



RESEARCH REPORT

Consumer behavior in the 2021-2022 period of high prices in Greece

Athens, 2023

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Introduction

In September 2021 there was a large increase of the Consumer Price Index by 2.4% ($=102.19/99.83$) compared to the previous month of August. Since then, prices continued to increase. In April 2022, the Consumer Price Index reached 111.08 points, an increase of 11.3% ($=111.08/99.83$) versus August 2021. This increase within an 8-month period is unprecedented.

In addition, the Electricity Price Adjustment Clause makes electricity consumption practically prohibitive for most low-income or no-income households. Specifically, the Housing Price Index, which includes electricity, increased between April 2022 and August 2021 by 35.2% ($=137.68/101.81$).

The increase in prices occurred in an environment of reduced incomes from salaried work due to the austerity programs implemented within the framework of the fiscal adjustments that followed the bankruptcy of the Greek State in 2009-2010.

Incomes from salaried work have also decreased even more due to the public health crisis lockdown policies / interruption of the smooth production and reproductive process implemented in 2021-2022 to deal with the Covid-19 pandemic. In some cases of seasonal employment, the reduction in wages was so extreme that it led to a reduction in the labor supply.

The coincidence of: a) rising prices and b) reduced incomes, defines the modern inflationary phenomenon -described in Greek language with the word- of Akribeia which involves the dramatic reduction in the standard of living of consumers in Greece in the current period. The impact of high price increase on a) over-indebted households and b) households with no income (due to unemployment) is staggering. In March 2022, unemployment stands at 12.2%.

The Russian-Ukrainian war (February 24, 2022 to date) and the economic sanctions imposed on Russia by Western countries are fueling the increase in global prices due to the increase of energy products prices (since Russia is a major exporter) and grains and seed oils (since Ukraine and Russia are major exporters).

In the second semester 2022 and beginning of 2023 period, no gradual amortization of the inflationary pressures of goods and services is foreseen. Given this, it becomes necessary for consumers to respond to high price increase in order to protect their standard of living. This reaction is: a) individual but also b) collective/group. In practice, this response in order to be successful must be based on the actual experiences of consumers in managing high price increase.

This research aims to sample the overall individual and collective/group reactions of consumers to the 2022-2023 increase in the prices of the products and services they consume. These reactions are elements of a vector of reactions ("impact") whose analytical logical correlation between them produces reaction moments ("reaction moments") both at a) individual and b) collective/group level.

The most specific added value that the research aspires to produce is the overcoming of typical individual reactions to consumer behavior and the identification of collective reactions that may be conceived / inherent in typical individual consumer behaviors.

In the framework of systematization and concretization of the research purpose, individual objectives are set, which focus on and concern the investigation of the consumer profile and the changes in consumer behaviors and any unmet consumer needs.

The assumption that consumers do not have the ability to respond to all the needs of a household, raises the following research questions:

1. Have consumers' purchasing habits changed and to what extent?
2. Which consumers' needs are not satisfactorily met or not met at all?
3. What measures are consumers taking to address the high price of goods and the rising cost of energy?

Survey participants are approached through the following distinct complementary groups: employees, retired persons/pensioners, over-indebted and unemployed/poor:-

The research was carried out in the period from January 10 to February 10, 2023, with the completion of one thousand seven hundred and ten (1,710) online questionnaires. Explores and captures changes in consumer behaviors and inflationary pressures countermeasures among employed, retired, unemployed/low-income and over-indebted consumers.

We have to highlight that:

- a) the online way of conducting the survey itself, and
- b) the motivation of consumer participation in the survey which came mainly from the local Branches of the EEKE in collaboration with the local Labor Centers of the GSEE/General Confederation of Labour, emphasize and focus the research sample in the middle (1001-2000€) and low (0€-1.000€) income brackets of salaried workforce, i.e. employees in the private and public sector, the unemployed and the self-employed.

This cut-off gives the sample a population representativeness of 45%. Practically the sample reflects the economically active population in Greece with the exception of the business class which is completely underrepresented in the sample.

The reaction to the upheaval in income and inflation data is mainly focused on households with children. Households prioritize the maintenance of children's consumption and additionally cut the spending of their adult members.

In particular, the marginal pressure of inflation is greater:

- a) in three-member families with a child in which only one adult member contributes financially, or the contributing adult members are paid low wages.
- b) to four-member and larger families with two or more children who live in a rented house or in a privately-owned house or have a mortgage loan for their privately-owned house

Also, it appears that, at least, a part of the households has resources not mentioned in the survey such as, e.g. Subsidies/social allowances, transfer receipts, own production of goods and other ways, one of which is undeclared employment.

Finally, it is found that the collective/group reactions to the consumption slowdown/limitation and the other consumption problems identified by the research are quantitatively smaller than expected by the researchers. This unpleasant finding is consistent with the character of the socio-economic formation in Greece.

Mapping the changes in consumption habits, aspires to contribute both at the policy level and at the implementation level as it provides reference framework:

- for policy makers
- for entrepreneurs
- for consumers

At the political level they assist in taking political initiatives and developing a rational strategic plan for taking measures to deal with inflation-

At the application level, feedback can be used with the intention to provide information:

- to businesses in order to adapt to changes in consumer spending habits and contribute to possible cost absorption
- for consumers to be informed so that they are able to cope with the constant inflationary changes in prices

1. Demographics / Household Profile

1.1 Region of Residence

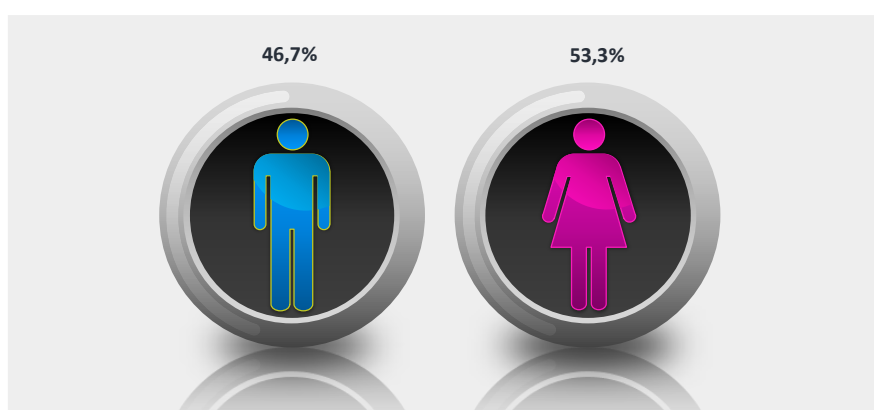


Infographic 1: Region of residence

Residents of Attica (26.8%) and then residents of Central Macedonia (19.9%) completed the questionnaire. It is followed by 12.4% who declared the prefectures of Western Macedonia and Eastern Macedonia and Thrace as their main residence, 10.3%.

The prefectures of Thessaly (6.3%), Central Greece (6.1%), Western Greece (4.3%) and the North Aegean (4.0%) follow with a smaller participation. From the Regional Unit of Crete, 3.5% submitted the questionnaire, while the regions of Epirus (2.7%), the Ionian Islands (1.9%), the Peloponnese (1.3%) and end of the South Aegean (0.6%) accounted for the rest of the participants.

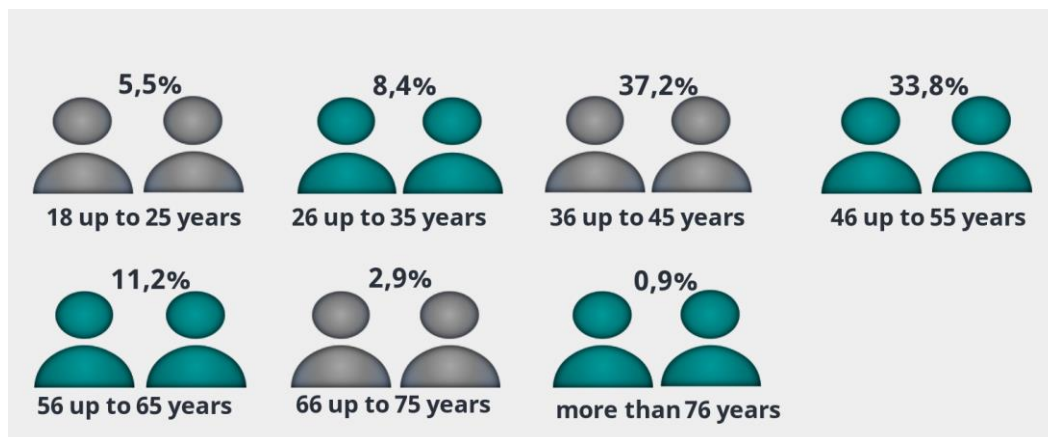
1.2 Gender



Infographic 2: Gender of participants

53.3% of consumers responding to the survey are women and 46.7% are men.

1.3 Age

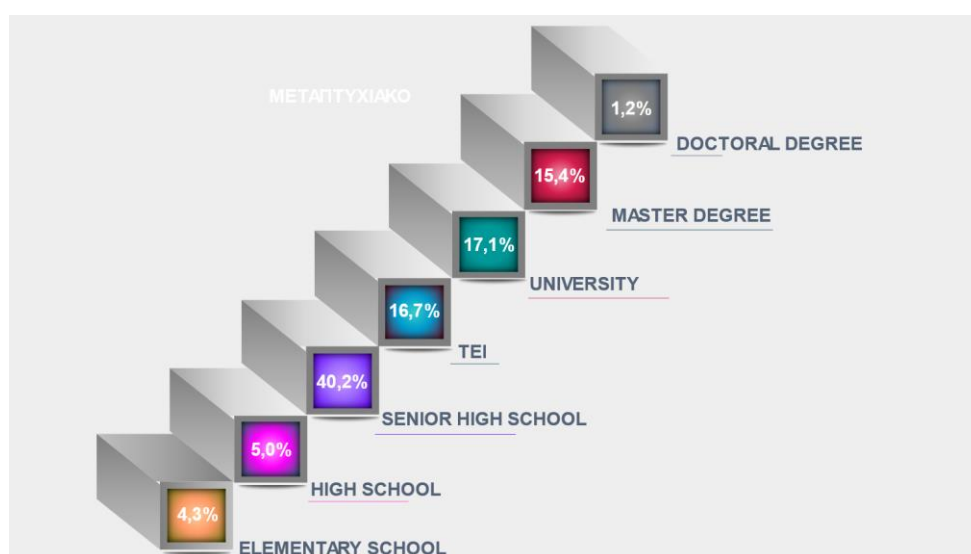


Infographic 3: Age of participants

The majority of participants (37.2%) belong to the age group of 36-45 years, followed by people between 46 and 55 years of age at 33.8%. The participation of citizens aged 56 to 65 (11.2%) is smaller but statistically important.

The rest of the solar groups answer to a smaller percentage, and more specifically, people aged 26 to 35 years old at a rate of 8.4%, people aged 18 to 25 years old at a rate of 5.5%, people aged 66 to 75 years old at a rate of 2.9% and finally, only 0.9% are consumers aged 76 and over.

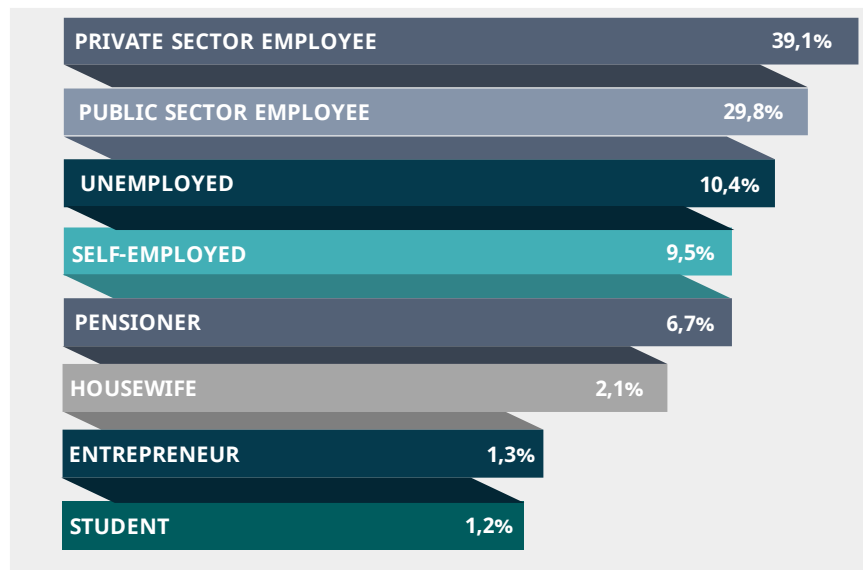
1.4 Educational Level:



Infographic 4: Educational level of participants

Half of the participants have University Education (50.4%). Of these 33.8% have completed higher education (University/TEI), while 16.6% hold a Master's or Doctoral degree. Most of them, 40.2%, have graduated from senior high school. 4.3% and 5.0% have graduated from elementary and high school, respectively.

1.5 Professional Status

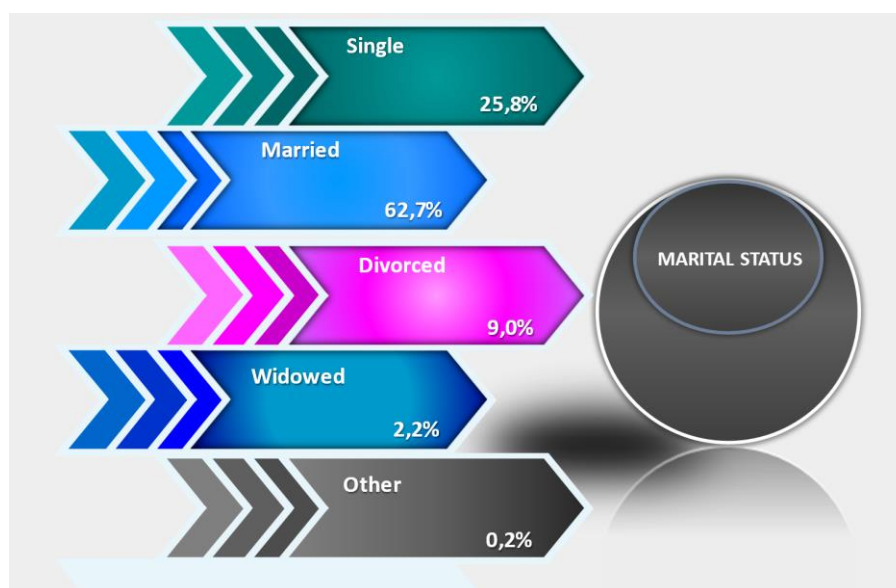


Infographic 5: Professional status of participants

The largest percentage of respondents (39.1%) are employed in the private sector, with the second largest participation being by public sector employees (29.8%). This is followed by the unemployed (10.4%) and the self-employed (9.5%).

Pensioners account for a smaller participation (6.7%), housewife consumers (2.1%). Finally, entrepreneurs and students together make up only 2.5% of the respondents.

1.6 Marital Status



Infographic 6: Marital status of participants

The majority (62.7%) declare themselves married, while 25.8% claim that they are single. A much smaller percentage of participants are divorced (9.0%) and 2.2% are widowed.

1.7 Number of Members in your household

		Children						Grand Total
		0	1	2	3	4	5	
Adult Members	1	19,42%	9,36%	9,01%	1,17%	0,12%	0,00%	39,06%
	2	8,89%	7,72%	15,91%	3,63%	0,47%	0,23%	36,84%
	3	3,63%	4,09%	4,21%	0,35%	0,00%	0,00%	12,28%
	4	0,94%	0,70%	4,91%	0,94%	0,00%	0,00%	7,49%
	5	0,47%	0,23%	0,35%	3,04%	0,23%	0,00%	4,33%
Grand Total		33,33%	22,11%	34,39%	9,12%	0,82%	0,23%	100,00%

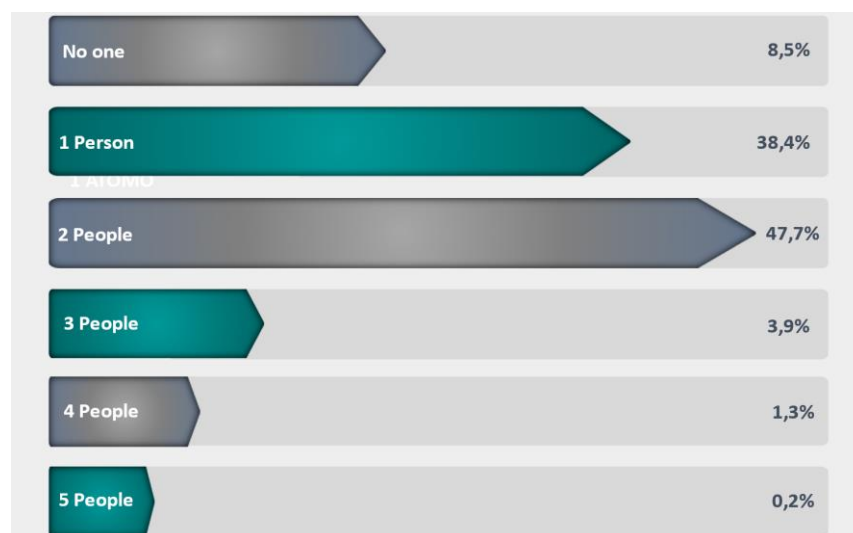
Table 1: Household members

Correlations between the number of people who make up the household of those who participated in the research show that a large percentage of households are single-parent families (19.64%) followed by households with two adults (36.84%). Three adult-households account for a smaller percentage (12.28%), while households consisting of four adult members or more represent just 11.82%.

With reference to the number of children living in each household, the first place is held by two children (34.39%), followed by households with no children (33.33%). Fewer in percentage are families with one child (22.11%), while families with many children, i.e., households with three children or more, make up 10.17% of the sample.

Finally in terms of the composition of the households, the first place is held by households with only one adult and no children (19.42%), followed by four-member families with two adults and two children at 15.91%. There are also quite a few single-parent families with one child (9.36%) and with two children (9.01%).

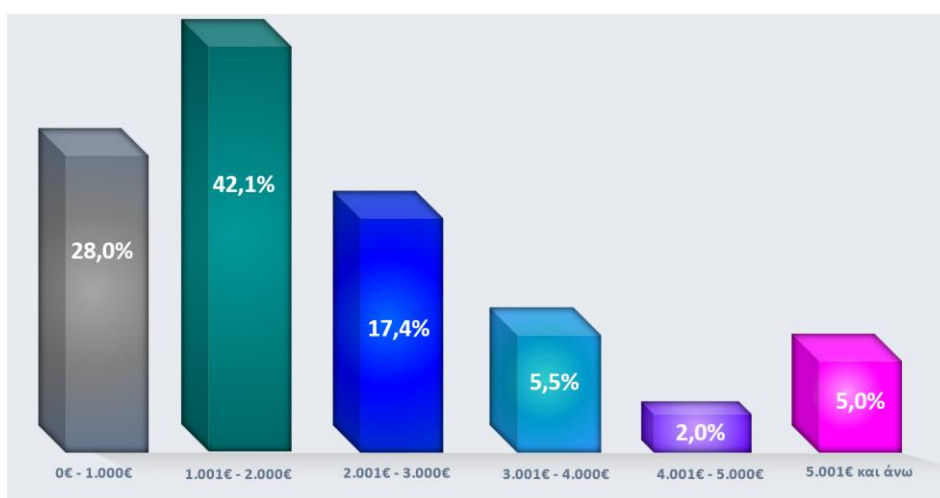
1.8 How many members of your household contribute financially?



Infographic 7: Family members income contribution

In the majority of households, two people contribute income (47.7%), while there are a significant amount of households where only one person contributes financially (38.4%). A percentage of 8.5% do not receive financial support from any family member. Only 5.4% of the sample records that three or more people contribute to the family income.

1.9 Monthly Family Income (sum of income of all members living with you)



Infographic 8: Monthly family income

Professional Status	Monthly Family income						Grand Total
	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +	
Unemployed	64,04%	22,47%	3,37%	3,37%	1,12%	5,62%	100,00%
Public Sector Employee	14,90%	44,71%	25,88%	7,06%	2,75%	4,71%	100,00%
Self-Employed	24,69%	39,51%	16,05%	13,58%	0,00%	6,17%	100,00%
Entrepreneur	18,18%	0,00%	45,45%	0,00%	18,18%	18,18%	100,00%
Private Sector Employee	28,74%	46,71%	14,67%	3,59%	1,80%	4,49%	100,00%
Housewife	50,00%	27,78%	11,11%	5,56%	0,00%	5,56%	100,00%
Pensioner	24,56%	49,12%	17,54%	3,51%	1,75%	3,51%	100,00%
Student	30,00%	50,00%	10,00%	0,00%	0,00%	10,00%	100,00%

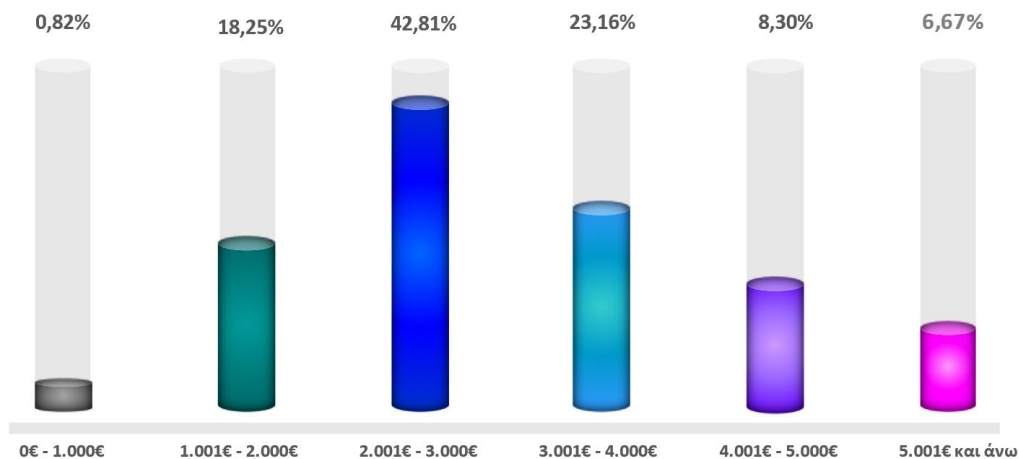
Table 2: Monthly family income relating with professional status

The majority of participants belong in the economic bracket from €1001 to €2000 monthly income (42.1%). The next most popular answer is family income €0-€1000, at a rate of 28.0%. An 17.4% live with an annual family income of €2001-€3000. The next highest levels above 3001€ family income, consist of a smaller percentage of participants (12.5%).

It is imperative to analyze the professional status of consumers in relation to their monthly family income. The correlation showed that the largest percentage of low-wage earners (€0-€1000) are unemployed status (64.04%), and housewives (50.00%). With a closer look, however, in the lowest economic bracket we also see a significant percentage of private sector employees (28.74%), and freelancers (24.69%).

It is worth noting that 49.12% of pensioners, receive a family income of €1000-2000 in the majority, as well as 50.00% of students. Private sector employees at a percentage of 75.45%, public sector employees at a percentage of 59.61% and pensioners at a percentage of 73.68%, belong the economic bracket from €0-€2000.

1.10 What do you think the net monthly household income should have been to meet the price increase?



Infographic 9: Desired family income for inflationary management

Family income	Family Status					Grand Total
	Single	Other	Divorced	Married	Widowed	
0€ - 1000€	0,47%	0,00%	0,12%	0,12%	0,12%	
1000€ - 2000€	8,19%	0,00%	3,27%	5,85%	0,94%	
2000€ - 3000€	10,18%	0,12%	3,39%	28,19%	0,94%	
3000€ - 4000€	4,44%	0,12%	1,05%	17,43%	0,12%	
4000€ - 5000€	0,58%	0,00%	0,35%	7,37%	0,00%	
5000€ +	1,99%	0,00%	0,82%	3,74%	0,12%	
Grand Total	25,85%	0,23%	9,01%	62,69%	2,22%	100,00%

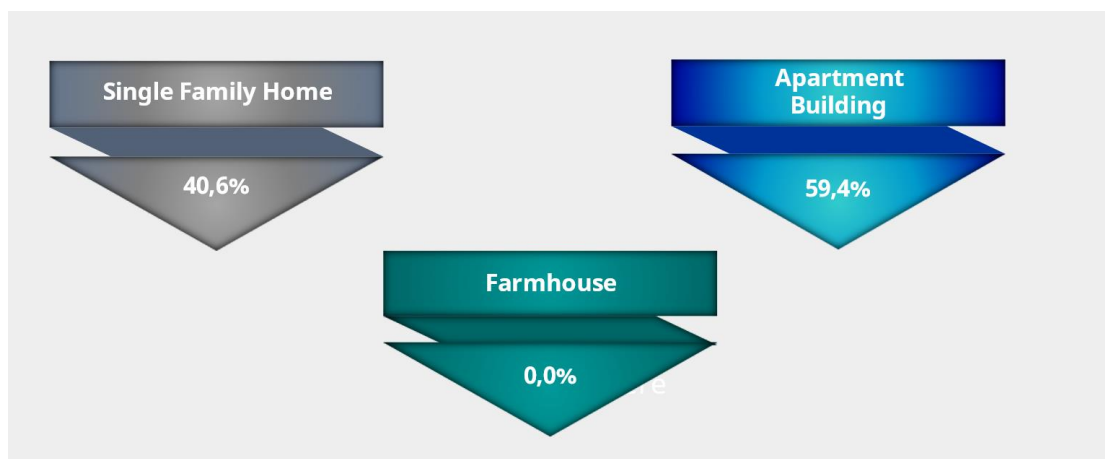
Table 3: Desired family income for inflationary management and family status

Regarding the desired family income, the majority (42.81%) states that in order to cope with high prices, the net monthly family income should be between 2001 €-3000€.

They are followed by 23.16% of consumers who state that they should have an income between 3001€-4000€. However, 18.25% state that in order to cope with high prices they should have a family income of €1001-2000. Finally, 8.3% noted that they should have an income of 4001€-5000€ and only 6.7% of 5001€ or higher.

By observing the desired family income compared to the marital status, it is clear that there are different perspectives. Of those responding that the desired income should be between 2000€-3000€ the majority are married. Moreover, married people hold the first place (17.43%) in declaring an ideal family income at the highest level (3000€-4000€). Those that are not married also believe that in order to cope with high prices they should have an income of 2000€-3000€.

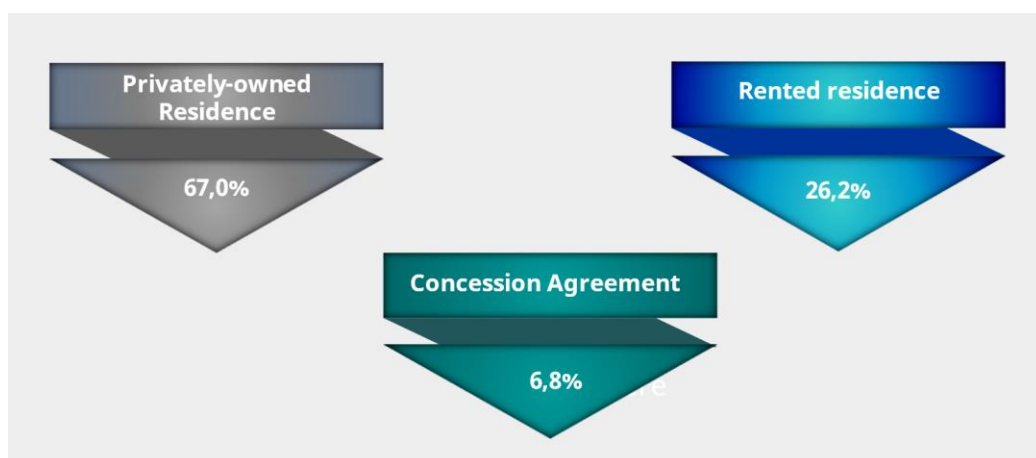
1.11 The type of your main residence is:



Infographic 10: Main residence type

Most of the respondents live in an apartment building (59.4%) while 40.6% live in a single-family home. No respondent declared a farmhouse as primary residence.

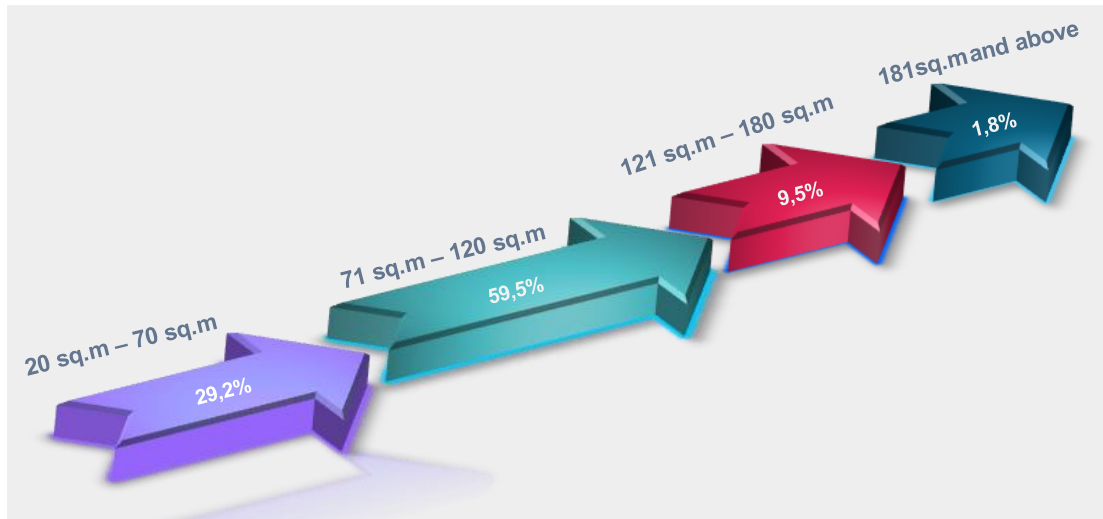
1.12 Your residence is:



Infographic 11: Residence type

The majority (67%) live in a privately-owned residence, while 26.2% live in a rented one. 6.8% of the respondents live in a property without being charged (concession agreement).

1.13 The size of your residence in square meters (sq.m) is:

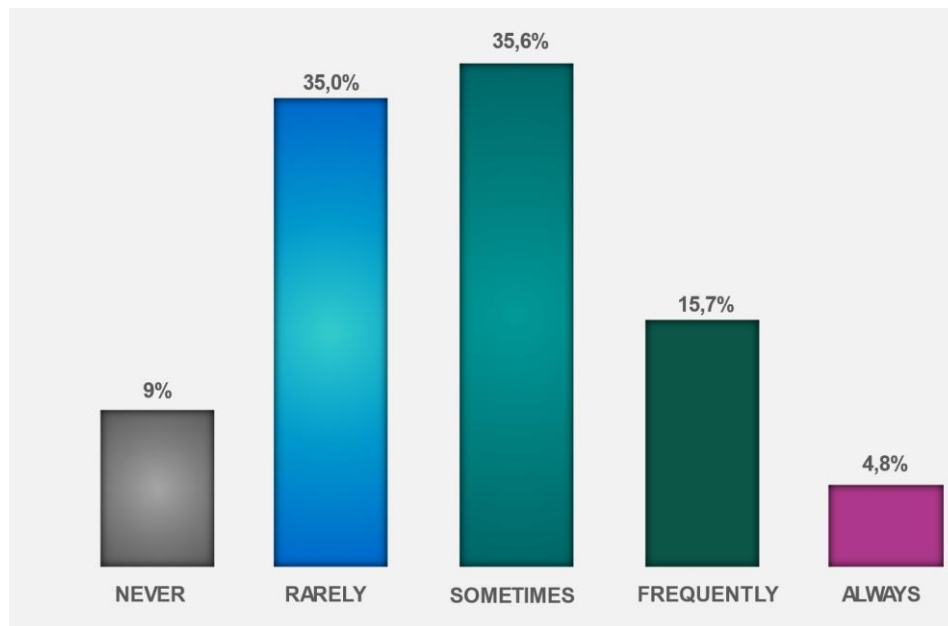


Infographic 12: Residence size

In the smallest size properties (20sq.m. -70sq.m.) reside 29.2%, while the majority respondents (59.5%) reside in a house ranging from 71 sq.m. to 120 sq.m. followed by 9.5% living in a house of ranging from 121 sq.m.- 180 sq.m. and finally 1.8% in a property of 181 sq.m. and above.

2. Tackling the Energy Crisis

2.1 Do you regularly repair/ maintain your residence?



Infographic 13: Housing maintenance and repair frequency

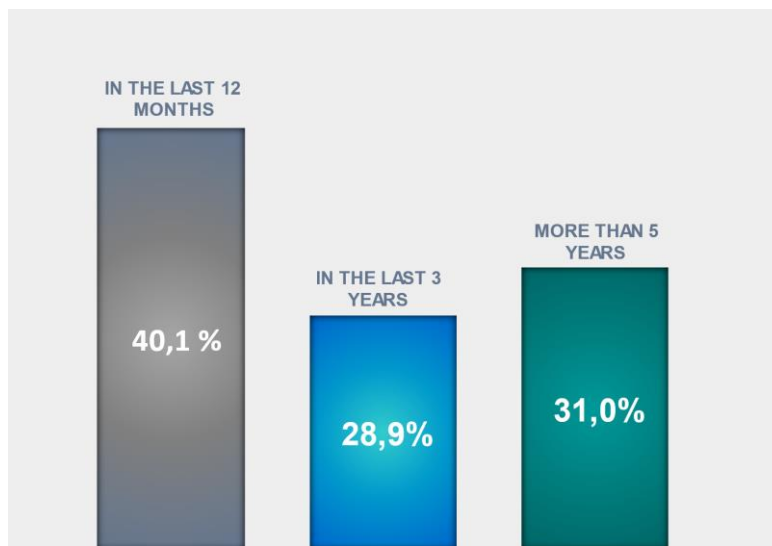
Table 4: Housing maintenance frequency in relation with family income

Do you repair/ maintain your residence	Monthly family income						Grand Total
	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +	
Sometimes	5,5%	15,2%	8,7%	2,8%	1,2%	2,2%	35,6%
Always	1,2%	2,2%	0,5%	0,4%	0,0%	0,6%	4,8%
Never	4,8%	2,6%	1,2%	0,4%	0,0%	0,1%	9,0%
Rarely	11,9%	15,8%	4,2%	1,4%	0,7%	0,9%	35,0%
Frequently	4,6%	6,3%	2,9%	0,6%	0,1%	1,2%	15,7%
Grand Total							100,0%

Regular house maintenance and repair is carried out by only 4.8%. On the other hand, 9% never repairs their house and only 15.7% rather often. A large percentage states that repairs and maintains the house occasionally or rarely at a rate of 35.6% and 35% respectively.

From the above findings it appears that the majority (55.8%) almost never does maintenance work, rarely or occasionally and more specifically comprised by employees who have a monthly family income of 0€-1000€ and 1000€-2000€ (55.8%).

2.2 The last time you repaired/ maintained your residence?



Infographic 14: Homestead maintenance

40.1% said they had their house repaired in the last 12 months. The majority of respondents (59.9%) stated that the last time they had maintenance works in their house was sometime in the last three or more years. More specifically, 31% have more than 5 years to carry out maintenance work, while 28.9% have had it repaired sometime in the last three years.

2.3 Method of Heating your residence by

	THE LAST 12 MONTHS	3 YEARS AGO
OIL BOILER	31,0%	42,53%
CENTRAL AIR CONDITIONING	13,2%	11,59%
NATURAL GAS BURNER	11,1%	8,34%
FIREPLACE	9,9%	8,23%
OTHER	8,0%	6,84%
ELECTRIC HEATER	5,5%	3,48%
ELECTRIC AIR HEATER/ ELECTRIC HEAT PANEL	5,4%	5,79%
ENERGY FIREPLACE	5,0%	4,17%
WOOD STOVE	4,9%	4,29%
GAS STOVE	2,5%	1,39%
OIL STOVE	2,1%	2,32%
I DO NOT HEAT MY HOME	1,6%	1,04%

Infographic 15: Homestead heating type

2.3 Homestead heating type			
	The last 12 months	3 years ago	Increase - decrease
Oil stove	2,1%	2,32%	2,50%
Gas stove	2,5%	1,39%	104,17%
Wood stove	4,9%	4,29%	31,08%
Electric heater	5,5%	3,48%	81,67%
Fireplace	9,9%	8,23%	38,73%
Energy fireplace	5,0%	4,17%	37,50%
Oil boiler	31,0%	42,53%	-15,94%
Natural gas burner	11,1%	8,34%	53,47%
Electric air heater/ Electric heat panel	5,4%	5,79%	7,00%
Central air conditioning	13,2%	11,59%	31,50%
I do not heat my home	1,6%	1,04%	72,22%
Other	8,0%	6,84%	34,75%
	100,0%	100,00%	

Table 5: Homestead heating type

	Monthly family income						Grand total
	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +	
I do not heat my home	53,3%	46,7%	0,0%	0,0%	0,0%	0,0%	100,0%

Table 6: Main residence heating in relation with family income

	Number of children in your household						Grand Total
	0	1	2	3	4	5	
I do not heat my home	53,3%	26,7%	13,3%	6,7%	0,0%	0,0%	100,0%

Table 7: Main residence heating in relation with household children

The consumers' preferred fuel for heating in the last year was oil (31%) while three years ago this percentage was noticeably higher (42.53%). The next most popular heating means in the last twelve months is central air conditioning systems (13.2%), natural gas (11.1%) as well as fireplaces (9.9%).

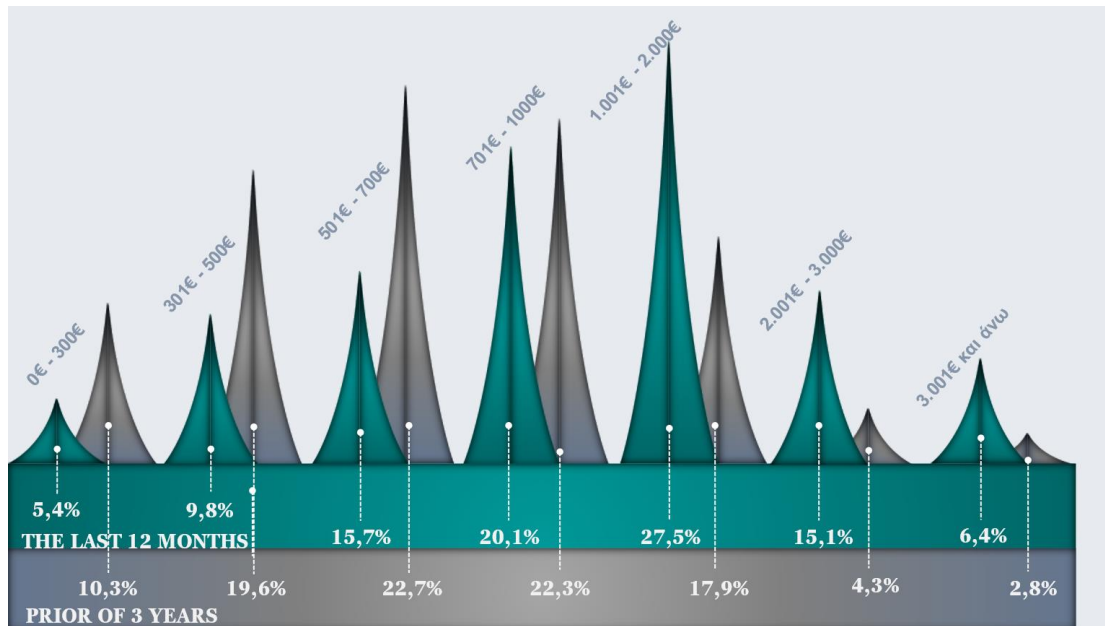
Comparing the consumers' behavior 3 years ago and what the data suggests, in the last 12 months it is clear that gas stoves and electric stoves are ranked twice as high in terms of preferences.

Concerning is the increase by 72.22% of consumers who have chosen not to heat their home in the last year. A more careful look at the data demonstrates that all the households declaring

that they do not heat their home at all, have a monthly family income of 0€ - 2.000€ while 46.7% of them have one to three children living with them.

On the other hand, while the natural gas has had a greater appeal in the last year (an increase of 53.47%), there has been a decrease in oil (-15.94%) compared to the previous three years.

2.4 The annual heating cost



Infographic 16: Annual heating cost

2.4 Annual Heating Cost				
	In the last 12 months		Prior of 3 Years	Increase/Decrease
0€ - 300€	5,4%	0€ - 300€	10,29%	-47,73%
300€-500€	9,8%	300€-500€	19,65%	-50,00%
500€-700€	15,7%	500€-700€	22,69%	-30,93%
700€-1000€	20,1%	700€-1000€	22,34%	-9,95%
1000€-2000€	27,5%	1000€-2000€	17,89%	53,59%
2000€-3000€	15,1%	2000€-3000€	4,33%	248,65%
3000€ and up	6,4%	3000€ and up	2,81%	129,17%
	100,0%		100,00%	

Table 8: Annual Cost of Household Heating

The annual cost of household heating expenditure in the last year reaches 1000€-2000€ (27.5%) whereas the highest cost 3 years ago was 500-700€ (22.7%).

It is worth noting that many households (21.5%) spent €2000 or more in the last 12 months when the corresponding percentage 3 years ago was 7.1%.

Specifically, 49% of the consumers pointed out that the annual cost this year amounted to €1000 or more compared to 25% in the last three years, an increase by 95.79% compared to 3 years ago.

There has been a remarkable increase by 129.17% in terms of fuel expenditure of those who spend on heating €3000 or more. Finally, those on the lowest spending brackets this year were reduced by half compared to three years ago: 0€-300€ (-47.73%) and 300€-500€ (-50.00%).

2.5 Do you think you are heating your home:



Infographic 17: Household heating

2.5 Do you think that you are heating your home:				
	The last 12 months		Prior of 3 Years	Increase/Decrease
Not at all	7,3%	Not at all	2,6%	181,8%
Moderately	47,0%	Moderately	17,7%	166,2%
Satisfactorily	30,5%	Satisfactorily	34,5%	-11,5%
Enough	10,4%	Enough	27,5%	-62,1%
Very well	4,8%	Very well	17,8%	-73,0%
	100,0%		100,0%	

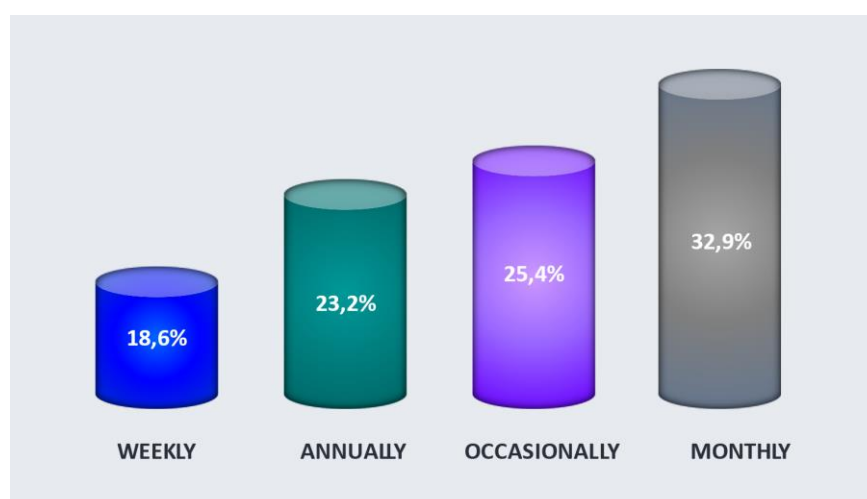
Table 9: Household Heating

The findings of the survey show that gradually consumers have been warming their houses rather moderately during the last 12 months (47%) whereas the corresponding figure in the past three years was 17.7%, that is, there has been an increase of those ‘warming’ their houses moderately by 166.02%.

Moreover, there has been a significant increase (181.8%) of consumers saying that in the last 12 months they have not been heating their houses as all compared to 3 years ago.

Similarly, the percentage of households heating their houses adequately declined (from 34.5% 3 years ago to 30.5% in the last 12 months). In conclusion, the percentage of consumers that has been heating their houses this year consistently decreased by -73.0% and of those heating it enough by -62.1%.

2.6 How often do you get your fuel supply?



Infographic 18: Frequency of fuel supply

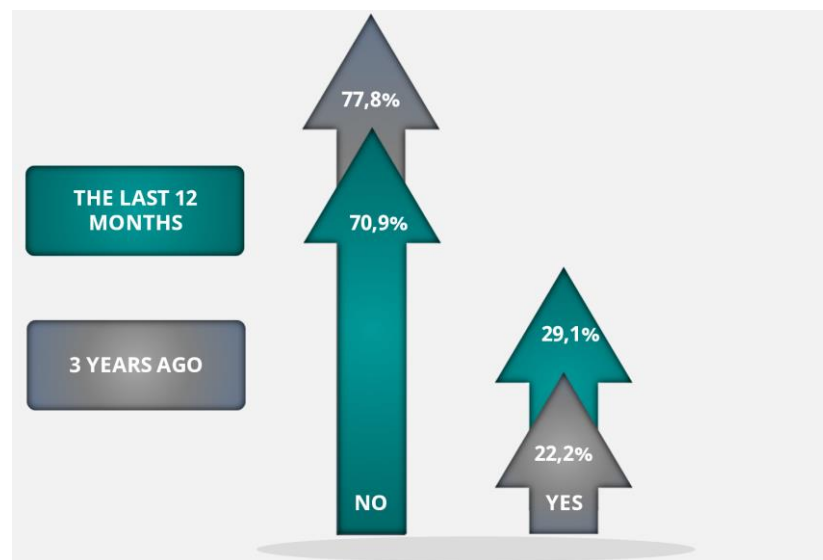
Fuel Supply Frequency	Monthly family income						Grand Total
	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +	
Annually	4,9%	10,9%	4,3%	1,6%	0,2%	1,2%	23,2%
Monthly	9,0%	12,5%	6,0%	1,6%	1,1%	2,7%	32,9%
Occasionally	7,6%	10,8%	3,9%	2,0%	0,5%	0,7%	25,4%
Weekly	6,4%	8,0%	3,3%	0,2%	0,2%	0,5%	18,6%
Grand Total							100,0%

Table 10: Fuel supply frequency in relation with family income

When asked how often they order fuel, 32.9% answered on a monthly basis, which was the most popular answer, followed by 25.4% of the consumers who purchased it occasionally whereas 23.2% and 18.6% on an annual and weekly basis correspondingly.

However, looking at the monthly family income of each household in relation to the fuel supply frequency it is quickly observed that the consumers with income up to 2000€ are those who purchase fuel on a weekly basis, occasionally or every month (54.3%).

2.7 Have you received heating subsidy?



Infographic 19: Heating Subsidy

2.7 Have you ever received heating Subsidy?				
The last 12 months		3 years ago		
Yes	29,1%	YES	22,2%	31,05%
No	70,9%	NO	77,8%	-8,87%
	100,0%		100,0%	

Table 11: Heating Subsidy

The majority of consumers (70.9%) has not received a heating subsidy-in the last 12 months. An optimistic finding is that most consumers, namely by 31.05% higher than three years ago, say that they received a heating subsidy in the last 12 months (29.1%).

2.8 Have you made any efforts to save energy?

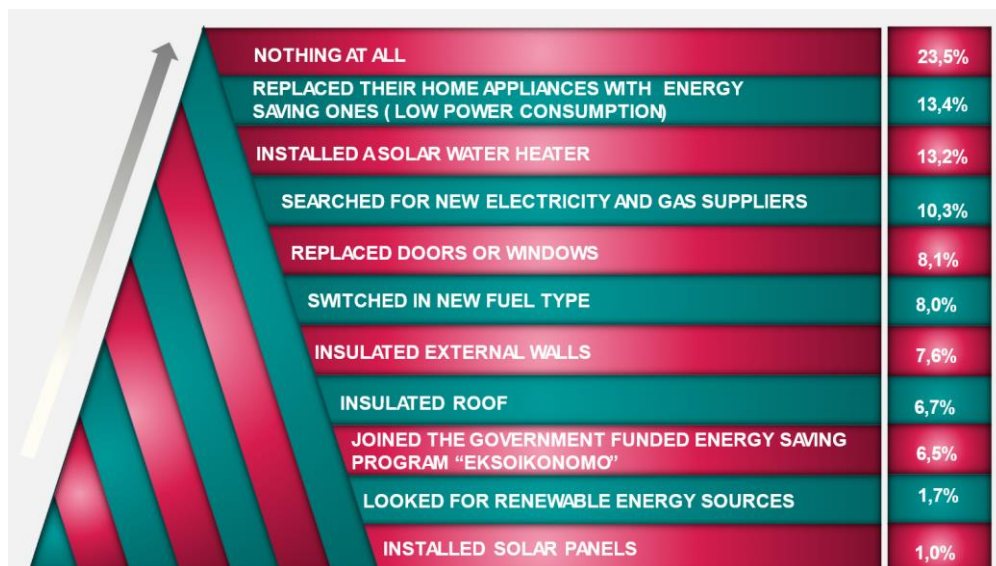


Infographic 20: Energy saving actions

Impressively many are those who state that they have taken energy saving actions (76.5%), while 3.9% plan to make corresponding efforts.

On the other hand, 19.6% of consumers answered negatively.

2.9 What kind of energy savings did you make?

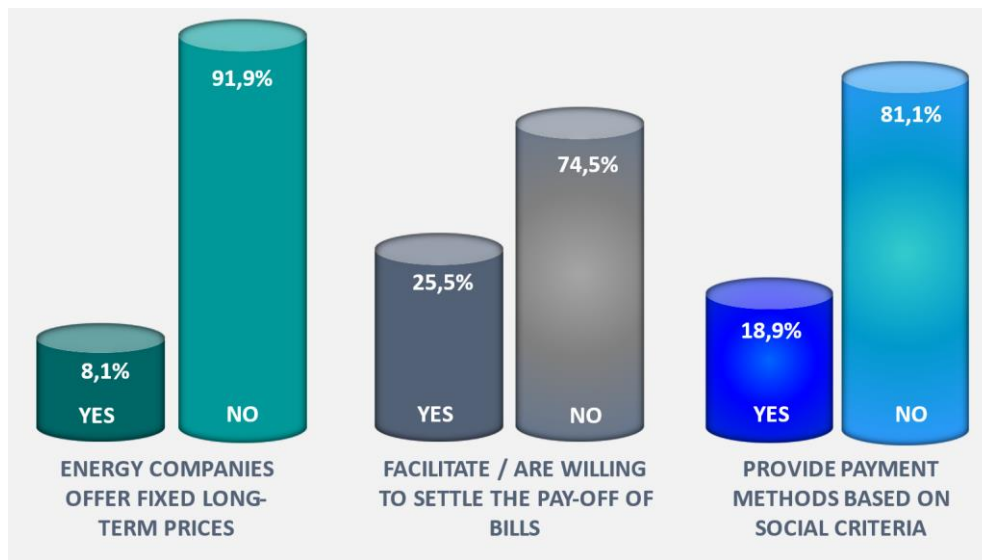


Infographic 21: Energy saving types

About 1 in 4 consumers didn't take any money-saving measures (23.5%). On the contrary, many have replaced their home appliances with energy saving (low power consumption) appliances (13.4%). Others installed a solar water heater (13.2%) and searched for new electricity and gas suppliers (10.3%). Only 8.1% replaced doors or windows and 8.0% switched

in new fuel type source. Fewer consumers insulated external walls (7.6%), roof insulation (6.7%) or joined the government funded energy saving “eksoikonomo” program (6.5%). Remarkably a small percentage of consumers looked for renewable energy sources (1.7%) or installed solar panels (1.0%).

2.10 Do you consider that energy companies:



Infographic 22: Energy companies offers

The vast majority of consumers think that energy companies do not offer fixed long-term prices (91.9%), do not facilitate/ are not willing to settle the pay-off of bills (74.5%), and do not provide payment methods based on social criteria (81.1%).

2.11 Ways of dealing price increase the last 6 months.

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS
Reduced their house's heating	5,7%	7,5%	32,2%	37,4%	17,2%
Wear more clothes instead of turning on the heating	7,6%	10,6%	27,3%	32,3%	22,2%
Use electric blankets instead of turning on the heating	56,3%	8,7%	11,6%	13,3%	10,2%
Lower the temperature / turn it off at night	5,6%	3,0%	9,2%	16,3%	65,8%
Lower the temperature/ turn it off when absent	3,0%	2,9%	5,7%	8,9%	79,4%
Turn off the heating in house areas they do not use	21,1%	7,0%	9,7%	9,8%	52,4%
Keeping windows shut to avoid heat losses	2,2%	1,3%	6,0%	15,1%	75,4%
Reduced the number of times you bathe	43,7%	16,3%	21,9%	13,1%	5,0%
Prefer a quick shower instead of a bath	19,2%	7,4%	20,5%	23,2%	29,8%
cook keeping the lid closed	1,9%	3,3%	18,0%	24,8%	52,0%
Avoid using the electric stove oven	13,0%	12,6%	28,2%	30,4%	15,8%
Reduced daily cooking	27,1%	15,9%	26,0%	21,3%	9,7%
Operate the dishwasher/washing machines when it is fully loaded	6,0%	3,2%	7,5%	16,8%	66,5%
Reduced ironing	16,6%	9,6%	22,3%	27,0%	24,4%
Wash dishes without using dishwashers	12,2%	8,4%	18,7%	14,3%	46,4%
Set energy-saving dishwasher programs	22,8%	3,9%	10,2%	13,7%	49,5%
Set at lower temperature washing machine programs	4,1%	5,8%	15,3%	28,0%	46,8%
Use clothes airers to dryers	3,6%	1,9%	8,2%	10,8%	75,6%
Turn off TVs and other devices when you do not use them	2,8%	3,7%	9,2%	15,6%	68,7%
Turn off lights when not necessary	0,6%	0,9%	4,9%	15,2%	78,4%

Infographic 23: Last 6 months inflationary prices management

The spiraling of inflationary prices shows a strong correlation with changes in consumer behavior. Consumers who have significantly reduced their house's heating in terms of frequency (sometimes, often, and always) make up 86.8%. To avoid heating costs, consumers tend to choose to wear more clothes instead of turning on the heating (81.8%), which occurs with varying frequency. Another majority of consumers (91.3%) lower the thermostat or turn it off at night. Electric blankets do not seem to be a preferred heating method amongst consumers (65% answered never or rarely). 94%, lower the temperature or turn it off when

they are out of home, and similarly 71.9% turn off the heating in rooms of the house that they do not use while keeping windows shut to avoid heat losses (96.5%).

The majority does not seem to have reduced the number of times they bath (answered never and rarely 60%) but a remarkable percentage (40%), consumers decide in doing so sometimes, often, and always. However, the same phenomenon does not apply for the overwhelming majority (73.5%) which answered that they prefer a quick shower instead of a bath (sometimes, often, and always).

Regarding cooking, the vast majority answered that they cook with the lid closed (94.8% sometimes, often, and always) while stating that they avoid using the electric stove or oven (74.4% sometimes, often, and always). Similarly, the percentage of those who also reduced daily cooking is quite high (57% sometimes, often, and always).

They also try to save energy when using dishwashers and washing machines, since 90.8% operate it only when it is fully loaded (sometimes, often, and always). They have reduced ironing (73.7% sometimes, often, and always) and chose to wash dishes without using dishwashers (79.4% sometimes, often, and always). 73.4% sets energy-saving dishwasher programs (sometimes, often, and always) and at lower temperature washing machine programs (90.1% sometimes, often, and always). Moreover, 94.6% of consumers (sometimes, often, and always) prefer clothes airers to dryers.

Finally, consumers choose to turn off TVs and other devices sometimes, often, and always (93.5%) when they do not use them and turn off lights (98.5%) sometimes, often and always, when not necessary.

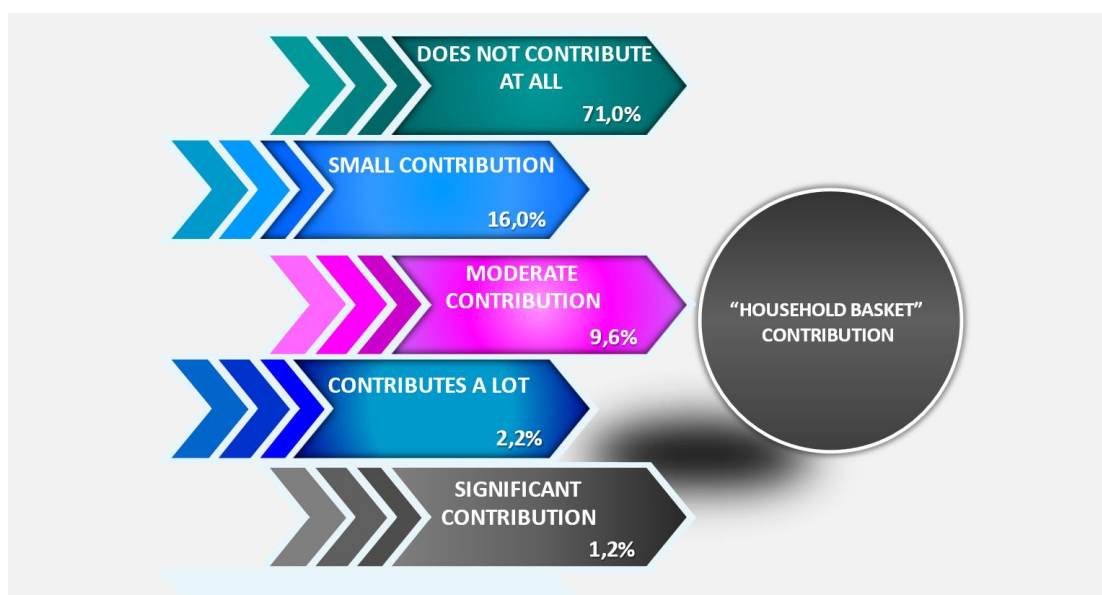
2.12 Do you buy items from the “household basket” government program?



Infographic 24: Purchases from the “household basket”

When asked if they buy from the ‘household basket’ the majority (83%) gave a negative answer.

2.13 How much do you think the “household basket” contributes to reducing the cost of food and basic necessities of your household?



Infographic 25: “Household Basket” contribution

A majority of consumers stressed that the ‘household basket’ program does not contribute at all to reduce the cost of food and other household necessary stuff (71.0%). For others it

involves a small contribution 16.0% and a moderate one 9.6%. A small percentage believes that the 'household basket' contributes a lot (2.2%) and significantly only 1.2%.

3. Family Budget

3.1 Which need do you consider most important to cover from your family budget?

	NOT IMPORTANT AT ALL	SLIGHTLY IMPORTANT	MODERATELY IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT
Housing rent / loan	27,4%	2,6%	5,7%	10,4%	53,9%
Heating	3,5%	5,0%	14,7%	22,5%	54,3%
Travel	5,5%	12,4%	25,4%	25,8%	30,9%
Food	2,9%	1,8%	5,5%	16,6%	73,2%
Education	12,3%	6,7%	17,1%	20,6%	43,4%
Entertainment	25,0%	23,4%	29,0%	13,1%	9,5%
Medical care	3,9%	4,6%	11,8%	20,0%	59,8%
Other debt	23,4%	8,0%	21,6%	17,3%	29,7%
Personal care	15,9%	20,5%	33,8%	17,1%	12,7%
Telecommunications	8,2%	17,8%	37,0%	22,8%	14,3%
Clothing / footwear	15,4%	24,2%	36,5%	14,7%	9,1%
Emergencies	6,2%	11,9%	32,6%	21,3%	28,0%
Other services	20,4%	18,9%	37,4%	13,2%	10,1%

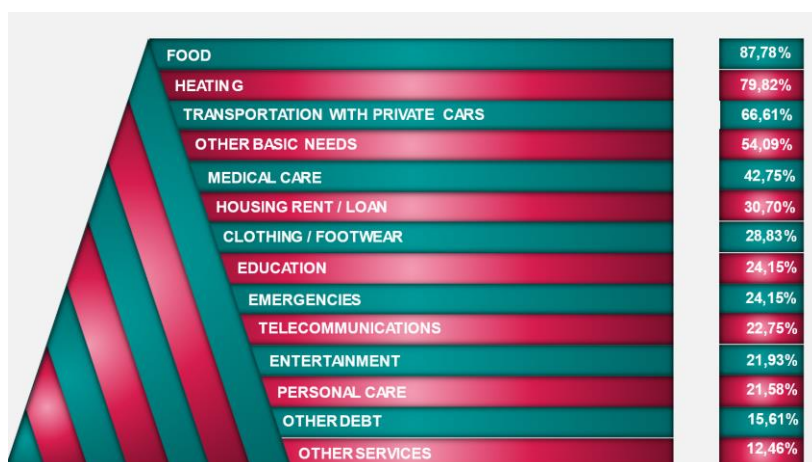
Infographic 26: Household needs importance

With regard to the family budget, consumers consider that their primary need is to cover the cost of food (73.2%). A secondary but equally important need is to cover the cost of medical care (59.8%), heating (54.3%) and finally housing rent/ loan (53.9%).

Fewer consumers rated education (43.4%), travel (30.9%) and other debt (29.7%) as equally important. It is worth pointing out that entertainment for most consumers is of very little or zero importance (77.4%) which applies to personal care (70.2%) and clothing (76.10%).

The majority (56.7%) answered that mobility is very to extremely important when, on the other hand, telecommunications are considered to be absolutely, slightly or moderately necessary (63%).

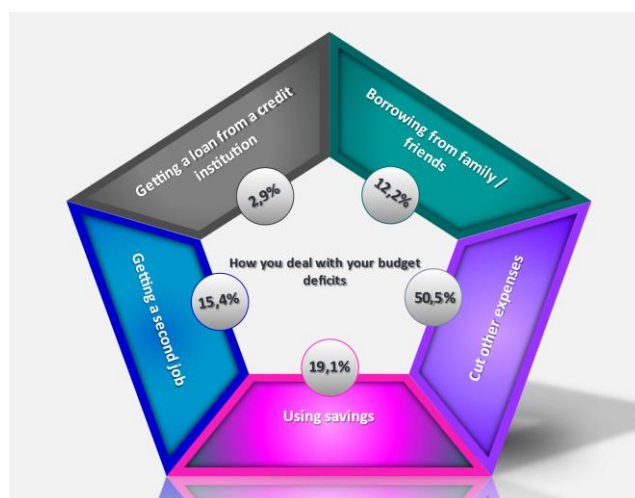
3.2 Which category of expenses has been burdened the most in the last year?



Infographic 27: Additional costs of last 12 months

Most consumers (87.78%) consider food as the main financial concern together with heating (79.82%). The expenditure coming next in terms of increases in the last year involves transportation with private cars (66.61%) and other basic needs (54.09%). A significant percentage (42.75%) stressed the medical care costs as well as those for house renting / or loans (30.70%). Respondents stated that increases in other categories as well have been a significant financial concern, namely clothing and footwear (28.83%), education and urgent extraordinary needs (24.15%). To a lesser extent, they see increases in categories such as telecommunications (22.75%), entertainment (21.93%) and personal care (21.58%).

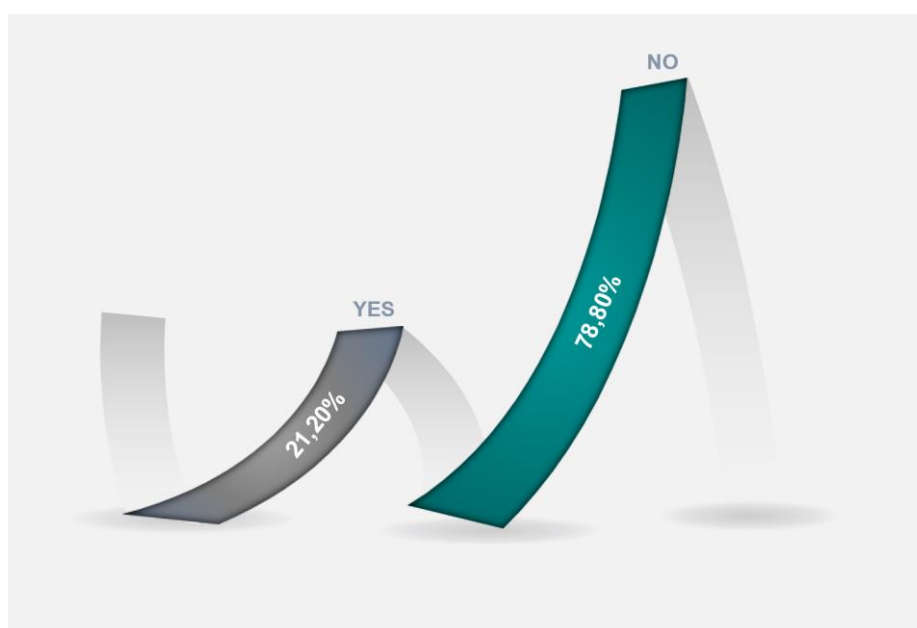
3.3 How do you deal with your budget deficits?



Infographic 28: Family budget deficit management

In order to further clarify the financial constraints on the family budget, the consumers were asked to explain how they deal with their budget deficits. 50.5% would cut other expenses followed by 19.1% using savings, 15.4% getting a second job and 12.2% borrowing from family / friends. Finally, a very small rate (2.9%) is getting a loan from a credit institution.

3.4 Do you have savings that could help you overcome the cost of the increases?



Infographic 29: Disposable Savings

Professional status									
Savings Utilisation	Unemployed	Public sector employee	Self-employed	Entrepreneur	Private sector employee	Housewife	Pensioner	Student	Grand Total
Yes	1,17%	6,20%	2,69%	0,47%	7,84%	0,12%	2,22%	0,47%	21,17%
No	9,24%	23,63%	6,78%	0,82%	31,23%	1,99%	4,44%	0,70%	78,83%
Grand Total									100,00%

Table 12: Disposable Savings amounts in relation with professional status

The majority of consumers say they have no savings that could help them overcome the costs of the increases. It should be noted that the largest percentage of the consumers (54.86%) declaring that have no savings are private sector employees (31.23%) and public sector employees (23.63%).

3.5 Does even one member of your household have a credit card?



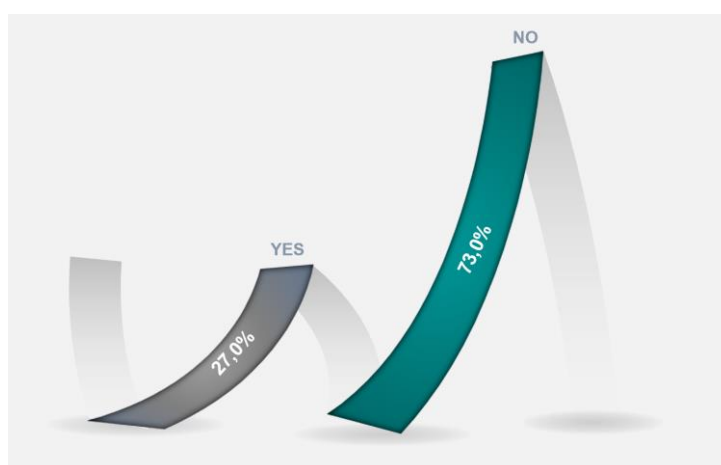
Infographic 30: Credit card ownership

Credit card holders	Family status					Grand Total
	Single	Other	Divorced	Married	Widowed	
Yes	20,00%	0,28%	8,06%	70,56%	1,11%	100,00%
No	30,10%	0,20%	9,70%	56,97%	3,03%	100,00%

Table 13: Credit card holders in relation with family status

Most consumers do not have a credit card (57.9%) whereas the remaining 42.1% does, out of whom 70.56% are married compared to 20% that are not married.

3.6 Do you use the credit card to cover the costs of necessities (food, fuel etc.?)



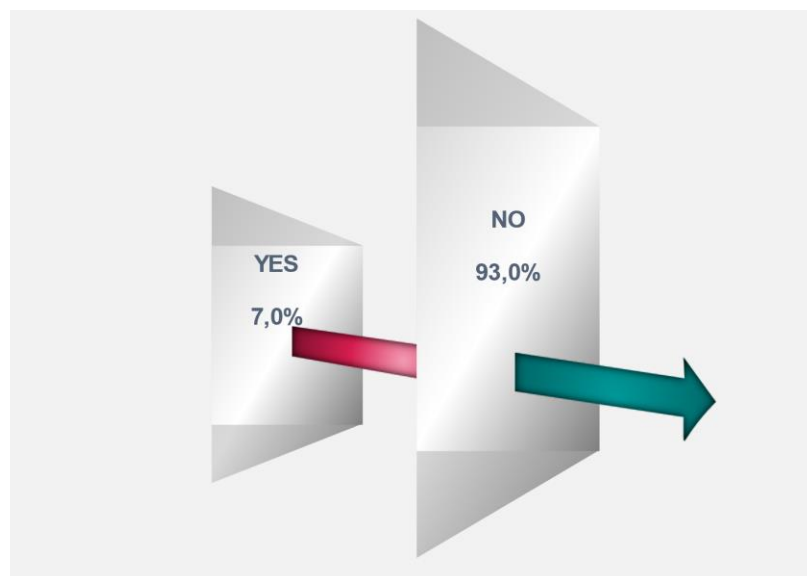
Infographic 31: Credit card usage

Family status						
Credit card usage for basic needs coverage	Single	Other	Divorced	Married	Widowed	Grand Total
Yes	20,78%	0,43%	7,79%	69,26%	1,73%	100,00%
No	27,72%	0,16%	9,46%	60,26%	2,40%	100,00%

Table 14: Credit card ownership and family status

27% of consumers say they use a credit card to cover the cost of basic needs (food, fuel), compared to 73% not using credit cards for the said costs. An impressive percentage of married people (69.26%) uses credit cards to cover basic needs followed by a far smaller rate (20.78%) that are not married.

3.7 Has anyone in your household applied for a credit card in the last 6 months to cover the cost of basic necessities (food, fuel, etc.)?



Infographic 32: Credit card application

The vast majority of consumers have not applied for a credit card to cover the cost of basic needs (93.0%).

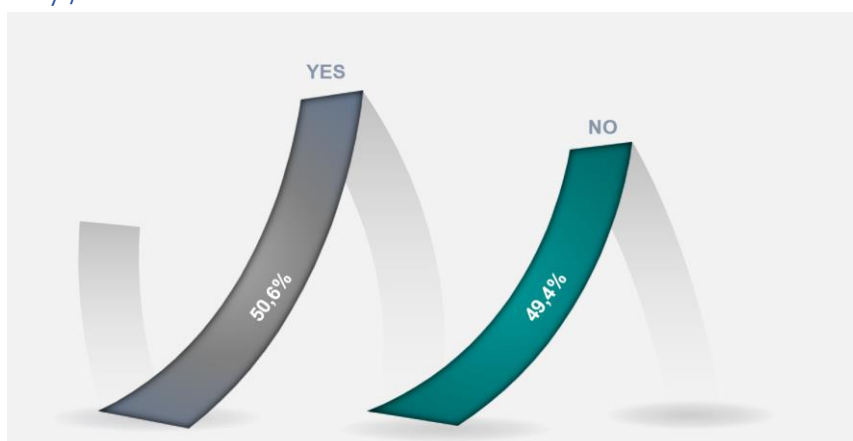
Only 7.0% have applied for a credit card to purchase food, fuel, etc. In the same spirit, 93.0% of the consumers have not applied for a consumer loan to cover an urgent need.

3.8 Have you applied for a consumer loan in the last 6 months to cover an emergency?



Infographic 33: Consumer loan application

3.9 In the last 6 months, have you financially supported members of your family / friends' circle?



Infographic 34: Family support services

The data shows that, one in two consumers is supporting financially a relative or friend.

3.10 Which of the following expenses have you cut in the last 12 months to cope with product and energy price increases?

	NEVER	RARELY	SOMETIMES	OFTEN	ALWAYS
Rent /Mortgage	71,2%	9,5%	8,7%	4,0%	6,7%
Heating	20,2%	13,8%	33,9%	24,0%	8,1%
Transportation with private cars	11,3%	11,3%	33,3%	35,1%	8,9%
Food	23,7%	20,7%	33,6%	18,1%	3,9%
Other basic needs	15,8%	19,2%	37,0%	21,1%	7,0%
Children's tutorials	50,3%	13,5%	16,3%	7,3%	12,7%
Children's extracurricular activities (sports, entertainment)	35,0%	12,4%	20,5%	15,9%	16,3%
Entertainment	5,5%	5,1%	26,3%	32,9%	30,2%
Medical care	34,9%	15,4%	31,2%	13,6%	4,9%
Other debts to bank	50,2%	11,3%	21,1%	9,0%	8,4%
Debts to public utilities	50,9%	13,5%	22,3%	8,3%	5,0%
Personal care	6,8%	9,7%	32,4%	29,2%	21,9%
Clothing / Footwear	4,3%	5,3%	31,0%	40,6%	18,8%
Other purchases of goods / services	3,9%	6,5%	33,0%	38,6%	18,0%

Infographic 35: Expenditures cutting

From 80,7% of the consumers seem to be paying regularly their liabilities in terms of both rents and mortgages and declare that they never or rarely fail to pay them despite the increases of products and energy services prices. However, this is not the case with heating consumption since 66.0% says that they had to reduce it several times, often or always.

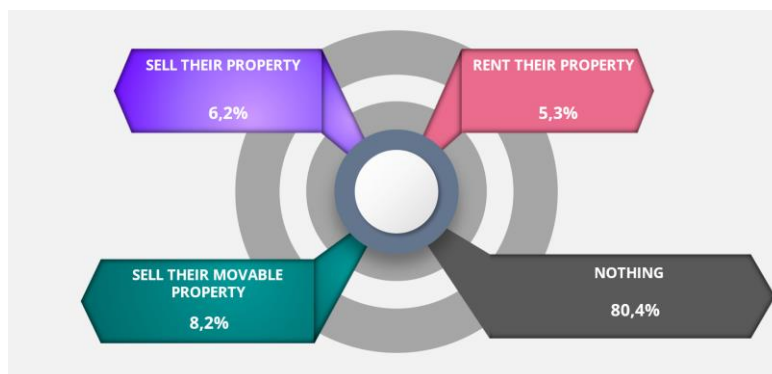
Similarly, 77.3% of the consumers reduced their mobility with a privately owned car (sometimes, often and always) while a particularly significant percentage reducing also food and other basic needs spending (55.6% and 65.10% respectively) sometimes, often and always.

The largest percentage (63.8%) of respondents did not make any cuts in children's tutorial lessons (never or rarely) which by 50% also applies for the extracurricular activities as well.

Consumers choose to limit entertainment activities heavily (89.4% sometimes, often, and always) as opposed to the medical care spending where answers are divided.

6 out of 10 continue paying the expenses of other debts to banks (61.5% never or rarely) and debts to public utilities (64.4%). Finally, the consumers, in order to cope with the increases of products and energy prices, choose to cut costs relevant to their personal care and clothing/footwear (83.5% and 90.4% respectively) sometimes, often and always.

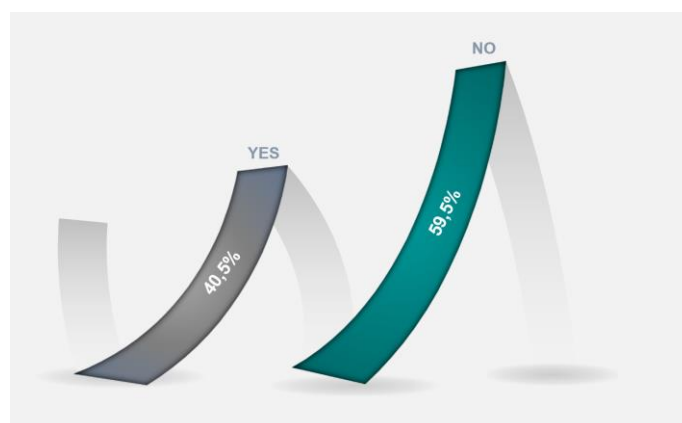
3.11 The advent of the energy crisis and inflation has forced you to take action



Infographic 36: Alternative handling ways of energy crisis and inflation

The strong increase of high prices and its impact seem not to have obliged the majority of consumers (80.4%) to consider selling or rent their property. Only 8.2% of respondents were forced to sell their household items, a 6.2% a real estate property and 5.3% to rent it.

3.12 Based on your family budget, can you enjoy one week's holiday per year?



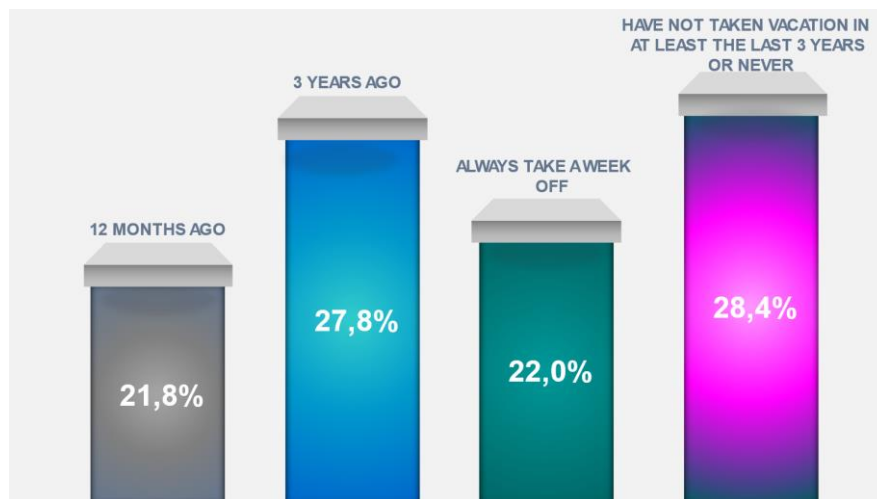
Infographic 37: Possibility of holidays

Monthly family income							
Based on your family budget income could you enjoy a week vacations in a year?	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +	Γενικό Άθροισμα
Yes	11,56%	37,57%	29,19%	11,56%	3,18%	6,94%	100,00%
No	39,10%	45,19%	9,43%	1,38%	1,18%	3,73%	100,00%

Table 15: Possibility of holidays in relation with family income

In terms of leisure activities, 6 out of 10 consumers are unable to take a week off and go on vacation during the year. Most consumers (84.29%) who are unable to do so belong to the family income group of 0€-2000€.

3.13 When was the last time you went on vacation for at least a week?



Infographic 38: Recent vacations period

Last vacation period	Monthly family Income					
	0€ - 1000€	1000€ - 2000€	2000€ - 3000€	3000€ - 4000€	4000€ - 5000€	5000€ +
Have not gone vacations many years	47,28%	28,89%	9,40%	8,51%	17,65%	11,63%
I always have a week vacation	7,53%	18,61%	38,93%	44,68%	52,94%	34,88%
Had vacations before 12 months	12,13%	23,89%	29,53%	34,04%	5,88%	23,26%
Had vacations before 3 years	33,05%	28,61%	22,15%	12,77%	23,53%	30,23%
Grand Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 16: Recent vacations period and family income

Professional Status								
Last vacation period	Unemployed	Public sector employee	Self-employed	Entrepreneur	Private sector employee	Housewife	Pensioner	Student
Have not gone vacations many years	47,19%	24,71%	22,22%	18,18%	26,35%	38,89%	40,35%	0,00%
I always have a week vacation	7,87%	22,75%	33,33%	54,55%	22,16%	22,22%	15,79%	30,00%
Had vacations before 12 months	14,61%	27,84%	23,46%	18,18%	20,06%	5,56%	15,79%	40,00%
Had vacations before 3 years	30,34%	24,71%	20,99%	9,09%	31,44%	33,33%	28,07%	30,00%
Grand Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

Table 17: Recent vacations period and professional status

A 56.2% have not taken a vacation in at least the last 3 years or never.

Almost 3 out of 10 consumers have not taken a holiday in many years and the remaining 27.8% had a week of vacation three years ago.

Only 22%, namely 2 in 10 consumers, always take a week off.

Finally, 21.8% managed to take a vacation 12 months ago. In an attempt to approach the issue in light of the professional situation of consumers and their monthly family income, we discovered that the big losers in terms of holidays are those that are unemployed, 77.53% of whom have never taken a holiday or have at least three years to take one. 68.42% of pensioners are in the same position.

The entrepreneurs are the winners, whom 72.73% always ensure a week's vacation and has managed to take a week off 12 months ago.

With reference to the monthly family income, 80.33% of the consumers with monthly family income of 0€ - 1000€ have not been enjoying holidays for many years or have not enjoyed for at least three years.

The corresponding percentage for those who have a monthly family income of 1000-2000€ is 57.5%. Looking at the next income scales, most say they always get a week's vacation or did at least 12 months ago, (income 2000€-3000€ 68.46%, 3000-4000 78.72% and 4000€-5000 58.82%).

3.14 Based on your family budget, on a weekly basis you consume

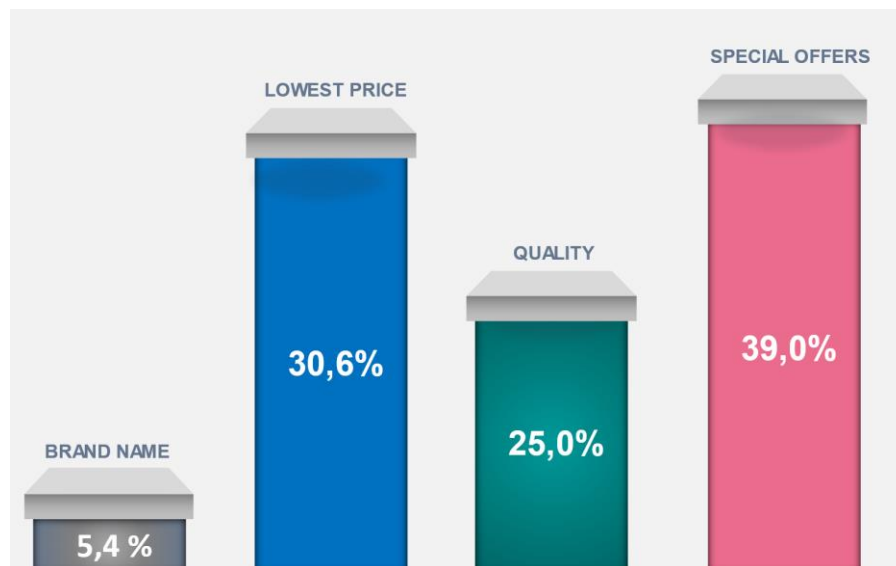
	NEVER	RARELY	ONCE A WEEK	2-3 TIMES A WEEK	EVERY DAY
MEAT	2,1%	8,0%	41,3%	47,4%	1,3%
FISH	4,9%	37,0%	52,3%	5,5%	0,4%
POULTRY	1,8%	7,1%	55,9%	34,2%	1,1%
FRUITS / VEGETABLES	0,4%	6,3%	10,1%	42,2%	41,1%
LEGUMES	0,8%	4,1%	35,2%	56,7%	3,2%
VEGETABLES STEW	0,4%	7,1%	36,4%	51,6%	4,6%

Infographic 39: Dietary choices

In terms of eating habits, 41.3% can afford to eat meat once a week and 47.4% can afford to eat meat 2 to 3 times a week. Based on their family budget, 52,3% consumes fish once a week while a large percentage rarely (37.0%).

The same seems to be true for poultry, since 55,9% consumes it only once in a week and 34,2% 2 or 3 times. 41,1% of the consumers eat fruits and vegetables daily, whereas those consuming legumes and vegetable stews 2 to 3 times a week account for 56.7% and 51.6% respectively.

3.15 Do you choose to buy food based on



Infographic 40: Food selection ways

The purchasing habits of consumers are as follows: Seven out of ten choose to buy food taking into account special offers and lowest prices. More specifically, 39.0% shop based on special offers and 30.6% based on the lowest prices. Only 25% of consumers buy taking into account the quality of food quality, while the percentage of those shopping based on the brand name is remarkably small (5,4%).

4. Fiscal Policy

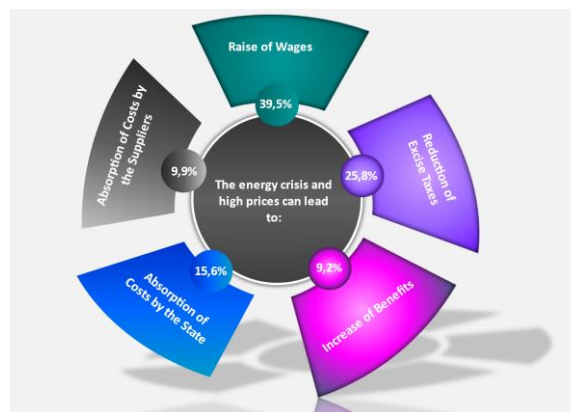
4.1 You think increases in food and energy are something:



Infographic 41: Consumer view for inflation

Consumers are quite pessimistic about the increases of food and energy prices since most of them (78.0%) consider them permanent. A very small percentage (7.5%) believe that the said increases will not remain as such and finally 14.5% stated they did not know or refused to answer.

4.2 Do you think that the energy crisis/ price increase should lead to:



Infographic 42: Recommendations for inflation management

When asked about the government's policy to address the energy crisis and high prices the majority suggested a raise of wages (39.5%) and reduction of excise taxes (25.8%). The next most popular answer was the absorption of costs by the State (15.6%) whereas a smaller percentage (9.2%) proposed increases of benefits and the absorption of costs by the suppliers (9.9%).

5. Collective Actions

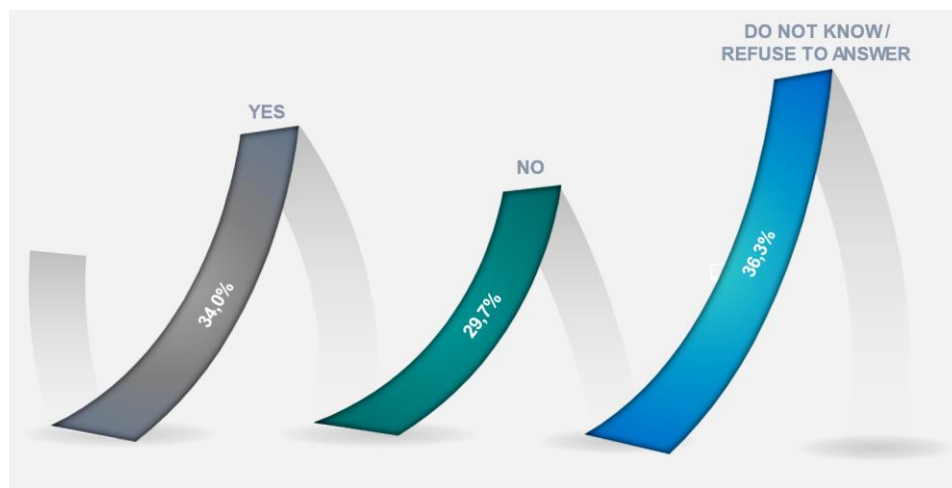
5.1. Are you interested in participating in a consumer cooperative?



Infographic 43: Participation in consumer Cooperative

A 29.6% are interested in participating in a consumer cooperative while 32.7% are negative to the idea. A significant percentage (37.7%) did not know/ refused to answer.

5.2. Are you interesting in participating in an energy community?



Infographic 44: Participation in energy community scheme

On the contrary, more people want to participate in an energy community (34.0%) while 29.7% are negative to the concept. Similarly, a large percentage did not know/ refused to answer (36.3%).

5.3 . Would you buy products directly from the producers, without intermediaries?



Infographic 45: Direct purchases from producers

Almost all consumers answered that they wanted to buy products directly from producers without intermediaries (91.5%). Very few gave a negative answer (2.8%) while 5.7% either did not know or refused to answer.

Conclusions

The purpose of this survey was to record the overall individual and collective/group reactions of consumers to the current inflationary increase in the prices of the products and services they consume. These reactions are elements of a reaction vector ("impact") whose analytical logical correlation produces reaction moments ("impact moments") both at a) individual and b) collective/group level. The specific added value that the research aspires to produce is to overcome the typical individual reactions in terms of consumer's behavior and identify the collective reactions that may be gestated / inherent in typical individual consumer behaviors.

By adopting a more systematic and concrete approach regarding the purpose of the research, specific objectives were set, which focused on exploring the consumers' profile, the eventual changes of their behavior as well as their unfulfilled needs. More specifically, they were asked to answer the following questions:

1. Have consumers' purchasing habits changed and to what extent?
2. Which consumers' needs are not satisfactorily met or not at all?
3. What measures are consumers taking to tackle the high price of goods and the rising cost of energy?

In order for the answers to be reliable, the sample had to be well determined against the reference population from the very beginning.

The representativeness of the sample after being tested demonstrated that **it (sample) involved 45% of the existing population in Greece.**

Regarding the **composition of the sample by gender, this represents the relative composition of the population with an insignificant deviation in favor of women (+3.8%).**

The above percentage of the said sample in relation to the target population coverage consists of **paid work** (employment in the private and public sector as well as in unemployment) and the **self-employed freelancers**. Therefore, the sample essentially covers the **economically active part of the population** (including also entrepreneurs albeit very severely under-represented).

In particular:

a) private sector employees are over-represented against the population by 249% and public sector employees are over-represented against the population by 382%.

(b) on the contrary, the unemployed and the self-employed are represented without deviation from the general population.

c) finally, social groups such as: pensioners, unpaid housewives, students, entrepreneurs, are dramatically under-represented in the sample making up 8.5% of the sample whereas as this involves 53.9% of the population.

The part not covered by the sample i.e 55% of the population (pensioners, unpaid housewives, pupils and students), namely the **non-economically active part of the population** is - with the exception **of the entrepreneurial class**- is at least significantly less affluent than ~~the part of~~ the economically active population.

Therefore, **the sample represents those working and therefore the relatively more affluent part of the population in Greece.**

The **geographical representativeness** of the sample is also **partial** and consists of the following three complementary groups of regions:

a) the first group in the areas of Greece (Western Macedonia, Central Macedonia, Eastern Macedonia and Thrace, Attica, North Aegean) is over-represented.

b) the second group in the areas of Greece (Peloponnese, Western Greece, Crete, South Aegean) is under-represented.

The third group in the areas of Greece (Thessaly, Central Greece, Epirus, Ionian Islands) does not show substantial discrepancies with the population.

It is established therefore a strengthening of the urban character of the **economically active population (Central Macedonia, Attica)**, as clearly indicated by the above sample.

The wealthiest part in the sample includes their high level of education.

The educational composition of the sample in relation to the corresponding population data in Greece shows that:

a) Higher education graduates (graduates, postgraduates, PhD holders) are significantly overrepresented at a rate of 50.4% compared to the population of 31%

b) A 40.2% of post-secondary education graduates and high school graduates are over-represented compared to 32% of the population, and

c) High school and primary school graduates are significantly under-represented as well as drop offs at Primary School level having however acquired basic literacy skills (reading & writing) 9.3% compared to the general population of 37%.

It is stressed that *the online filling in of questionnaire itself technically excludes the mass participation of graduates in the survey and not only those of lower education levels (see digital illiteracy).*

The sample therefore represents the relatively wealthiest and most educated segment of the population.

In particular:

(a) the age groups [18-25] and [56-65] are represented in the sample without substantial deviations from overall population in Greece

(b) the age groups [36-45] and [46-55] are overrepresented in the sample against the population by +254% and 228% respectively.

c) the age group [26-35] is under-represented in the sample against the population while the age group [66-75] and those of 76 years and above are practically unrepresented.

These results demonstrate that **the inflationary high prices affects mostly the age groups (36-45) and (46-55)** (which justifies the increased participation of these age groups in the survey conducted taking into account the aforementioned online method limitation).

On the contrary, **younger people** (age 18-25) **do not seem – taking into account their participation - to be concerned by the effects of high prices.**

Finally, **older people** (56 years of age and above) **seem not to be actively involved (due to inactivity and or resignation).**

In terms of **family income**:

- a) A 28.0% of the sample falls under the lower family income class (0€-1000€).
- b) Another 42.1% of the sample belongs to the middle-class family income (1.001€ to 2.000€).
- c) The remaining 29,9% of the sample falls under the upper family income class (≥2001€).

In the majority of households, **two people (47.7%)** contribute to the family income, while it is also significant the number of households **(38.4%) whereby only one person has income contribution.**

The 67% of the sample reside in its own property and 26.2% in a rented one. 6.8% of the sample lives in properties without any charges (concession agreement). These percentages are fully representative of the population.

59.4% of the sample live in an apartment building and 40.6% in a single family home. These percentages are fully representative of the population.

With a percentage of 29.2% houses of 20sqm -70sqm size are over-represented in the sample against the population while houses larger in size (≥71sqm) are under-represented.

The above findings suggest that the representativeness of the sample involves mostly middle-to-low income level population classes.

In relation to marital status, single households (single and widowed) are significantly under-represented compared to the population, while married and divorced households are over-represented. These results suggest that **the aforementioned pressure on the [36-45] and [46-55] age groups is mainly attributed to the presence of children.**

In particular, it should be noted that:

- a) single-member (single, widowed, divorced) and double-member households (single-parent families with one child, married without a child) are under-represented in the sample vis-à-vis the population.
- (b) three-person households (one adult with two children, two adults with one child) do not deviate substantially in the sample in terms of the overall population.
- (c) four-member and larger households are over-represented in the sample in relation to corresponding figure in the overall population.

These findings are more specific with regard to the previous finding indicating that the marginal pressure of high prices is greater at:

- a) four-member and larger families with two or more children residing in a rented or privately owned property or having a home mortgage for such property
- (b) in three-member families with a child whereby only one adult member contributes financially and/or the contributing adult members earn low wages.**

Regarding the desired family income, many are those (42.81%) stating that in order to cope with inflationary high prices, the net monthly family income should be between 2001 €-3000€. They are followed by 23.16% of consumers who state that they should have an income between 3001€-4000€. However, 18.25% state that in order to cope with high prices they should have a family income of €1001-2000. In conclusion, 8.3% noted that they should have an income of 4001€-5000€ and only 6.67% of 5001€ or higher.

By observing the desired family income compared to the marital status, it is clear that there are different perspectives. Of those responding that the desired income should be between 2000€-3000€ the majority are married. Moreover, married people hold the first place (17.43%) in declaring an ideal family income at the highest level (3000€-4000€). Those that are not married also believe that in order to cope with high prices they should have an income of 2000€-3000€.

Most live in an apartment building (59.4%) while 40.6% live in a single-family home. No respondent declared a farmhouse as primary residence. The majority (67%) live in a privately-owned residence, while 26.2% live in a rented one. 6.8% of the respondents live in a property without any monetary contribution (concession agreement). In the smallest in size properties (20sq.m. -70sq.m.) resides 29.2% while the majority (59.5%) resides in a house ranging from 71 sq.m. to 120 sq.m. followed by 9.5% living in a house of 121 sq.m.- 180 sq.m. and finally 1.8% in a property of 181 sq.m. and above.

Regular house maintenance and repair is carried out by only 4.8%. On the other hand, 9% never repairs their house and only 15.7% rather often. A large percentage states that repairs and maintains the house occasionally or rarely at a rate of 35.6% and 35% respectively. From the above findings it appears that the majority (55.8%) maintains its house never, rarely or occasionally and more specifically employees who have a monthly family income of 0€-1000€ and 1000€-2000€ (55.8%). 40.1% said they had their house repaired in the last 12 months. The majority of respondents (59.9%) stated that the last time they had maintenance works in their house was sometime in the last three or more years. More specifically, 31% have more than 5 years to carry out maintenance work, while 28.9% have had it repaired sometime in the last three years.

The consumers' preferred fuel type for heating in the last year was oil (31%) while three years ago this percentage was noticeably higher (42.53%). The most popular heating means in the last twelve months is central air conditioning systems (13.2%), natural gas (11.1%) as well as fireplaces (9.9%).

Comparing the consumers' behavior 3 years ago and the situation in the last 12 months it is clear that gas stoves and electric stoves are twice higher in terms of preferences.

A substantial concern is the increase by 72.22% of consumers who have chosen not to heat their home in the last year. A more careful observation demonstrates that all the households declaring that they do not heat their home at all have a monthly family income of 0€ - 2.000€ while 46.7% of them have one to three children living with them.

On the other hand, while the natural gas has had a greater appeal in the last year (an increase of 53.47%), there has been a decrease in oil (-15.94%) compared to the previous three years. The annual cost of household heating expenditure in the last year reaches 1000€-2000€ (27.5%) whereas the highest cost 3 years ago was 500-700€ (22.7%). It is worth noting that many households (21.5%) spent €2000 or more in the last 12 months when the corresponding percentage 3 years ago was 7.1%. Specifically, 49% of the consumers pointed out that the annual cost this year amounted to €1000 or more compared to 25% in the last three years, an increase by 95.79% compared to 3 years ago. There has been a remarkable increase by 129.17% in terms of fuel expenditure of those who spend on heating €3000 or more. Finally, those spending this year are reduced by half compared to three years ago: 0€-300€(-47.73%) and 300€-500€ (-50.00%).

The findings of the survey show that gradually consumers have been warming their houses rather moderately during the last 12 months (47%) whereas the corresponding figure in the past three years was 17.7%, that is, there has been an increase of those 'warming' their houses moderately by 166.02%.

Moreover, there has been a significant increase (181.8%) of those consumers saying that in the last 12 months they have not been heating their houses as all compared to 3 years ago. Similarly, the percentage of households heating their houses satisfactorily declined (from 34.5% 3 years ago to 30.5% in the last 12 months).

In conclusion, the percentage of consumers that has been heating their houses this year very well decreased by -73.0% and of those heating it enough by -62.1%.

When asked how often they order fuel, 32.9% answered on a monthly basis, which was the most popular answer, followed by 25.4% of the consumers who purchased it occasionally whereas 23.2% and 18.6% on an annual and week basis correspondingly.

However, looking at the monthly family income of each household in relation to the fuel supply frequency it is observed that the consumers with income up to 2000€ are those who purchase fuel on a weekly basis, occasionally or every month (54.3%).

The majority of consumers (70.9%) has not received a heating subsidy in the last 12 months. An optimistic finding is that most consumers, namely by 31.05% higher than three years ago, say they receive a heating subsidy in the last 12 months (29.1%).

76.5% state that they have taken energy saving actions and 3.9% that they will continue doing so. However, 19.6% gave a negative answer.

About 1 in 4 consumers has done nothing to save money (23.5%). On the contrary, many have replaced their home appliances with energy saving (low power consumption) appliances (13.4%), installed a solar water heater (13.2%) and searched new electricity and gas suppliers (10.3%). Only 8.1% changed frames and 8.0% fuel source. Fewer consumers insulated external walls (7.6%), roof insulation (6.7%) or joined the government subsidized “eksoikonomo” program (6.5%). Remarkably small percentage of consumers looked for renewable energy sources (1.7%) or installed solar panels (1.0%).

The vast majority of consumers consider that energy utility companies do not offer fixed long-term prices (91.9%), do not facilitate/ are not willing to settle the pay-off of bills (74.5%), and actually do not provide payment methods based on social criteria (81.1%).

The increase of already high prices being quite strong involves changes in consumer behavior. The consumers who have significantly reduced their house's heating in terms of frequency (sometimes, often and always) make up 86.8%. To avoid heating costs, they choose to wear more clothes instead of turning on the heating (81.8%), which occurs sometimes, often, or always. Sometimes, often, and always, 91.3% they lower the temperature or turn it off at night while the majority do not choose to use electric blankets (65% answered never or rarely). 94%, sometimes, often, and always lower the temperature or turn it off when absent, and similarly 71.9% turn off the heating in house areas they do not use while keeping windows shut to avoid heat losses (96.5%).

The majority does not seem to have reduced the number of times they bath (never and rarely 60%) but in a remarkable percentage (40%), consumers decide doing so sometimes, often, and always. However, the same phenomenon does not apply for an overwhelming majority (73.5%) which answered that they prefer a quick shower instead of a bath (sometimes, often, and always).

Regarding cooking, the vast majority answered that they cook keeping the lid closed (94.8% sometimes, often, and always) while stating that they avoid using the electric stove oven (74.4% sometimes, often, and always). Similarly, the percentage of those who also reduced daily cooking is quite high (57% sometimes, often, and always).

They also try to save energy when using dishwashers and washing machines, since 90.8% operate it only when it is fully loaded (sometimes, often, and always). They have reduced ironing (73.7% sometimes, often, and always) and chose to wash dishes without using dishwashers (79.4% sometimes, often, and always). 73.4% sets energy-saving dishwasher programs (sometimes, often, and always) and at lower temperature washing machine programs (90.1% sometimes, often, and always). Moreover, 94.6% of consumers (sometimes, often, and always) prefer to dry their garments in clothes rack and not on electric cloth dryers. Finally, consumers choose to turn off TVs and other devices sometimes, often and always (93.5%) when they do not use them and turn off the lights (98.5%) sometimes, often and always, when not necessary.

When asked if they buy from the government-imposed program 'household basket' the majority gave a negative answer (83%). Consumers stressed that the 'household basket' does not contribute at all to reducing the cost of food and other household necessary stuff (71.0%). It involves a small contribution 16.0% and a moderate one 9.6%. A small percentage believes that the 'household basket' contributes a lot (2.2%) and significantly only 1.2%.

With regard to the family budget, consumers consider that their primary need is to cover the cost of food (73.2%). A secondary but equally important need is to cover the cost of medical care (59.8%), heating (54.3%) and finally housing rent/ loan (53.9%).

Fewer consumers rated education (43.4%), travel (30.9%) and other debt (29.7%) as equally important. It is worth pointing out that entertainment for most consumers is of very little or zero importance (77.4%) which applies to personal care (70.2%) and clothing (76.10%).

The majority (56.7%) answered that mobility is very to extremely important when, on the other hand, telecommunications are considered to be absolutely, slightly or moderately necessary (63%).

Most consumers (87.78%) consider food as the main financial concern together with heating (79.82%). The expenditure coming next in terms of increases in the last year involves transportation with private cars (66.61%) and other basic needs (54.09%). A significant percentage (42.75%) stressed the medical care costs as well as those for house renting / or house mortgage loans (30.70%). Respondents stated that increases in other categories as well have been a significant financial concern, namely clothing and footwear (28.83%), education and urgent extraordinary needs (24.15%). To a lesser extent, they see increases in categories such as telecommunications (22.75%), entertainment (21.93%) and personal care (21.58%).

In order to further clarify the financial constraints on the family budget, the consumers were asked to explain how they deal with their budget deficits. 50.5% would cut other expenses

followed by 19.1% using savings, 15.4% getting a second job and 12.2% borrowing from family / friends. Finally, a very small rate (2.9%) is getting a loan from a credit institution.

Consumers state that they have no savings that could help them overcome the costs of the price increases. It should be noted that the largest percentage of the consumers (54.86%) declaring that have no savings are private employees (31.23%) and public employees (23.63%).

Most consumers do not have a credit card (57.9%) whereas the remaining 42.1% does, out of whom 70.56% are married compared to 20% that are not married.

27% of consumers say they use a credit card to cover the cost of basic needs (food, fuel), compared to 73% not using credit cards for the said costs. An impressive percentage of married people (69.26%) uses credit cards to cover basic needs followed by a far smaller rate (20.78%) that are not married. The vast majority of consumers have not applied for a credit card to cover the cost of basic needs (93.0%). Only 7.0% have applied for a credit card to purchase food, fuel, etc. In the same spirit, 93.0% of the consumers have not applied for a consumer loan to cover an urgent need. However, one in two consumers is supporting financially a relative or friend.

An 80.7% of the consumers seem to be paying regularly their liabilities in terms of both rents and mortgages and declare that they never or rarely fail to pay them, despite the increases of products and energy services prices. However, this is not the case with heating consumption since 66.0% says that they had to reduce it several times, often or always. Similarly, 77.3% of the consumers reduced their mobility with a privately owned car (sometimes, often, and always) while a particularly significant percentage reducing also food market and other basic needs spending (55.6% and 65.10% respectively) sometimes, often and always. The largest percentage (63.8%) of respondents did not make any cuts in children's tutorials (never or rarely) which by 50% applies for the extracurricular activities as well. Consumers choose to limit entertainment activities heavily (89.4% sometimes, often, and always) as opposed to the medical care spending where answers are divided. 6 out of 10 continue paying the expenses of other debts to banks (61.5% never or rarely) and debts to public utilities (64.4%). Finally, the consumers, in order to cope with the price increases of products and energy prices, choose to cut costs relevant to their personal care and clothing/footwear (83.5% and 90.4% respectively) sometimes, often and always.

The strong increase of high prices and its impact seem not to have obliged the majority of consumers (80.4%) to sell or rent their property. Only 8.2% of respondents were forced to sell their movable property, 6.2% a real estate property and 5.3% to rent it.

In terms of leisure activities, 6 out of 10 consumers are unable to take a week off and go on vacation during the year. Most consumers (84.29%) who are unable to do so belong to the family income group of 0€-2000€. 56.2% have not taken a vacation in at least the last 3 years or never. Almost 3 out of 10 consumers have not taken a holiday in many years and the remaining 27.8% who just escaped just for a week three years ago. Only 22%, namely 2 in 10 consumers, always take a week off.

Finally, 21.8% managed to take a vacation 12 months ago. In an attempt to approach the issue in light of the professional situation of consumers and their monthly family income, we discovered that the big losers in terms of holidays are those that are unemployed, 77.53% of whom have never taken a holiday or have at least three years to take one. 68.42% of pensioners are in the same position.

The entrepreneurs are the winners, whom 72.73% always ensure a week's vacation and has managed to take a week 12 months ago. Taking as reference the monthly family income, 80.33% of the consumers with monthly family income of 0€ - 1000€ have not been enjoying holidays for many years or have not enjoyed for at least three years. The corresponding percentage for those who have a monthly family income of 1000-2000€ is 57.5%. Looking at the next income scales, most say they always get a week's vacation or did at least 12 months ago, (income 2000€-3000€ 68.46%, 3000-4000 78.72% and 4000€-5000 58.82%).

In terms of eating habits, 41.3% can eat meat products once a week and 47.4% can eat meat 2 to 3 times a week. Based on their family budget, 52,3% consumes fish once a week while a large percentage rarely (37.0%). The same seems to be true for poultry items, since 55,9% consumes it only once in a week and 34,2% 2 or 3 times. 41,1% of the consumers eat fruits and vegetables every day, whereas those consuming legumes and vegetable stew 2 to 3 times a week account for 56.7% and 51.6% respectively.

The purchasing habits of consumers are as follows: Seven out of ten choose to buy food taking into account special offers and lowest prices. More specifically, 39.0% shop based on special offers and 30.6% based on the lowest prices. Only 25% of consumers buy taking into account the quality of food quality, while the percentage of those shopping based on the brand name is remarkably small (5,4%).

Consumers are quite pessimistic about the increases of food and energy prices since most of them (78.0%) consider them permanent. A very small percentage (7.5%) believe that the said increases will not remain as such and finally 14.5% sated they did not know or refused to answer.

When asked about the government's policies to address the energy crisis and inflationary high prices the majority suggested a raise of wages (39.5%) and reduction of excise taxes (25.8%). The next most popular answer was the absorption of costs by the State (15.6%) whereas a smaller percentage (9,2%) proposed increases of benefits and the absorption of costs by the suppliers (9.9%).

An 29.6% are interested in participating in a consumer cooperative while 32.7% are negative. A significant percentage (37.7%) do not know/ refused to answer. On the contrary, more people want to participate in an energy community (34.0%) while 29.7% are negative. Similarly, a large percentage does not know/ refused to answer (36.3%). Almost all consumers want to buy products directly from producers without intermediaries (91.5%). Very few gave a negative answer (2.8%) while 5.7% either did not know or refused to answer.