

APRIL - MAY 2021

GREEK YOUTH 2021

Focus on *Gen-Zers* and *millennials*

Nationwide survey on people 17-39 years old



Survey methodology

Survey agency	KAPA RESEARCH SA
Subject	Survey on Greek youth's behavior, perceptions, and attitudes
Sample	Representative of the Greek younger population, men and women, 17-39 years old
Sample size	1.936 people
Data collection period	April 15 – 20, 2021
Sampling	Multistage sampling using quotas on gender, age, and prefecture
Data collection method	Online interviews (CAWI) on members of the inhouse online panel of Kapa Research
Error and rounding	Error: 3% in a 95% confidence interval. Results (%) are rounded to the unit and some answers may not add up to 100%
Kapa Research	A member of the Hellenic Association of Market and Opinion Research Companies (SEDEA)

Introductory remarks

Since its first decade of operation, Kapa Research has been committed to focusing on the Greek youth, its trends and perceptions, recognizing the key role young Greeks play in the country's development.

In 2010, our survey of 5,000 young men and women (on behalf of newspaper TO VIMA) revealed the outburst of anger and generalized questioning of the Greek and European political and corporate systems, with 74% admitting they were thinking of leaving Greece and with 45% of them having already taken action in this direction. In addition, the ideological and political background of the great turn of the young people towards the so-called "political extremes" was strongly recorded, something that later brought about the electoral flourishing of SYRIZA on the one hand and ANEL and Golden Dawn on the other.

In 2021, today, Kapa Research attempts once again to highlight trends that lurk in the shadows through this new quantitative research on approximately 2,000 members of the *millennial* and *Z* generations*.

This year's survey documents the gentle tones of a balanced generation, a generation of self-knowledge. It highlights the factors that influenced it and marked its formation. Its basic values, perceptions and attitudes of life. Its full awareness of the country's impasses, its questioning of Greek and EU institutions, the functions of the state and the public dialogue which they consider to be conducted in their absence.

It also records a confident generation, scientifically competent, with high self-esteem and down-to-earth expectations.

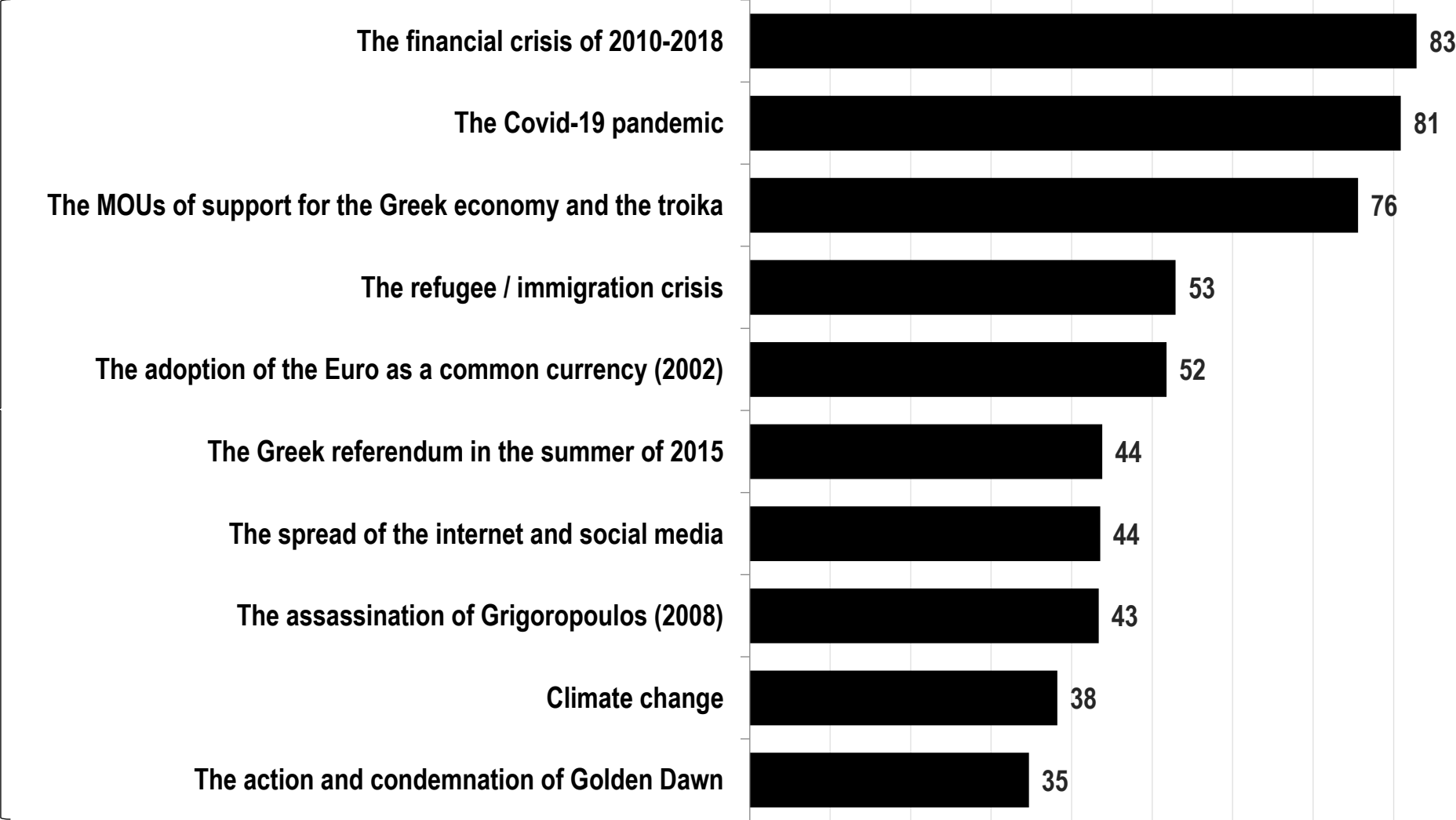
This time, opposition to the "system" stems from the political center with unprecedented realism, as - for the time being - stoning from the extremes does not seem attractive. It is a mature generation, without illusions, capable of reorganizing the country and it constitutes the comparative advantage of Greece in the wider region.

After all, alternative national forces able to step up are limited. Therefore, it may be worthwhile to shift the focus of public debate and political competition to the youth's constant impasses and their immediate integration in the joints of economic and social vanguard.

*
Gen-Z = 17-24
Millennials = 25-39
Based on Pew Research Center terminology

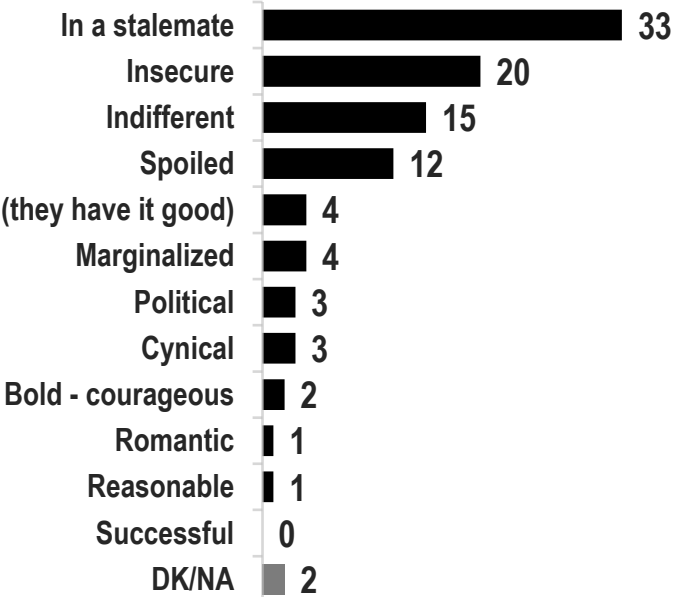
Greeks 17-39 years old / A generation braced by **crises** (economic, pandemic, immigration, climate), major **political events** and the **internet** accelerator

TOP-10 EVENTS THAT MARKED THE GREEK YOUTH
What are the most important events that marked your generation?

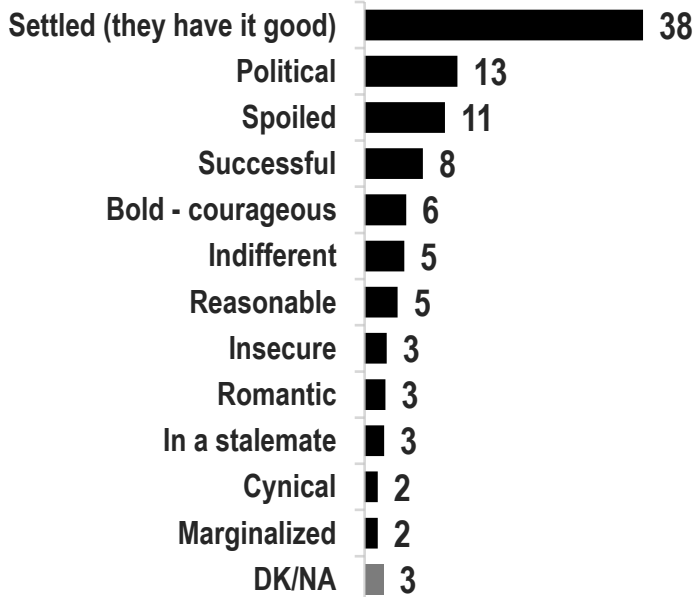


They feel that their generation is marginalized / They identify their deadlocks and widespread insecurity, displaying remarkable self-awareness compared to their parents' generation

How would you describe your generation?

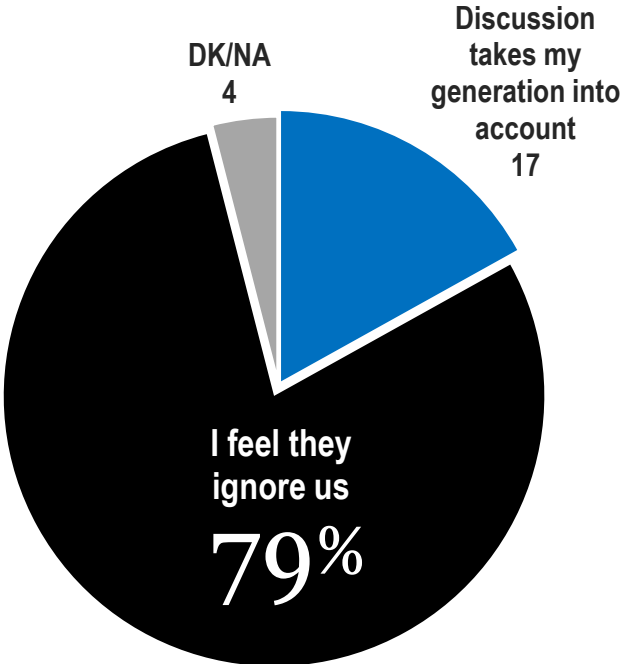


And how would you describe your parents' generation?



DO THEY FEEL IGNORED?

There is a lot of discussion about the course of the country after the double crisis of the economy and the pandemic. In your opinion, does the public discussion take your generation into account or do you feel ignored?



HOW THEY SEE THEIR LIFE IN COMPARISON WITH THE LIFE OF THEIR PARENTS

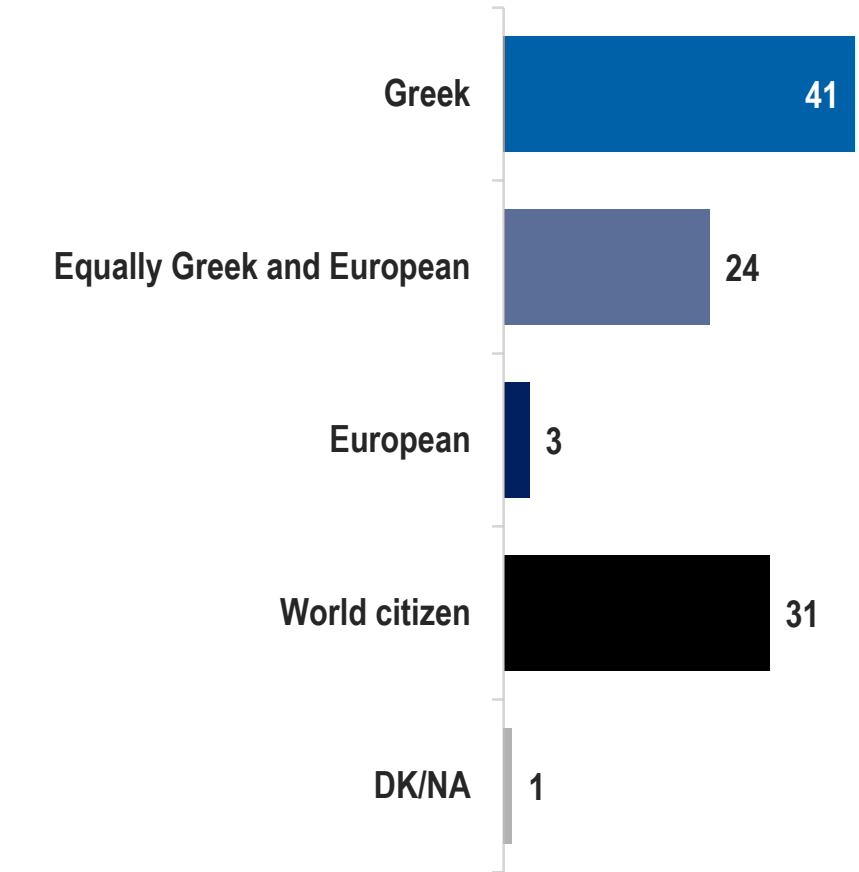
Do you think your generation will live better, worse or the same compared to your parents' generation?



They have strong feelings towards Greece as an “idea” / Majority is proud of its Greek origin and believes in the country's potential

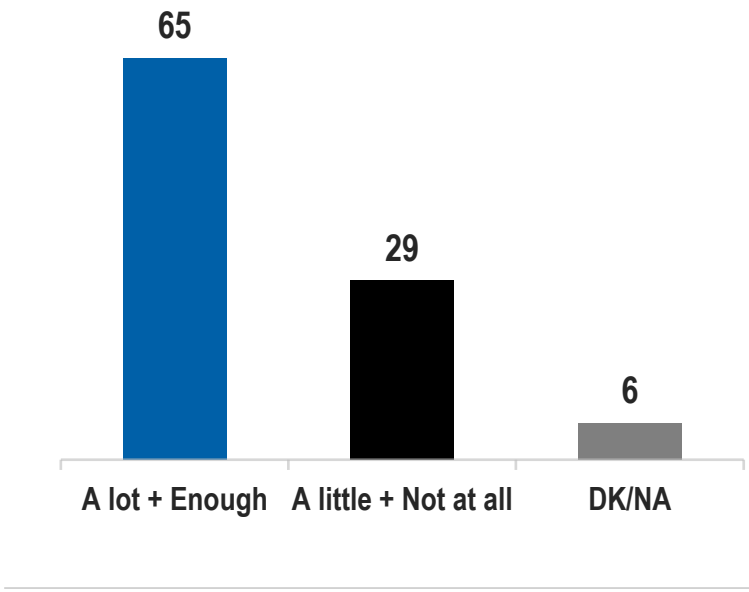
WHAT DESCRIBES THEIR IDENTITY

Which of the following words identifies you?



HOW PROUD THEY FEEL FOR BEING GREEK

How proud do you feel that you are a Greek?



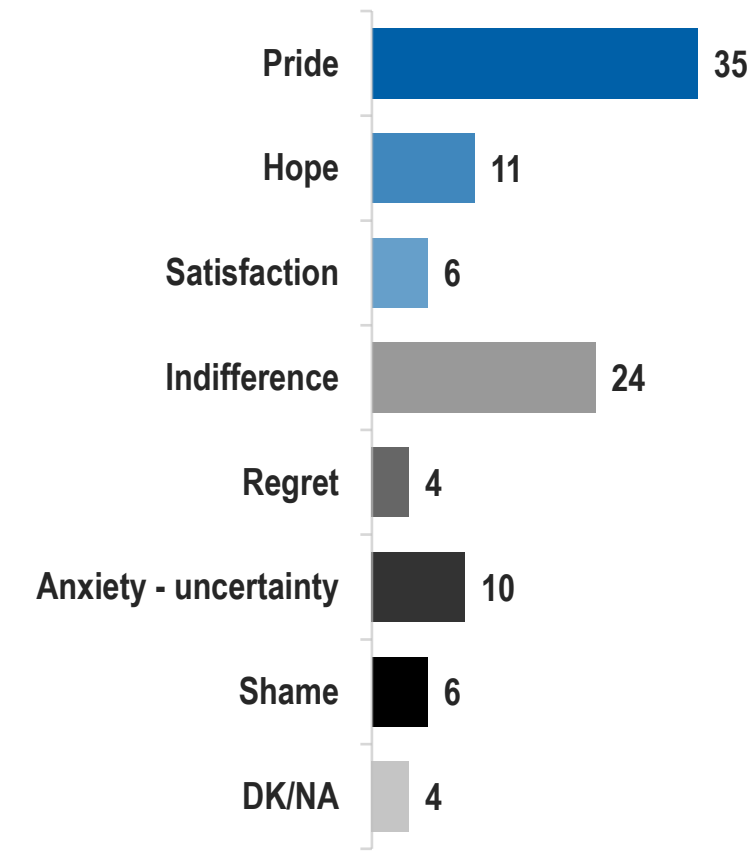
FAITH IN GREECE

In general, would you say that you believe in Greece?

“I believe in Greece”: 56%

THE 200 YEARS ANNIVERSARY (1821-2021)

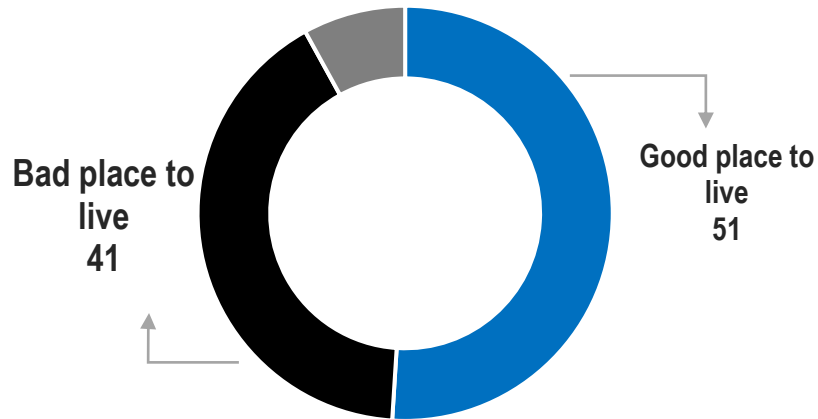
This year marks the 200th anniversary of the proclamation of the Greek Revolution of 1821 that led to the creation of the independent Greek state. Which word describes best your feelings about this?



Greece as a place to live / Younger Greeks appear realistic in their assessment of the country – they identify strengths, weaknesses and the risk of a prolonged crisis

GREECE AS A PLACE TO LIVE

In general, do you consider Greece a good or a bad place to live?



GREECE AS A PLACE TO FULFILL DREAMS AND PROFESSIONAL GOALS

Do you think that in Greece you can fulfill your dreams and professional goals?



GREECE'S ADVANTAGES & BACKWARDNESS

For each of the following, do you think that Greece has an advantage or lags behind compared to the rest of the world?

Points of advantage ↑	
Geographical location - Geopolitical history	81
Cultural heritage - History	79
Tourist destinations	78
Climate - Natural environment	65
Natural resources	51

Points of backwardness ↓	
Public administration	88
Political personnel	79
Social welfare	75
Economic institutions - Market operation	71
New technology	70

WHICH WORD PORTRAYS GREECE'S FUTURE

Which of the following words best expresses your view on the future development of our country?

Word	Current %	2010 %	Change
Crisis	47	46	↑ 1
Stagnation	27	33	↓ 6
Growth	10	6	↑ 4
Hope	15	15	-

REFORM IN GREECE

Which of the following statements do you most agree with on the issue of reforms in Greece?

We are not really interested in reforms	17%
We talk a lot about reforms without doing anything	58%
Reforms are being made, but to no avail	14%
Reforms are being made and the result is visible	7%

“I only trust myself” / Wider distrust of institutions and the political system – the **Army, Business** and the **Internet** higher in the confidence scale (but below 50%)

TRUST IN THE INSTITUTIONS

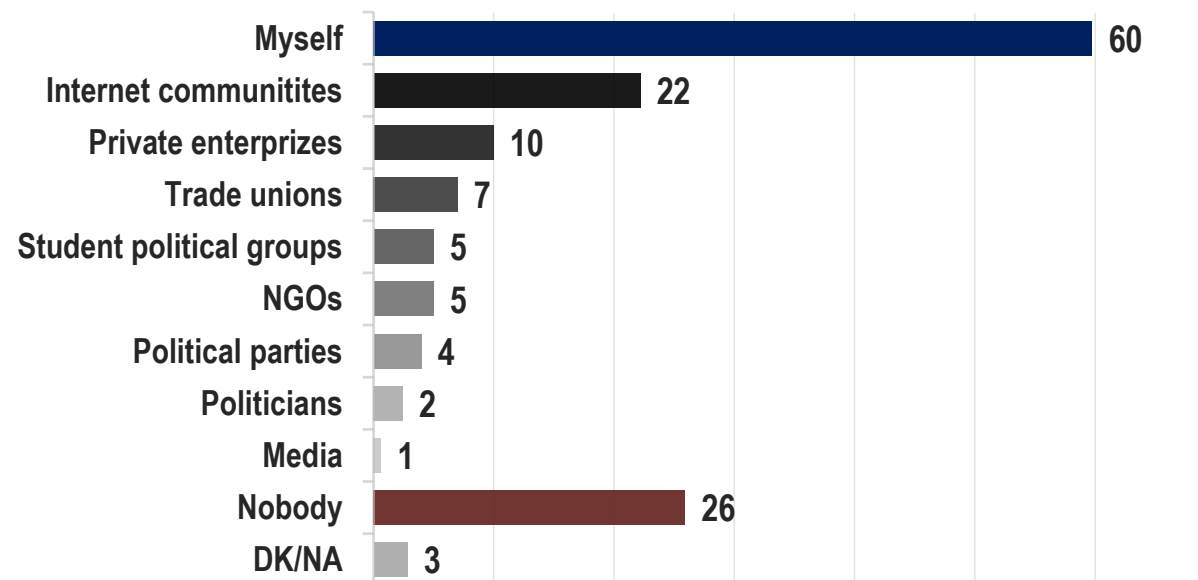
How much do you trust each of the following institutions?

(A lot + Enough)

Army	45
Private enterprizes	34
Social media	33
Educational system	29
Justice	29
Police	28
Government (as an institution)	23
Parliament	22
Main opposition (as an institution)	17
Church	16
Trade unions	16
NGOs	15
Public administration	13
Banks	12
Political parties	11
Media	6

WHO IS THE BEST DEFENDER OF THEIR INTERESTS

Personally, which of the following do you trust most in defending the interests of your generation?



94%

There is corruption in the public life of the country

82%

The parties are only interested in citizens' vote and not in their opinion

68%

Most MPs and politicians are involved in public life with selfish motives

55%

People like me have no influence on governance in Greece

Disappointed with the Greek Church / They ask for less self-reference from the Church, more actions of solidarity for the poor and the weak

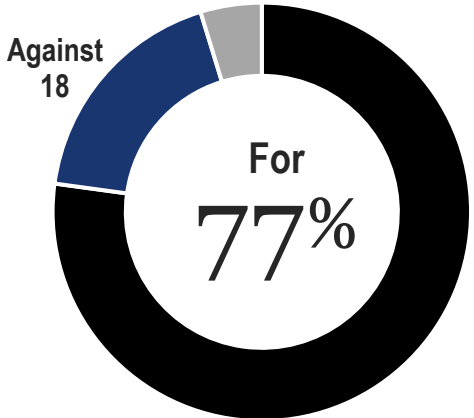
SATISFACTION WITH THE GREEK CHURCH

In general, how satisfied are you with the activity of the Greek Church in recent years?



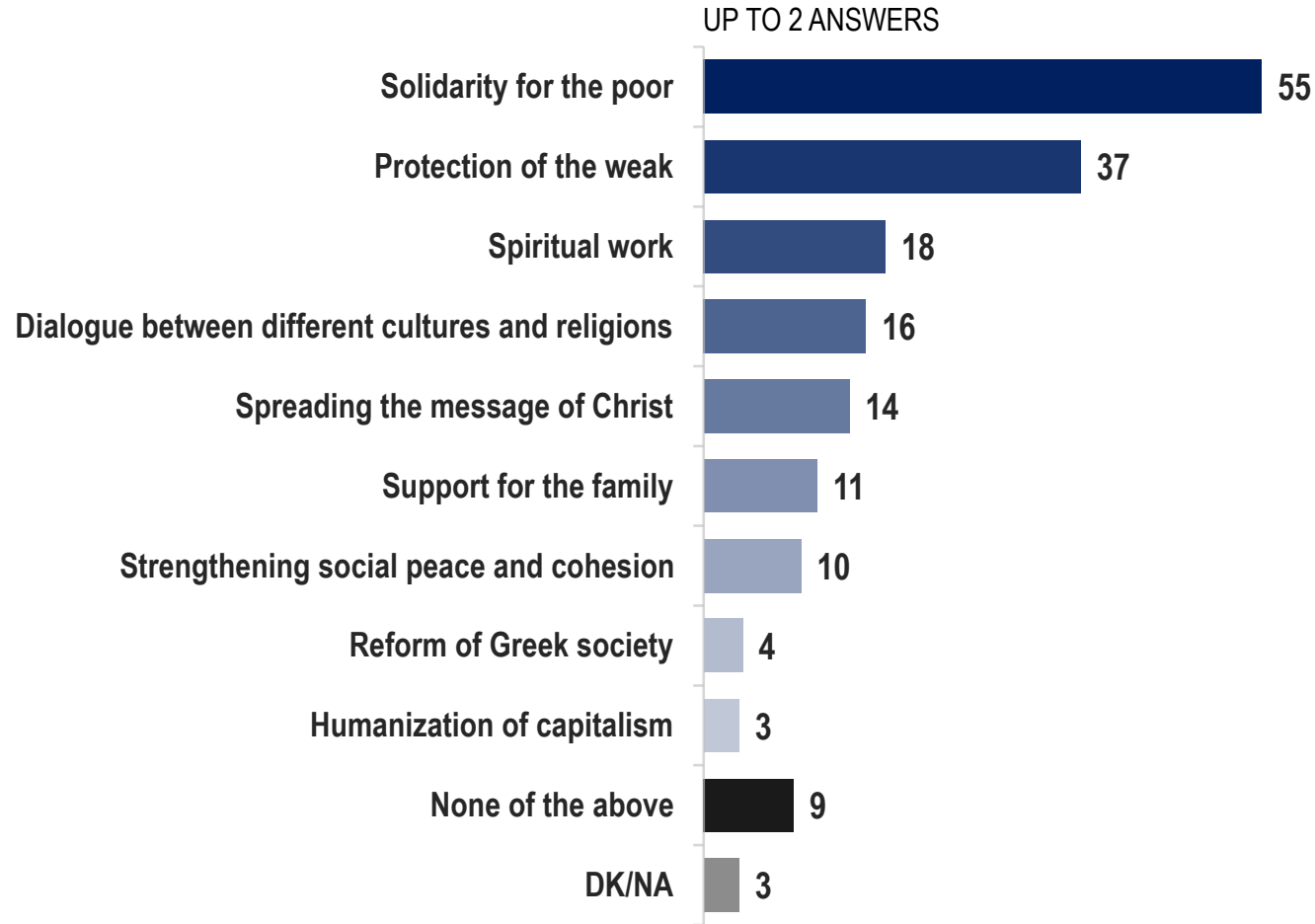
CHURCH-STATE SEPARATION

Regarding Church-State relations, would you say that you are for or against the separation of Church from the State?



PRIORITIES OF THE CHURCH

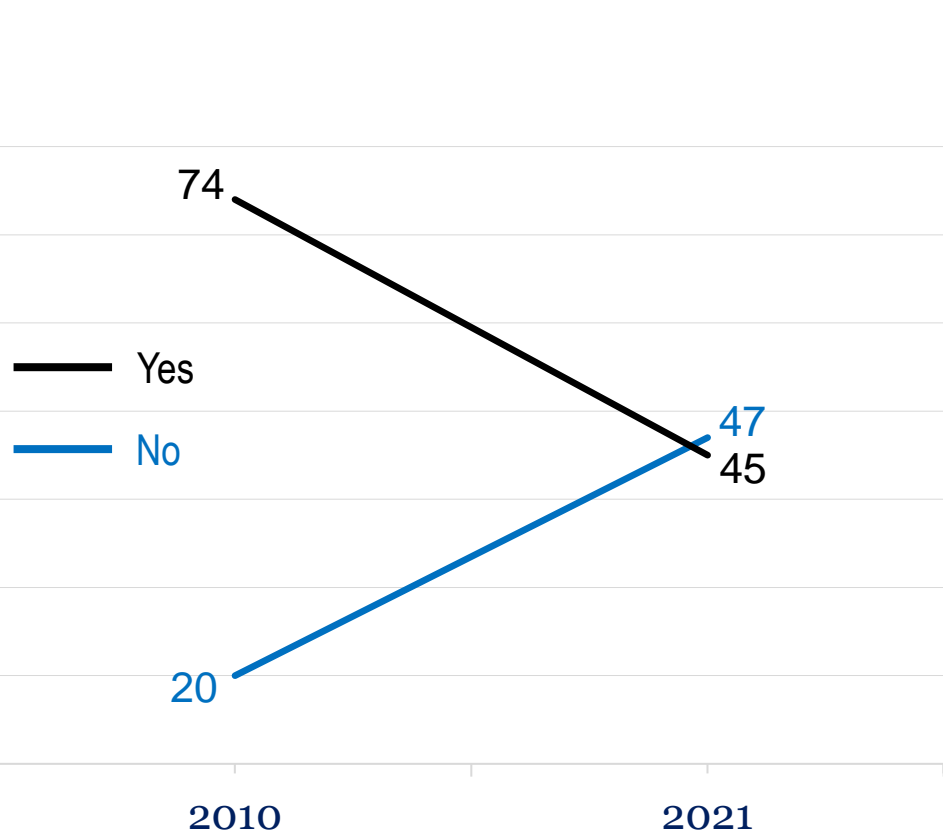
In your opinion, what should be the priorities of the Church today?



Intention to move abroad is declining / A good job in Greece – in the private or public sector, even with a lower salary – is considered better than a job abroad

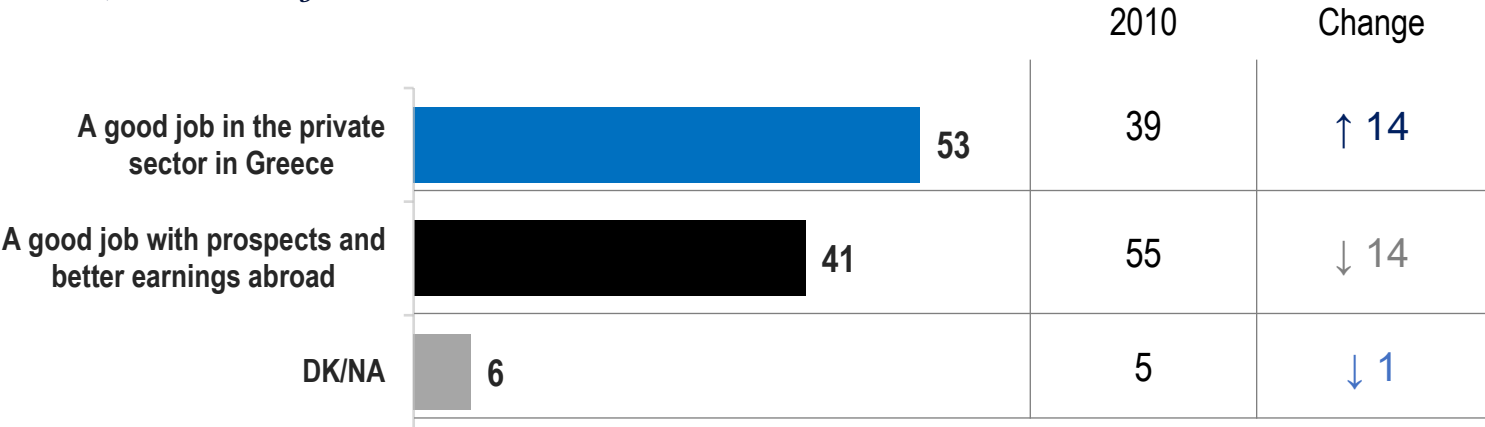
THE PROSPECT OF MOVING ABROAD

If you were given the opportunity, would you leave Greece?



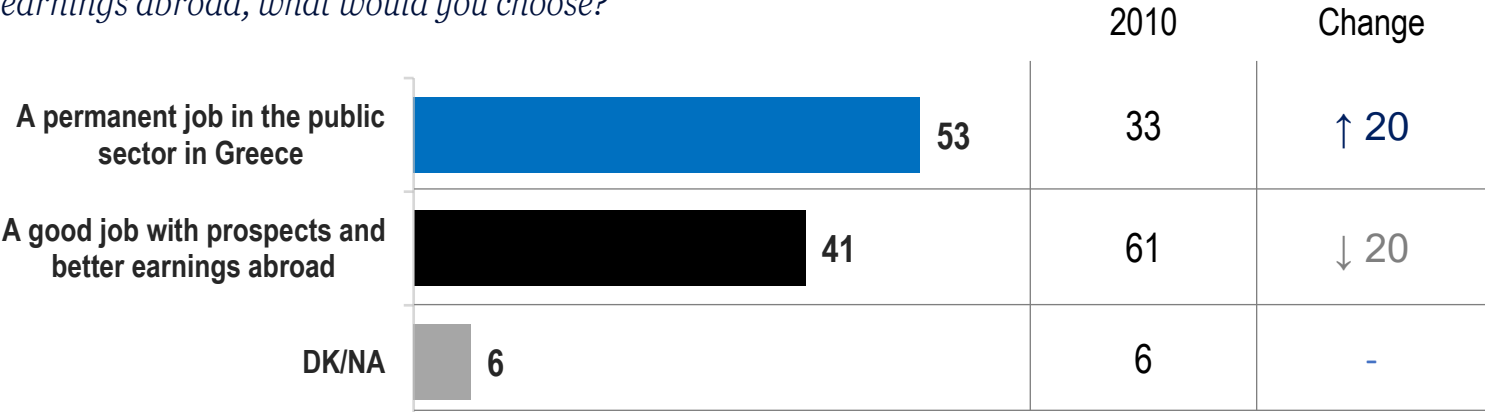
PRIVATE SECTOR IN GREECE vs WORKING ABROAD

Between a good job in the private sector in Greece and a good job with prospects and better earnings abroad, what would you choose?



PUBLIC SECTOR IN GREECE vs WORKING ABROAD

And between a permanent job in the public sector in Greece and a good job with prospects and better earnings abroad, what would you choose?

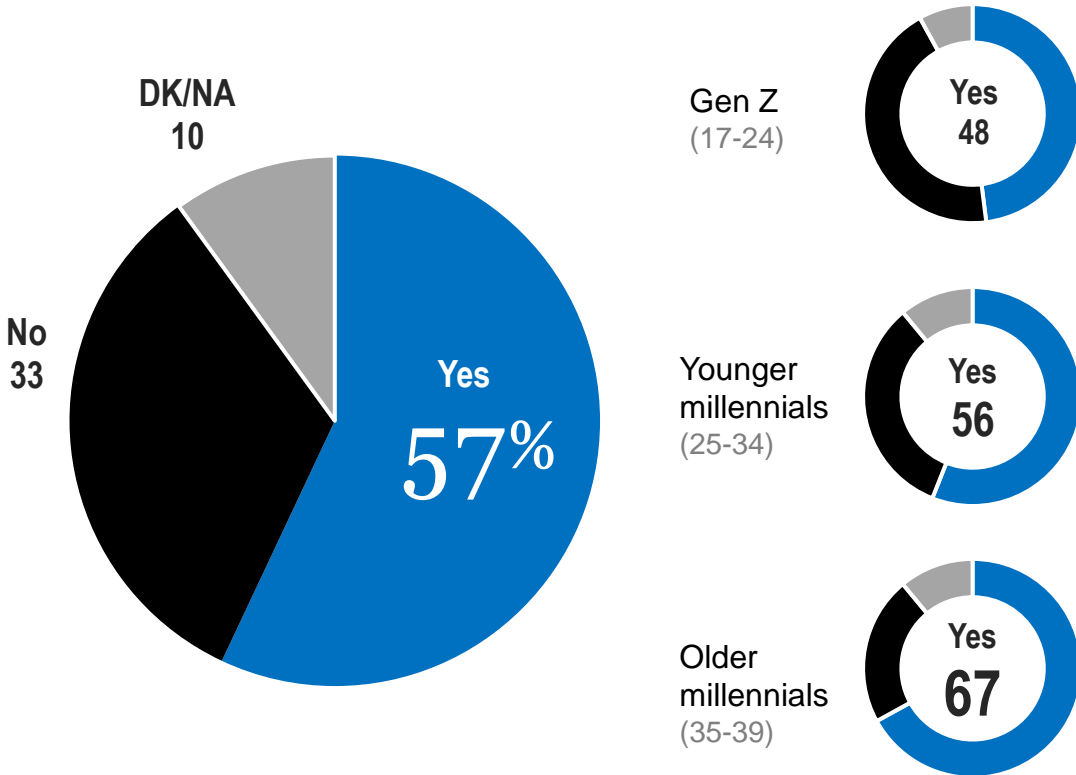


1 in 2 has considered relocating to rural Greece / An untapped cottage or field in the village can be a way out – prerequisite: a serious income from a permanent job

BASE: Those who live in Athens and Thessaloniki

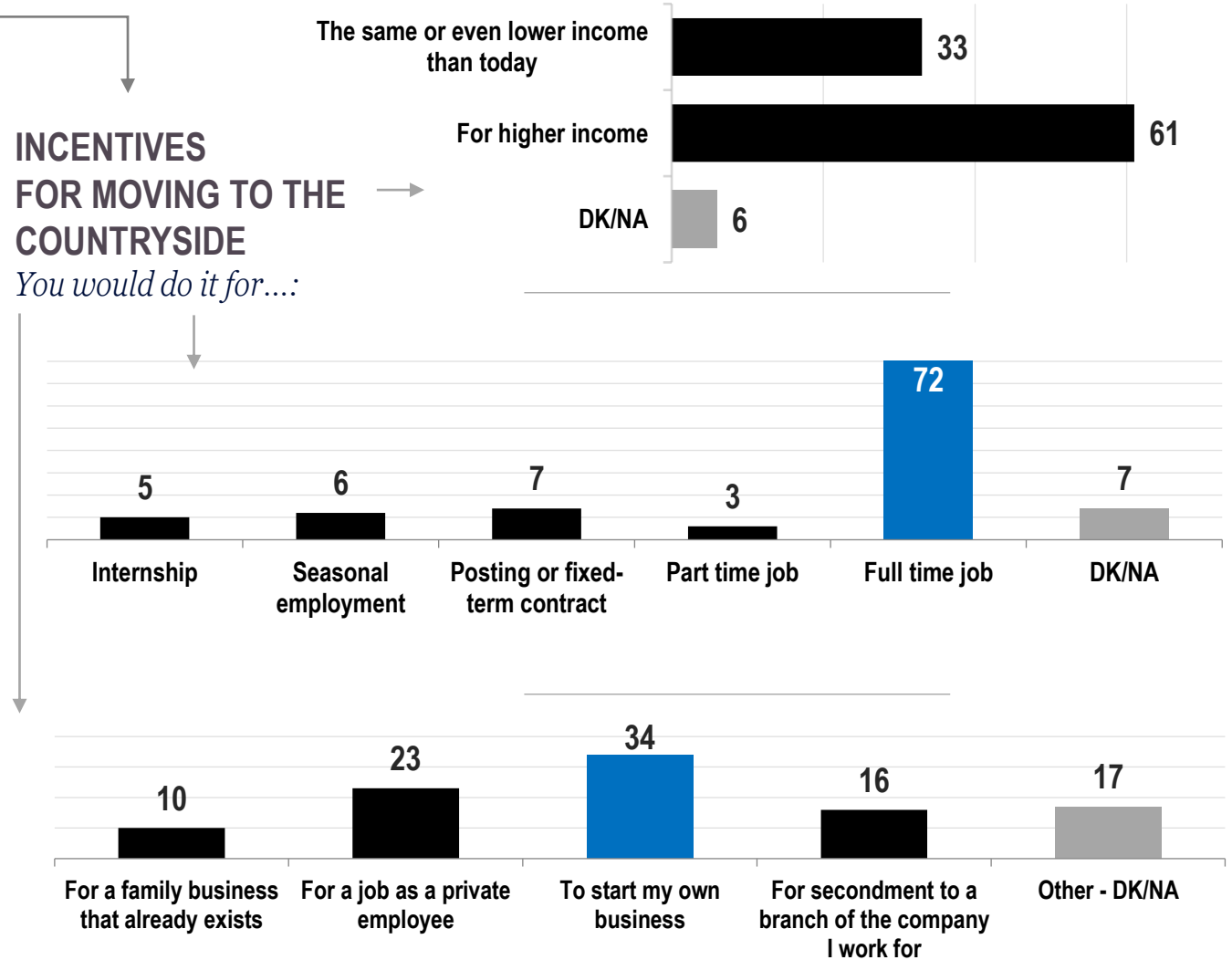
THE PROSPECT OF RELOCATING TO RURAL GREECE

Have you personally considered settling in the countryside?



INCENTIVES FOR MOVING TO THE COUNTRYSIDE

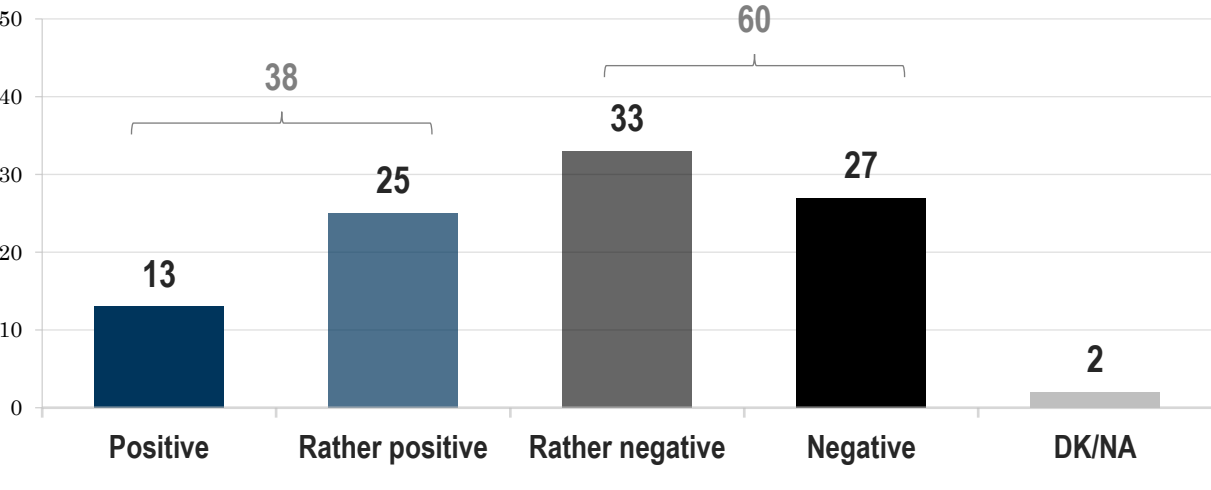
You would do it for...:



6 out of 10 frustrated with the European Union / The majority distrusts the EU and the project of European integration, Covid-19 vaccination management failure intensifies reservations

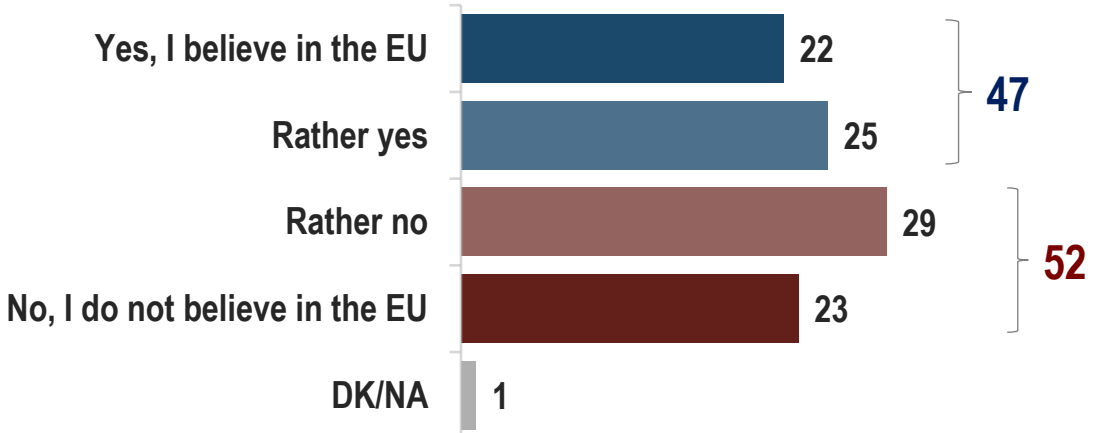
EU POPULARITY

What is your opinion of the European Union?



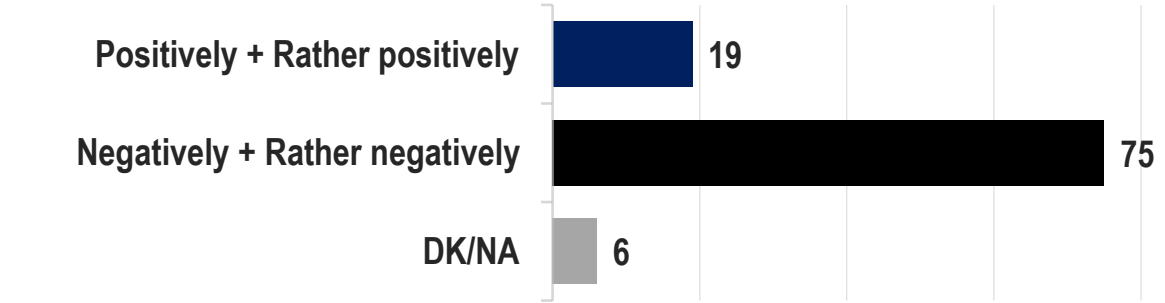
BELIEF IN THE EU AND THE VISION OF EUROPEAN INTEGRATION

Would you say that you believe in the European Union and the project of European integration?



EU CENTRAL VACCINATION MANAGEMENT

How do you judge the way the EU has managed the supply and distribution of Covid-19 vaccines?

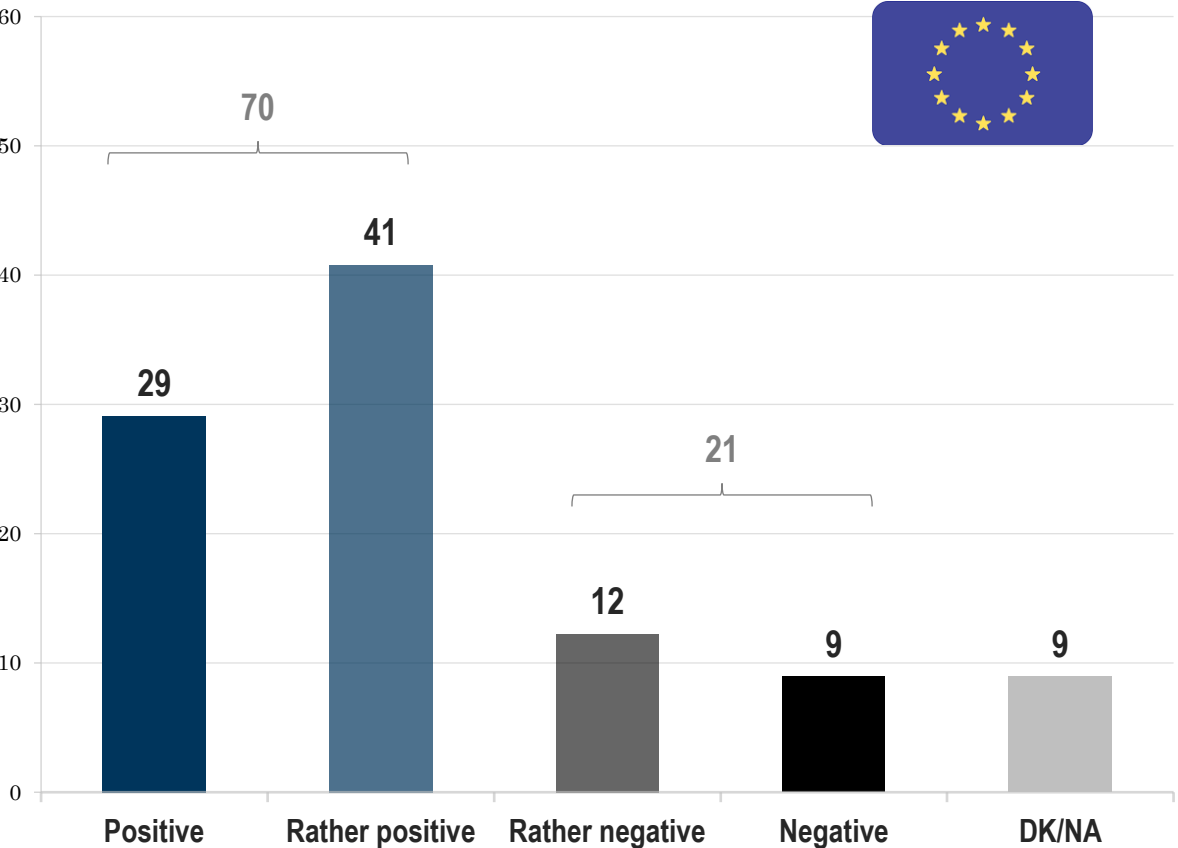


	GENDER		GENERATION			EDUCATION	
	Male	Female	Gen Z 17 – 24	Younger millennials 25 – 34	Older millennials 35 – 39	Up to secondary	University+
I believe	42	50	45	47	49	42	50
I do not believe	56	47	52	51	49	56	48
DK/NA	1	3	4	1	2	2	2

High expectations from the Next Generation EU fund / 7 out of 10 approve the creation of NGEU – they expect significant benefits in the digital transformation of Greece

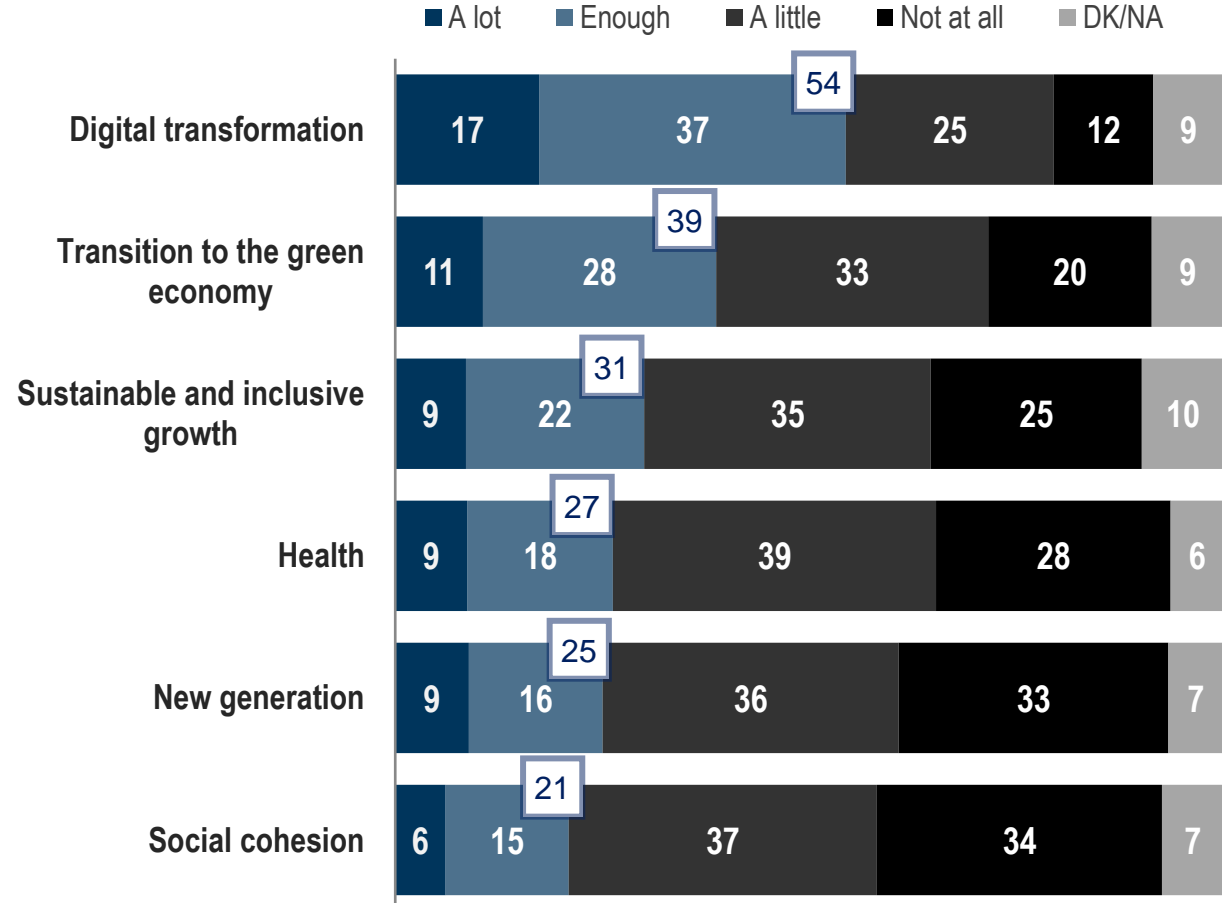
OPINION ON THE NGEU

What is your opinion on the creation of a special recovery fund of around € 700 billion by the European Union to tackle the coronavirus crisis?



OPINION ON THE CONTRIBUTION OF THE NGEU (PER SECTOR)

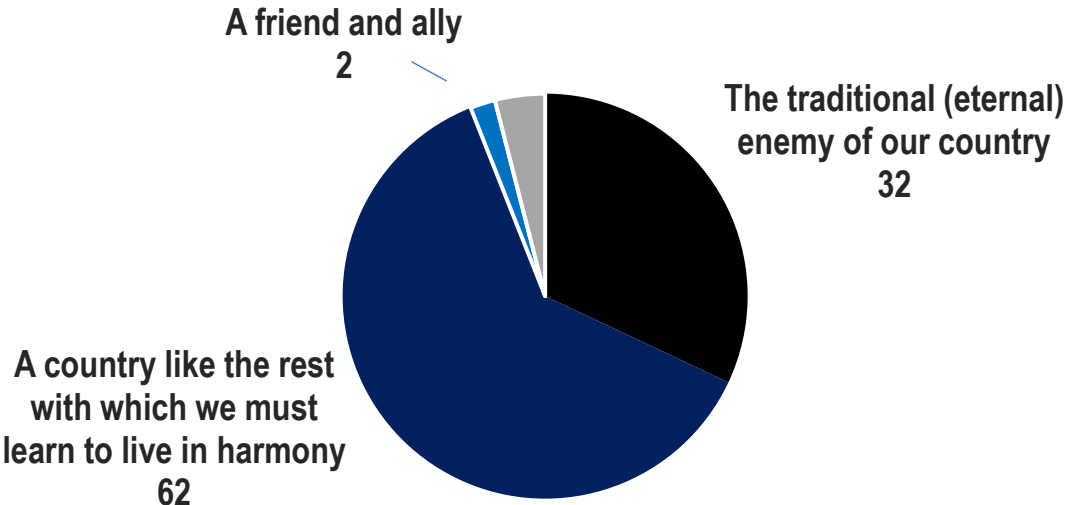
In your estimation, how much will this recovery fund contribute over the coming years in Greece, to each of the following...?



Turkey: peaceful coexistence will come through the hardening of the Greek stance / Men with lower education hold the hardest stance in Greek-Turkish relations

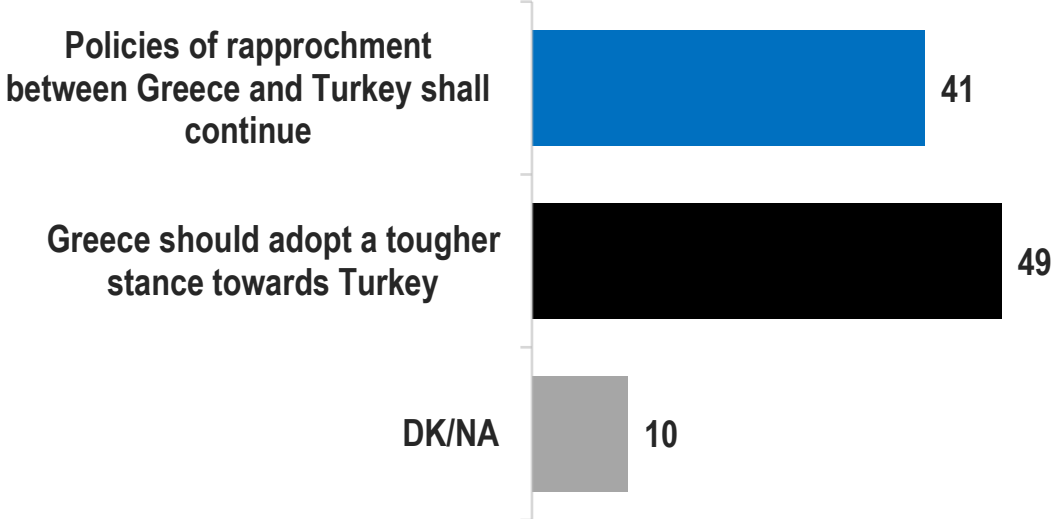
VIEWS ON TURKEY

For you personally, Turkey is...:



GREECE'S POLICY TOWARDS TURKEY

What should be our policy towards Turkey?



	GENDER		EDUCATION	
	Male	Female	Up to secondary	University+
The traditional enemy	40	26	43	26
A country like the rest	55	69	52	69
A friend and ally	3	2	4	2
DK/NA	2	3	2	3

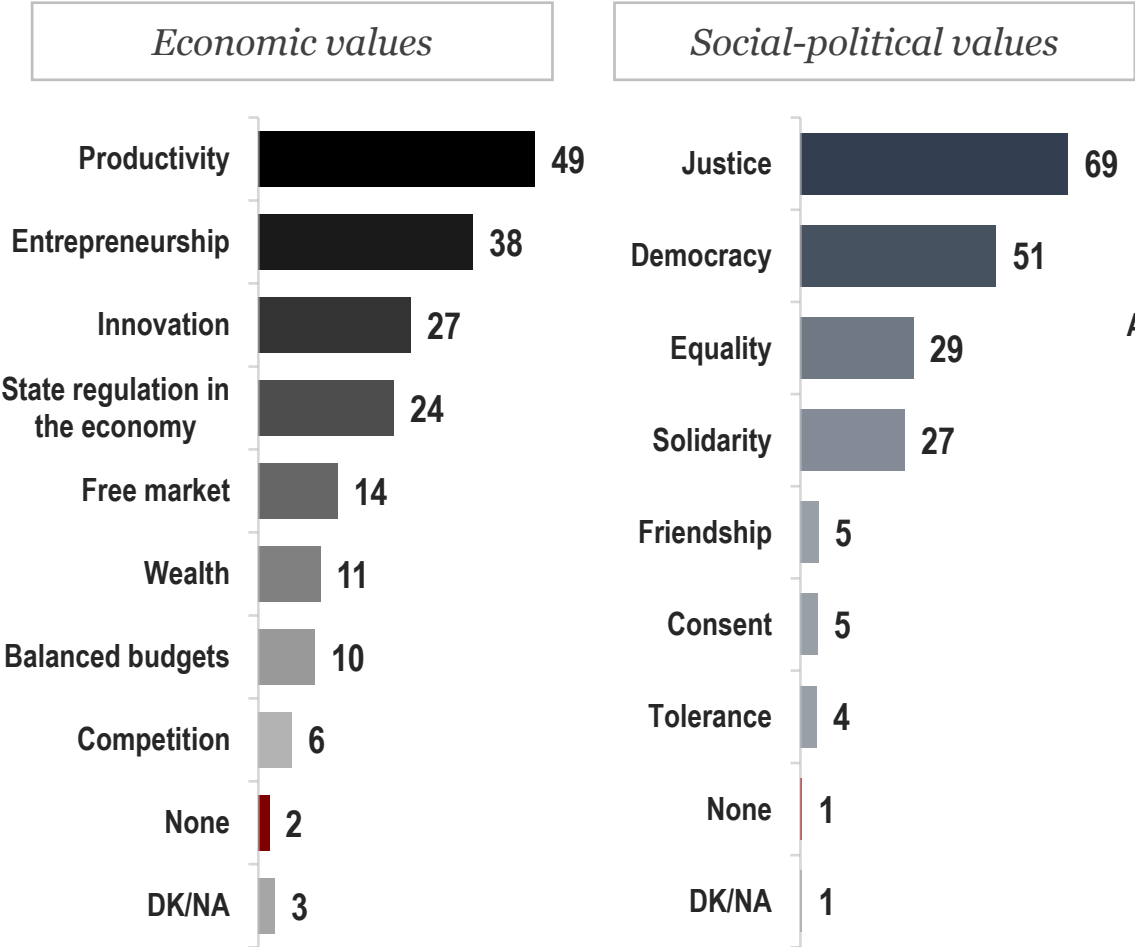
	GENDER		EDUCATION	
	Male	Female	Up to secondary	University+
Policies of rapprochement	40	43	35	45
Tougher stance	53	46	56	44
DK/NA	7	12	8	10

A triptych of values: Justice – Democracy – Productivity / Demand for a democratic and just society remains strong; they want it reinforced with more productivity

VALUES THEY WANT TO SEE ENHANCED

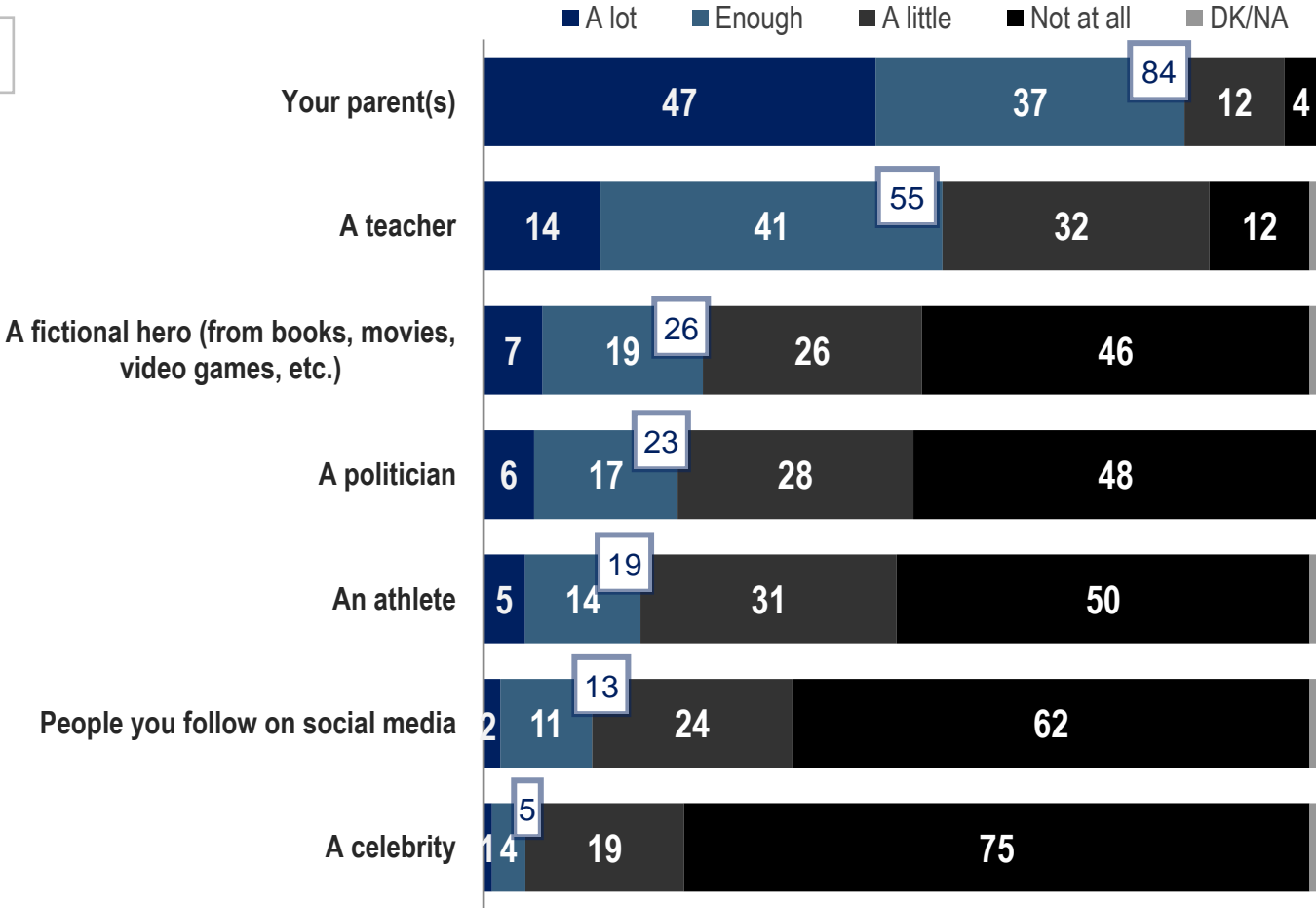
Which of the following ... values would you like to strengthen in the coming years?

UP TO 2 ANSWERS



INFLUENCING FIGURES IN THEIR LIFE

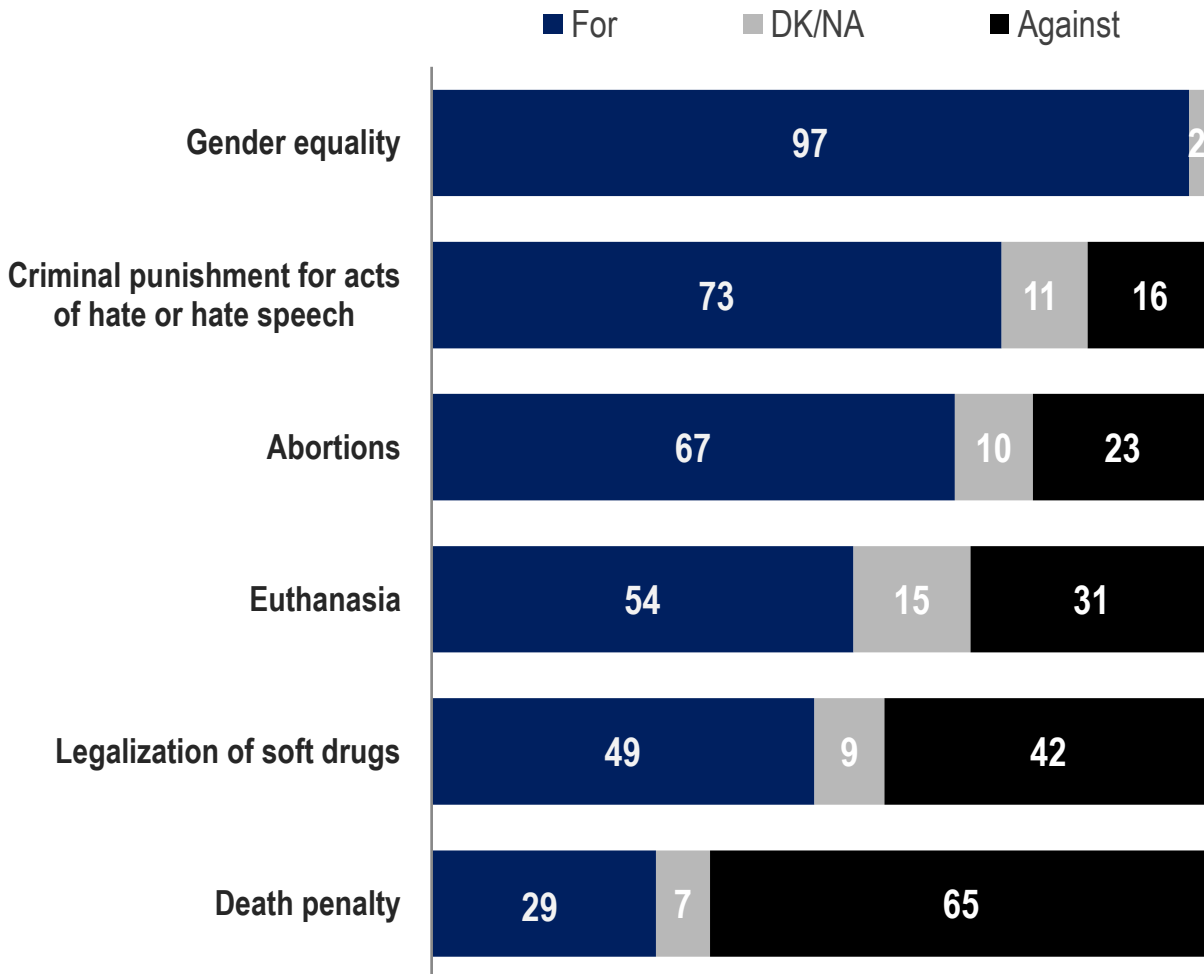
How much have each of the following affected your values...?



“In this world we are all together” / 6 out of 10 reject individualism and look for equality, both social and economic

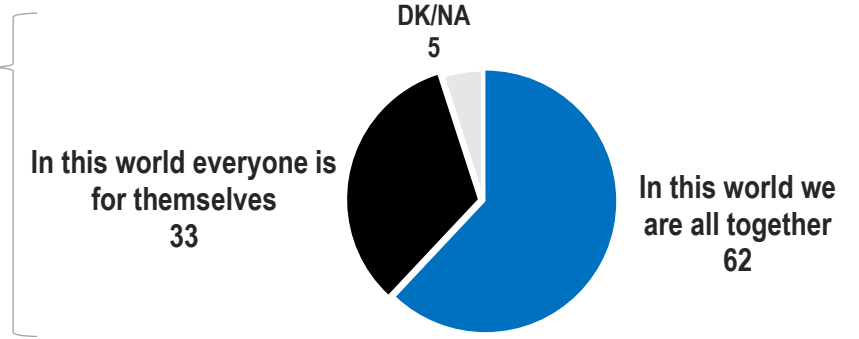
STANCE ON MAJOR SOCIAL ISSUES

Are you for or against...:



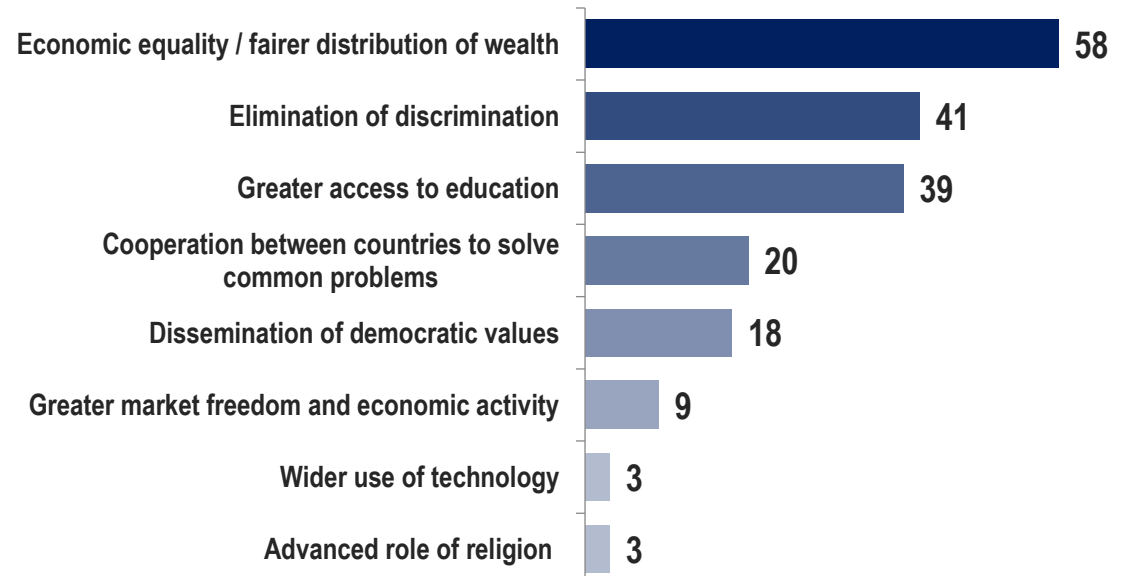
INDIVIDUALISM vs SOLIDARITY

Which of the two phrases is closer to your view of things?



TRENDS THAT CONTRIBUTE TO GLOBAL UNITY

Which of the following you think will contribute the most to the unity of the world?

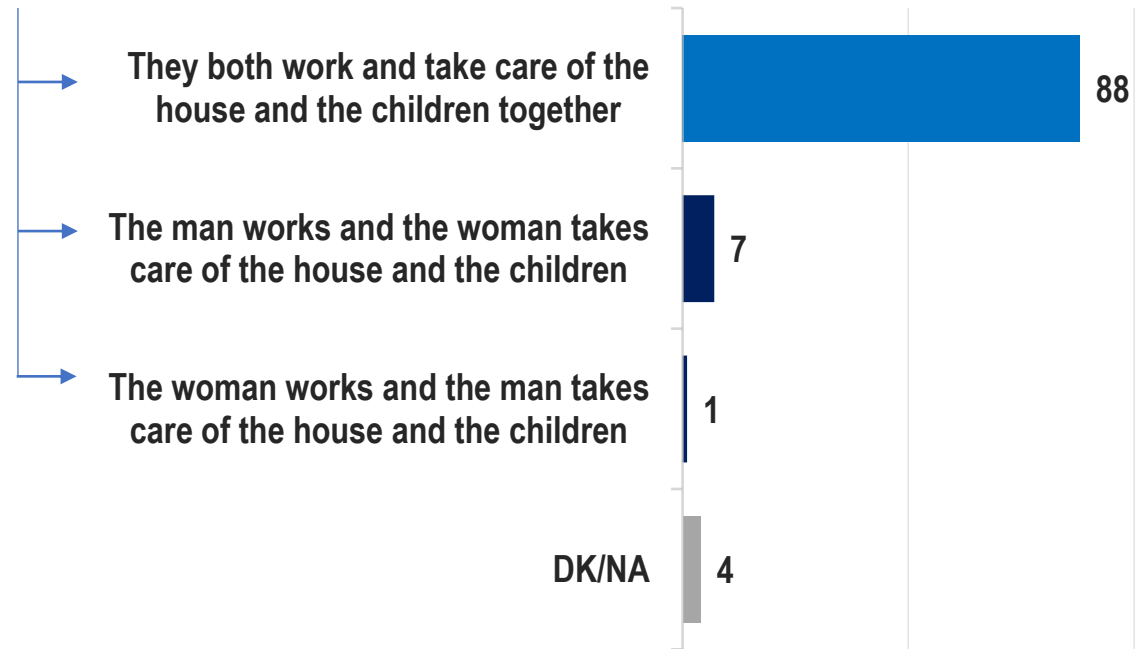


Marriage is a common endeavor that comes after mature thought / “Equal distribution of labor” inside the couple is prevalent among younger generations – older millennials (above 35) appear more romantic

RESPONSIBILITIES IN MARRIAGE

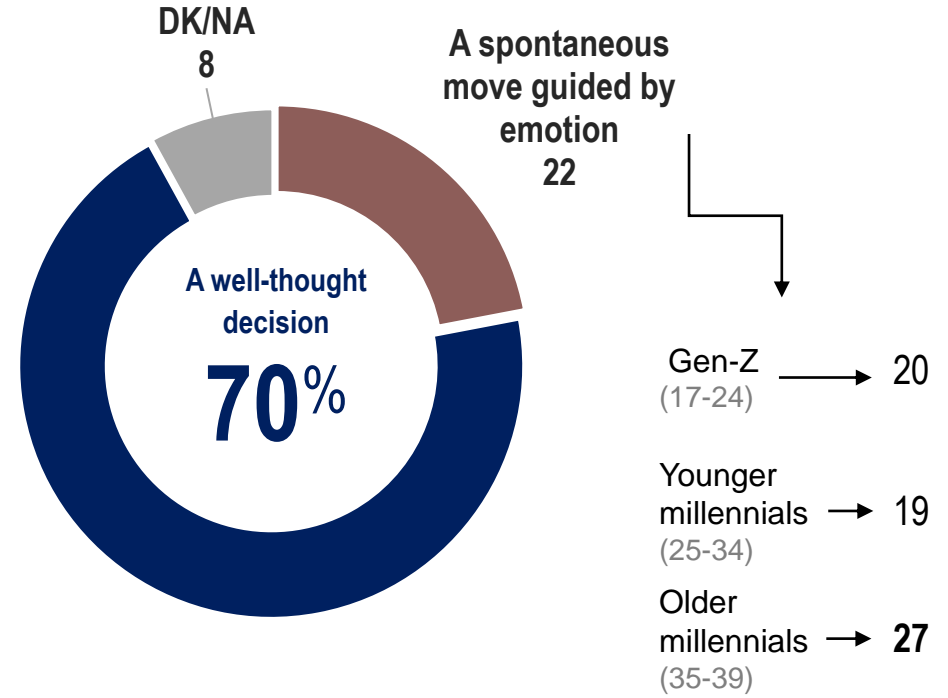
What kind of marriage / cohabitation is closer to your beliefs and your lifestyle?

A marriage in which...:



MARRIAGE: A SPONTANEOUS or A MATURE DECISION?

In your opinion, wedding should be...:



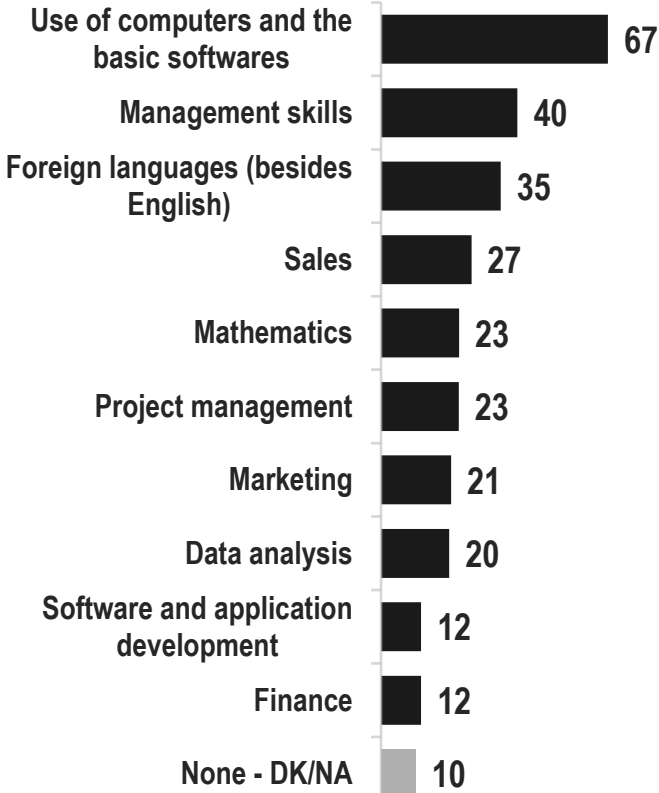
They consider themselves quite skilled / Equipped with soft skills – about half work in their field of study – only 1 out of 3 work remotely

SKILLS THEY POSSESS

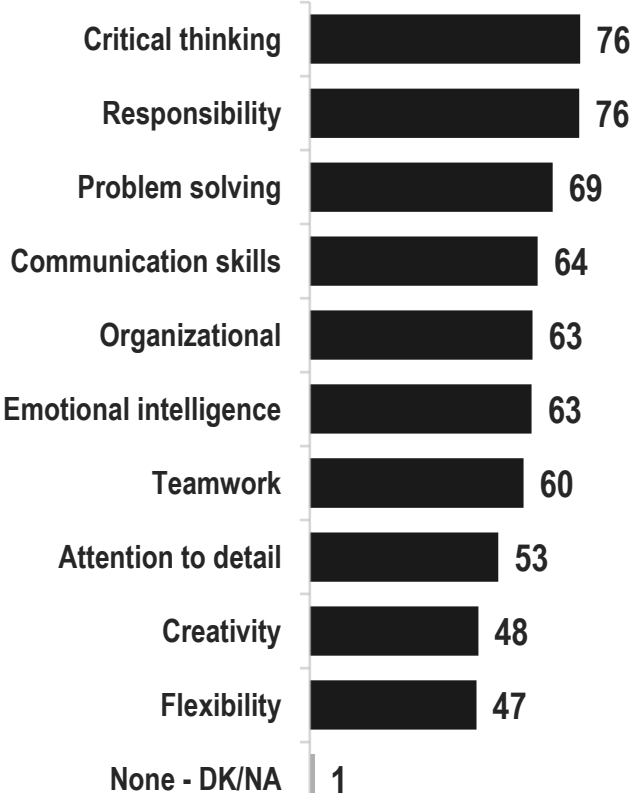
Which of the following skills would you say you possess?

MULTIPLE ANSWERS

Hard skills



Soft skills

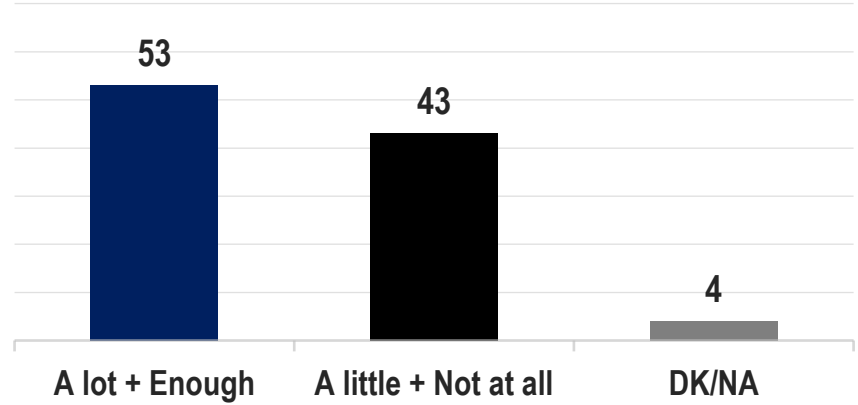


BASE:

Those currently employed

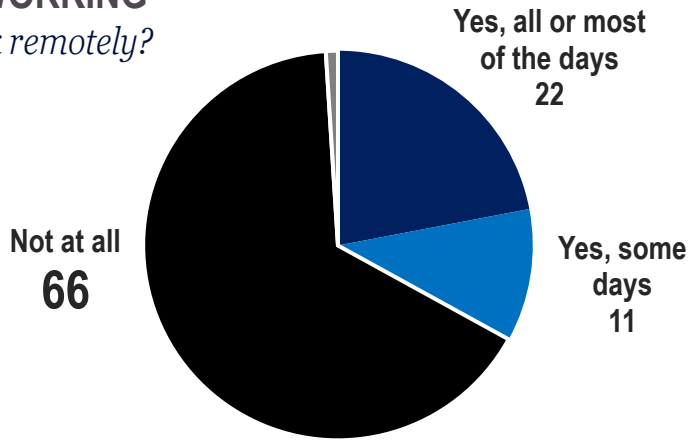
EDUCATION-EMPLOYMENT RELATIONSHIP

Is your current job related to your studies and education? If so, to what extent?



REMOTE WORKING

Do you work remotely?



They are satisfied with a lower salary / In 2010 most of the young people (69%) expected a monthly salary of over 1,500 euros; today, 53% would be satisfied with a salary of up to 1,500 euros

A SALARY THAT WOULD SATISFY THEM

No matter the current situation, what level of pay would you be satisfied with, given your qualifications?

		OVERTIME	
		2010	Change
700 - 1000 euros per month	14	3	↑ 11
Up to 1500 euros per month	39	27	↑ 12
1500 - 3000 euros per month	34	50	↓ 16
3000 - 5000 euros per month	7	15	↓ 8
Above 5000 euros per month	4	4	-
DK/NA	2	1	↑ 1

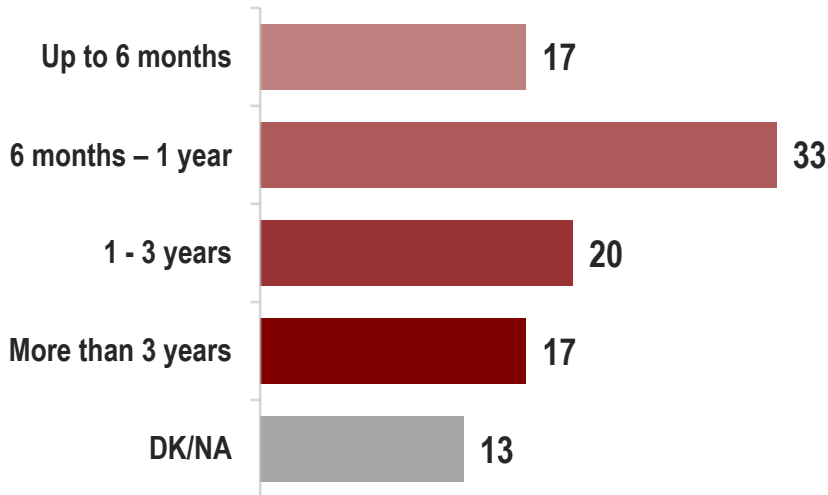
Fear of unemployment overshadows their future / 4 out of 10 unemployed in long-term unemployment – gloomy estimates on jobs due to the pandemic and automation

BASE:

Those currently unemployed →

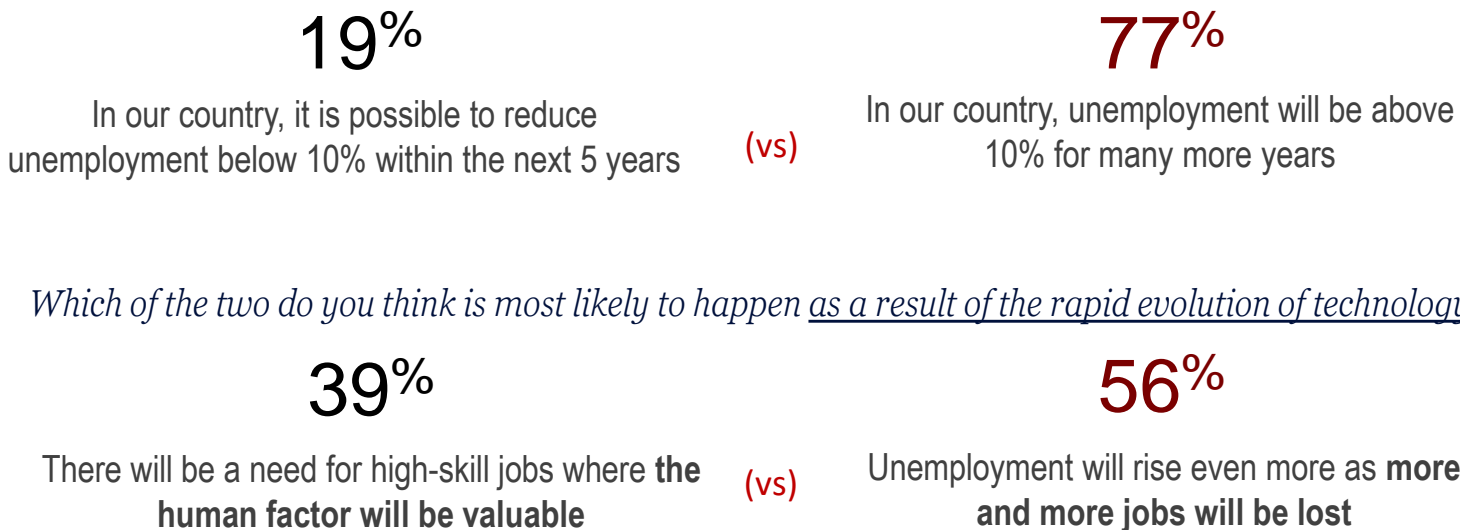
UNEMPLOYMENT DURATION

How long have you been unemployed?



THE EVOLUTION OF EMPLOYMENT IN THE FUTURE

Which of the following statements do you agree with the most?



Which of the two do you think is most likely to happen as a result of the rapid evolution of technology?

THE FUTURE OF JOBS LOST IN THE PANDEMIC

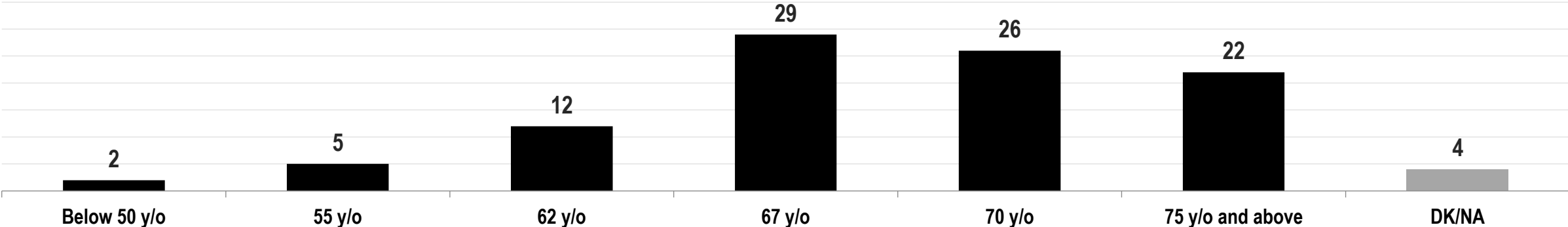
Do you think that the jobs that were lost during the pandemic will return when the pandemic subsides, or will they never return?



Half (48%) believe they will retire after 70 / They are *en masse* against possible pension cuts, despite their negative assessment on pension funds status at the time of their retirement

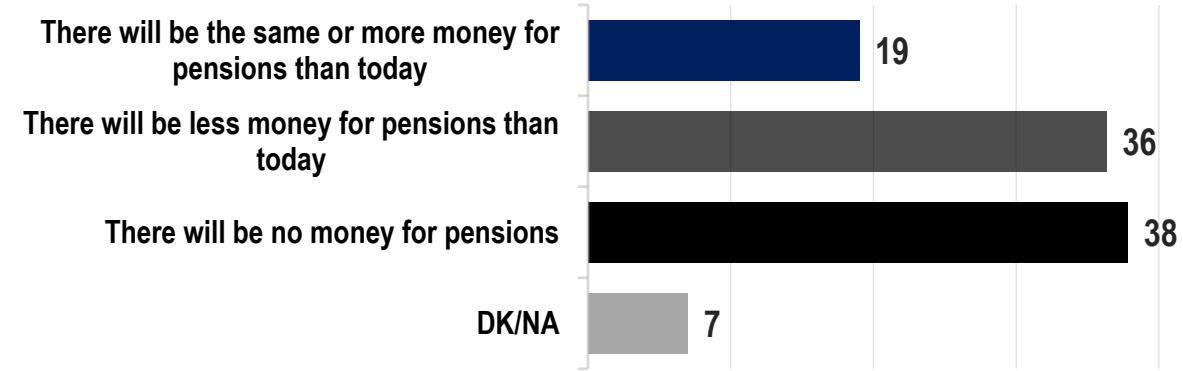
WHEN WILL THEY RETIRE

At what age do you think you will stop working and retire?



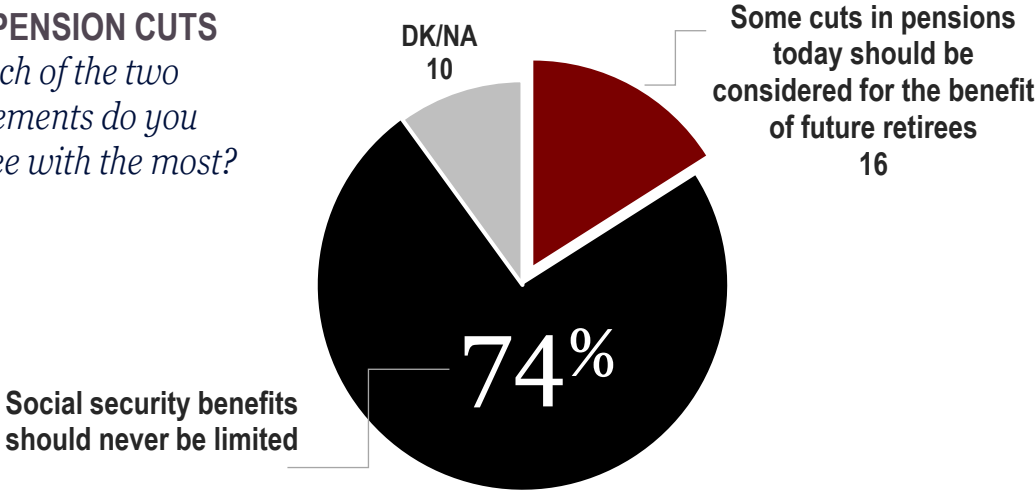
PENSION FUNDS STATUS AT THE TIME THEY RETIRE

What do you think will be the status of the insurance system at the time you retire?



THE POSSIBILITY OF PENSION CUTS

Which of the two statements do you agree with the most?

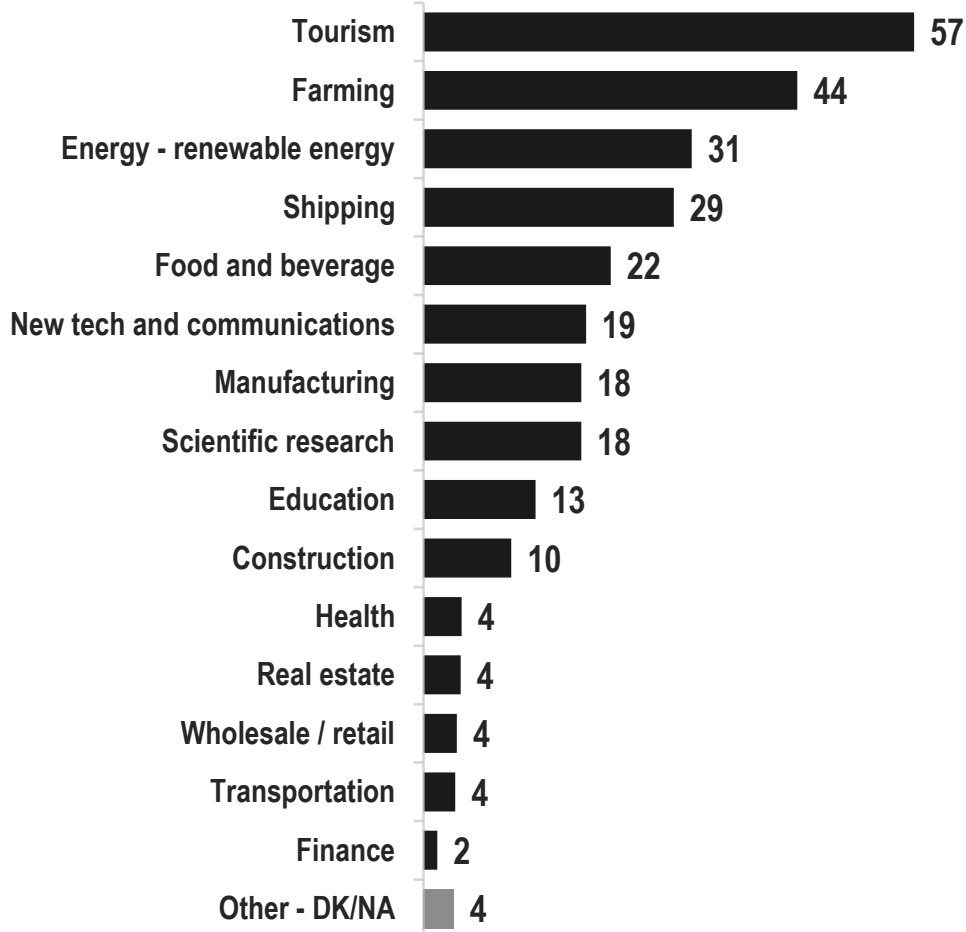


Tourism and agriculture the most dynamic industries in Greece / Desire to work in the public sector slightly higher compared to 2010

MOST DYNAMIC SECTORS IN GREECE

Which sectors do you think can contribute more to the economic growth of our country in the coming years?

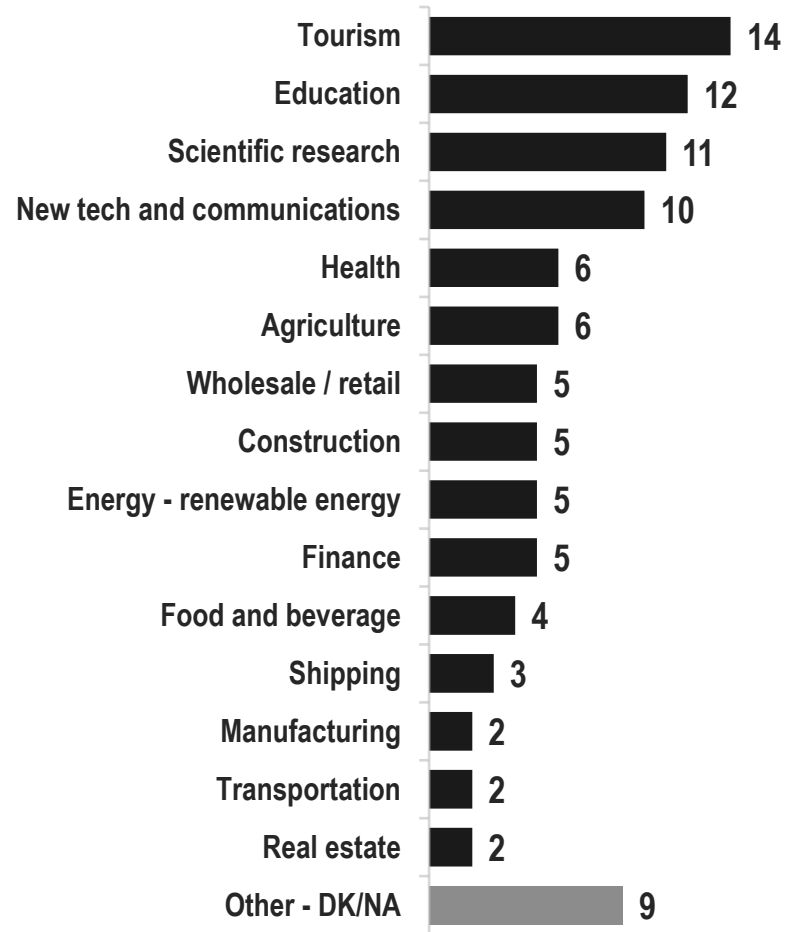
UP TO 3 ANSWERS



MOST DESIRED INDUSTRIES

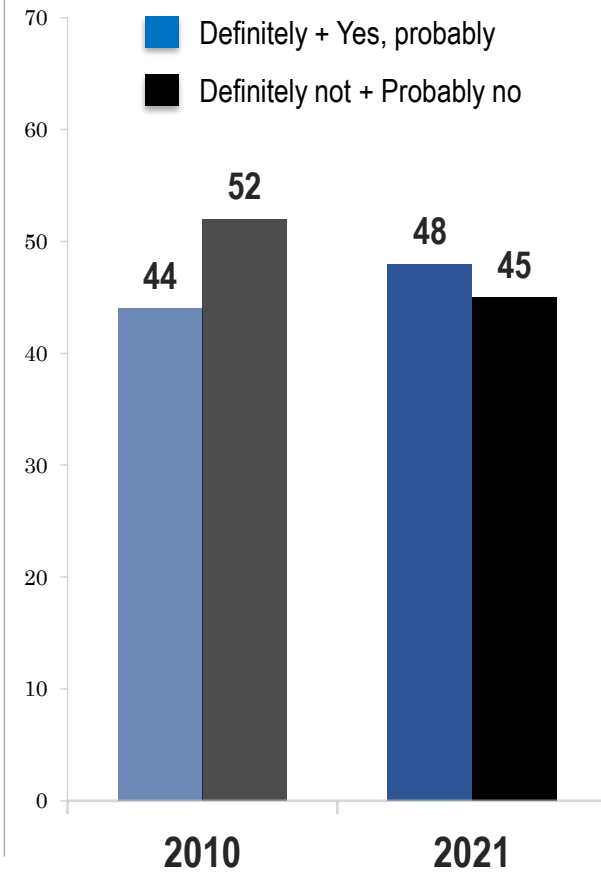
In which of the following areas would you personally like to work in the next decade?

(vs)



DESIRE TO WORK IN THE PUBLIC SECTOR

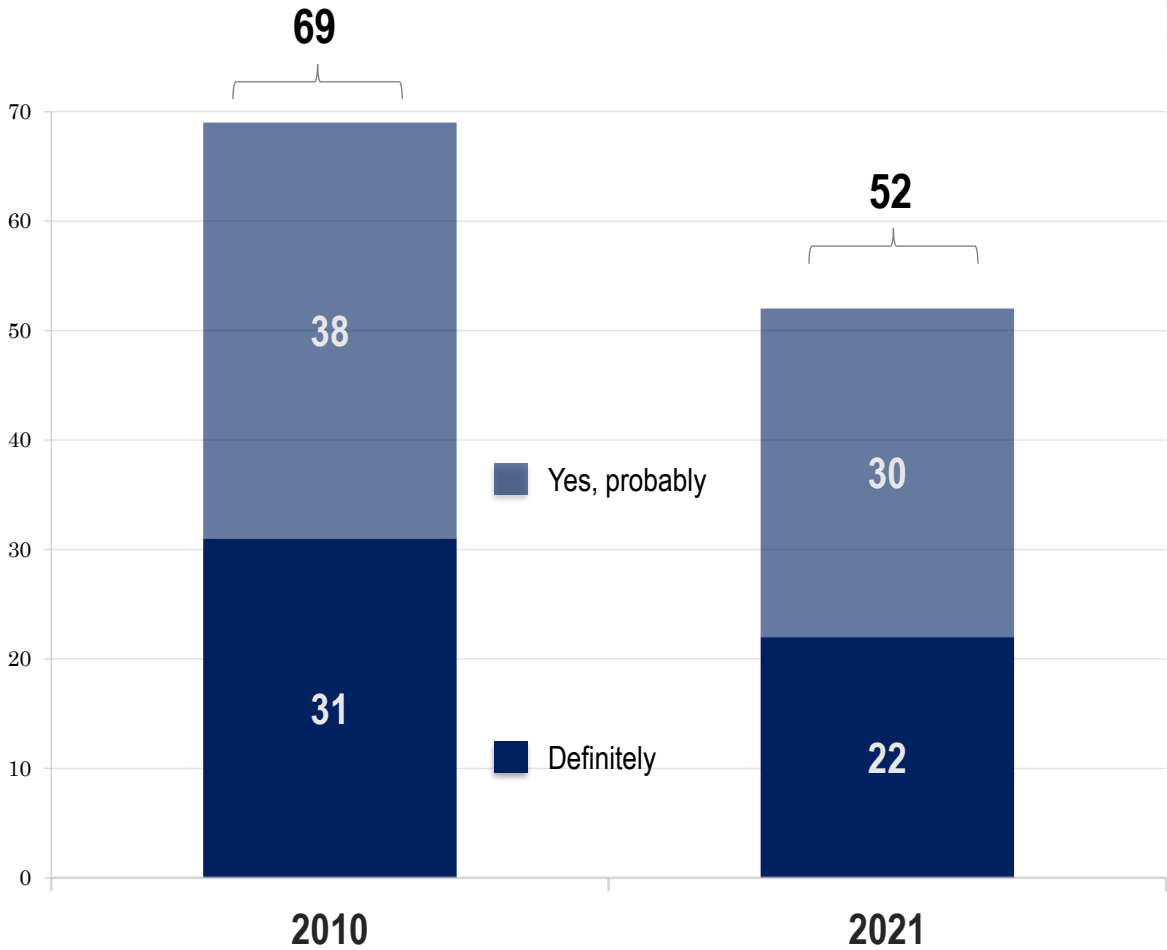
Do you personally want to work in the public sector?



Interest for business activity decreases / Decline for the sectors of communication, technology and energy – national or EU funds and family the major sources of funding

INTEREST FOR BUSINESS ACTIVITY

Would you personally be interested in starting your own business?



BASE: Those interested to start a business (52%)

MOST POPULAR AREAS OF BUSINESS ACTIVITY

More specifically, in which sector would you like your business to operate?

	2010	Change
Tourism	13	↑ 3
Food and beverage	6	↑ 7
Wholesale / retail	8	↑ 2
Education	9	↑ 1
New tech and communications	19	↓ 10
Agriculture	4	↑ 4
Construction	7	↓ 1
Real estate	1	↑ 2
Energy - renewable energy	13	↓ 10
Transportation	2	↓ 1
Other	18	-
DK/NA	2	↑ 1

FUNDING SOURCES

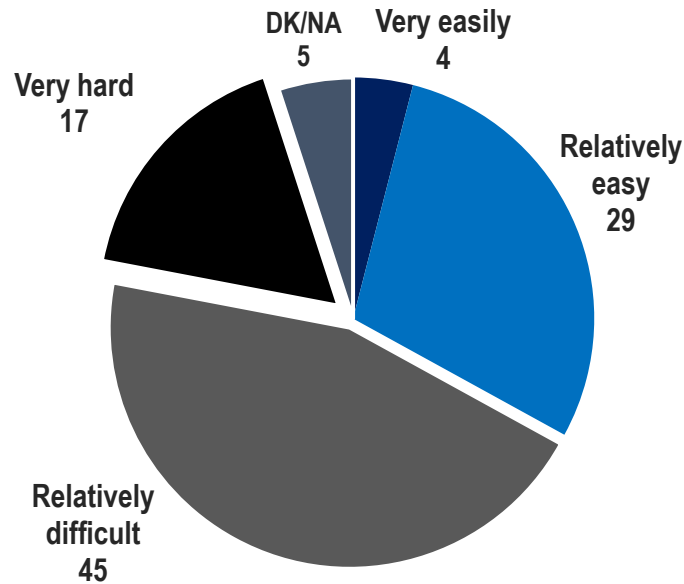
How do you plan to find the funds you need?

National and EU funds (NSRF etc.)	41
Family	31
Banks	20
Investment funds	7
Own sources	22
DK/NA	1

The economic reality is difficult / 6 out of 10 have a hard time coping, while, over the last year, 4 out of 10 were left – at least once – without money at the end of the month

HOW DO THEY GET BY

With your current income, you would say that you are making ends meet...:



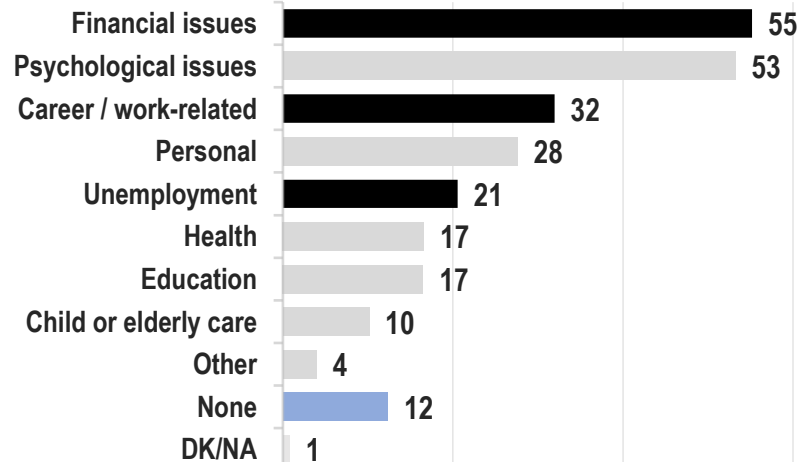
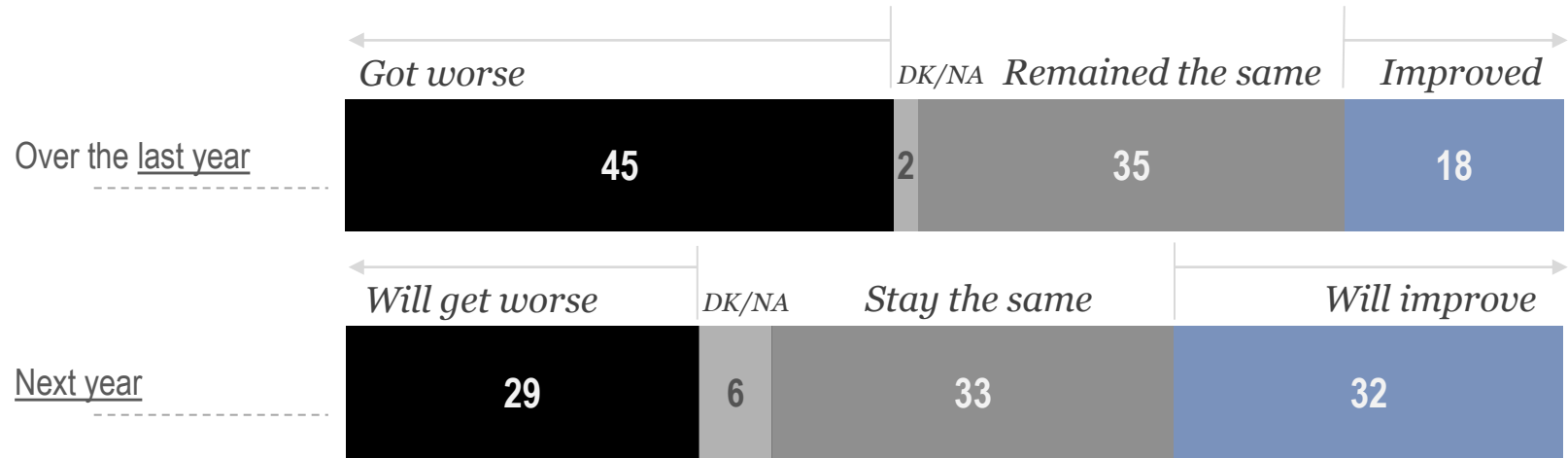
THE BIGGEST DIFFICULTIES THEY FACE

What are the three most important difficulties you are facing today? In which areas?

UP TO 3 ANSWERS

HOUSEHOLD FINANCIAL SITUATION

The financial situation of your household...:



39%
Over the last year, at least one time, they had no money at the end of the month to pay the house bills

31%
Gen-Z
17 – 24

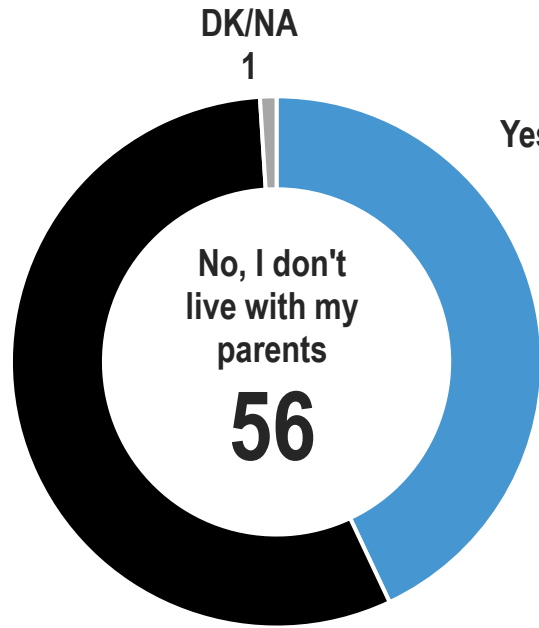
41%
Younger
millennials
25 – 34

43%
Older
millennials
35 – 39

Family very supportive / 7 out of 10 receive some kind of help (financial or in the form of service) from their parents

HOW MANY LIVE WITH THEIR PARENTS

Do you live with your parents?



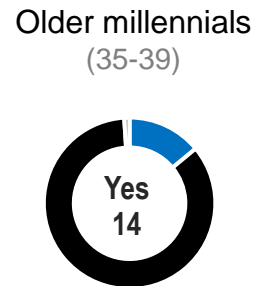
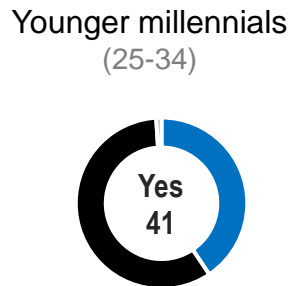
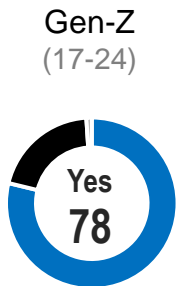
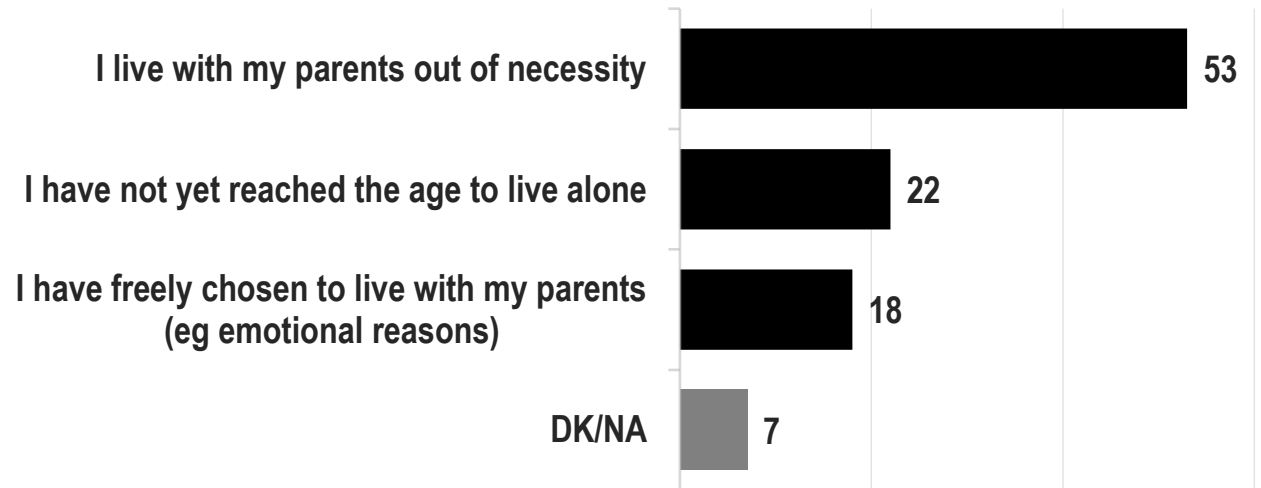
67%

They receive help from their parents - financial or in the form of service

	TOTAL 17 - 39	Gen-Z 17 - 24	Younger millennials 25 - 34	Older millennials 35 - 39
Often	25	42	23	13
Sometimes	22	25	21	22
Yes, but rarely	20	12	22	24

BASE: Those that live with their parents (43%)

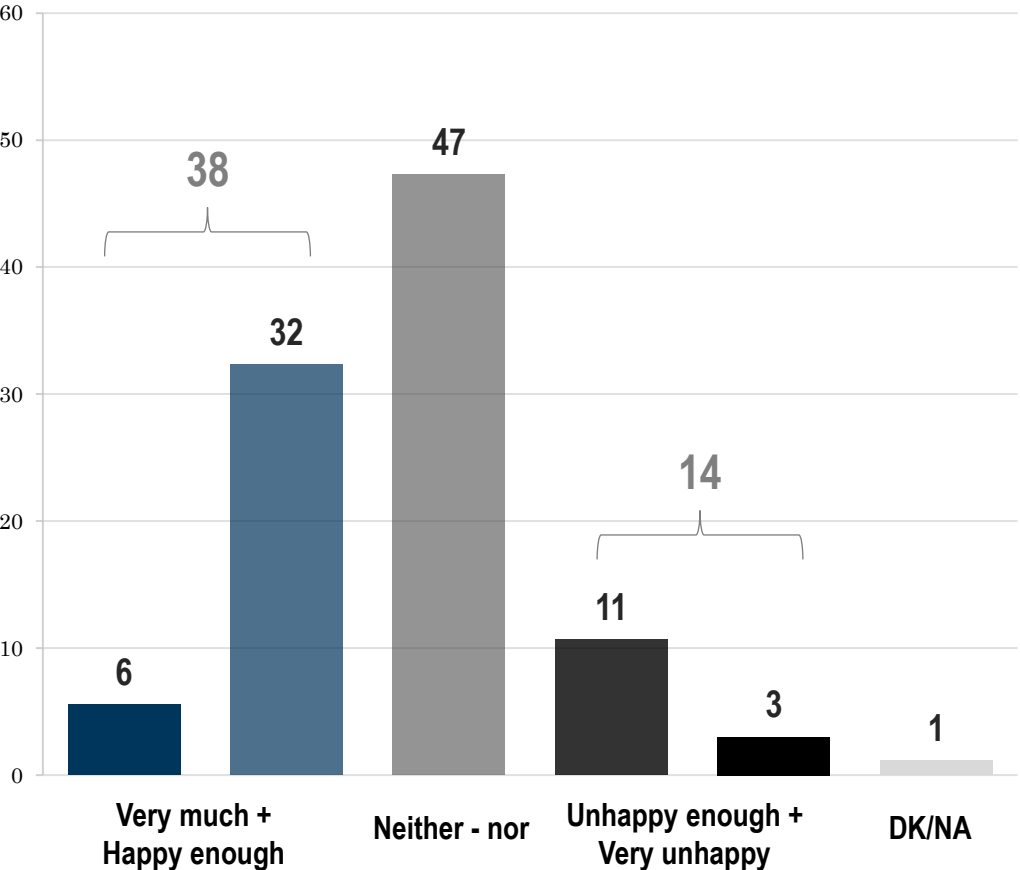
Have you freely chosen to live with your parents or is this a choice of necessity?



They feel more tired than disappointed / Half say they feel neither happy nor unhappy – fear, a feeling recorded higher in 2010, is now less present

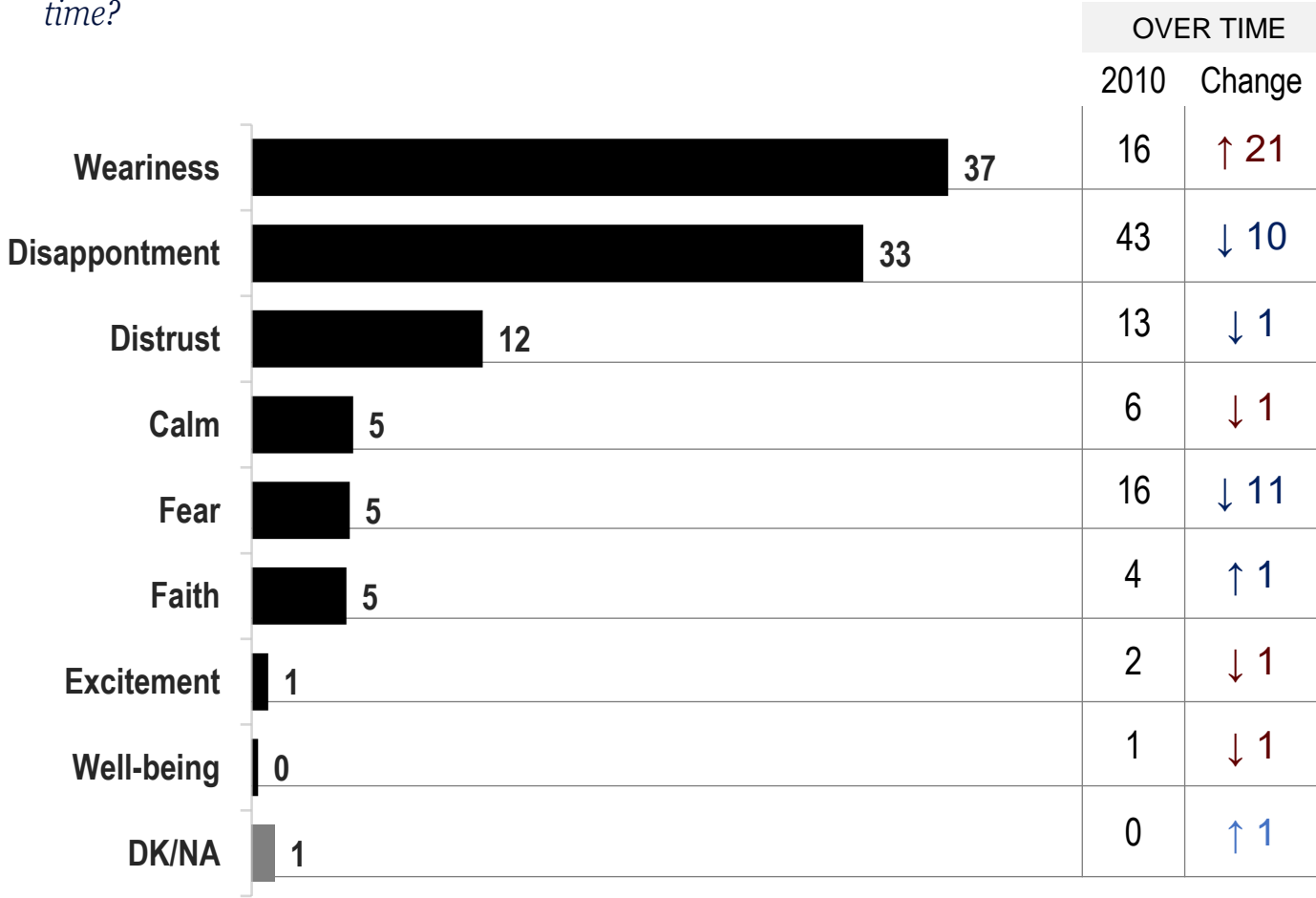
HAPPINESS INDEX

In general, how happy are you with your life?



YOUTH SENTIMENT AND FEELINGS

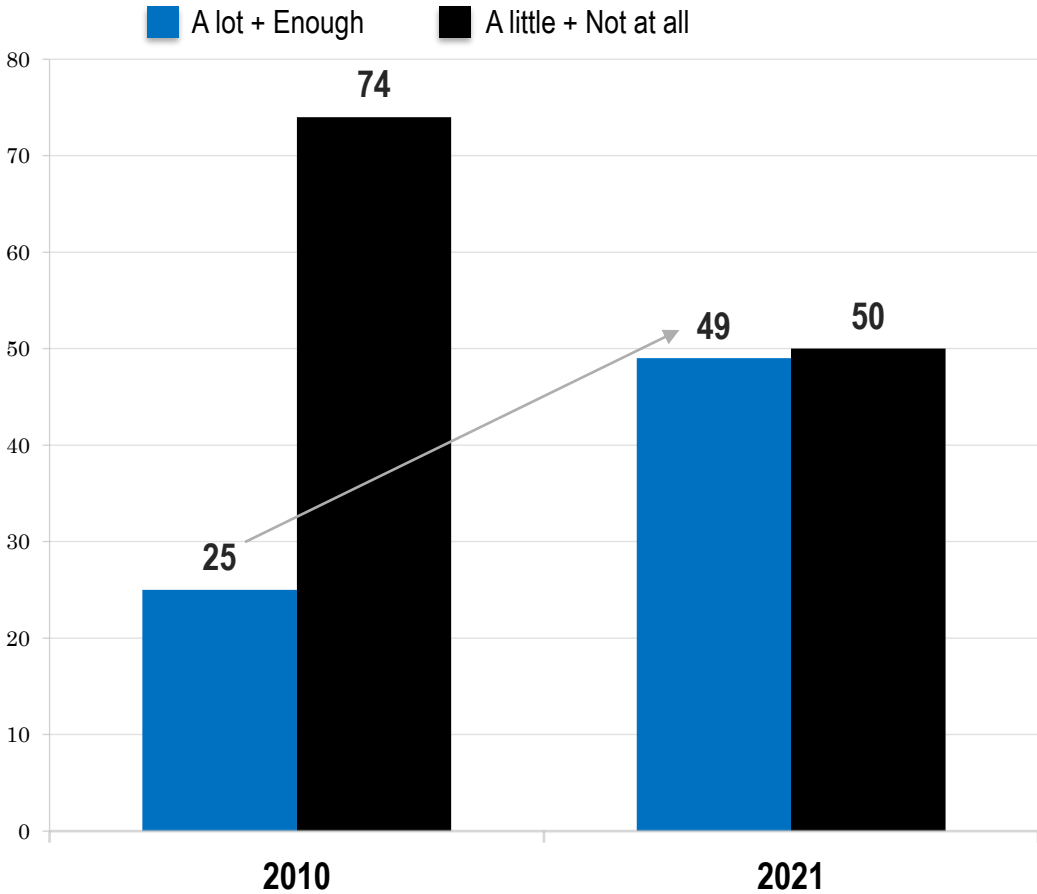
Which of the following words best expresses your psychology at this time?



Significantly more optimistic about their future compared to 2010 / 60% of respondents estimate that they will be living a better life 10 years from today

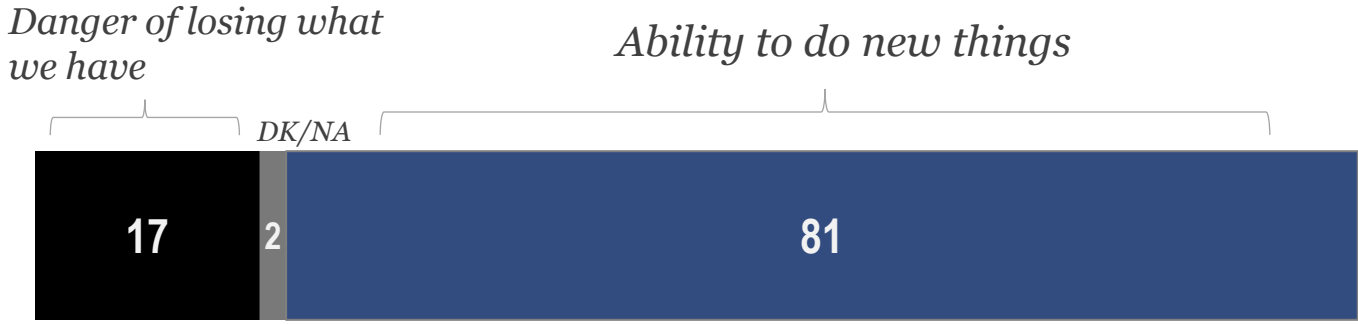
OPTIMISM INDEX

How optimistic are you about your future?



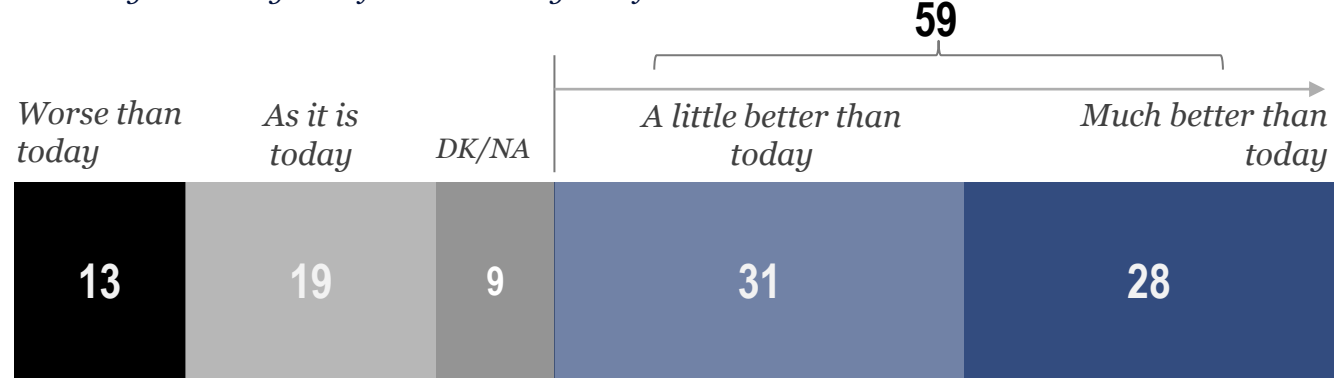
THE MEANING OF THE WORD "FUTURE"

"Future" for you personally means...:



THEIR LIFE IN 10 YEARS

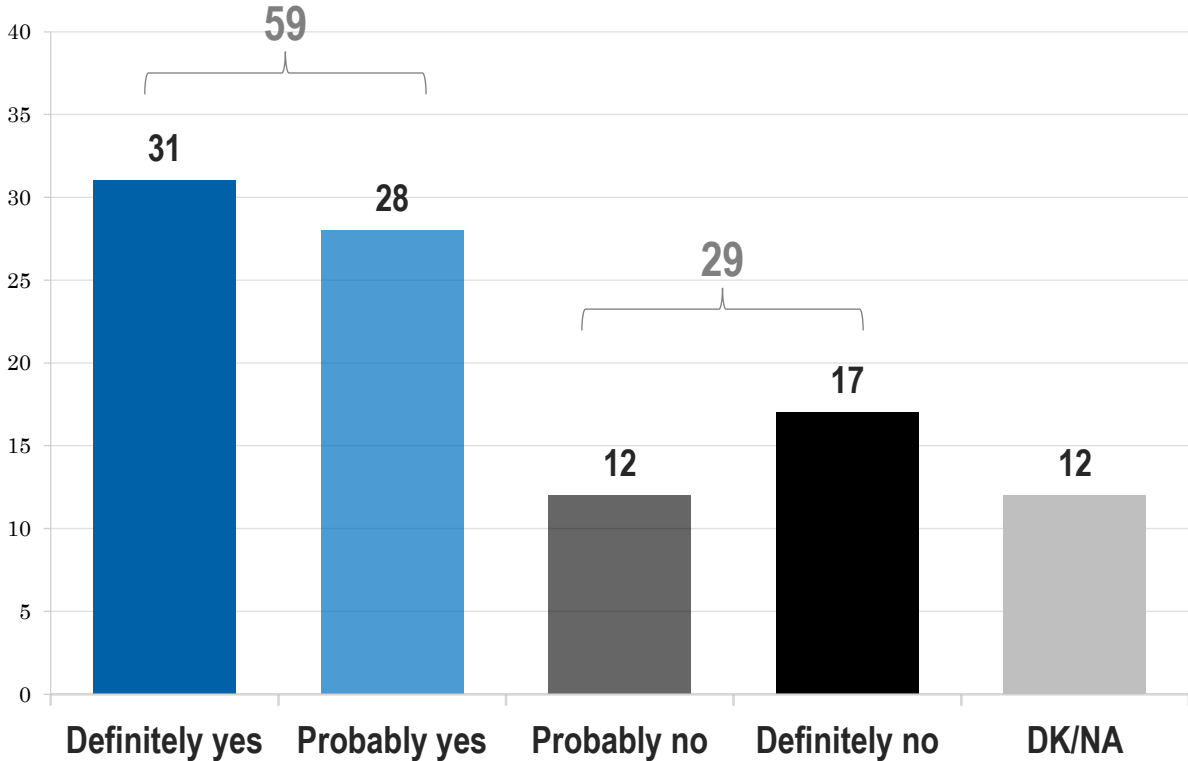
How do you think your life will be ten years from now?



Initiatives for young people with high approval rates / 6 out of 10 would support a special Parliament session for young people every November 17th – 5 out of 10 would move to the historical center of Athens if there was a financial incentive

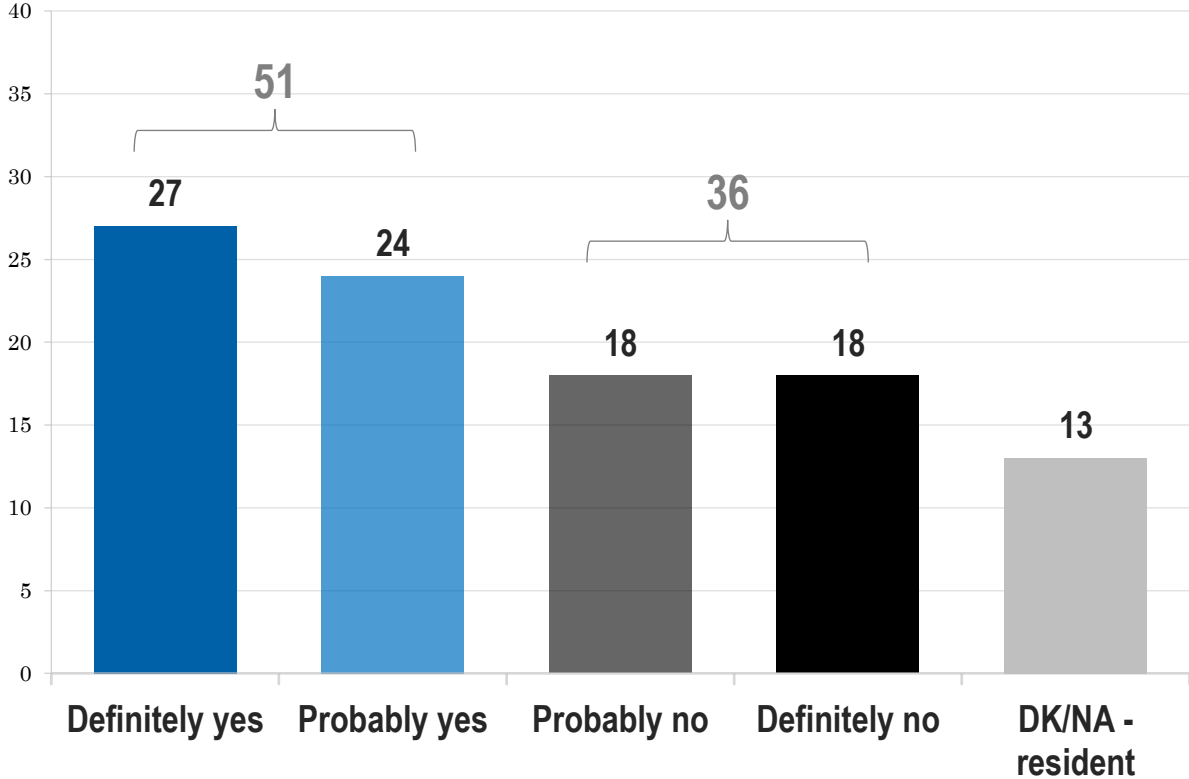
NOVEMBER 17: A PARLIAMENT SITTING DEVOTED TO THE GREEK YOUTH

The anniversary of “Polytechnio” has been established by law as a celebration of young people. Would you like - in parallel with the annual festivities - to establish November 17 as a day of a Parliament sitting dedicated on the future of the Greek youth?



HOUSING SUBSIDY IN THE HISTORICAL CENTER OF ATHENS

In an effort to upgrade the historical center of Athens, a housing subsidy has been proposed for young couples (eg rent subsidy, tax incentives, easy loans). Would you personally consider relocating at the historical center if there was a financial incentive?



1990 - 2021 | 31 years  kaparesearch

Translating data into policy and practice

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