

Emotions, Opinions & Social Media: Valentine's Day in Greece

National Survey Results
February 2025





We'll see...



Emotional perception and relationships



Commercialism or romance?



Social media

Research specifications





Research Specifications

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 998 persons.

Conduct : January 2025

Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

SECTION A:

Emotional perception & Relationships



Valentine's Day: Feelings for many, but disappointing indifference for more than one in two!

"What feeling dominates for you on Valentine's Day? "

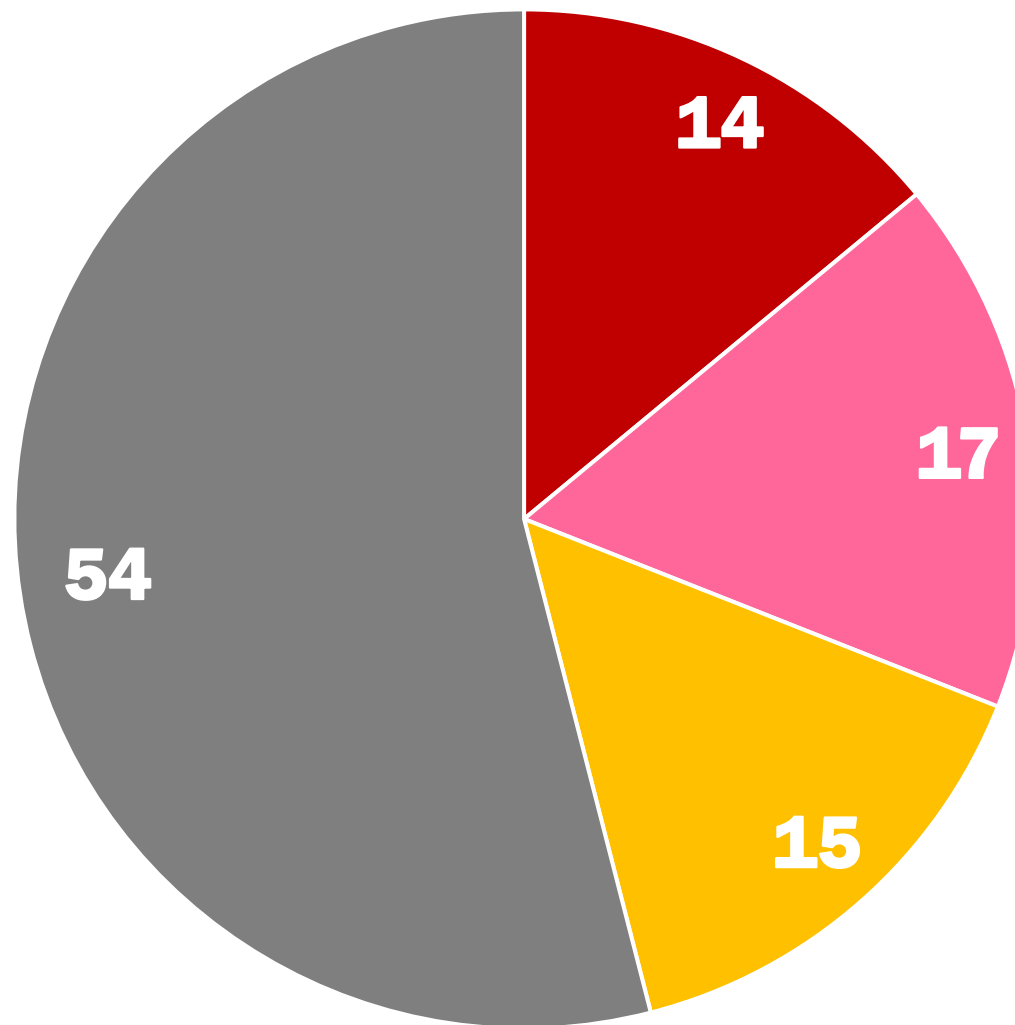
%

Romanticism - I feel that love is all around me

Joy - It's a day that cheers me up

Mixed feelings - She may be beautiful, but she has pressure

Indifference - I don't feel anything special



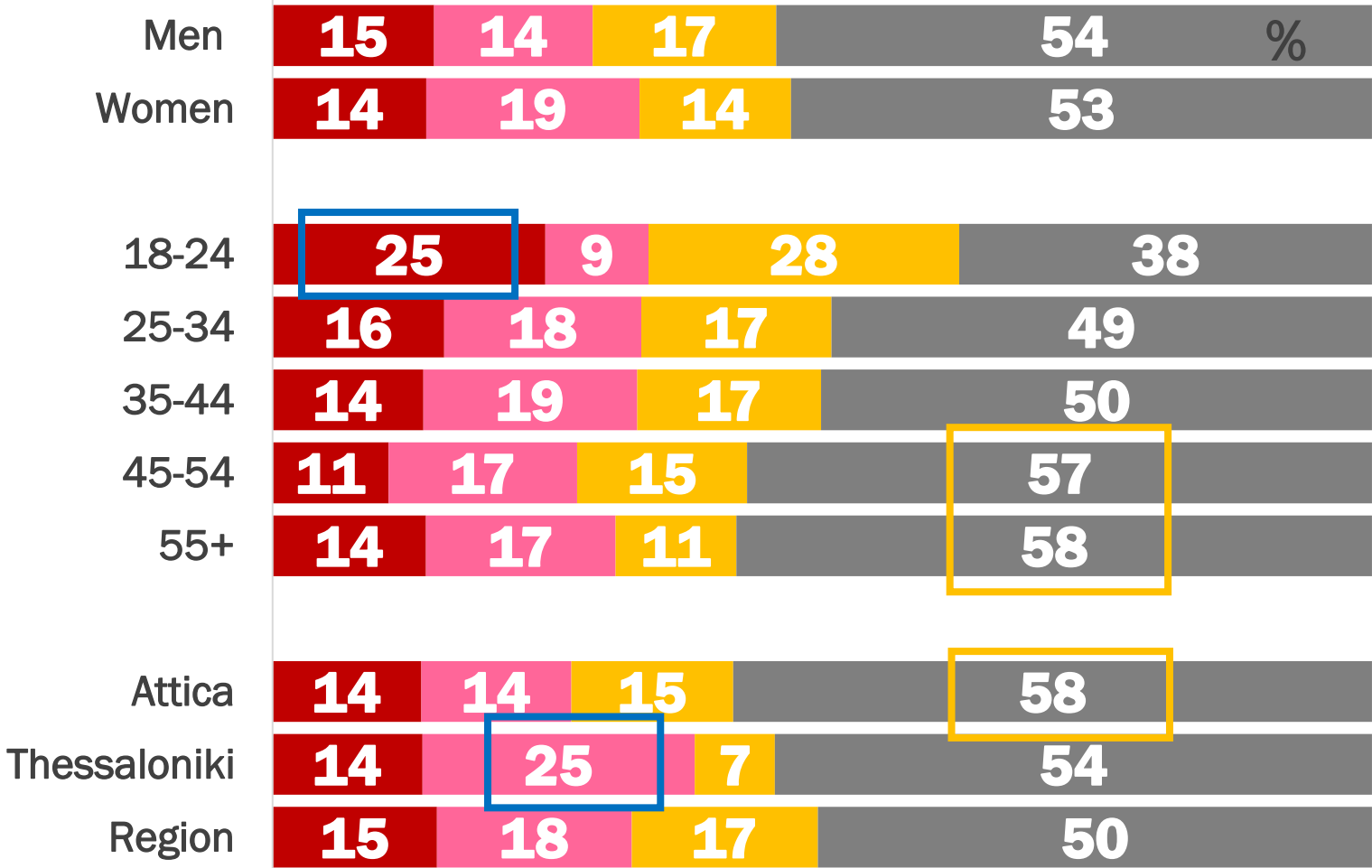
Young people feel more Romanticism, the Thessalonians Joy, while the Athenians and the 45+ age group appear more detached.

Romanticism - I feel that love is all around me

Joy - It's a day that cheers me up

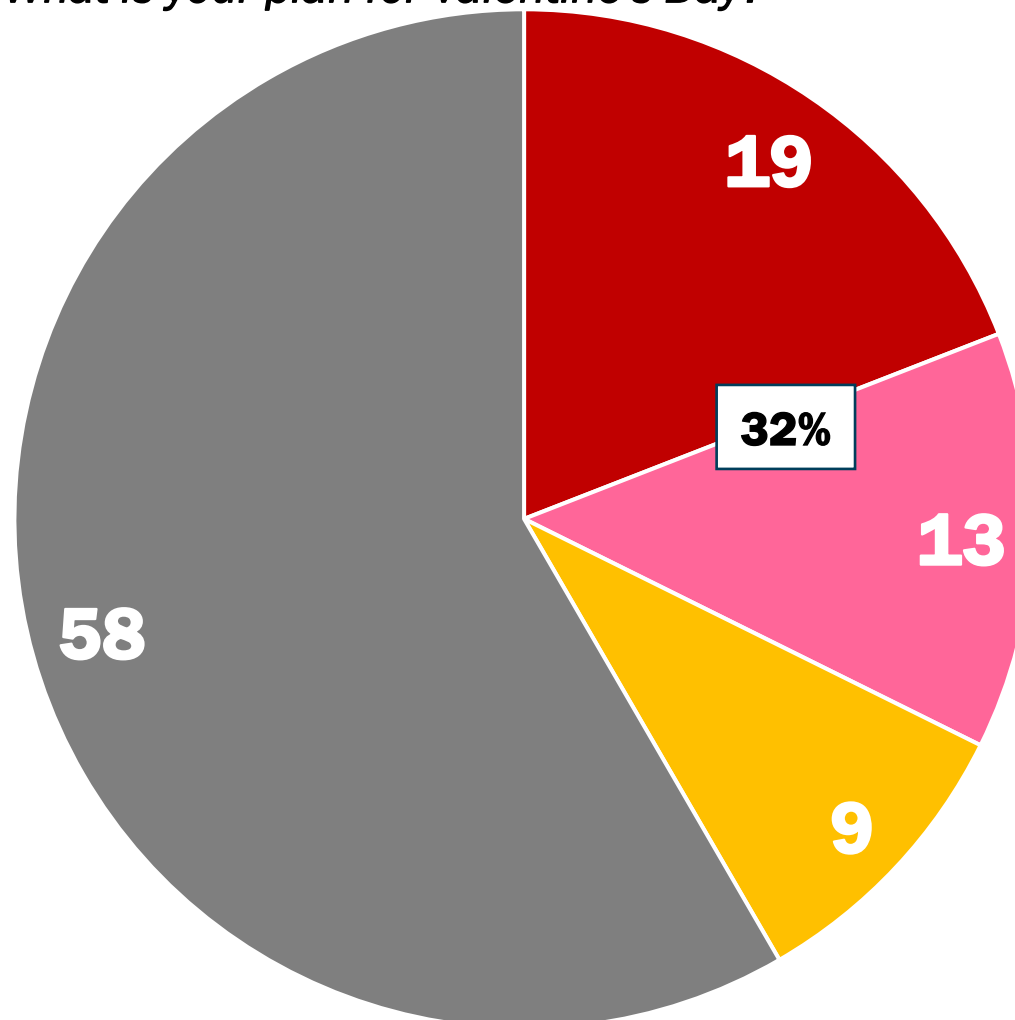
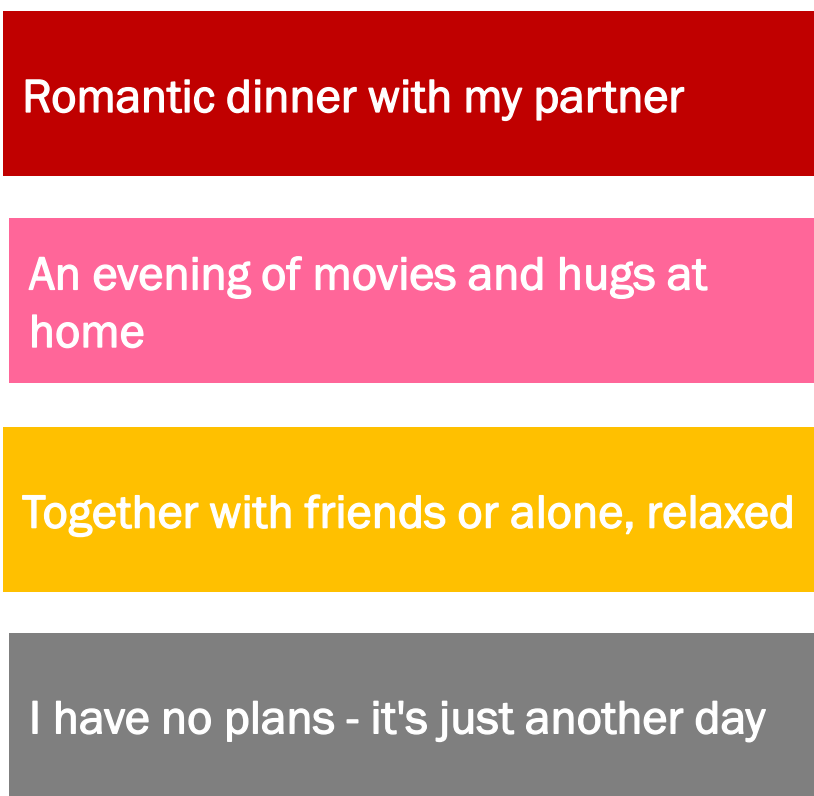
Mixed feelings - She may be beautiful, but she has pressure

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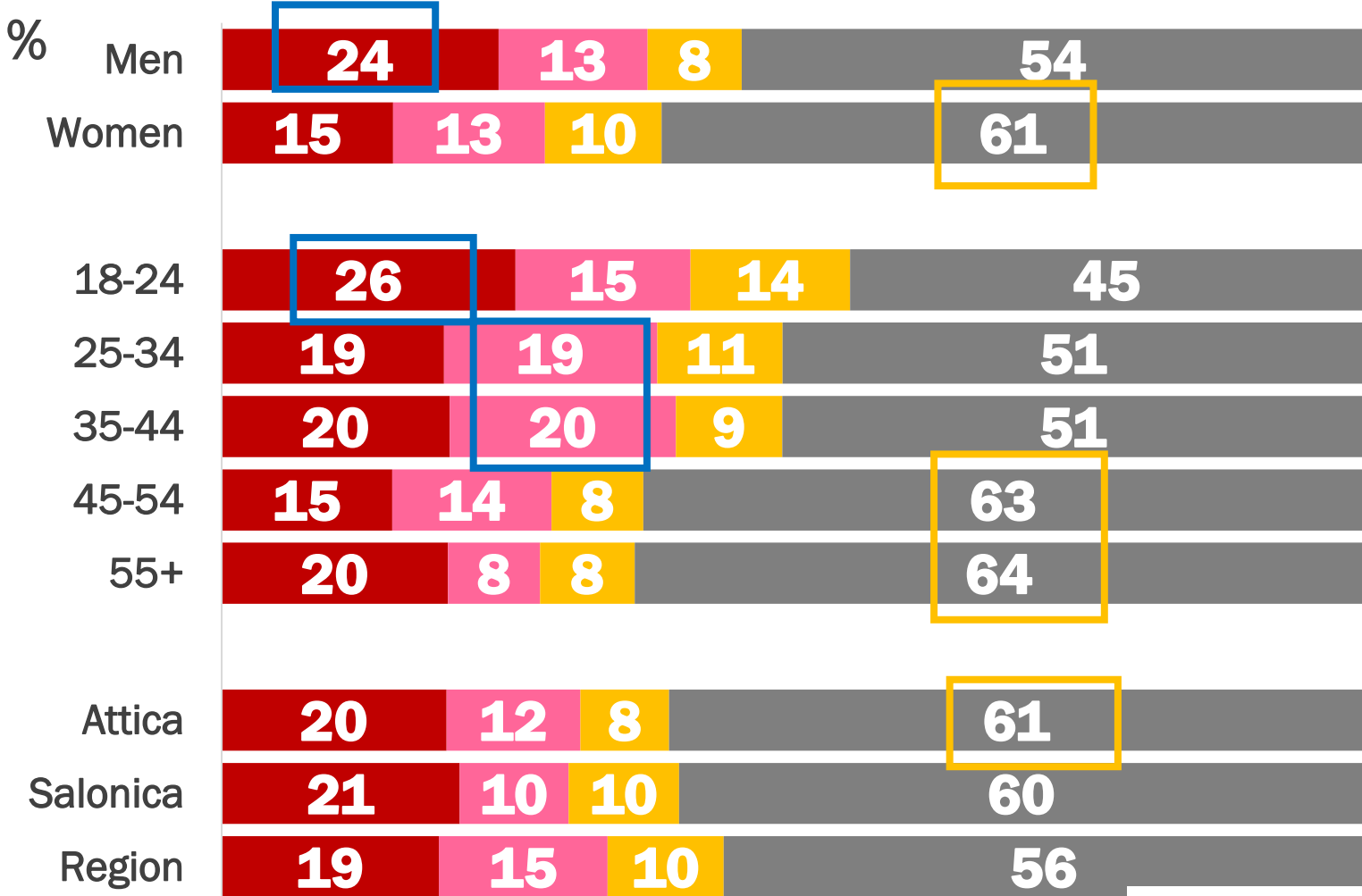
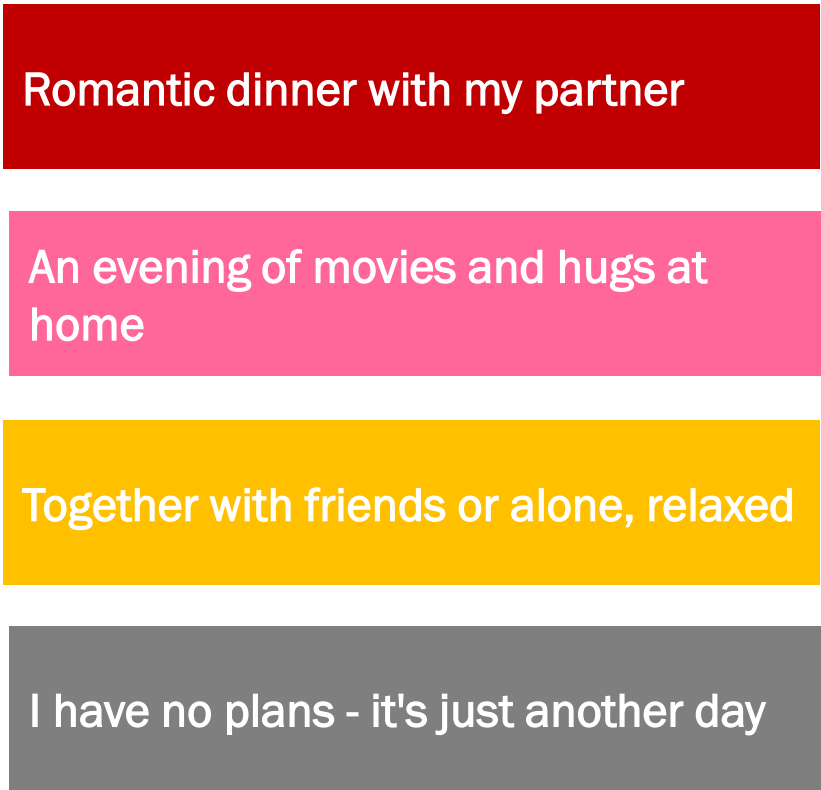


One in three Greeks celebrate love with a romantic dinner or cocooning at home

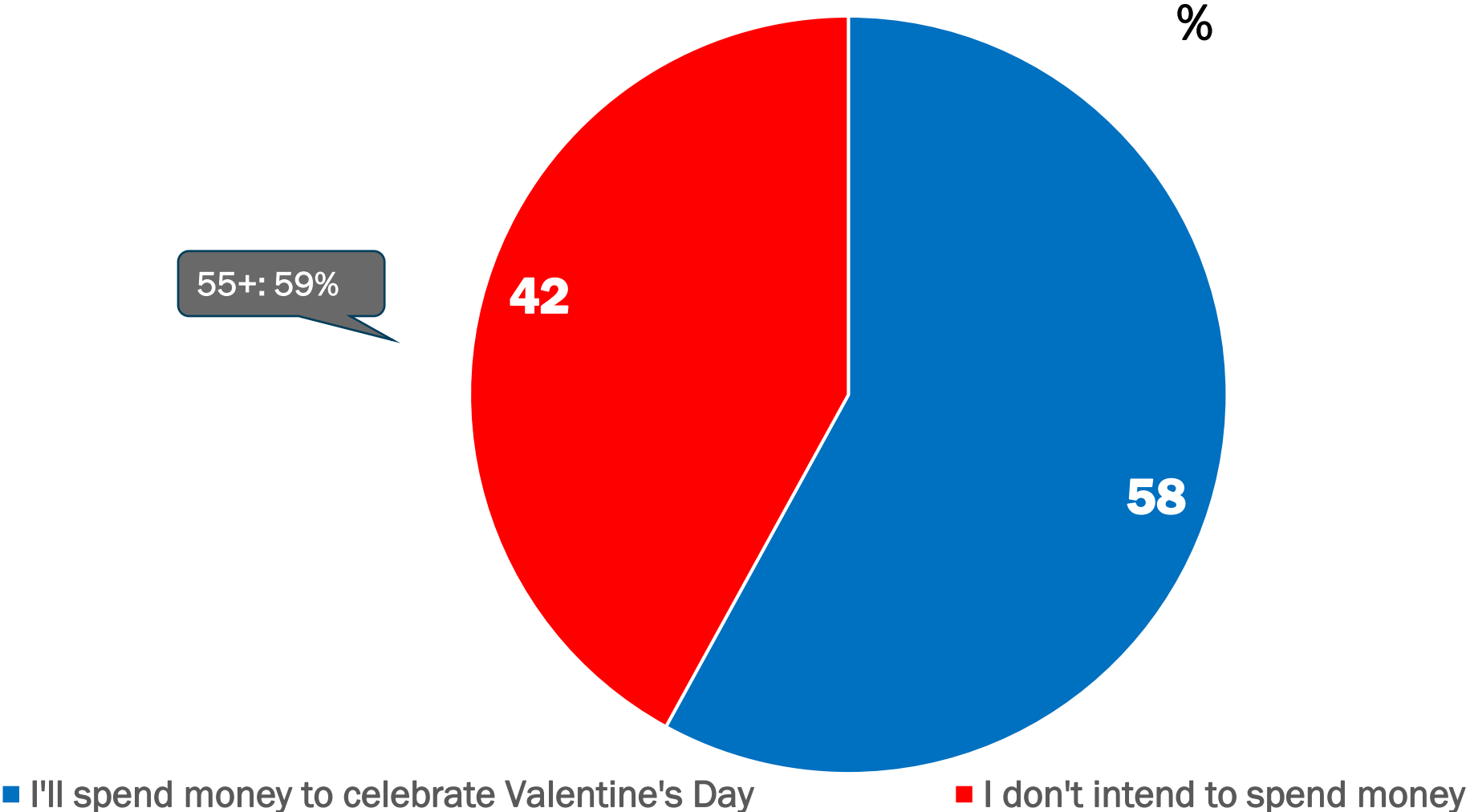
"What is your plan for Valentine's Day? "



Men 18-24 prefer a romantic dinner, 25-44 hugs at home, while for 45+ Valentine's Day is just "another day"



About Three in Five Greeks plan to spend some money to celebrate Valentine's Day



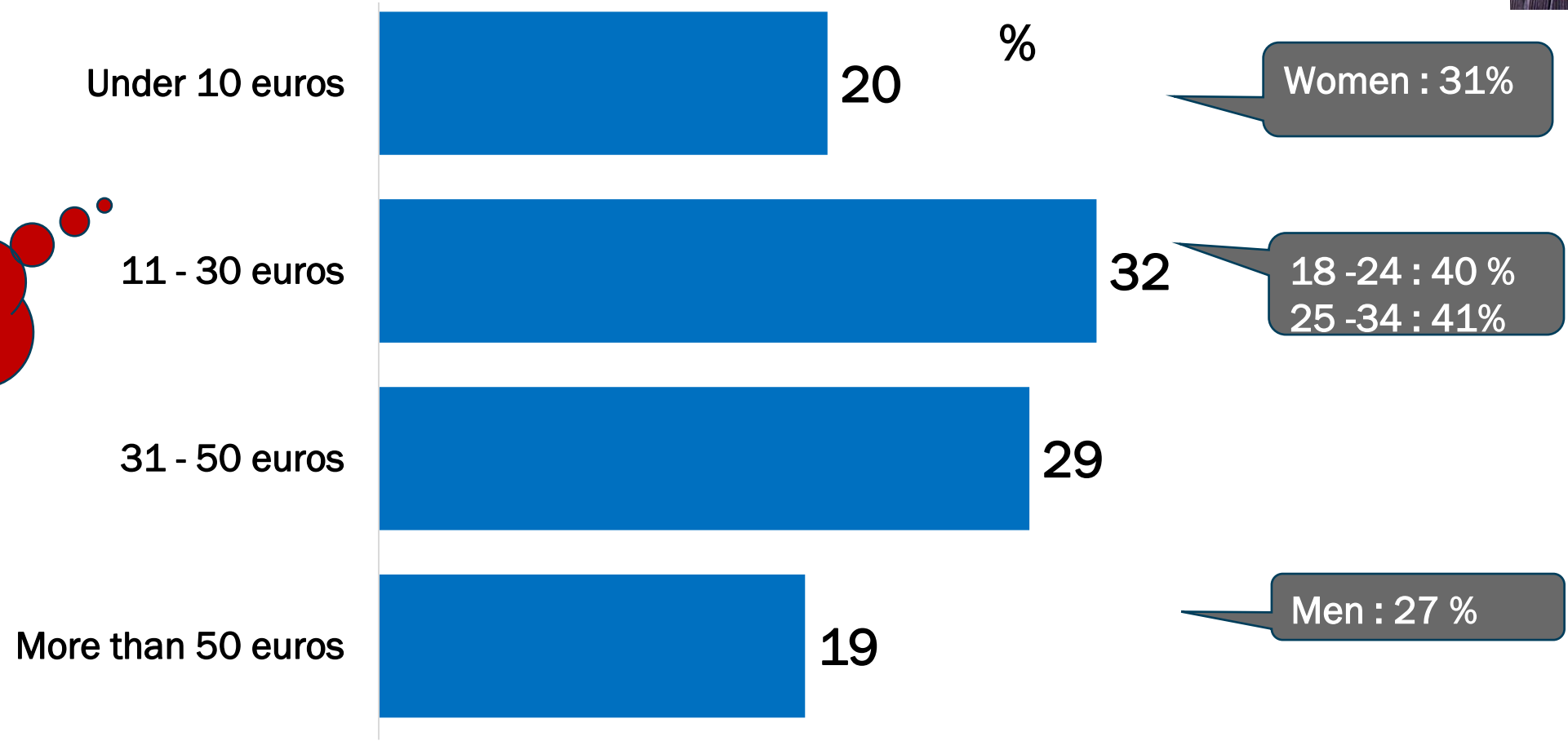
30,57€ on average the average expenditure of Greeks for those celebrating the Day of Lovers



"How much money do you plan to spend on Valentine's Day?"

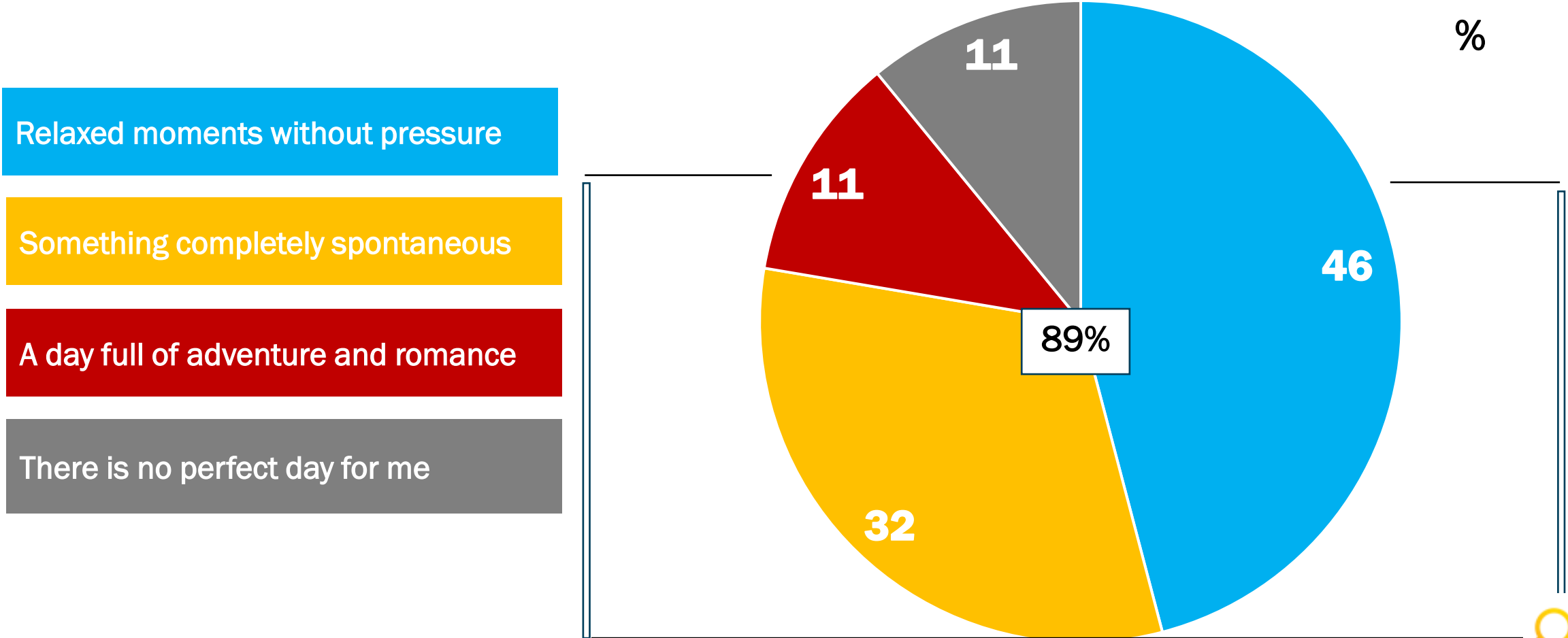
AVERAGE:
30,57€

Base:
Those who
will spend
money
(58%)

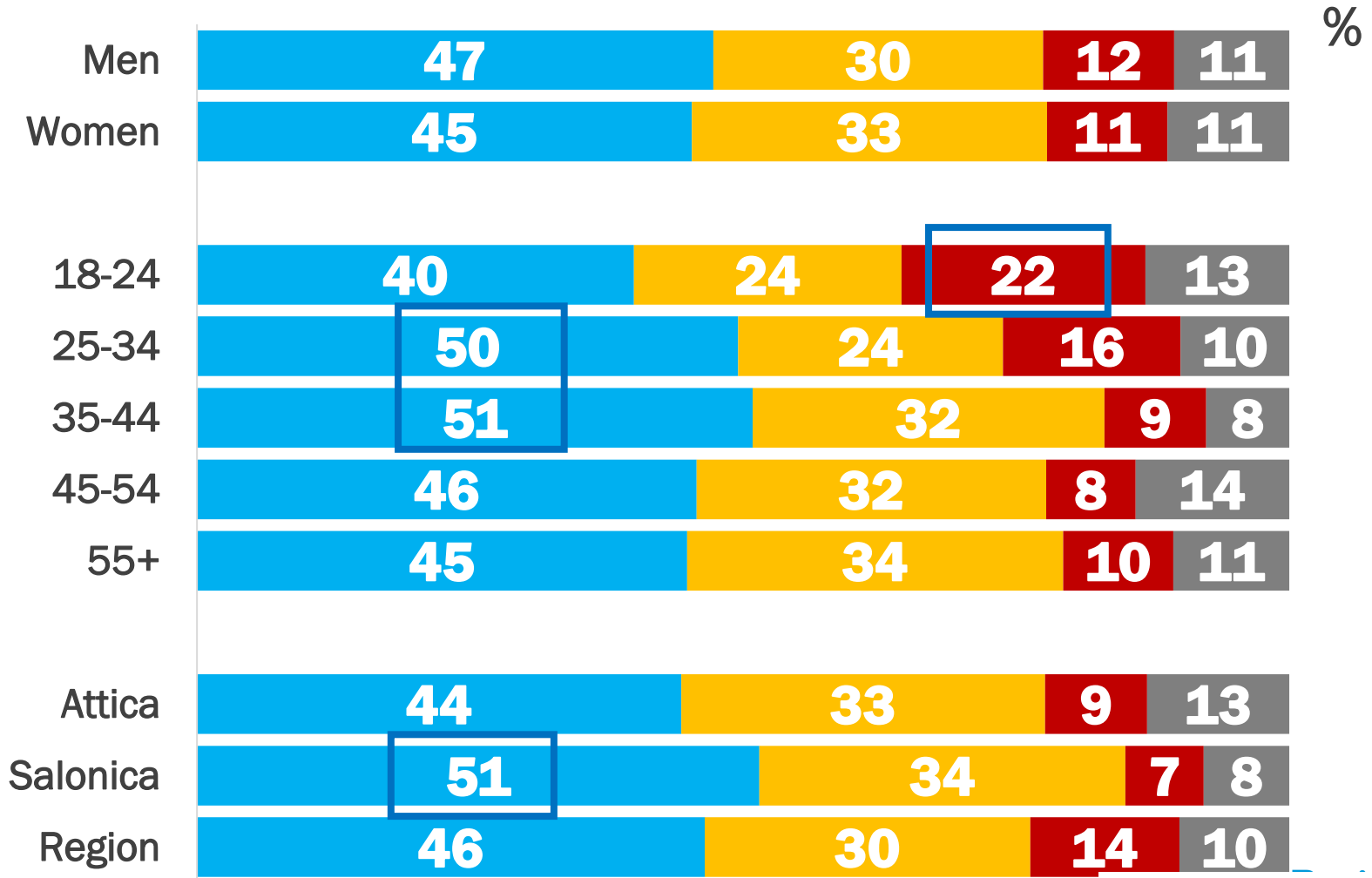


The perfect day exists! For almost half, it means relaxation, for one in three it means spontaneity, while 11% are looking for adventure and romance.

"How would you describe the perfect day for you?"



For 25-44 year olds in Salonica, the perfect day means relaxation and carefree living, while 18-24 year olds are looking for adventure and romance



SECTION B:

Commercialism or Romanticism?

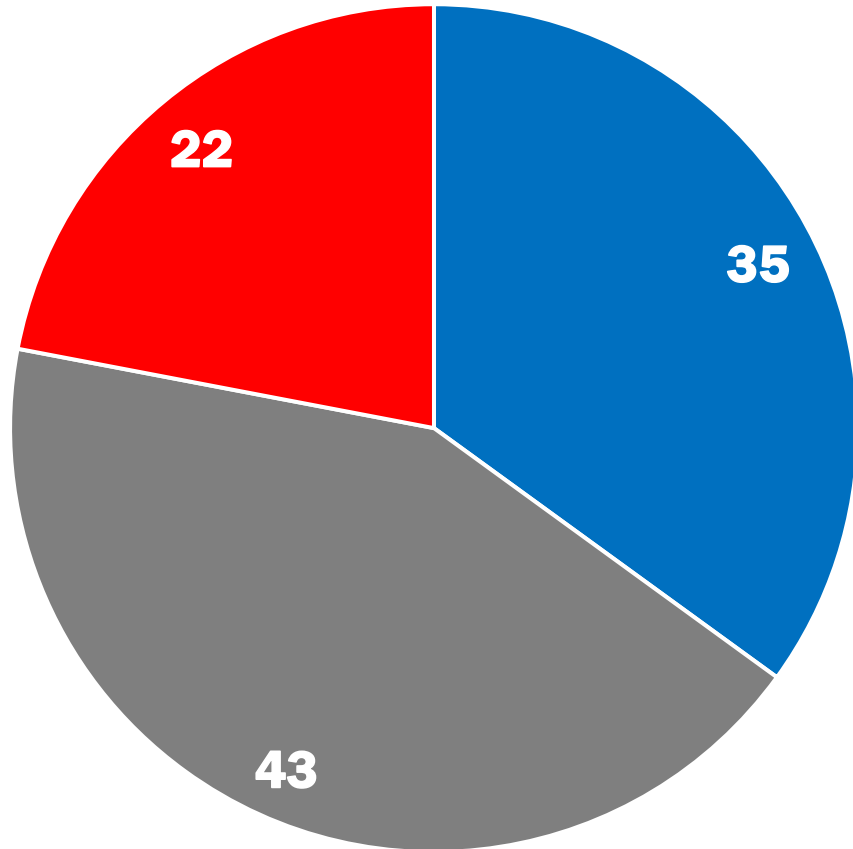


Just one in five Greeks reject the festive mood of the day, while young people and Thessalonians are distinguished for their enthusiasm

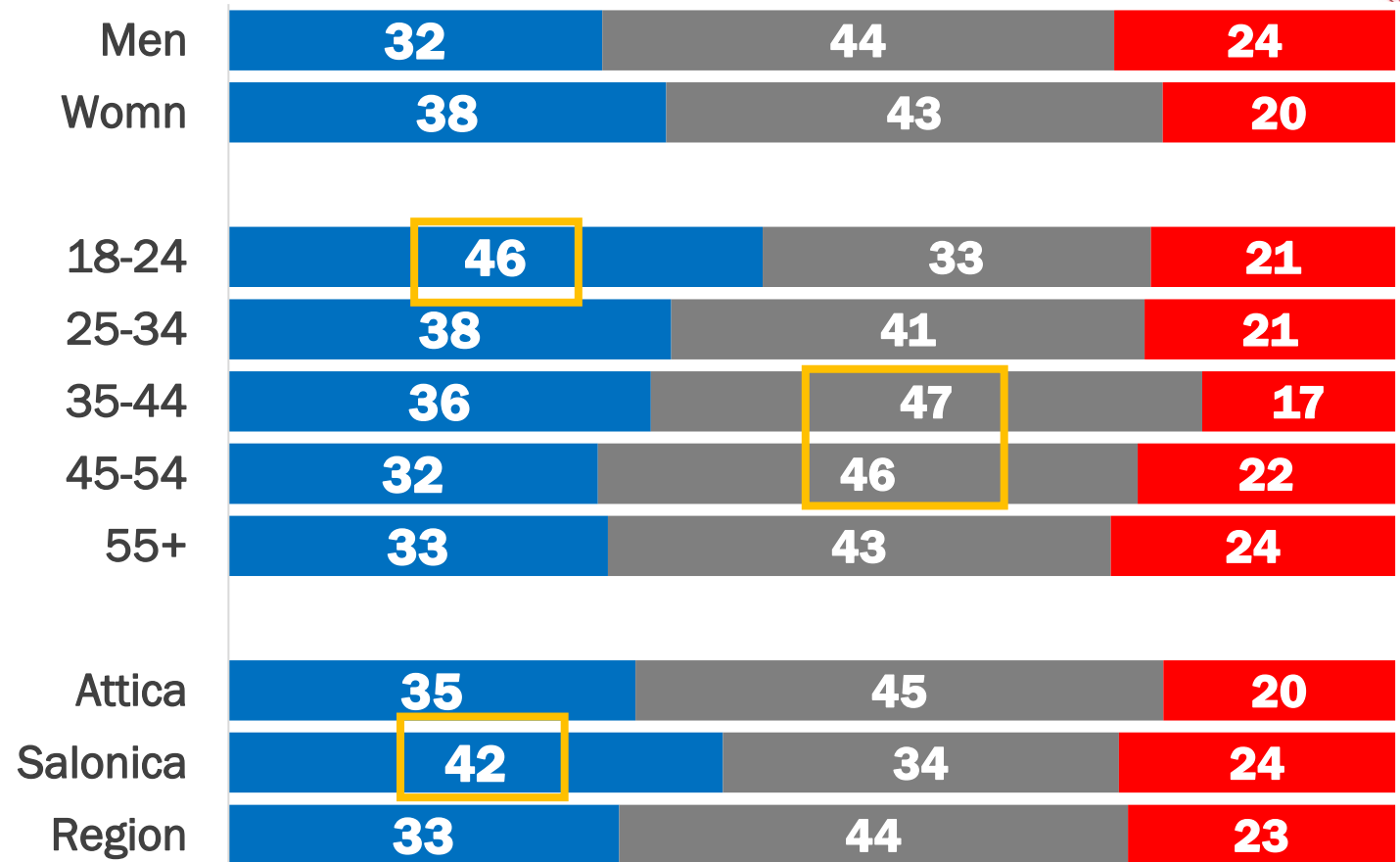


"I love that everyone celebrates love on this day, even the singles"

%



- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree

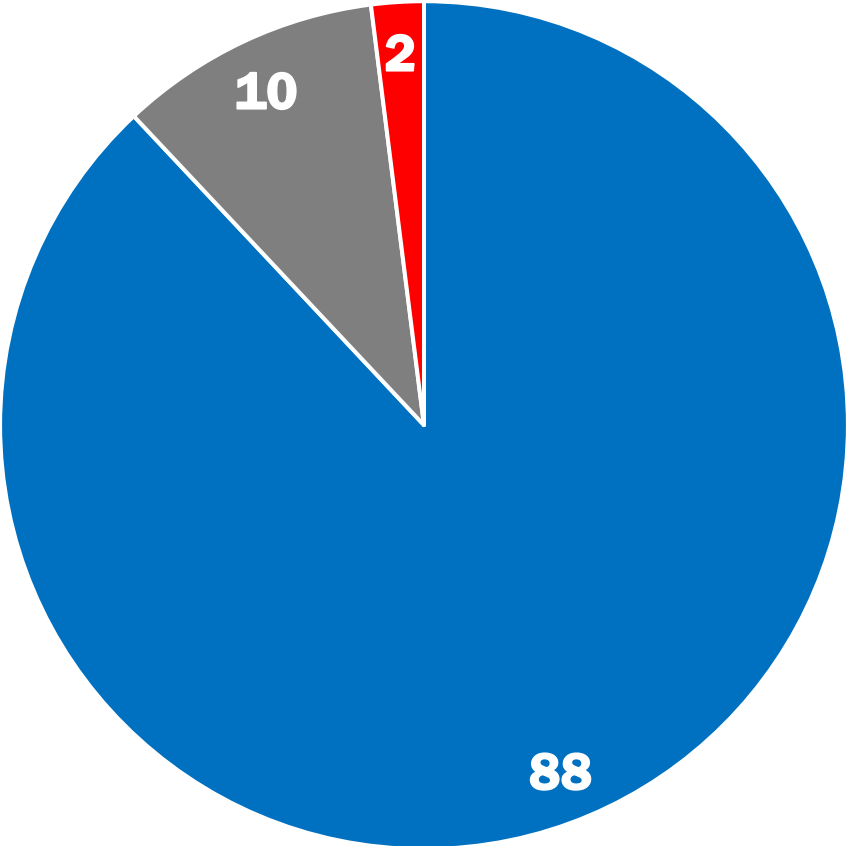


Lovers' Day: more commercial than romantic for almost all Greeks

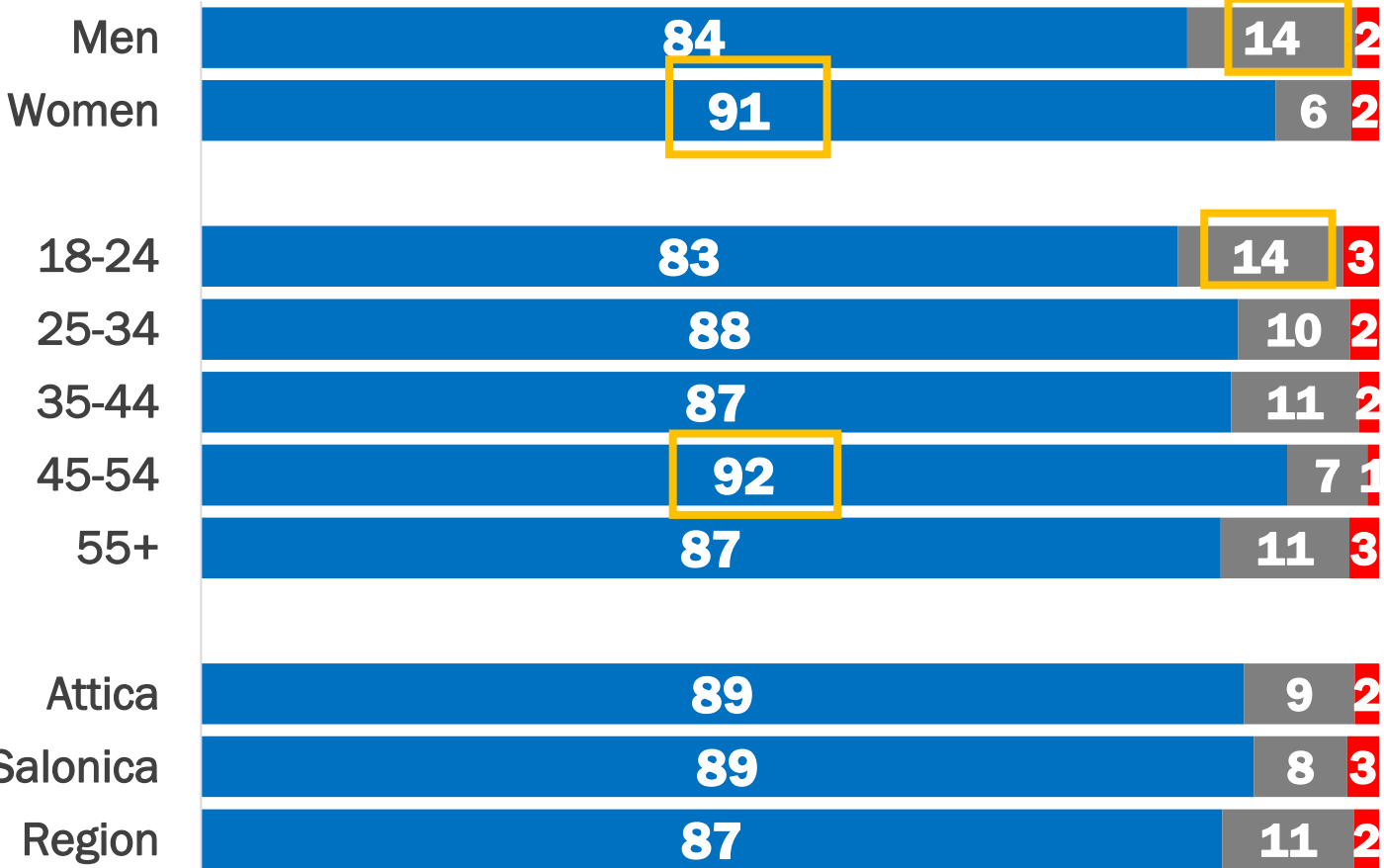


"Valentine's Day has become more commercial than romantic"

%



- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree

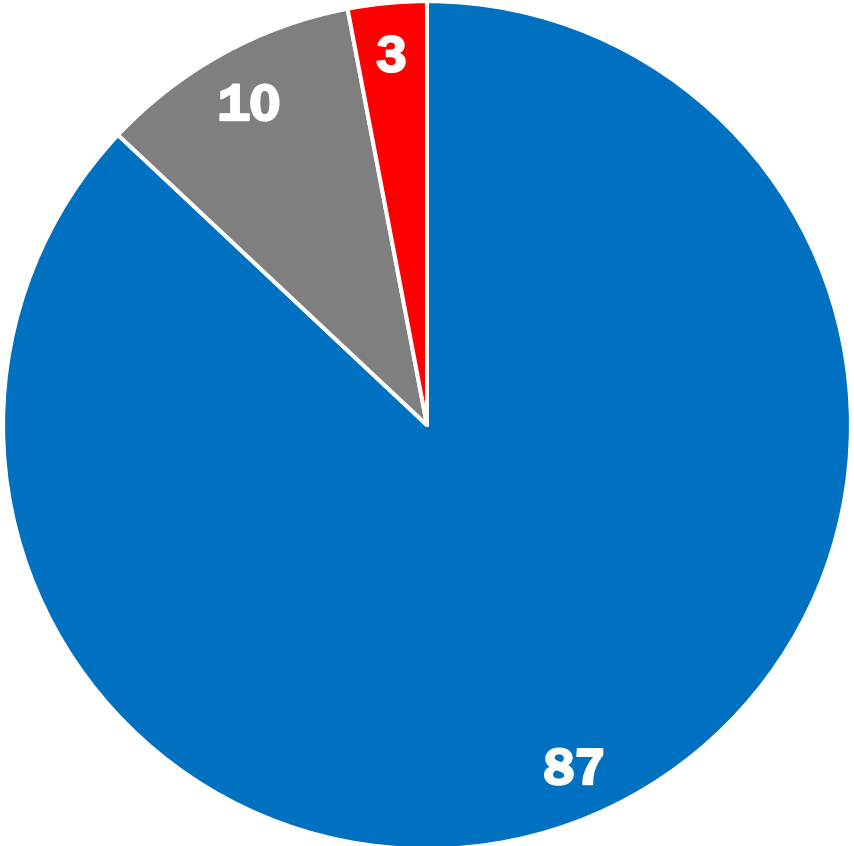


Romantic predisposition for the Greeks: Nine out of ten consider love a daily celebration!

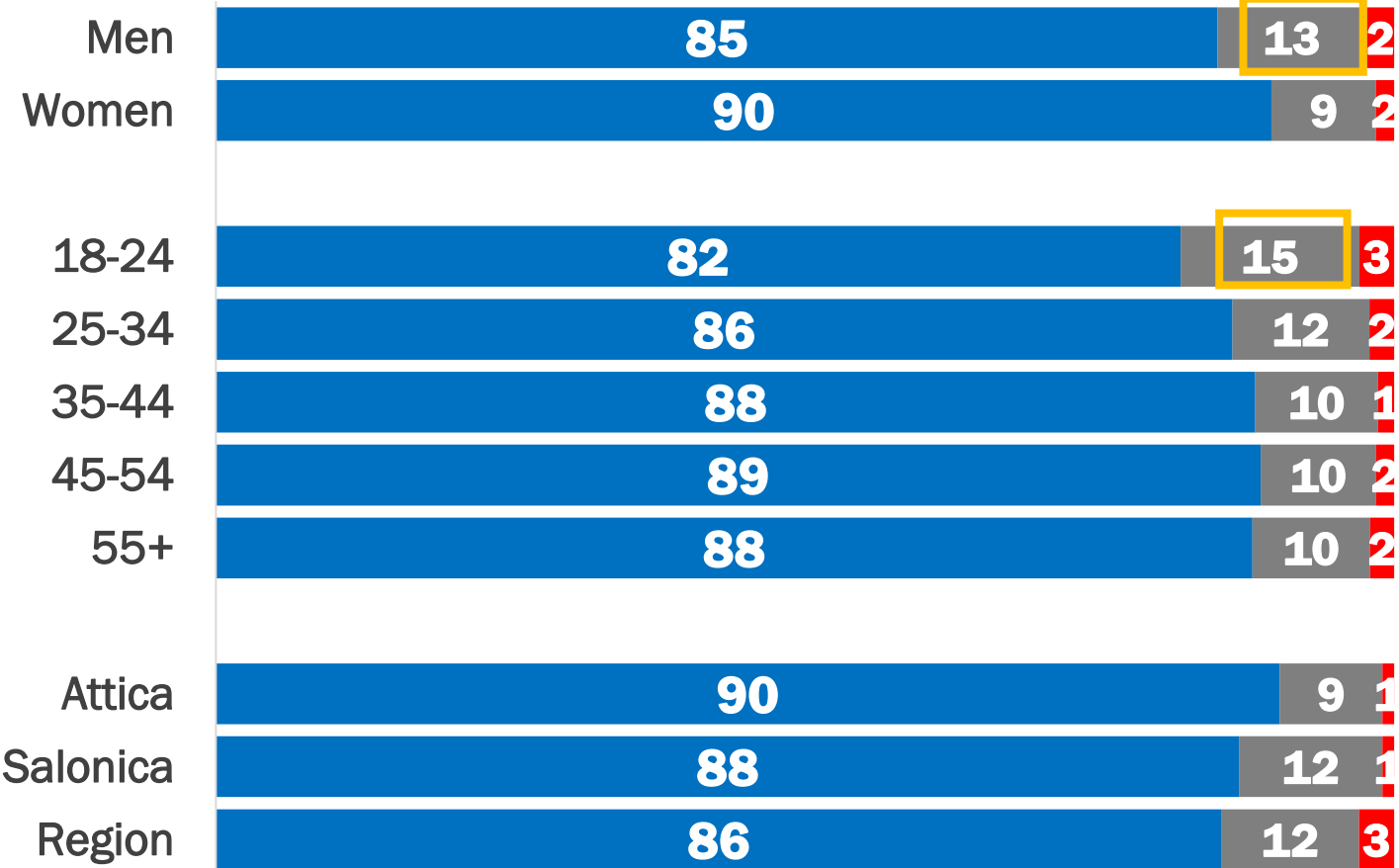


"Love and romance should be celebrated every day, not just on a specific day"

%



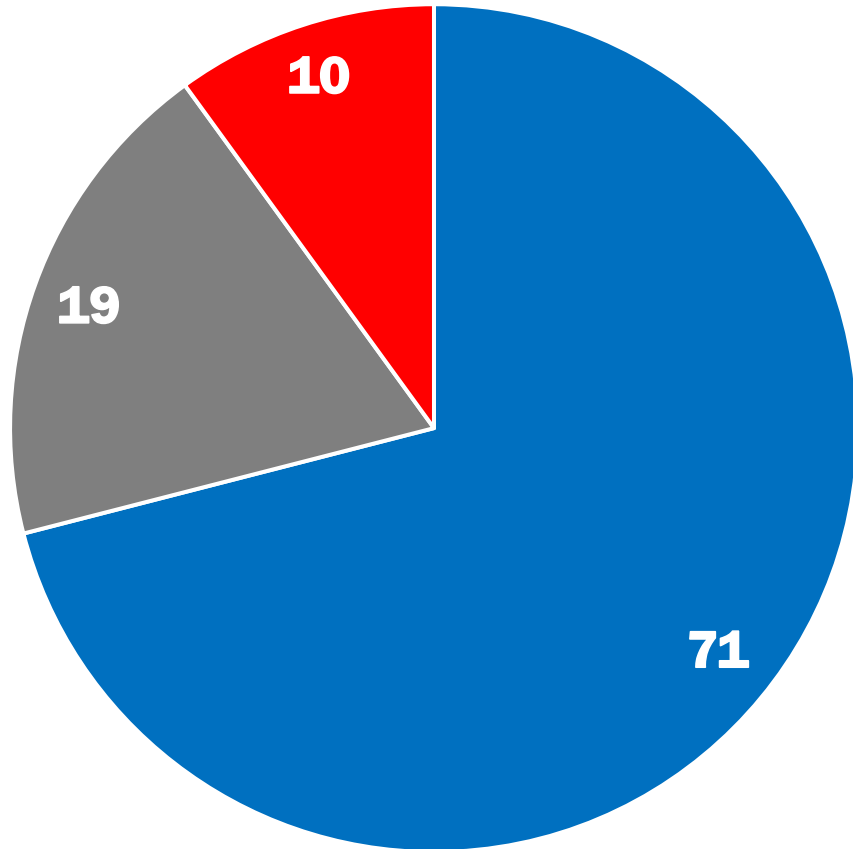
- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree



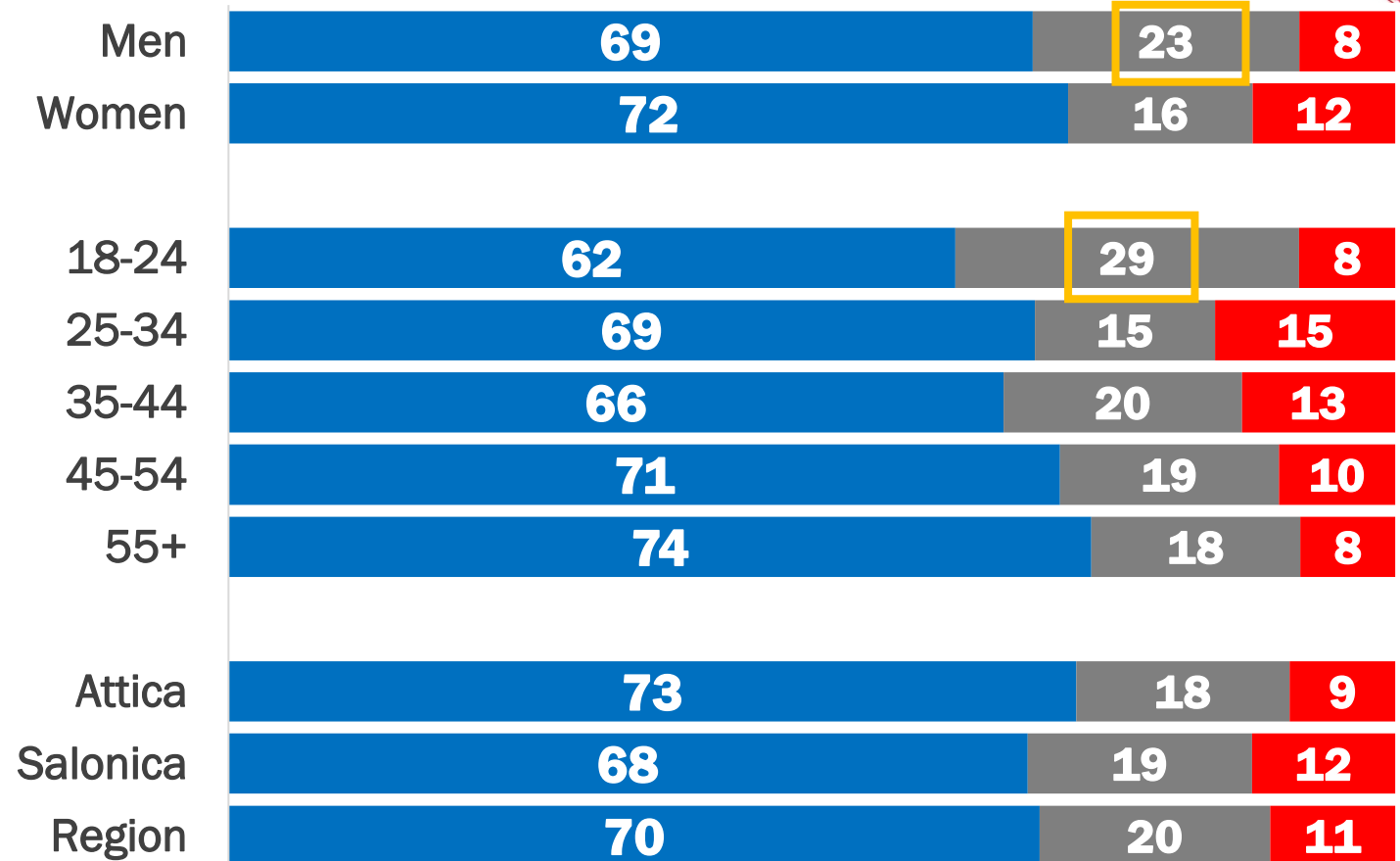
More than two out of three Greeks find waiting for the "perfect" Valentine's Day too much



"The pressure for the perfect gift or the perfect moment is too much"



- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree



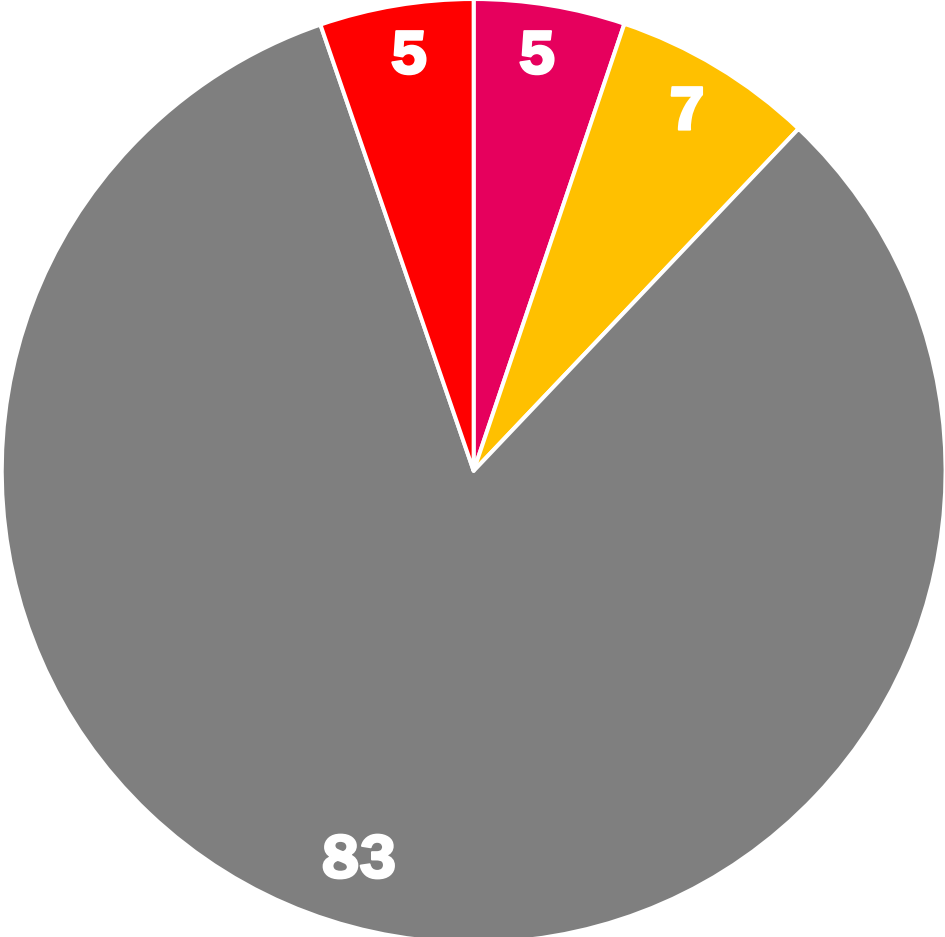
SECTION C: SOCIAL MEDIA



Valentine's Day stays... out(?) of social media for most Greeks, who choose not to "post" anything

"Are you going to post something on social media for Valentine's Day?"

%



Yes, a romantic photo with my partner

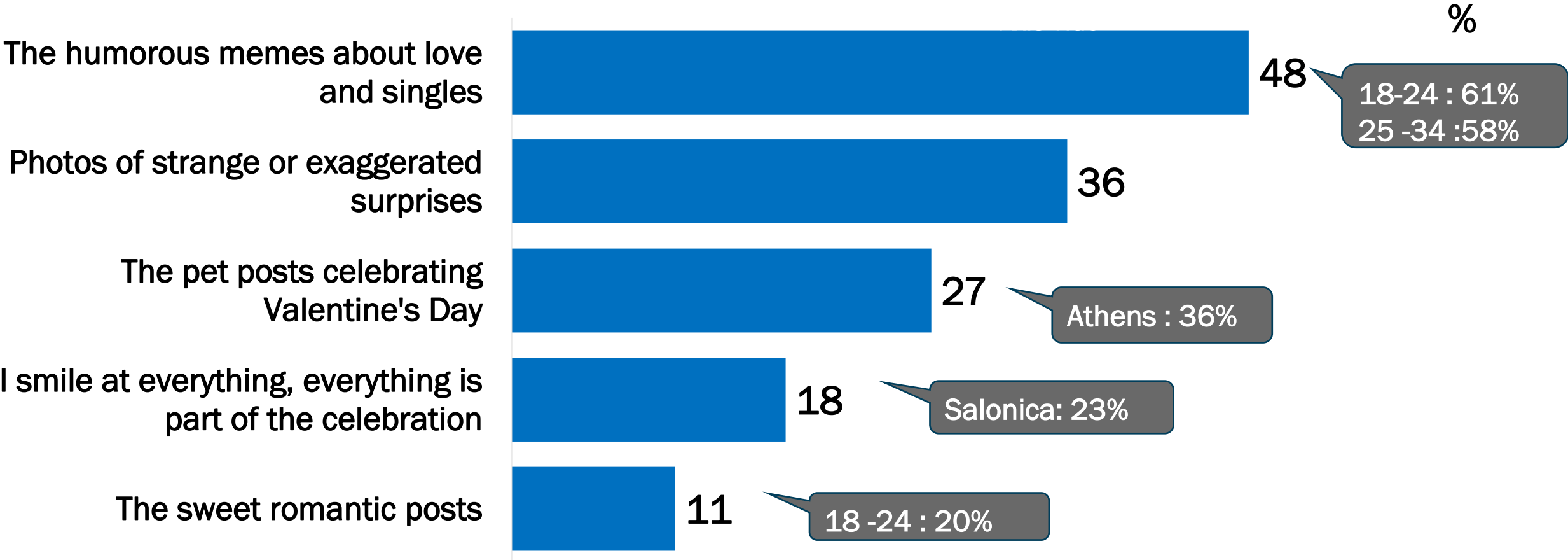
Yes, something funny or meme for this day

No, I don't usually/ I avoid uploading something on that particular day

I don't have social media

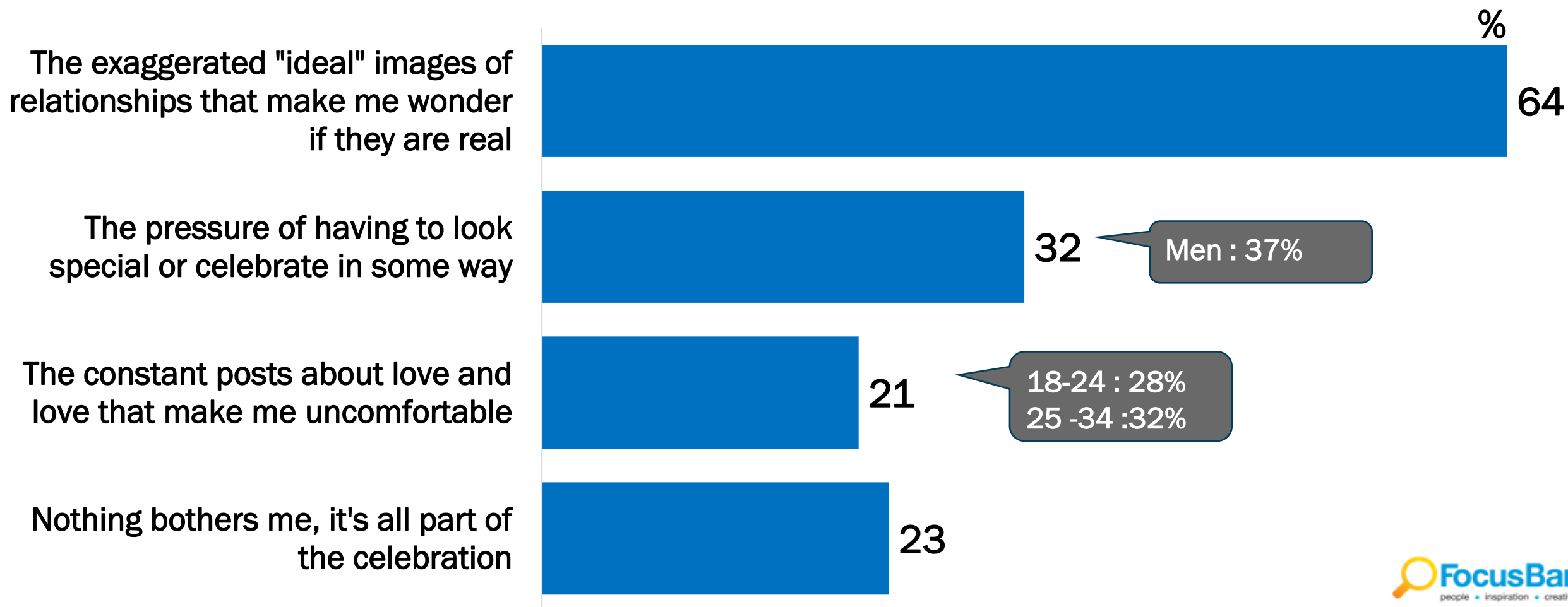
One in two users enjoy the humorous memes about love and singles, especially the young ones, with the subversive photos following

"What's making you smile on social media this day?"



The pretentious posts cause discomfort to many users, and many feel uncomfortable with the pressure to celebrate, especially men

"What's bothering you on social media this day?"



Key Learnings

1

Different Feelings about Valentine's Day: The holiday evokes feelings that vary across demographic groups, but for two out of three Greeks, it's just another day.

2

Feast of Lovers and Expenses: One in three Greeks celebrate with a romantic dinner or cuddles at home. Three out of five plan to spend an average of €30.57 on Valentine's Day.

3

"Perfect" Day and Commerciality: The "perfect" day involves relaxation and spontaneity for many, but more than two out of three find the pressure of it too much. The holiday is, by the majority, more commercial than romantic, and almost all believe that love should be celebrated every day.

4

Valentine's Day and Social Media: most Greeks say they don't post anything on Valentine's Day. Humorous memes about love or singles amuse most users, while pretentious posts about the "ideal" create discomfort for most.

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Thank you!

Want more info? Ask xenia@focus.gr

