


Parental Concerns in Greece: From Safety to School Shopping

National Survey Results
2024





We'll see...



The first thoughts about the new
school year



The School Markets



The market channels for school
supplies

Research Specifications



Research Specifications

Subject: The Challenges & Concerns of Parents at the Start of the 2024-2025 School Year

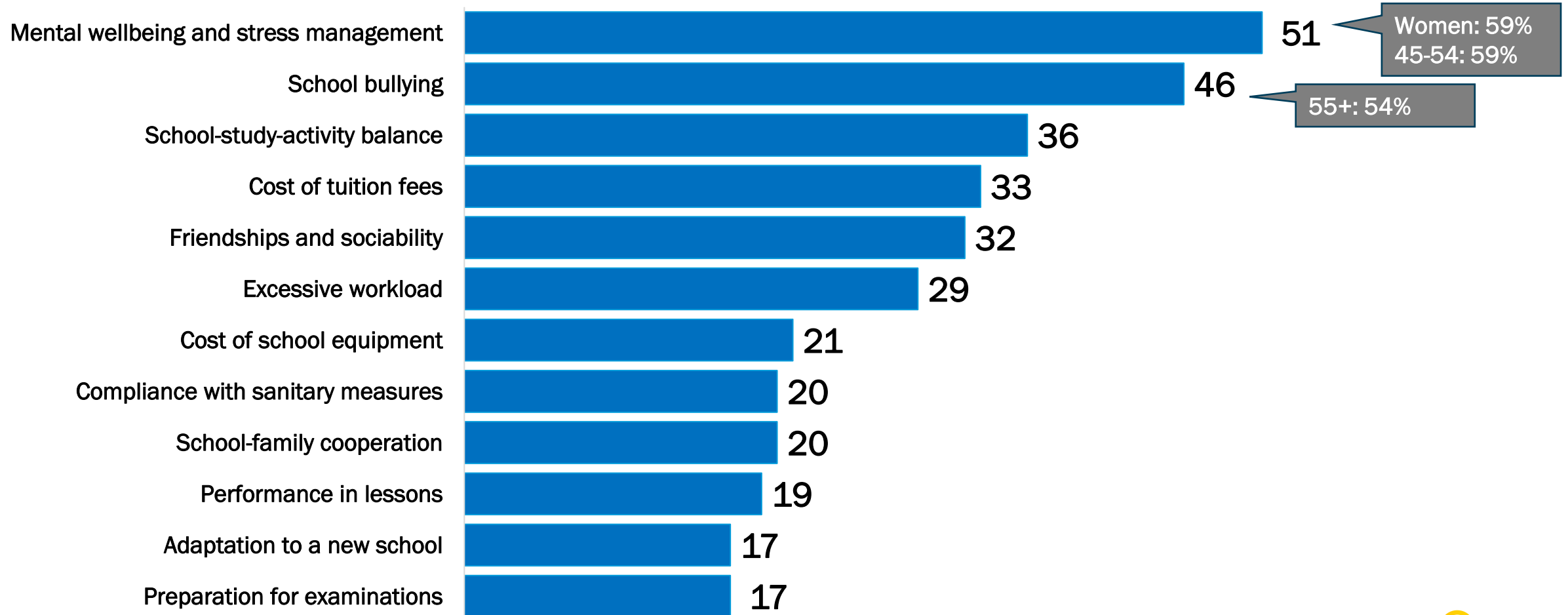
- Online interviews via YouGov panel
- Structured questionnaire
- Population : Men & Women 18+ Nationwide
- Representative sample : 1003 persons. Parents of school-age children : 572 persons
- Conduct : September 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

The first thoughts for the new school year

Mental balance & bullying the main worries of parents, most pronounced in mothers and elders

«What issues would you say you were most concerned about at the start of the school year?»

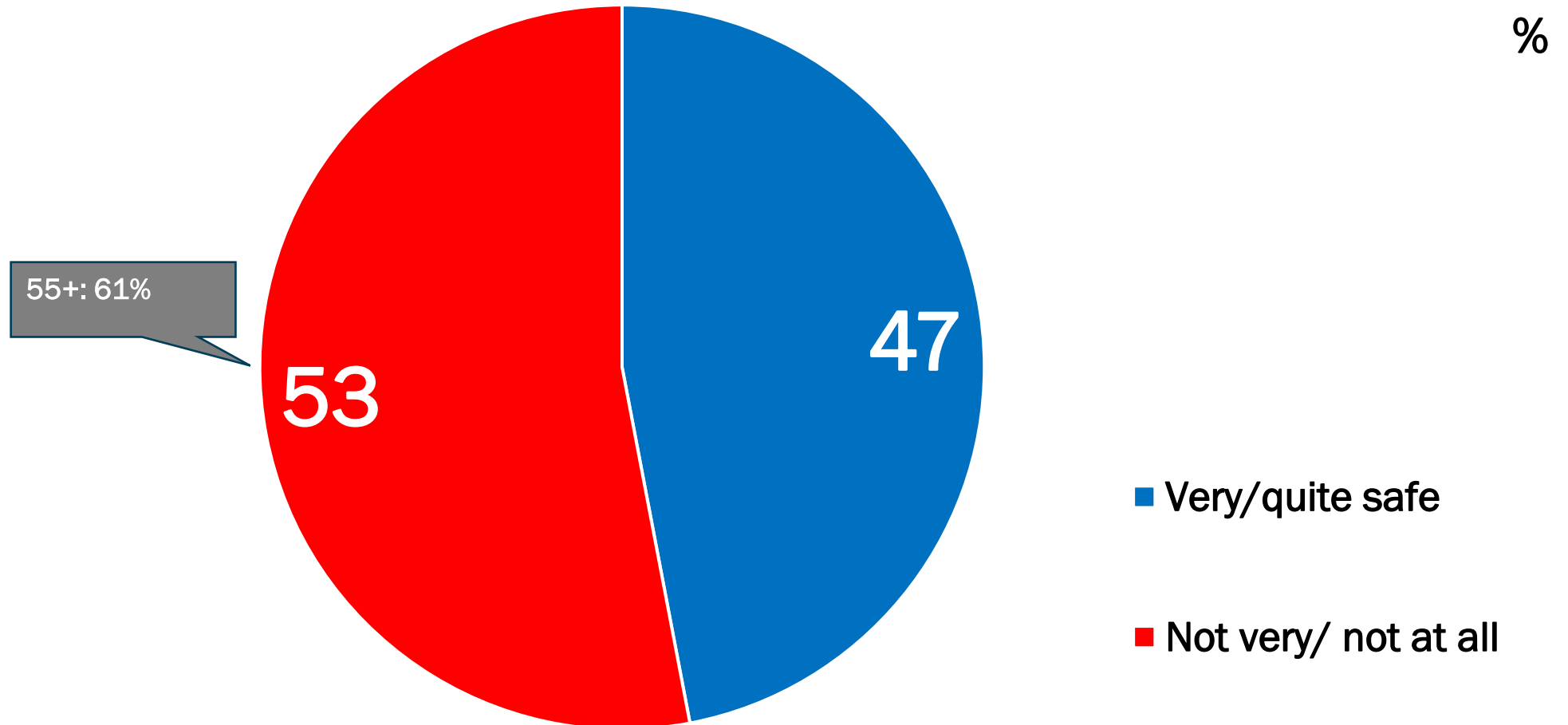
%



Base: Parents of school-age children nationwide

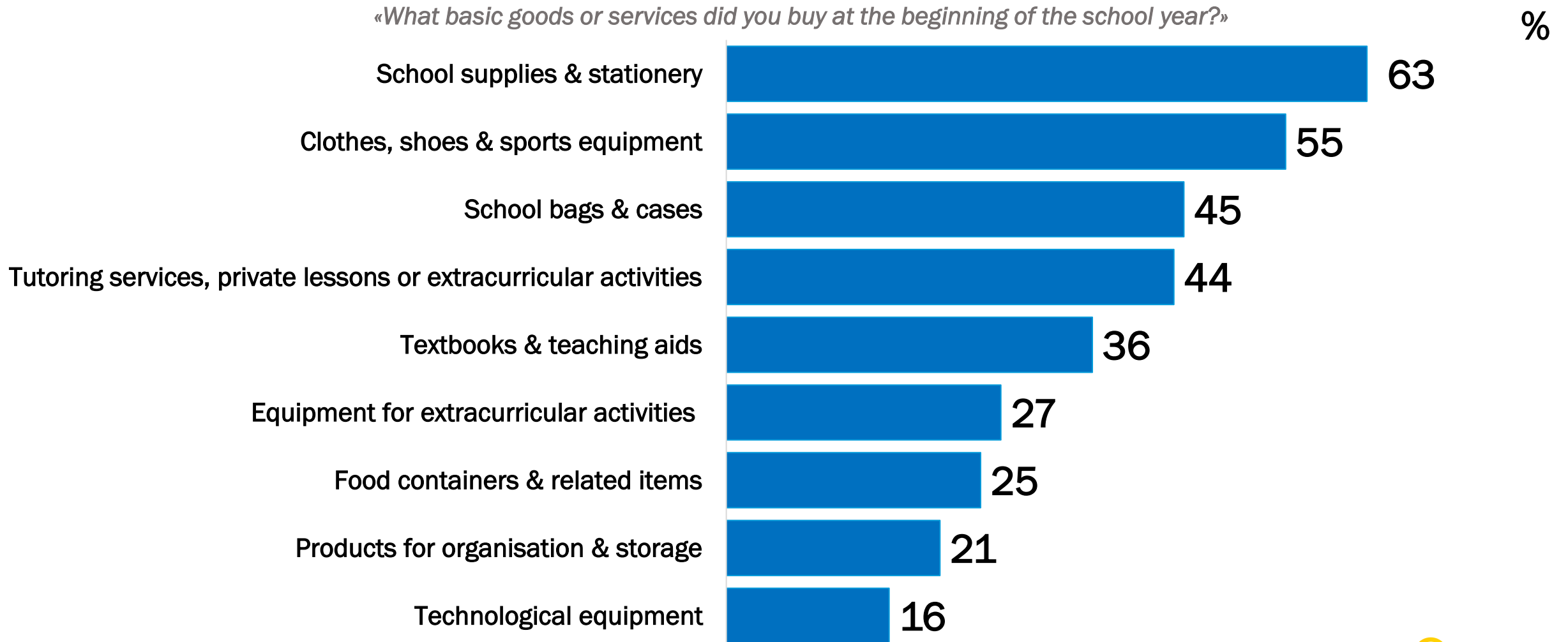
More than one in two parents say they are worried about protecting their children at school, with insecurity more pronounced among older parents

«How safe do you feel about the insecurity of your children in their school environment» ?



The school markets

The start of the new school year and three out of five parents are turning to basic school supplies, followed by clothing and sports equipment, although the needs remain many...

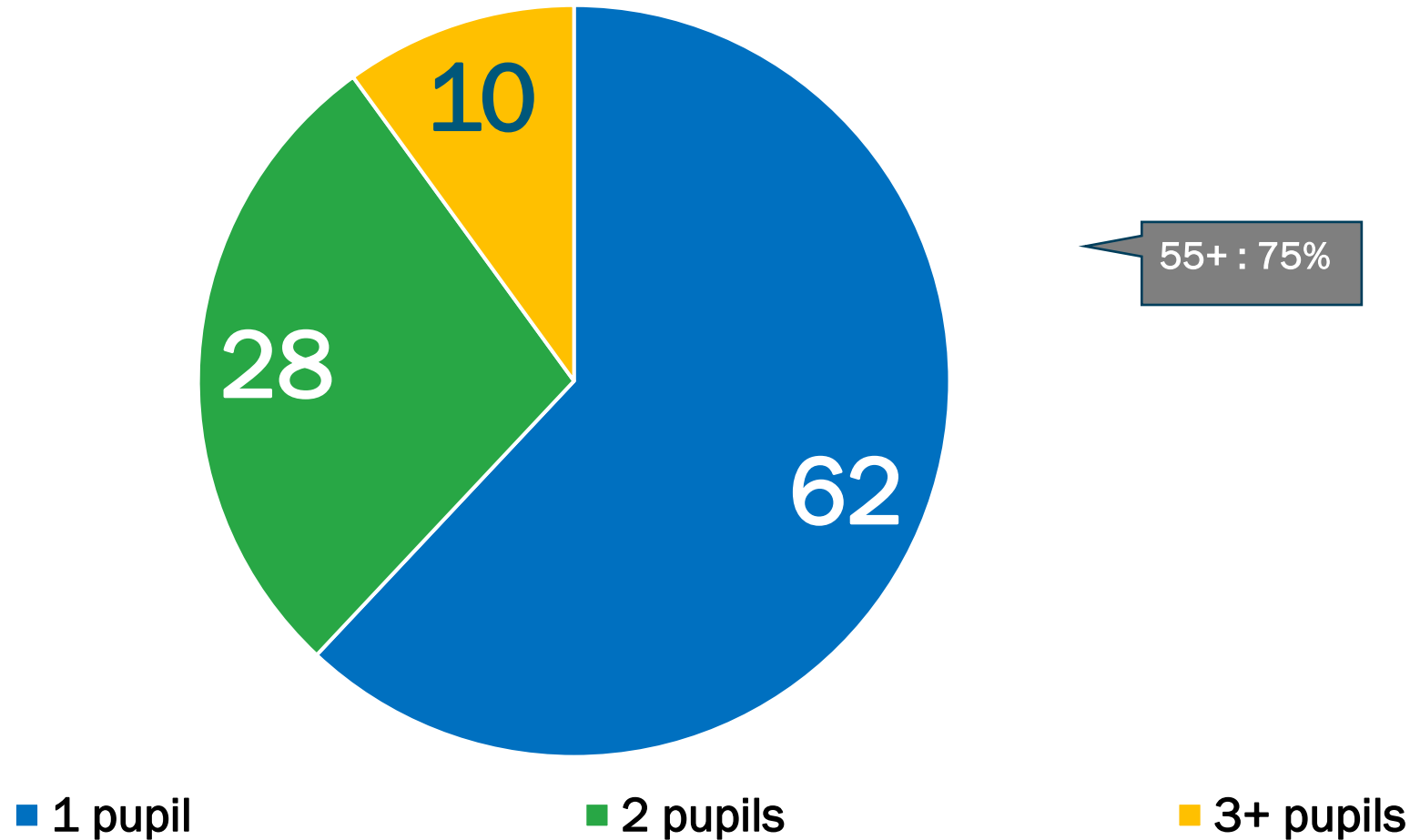


Base: Parents of school-age children nationwide

Six in ten families with underage children purchased school supplies for one pupil, three in ten for two pupils, and one in ten for three or more pupils

«Please indicate the number of pupils for whom you purchased school supplies»

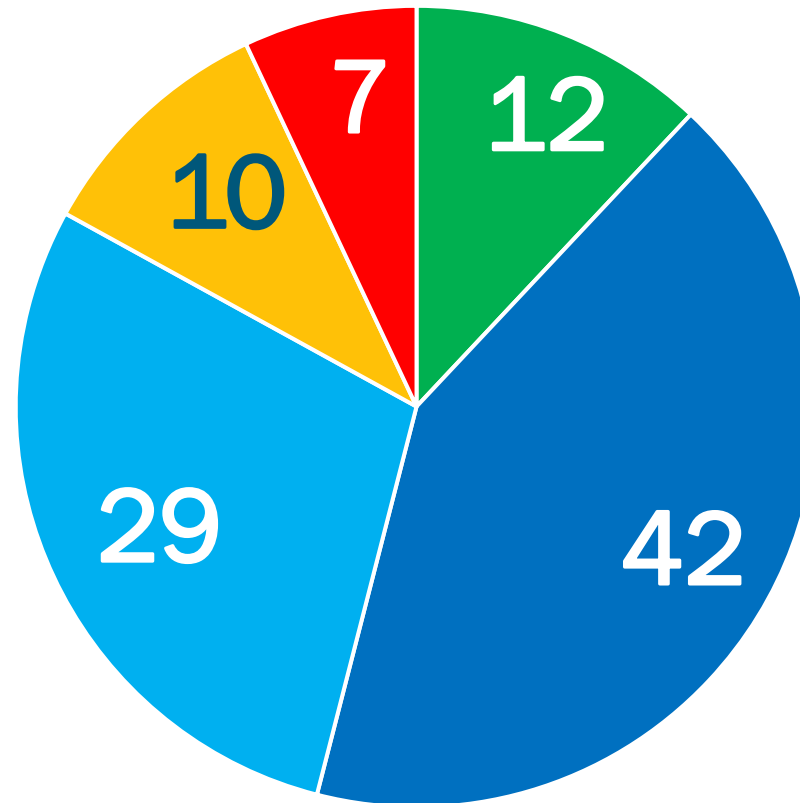
%



On average, Greek parents spent €128 on school supplies at the start of this school year

«What was your total expenditure for the procurement of school supplies this year?»

AVERAGE:
128 €



%

■ Less than EUR 50

■ 50 - 100 euros

■ 100 - 200 euros

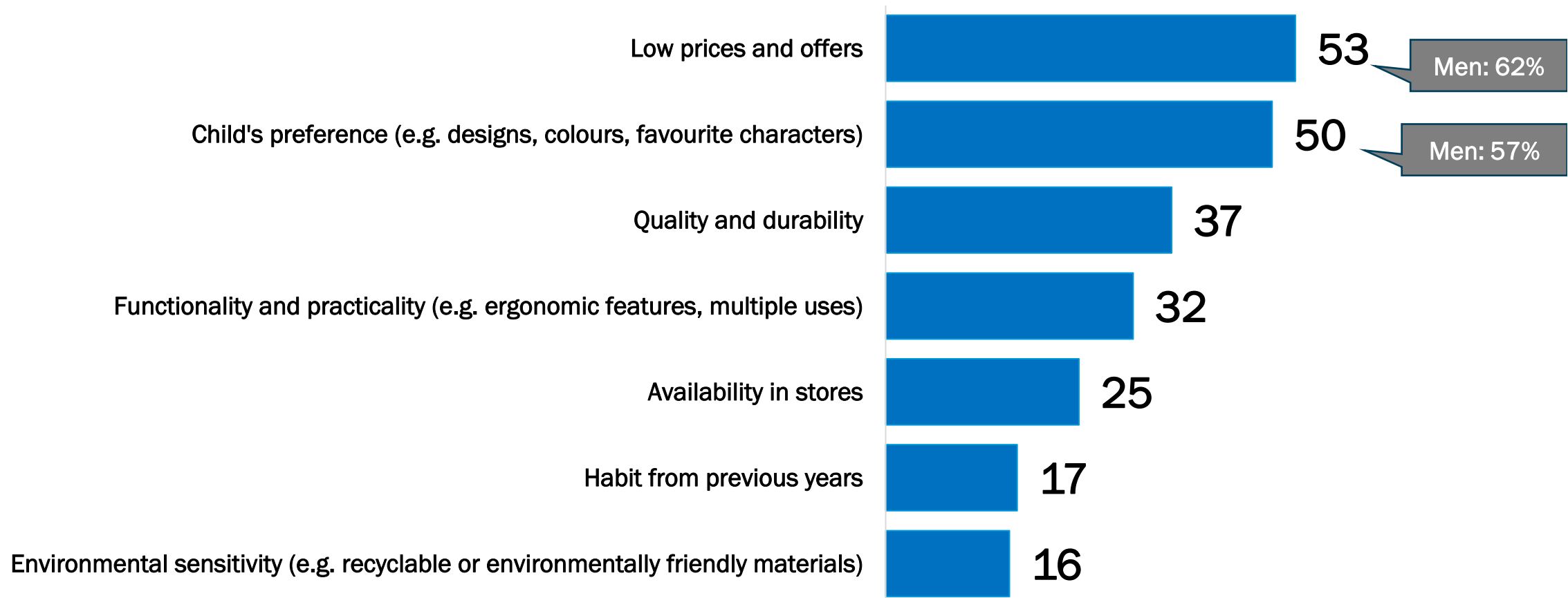
■ 200 - 300 euros

■ 300+ EUR

Low prices/offers but also the child's preference were the most important selection criteria for school supplies, criteria even more important for dads/men buyers

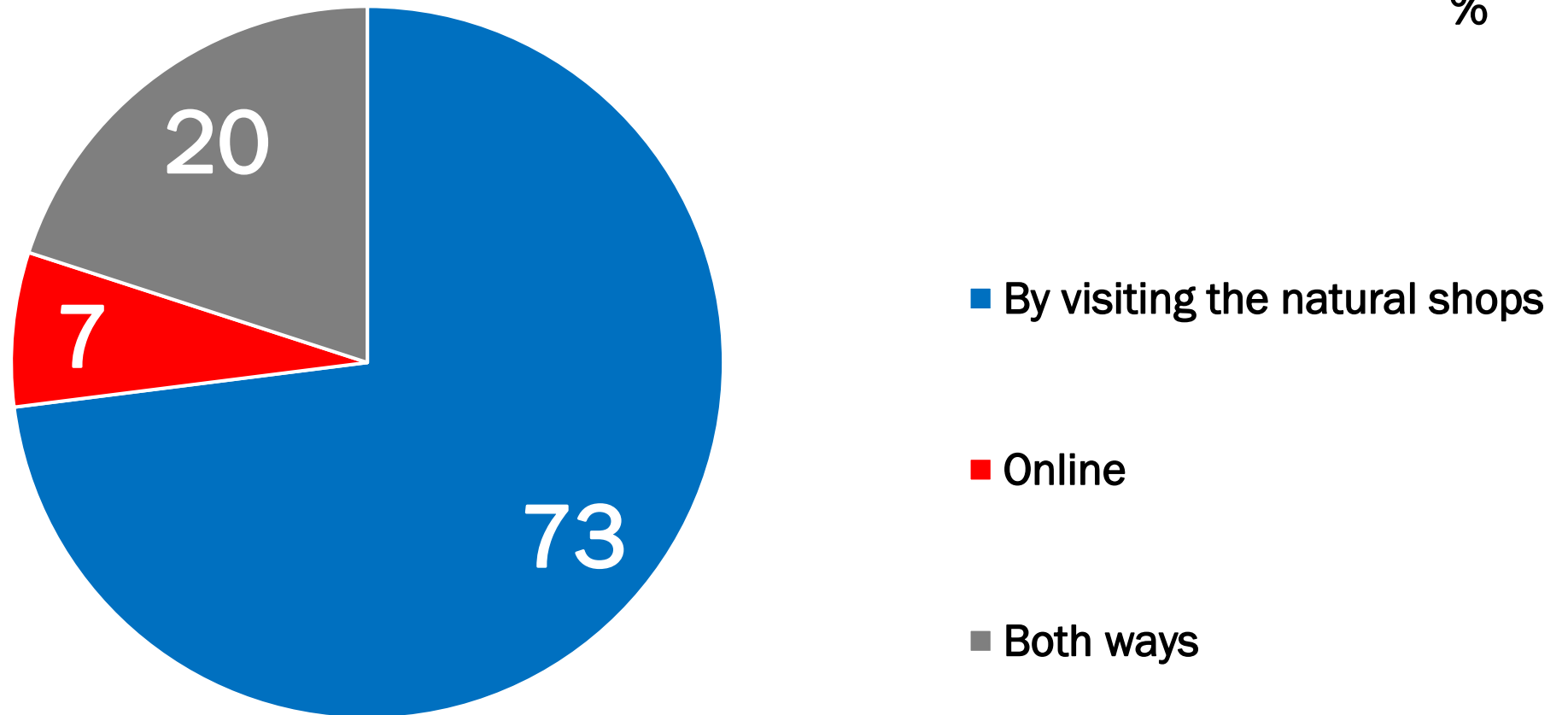
«What criteria did you use to select this year's school products?»

%

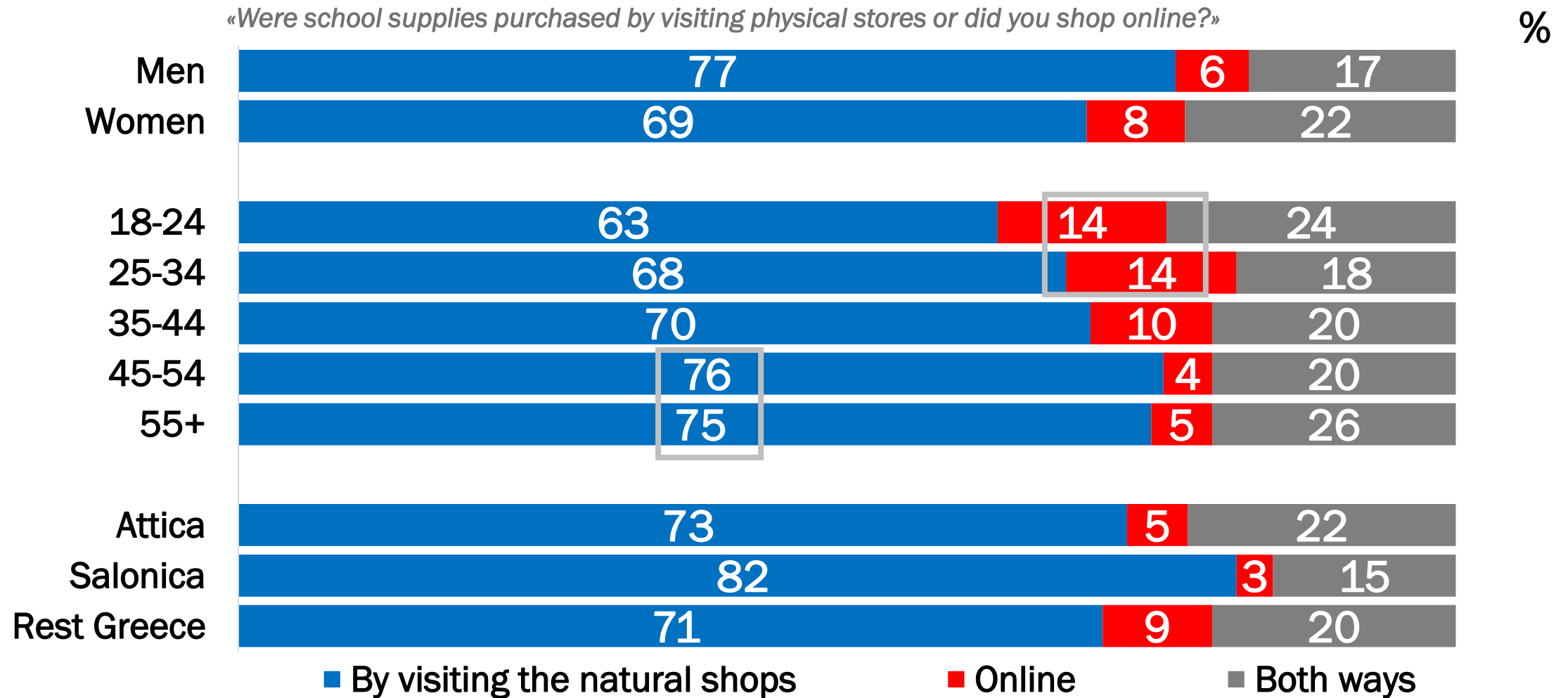


Three out of four parents shopped for school supplies in physical stores & only 7% exclusively on line purchases

«Were school supplies purchased by visiting physical stores or did you shop online?»



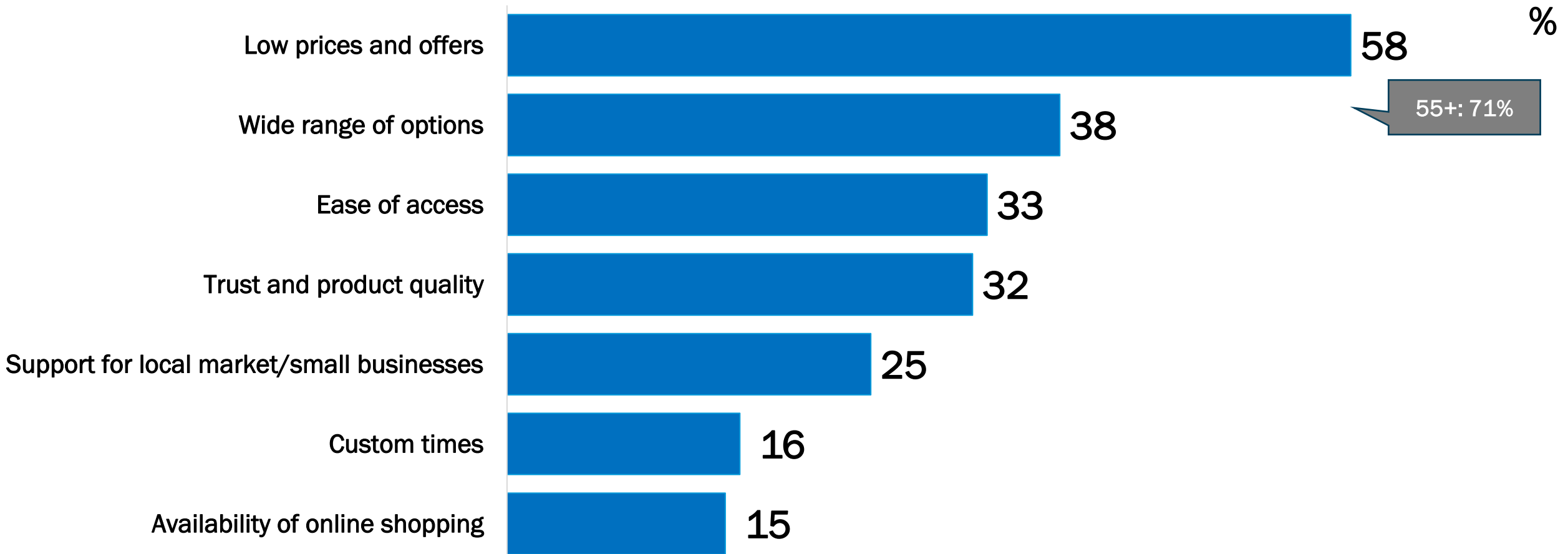
The preference for physical stores as a purchase channel for school supplies is slightly higher in older age groups



The market channels for school supplies

Parents state that the primary factors in choosing stores for this year's school supply shopping are affordable prices and discounts

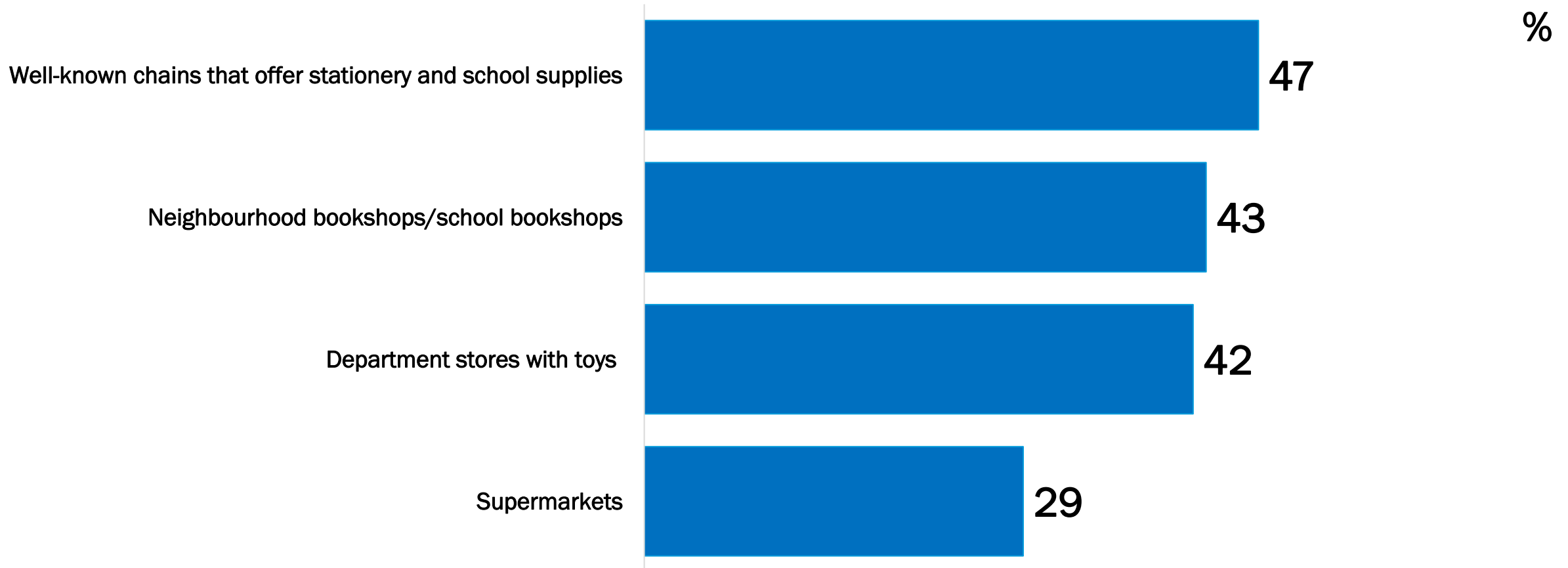
«What criteria did you use to choose the stores from which you purchased this year's school supplies?»



Base: Parents of school-age children nationwide

Parents sought variety for school supplies, choosing both well-known chain stores and local shops, while a significant proportion also turned to supermarkets

«Where did you buy your children's school supplies for this year?»



Base: Parents of school-age children nationwide

Important "takeaways"

- Concerns about children's safety in the school environment affect more than half of parents in Greece, with older parents, typically those with older children, feeling the greatest anxiety
- At the same time, the mental well-being of their children and the impact of school bullying remain central concerns for many families
- At the start of the school year, three out of five parents focus on basic school supplies, with an average spending of €128. Older parents tend to spend more on their children's school supplies
- A significant trend among parents is their preference for school items offered at low prices and discounts, while still catering to their children's preferences, with product quality being a secondary concern
- The majority of parents chose to make their school supply purchases in physical stores, while 1 in 4 families also shopped for school supplies online. Parents sought variety in school supplies, favoring well-known retail chains as much as local bookstores, with some turning to supermarkets as well

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Results of the National Survey 2024

Thank you!

Want more info? Ask xenia@focus.gr

