



Greeks & Video

National Survey Results
March 2023

GreekTube



FESTIVAL

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 **FocusBari**
άνθρωποι • έμπνευση • δημιουργία

We will see



- The «Digital Greeks»: today

- The relationship with the video: in front of the camera (as the viewer)

- The relationship with the video: behind the camera (as the creator)



- ✓ **Quantitative Survey Online (CAWI)**
- ✓ **Via YouGov panel (32.000+)**



- ✓ **Population : 18-64, National**
- ✓ **Sample : 1001 individuals**
- ✓ **Fieldwork : 20-23/1/2023**



Thank U!



The survey for Greek Tube Festival

More Sources...



 **Focus on Tech Life**
mobile • households • web • kids

Since 1995

YouGov Profiles

Since 2021

Focus on Social Media Influencers

Since 2019

The «Digital Greeks»: today



Everyone is online!

Start

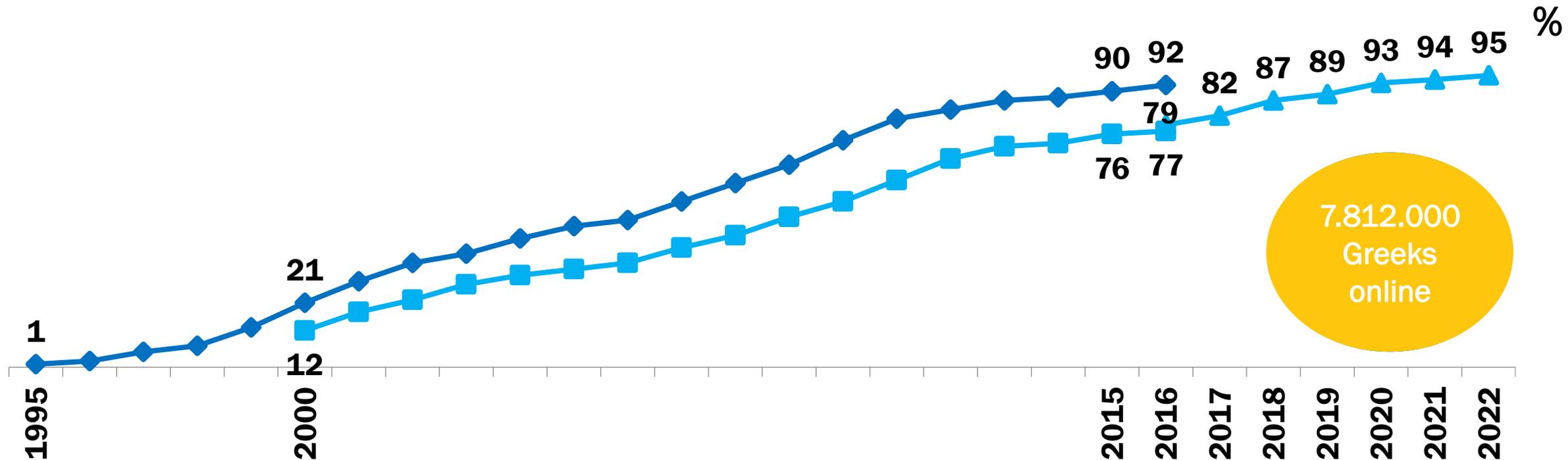
Ages 13-54, Urban 50+

Expansion

Men - Women 13-70, National (-25 χλμ)

Today

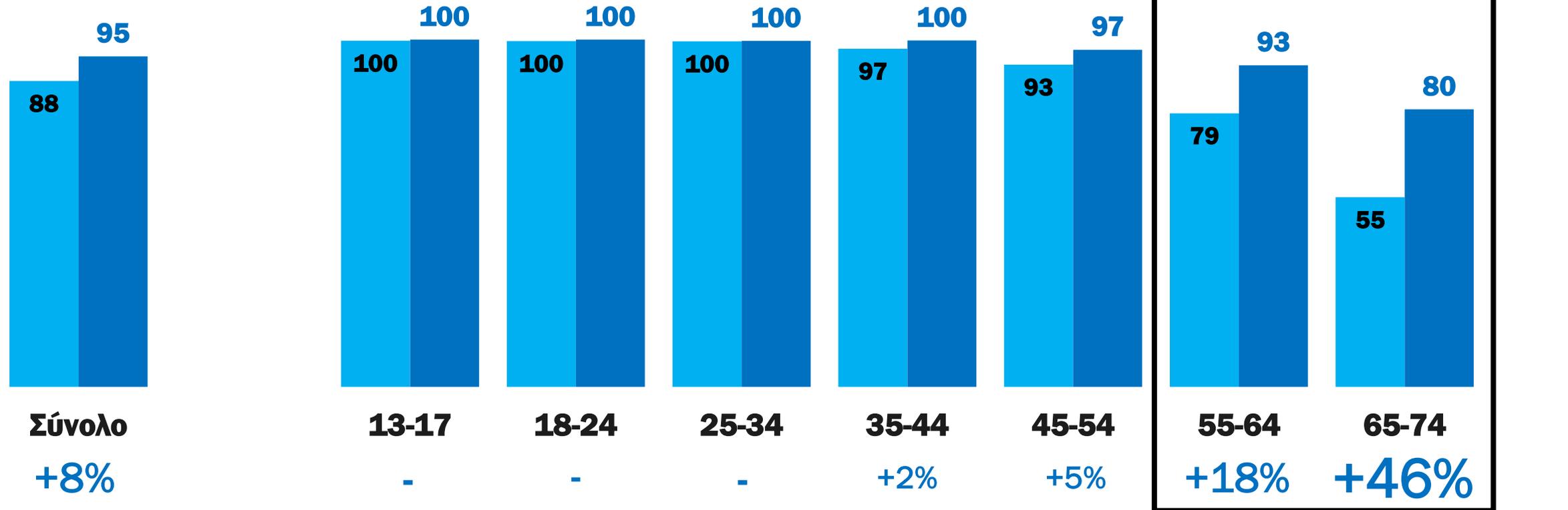
Men - Women
13-74, National



7.812.000
Greeks
online

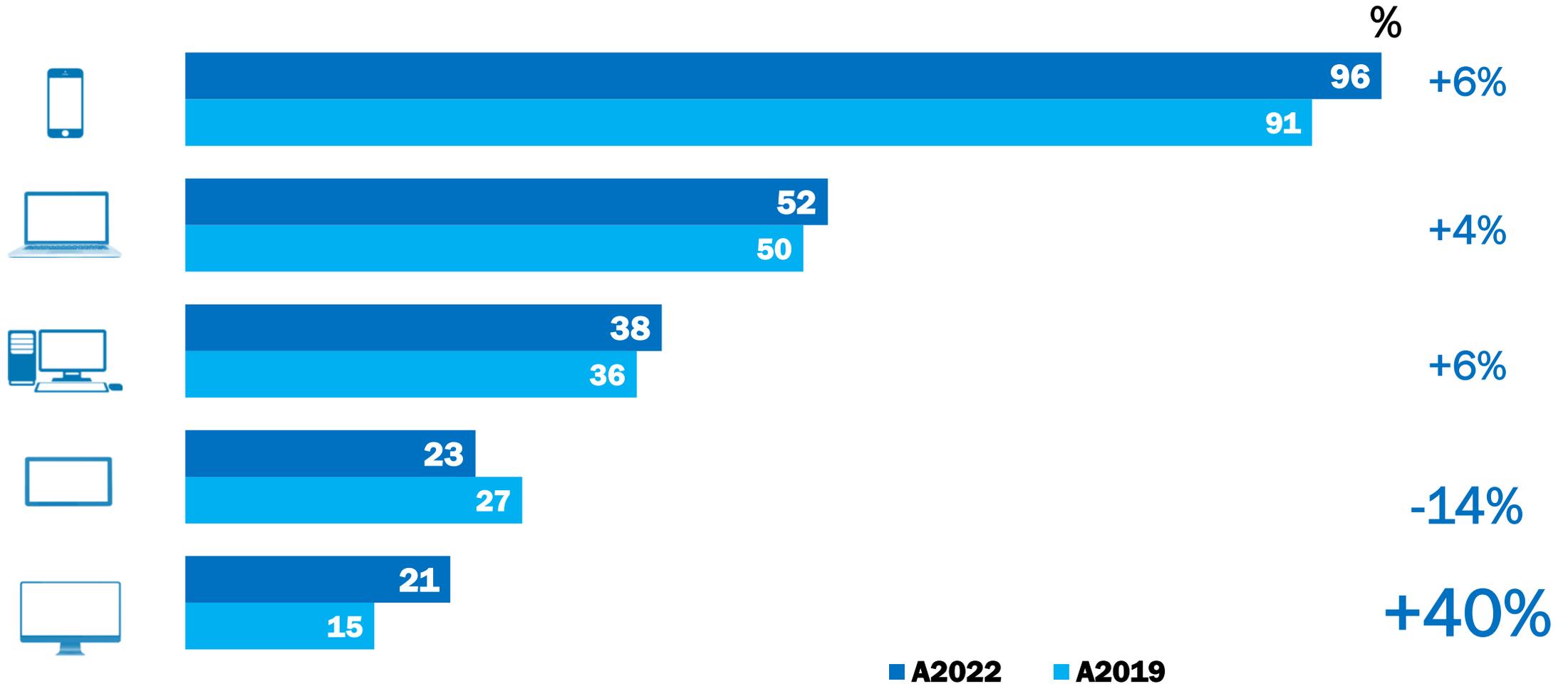
Including mature adults!

■ A2019 ■ A2022





Smartphone is King !



“Everything in the palm of my hand!”



Social (87%)



Email (77%)



Online shopping (76%)



Access to Information (74%)



Communication (73%)



E-banking (66%)

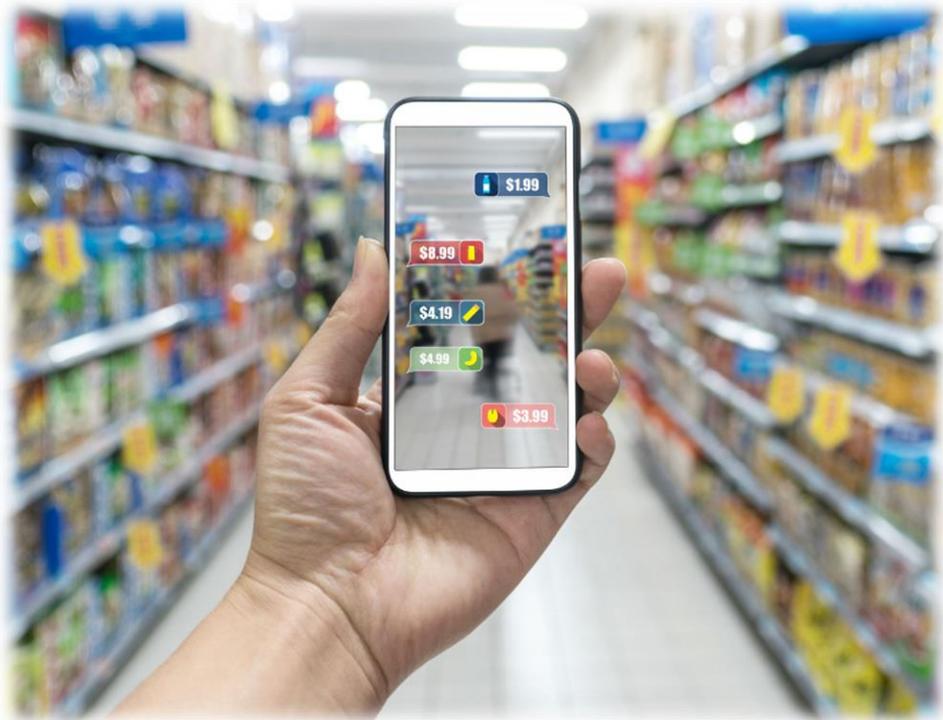


Public Sector (51%)



Music (47%)

Retail / shopping : Absolutely Phygital!



95%

Physical stores shopping

7,5 Categories (from 27)

78%

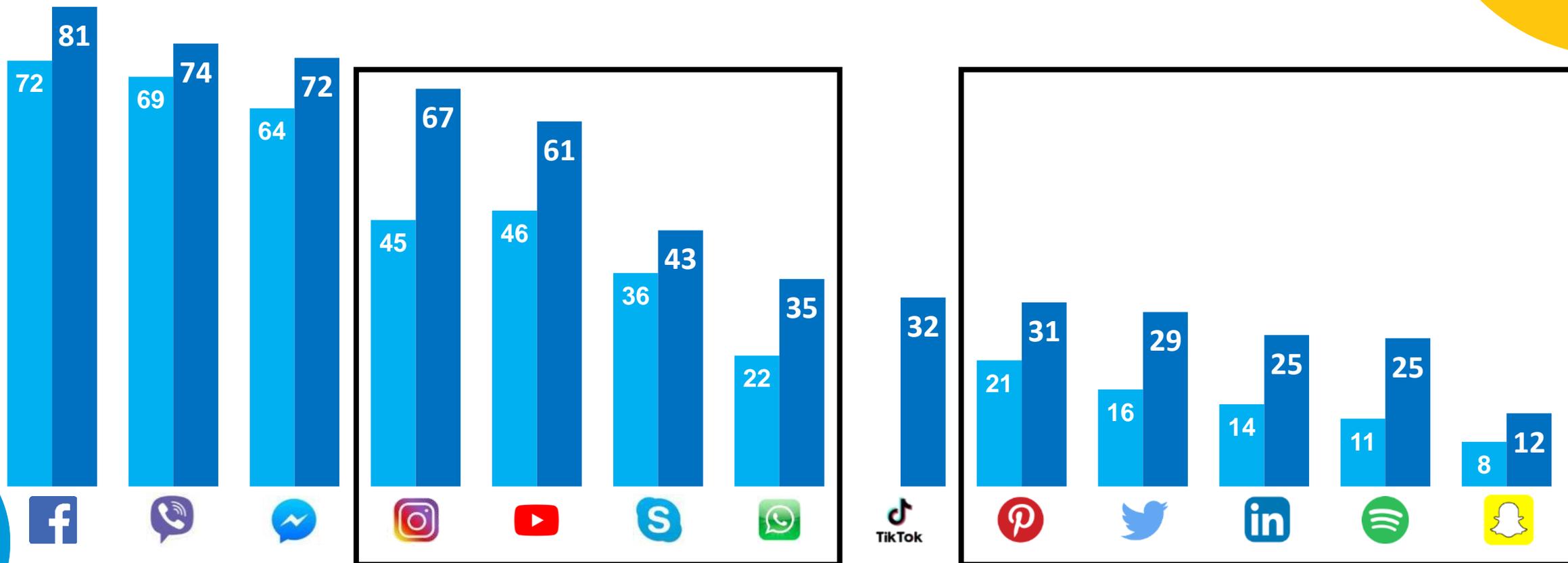
Online Shopping

6,0 Categories (from 27)

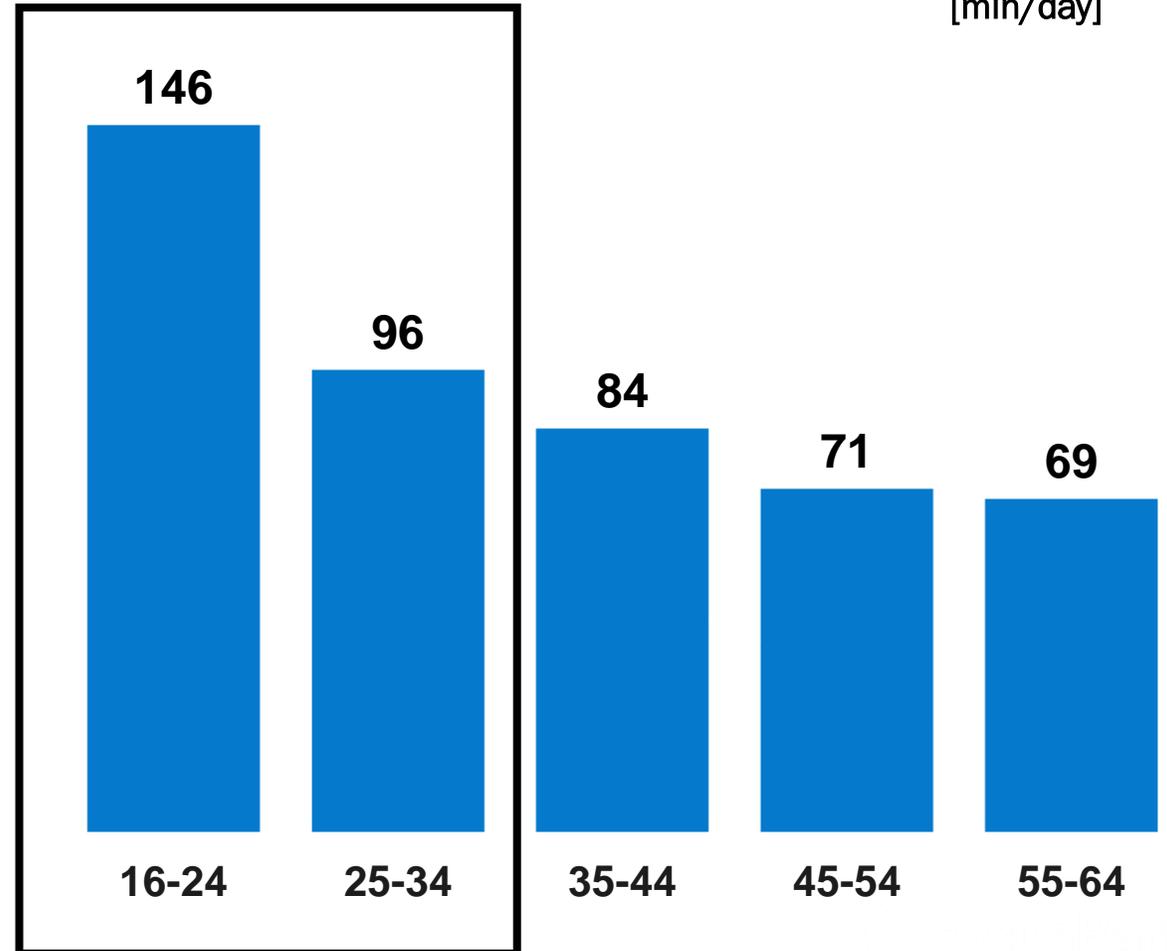
Nine out of ten Greeks have at least one social media profile

■ B2019 ■ B2022

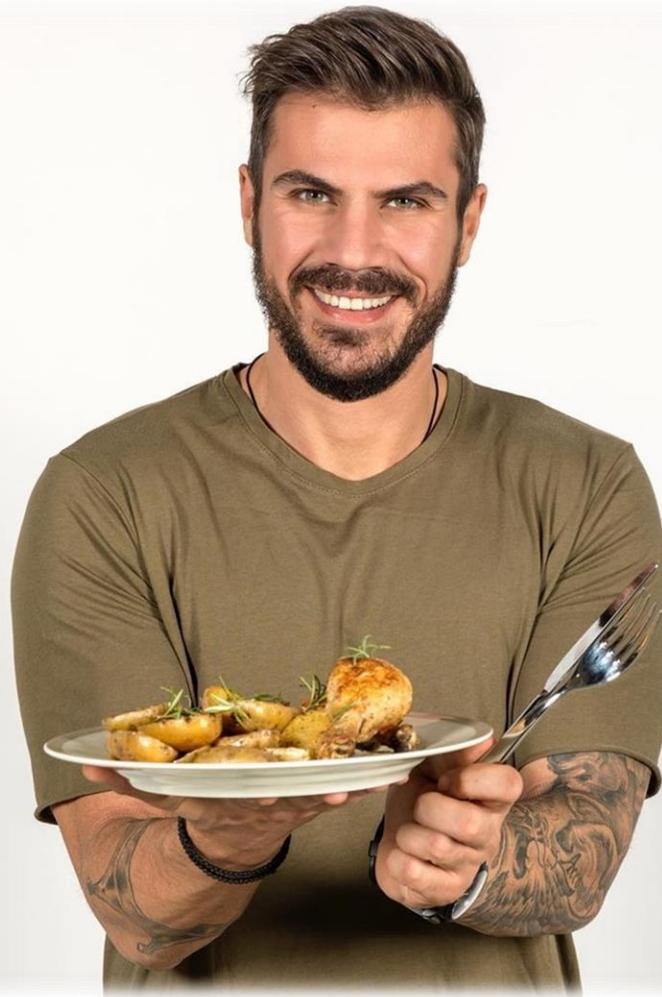
%



And according to their statement, they dedicate consciously **1.5 hours daily** on social media!

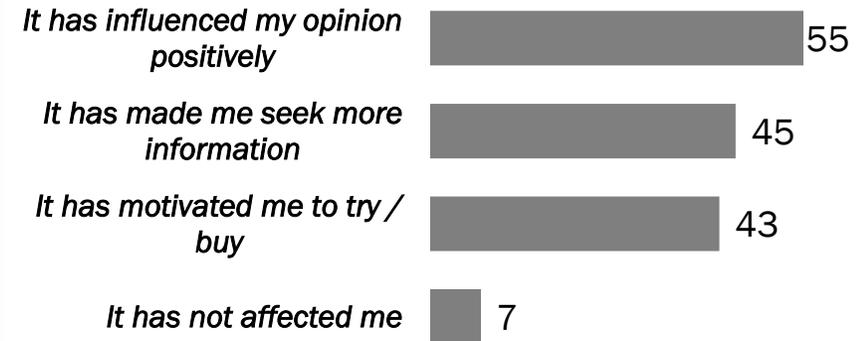


Greeks currently follow on average 12.3 influencers in social media

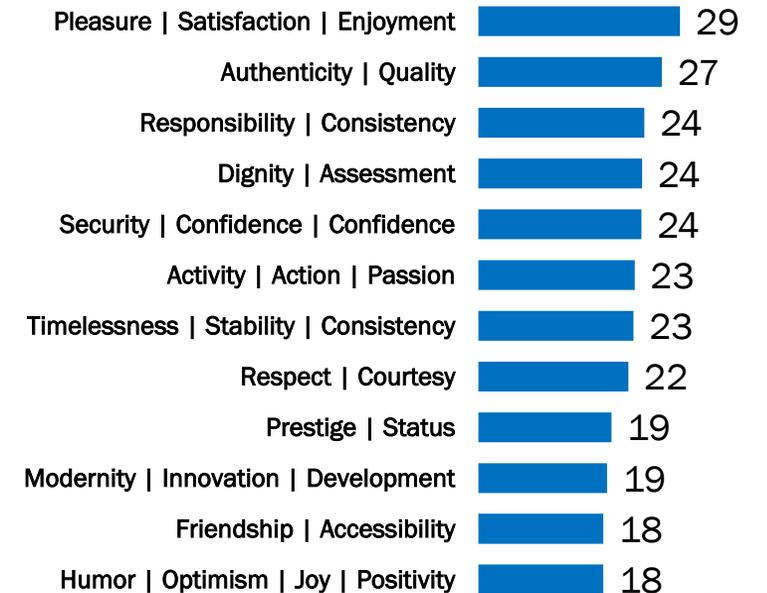


Degree of Influence:
1.500.000 individuals

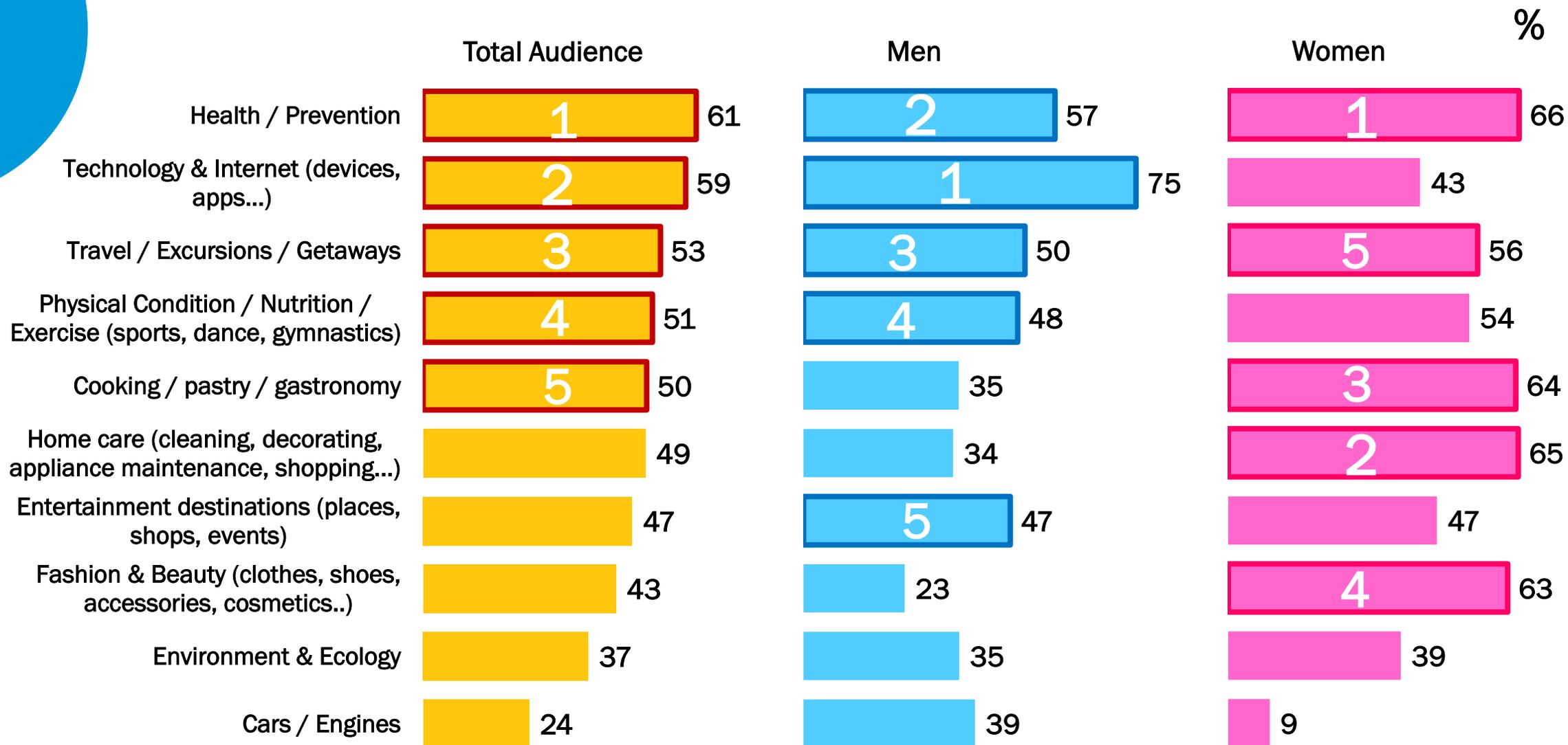
Ways of influence:



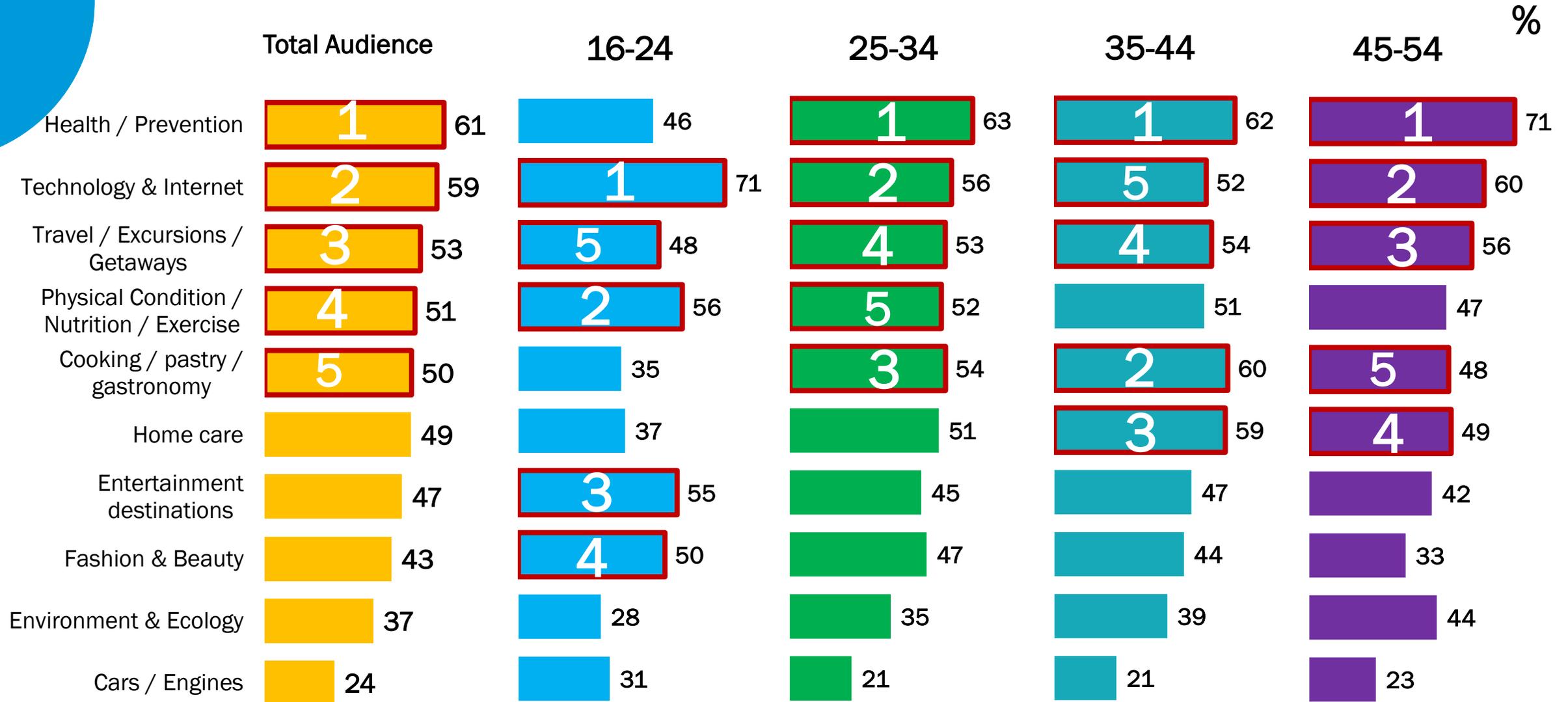
Values carried / inspired:



The favorite topics for Greeks are...



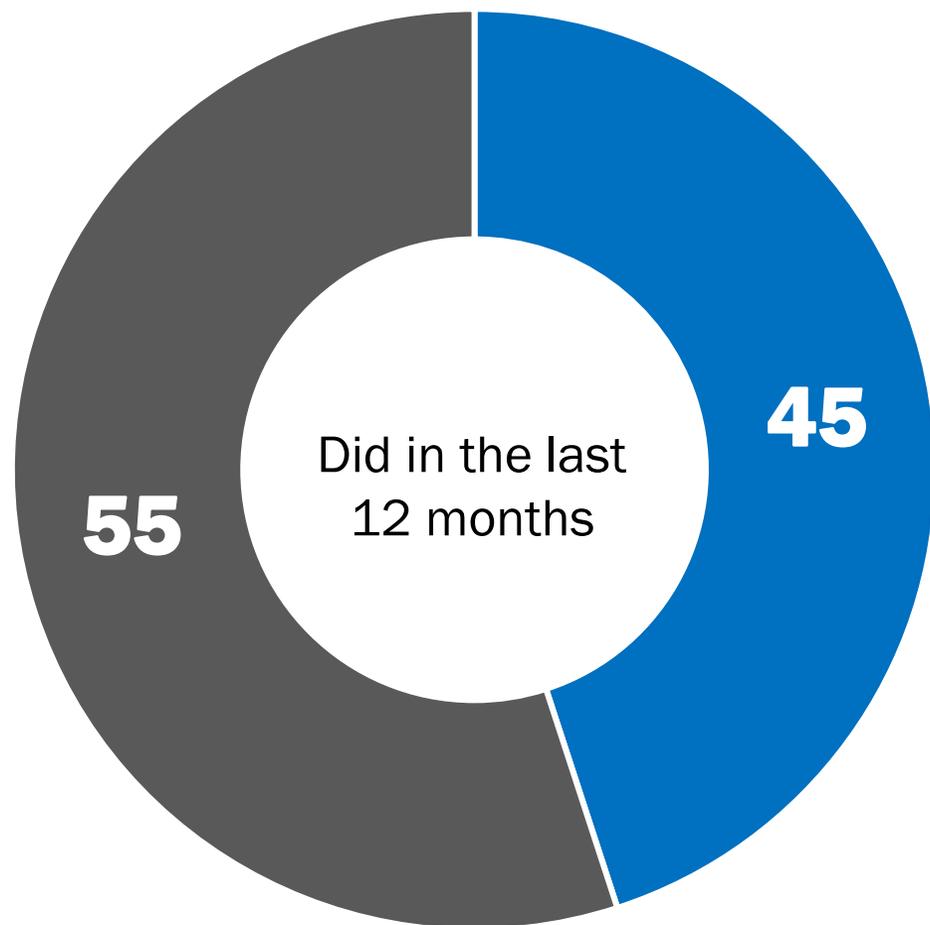
The favorite topics for Greeks are...



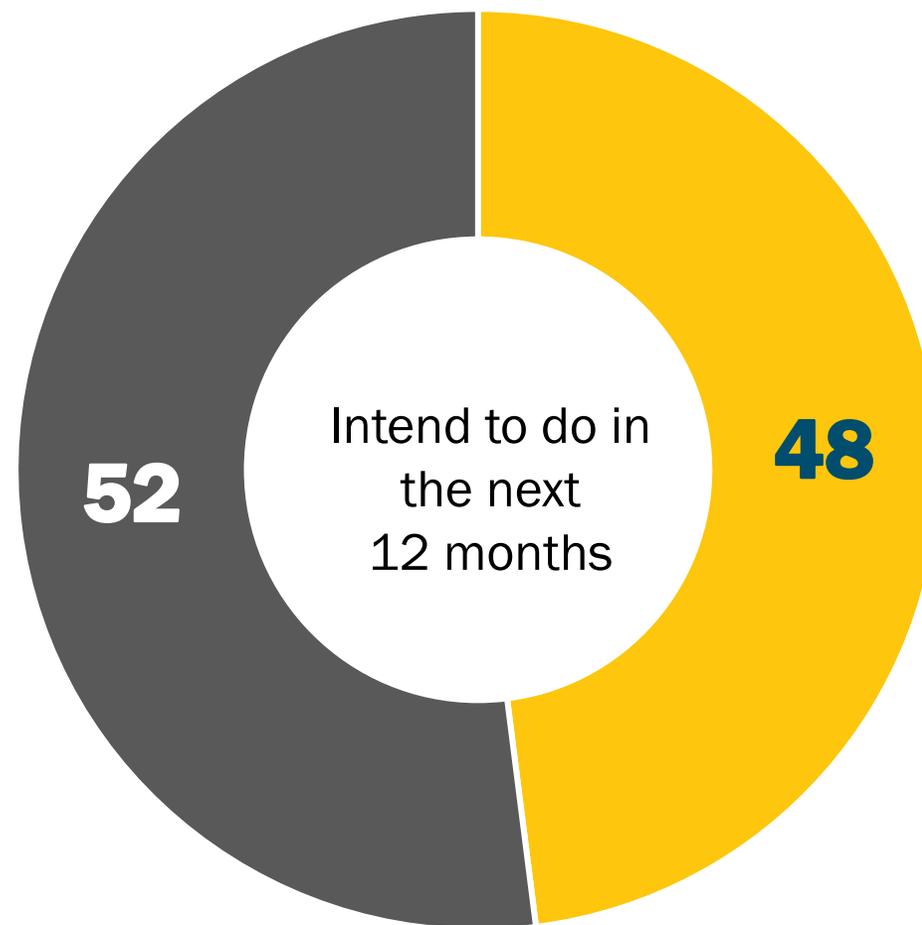


**Focusing on the area of
Self-Improvement...**

3 out of 5 Greeks did/intend to do some action for the purpose of their personal development (58%)

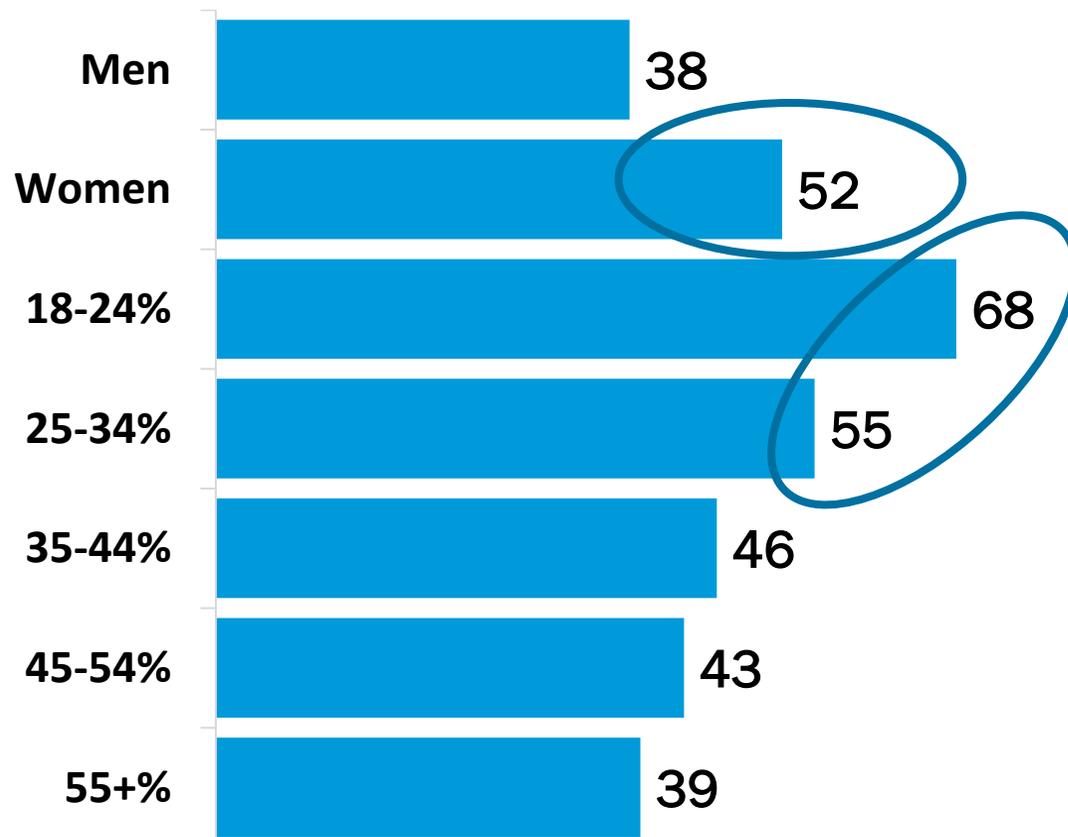


%

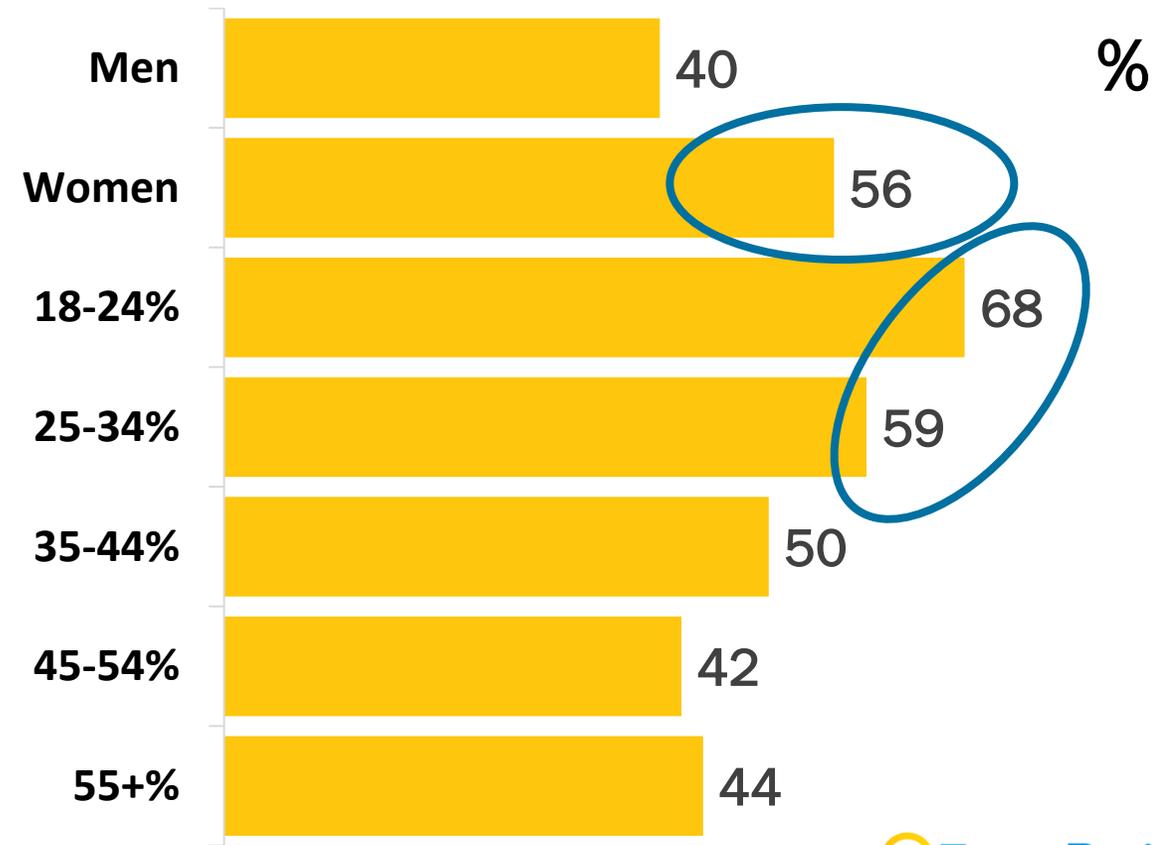


Women and young people are clearly more open to self-improvement

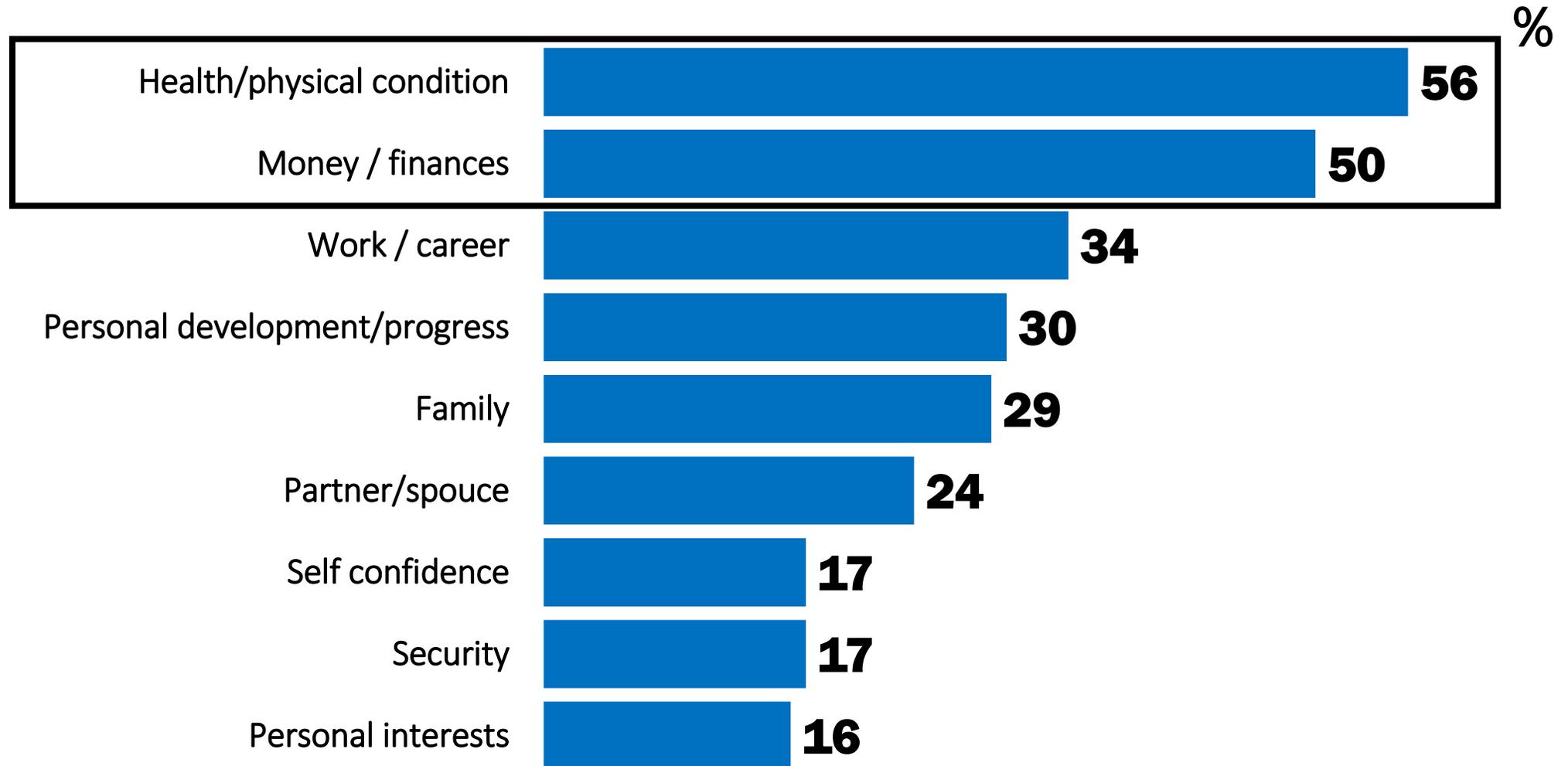
Did in the last 12 months



Intend to do in the next 12 months



The "top 3" areas of life that Greeks want to improve are: health - finances - work



#1. Takeaway

- ✓ Yes, all Greeks are now online!
- ✓ With a new everyday life in all its aspects
- ✓ Forming an informed, impatient, demanding viewer-consumer
- ✓ With differences in the level of tech savviness, interests and goals, that's why it needs...

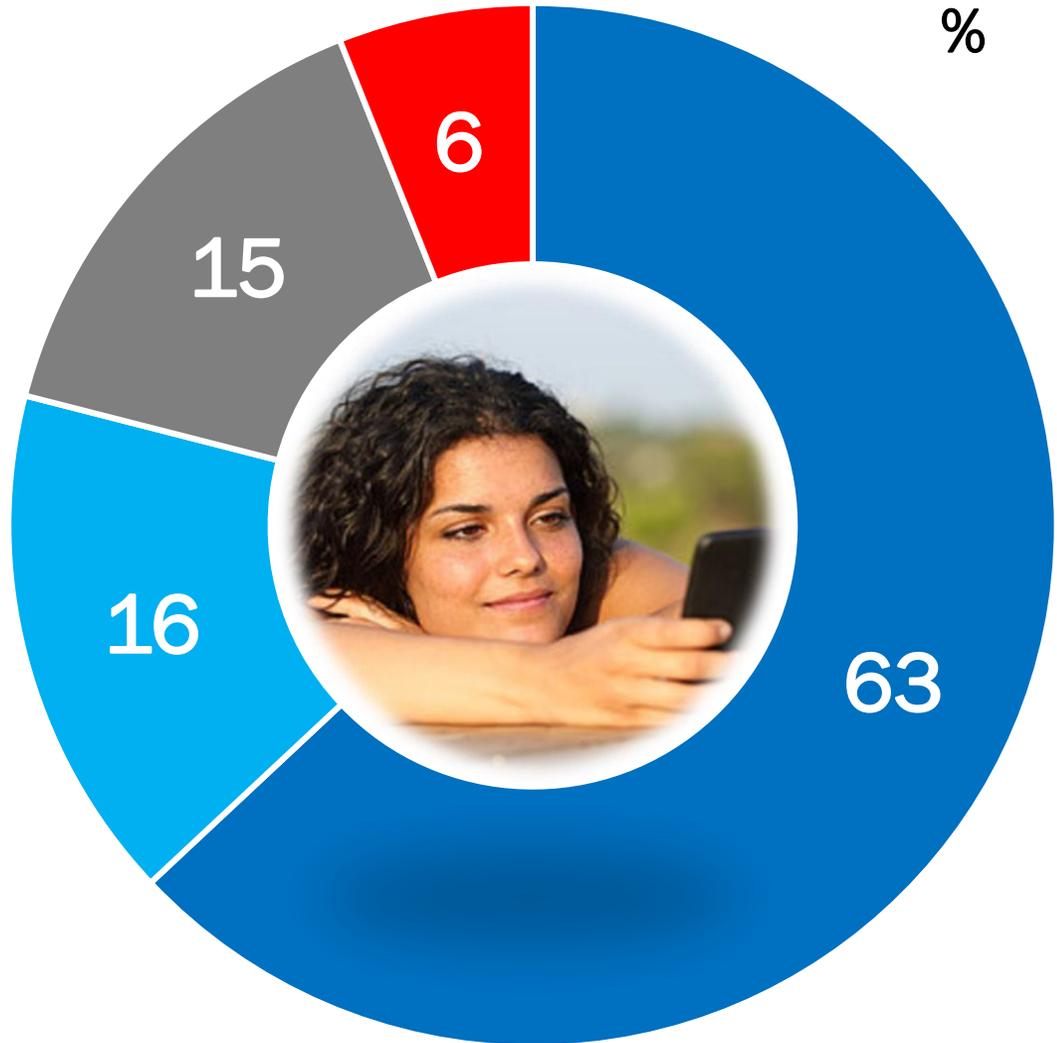
Segmentation &
Targeting

Understanding,
Education,
Facilitation

Greeks and the Video : in front of the camera (as viewers)

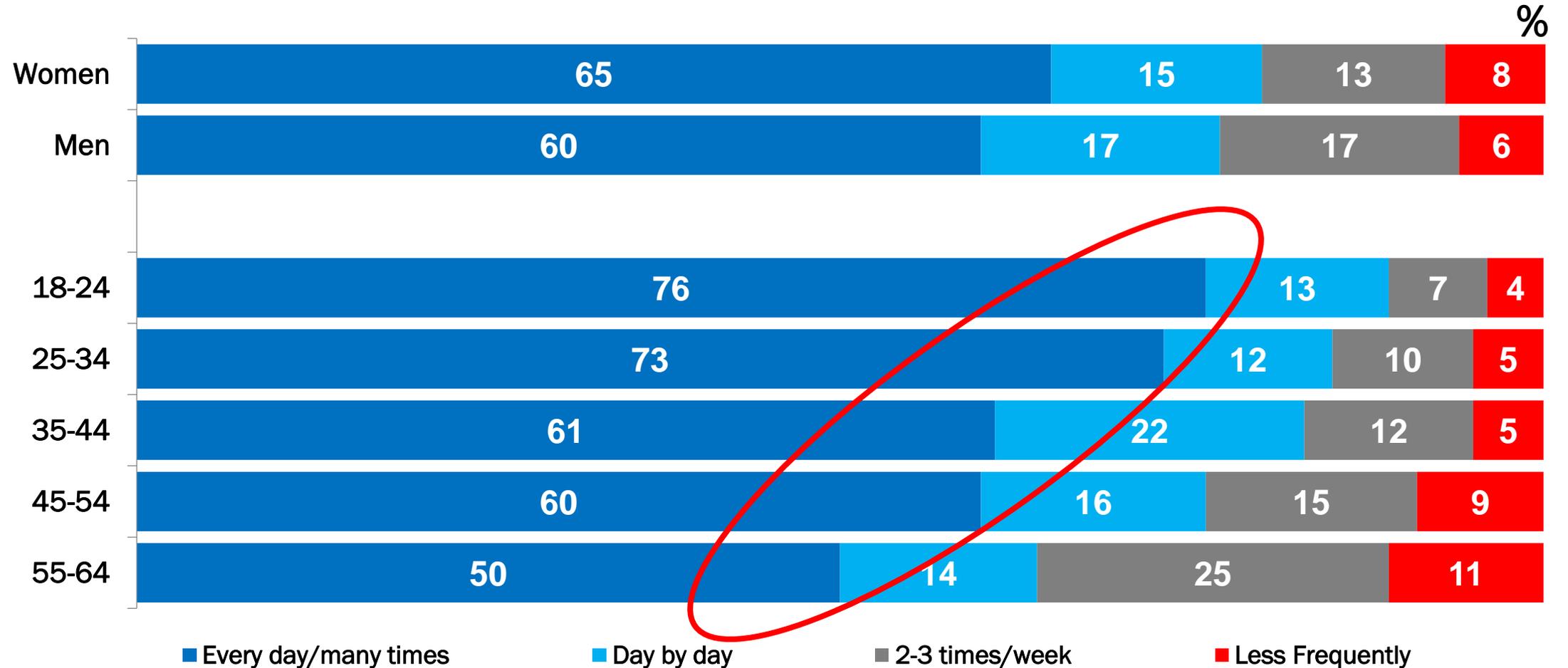


All Greeks watch videos on social media very often

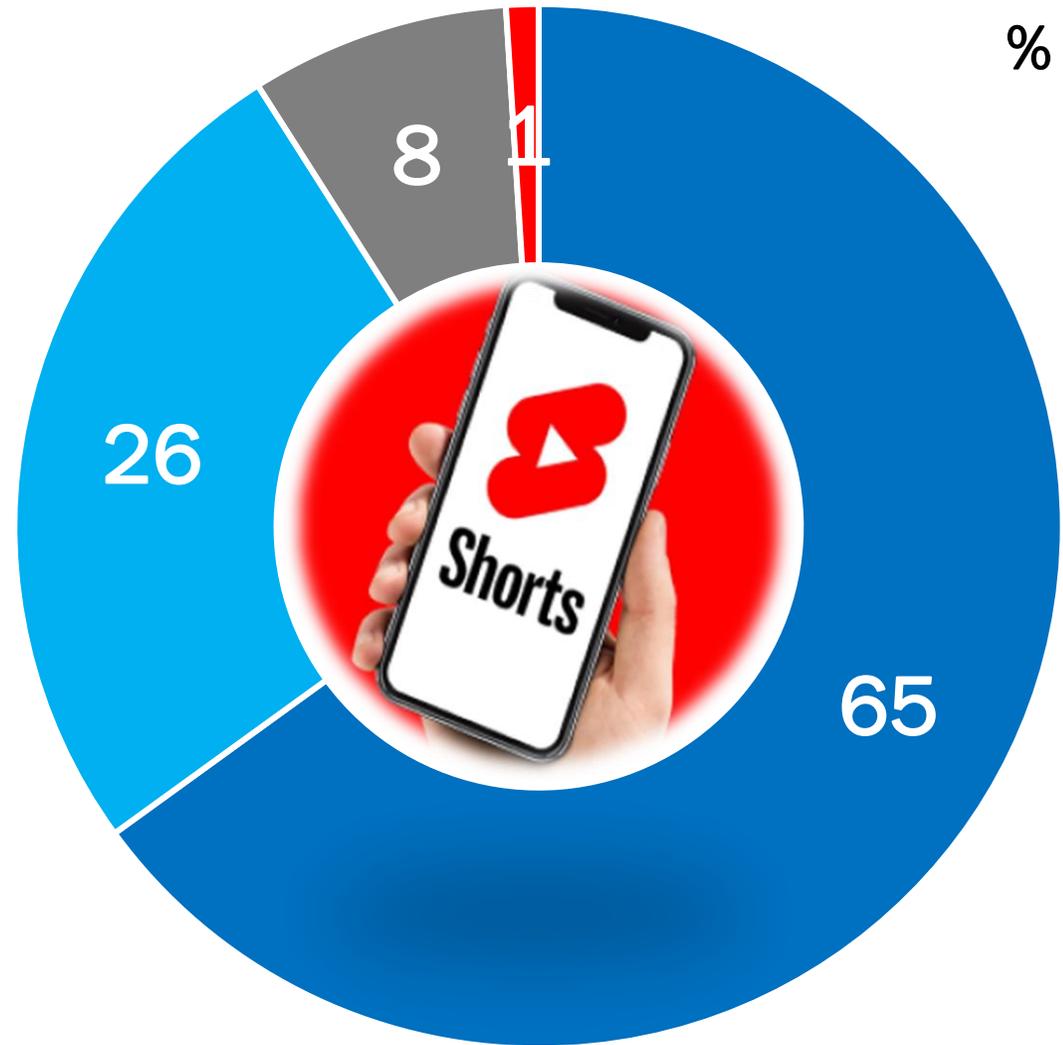


■ Every day/many times ■ Day by day ■ 2-3 times/week ■ Less frequently

Videos are more popular among the young

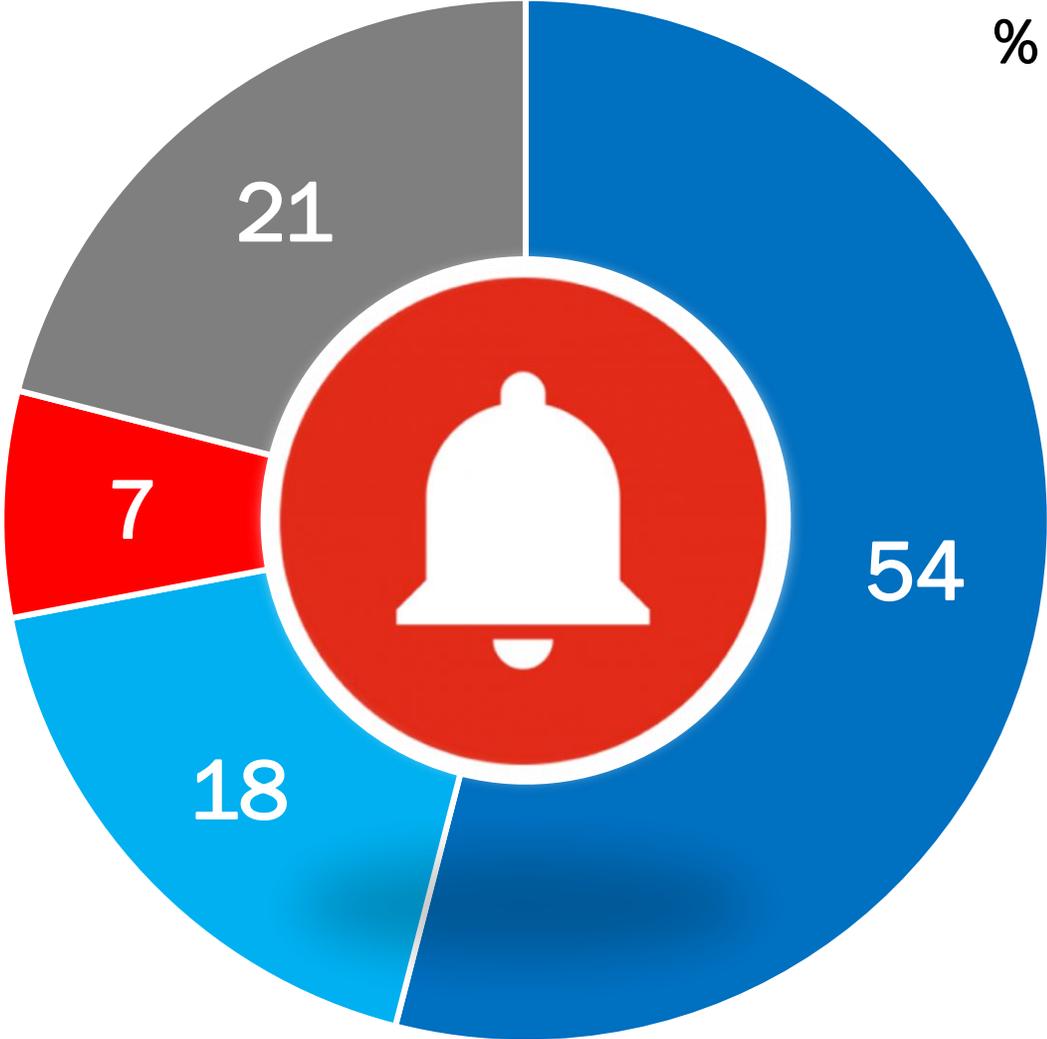


**Short videos
up to 2
minutes are
much more
preferred**



■ Short - up to 2 minutes ■ 5-15 minutes ■ 20-30/45 minutes ■ Over 1 hour

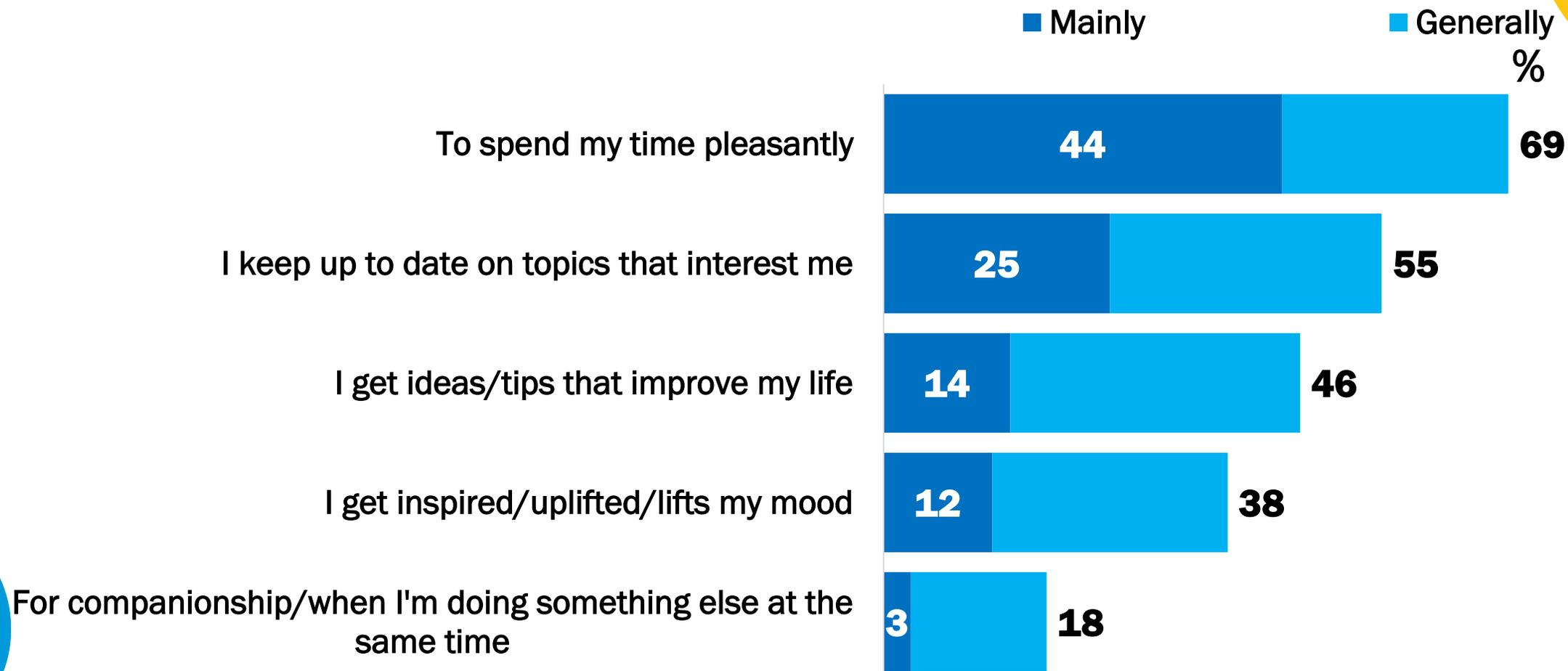
Videos in social media are usually found...



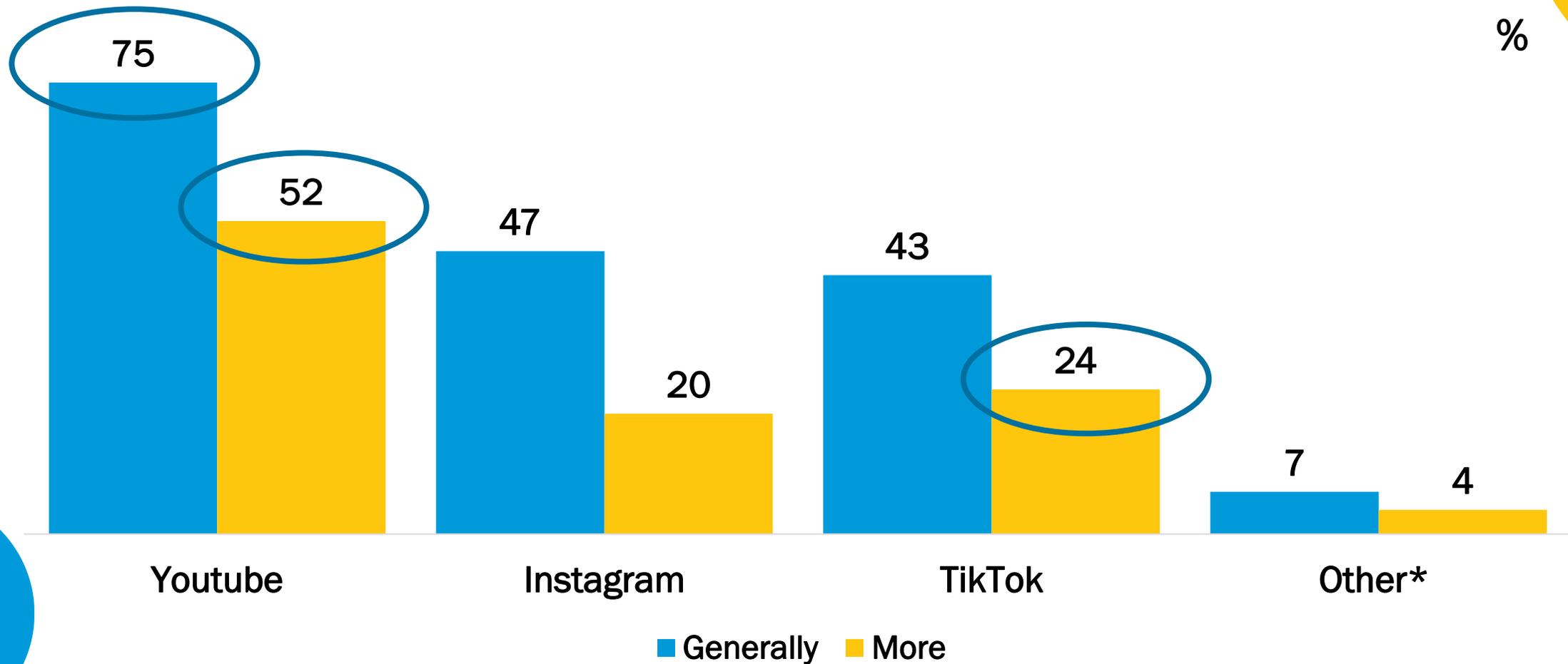
■ They come out in front of me ■ I'm looking for them ■ I have notifications ■ All three equally

Videos provide entertaining information, inspiration and companionship:

"Why do you watch videos on social media?"



With YouTube is the "leader", followed by Instagram and the fast-growing TikTok!



*Facebook, meta, pinterest

#2. Takeaway

- ✓ Yes, all Greeks watch videos
- ✓ Systematically and very often, every day/several times a day
- ✓ In all social media, with Youtube as the leader
- ✓ They prefer shorter videos
- ✓ Videos have multidimensional roles:

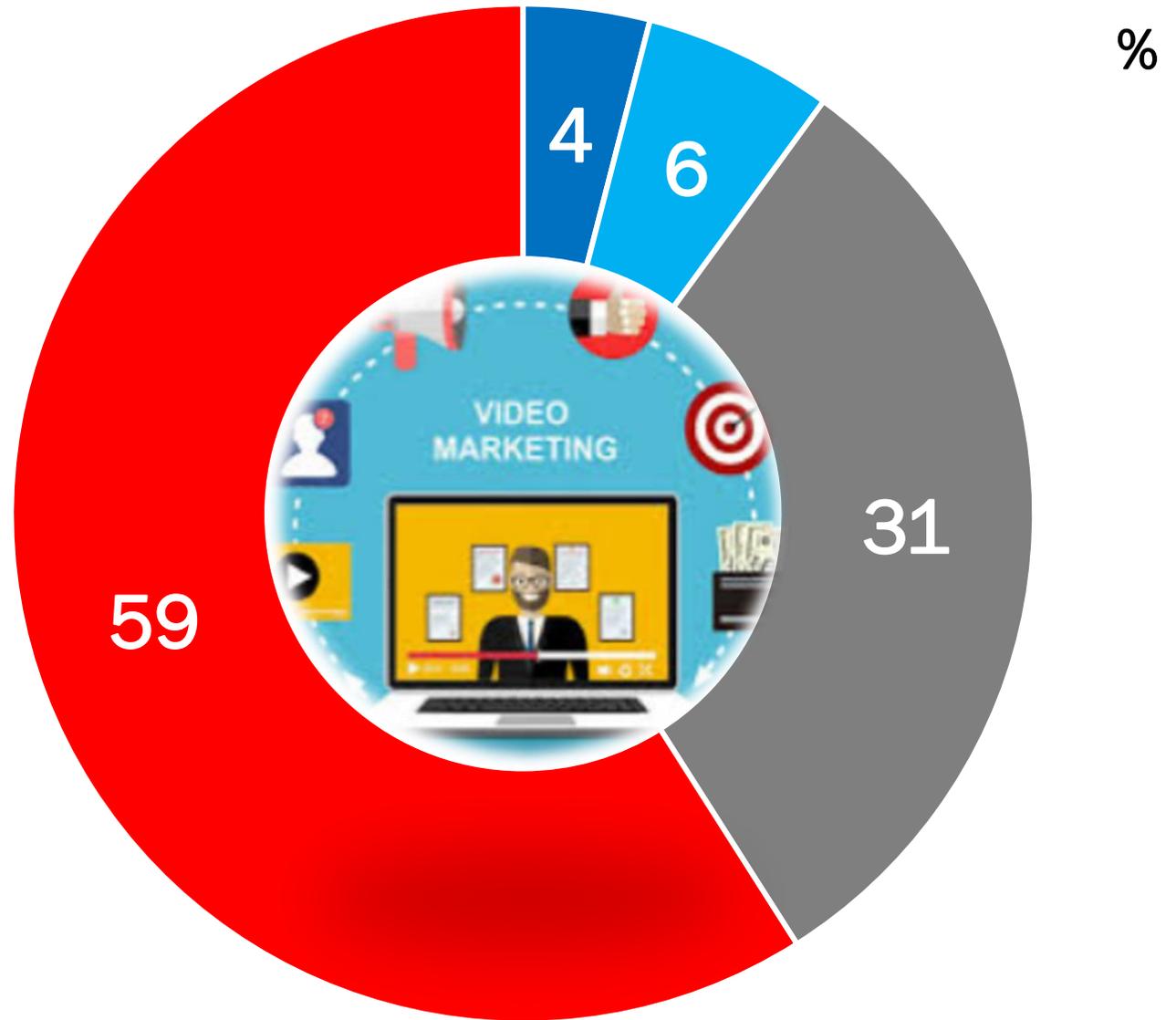
Entertain,
Amuse,
Accompany

Inspire
Update
Are Useful



Greeks and the Video : behind The camera (as creators)

**One in ten Greeks
upload videos on
social media
regularly/
systematically**



- Systematically for my work
- I have uploaded a few times

- To express/share moments
- I have never uploaded

Those who upload videos:



YouTube

62%



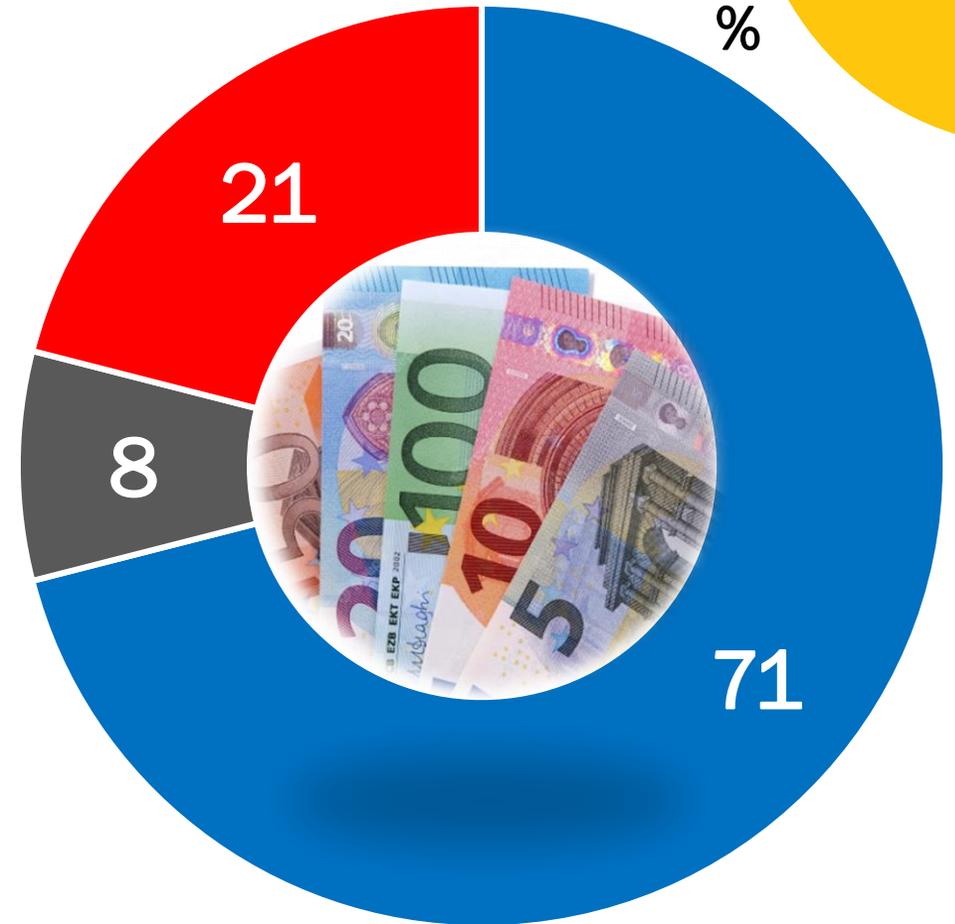
53%



48%

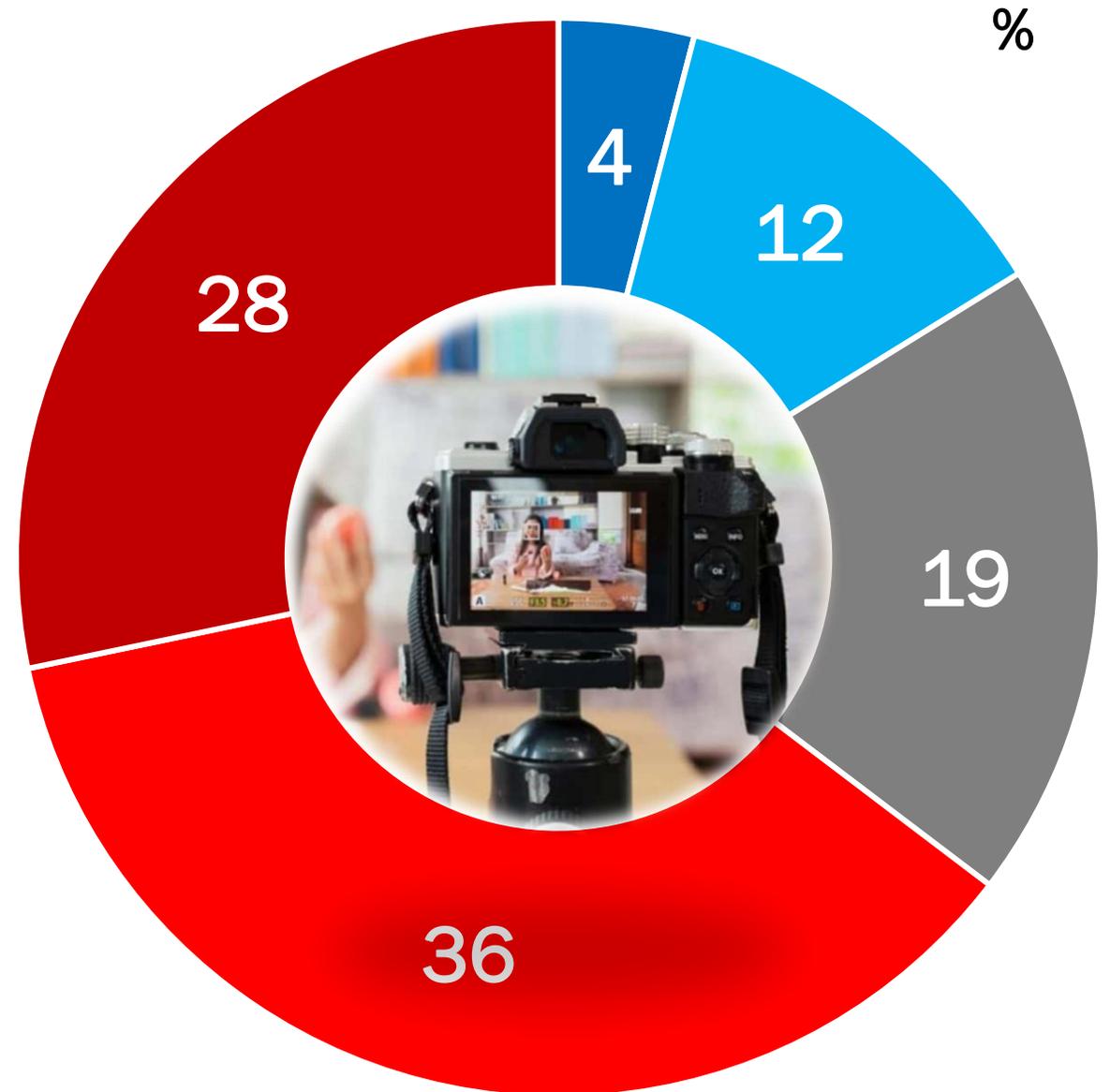
Are satisfied with their performance (financial & non-financial):

- A lot/enough
- Moderately
- Not so much/not at all



Of those who don't upload, a significant percentage would like to create their own videos!

"How much or not would you like to create and upload your own videos on social media?"

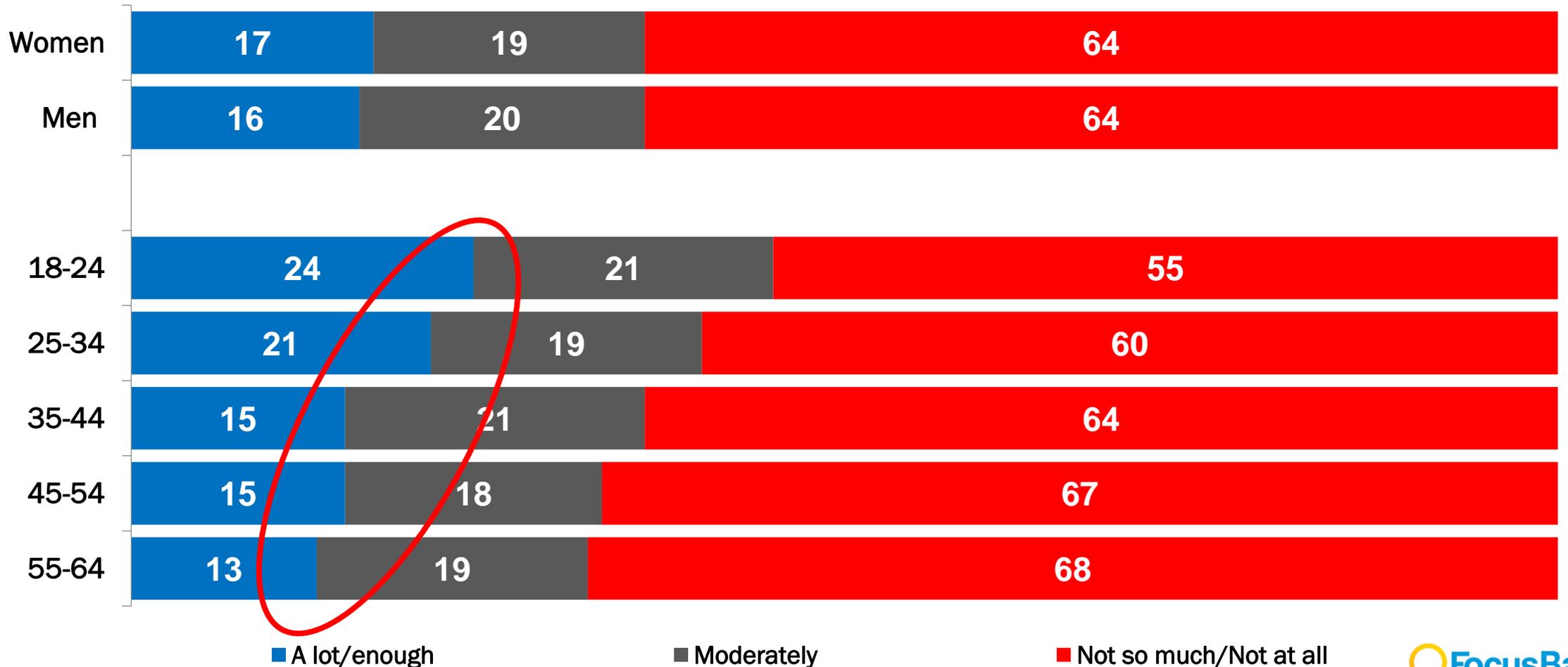


■ Very much ■ Enough ■ Moderate ■ Not so much ■ Not at all

The desire to create their own videos is expressed more by young people

"How much or not did you want to create and upload your own videos to social?"

%



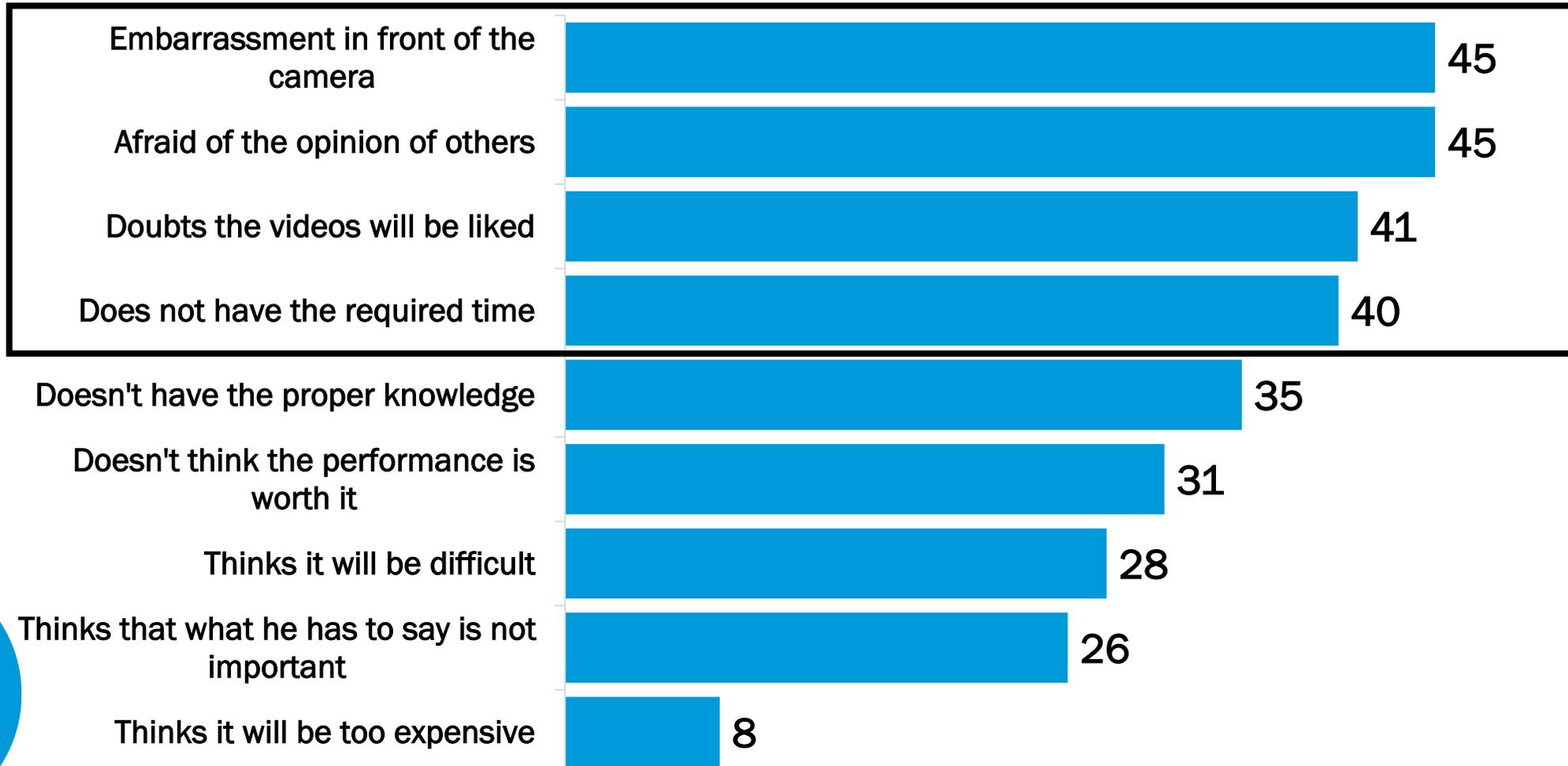
Lack of time, embarrassment, insecurity are expressed as the main reasons they have not yet started uploading

"Why haven't you created your own videos yet?"



**However, we get to the truth
when asking the question in
the third person!**

"In general, what do you think are the reasons that might prevent someone from starting to create and upload videos on social networks even if they want to?" (top 3)



%

#3. Takeaway



- ✓ Greek video creators constitute a significant proportion of the population (one in ten)
- ✓ The majority are happy with the performance
- ✓ Also, a significant portion would like to create their own videos, but are hesitant due to...

Embarrassment
Fear of failure
Fear of criticism

Lack of time
Lack of knowledge



Greeks

& Video

Thank you!

GreekTube

×

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