



# Art Music in Greece: Attitudes & Future Prospects



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Attitudes & Trends Today



Public Engagement & Participation



Voice of the Public

# Our Sources

*This study was conducted on behalf of the Greek Association of Operatic Principals (ELPE) and was presented on 17 June 2026 at the “Marketing in Opera” conference, hosted at the premises of the Union of Journalists and Periodical Press Owners (EDIPT).*

## YouGov® Profiles

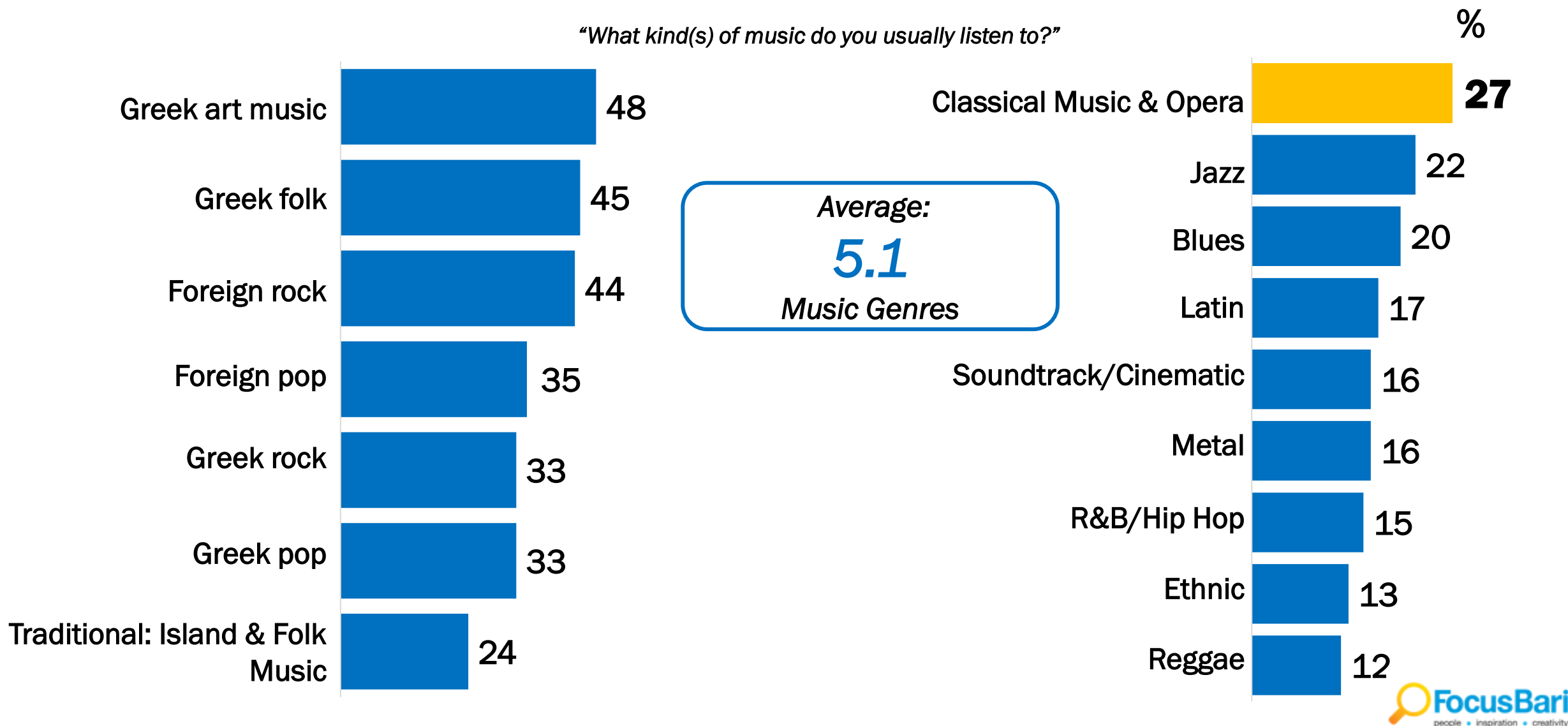
Continuous tracking of  
**opinions, attitudes** and  
everyday habits among  
people in Greece and 55  
other countries, covering  
a wide range of topics  
and markets  
Sample: 10,000+

## FocusBari

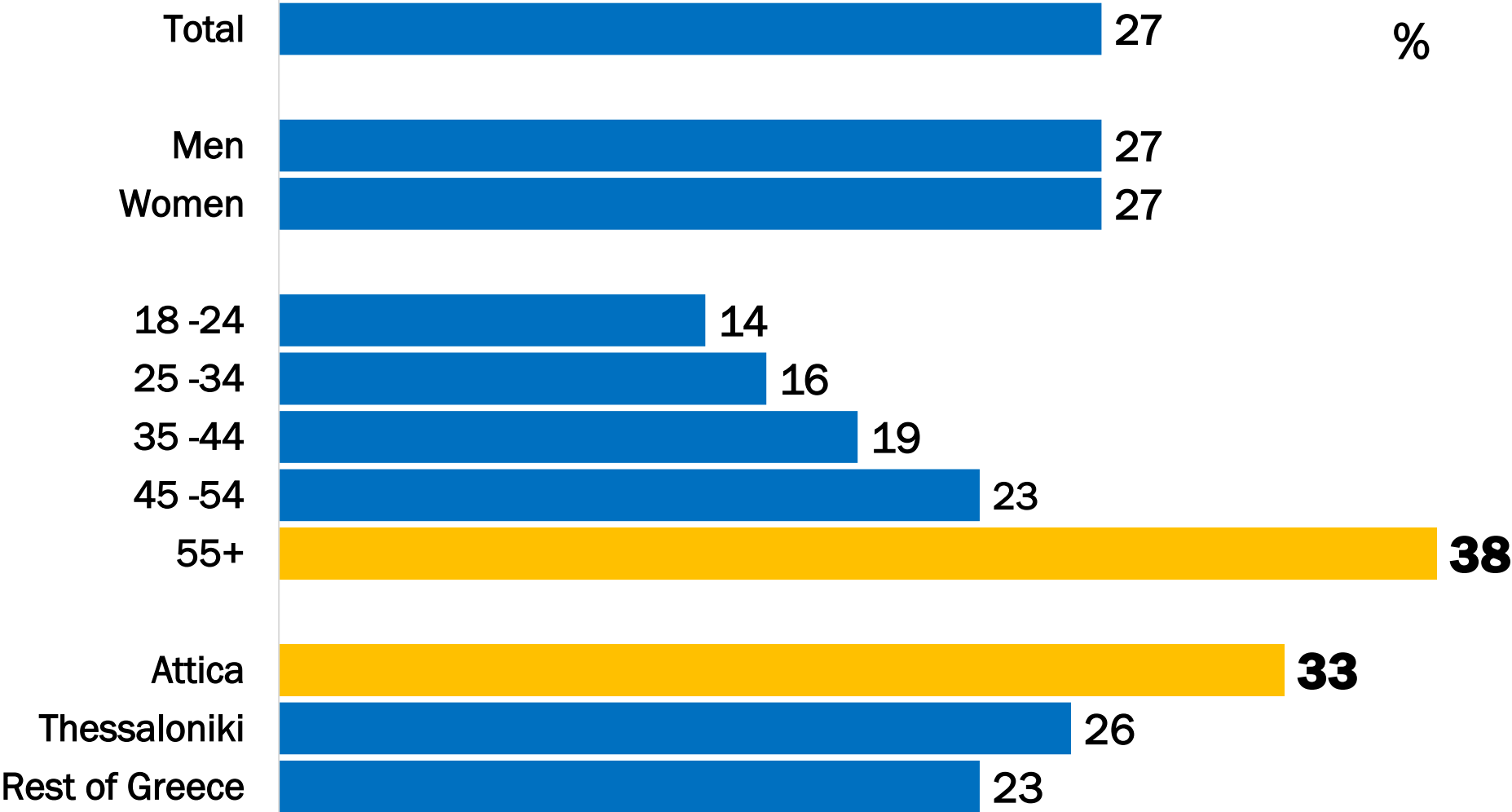
Nationwide surveys of adults  
aged 18+:  
**Art music**  
Online YouGov panel  
**April 2025**  
Sample: 602 people  
**May 2026**  
Sample: 1,500 people

# Attitudes & Trends Today

# Greeks have diverse musical tastes, with classical music and opera maintaining a strong presence

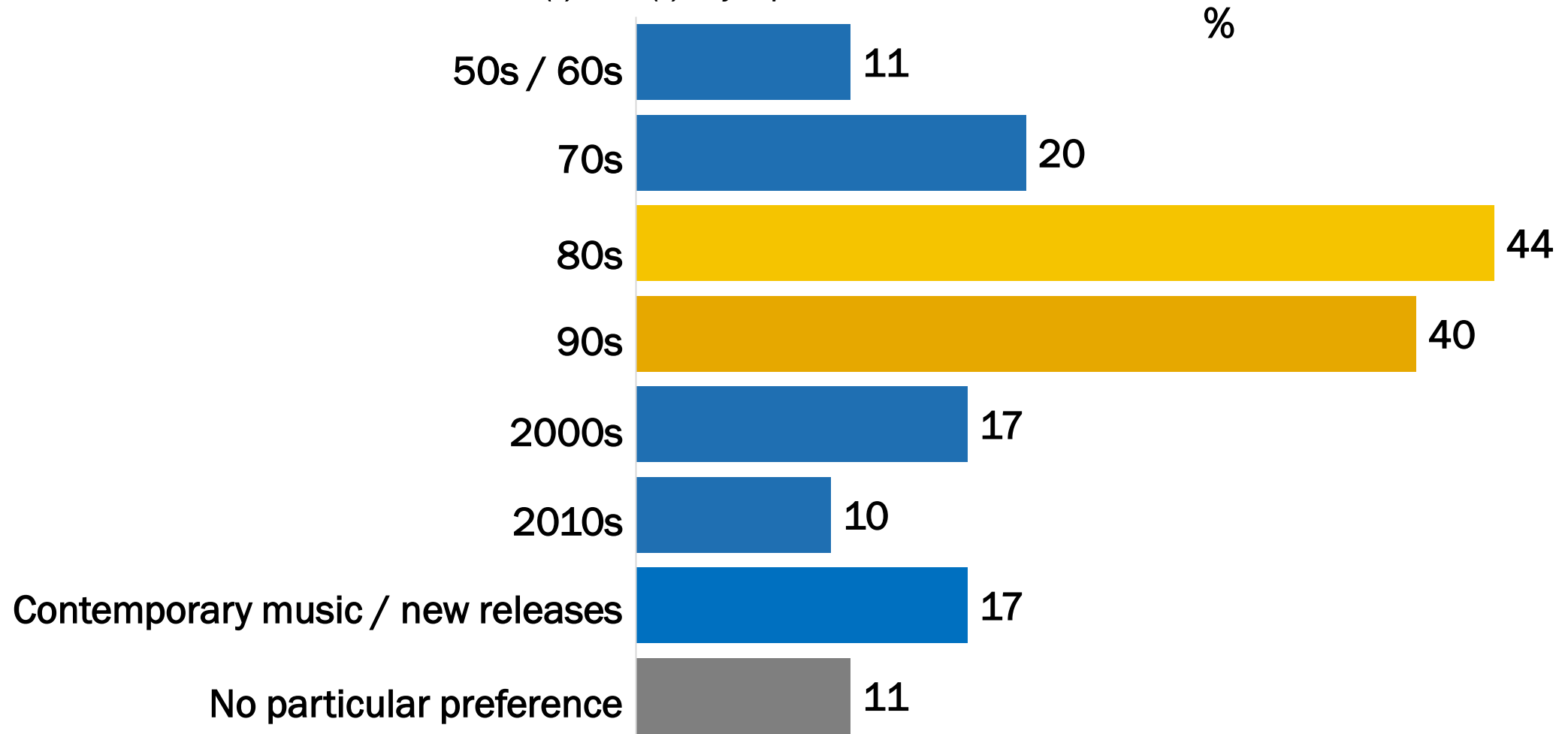


# Classical music and opera enjoy greater appeal among older age groups and in Attica

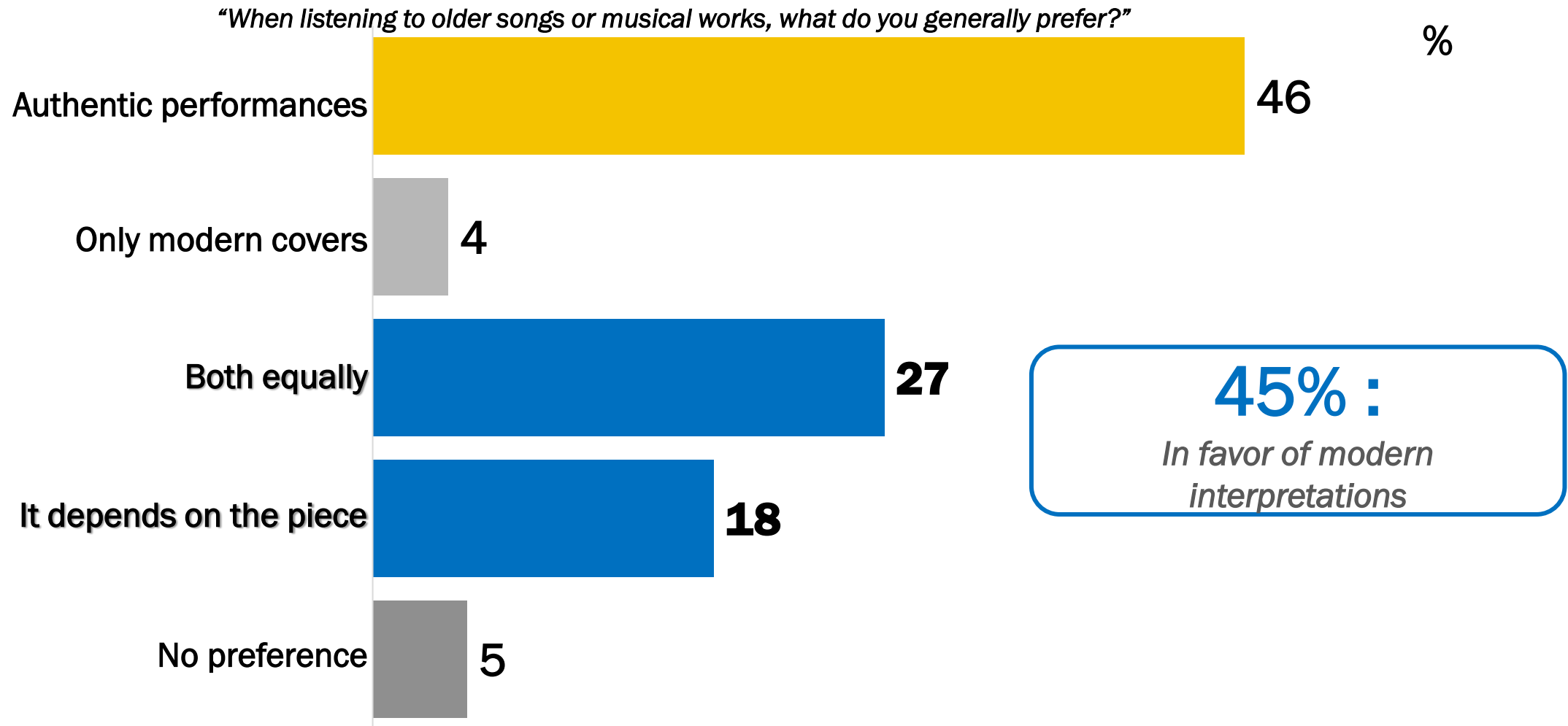


# Greeks remain loyal to the music of the '80s and '90s

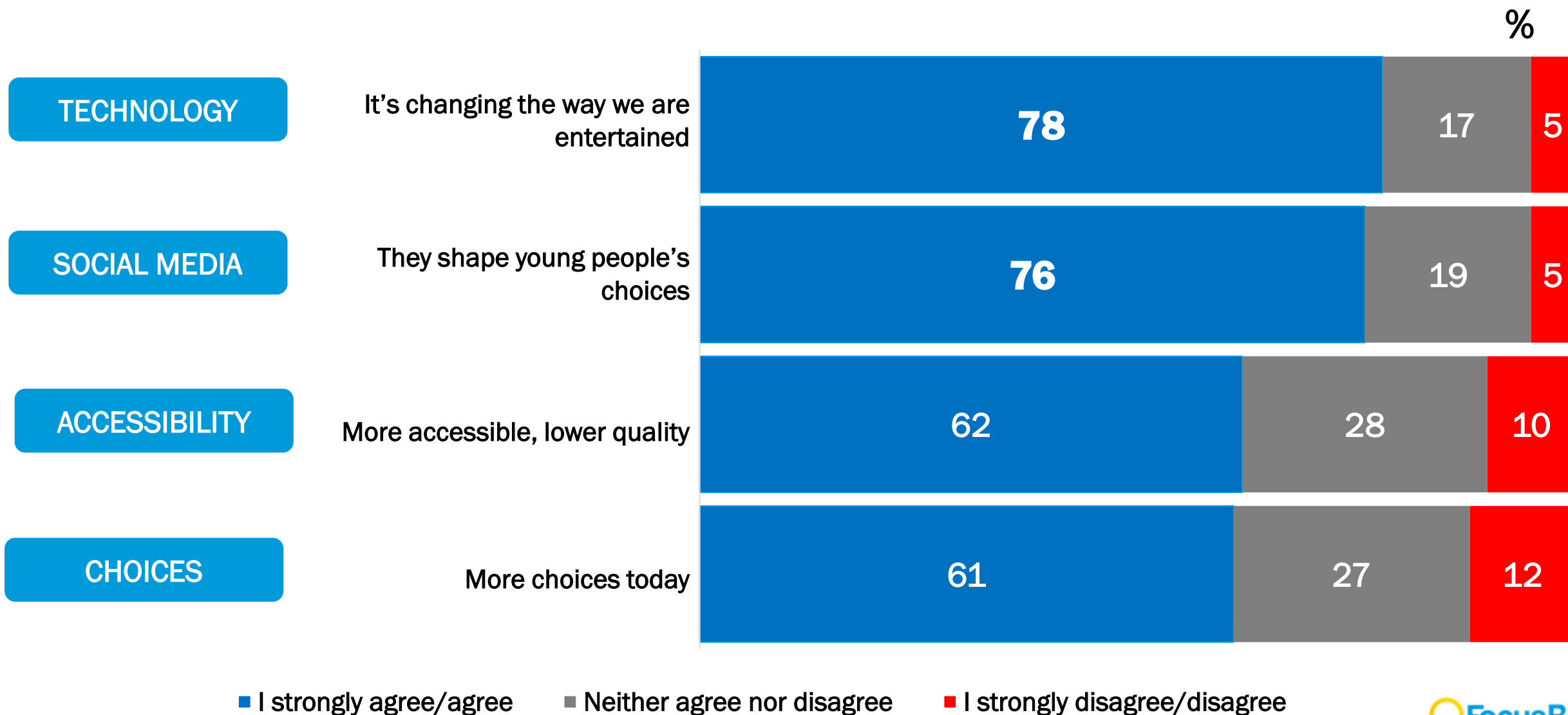
*"Which musical decade(s) or era(s) do you prefer?"*



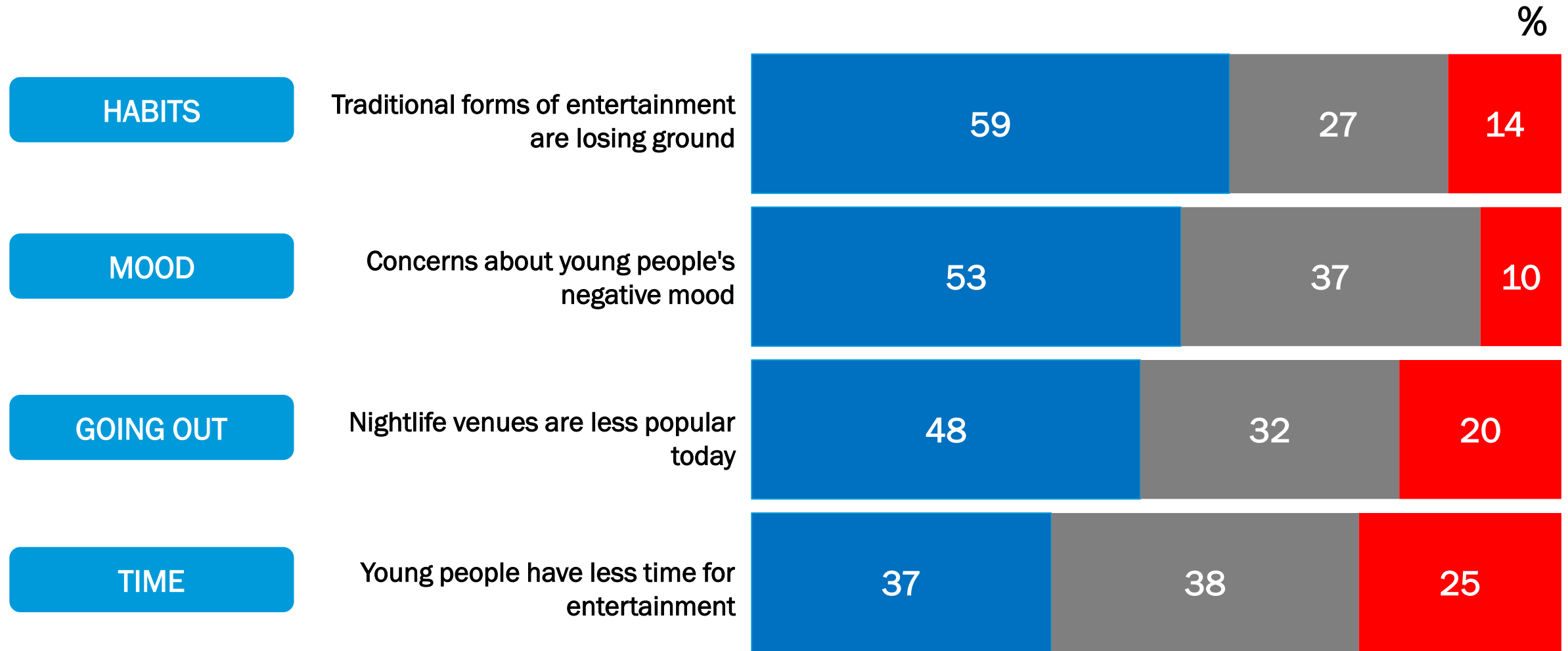
# Authenticity and modern interpretations **coexist** in audiences' musical preferences



# Technology & Social Media Are Transforming Entertainment



# Changes in leisure habits are accompanied by concerns about the social aspects of entertainment



■ I strongly agree/agree

■ Neither agree nor disagree

■ I strongly disagree/disagree



# **#1 Key Learning**

***Contemporary entertainment combines diverse musical tastes and growing digital influence, while audiences also recognize the need to preserve high-quality and meaningful social experiences.***



# Public Engagement & Participation

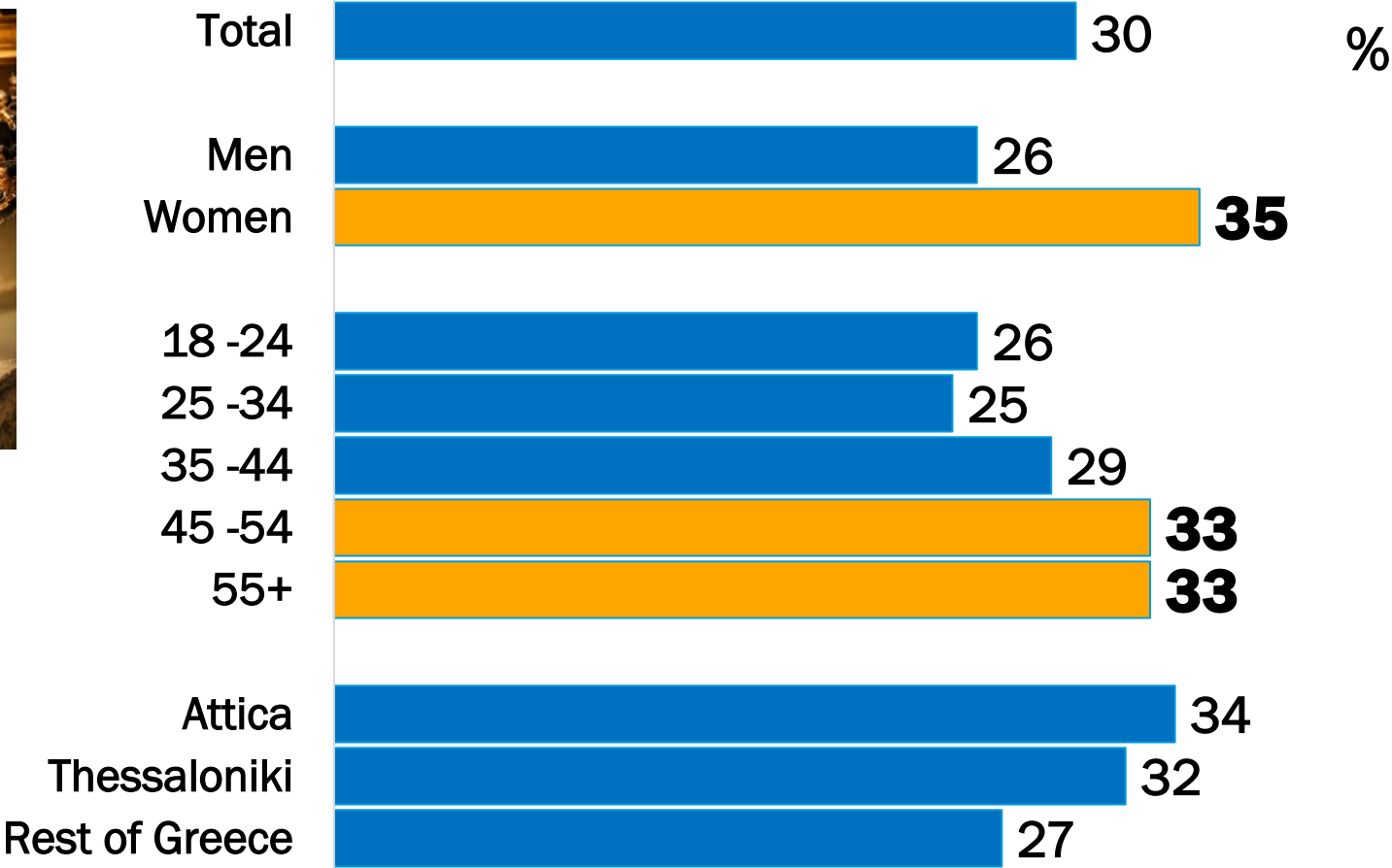
## OPERA

CLASSICAL MUSIC  
LIVE EXPERIENCE

# Interest in arts and culture in Greece is higher among women and increases with age

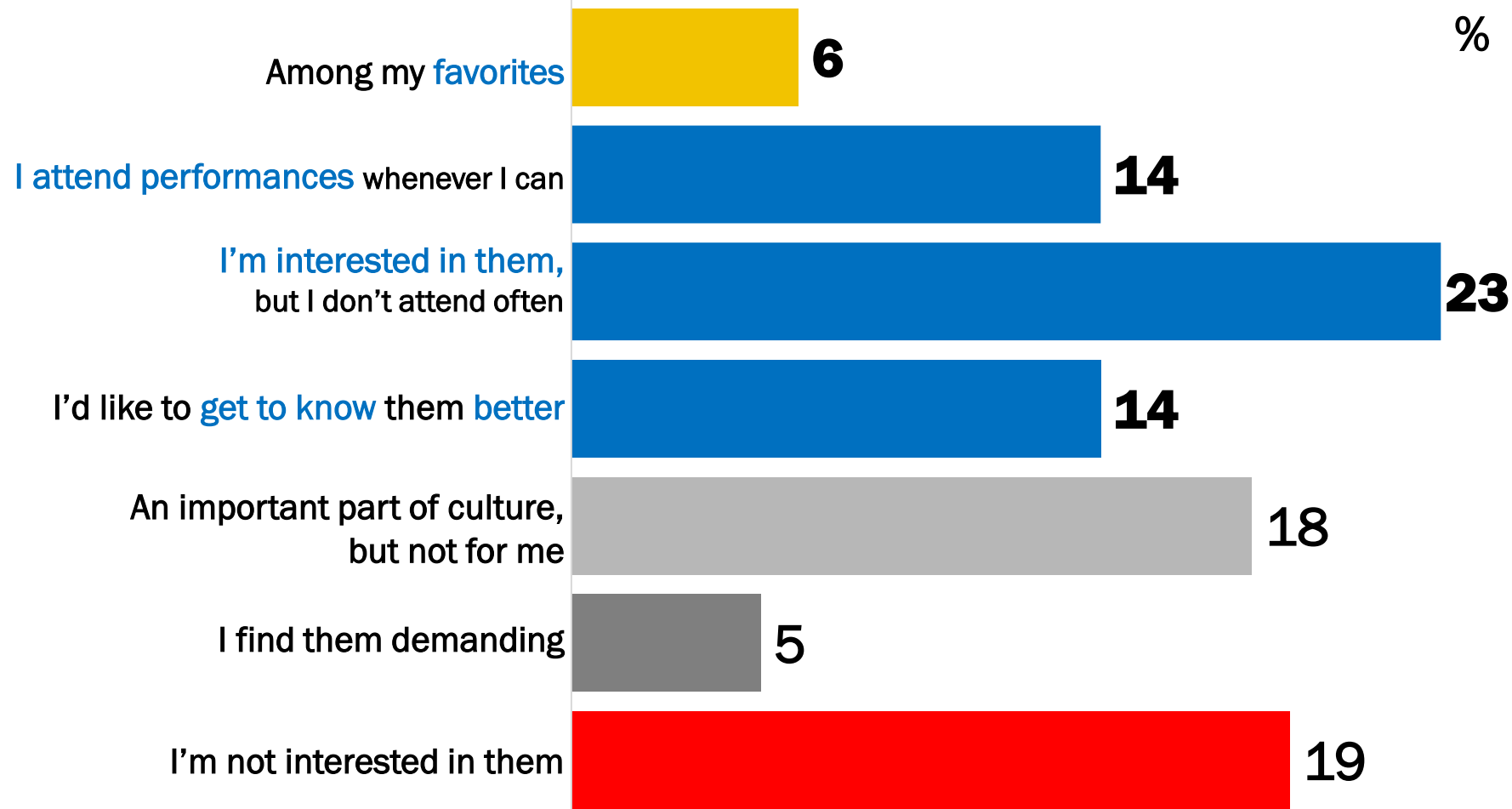


“Arts and Culture as a Leisure Activity”



# Opera and classical music have a broader appeal than is often believed

*"Which of the following statements best describes your relationship with opera and classical music?"*

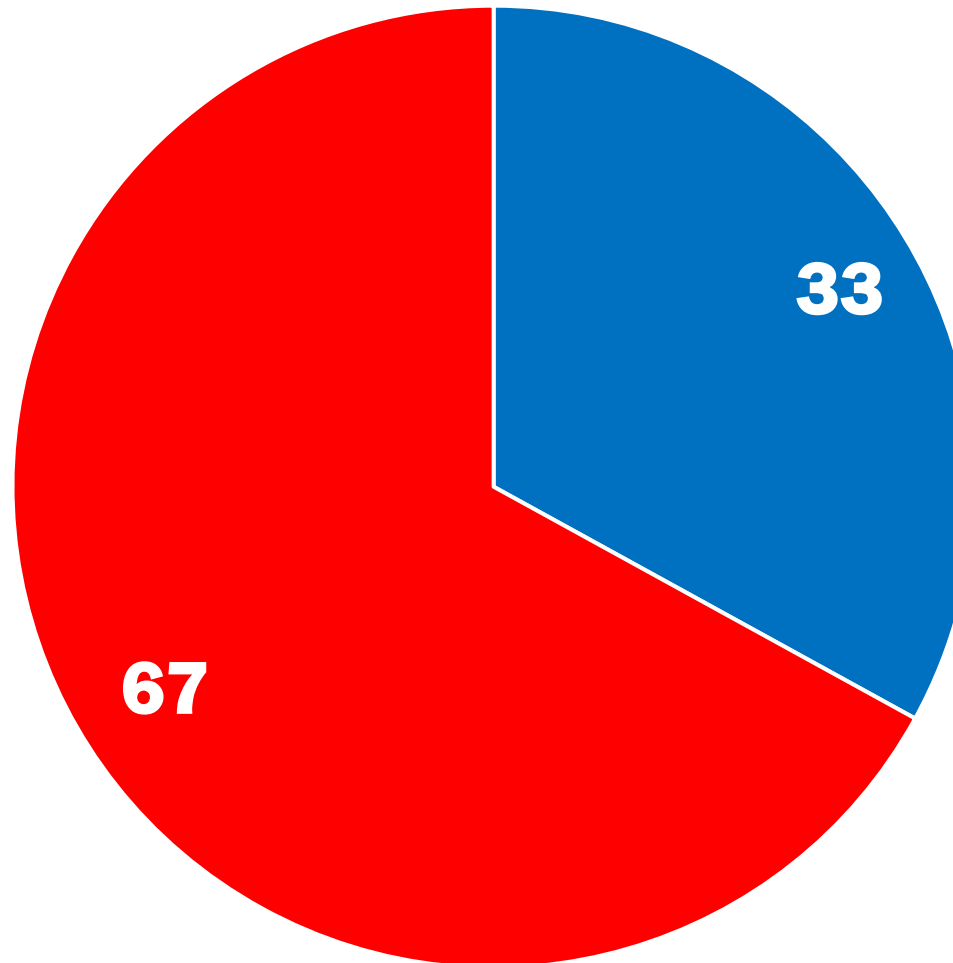
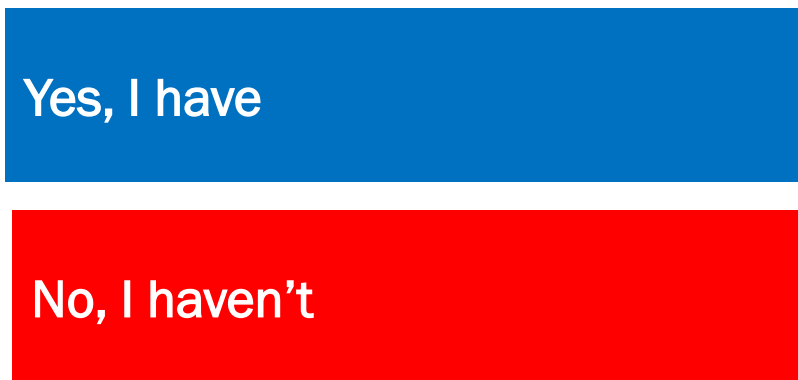


**57%**  
Current or potential  
audience

# Opera and Classical Music Performances: Still for the Few?

## Two out of three Greeks have **not** attended a performance

*"Have you attended an **opera performance** or a **classical music concert** in the last 3 years?"*

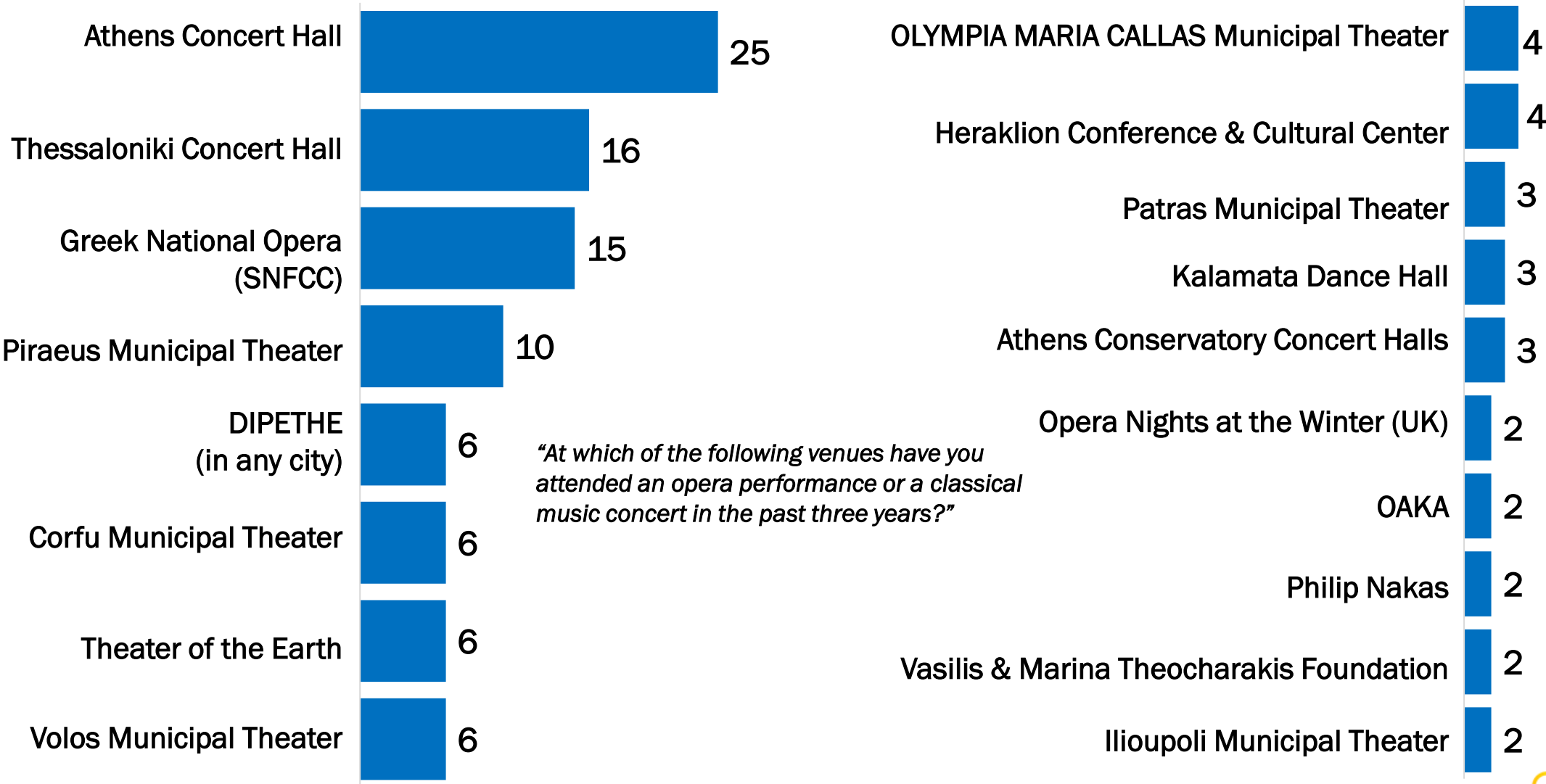


%

# Attendance at opera and classical music performances is concentrated in a few major venues:

Athens Concert Hall, SNFCC and Piraeus Municipal Theater

%



“At which of the following venues have you attended an opera performance or a classical music concert in the past three years?”

# Perceptual Profile of Cultural Venues

A summary of the perceived identity of these venues

## House of Letters & Arts

- Avant-garde Proposals
- Foreign Productions
- All Genres:  
Theater/Music/Dance
- New Greek Works



## Greek National Opera (SNFCC)

### Main Stage

- Foreign Productions & Opera Co-productions with International Artists

### Alternative Stage

- Mainly Greek Artists
  - New Works – Operas
- Tours & Educational Programs*



## ERT

*Symphony Orchestra:*  
Classical Repertoire

*Variety Orchestra:*  
Contemporary Repertoire and New Works

*Radio Television*  
*2nd & 3rd Program*



## Athens Concert Hall

- Foreign Productions
- Prestigious Brands International & Greek Artists
- **ATHENS STATE ORCHESTRA**
- Megaron Underground
- Educational Programms

*Music Community*



## Olympia City Music Theatre "Maria Callas"

- Symphony Orchestra
- Big Band
- Folk Orchestra
- Greek Artists
- Operetta
- Tribute and Themed Concerts

*Variety*



Avant-garde / Niche Audience

Core Audience

Mainstream Audience

# Perceptual Profile of Cultural Venues

A summary of the perceived identity of these venues

House of Letters  
& Arts

“THE FESTIVAL”

EMERGING INTERNATIONAL  
TRENDS

Greek National Opera –  
SNFCC

“THE INTERNATIONAL”

GREEK NATIONAL OPERA  
IN DIALOGUE  
WITH THE INTERNATIONAL  
OPERA SCENE

ERT  
Symphonic – Eclectic

“THE TRADITIONAL”

EASILY ACCESSIBLE  
VIA RADIO AND TV

Megaron

“THE TIMELESS”

THE CLASSICAL MUSIC  
COMMUNITY

City of Athens Maria  
Callas

“THE MULTI-GENRE”

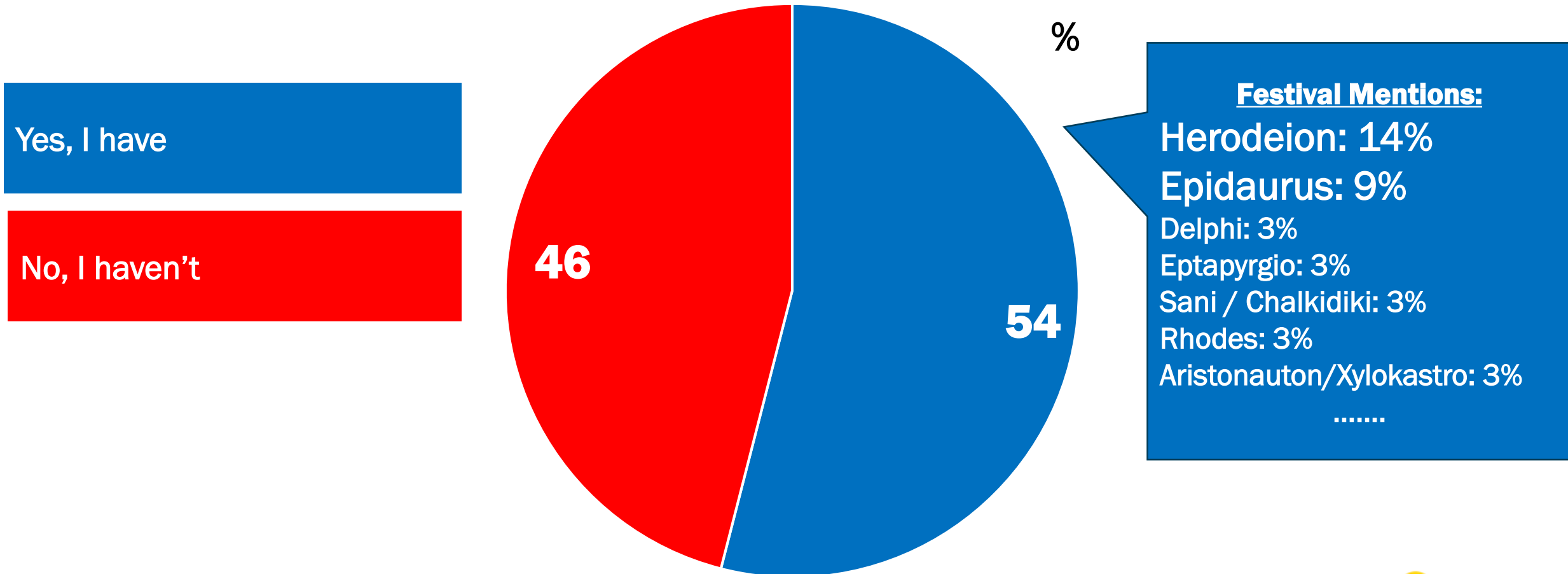
THE ACCESSIBLE ONE  
THE CITY’S THEATER



There is no DIRECT COMPETITION between the venues  
Opera Artists need to find a way to engage with each institution in order to connect with its audience

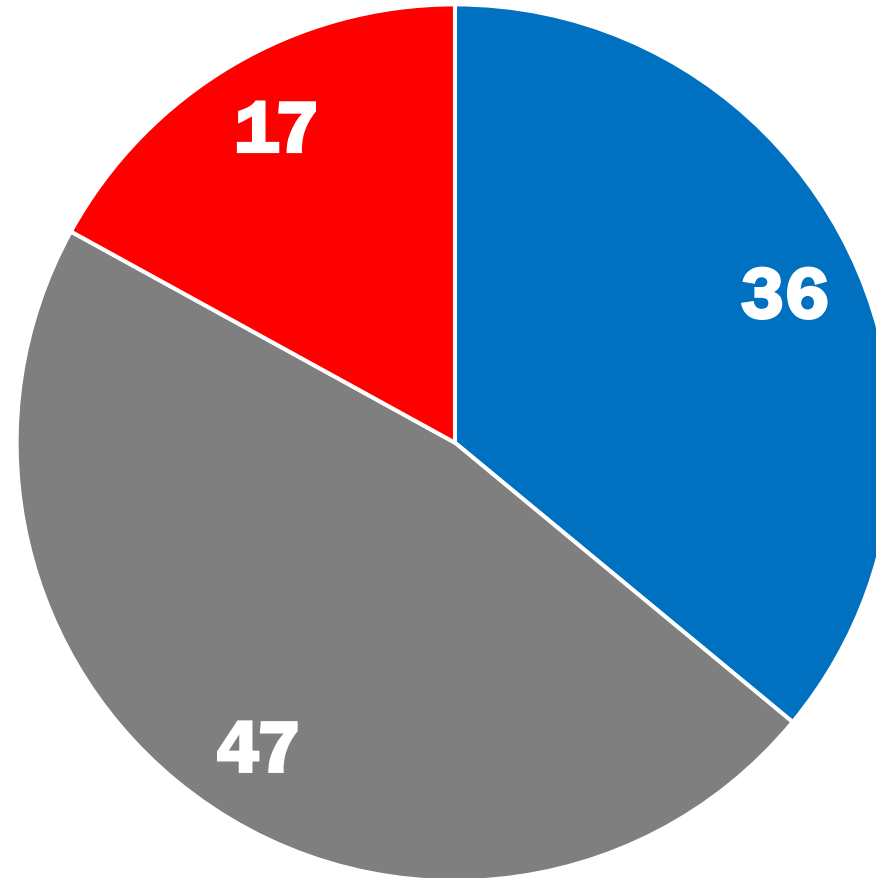
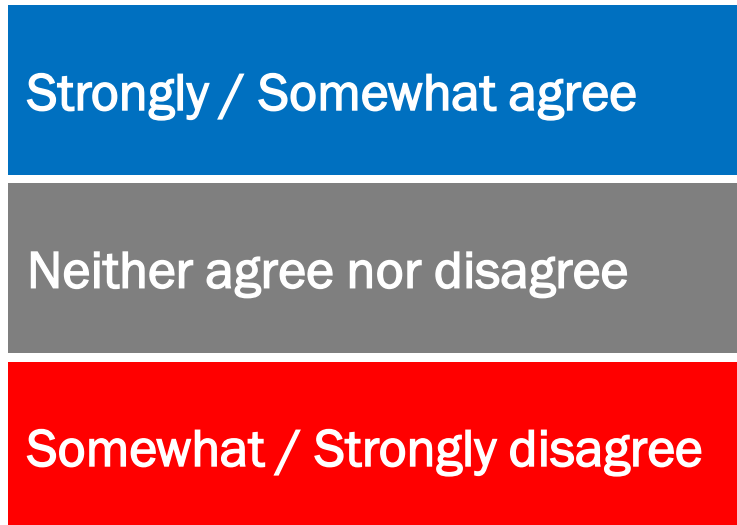
# Festivals serve as a gateway to opera and classical music

*"Have you attended any **opera or classical music** festivals in the past 3 years?"*



# International opera singers generate interest, **but** are not a priority

*"I would like to see **more** internationally renowned **opera singers** performing at Greek opera venues"*



%

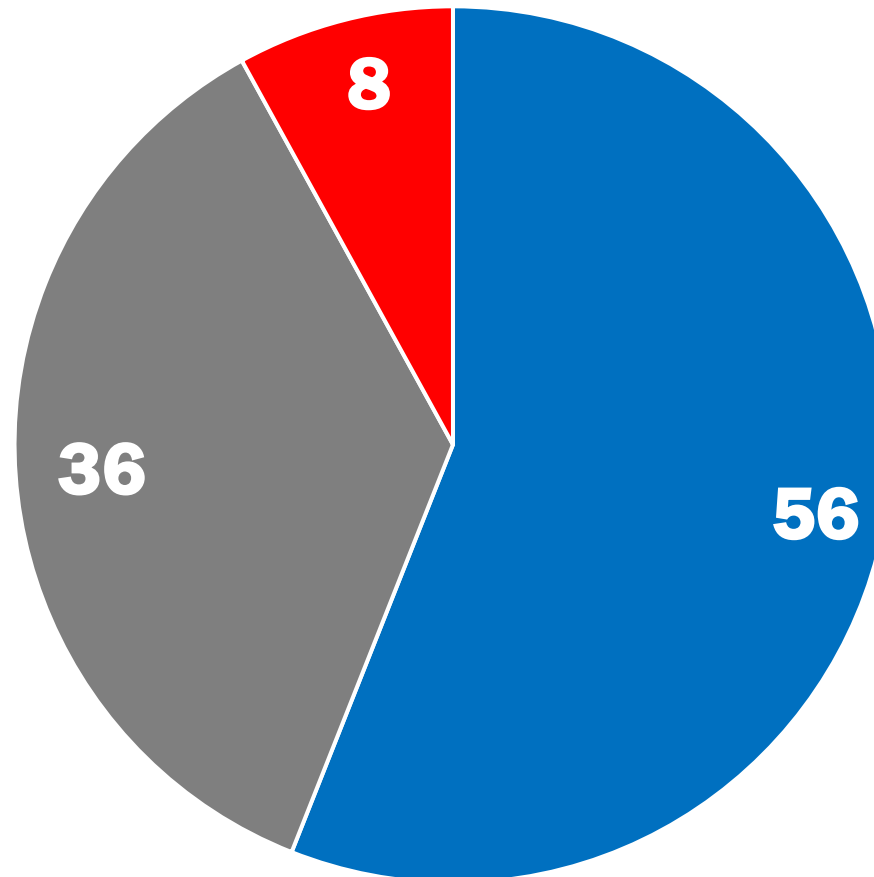
# The public wants **to see more Greek opera singers** on major stages

*"I would be interested in seeing **more Greek opera singers** in leading roles and major productions at Greek opera houses."*

Strongly / Somewhat agree

Neither agree nor disagree

Somewhat / Strongly disagree



%

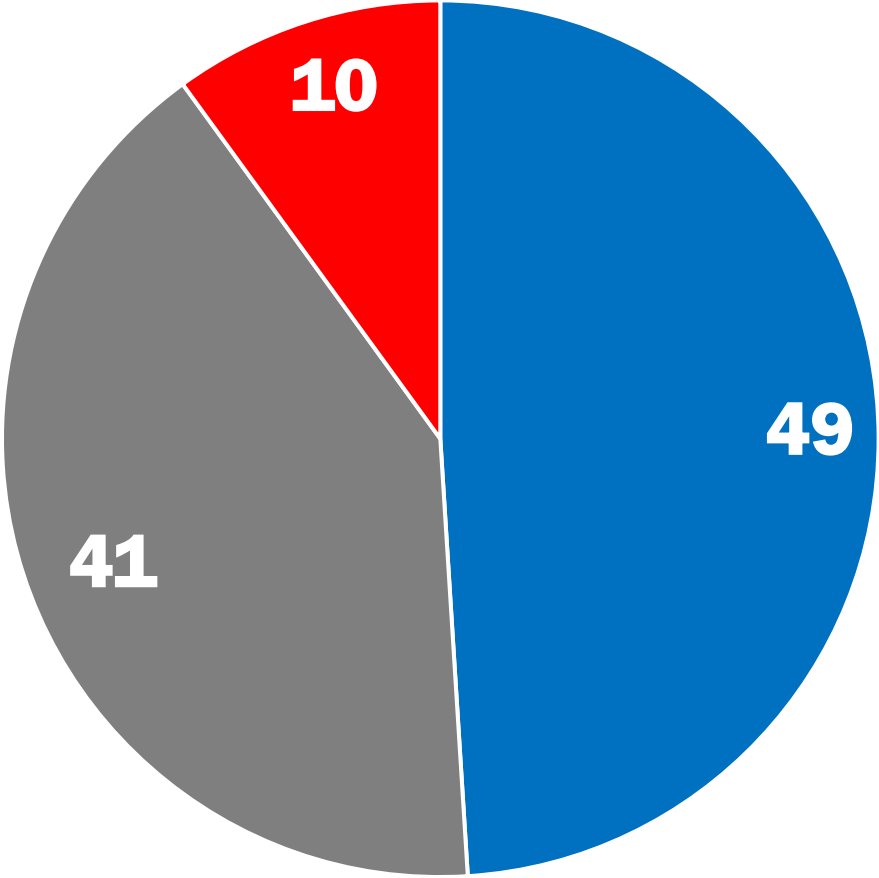
# The presence of Greek opera singers strengthens audiences' emotional connection

*"I feel a stronger connection when I watch Greek opera singers perform"*

Strongly / Somewhat agree

Neither agree nor disagree

Somewhat / Strongly disagree



%

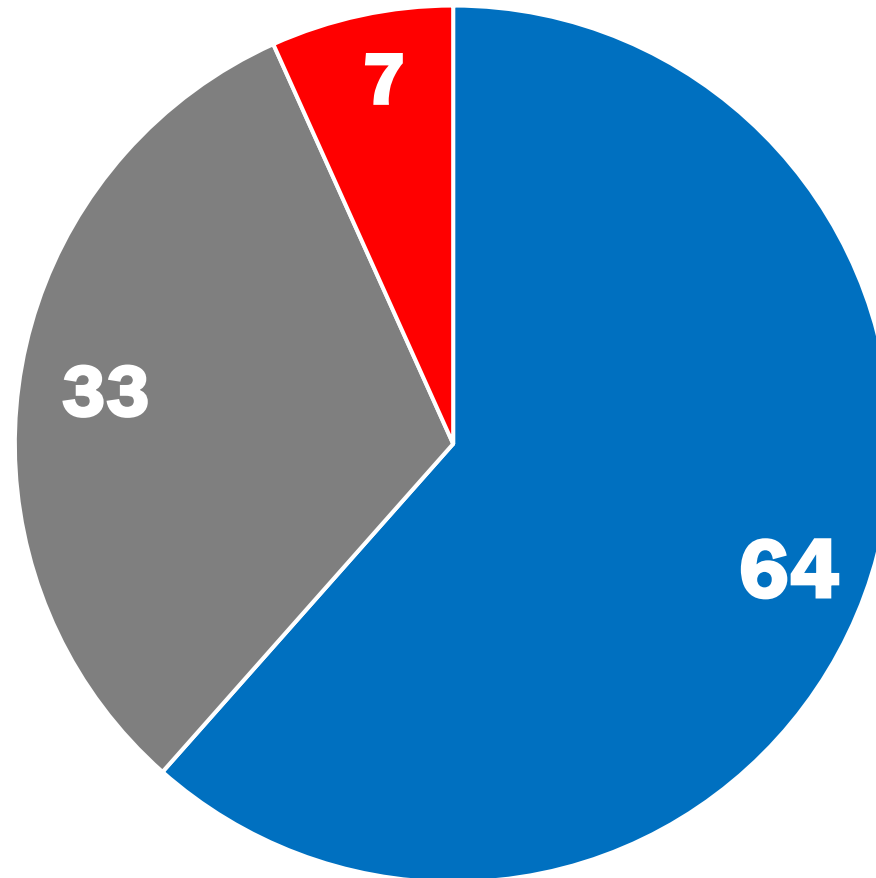
# **Strong confidence** in the caliber of Greek opera singers. **They're on par with internationally renowned performers!**

*"I believe that in Greece we have opera singers who are just as talented and successful as internationally renowned opera singers from other countries."*

Strongly / Somewhat agree

Neither agree nor disagree

Somewhat / Strongly disagree



%



## #2 Key Learning

***The Challenge facing Opera and Classical Music is not a lack of interest, but converting potential interest into active participation.***

***The audience appears receptive, with strong confidence in Greek opera artists, seeking greater proximity, accessibility and connection with the genre.***

**Voice of the Public**

**1,520  
responses**

*What Greeks told us about opera,  
classical music, and how to engage  
audiences*



# Spontaneous comments from Greeks about Classical Music & Opera

**Education is  
necessary**

**“to be initiated”  
“to follow it”**

**To bring it closer to  
the audience**  
Communication

**Peace of mind**

**Greater visibility**

**Affordable tickets**

**More performances**

**More accessible  
venues, “not just the usual  
ones”**

**Accessible  
performances**

**ELITIST**  
**“Only for a few”**

**Crossovers with other  
genres**



## The Transition:

# From an elitist image to a modern cultural experience

### T O D A Y

Atmosphere: Elitist/Formal

Language: Foreign Language/  
Difficult to follow

Locations: Athens-centric

Pricing: High ticket prices

Communication: Institutional,  
Distant

### T O M O R R O W

Atmosphere: Friendly, Interactive

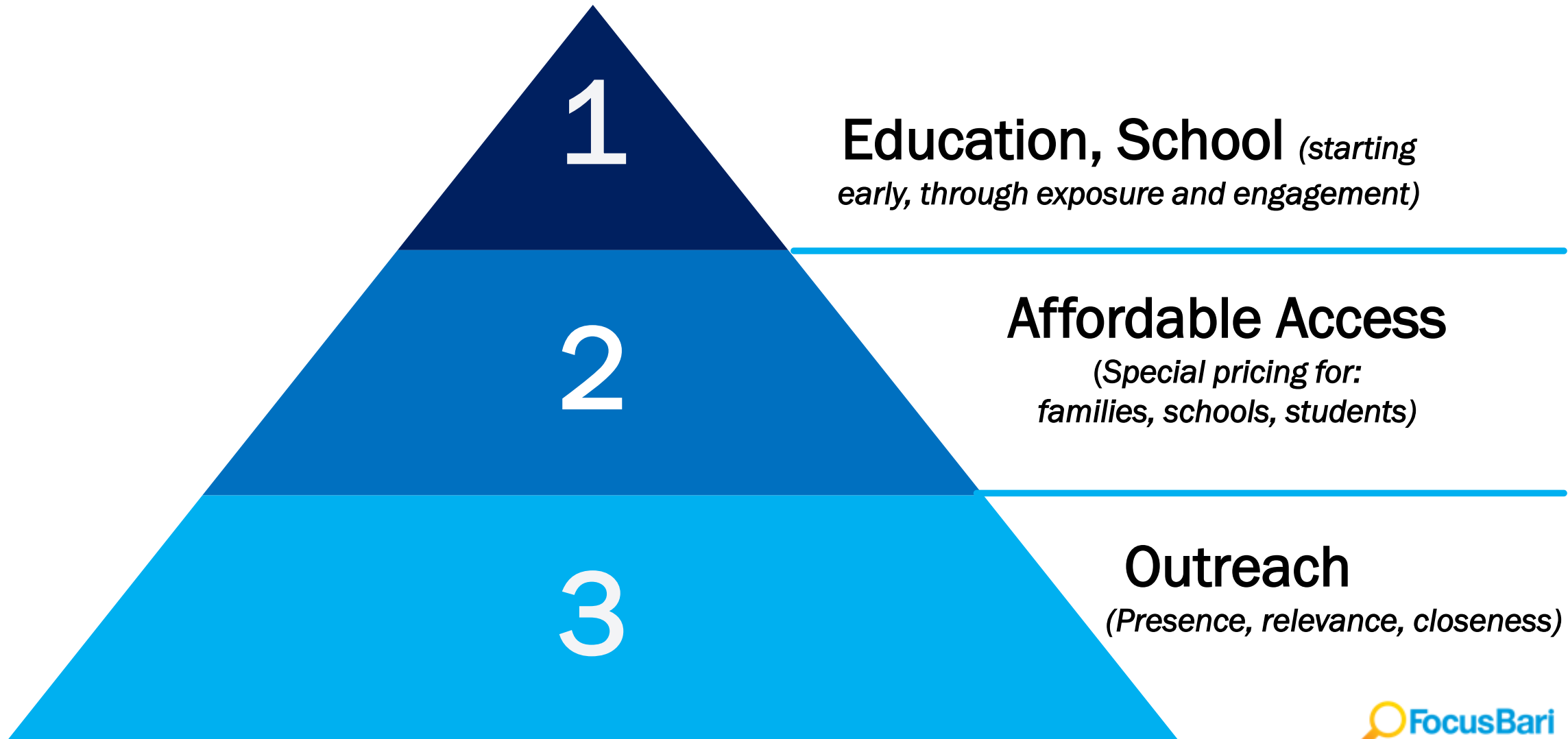
Language: Greek & subtitles

Locations: Municipalities & the  
Regions

Pricing: Flexible pricing

Communication: Modern, Engaging

# The Transition: The Key Pillars



# The Big Picture

The public does not question the value of opera and classical music, but often perceives them as something far removed from their everyday lives.

They are asking institutions to remove barriers and build bridges by creating:  
access and familiarity with modern ways of connecting.

