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Artificial Intelligence in Greece

Issue 2:
Social Impact & Mindsets

FOCUS BARI S.A. 62, Kifissias Ave.& H.Sabbagh - S. Khoury, 151 25 Maroussi | +30 210 7238122 | info@focus.gr | www.focusbari.gr | Commercial Register Number:001239201000

Issue 2 – Current Issue:
“Social Impact and Mindsets Toward AI”



Issue 1 – Previous Issue:
“Use, Value, and Concerns Regarding AI”

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

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Link to Issue 1

The spread of AI coexists with expectations and uncertainty

90% have tried at least one AI tool

76% recognize a potential professional benefit

62% Are concerned about AI replacing job

In Issue 2, we examine how social concerns and different mindsets shape the acceptance of AI.

Source: Issue 1, slides 3 and 4. Base: Total, n=1,009

The Big Picture

Interest in AI coexists with social reservations

53%

want to experiment with AI tools

53%

see both positive and negative social impact

63%

are concerned about restrictions on creativity and judgment

Three mindsets, three different personas with different acceptance thresholds:

- 38% Critical Pragmatists
- 35% Open-minded Optimists
- 27% Cautious skeptics

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So what? What does this mean for businesses and society?

Harnessing AI requires a plan and trust

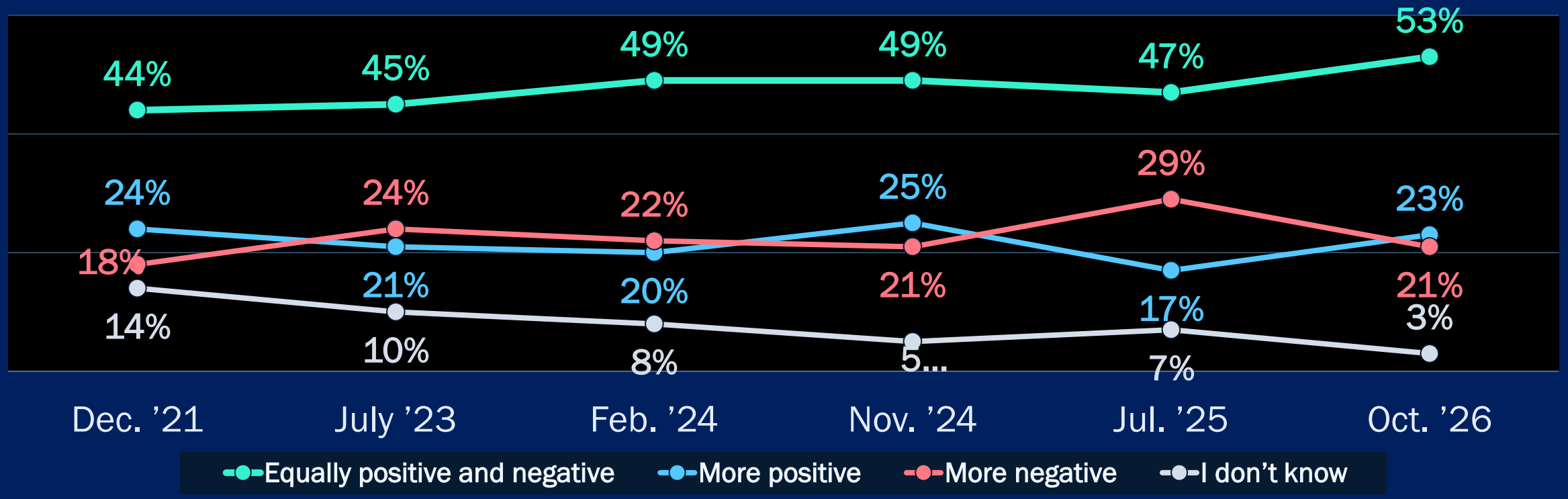
01	Value in practice	Pilot AI applications in specific tasks, with benefits measured in terms of time and quality.
02	Clear rules for use	Data protection and monitoring of results, with clear accountability and human oversight.
03	Training & Support	Practical guidance for employees and citizens, with space for questions, concerns, and reservations.

Social Impact

Views on AI are becoming more nuanced with mixed perceptions gaining ground

There is no clear consensus on AI's impact on society.

"The impact of TN on society will be..."

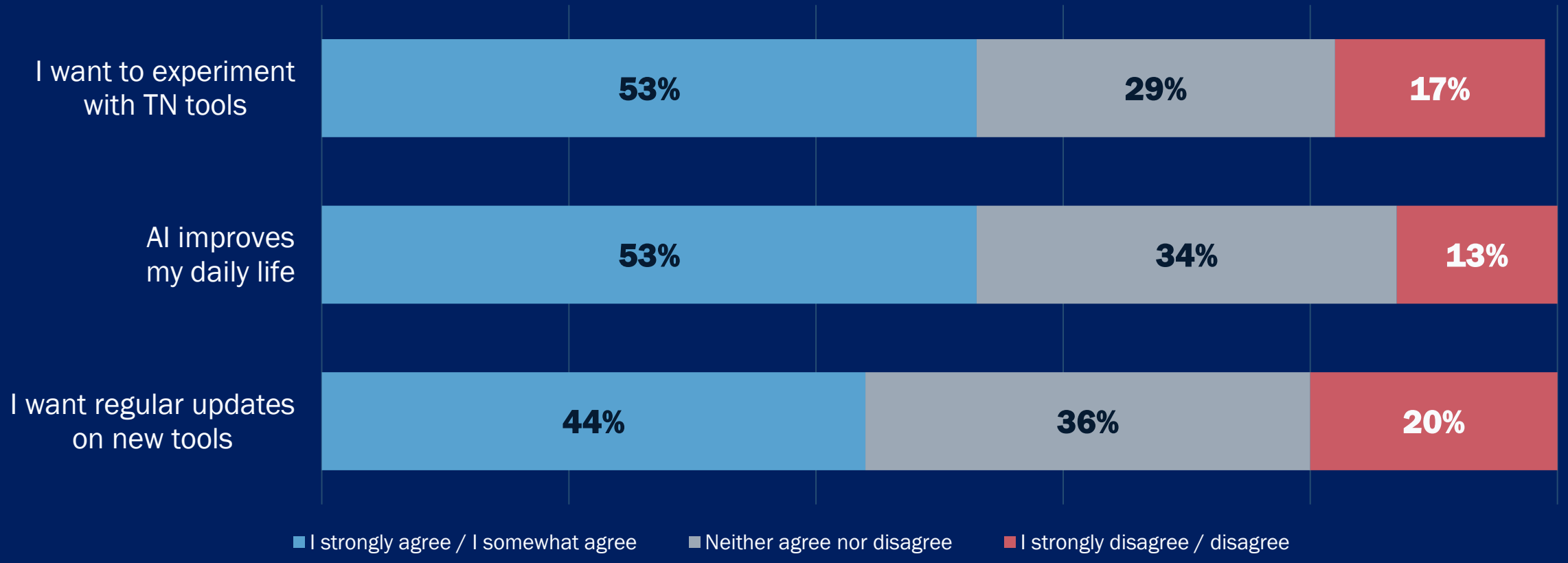


Base: Total, n=1,009 / Longitudinal waves 2021–2026

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Perceived Value

AI sparks curiosity and is becoming part of everyday life

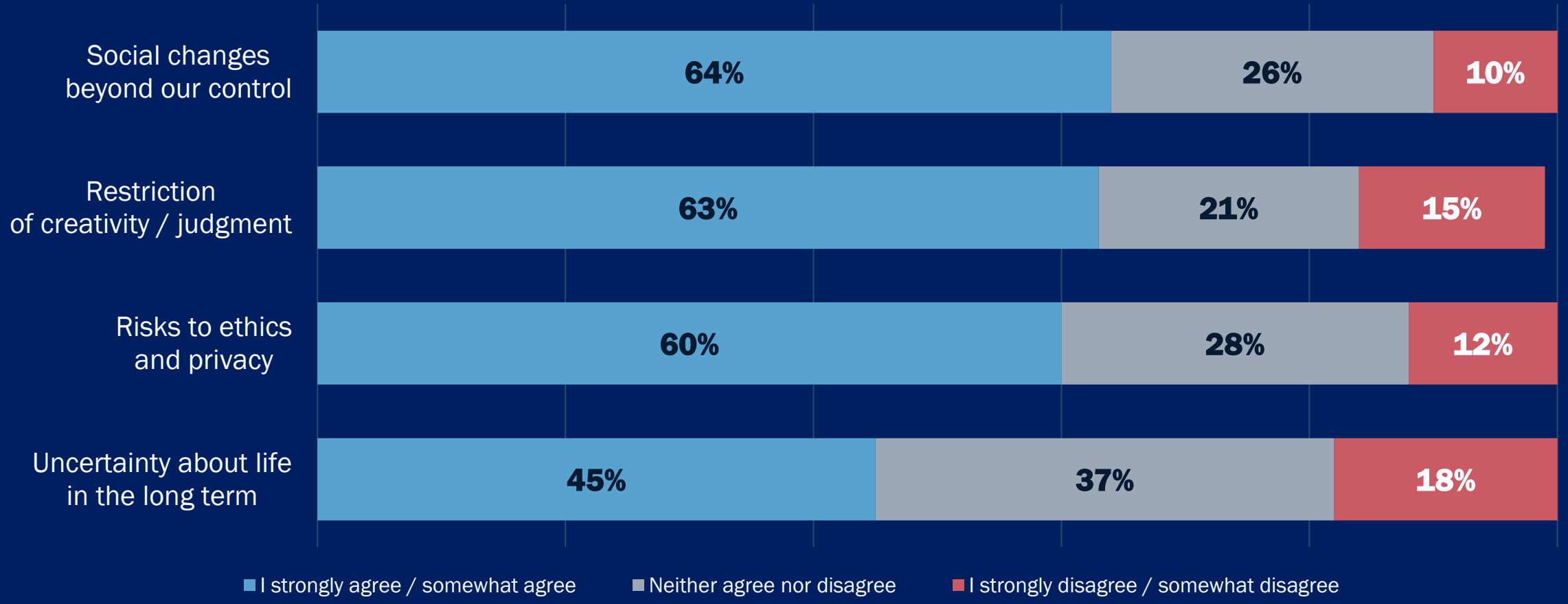


Base: Total, n=1,009.

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Concerns

Social changes and concerns about human judgment are at the forefront



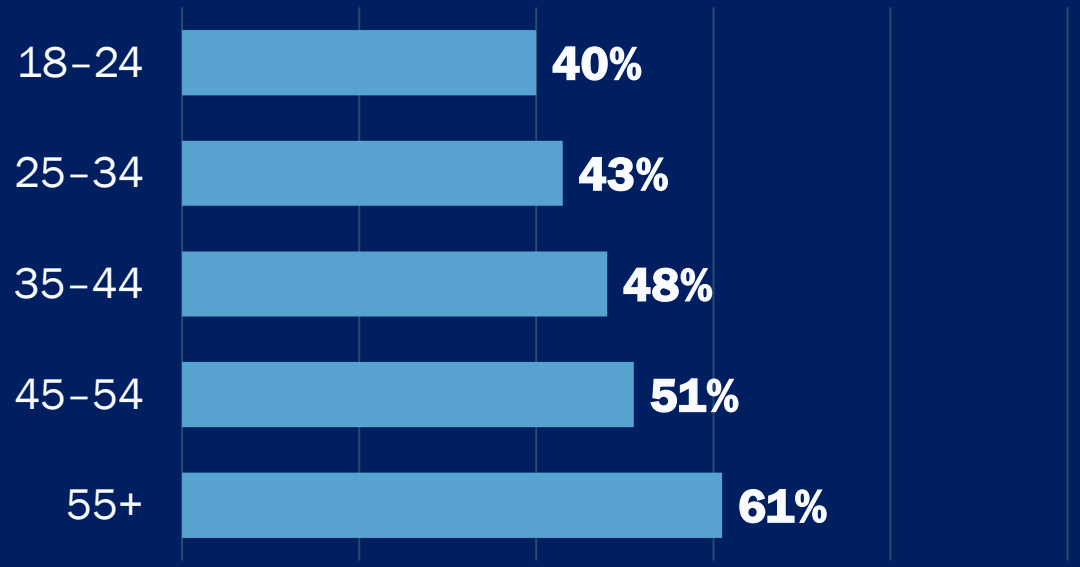
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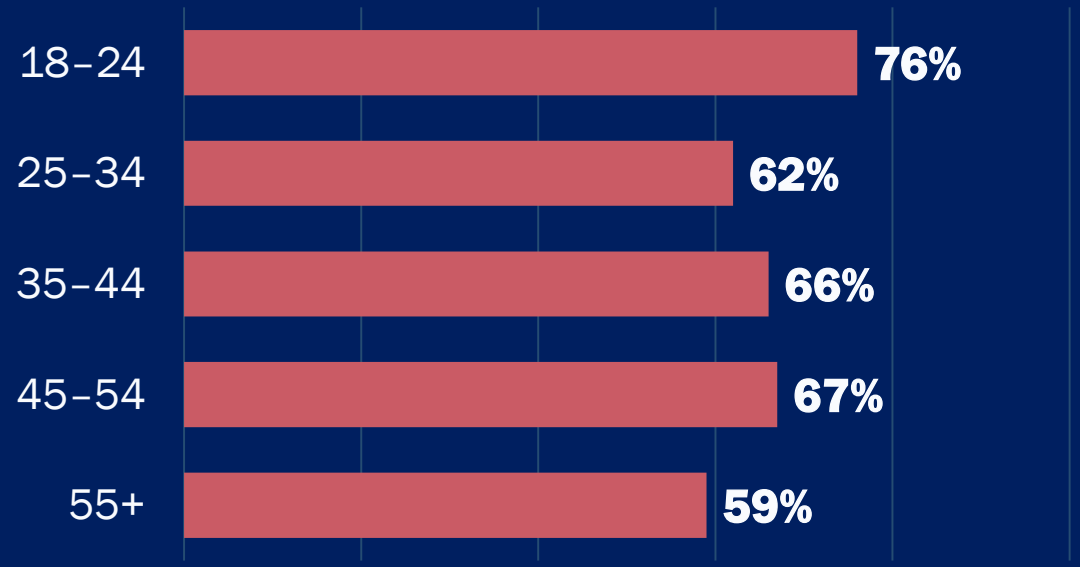
Age-related differences

Adults aged 55+ are more open to explore AI (61%), while those aged 18–24 are more concerned about the human judgement & creativity (76%)

"It's worth exploring the possibilities of AI"



"Limits on human judgment / creativity"



Sample sizes: 18–24 n=87, 25–34 n=127, 35–44 n=169, 45–54 n=187, 55+ n=439. Strongly agree / Somewhat agree

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From data to Personas

From percentages to people

The step-by-step process

01

1,009 responses

Different experiences, expectations, and reservations.

02

Common patterns

Multivariate analysis (cluster analysis).

03

Three distinct mindsets

Groups that stand out in how they think and act.

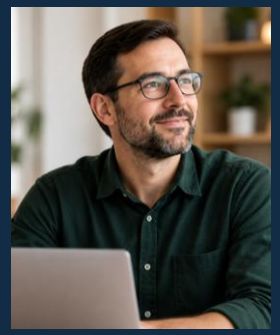
The result...

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Personas

Three mindsets toward the same technology

Usage does not necessarily imply trust—nor does skepticism mean abstention



38%

The Critics
Pragmatists

They make use of technology, but set limits.

87% see professional benefits

63% call for clear rules



35%

The open-minded
Optimists

See opportunities, pursue innovation

84% see professional benefits

72% do not expect to be replaced



27%

The Cautious
Skeptics

They remain cautious although many have tried AI tools.

44% see a negative impact

23% have never tried an AI tool

Personas

The Critical Pragmatists

WHO THEY ARE

They tend to be highly educated and take a critical approach to AI.

WHAT THEY BELIEVE

They recognize the professional benefits but are concerned about work and privacy. They demand clear rules.

WHAT THEY DO

They systematically use AI and experiment with different tools, seeking utility and value

TOOLS THEY HAVE TRIED





"I embrace innovation, but I stand by my values"

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Personas

The Open-Minded Optimists

WHO THEY ARE

This group has a higher proportion of women, includes people across all age groups, and maintains an open attitude toward AI.

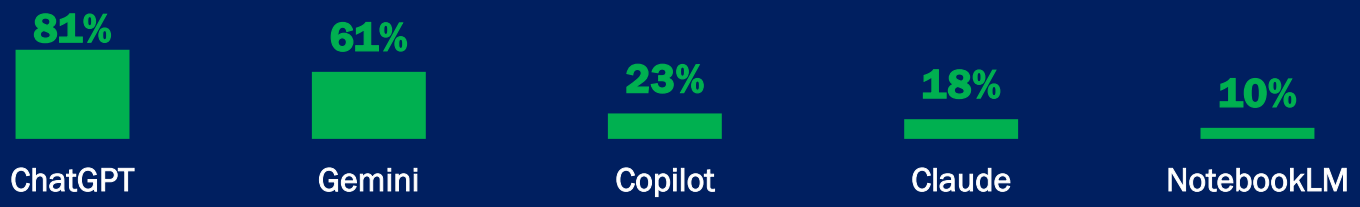
WHAT THEY BELIEVE

They are enthusiastic about the professional benefits and focus on the potential of AI

WHAT THEY DO

They use ChatGPT and Gemini on a daily basis and explore specialized applications, such as NotebookLM.

TOOLS THEY'VE TRIED





"I'm intrigued by the prospects of AI. I want to be part of its evolution."

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Personas

The Cautious Skeptics

WHO THEY ARE

There is a higher proportion of women, mainly with a secondary education. they approach AI tools with greater skepticism.

WHAT THEY BELIEVE

They question the benefits and are concerned about uncontrolled developments. The complexity of the technology makes it difficult for them to become familiar with AI tools.

WHAT THEY DO

Most have tried out tools, mainly ChatGPT, but their use remains occasional.

TOOLS THEY HAVE TRIED





"Not every technological breakthrough represents social progress"

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Understanding of Personas

Three mindsets, different starting points for acceptance

Mindset	Usage	Approach	What Matters
38% Critics Pragmatists	Systematic use	Critical stance	Need for rules
35% Open-minded Optimists	Familiarity & Enthusiasm	Willingness to explore.	Emphasis on prospects
27% Cautious skeptics	Occasional use	Increased reservations	Need for proof of value

Social acceptance of AI does not follow a single path:
value, trust, and control are weighted differently for each group.

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Thank you!

Xenia Kourtoglou

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

Katerina Kontou

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

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