

Artificial Intelligence in Greece

Issue A: Use, Value and Concerns

Issue 1 (current):
“AI: Use, Value and Concerns”



Research Specifications

RESEARCH

Perceptions, Use, and Social Impact of AI

METHOD

Online structured interviews via the YouGov panel

POPULATION - SAMPLE

Nationwide sample of adults aged 18 and older -
n=1,009

FIELDWORK

September 29 – October 5, 2026

FOCUS BARI

YouGov Affiliate Partner in Greece

Issue 2:
“Social Impact and the Three Mindsets Towards AI”

The Big Picture

Greeks' Attitudes Toward AI: Adoption & Ambivalence

90%

have used
at least one AI tool

87%

of ChatGPT users
use the free version

76%

recognize a potential
professional benefit

62%

express concern about
job displacement

Expectations and insecurities coexist

So what? / What does this mean?

AI is spreading. Its value is recognized, but trust is not a given

FOR THE MARKET

Free usage dominates

87% of ChatGPT users use the free version.
The premium version needs clear added value.

FOR WORK

Career prospects
and job insecurity

76% recognize a professional benefit , while 62% are
concerned about jobs being replaced

FOR BUSINESSES

From Individual Use to Organized
Adoption

4% of ChatGPT users access the platform through their employer.
Leveraging AI requires strategy and support

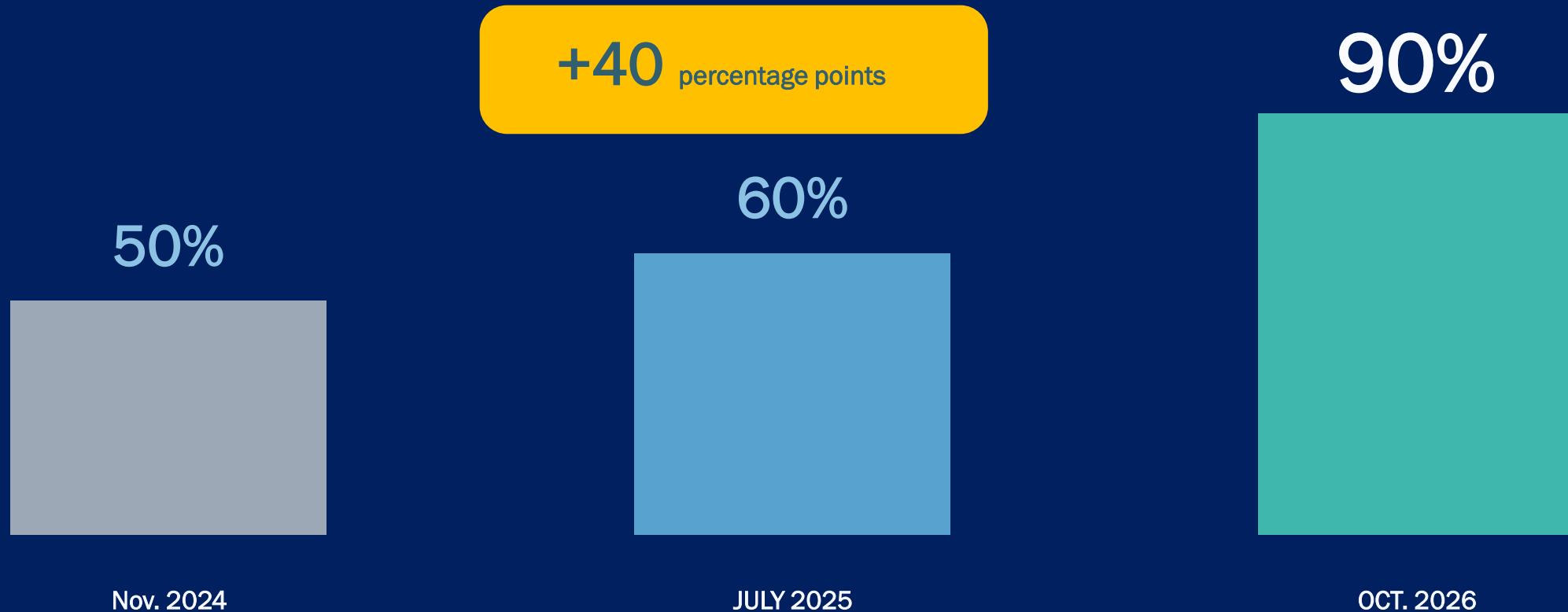
Adoption alone is not enough. Value must be demonstrated and trust must be earned

How many have tried AI?

AI is moving from testing to widespread adoption

9 out of 10 Greeks have used at least one tool

Long-term benchmark / Use of at least one AI tool

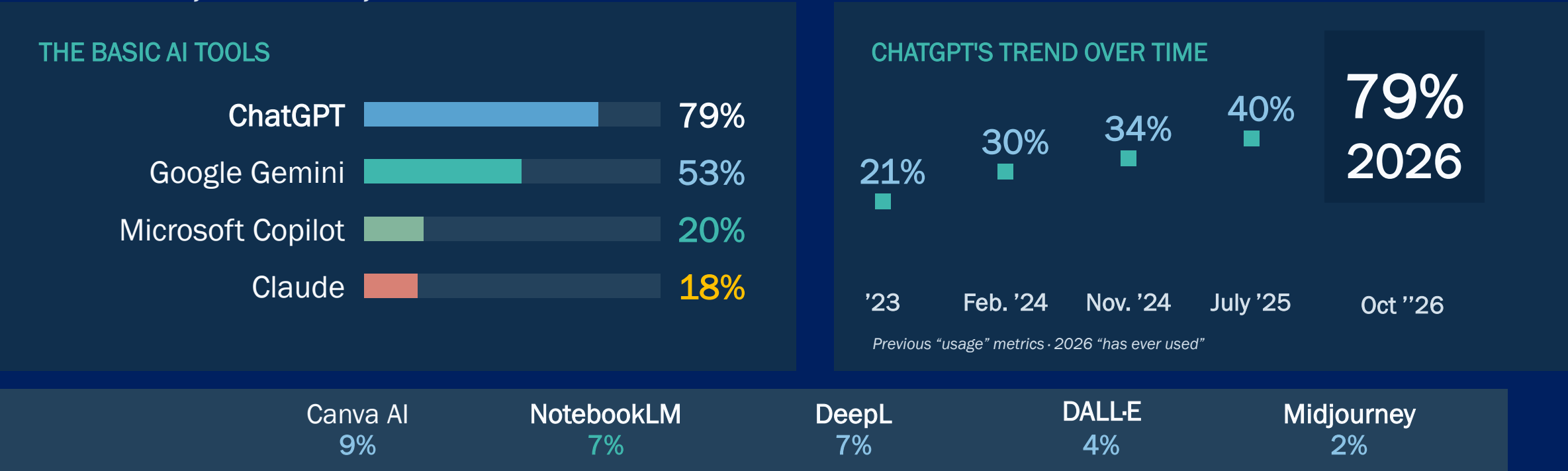


Which tools?

ChatGPT remains the primary gateway to AI

The expansion into more AI applications coexists with ChatGPT’s clear lead

Which AI tools do you use or have you ever used?



Base: Total, n=1,009

How often?

From trial to habit: usage settles into a steady rhythm

Nearly two in three ChatGPT users use it daily or a few times a week.

Frequent use = daily or several times a week

ChatGPT

65%

frequent use

28% daily

37% a few times a week

Frequent Use in Other Apps

Gemini / Bard



Claude



Microsoft Copilot



Which model?

Free use remains the primary way to leverage AI

Widespread use of AI applications relies mainly on versions that are free to the user.

What type of version do you use?

ChatGPT

87%

use the free version

8% pay for it themselves 4% through their employer

FREE VERSION ON OTHER TOOLS

Gemini / Bard  88%

Canva AI  78%

Microsoft Copilot  72%

Claude  71%

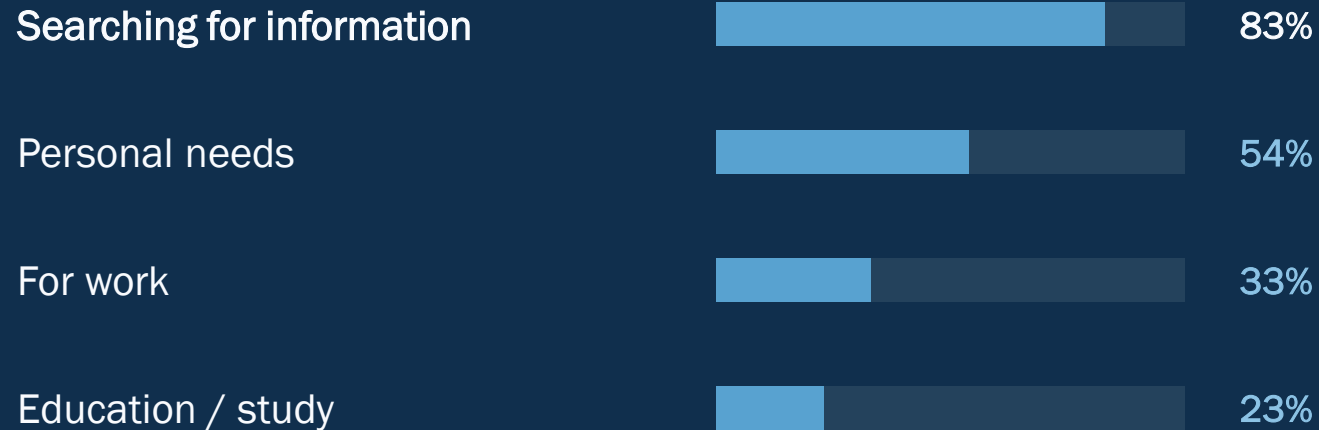
Why?

Beyond the tool itself, what matters is the need it serves

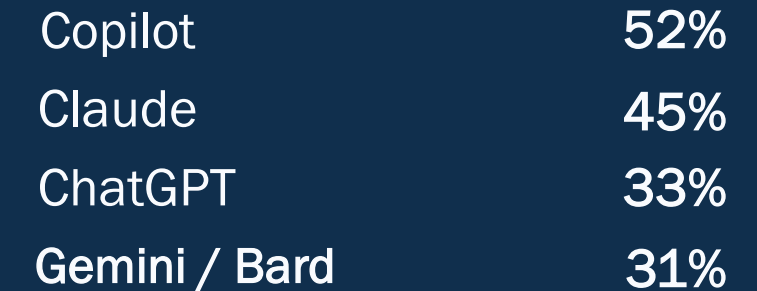
AI for: Information, personal needs, work, learning

For what reasons do you use or have you used AI tools?

ChatGPT



TOOLS USED FOR WORK

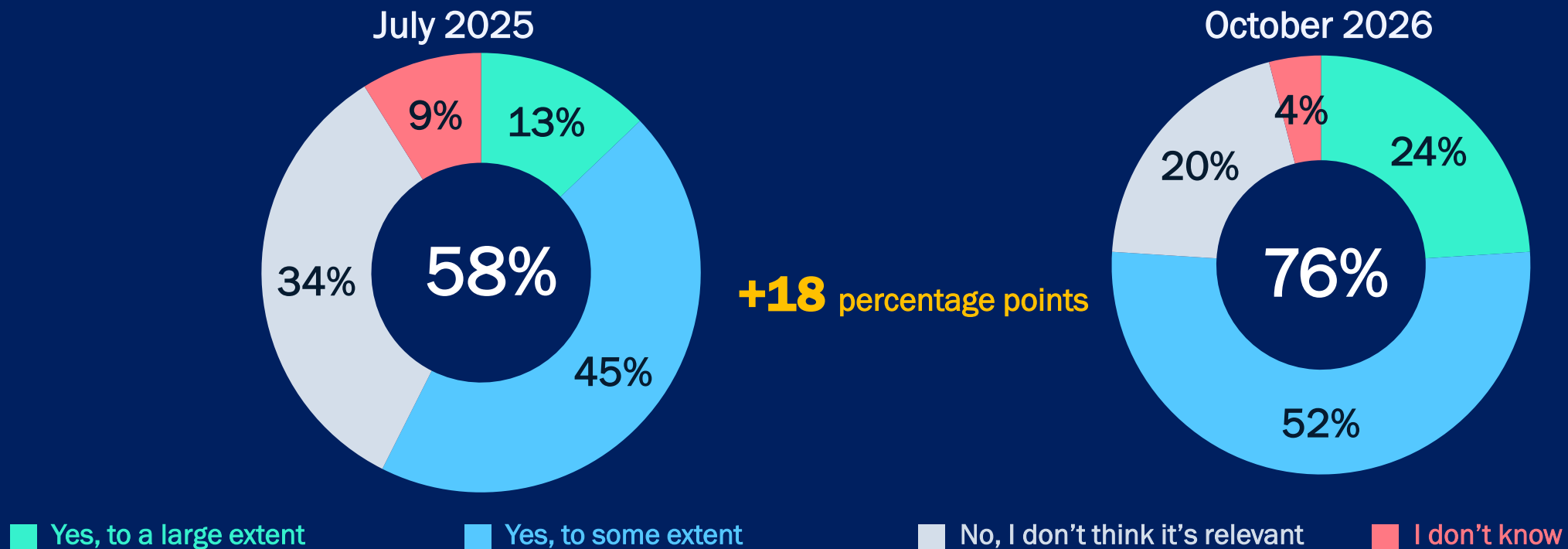


Career Prospects

AI is strengthening its position as a professional tool

“Recognition of AI’s career benefits has grown since July 2025.

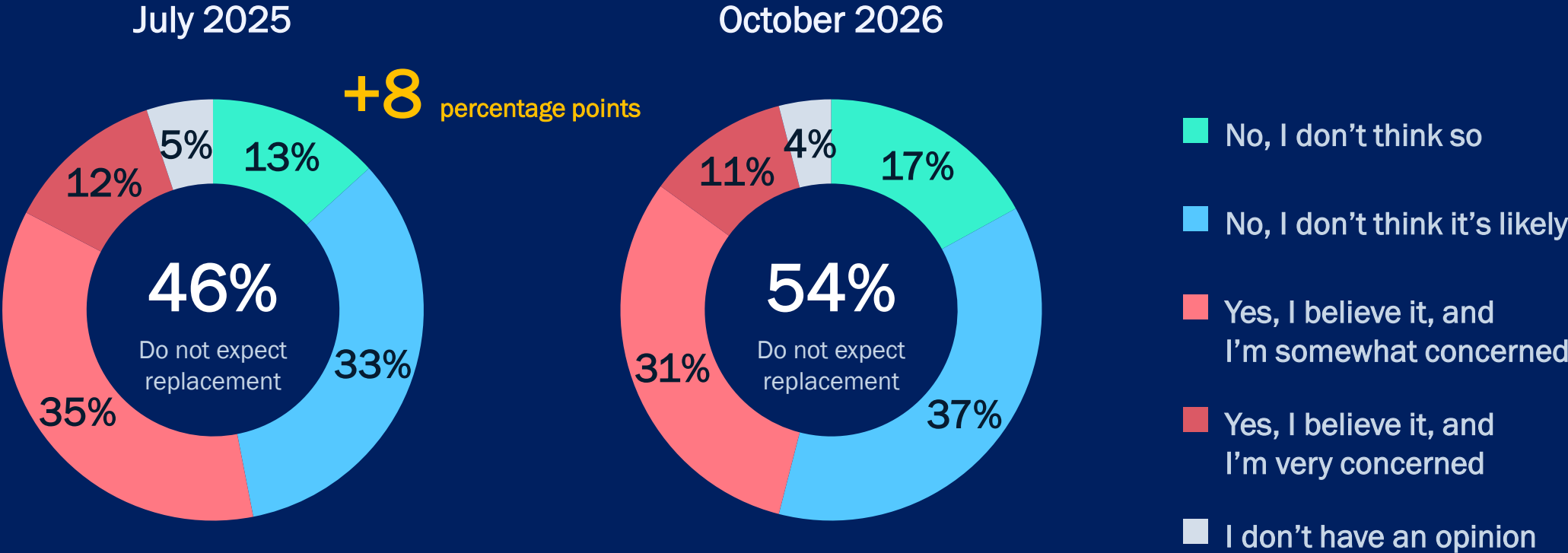
Do you believe that using and understanding AI tools can improve your career prospects?



Uncertainty About Employment

Fear of being replaced by AI is subsiding, but concerns remain

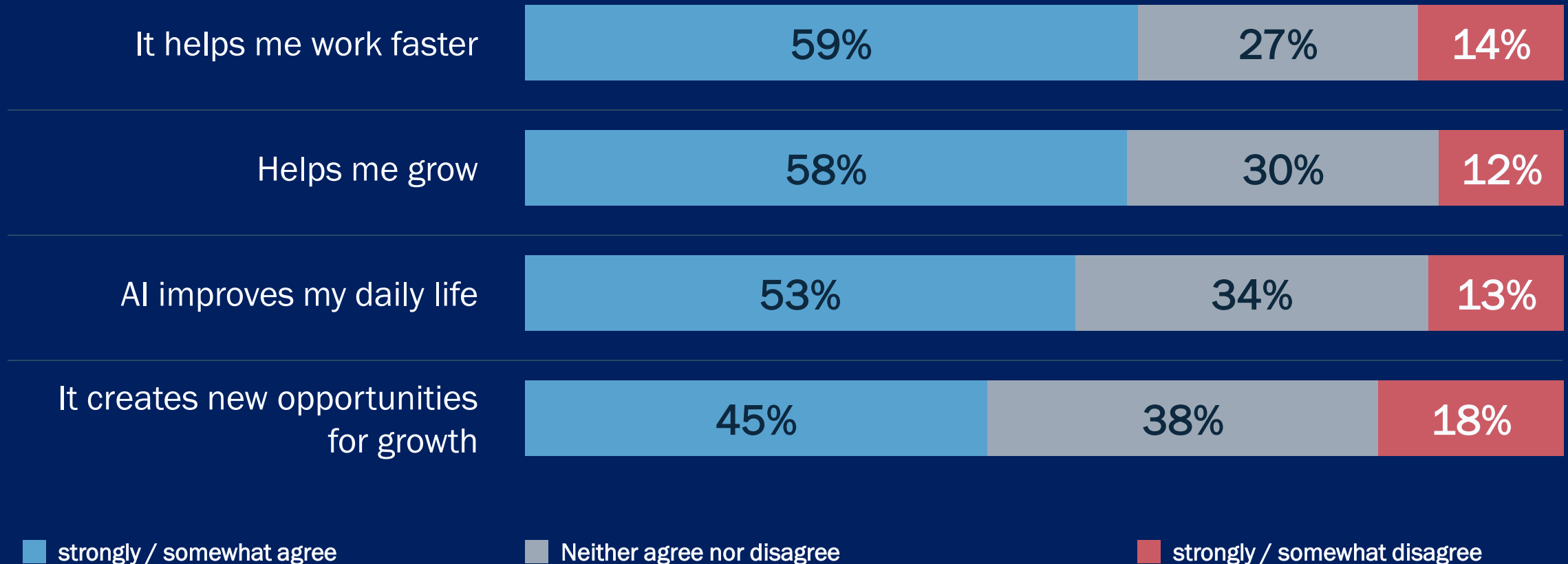
“Do you believe that Artificial Intelligence (AI) could replace your job in the future?”



Base: Total, n=1,009 / Wave comparison: July 2025 & October 2026

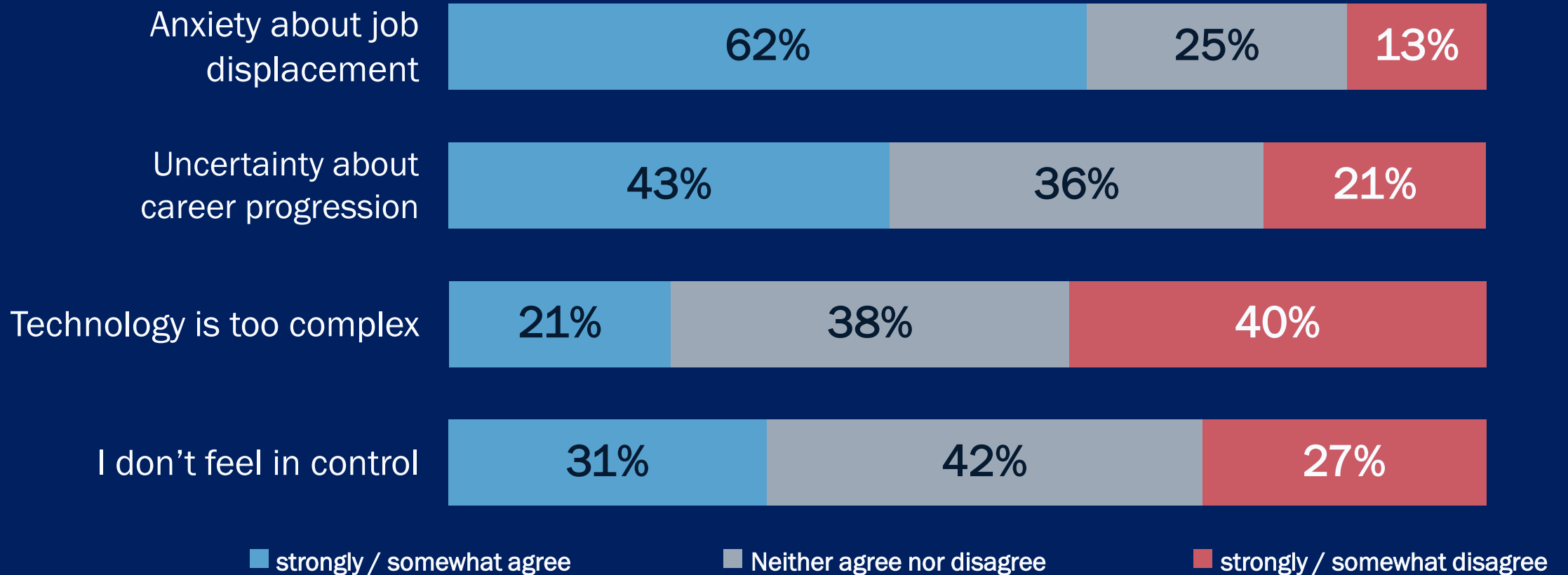
Positive Attitudes & Perceived Value

AI is recognized in practice:
faster work, learning, and new possibilities



Concerns

The main concern is job security



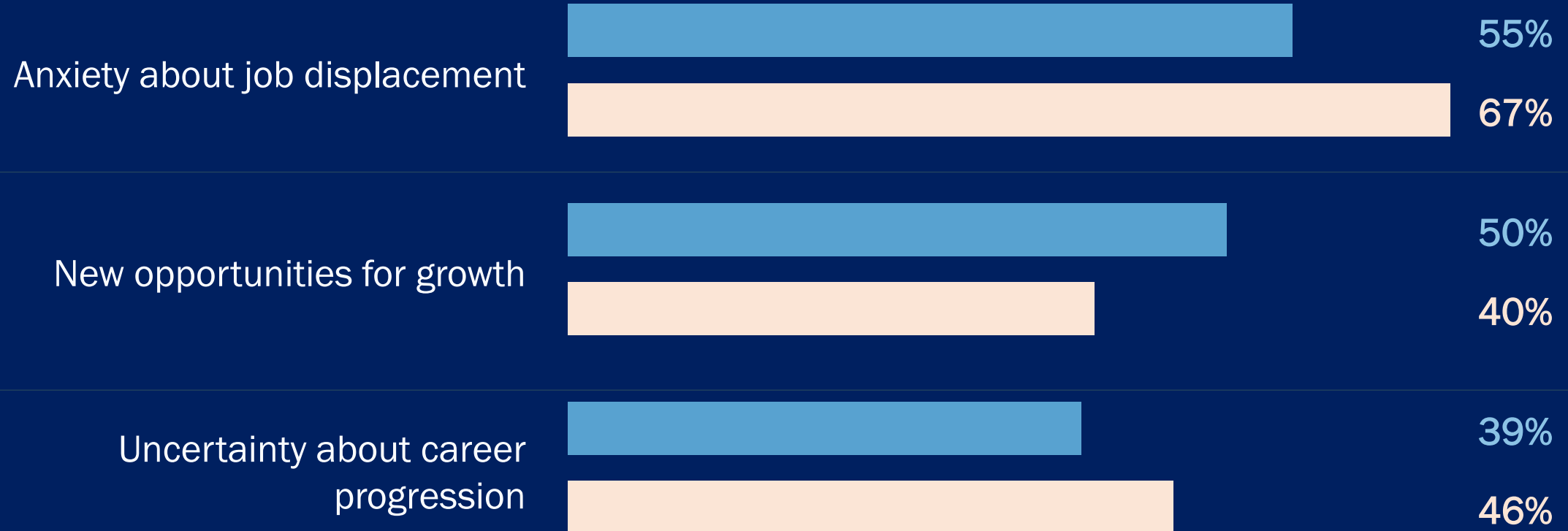
Gender Differences

Women are concerned about work; men see more opportunities

Percentage who strongly or somewhat agree, by gender"

Men

Women



Base: Agreement rates by gender

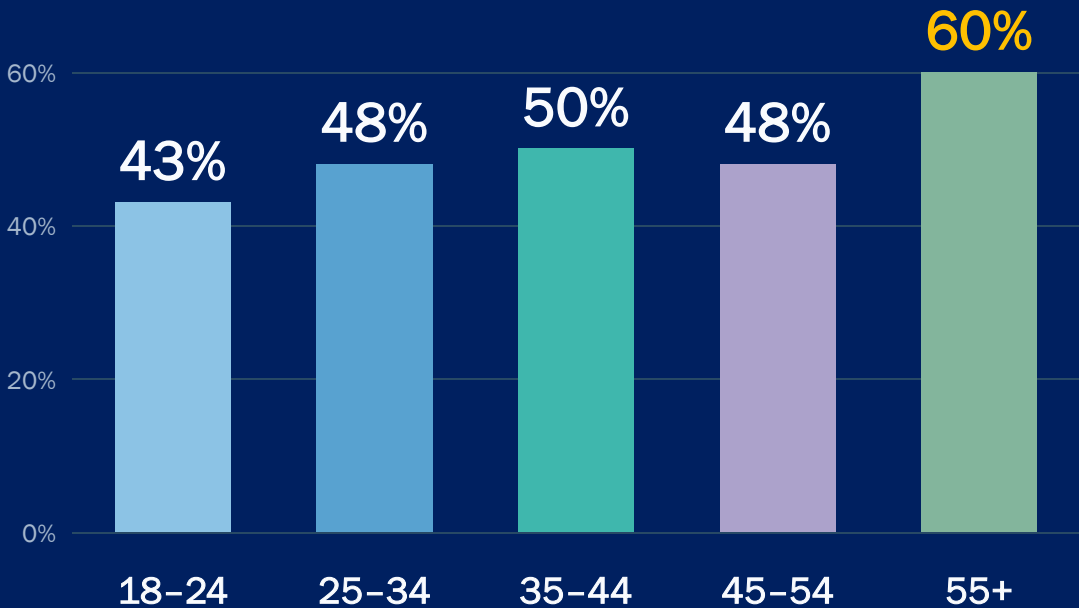
Age differences

The age paradox: Those aged 55+ are more optimistic, but also have more reservations

Agreement rate (strongly agree / somewhat agree)

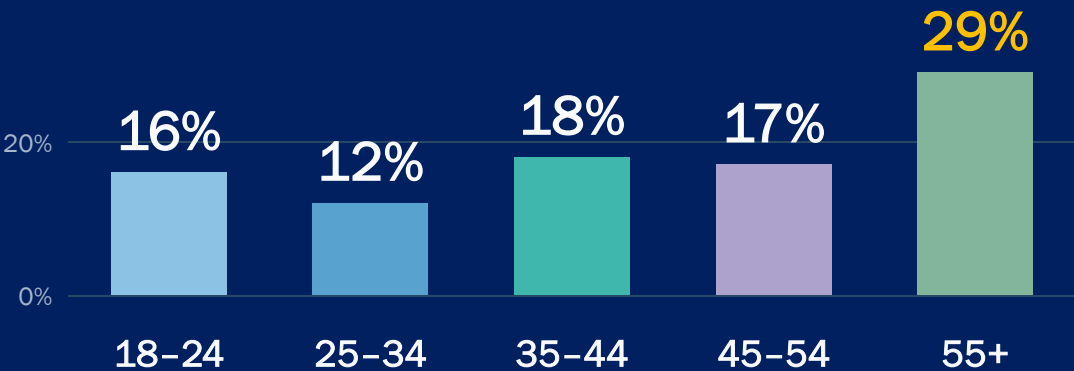
Potential

“AI can improve my daily life”



Reservations

“AI is way too complex; I’m worried I’m falling behind”



Base: 18-24 n=87 · 25-34 n=127 · 35-44 n=169 · 45-54 n=187 · 55+ n=439 / Agreement rates for the respective age group

KEY LEARNING

AI passed the test.
Now,
it must earn **trust**.



Thank You!

Xenia Kourtoglou 

- +30 6944 530100 
- xenia@focus.gr 
- www.focusbari.gr 

Katerina Kontou 

- +30 6948 594112 
- kkontou@focus.gr 
- www.focusbari.gr 