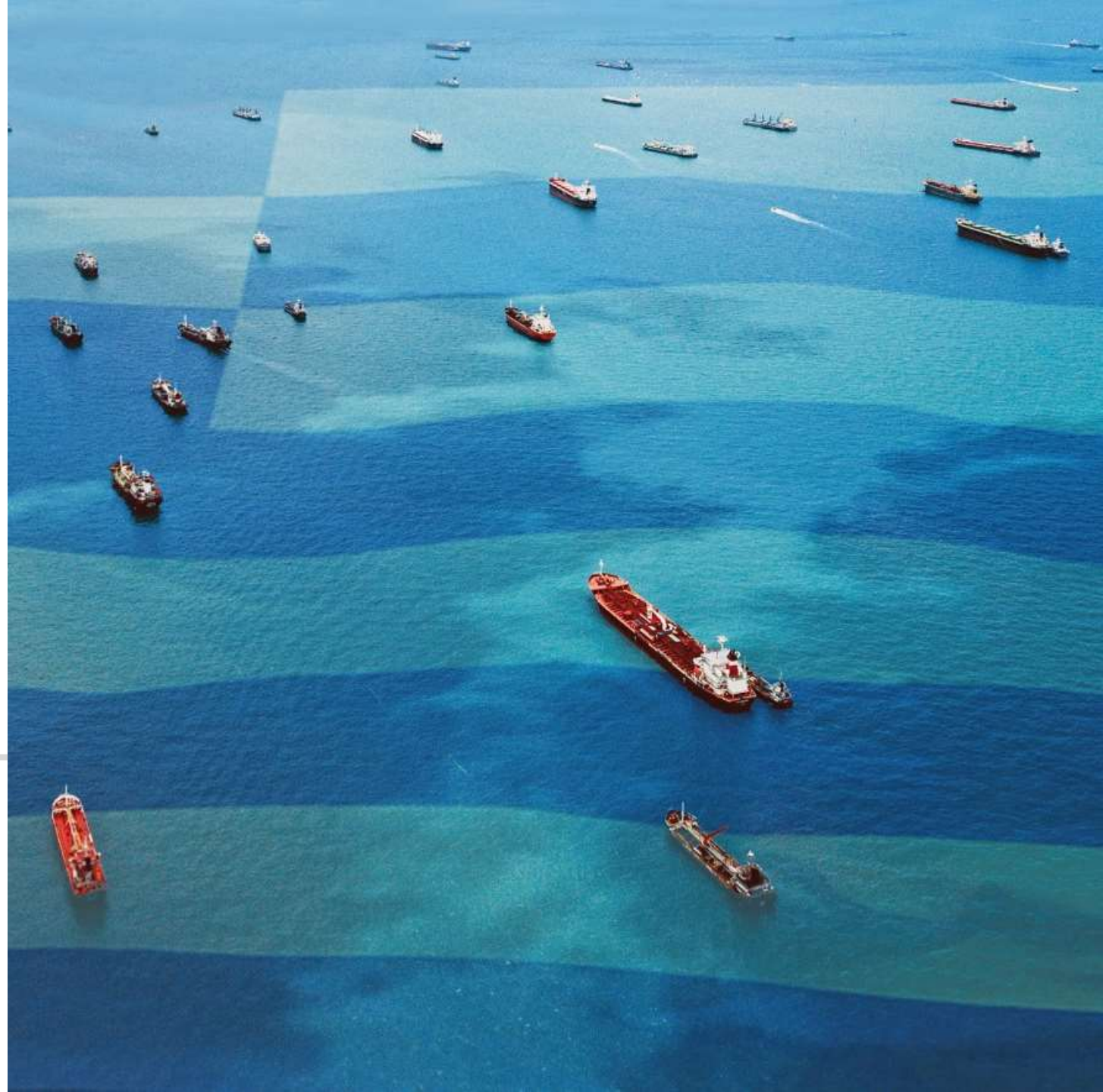


The Greek Shipping Industry : perceptions & challenges

National Survey Results
July 2024





We'll see...



General perceptions and opinions regarding Greek shipping



Future prospects and careers in Shipping



Potential future actions

Research Basic Specifications



Research Basic Specifications

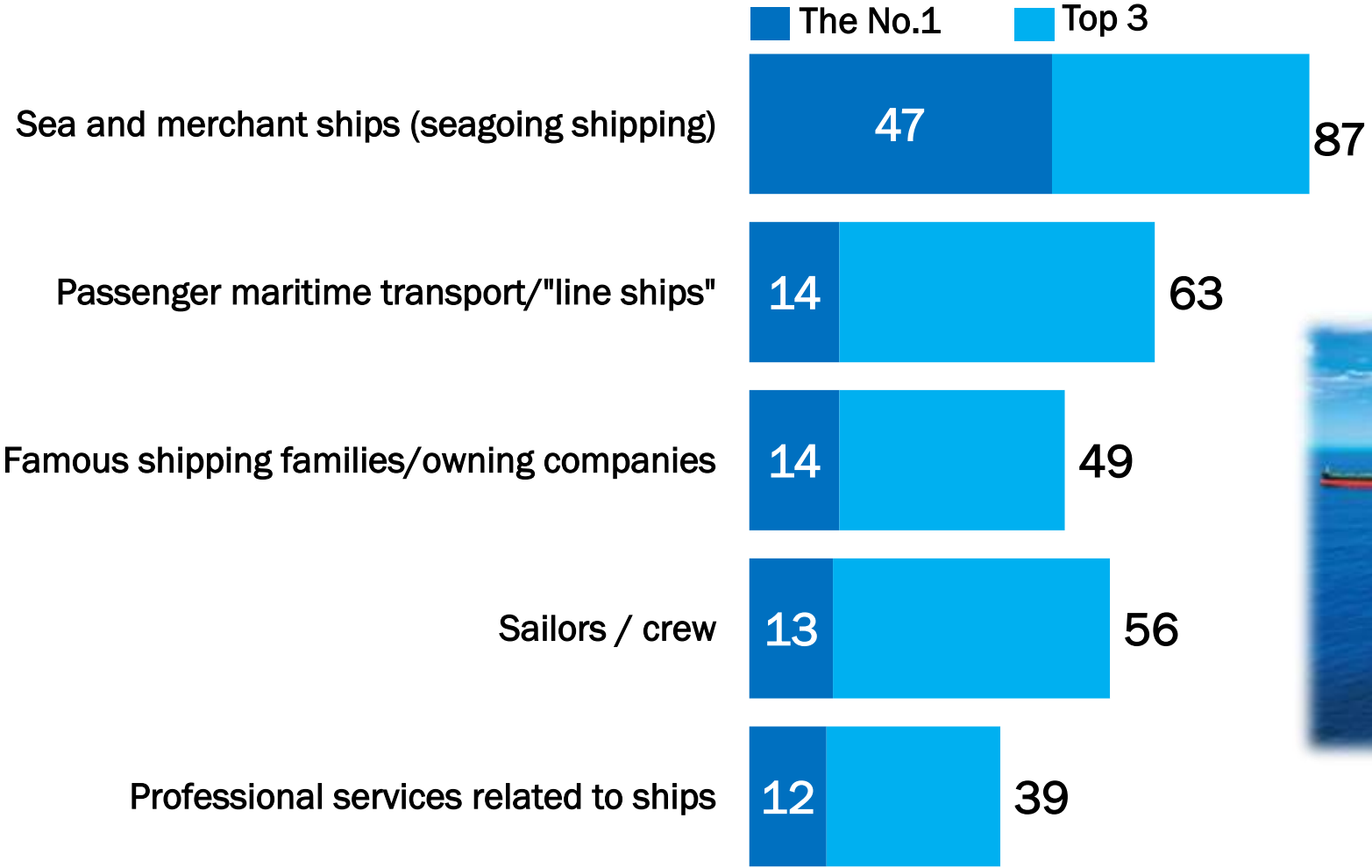
- **Subject : The perceptions of Greeks and the challenges in Shipping**
- Online interviews via YouGov panel (40.000+)
- Structured questionnaire
- Population : Men & Women 18+ Nationally
- Representative sample : 1005 persons
- Conduct : July 2024
- **Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)**

General perceptions and opinions regarding the shipping industry

“Sea and Commercial Ships” is the immediate association for 9 out of 10 Greeks when hearing the term “Shipping”

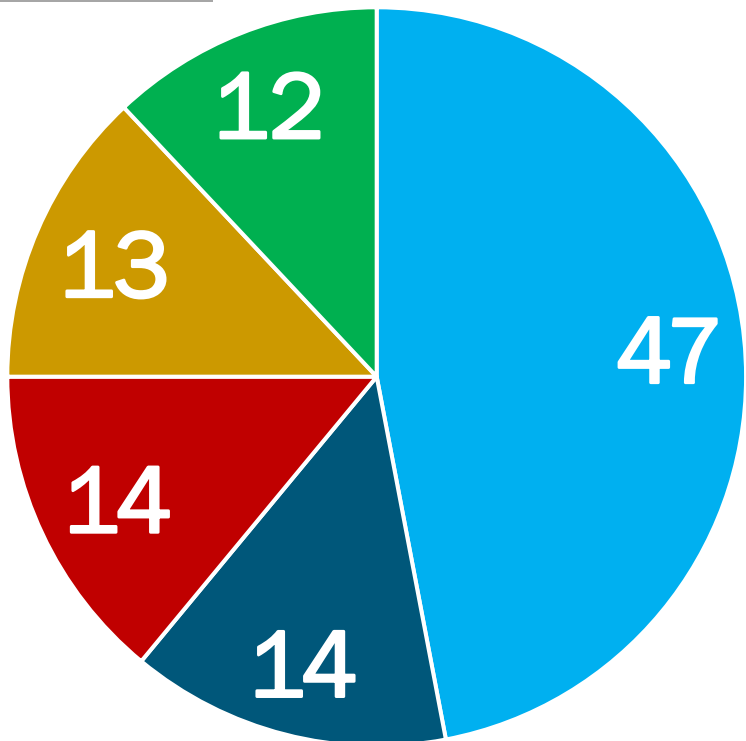
“Which of the following come to mind when you hear the term 'shipping'? Rank in order of priority.”

%

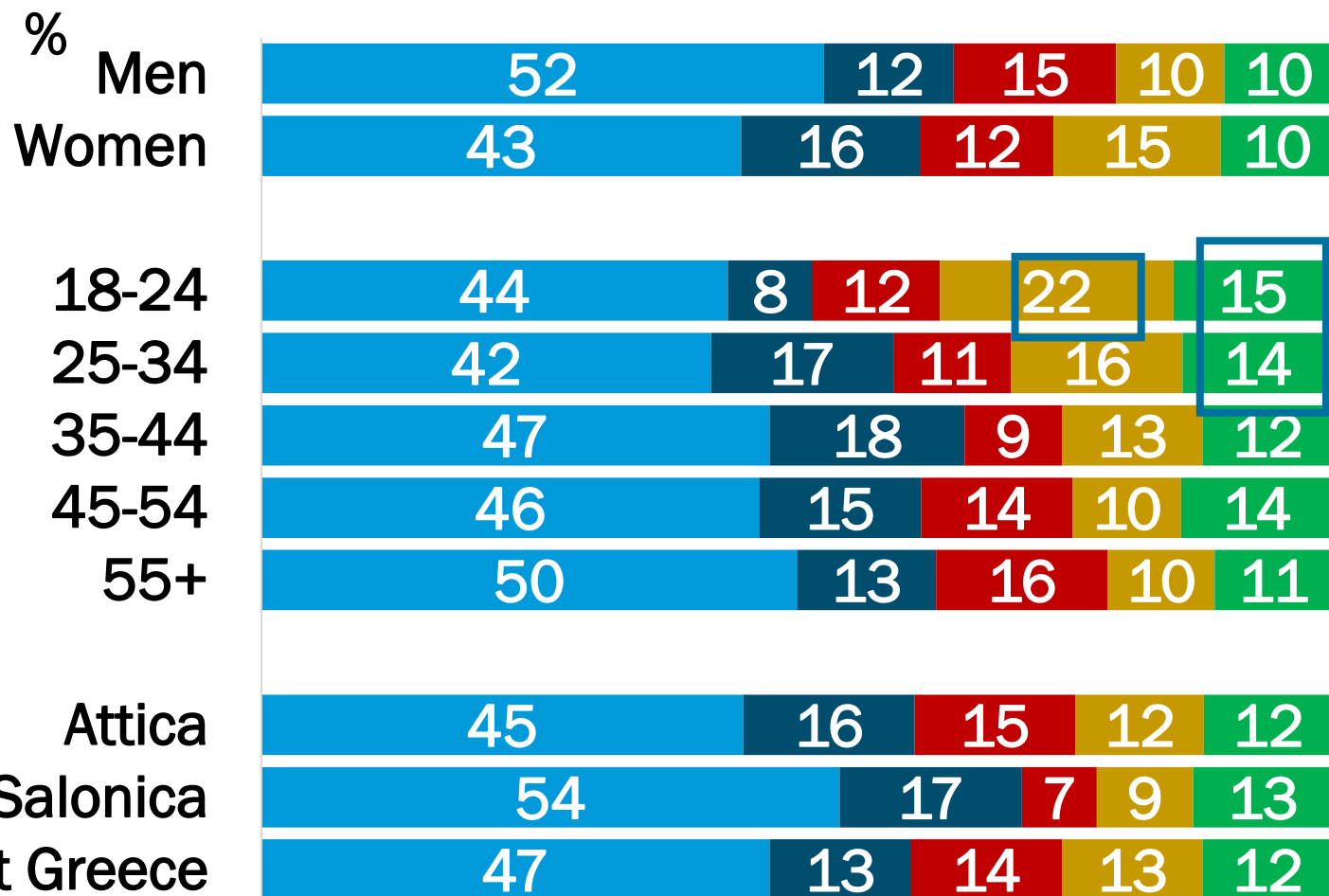


Summing up the top 5 associations coming to mind when hearing the term “shipping”, sea and merchant ships remain No.1 among all demographic subgroups with no major differences

The No 1: the first-ranked reference



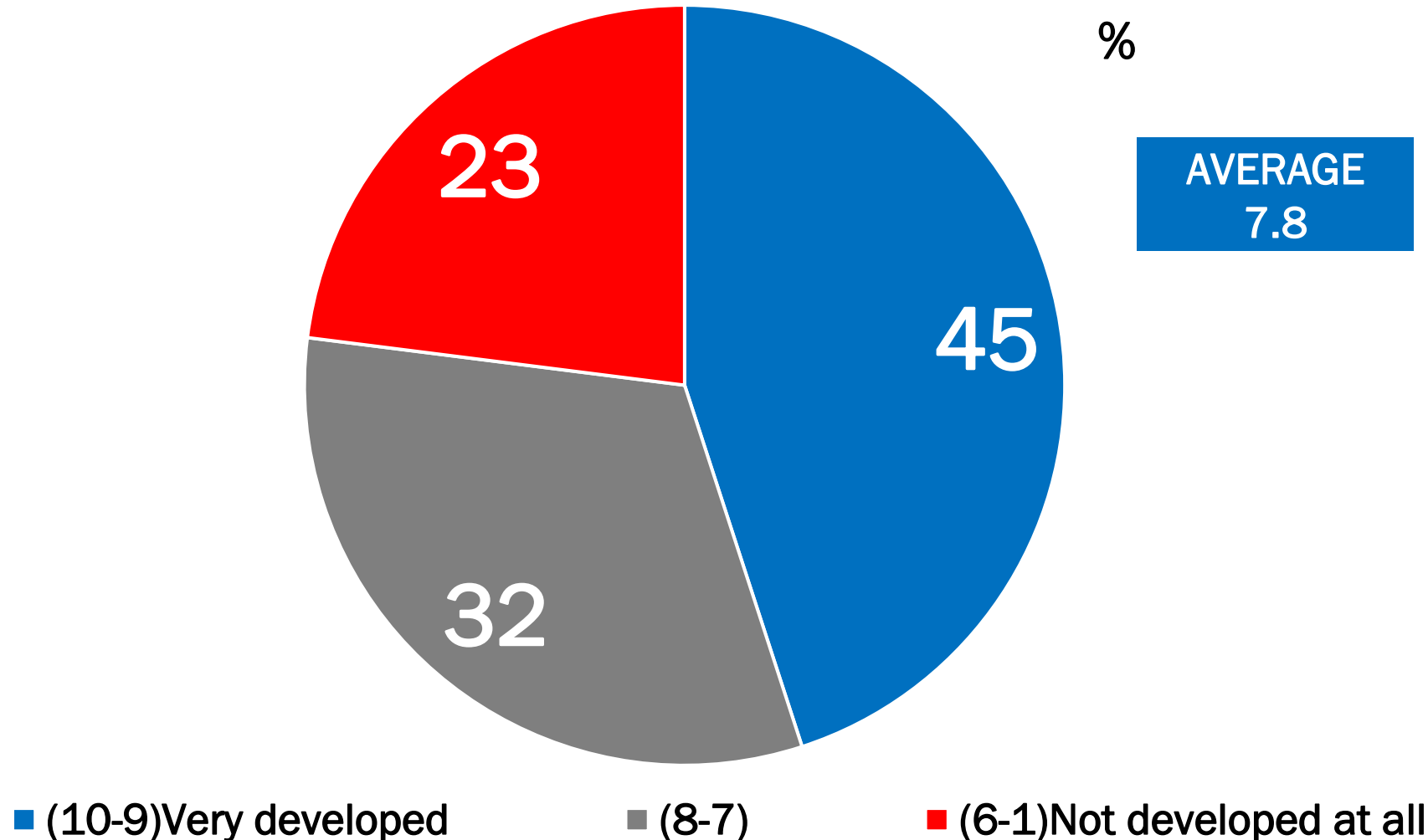
- Sea and merchant ships (seagoing shipping)
- Passenger maritime transport/"line ships"
- Professional services related to ships



- Famous shipping families/owning companies
- Sailors / crew

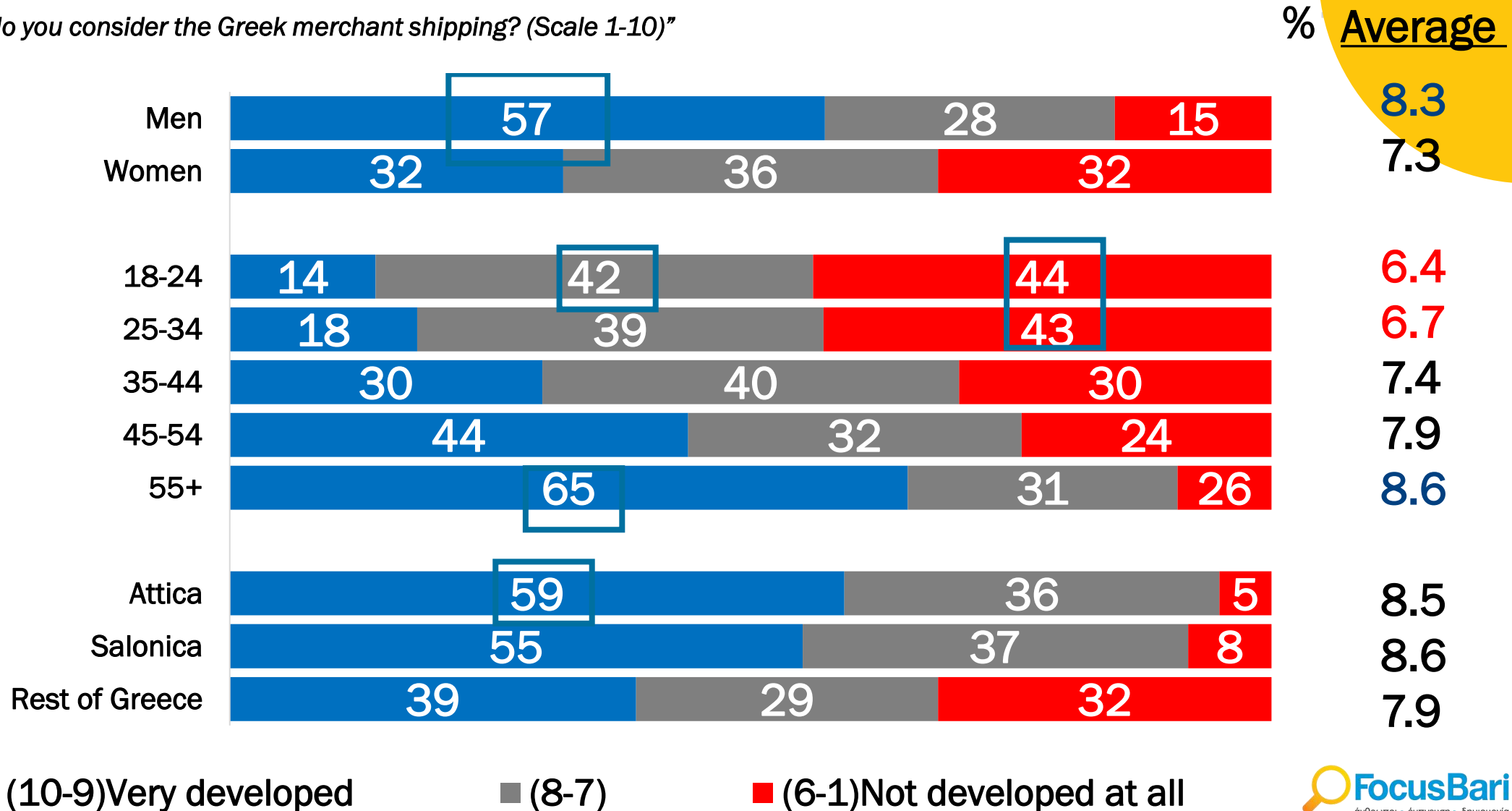
Almost one in two Greeks believe that Greek shipping is "very developed"

«How developed or not do you consider Greek merchant shipping ?" (Scale 1-10)



However, this perception (that Greek shipping is very developed) is dominant among men, older age groups and the two big Greek cities—Athens and Salonica—whereas all younger ages seem rather unaware of Greek Shipping in general!

“How developed or not do you consider the Greek merchant shipping? (Scale 1-10)”

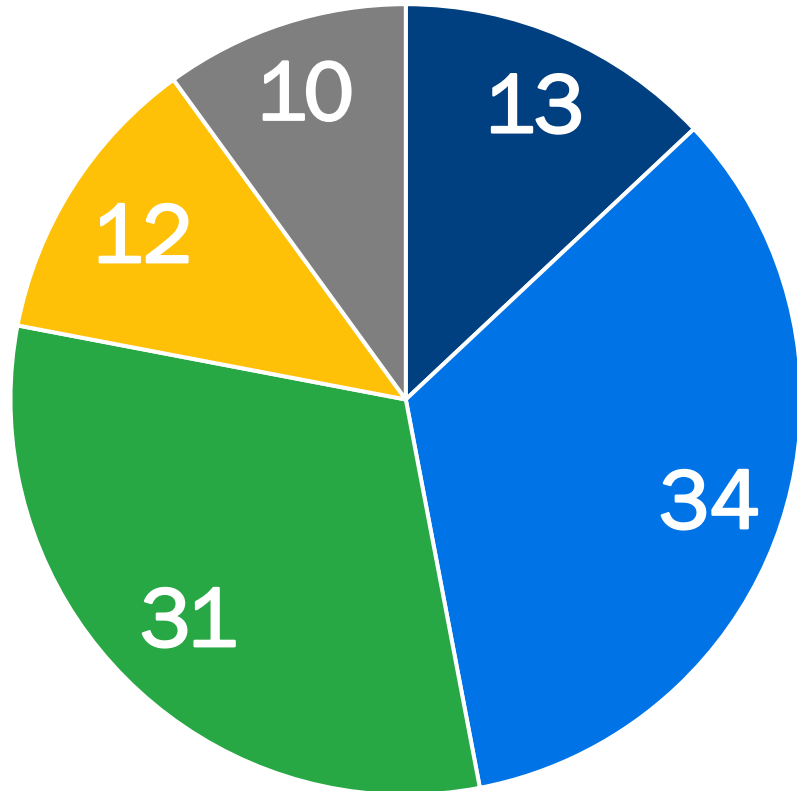


Is Greece's leading position in world shipping recognized?

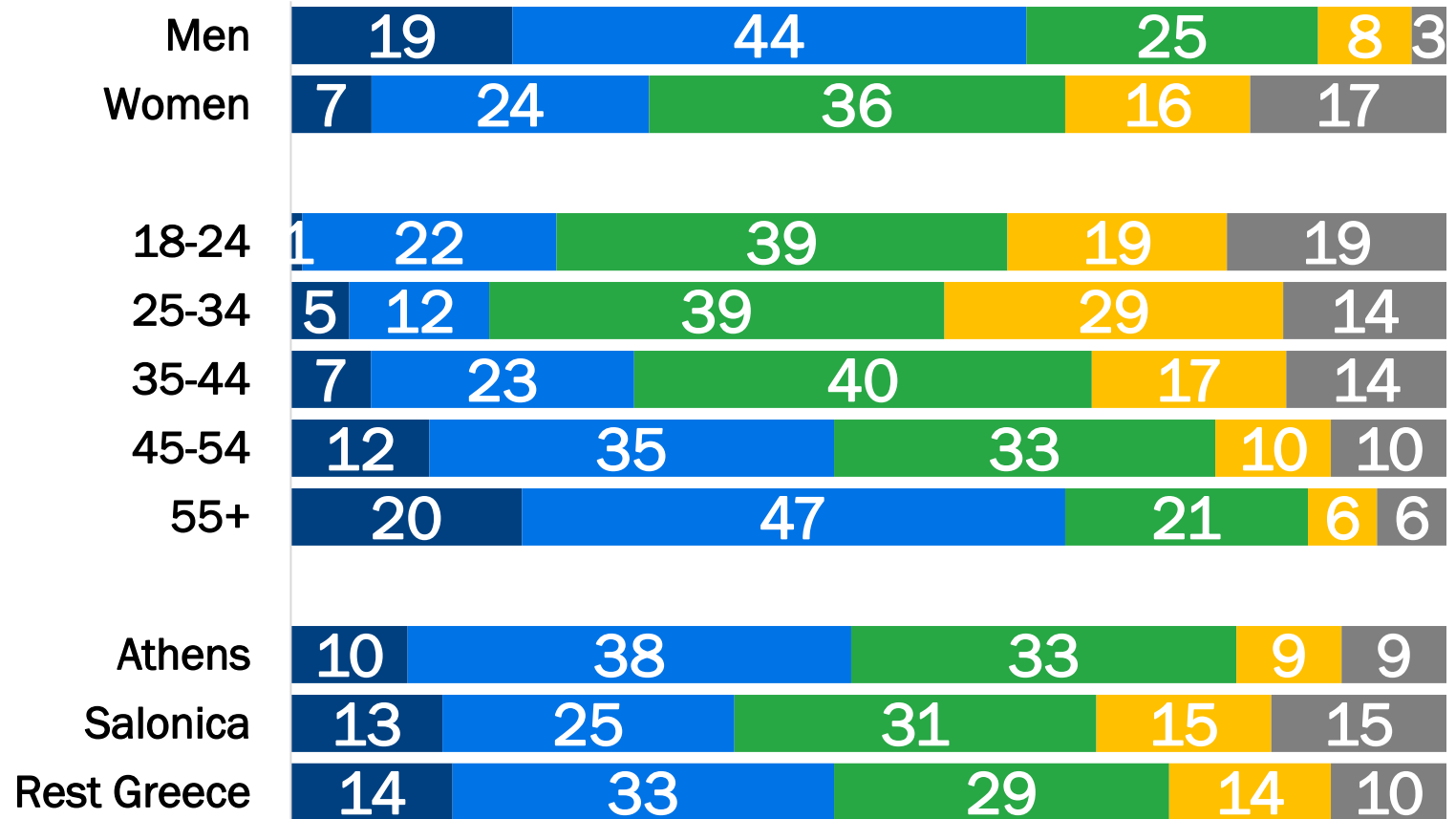
It is sad, but only **13%** of citizens are aware of its international leadership position with young people completely unaware of the fact (**1%**)

“On a global level, what position do you think Greece has today in the merchant shipping”

%



■ it is the first in the world
■ it is lower than tenth



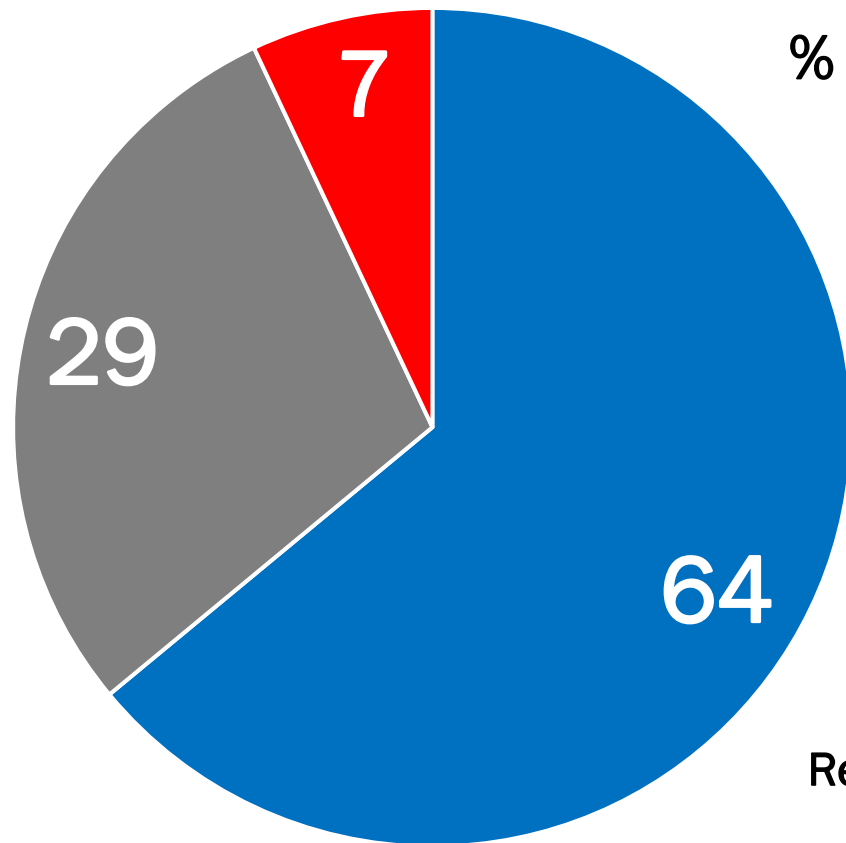
■ it is in the top three countries
■ I don't know

■ it is in the top ten countries

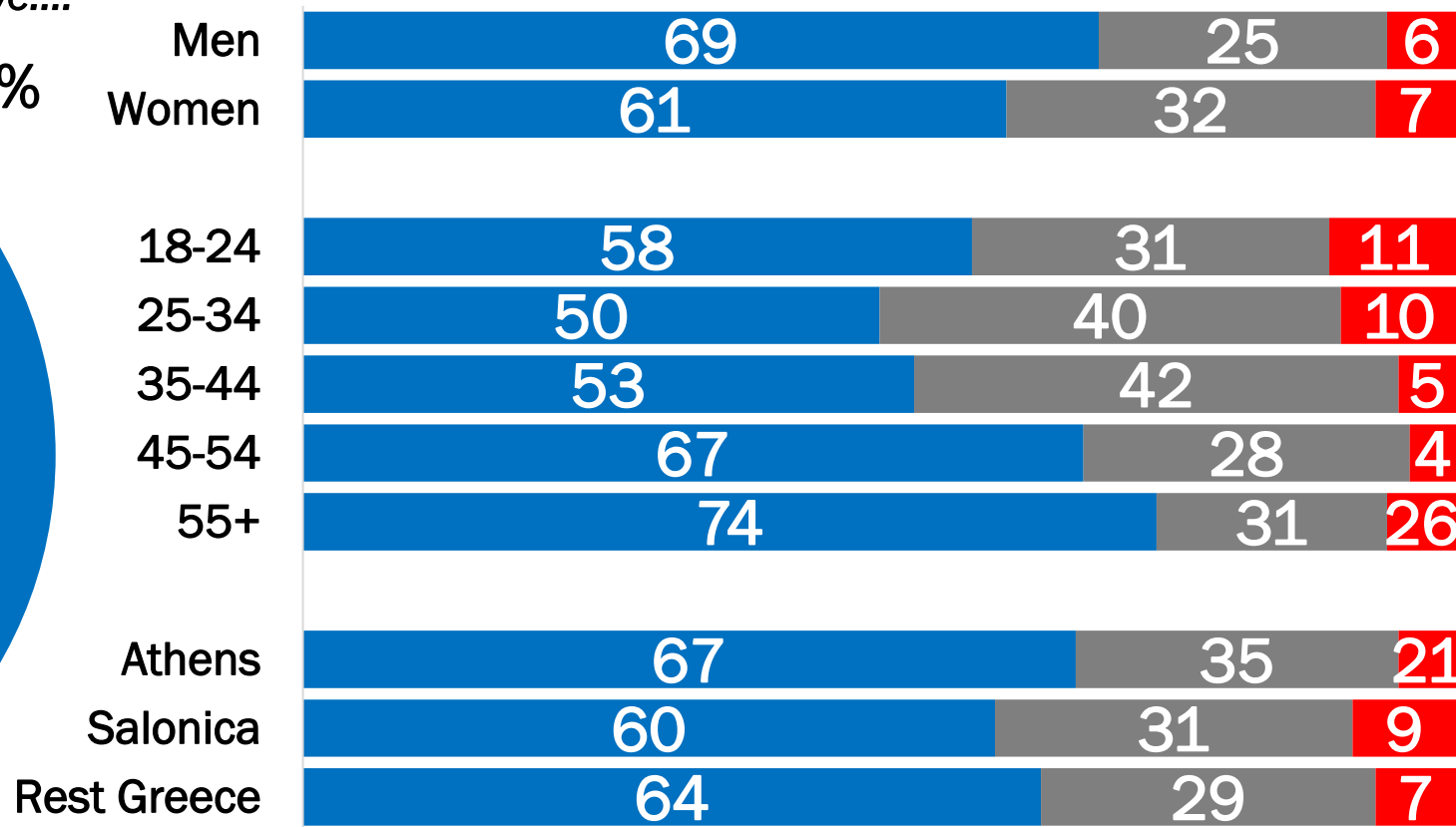
Future prospects and careers in Shipping

Two out of three Greeks believe that Greek Shipping will grow more in the future, a trend that is again more pronounced among men and older age groups, who show an overall higher opinion of Greek shipping

Do you think that Greek shipping in the future will have....



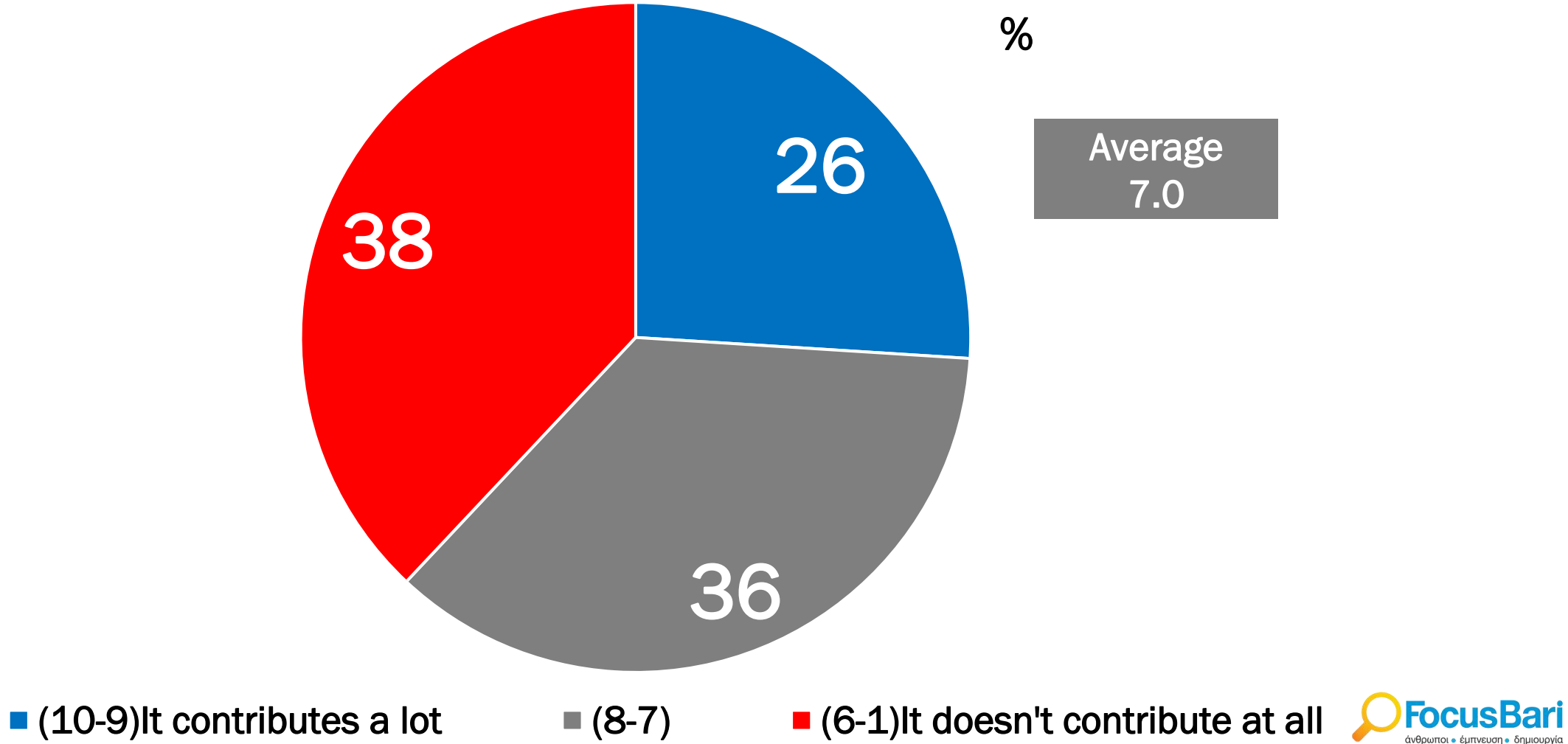
%



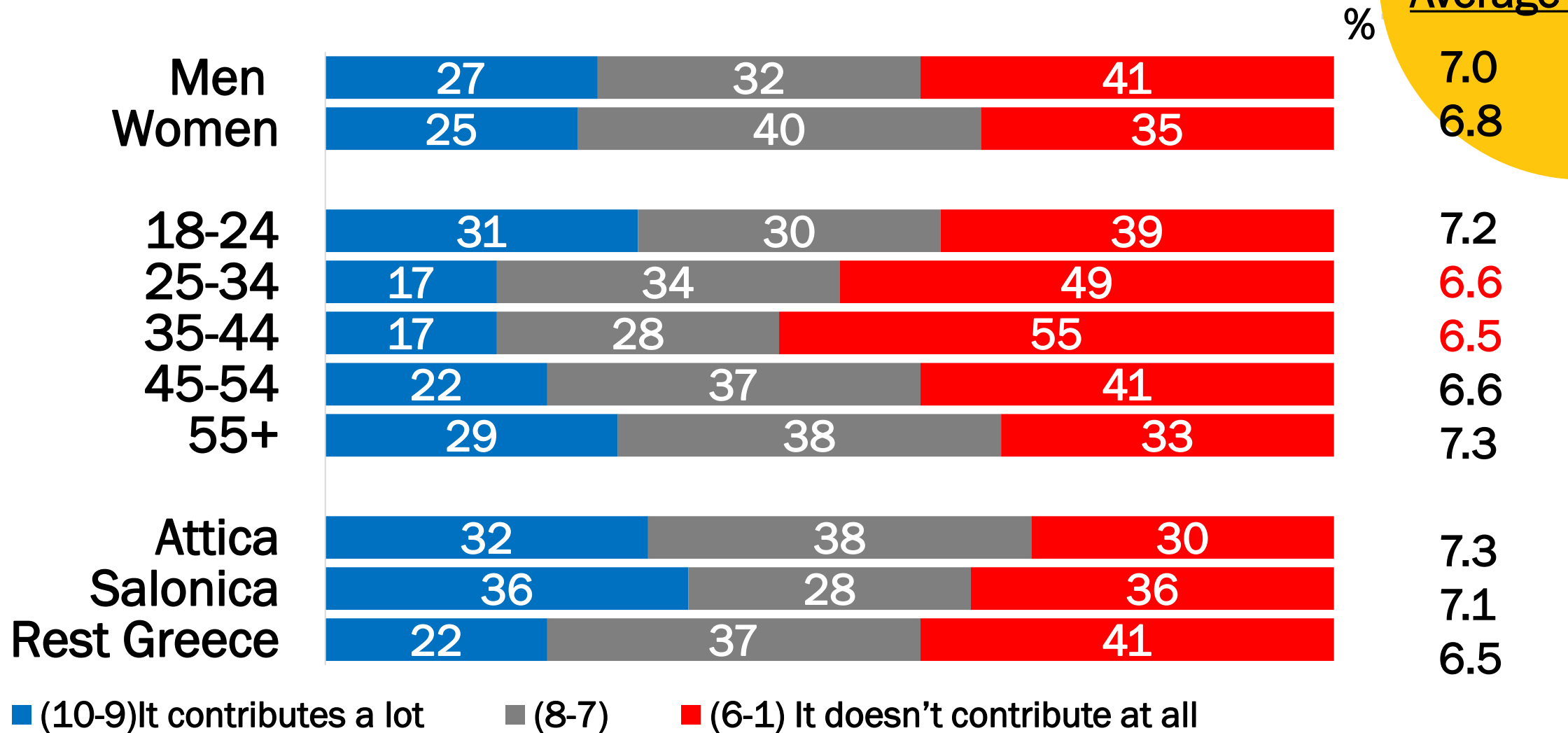
■ Development ■ It will remain stable ■ Decrease

Greeks recognize the importance of shipping for the national economy, but only 26% consider it a particularly important source of revenue for the country's financial status!

How much or not do you think Greek shipping contributes to the national economy? (scale 1-10)

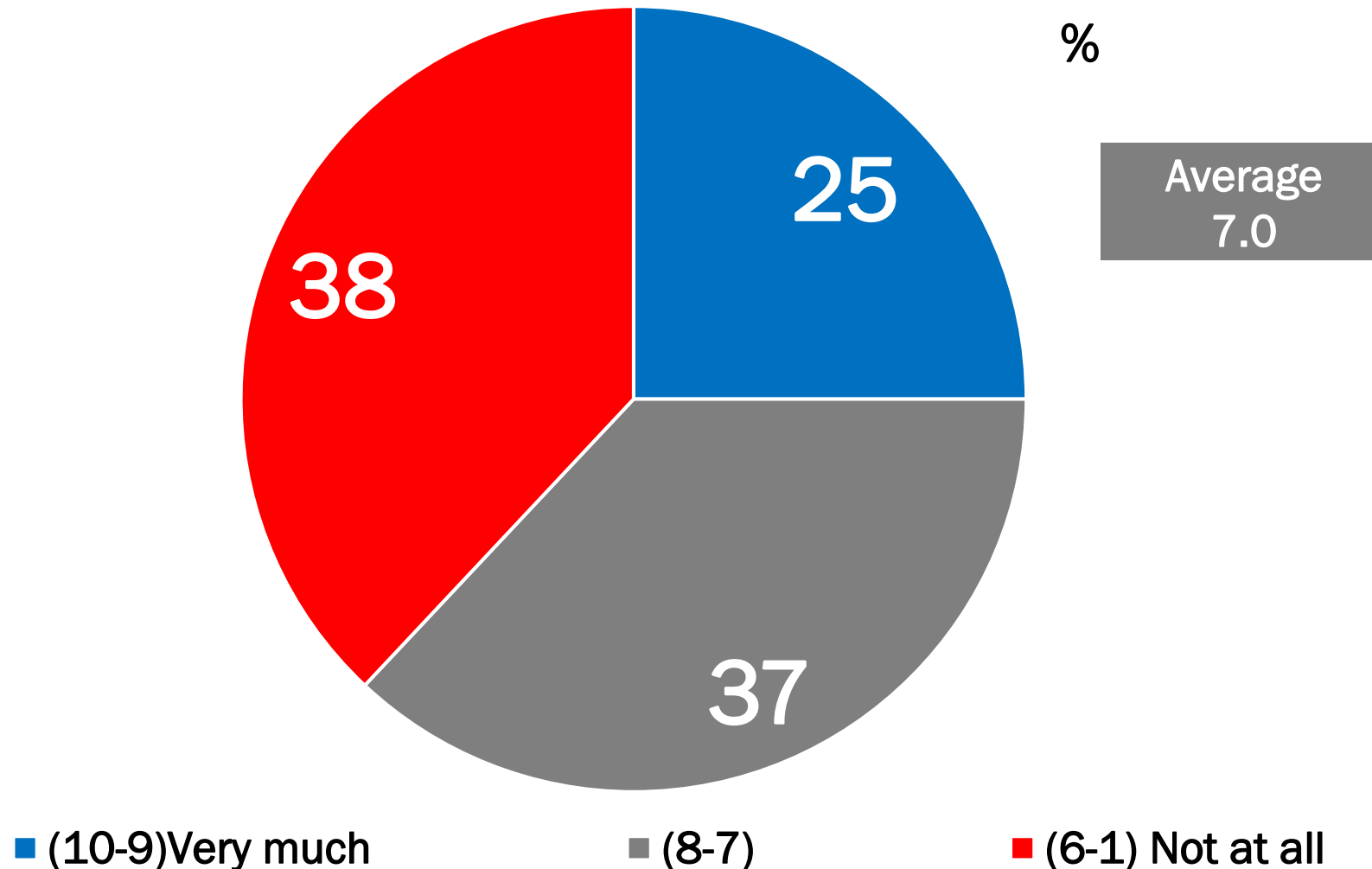


The most negative opinion regarding Shipping's contribution to the national economy is observed among the "central" age groups (25-44)

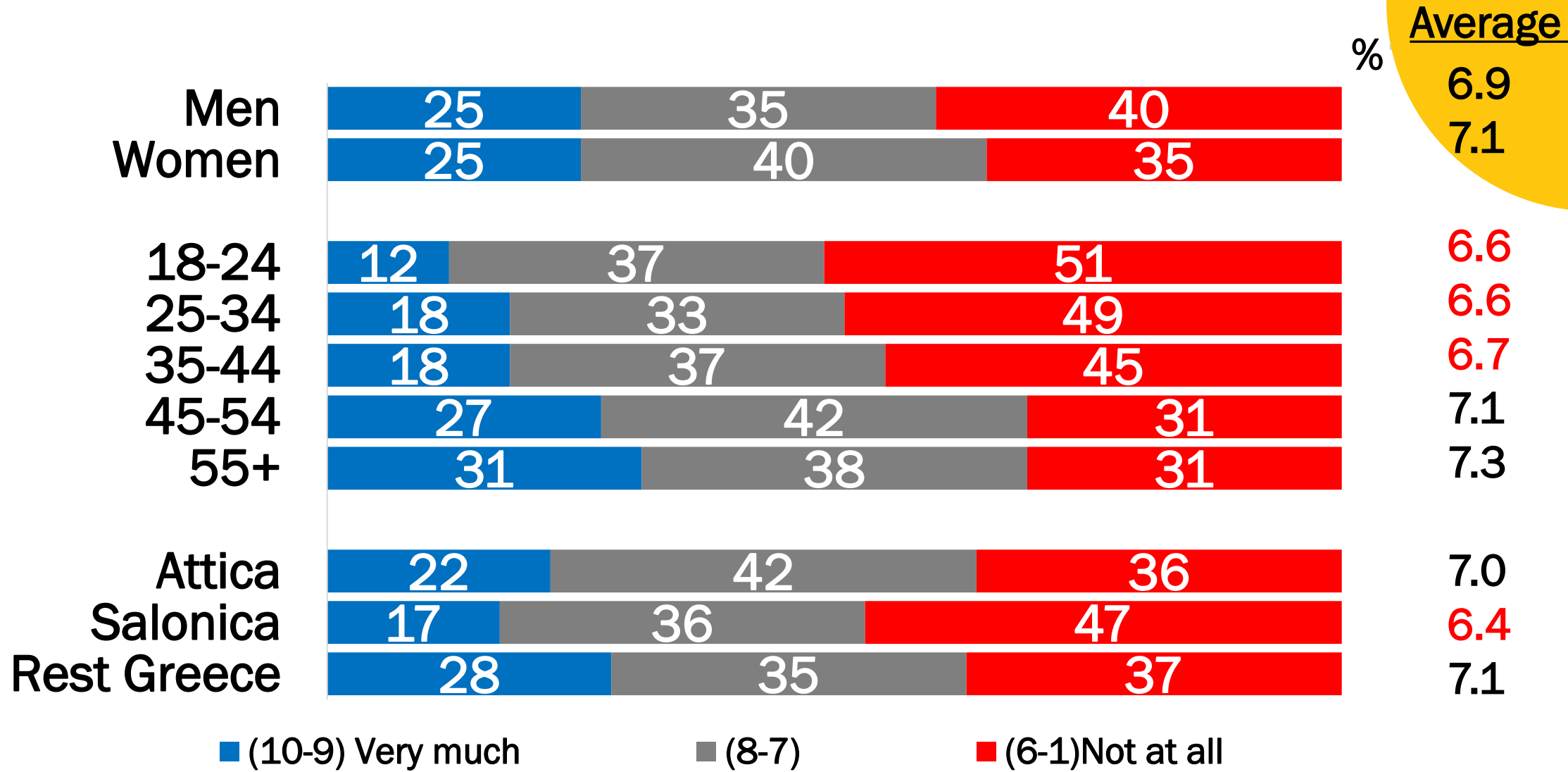


Only one in four Greeks believe that shipping offers considerable career opportunities and can contribute to the problem of unemployment!

How much do you think or not that shipping offers career prospects/jobs/reduction of unemployment in our country? (scale 1-10)

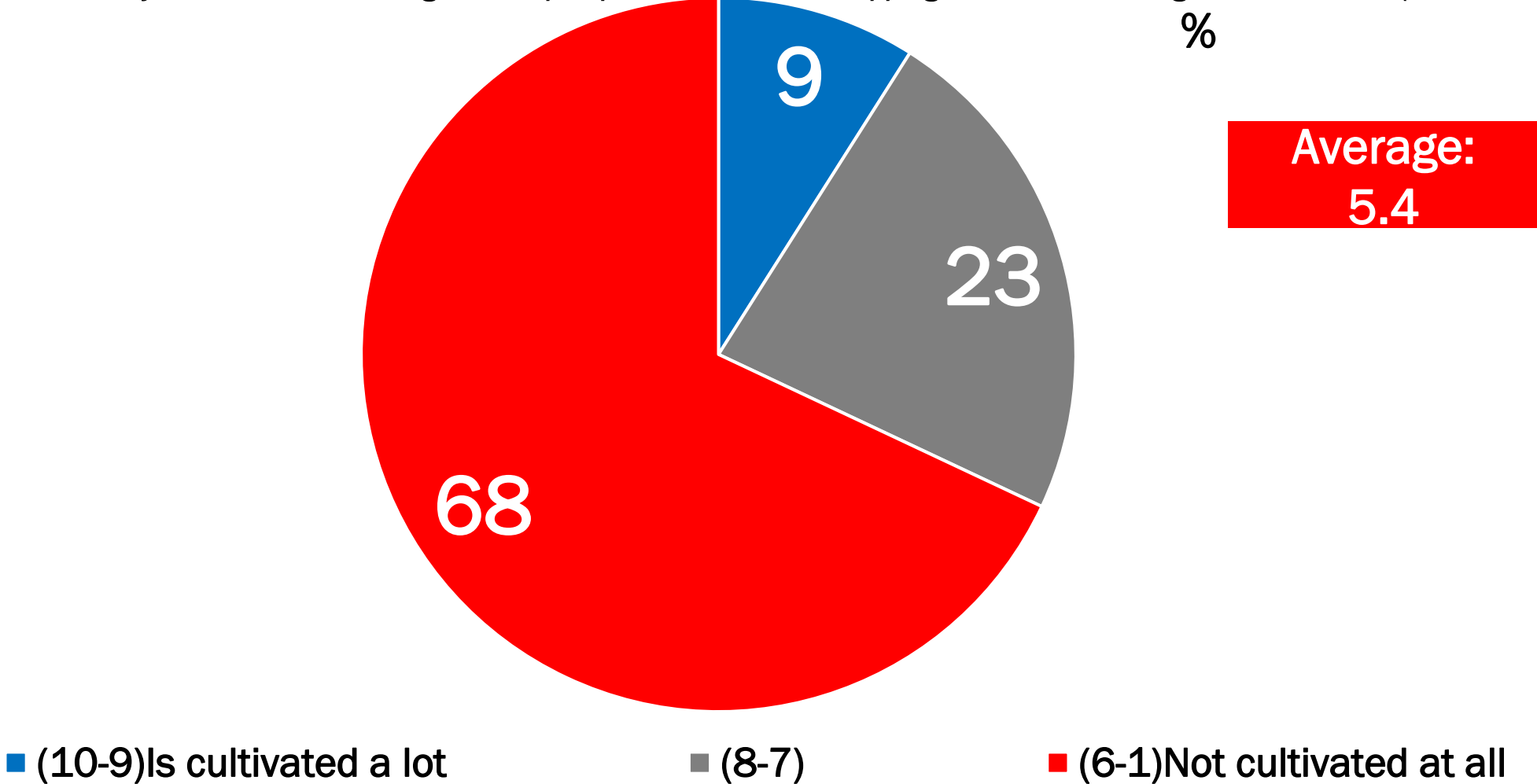


Regarding the career prospects offered by shipping, older ages are still more positive.

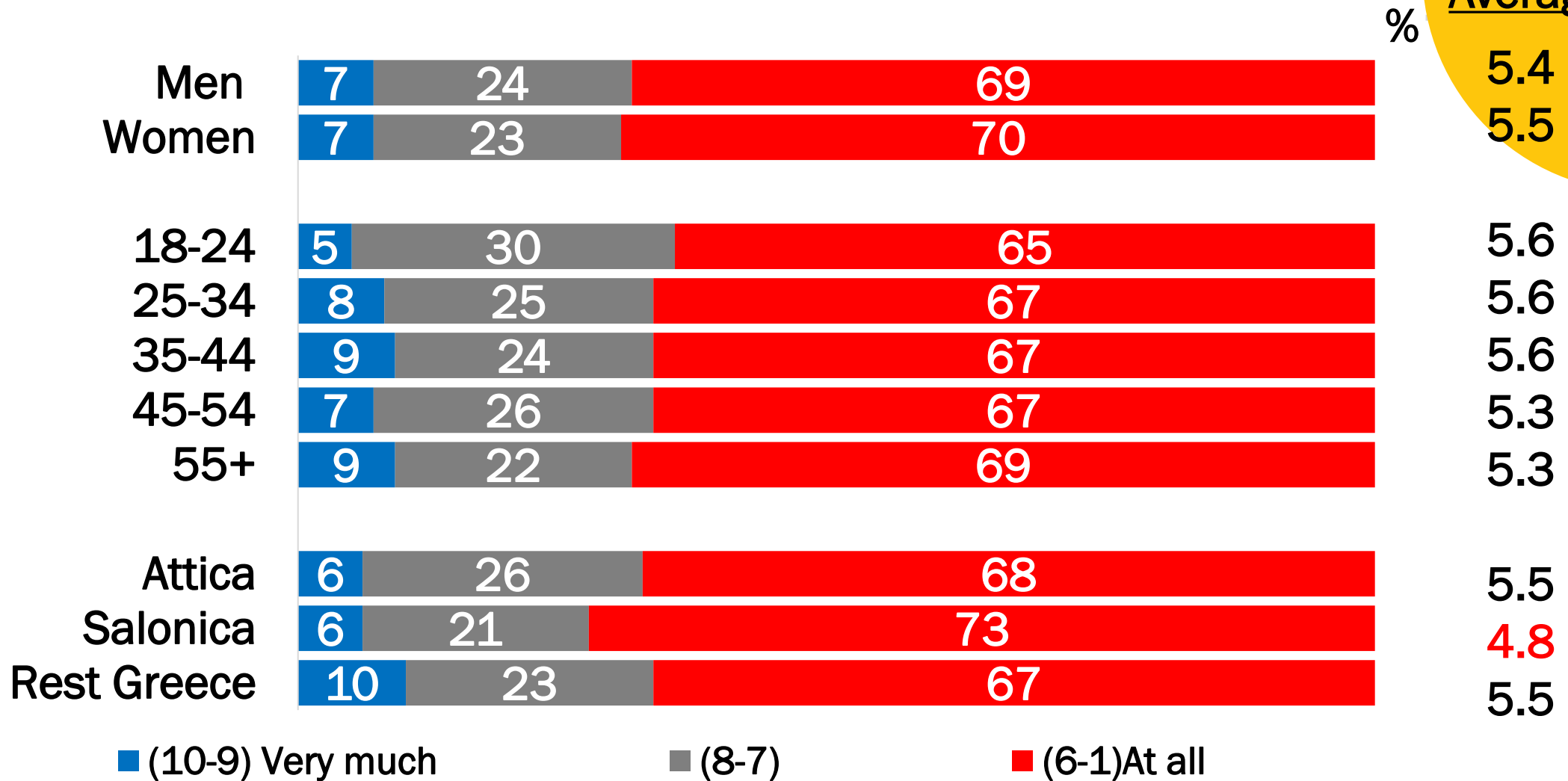


Sense of seamanship appears limited among Greek youth and children: Two out of three Greeks believe that it is not cultivated/built from an early age at all!

"How much or not do you think that seafaring and the prospect of a career in shipping is cultivated among Greek children?"(scale 1-10)



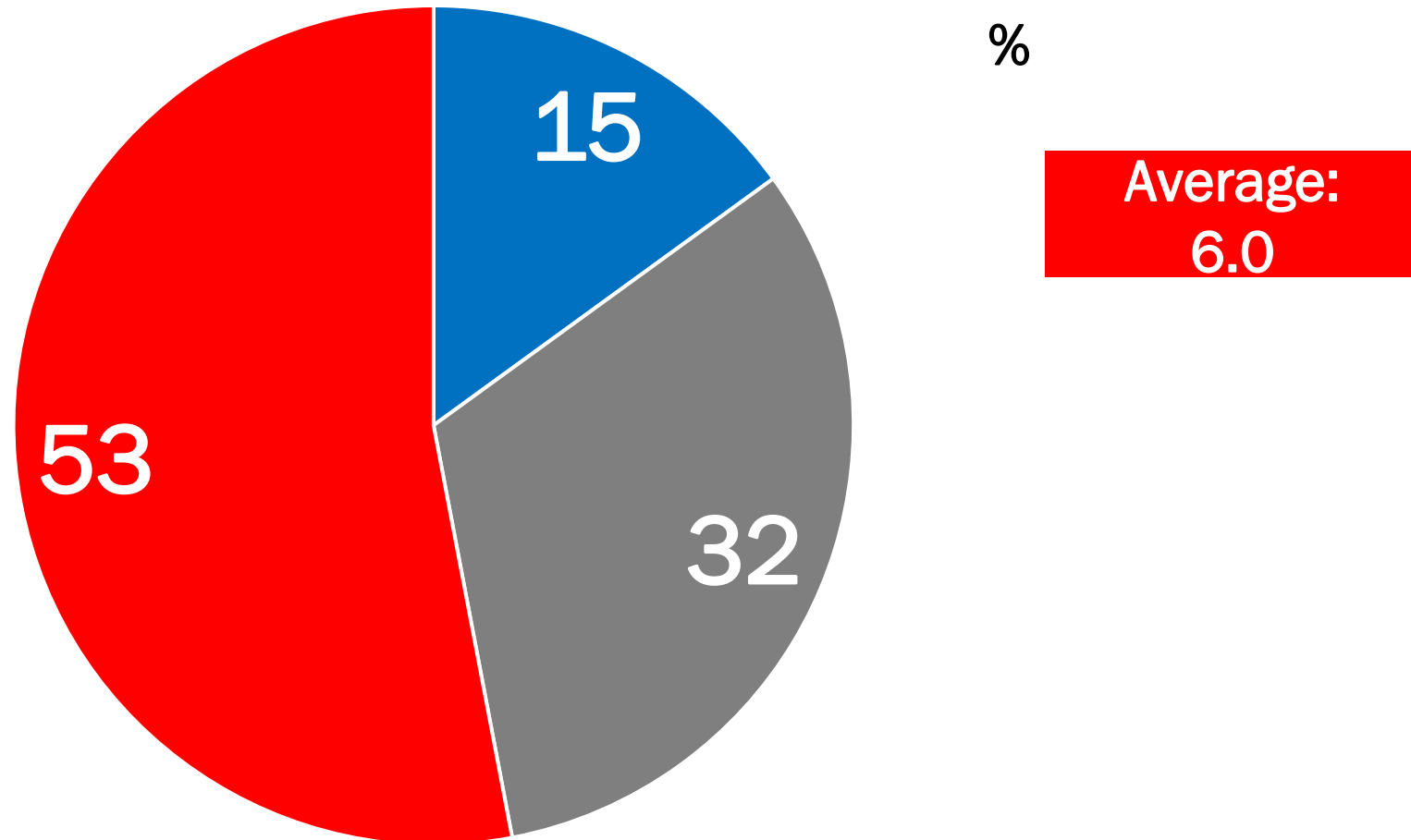
And it is a common belief among all demographic subgroups, with particular emphasis in Salonica!



% Average
 5.4
 5.5

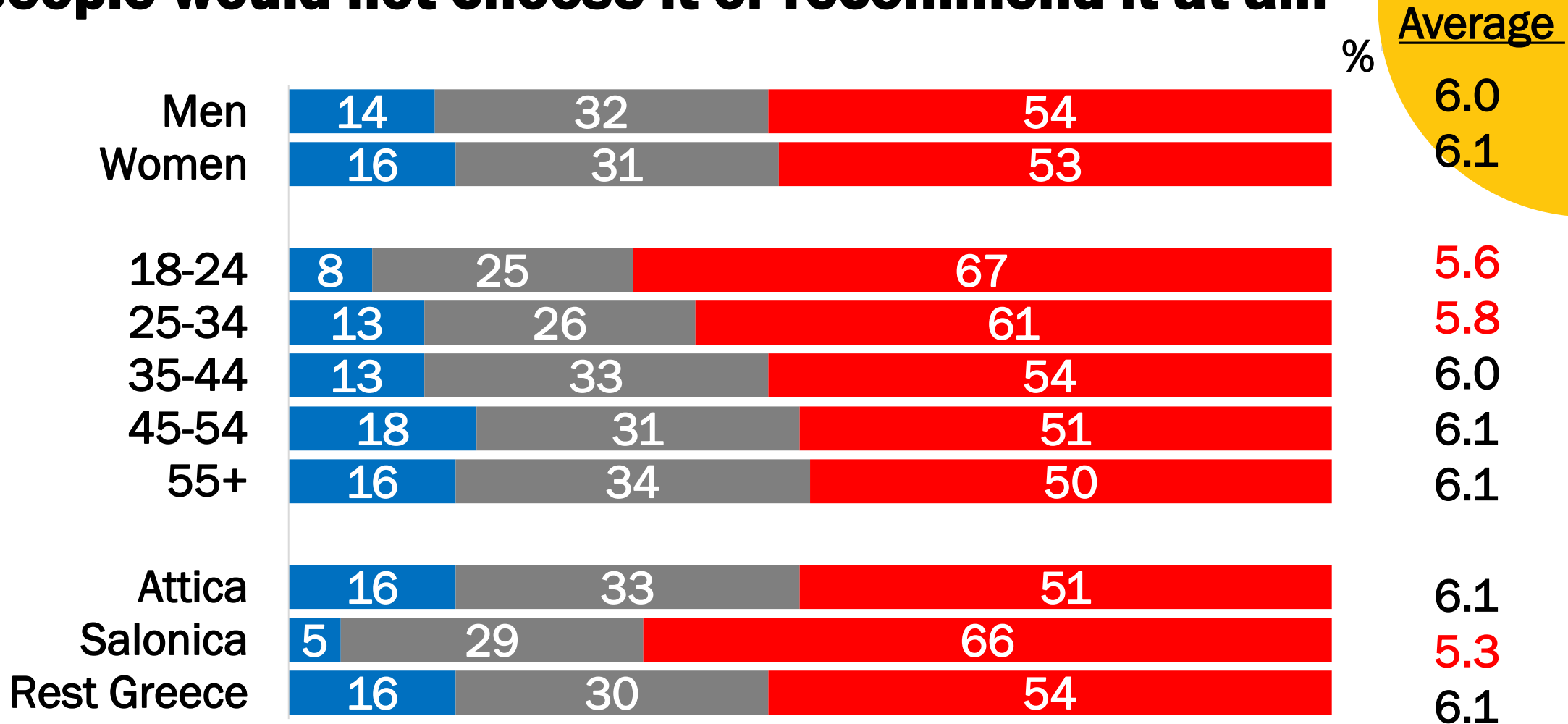
Regarding career prospects, only one in six would choose or strongly recommend someone to pursue a career in shipping!

"How much or not would you personally choose or recommend to a young person of your own to choose a career in shipping?" (scale 1-10)



■ (10-9) I would choose it / strongly recommend it ■ (8-7) ■ (6-1) I would not choose it / recommend it

Young people and residents of Salonica are particularly negative about pursuing a career in shipping: Two out of three young people would not choose it or recommend it at all!



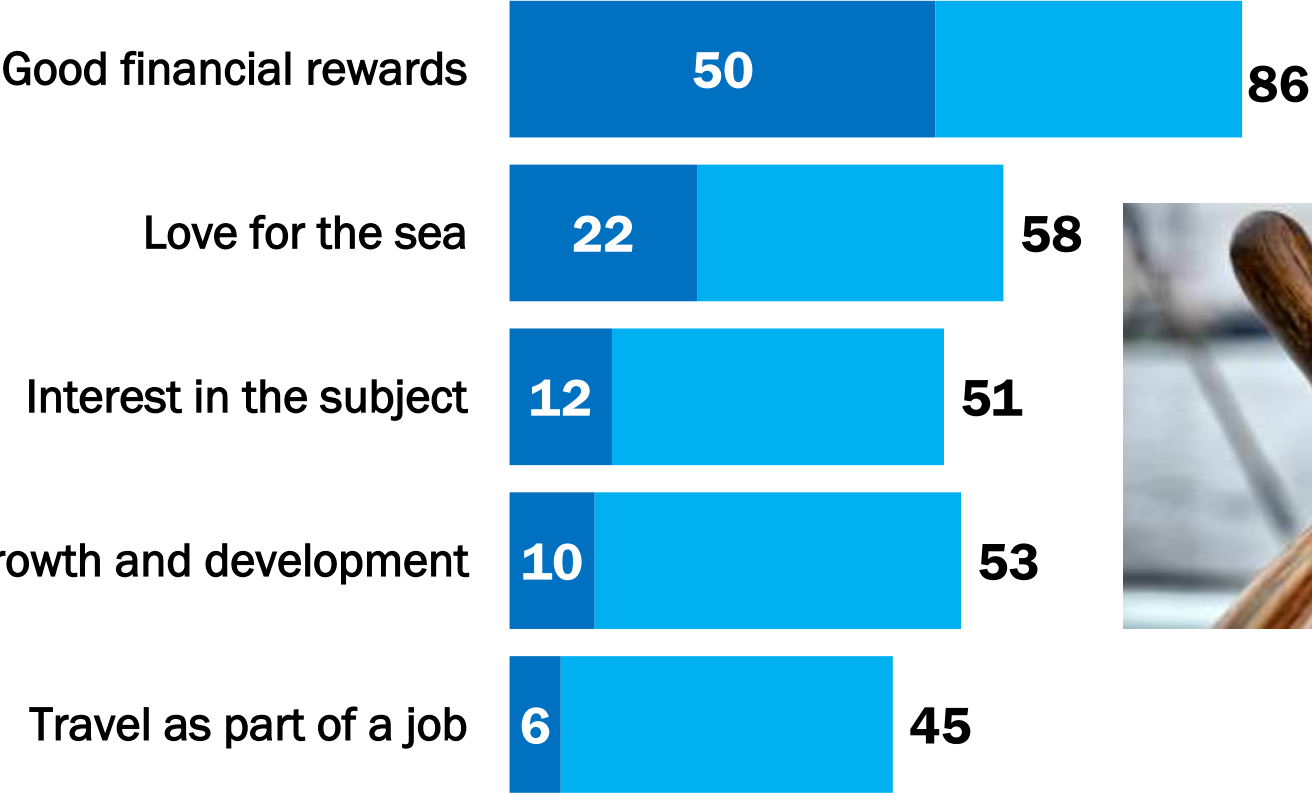
■ (10-9) I would choose it/strongly recommended ■ (8-7) ■ (6-1) I wouldn't choose it/recommended at all

The main reasons for a career in shipping are financial rewards and love for the sea: Almost 9 out of 10 (86%) Greeks focus on the financial benefits, while 58% also emphasize the love for the sea as a motive

«Why do you believe it's worth choosing a career in shipping? Rank them in order of priority»

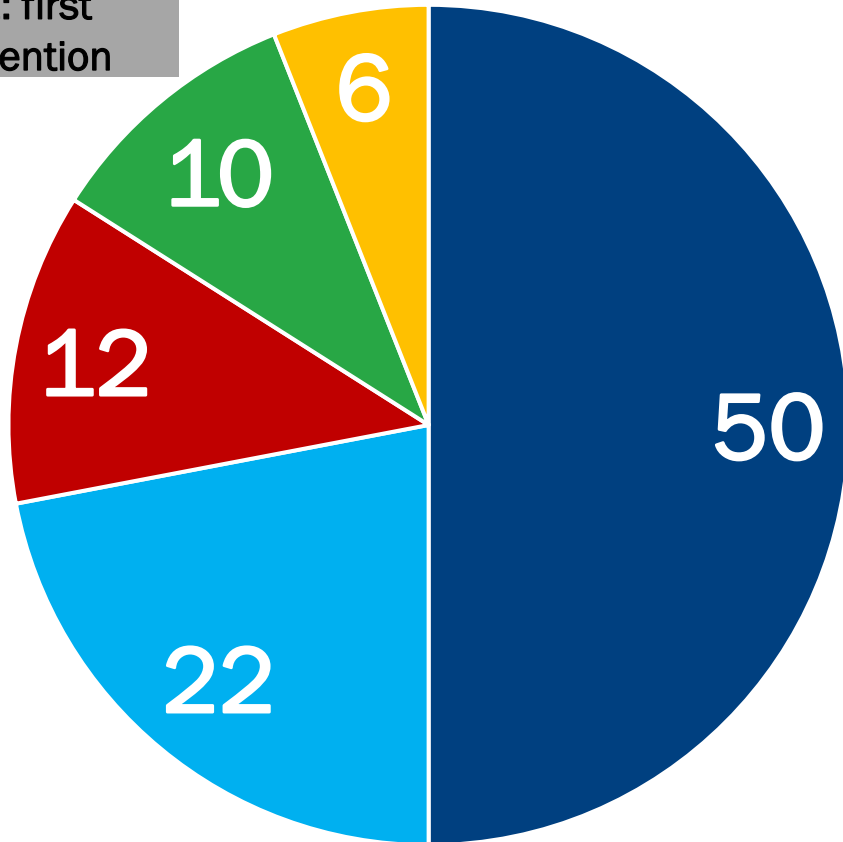
%

■ The No.1 ■ Top 3



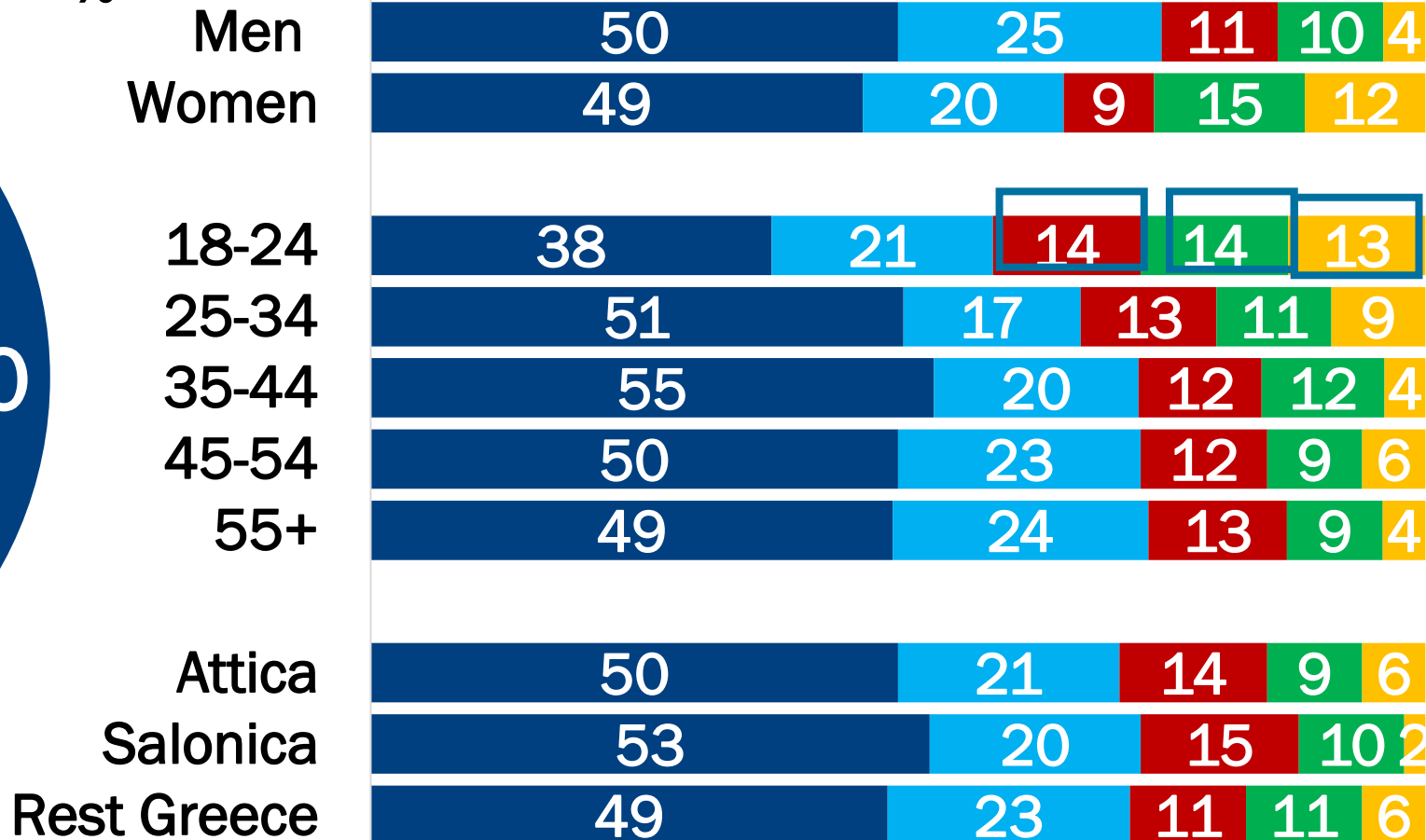
Although financial rewards are the main reason for choosing a career in shipping, young people also recognize that it is an interesting job, with prospects for development and travelling

The No1: first ranked mention



- Good financial rewards
- Interest in the subject
- Travel as part of a job

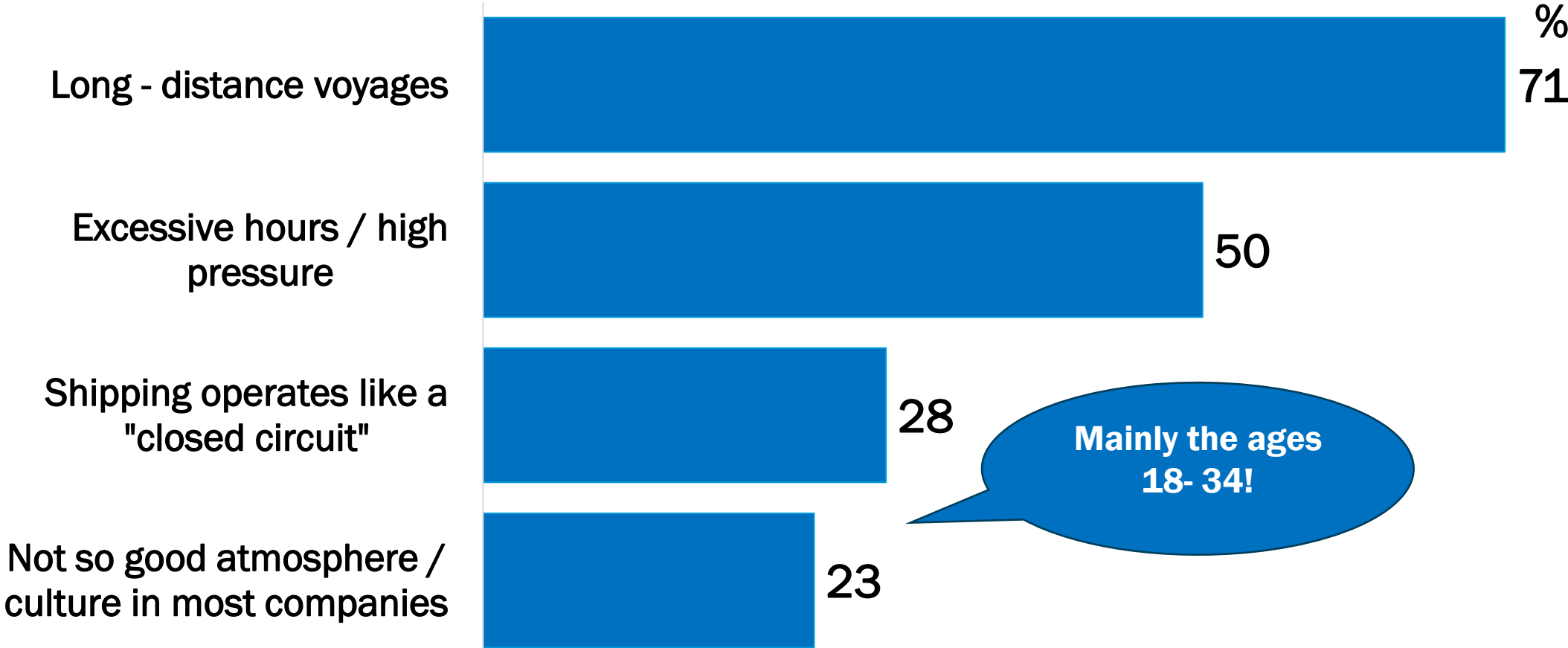
%



- Love for the sea
- Prospects for rapid growth and development

On the other hand, long voyages and work pressure are the main disincentives for a career in shipping

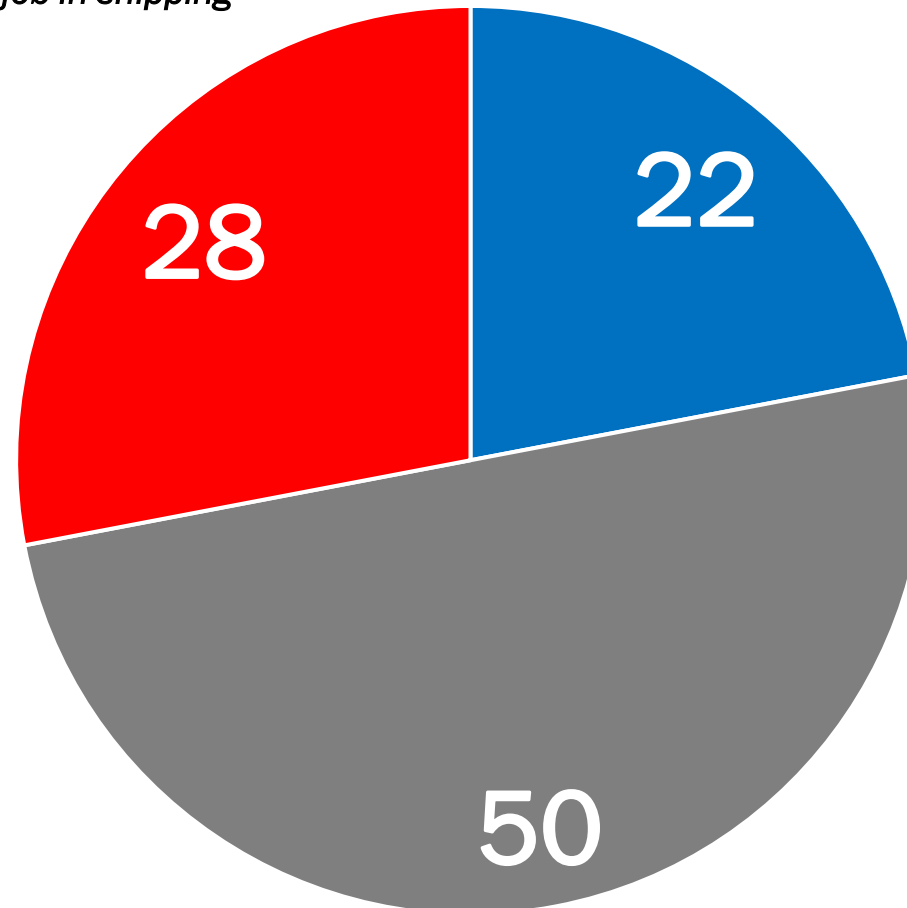
«And what would you say are the disincentives, the reasons why someone would refrain from choosing or suggesting a career in shipping to one of their own?» (Multiple choice answer)



Actions for the future

As a “starting point”, today, only 22% of Greeks consider finding a job in shipping very/fairly easy!”

«How easy do you consider it to find a job in shipping»



%

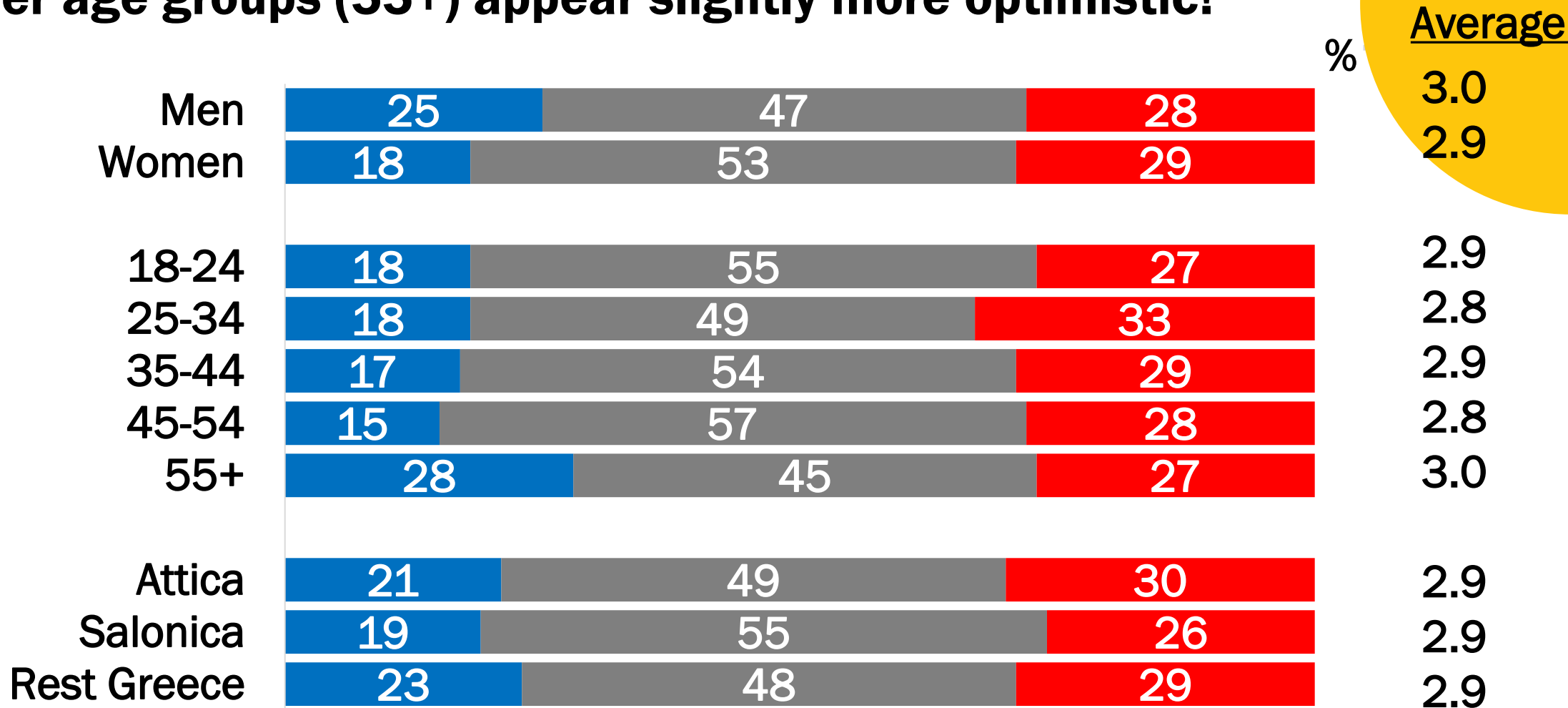
Average:
2,9

■ Very/Fairly Easy

■ Moderately Easy

■ Not Easy at All

The difficulty in finding employment in the shipping industry is a common belief across all subgroups of the population, although men and older age groups (55+) appear slightly more optimistic!



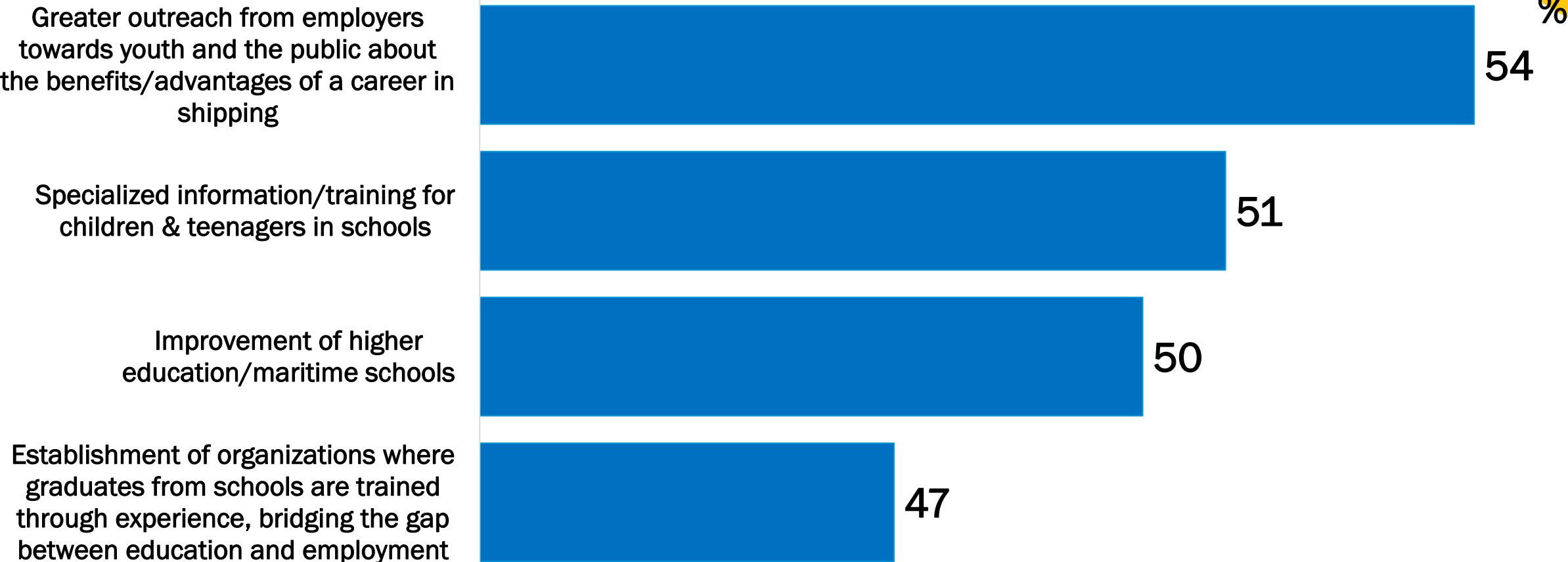
■ Very/Fairly Easy

■ Moderately Easy

■ Not Easy at All

The proposed actions find particular resonance equally well with the public, highlighting the outreach from employers towards young people and the public about the benefits of shipping, standing out with 54%!

*Which of the following actions do you believe would help increase the interest of Greek executives and young people to work in shipping?
(Multiple answers)."*



Conclusions: Important «takeaways»

Limited/lack of information about shipping in Greece: it is sad, but only 13% know about the global leadership of Greek shipping and only 1% of young people. At the same time, a significant number of Greeks do not recognize the career prospects offered by shipping, despite the good financial rewards it offers, it is claimed.

Despite 64% of citizens assessing that the Greek merchant shipping industry will develop in the future, only 26% consider it a significant source of income for the national economy.

Challenges in employment: The perception that finding a job in shipping is moderate or difficult highlights the need for further strengthening the connection between education and the job market. Additionally, challenges related to the perception that long voyages and exhausting work hours/pressure are disincentives to pursue a career in shipping underscore the need for further strengthening the connection between education and the job market.

Conclusions: Important «takeaways»

Enhancing companies' outward orientation: Strengthening companies' outward orientation and actively promoting the benefits of shipping could help increase interest in the shipping, especially among young people.

The sense of seaman ship is not well developed among Greek youths; two out of three Greeks state that it is not cultivated at all.

Need for education and information: Specialized education in schools and the improvement of maritime schools are critical to increase interest in a career in shipping. Simultaneously, improving education at the tertiary level is equally important.

In summary, focusing on information about the benefits and prospects of shipping sector is essential to change perceptions!

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Thank you!

Want more info? Ask xenia@focus.gr

