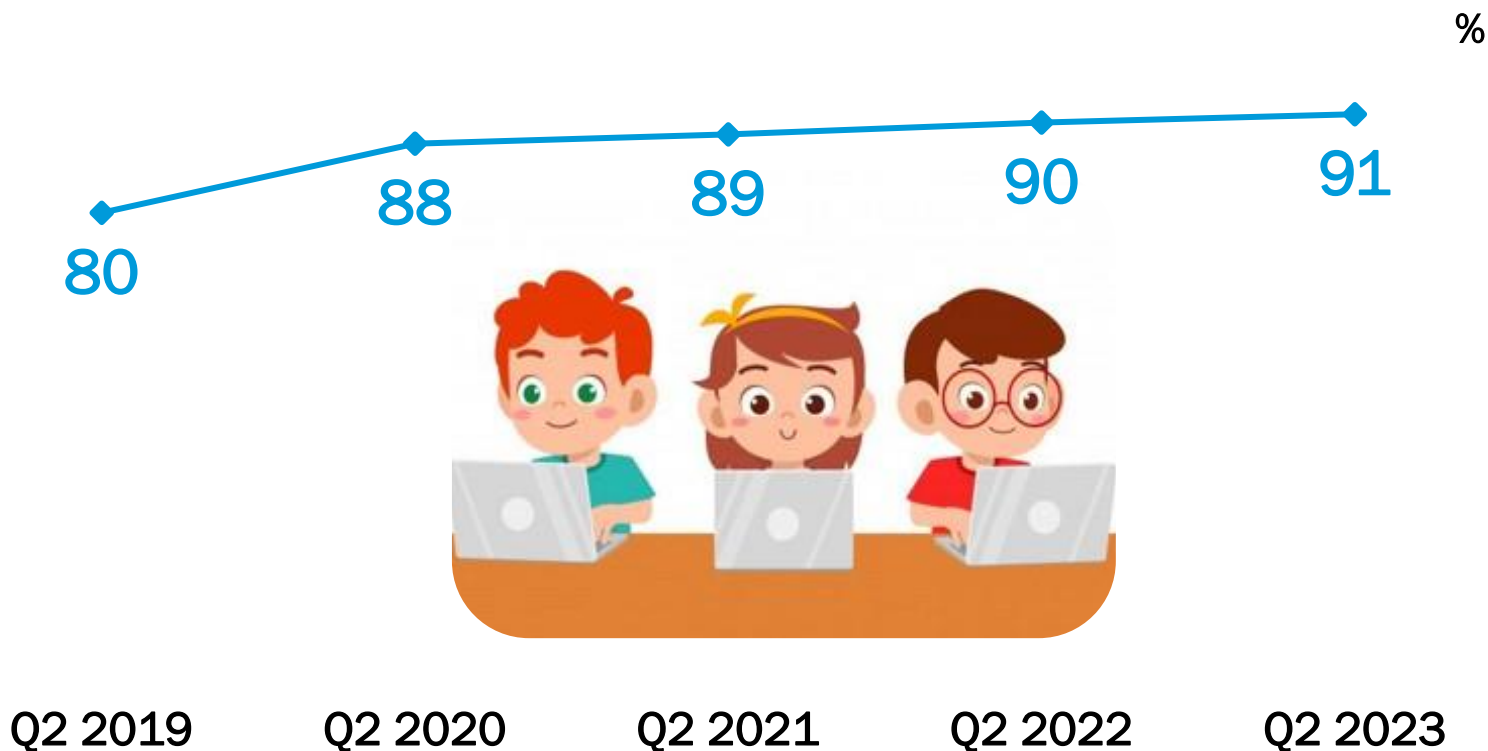


An established way of life!



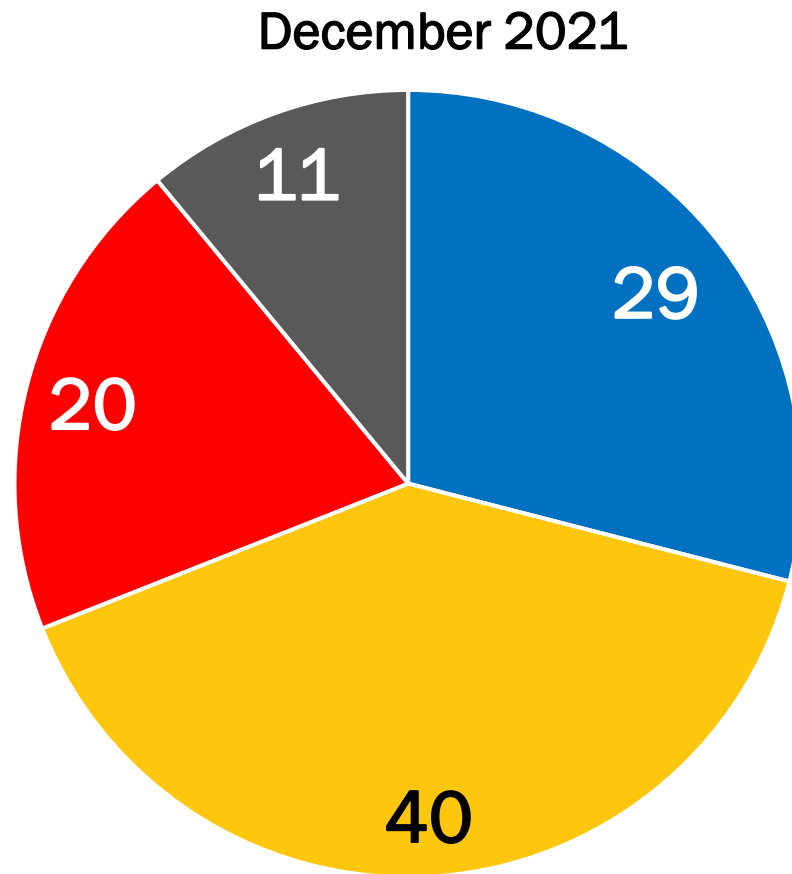
And it will remain, since the future comes from the children!

Evolution of internet use in 5–12-year-old children

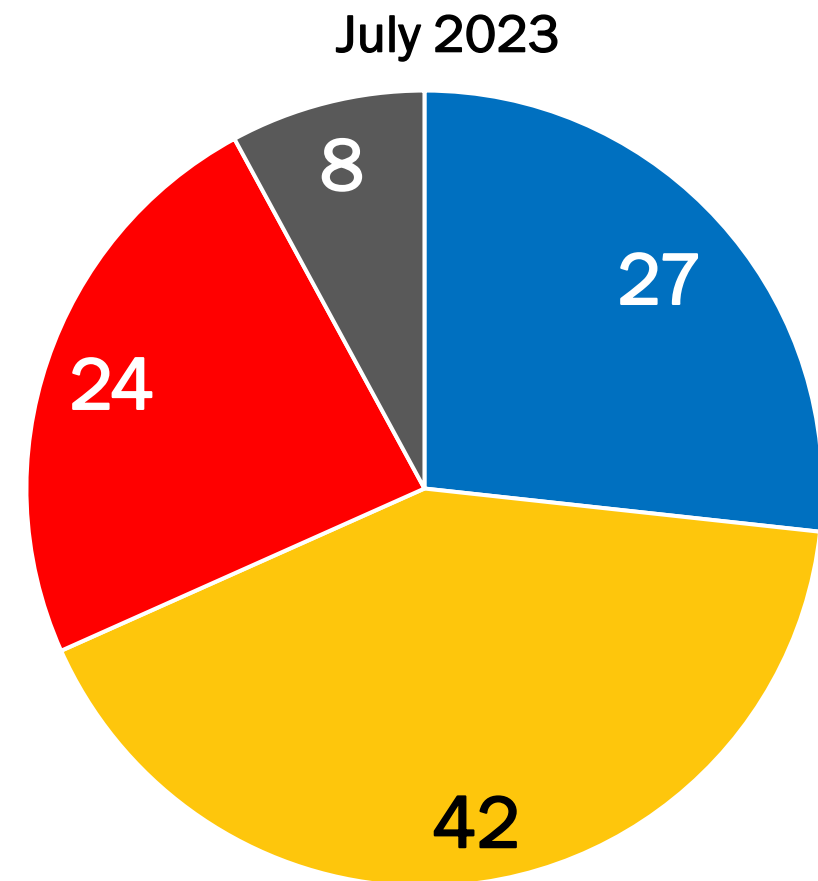


Meanwhile, AI raises mixed expectations and feelings among Greeks (international trend)

The impact of AI on society will be...

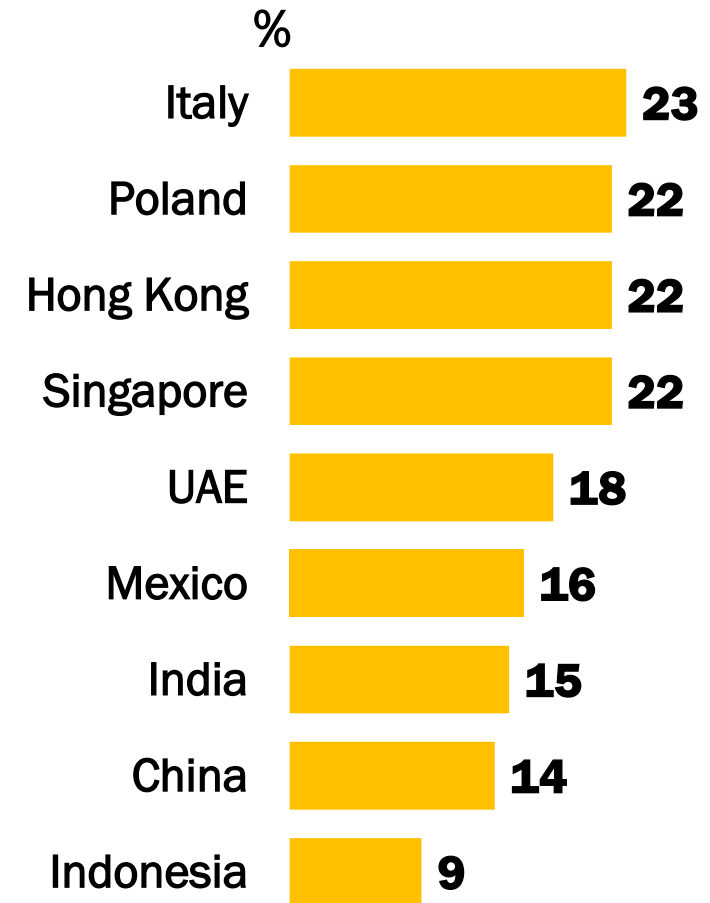
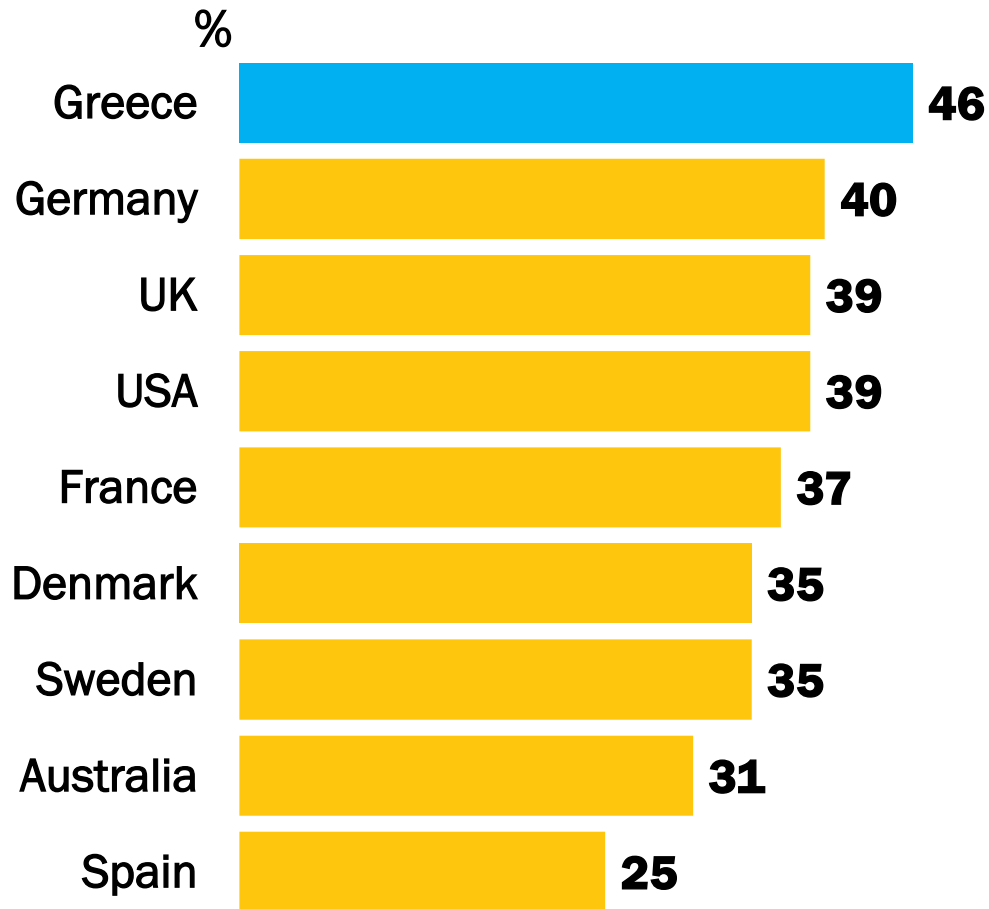


- More positive than negative
- More negative than positive



- Equally positive & negative
- I don't know

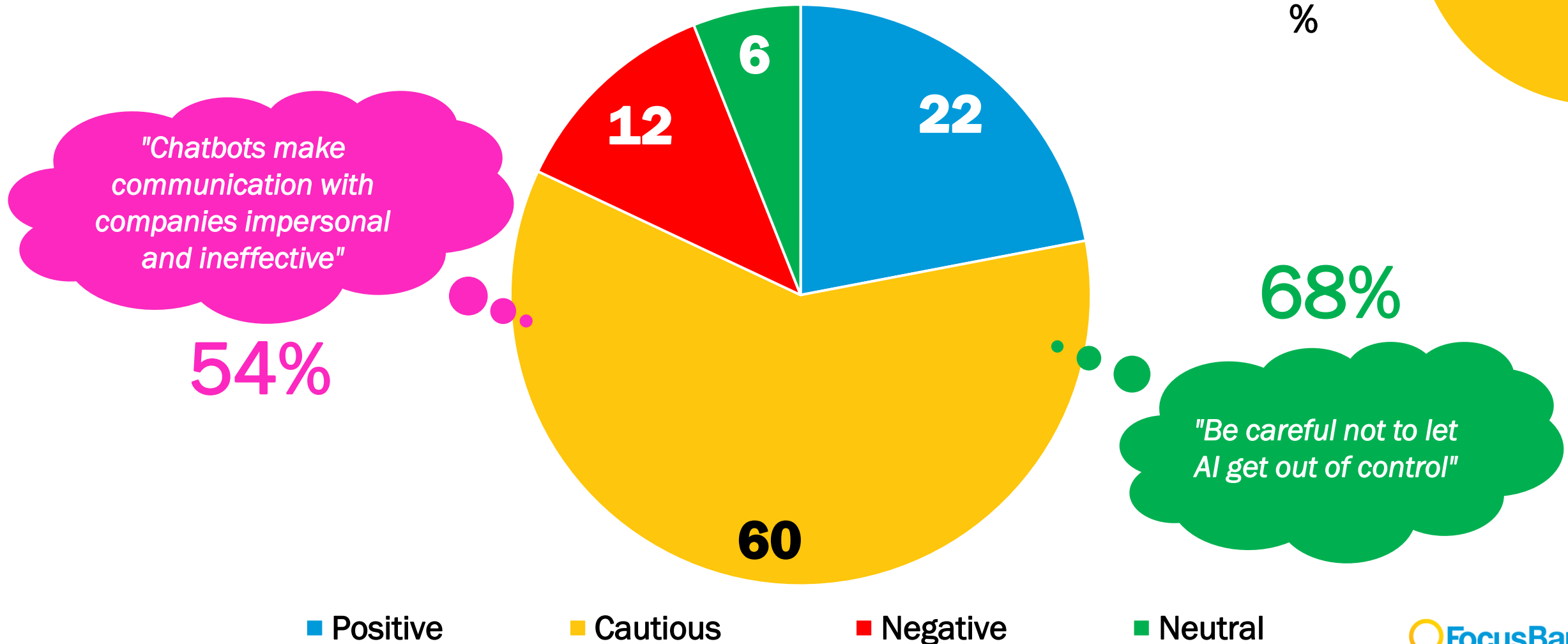
The feeling of skepticism towards AI prevails in several countries with Greece “scoring” as the number one!



That is why three out of five Greeks are wary of AI

"Which of the following phrases best describes your attitude and thoughts regarding how AI affects or will affect our lives in the future?"

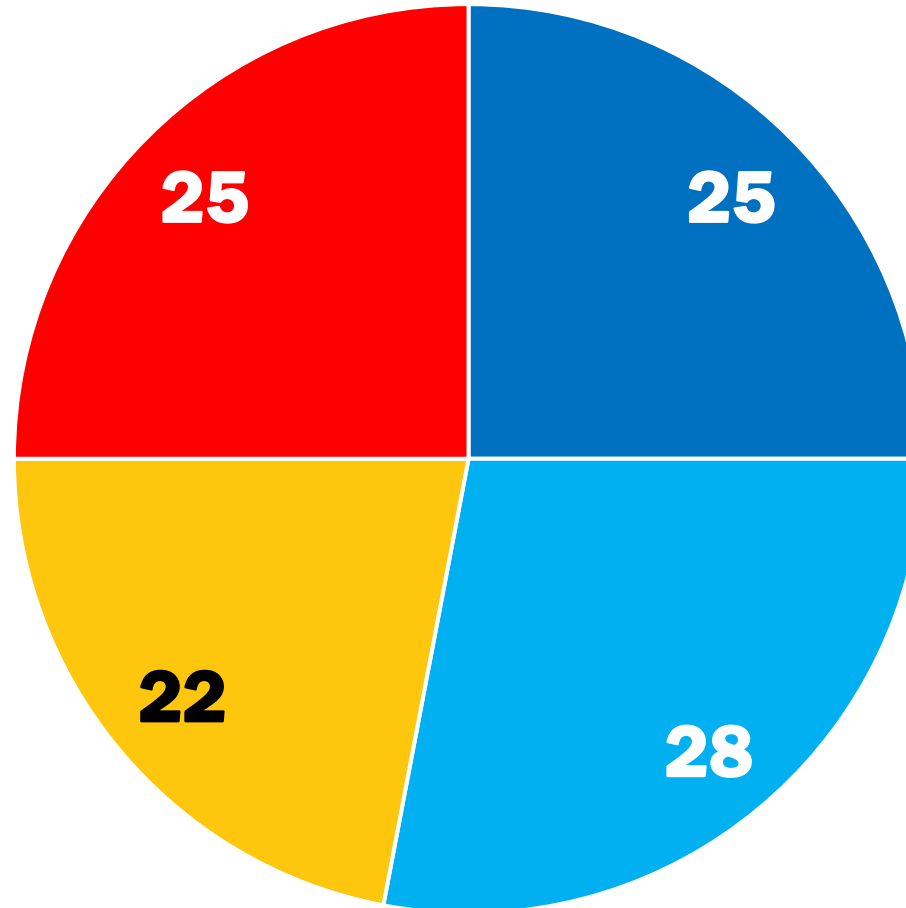
%



However, Chat GPT has firmly entered our lives: one in four Greeks already has an account!

"Which of these apply to you about Chat GPT?"

%



■ I use it/have an account

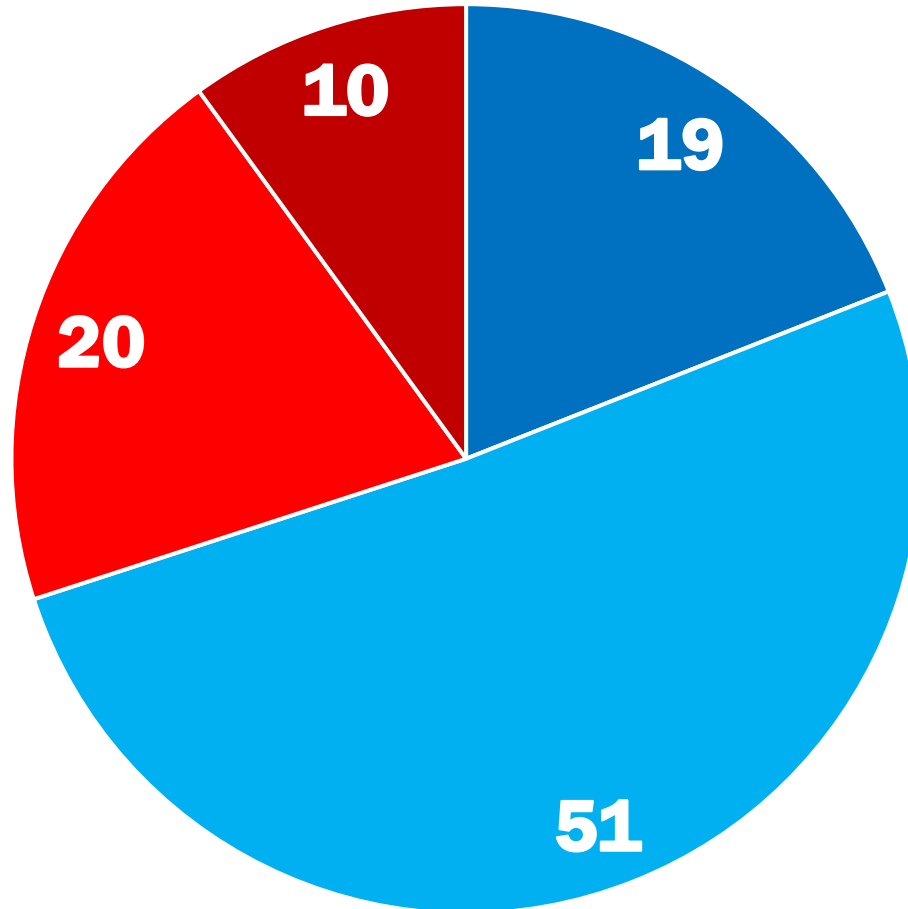
■ I've heard of it/I don't know exactly what it is

■ Friends/acquaintances use it/I don't

■ I haven't heard of it at all

Those who use Chat GPT seem quite satisfied with it

"How satisfied or not are you from the use of Chat GPT"



■ Very ■ Enough ■ Moderately ■ Not so/not at all

%



STRONGLY
DISAGREE



DISAGREE



NEUTRAL



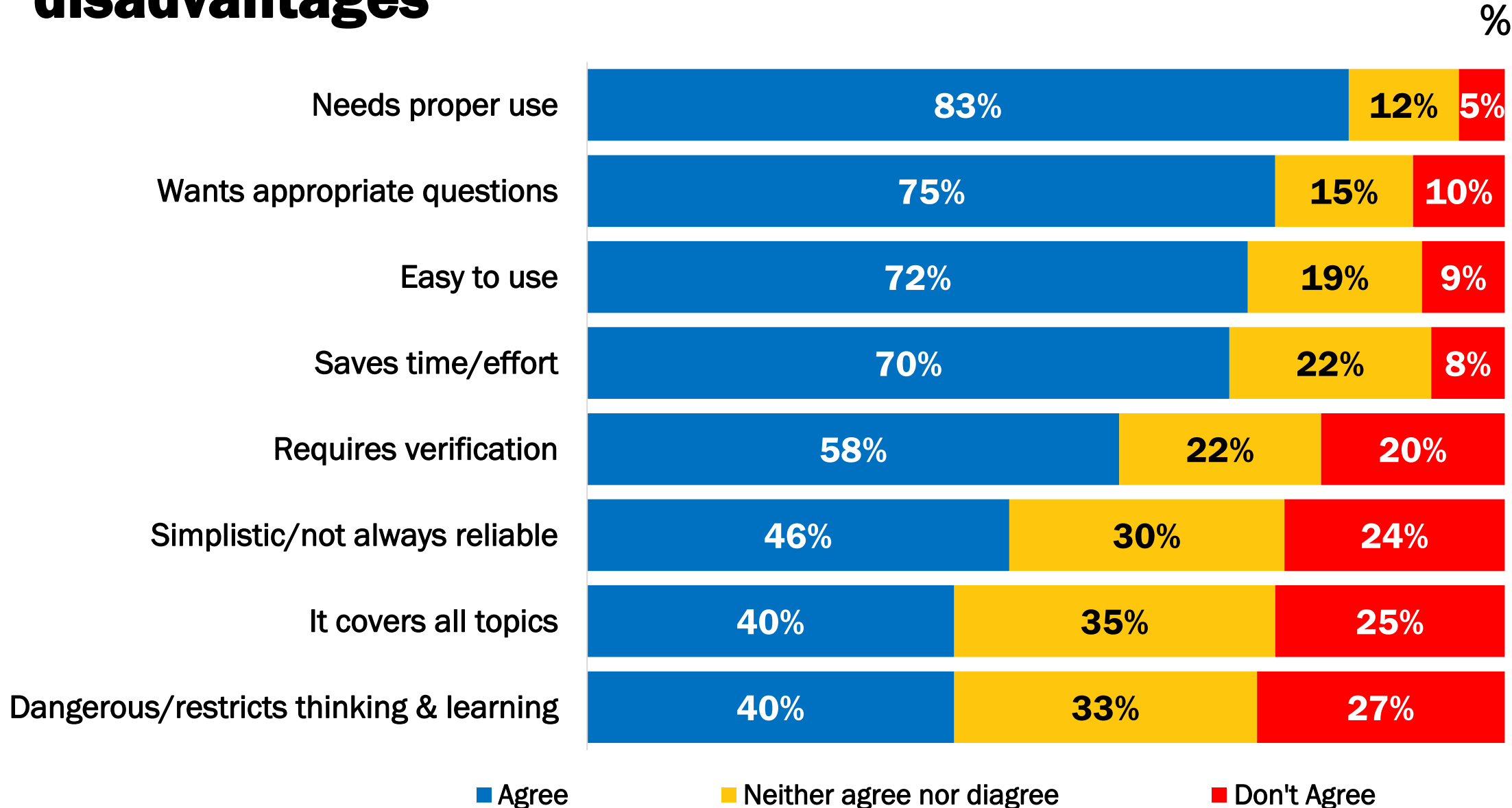
AGREE



STRONGLY
AGREE

...even though...

Chat GPT is perceived as a useful tool with many advantages if used correctly, but also presents many disadvantages



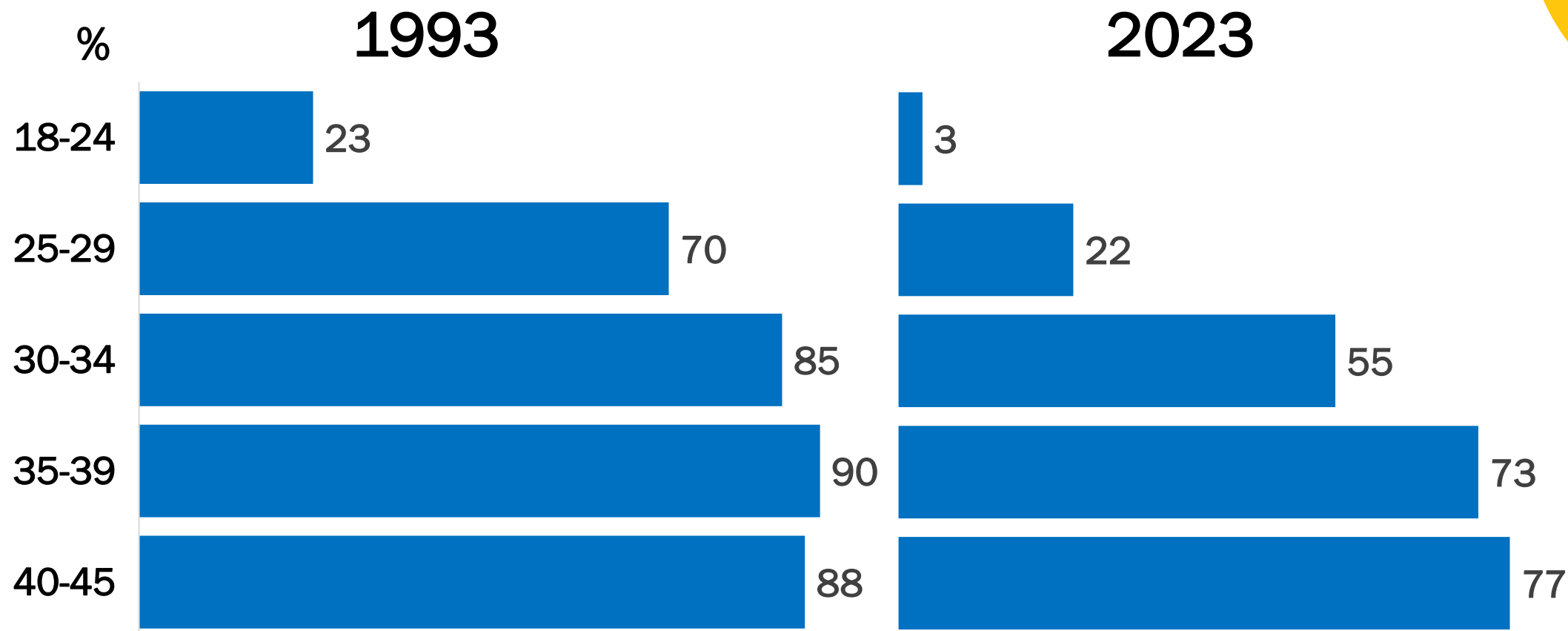


#1. Key Learning

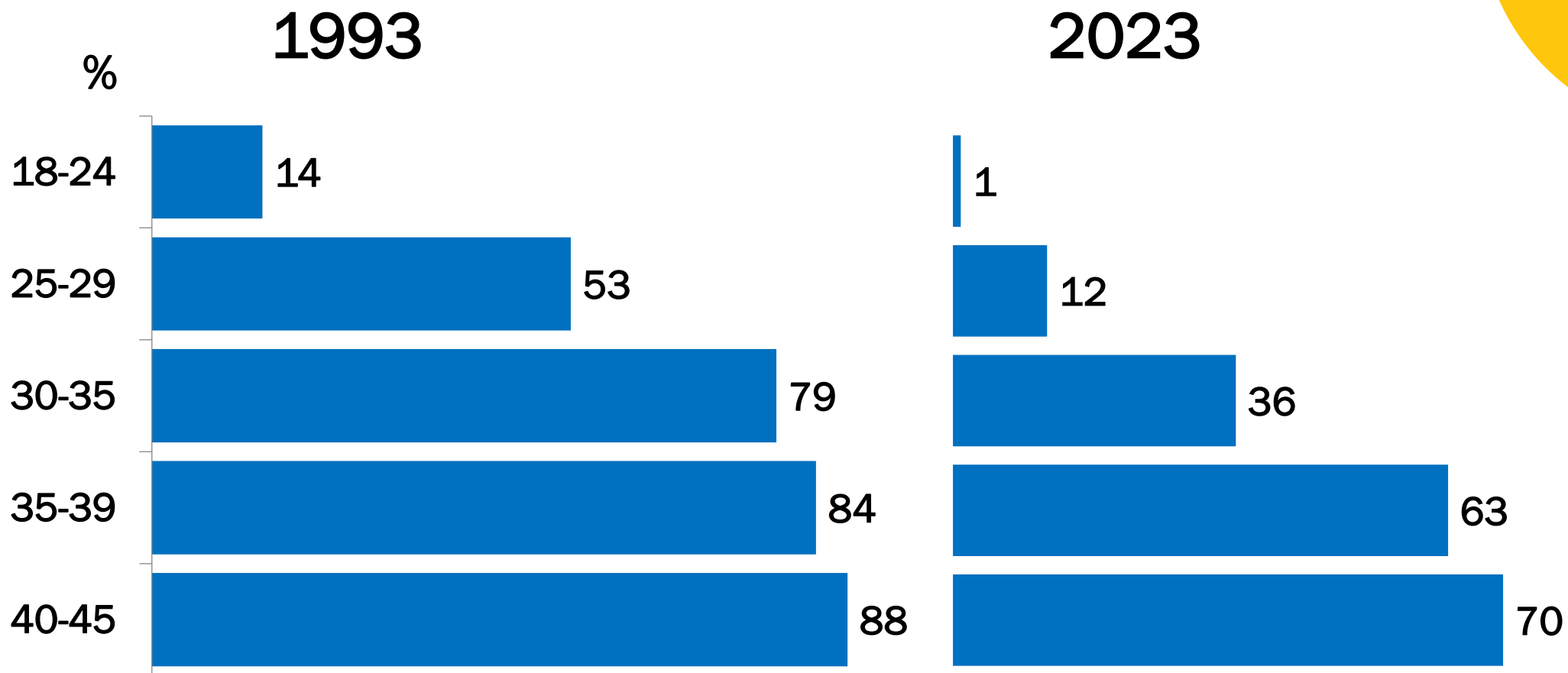
- ✓ **Everyone is «Omnichannel»**
- ✓ **Gradual familiarization**
- ✓ **Skepticism towards AI**
- ✓ **Ever-increasing interaction & CX requirements**
- ✓ **The C-Journey is complex & multi-layered**

Insights in Today's Society

In the last 30 years, the stage of creating a new family is being delayed: % Married women per age

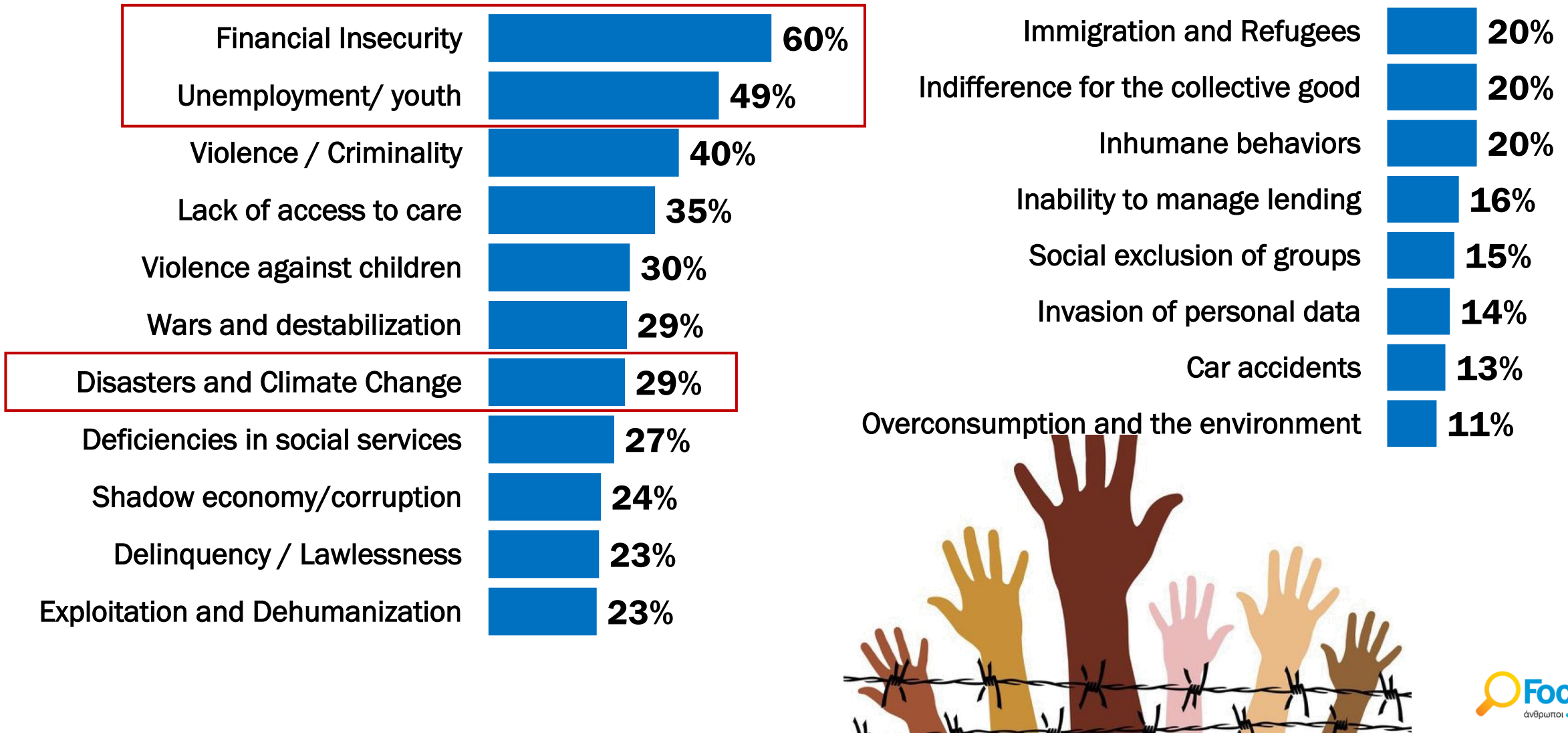


In the last 30 years, the stage of creating a new family is being delayed: *% Women with children per age*



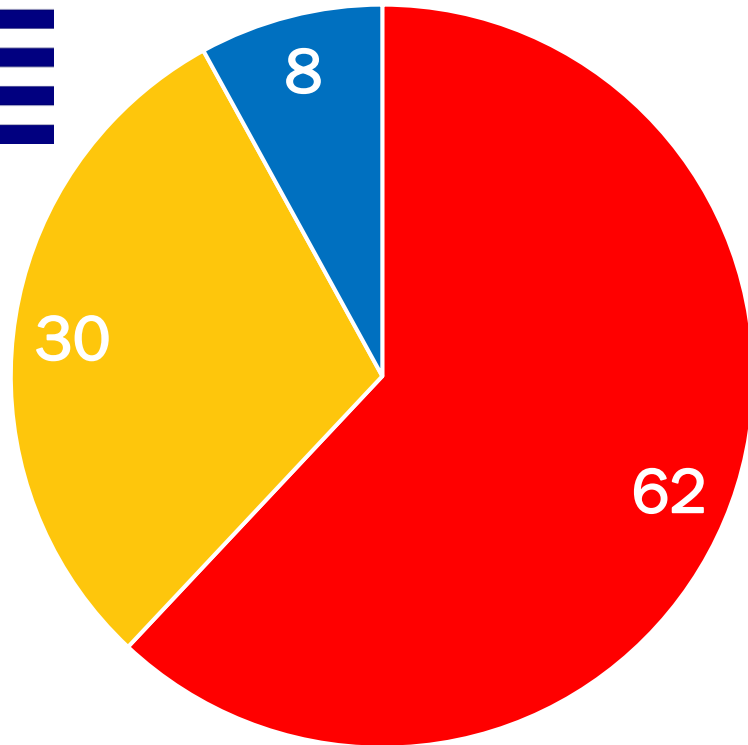
Greek society today is faced with a number of issues

Problems affecting the Life and Well-being of Greeks

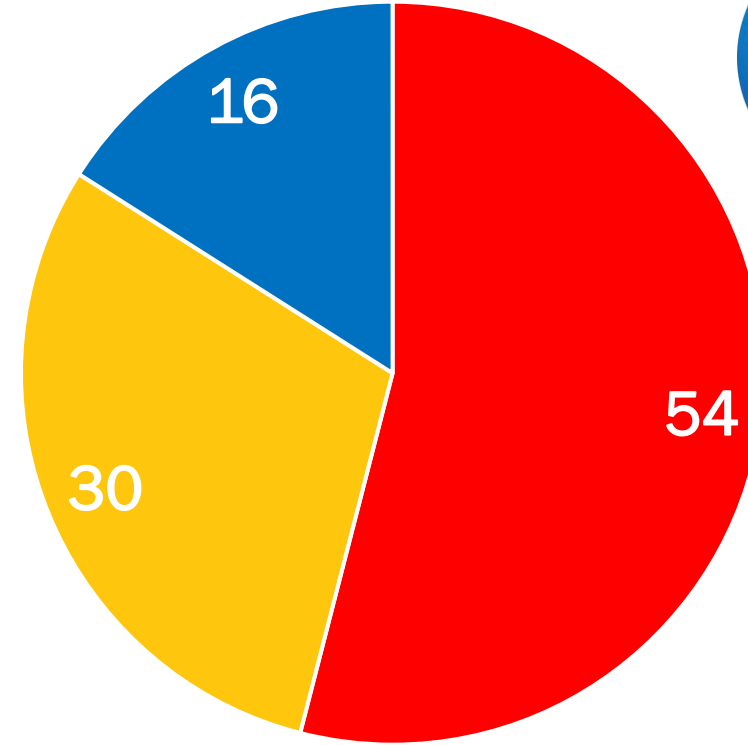


Consumers in Greece and worldwide report a significant decrease in their purchasing power due to high inflation

Q. "How has your disposable income changed over the past 12 months due to high inflation?"



%



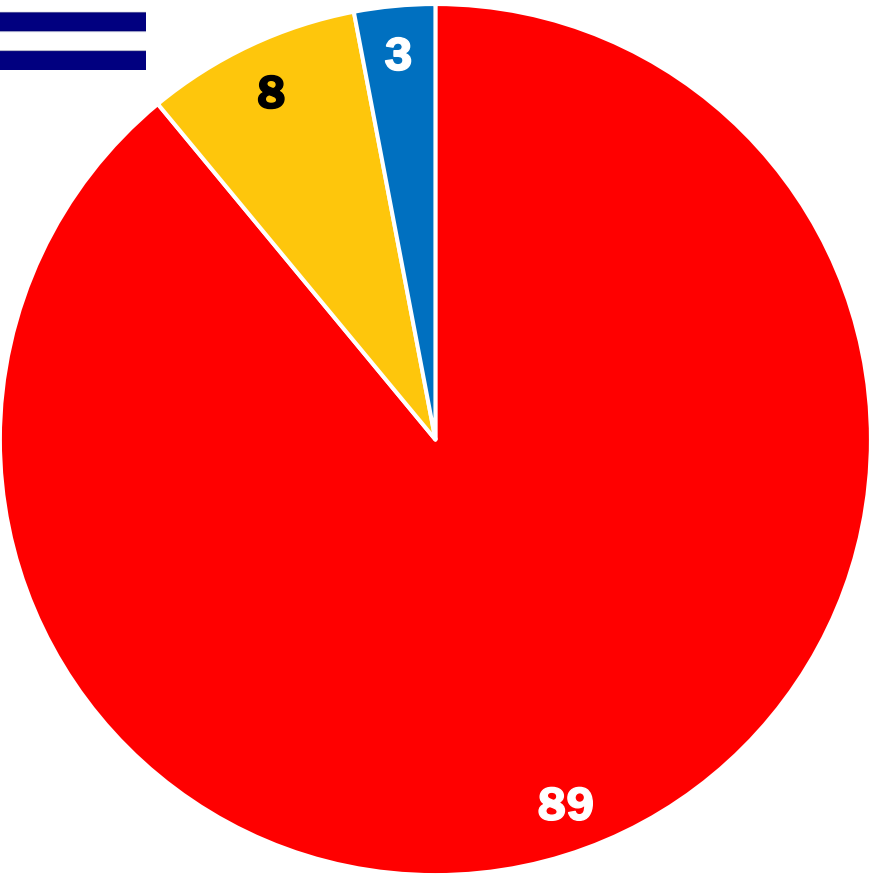
■ Has decreased due to inflation ■ Has remained the same ■ Has increased

*Average of 18 countries in Europe, America, Middle East, Asia

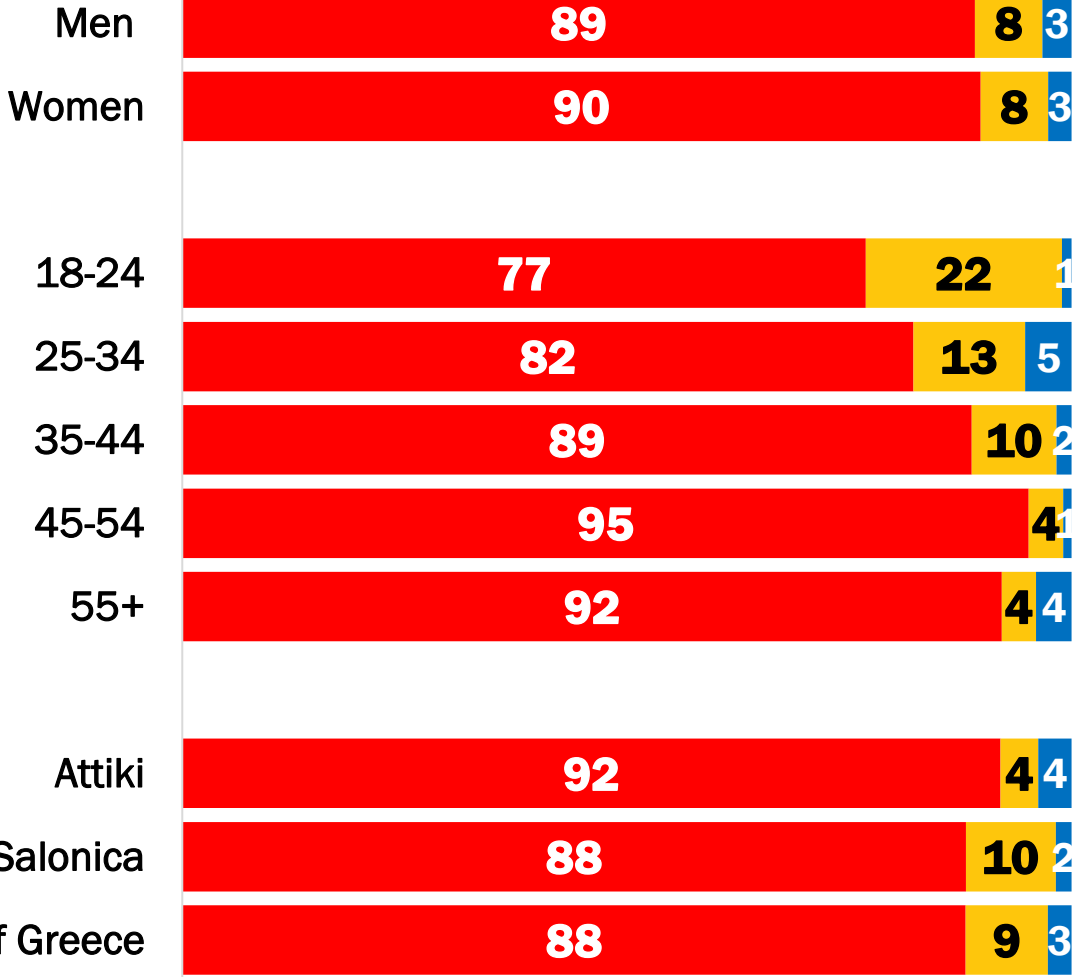
Nine out of ten Greeks state that they are worried about the effects of inflation in the immediate future



Q. "How worried are you about the impact of high inflation on your spending over the next 12 months?"



%



■ I am very/quite worried ■ Neither/nor worried ■ I'm not too worried/not at all

Environmental protection comes second in front of the need for constantly cheaper prices!

"I do my best to recycle"
71%

*"I turn off the lights
when I leave the room"*
84%

*"I would pay more for
sustainable energy"*
23%

*"I don't care if it's green
energy I care if it's
cheap"*
40%

*"Earth-friendly products
are expensive"*
60%

*"I tend to prefer companies
that are friendly to the
planet / environment"*
36%

*"I prefer brands that are
sustainable"*
44%

*"Big companies are
trying to protect the
environment"*
34%

*"I need help to reduce
plastic use"*
36%

*"I want to recycle but it's
a lot of fuss"*
46%

*"It's expensive to choose
"green" all the time"*
46%

Taking care of the house remains a “great need & love”

30% of men state that they can happily spend the whole day in a DIY store

42% of men state that they are very good at repairing things around the house

22% of men state that DIY is their hobby and **30%** of women state its gardening

58% of the public feel great satisfaction when they make / repair things at home

56% of women want to clear/empty the house of useless/unnecessary things

35% of the public state that the ideal evening for them is inside the house!

Major "life events" related to the house

Last 12 months

House moving : 4%

House moving to the
partner : 4%

Left the parents : 4%*

Back with the parents:
6%*

Bought/sold a house
2%

House renovation:
20%

Next 12 months

7%

3%

8%*

1%*

6%

24%

7.3% of 18-24
will go abroad

*Ages 18-34

Home related purchases

Last 12 months

Decoration : 32%

Furniture : 15%

Bed & Bath : 28%

White appliances : 19%

TVs : 16%

DIY Tools : 14%

Next 12 months

33%

21%

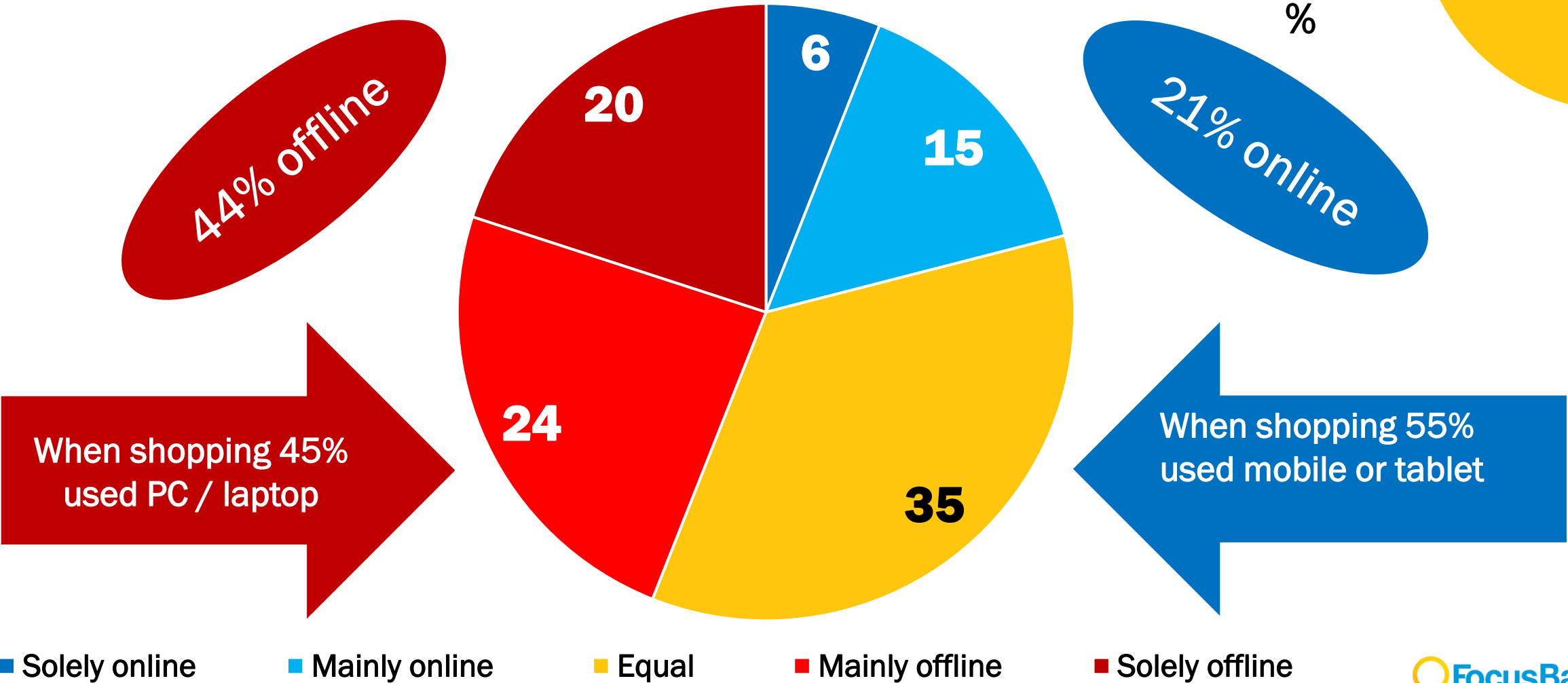
32%

18%

17%

14%

DIY product sources/channels/"shopping journey"





#2. Key Learning

- ✓ **Lots of social issues**
- ✓ **Inflation – high prices**
- ✓ **Shifting demographics**
- ✓ **High prices – environment = 1**
- ✓ **Home/DIY is always a priority, ...**
- ✓ **A multi-channel market!**

The 4 Generations & the "Gap" between them

The 4 Generations

Gen Z
18-26



They have been exposed to social media and were the first generation to cope with cyber-bullying and other internet related issues, furthermore, it was also during this time that school related violence and climate crisis have become more prevalent.

Millennials
27-42



Millennials are greatly misunderstood and often mislabeled. Older folks can tend to blame someone younger for being a “Millennial” when they don’t understand the values of older times and hold the same views as they did when they were young.

Gen X
43-57



The most relevant generation of modern times, in relation to technology and serve almost as a bridge from older populations to younger ones. They were present for the inception of the internet, video games, AI and is the generation that has created many of these advances.

Boomers
58-76



Baby boomers are actually one of the most relevant groups in modern society as they were integral and present for many of the technology advances in the last 50 years. They have been more adaptable to modern growth and learned how to function in today’s technological age.

Insecurity for the future and mental health/peace of mind are the two major life challenges for Greeks today!

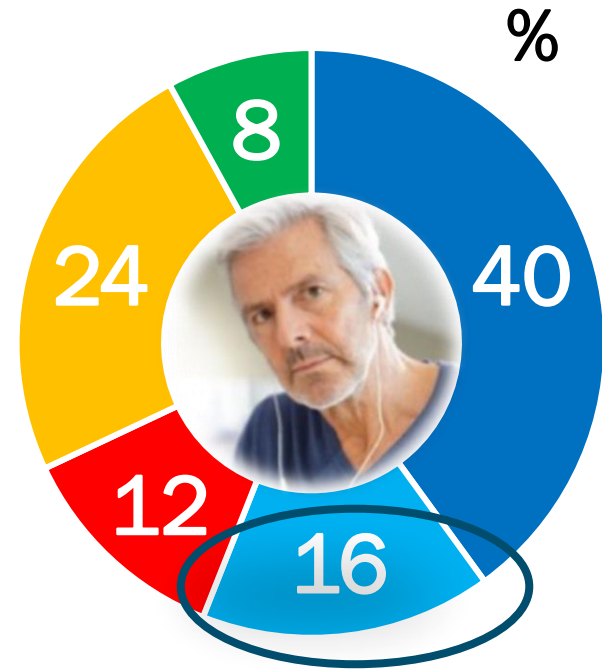
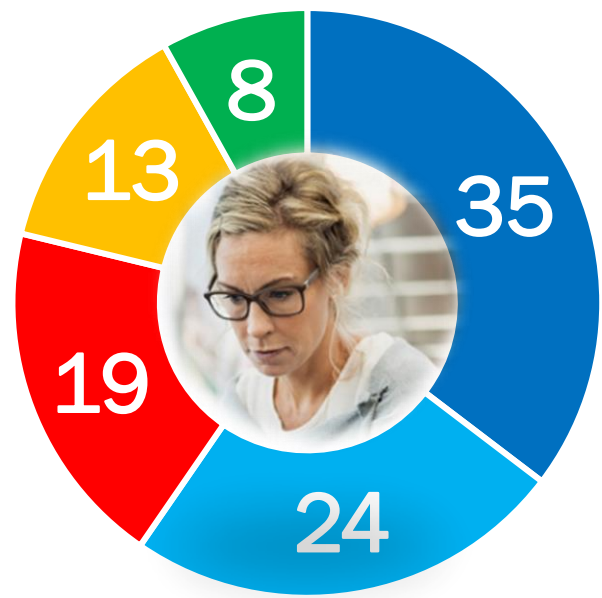
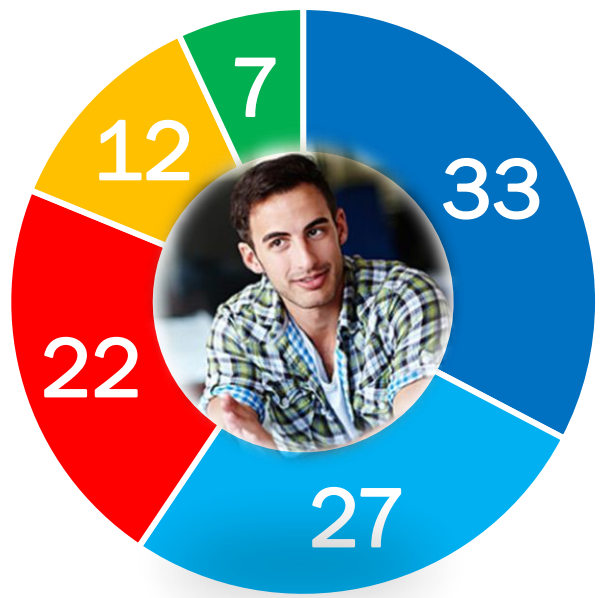
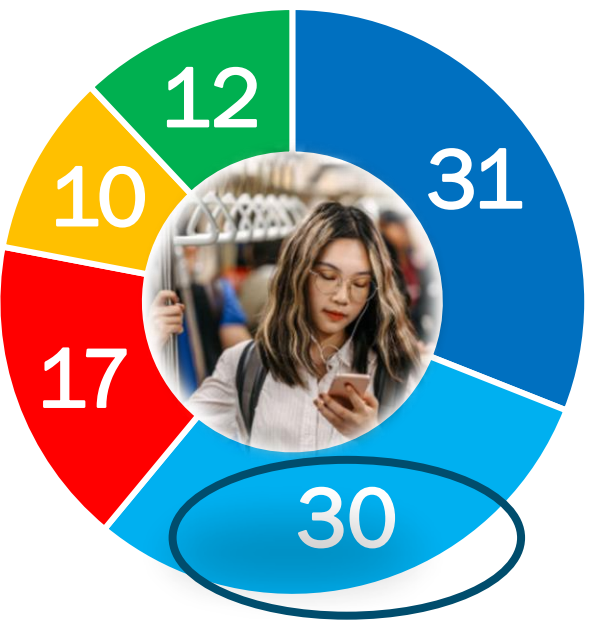
“What are the main challenges you face in your life today? Rank in priority order” The NO.1 :

Gen Z

Millennials

Gen X

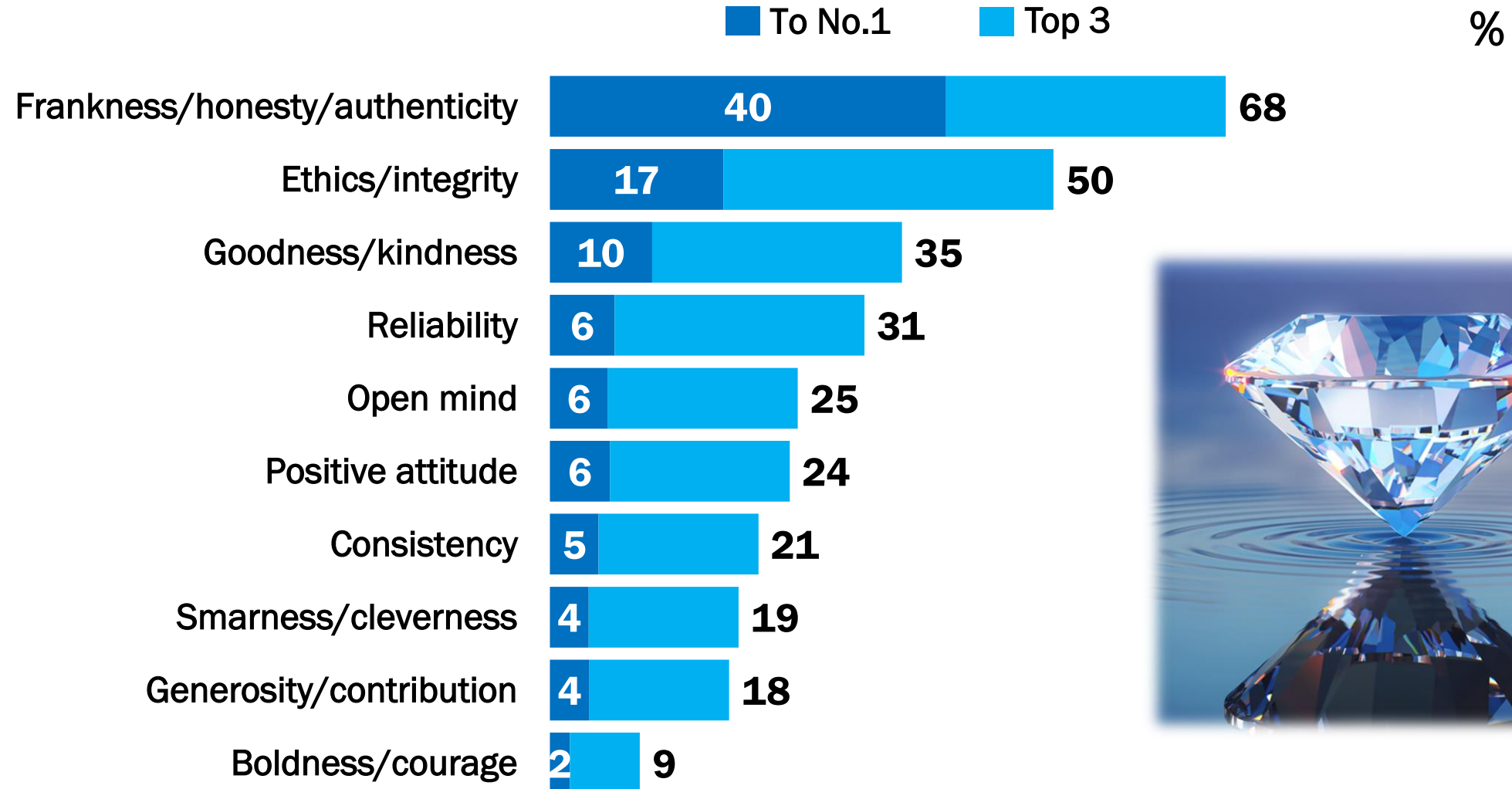
Boomers



■ Insecurity about the future ■ Mental health/peace of mind ■ Tough everyday life
■ Health/Physical condition ■ Relationships

Authenticity is the characteristic valued most in other people

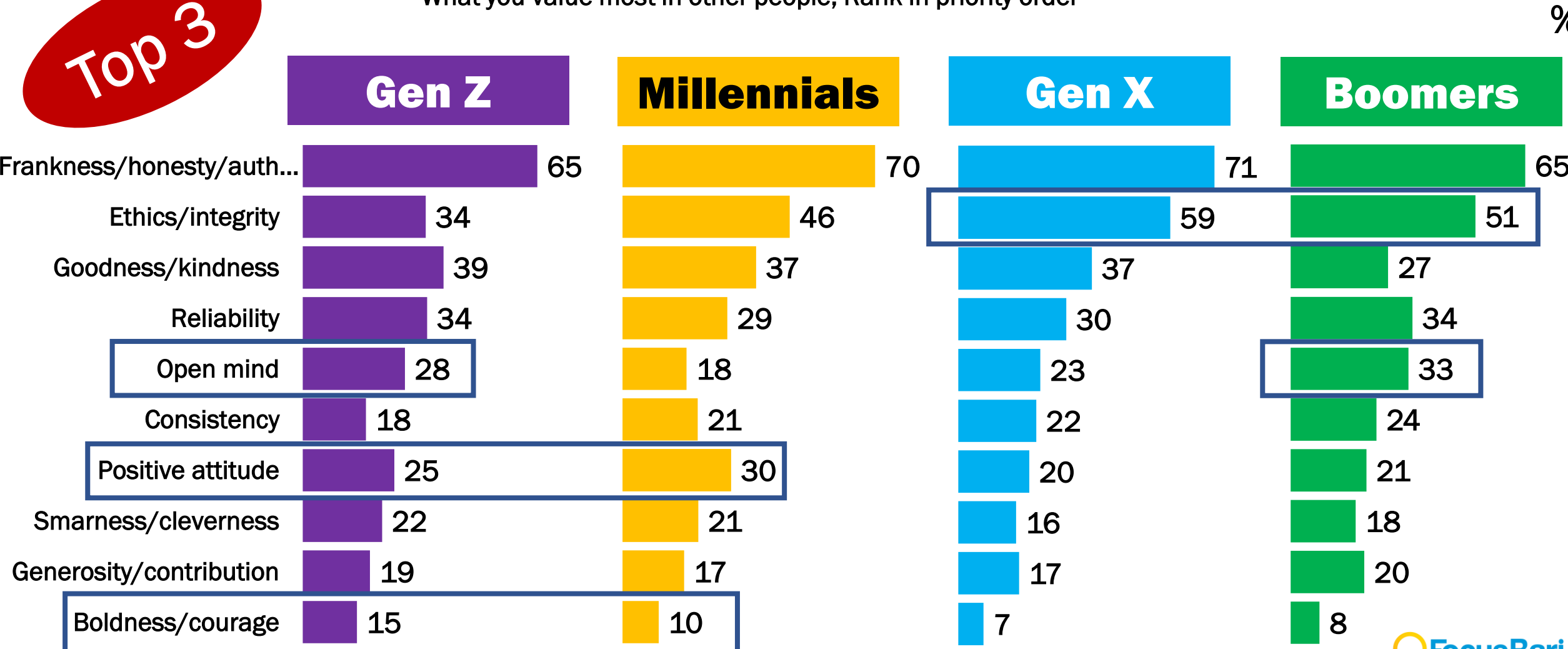
“What you value most in other people; Rank in priority order”



With particularly interesting differences between generations in the characteristics they value in others

“What you value most in other people; Rank in priority order”

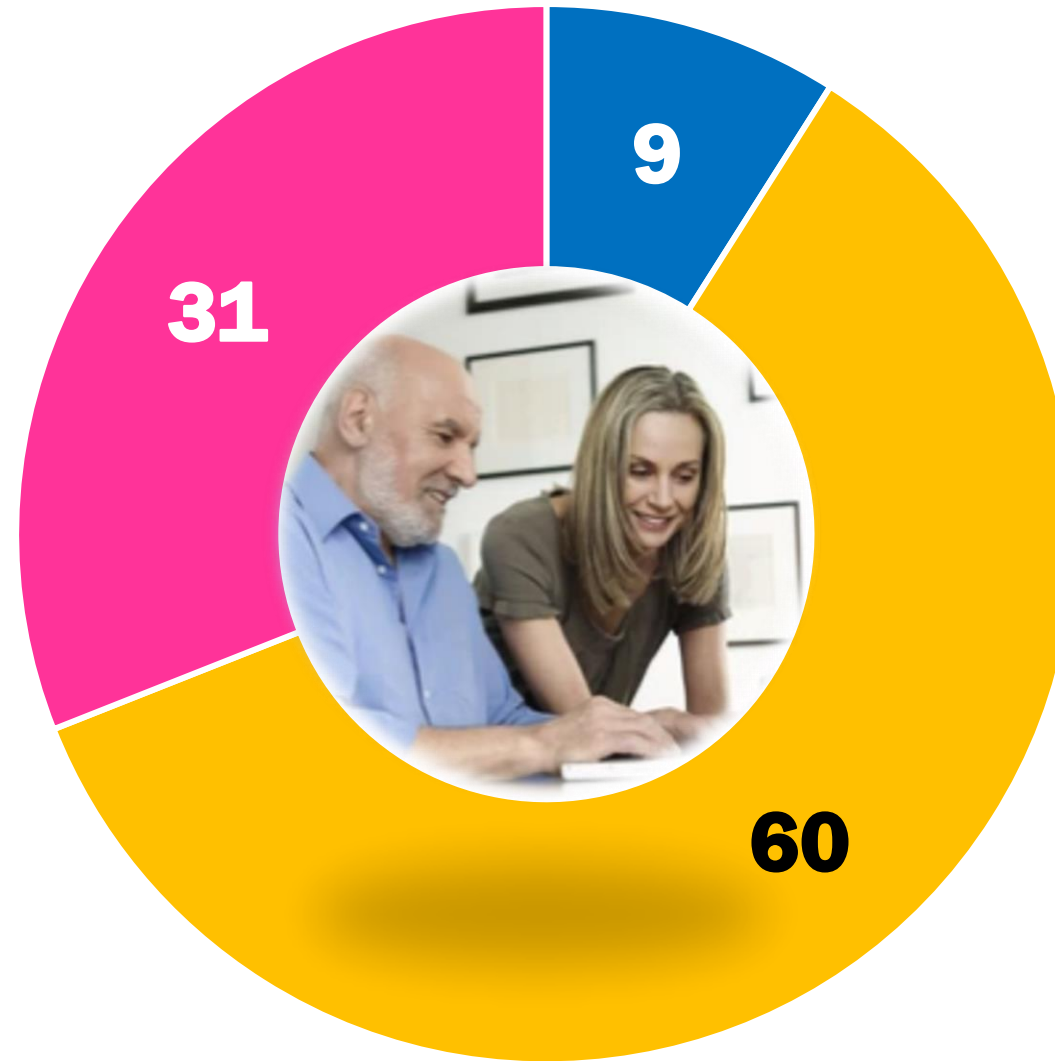
Top 3



“With whom do you communicate more easily?”

%

**9 in 10 state that they communicate better with like mindset/
Energy people regardless of age!**



■ Same age

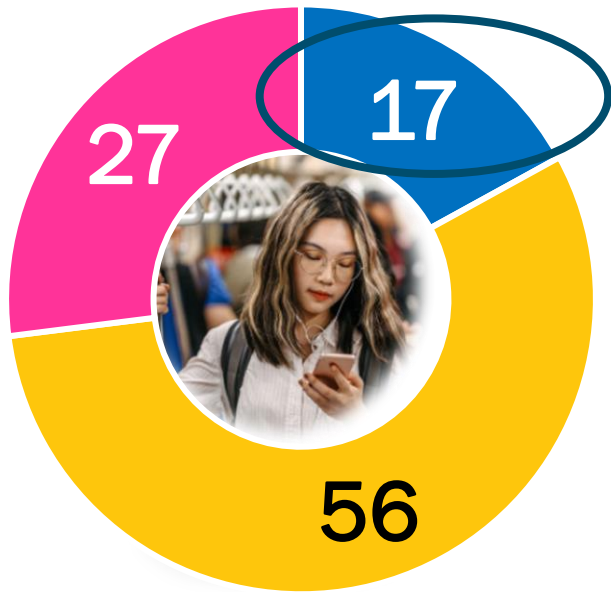
■ Like mindset

■ Same energy/instinctively

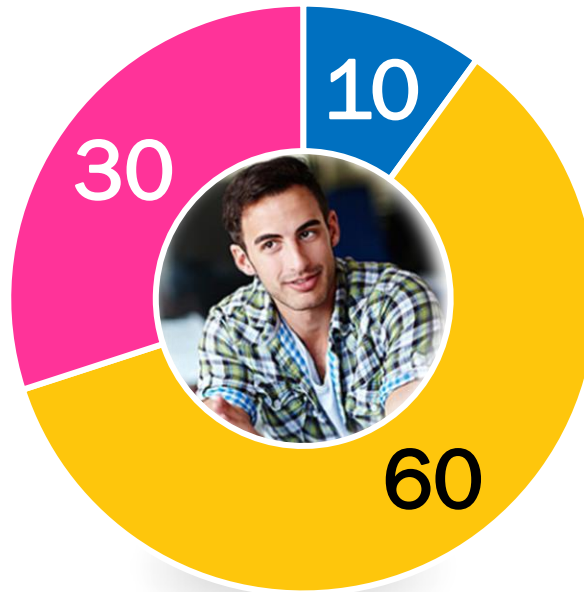
Younger generations show a slightly higher preference to communicate with people of their own age:

"With whom do you communicate more easily"

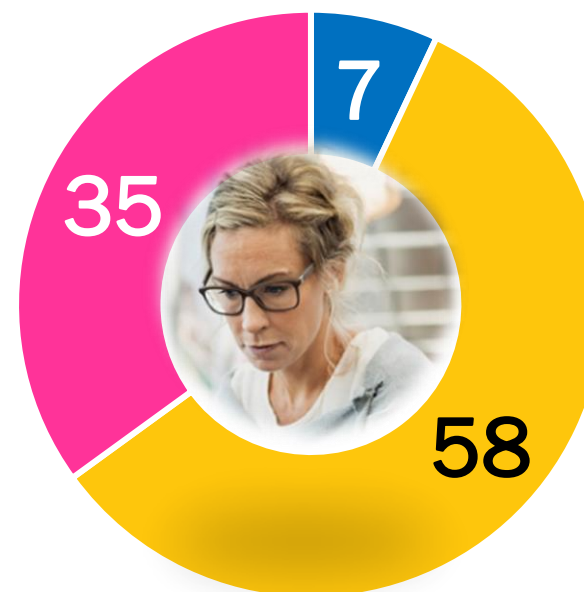
Gen Z



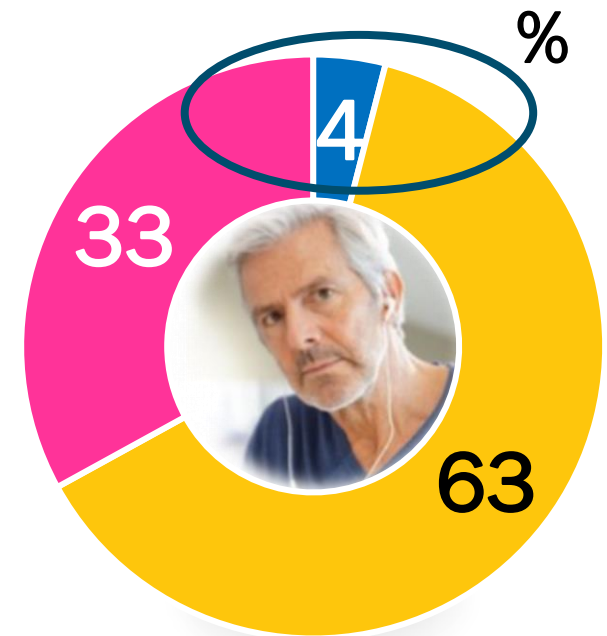
Millennials



Gen X



Boomers



■ Same age

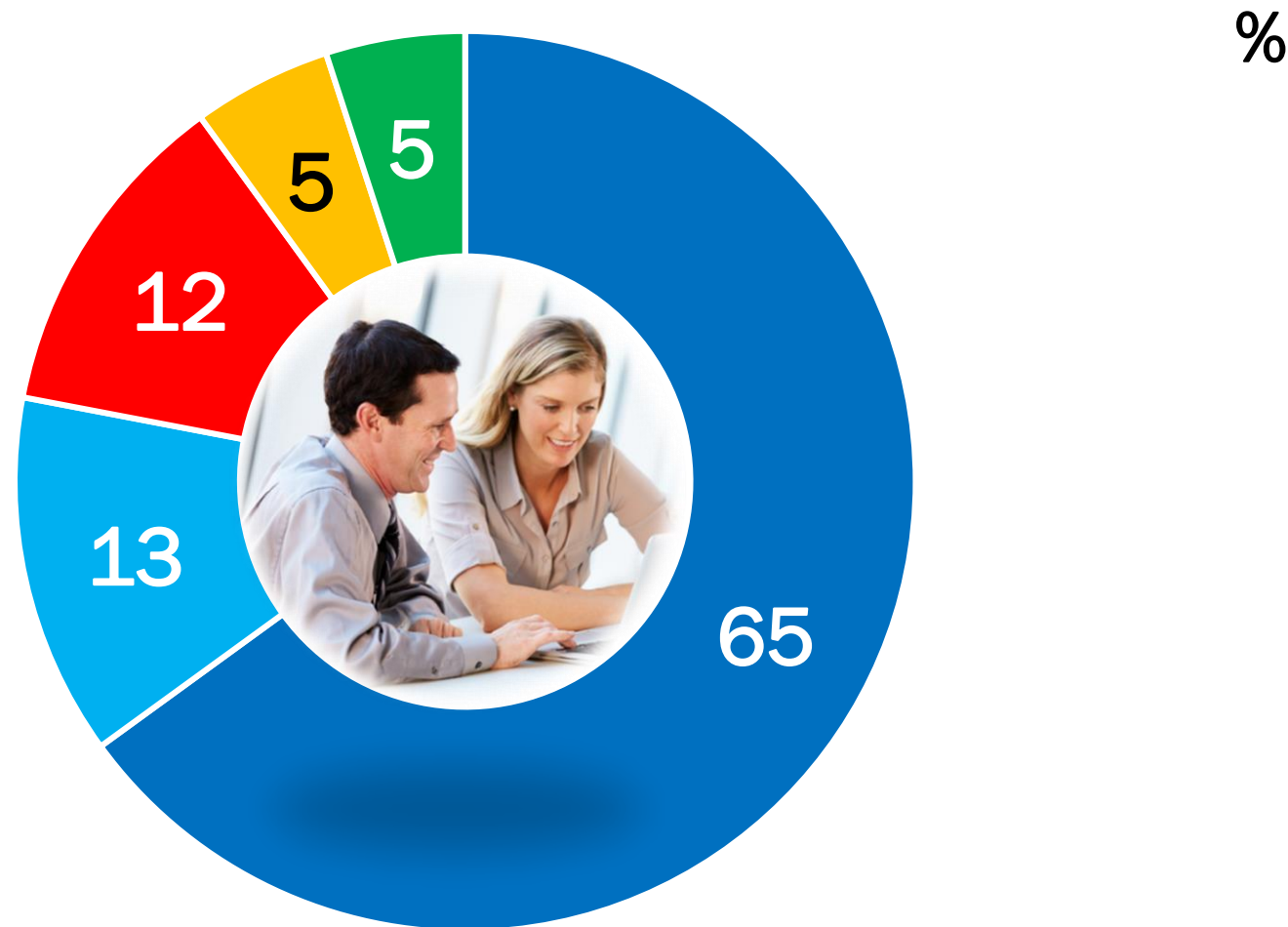
■ Like mindset/way of thinking

■ Same energy/instinctively

**Communicating
in person** is by far
the most
preferred way, yet
other forms are
also “present and
popular”...

***“How do you prefer to communicate
with others? Rank in priority order”***

The No. 1:



■ In person ■ Through messaging ■ By telephone/Zoom ■ Via social networks ■ With email

Note : Zoom comprises only 1%

...with distinctive generational differences in the primary way they prefer to communicate

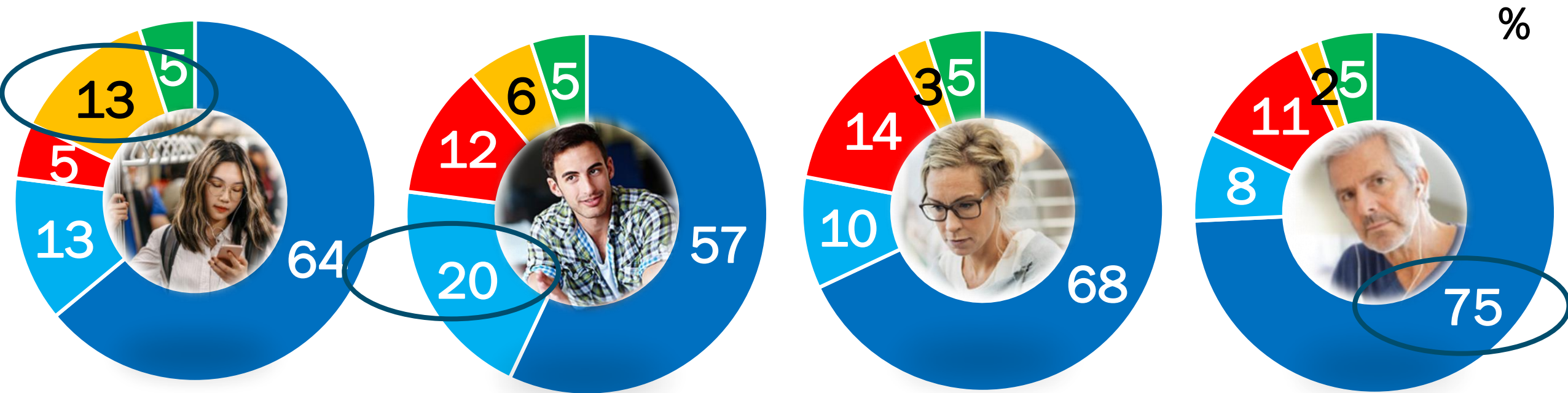
“How do you prefer to communicate with other? Rank in priority order” The No. 1:

Gen Z

Millennials

Gen X

Boomers



■ In person ■ Through messaging ■ Telephone/Zoom ■ Via social networks ■ With emails

Note : Zoom comprises only 1%

The 4 generations differ substantially in values, mentality, and the way they deal with their life in general



Impatience, "Here and Now"

Long term perspective, patience

Speed

Work-life balance

Variety

Change

Fearless

Security

Stability

Status

Wealth

Resilience

In regards to dealing with work/career...



- Lack a long-term vision, disappointed with salary levels
- Seek skills, knowledge, growth, acknowledgement, and...
- A sense of purpose and personal impact.
- Impatience makes them move fast from job to job, if not heard, understood, appreciated.
- *“If they don’t respect and acknowledge me, why should I give my best?”*



- Give more importance to financial rewards, and...
- **Work-life balance more than other generations**
- Squeezed between work, family obligations, and their desire to travel and enjoy life experiences.

In regards to dealing with work/career...



- Top importance to financial rewards (family obligations)
- **Job security is their main concern**
- Fear of needing to catch up with **fast technology changes**, with which they feel unfamiliar and **not adequate enough**, trying not to show it.



- The majority are “one step before retirement”
- **Frustrated with rapid changes and youngsters.**
- **A small, “elite” proportion of boomers** are extremely open-minded, constructively creative and form a source of inspiration for the young, from whom they gain a new air of novelty, motivation and joy, encouraging them and being happy to be their mentors!

A representative age for each generation:



"We want a better world!"



"I want to have a life of my own!"



"I must catch up and make it!"



"The world has changed completely!"

Two typologies

Public opinion on the topic regarding the generations...

63% *"I learn a lot from the older generations"*
(18-24 : 54%)

53% *"nowadays it is much harder for young people to connect with older generations"*

40% *"seniors can actively live their lives to the fullest"*
(18-24 : 30%)

56% *"today things are very difficult for young people"*
(18-24 : 64%)

76% *"the way young people live and work will be completely different from what we have known so far"*
(50+ : 84%)

67% *"today, young people depend on their parents more than ever"*



#3. Key Learning

- ✓ **There is a disruptive 'generation gap'**
- ✓ **However, all generations are invited to coexist, communicate and cooperate harmoniously**
- ✓ **Each one has something unique to offer**
- ✓ **Empathy & alignment towards a common purpose**

Insights into the Greek Society

How the constantly changing conditions affect the life, living, working environment & consumption habits of Greeks of every generation



Thank you!