

marc A.E.

Marketing Research Communication

SURVEY BY IME GSEVEE

INCOME – EXPENSES OF HOUSEHOLDS



ΥΠΟΥΡΓΕΙΟ ΕΡΓΑΣΙΑΣ ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΑΣΦΑΛΙΣΗΣ



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



**ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
"ΑΝΑΠΤΥΞΗ ΑΝΘΡΩΠΙΝΟΥ ΔΥΝΑΜΙΚΟΥ"**



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

December 2012

IDENTITY OF THE SURVEY

The survey was conducted by *Marc SA.* – ESR Register Number: 1 (ONE), in the framework of the subproject No.3 “Recurring studies – surveys by GSEVEE on issues interesting the small enterprises” in the framework of the act “Supporting the institutional and operational ability of GSEVEE”.

The act is co-funded by Greece and the European Union in the framework of the Operational Program “Human Resource Development”.

ORDERERIME GSEVEE

POPULATION SURVEYED Households from the entire country (Men and Women aged 18 years and over).

SAMPLE SIZE1,207 households

TIME OF THE SURVEY.....10-19 December 2012

AREA.....Entire country

METHOD OF SAMPLING... "Random" quota sampling

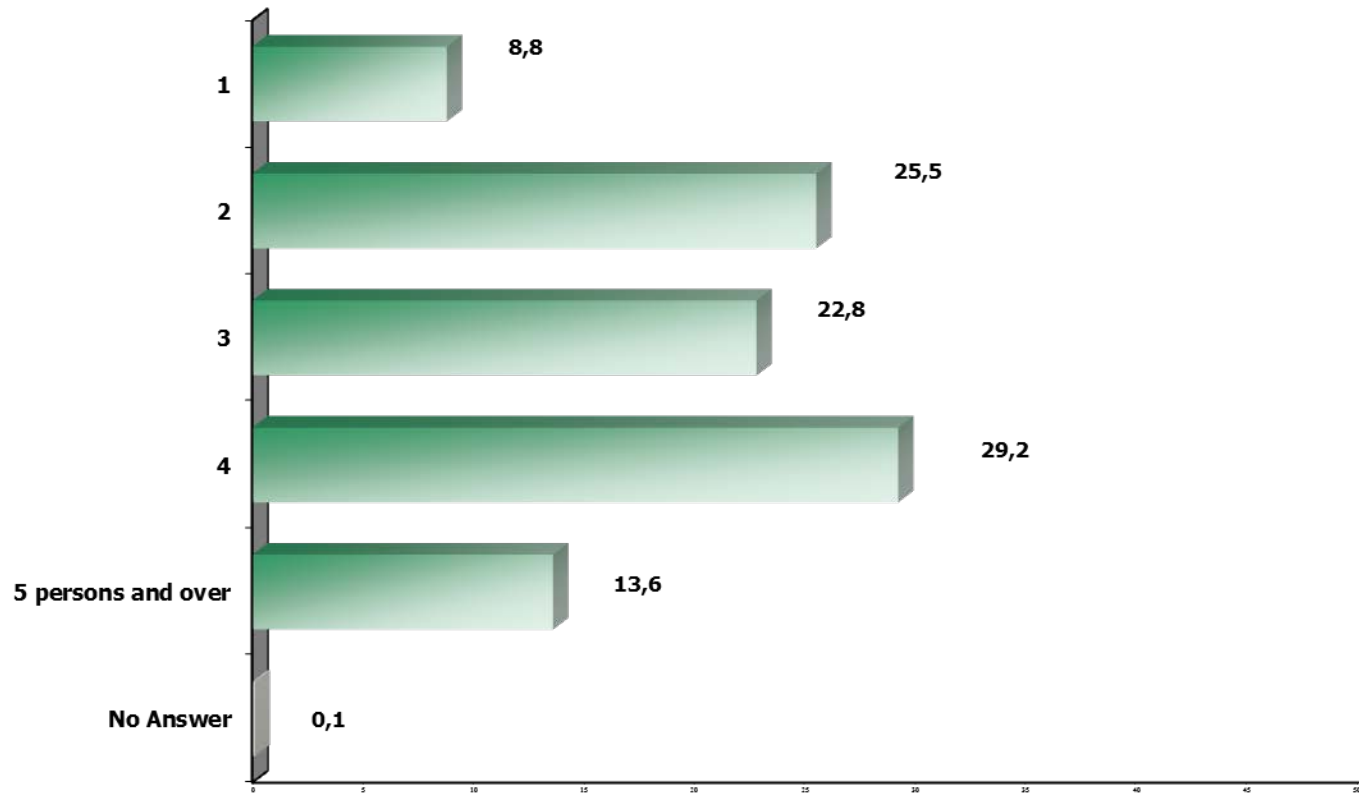
METHOD OF DATA COLLECTION: Telephone interviews based on electronic questionnaire.

marc SA. Member of SEDEA (Association of Greek Market & Opinion Companies), ESOMAR (European Society for Opinion and Marketing Research), and WAPOR (World Association for Public Opinion Research) observes the rules of PESS (Data Collection and Fieldwork Quality Control Services) and the international codes of deontology for conducting and publicizing of public opinion surveys.

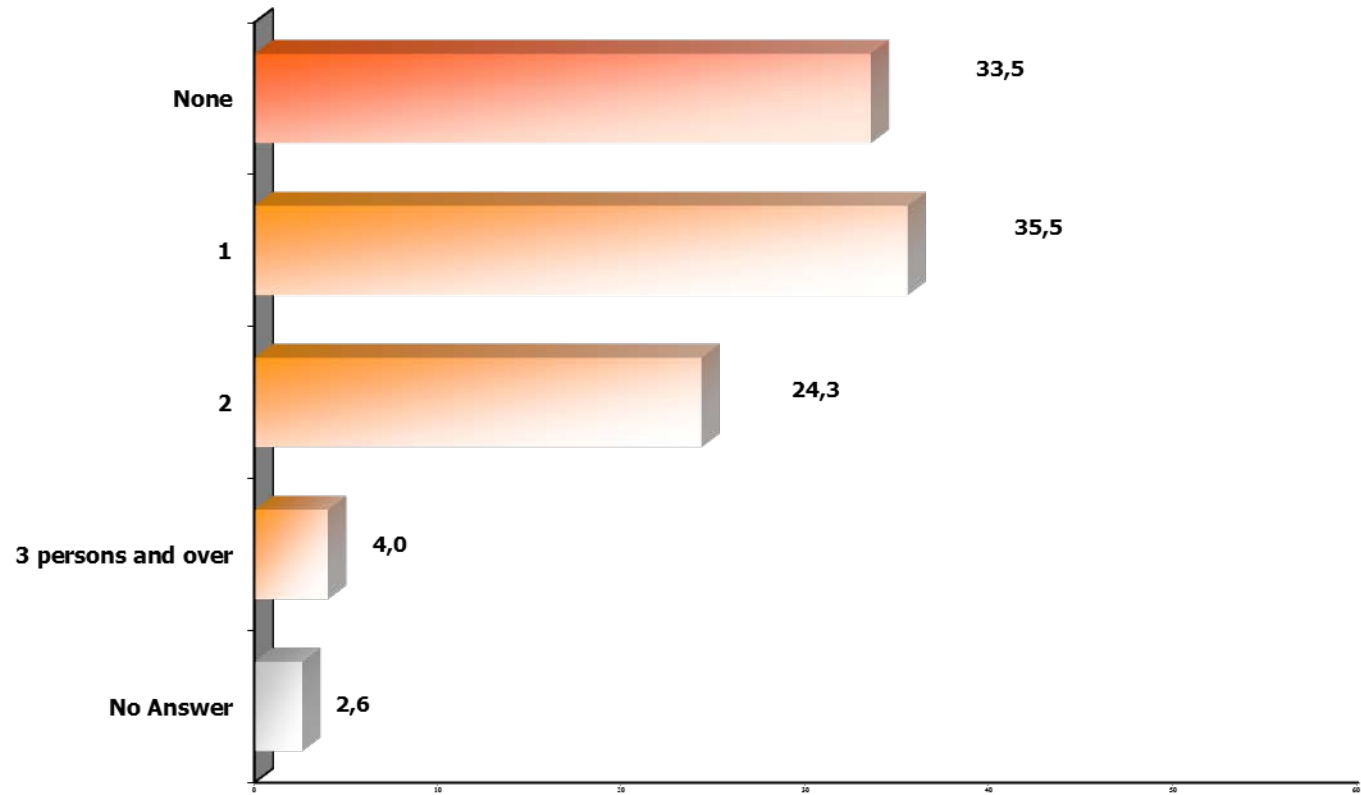
MAKING UP OF THE SAMPLE

Region	
Attica	35.1
Macedonia - Thrace	25.5
Epirus, Thessaly, and Continental Greece	15
Western Greece, Peloponnese, and Ionian Islands	13.8
Crete and Aegean Islands	10.6

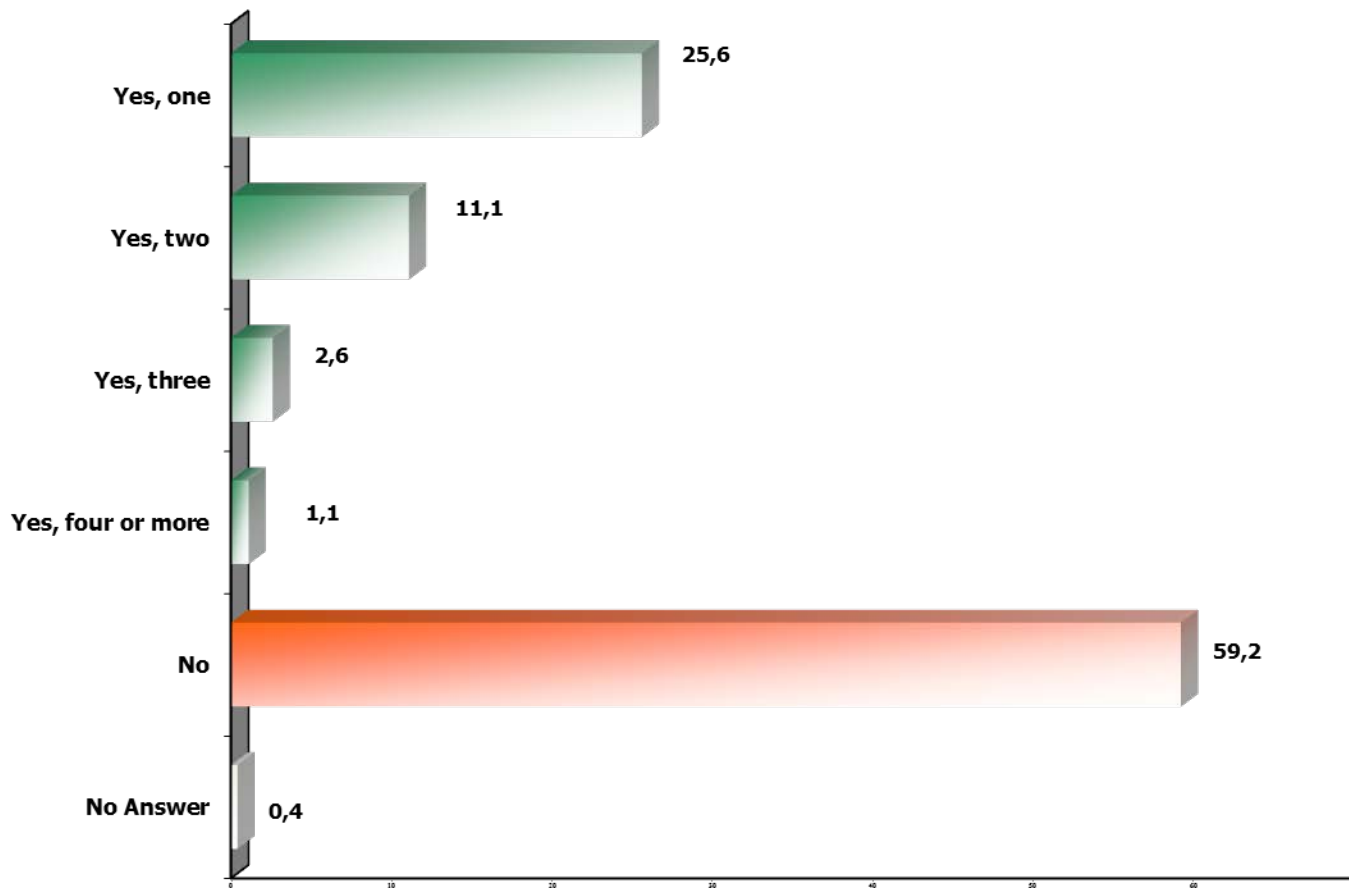
How many persons make up your household? (including yourself)



How many of them are working?

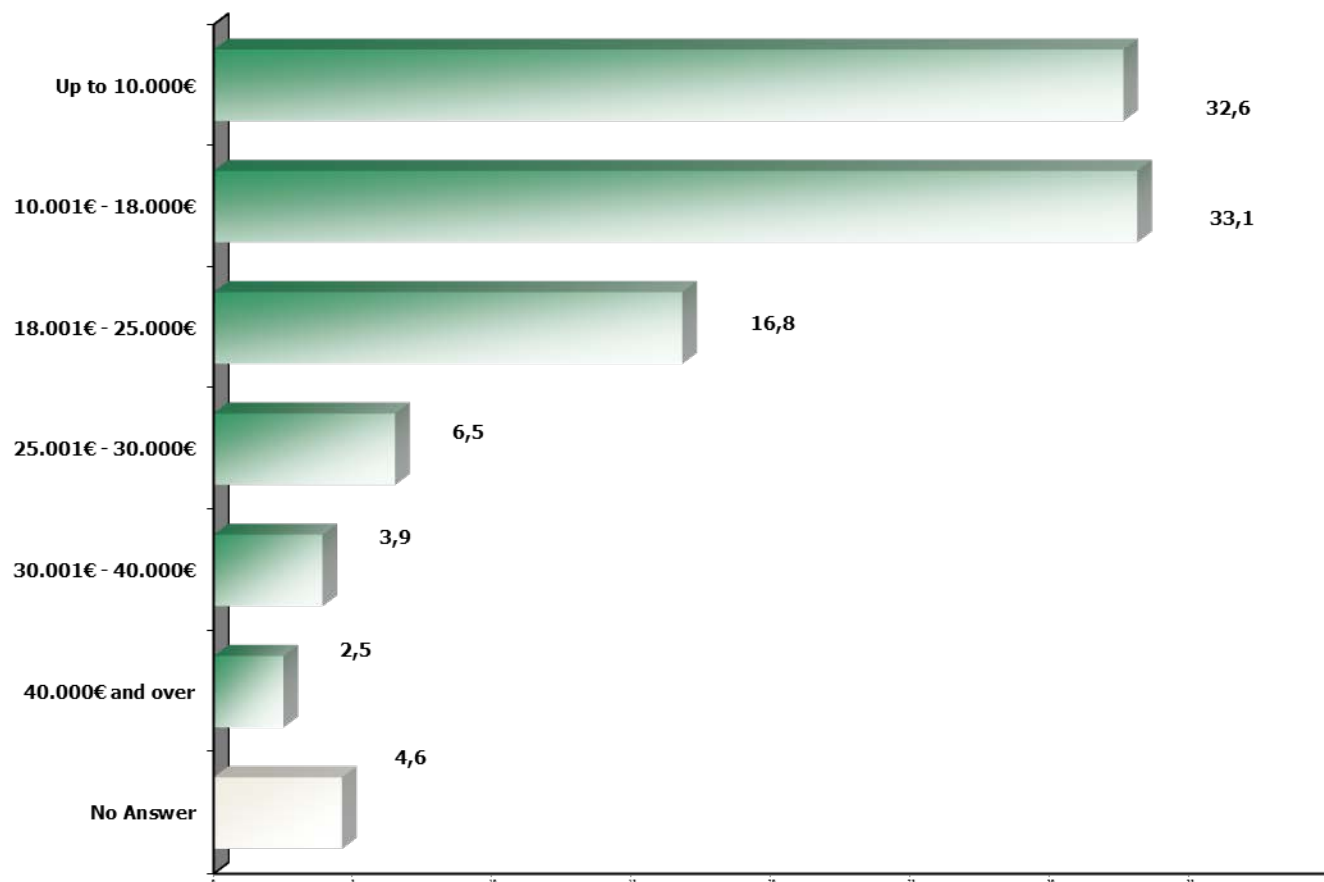


Do you have any unemployed persons in your household? (who is not working and is searching for a job)



About 40% of the households have one unemployed member

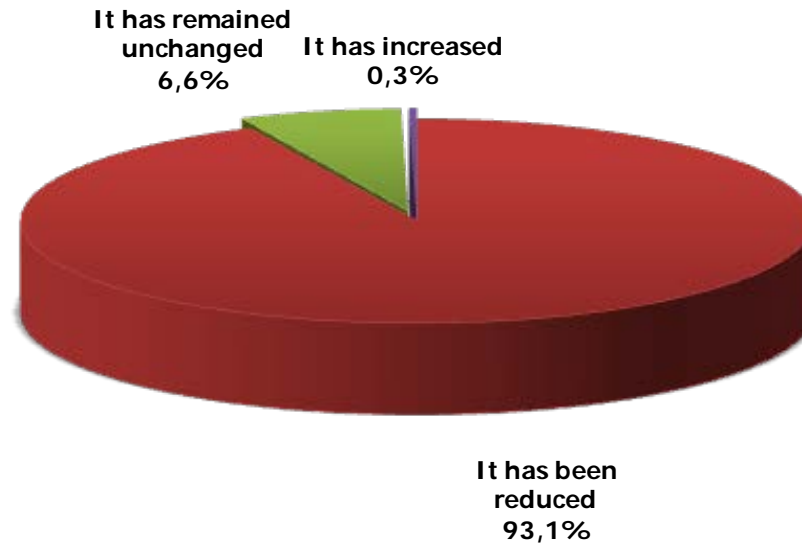
The total family income for 2012 is:



A significant shrinking of incomes is recorded. 2 out of 3 households state that the family income does not exceed the amount of 18,000 euros.

RESULTS OF THE SURVEY

After the outbreak of the crisis your total family income has been reduced, increased or remained at about the same levels?



93% of the households has experienced income losses after the outbreak of the crisis (by average 38%)

After the outbreak of the crisis your total family income has been reduced, increased or remained at about the same levels?

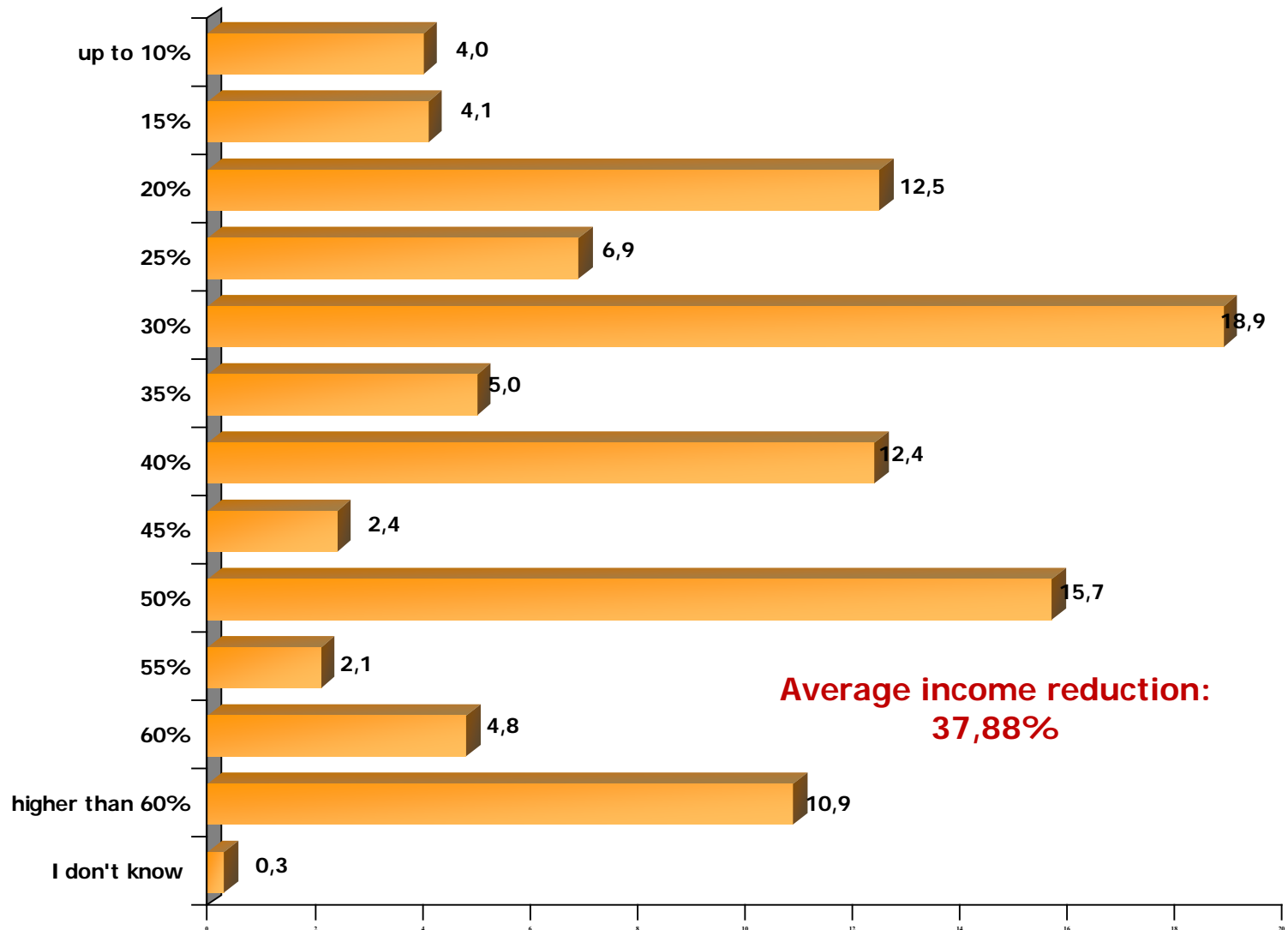
- Per population category-

	Household members					Employed Household Members			Unemployed Household Members	
	1 person	2 persons	3 persons	4 persons	5 persons and over	None	1 person	More than 1 person	Yes	No
It has been reduced	92,5	90,9	92,7	95,5	93,3	91,3	94,9	93,9	95,7	91,3
It has remained unchanged	7,5	8,4	7,3	4,2	6,1	8,7	4,7	5,6	3,9	8,4
It has increased		0,6		0,3	0,6		0,5	0,6	0,4	0,3

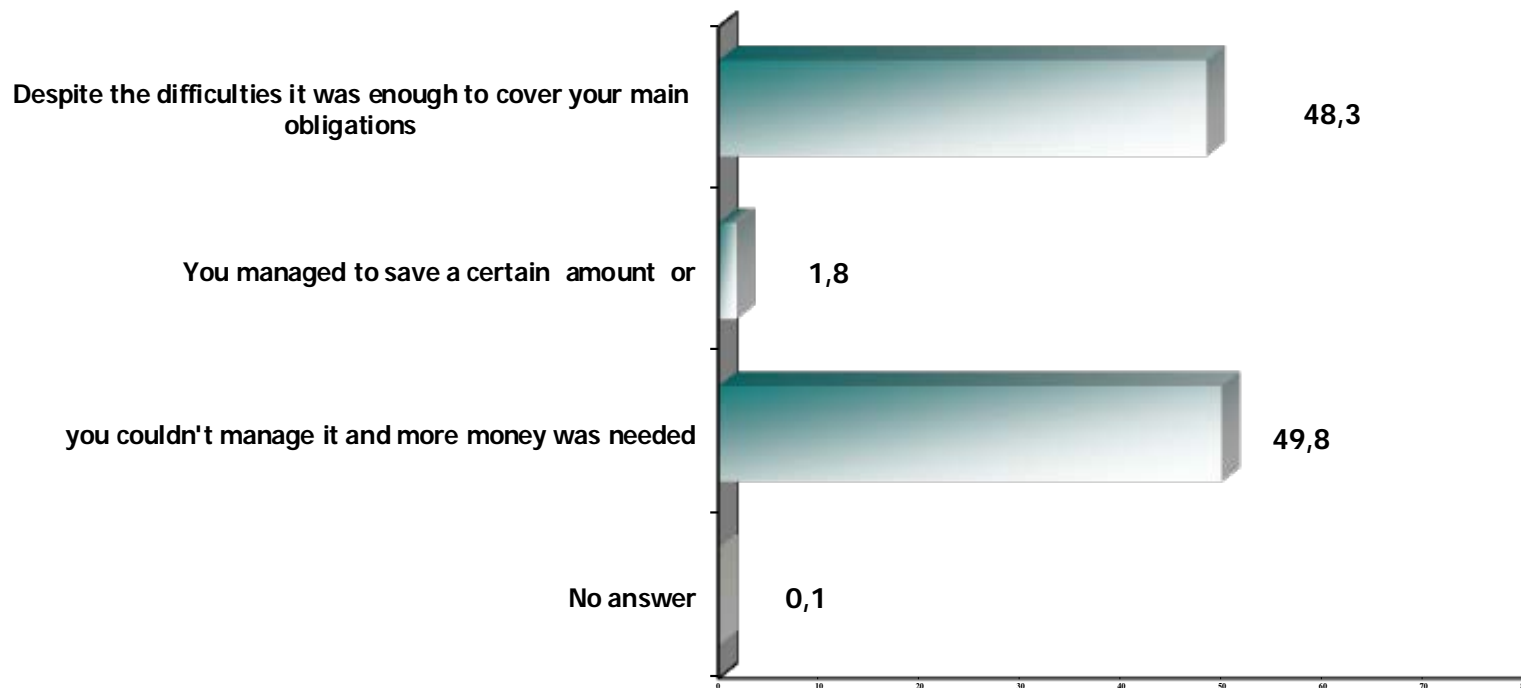
	Family annual income 2012					Region				
	Up to 10000€	10001€ - 18000€	18001€ - 25000€	25001€ - 30000€	More than 30000€	Attica	Macedonia and Thrace	Epirus, Thessaly & Continental Greece	Western Greece, Peloponnese, Ionian Islands	Crete & Aegean Islands
It has been reduced	91,3	92,7	96,6	98,7	92,2	93,2	91,2	93,9	94,6	94,5
It has remained unchanged	8,1	7,3	3,4	1,3	5,2	6,1	8,8	5,5	5,4	5,5
It has increased	0,5				2,6	0,7		0,6		

Compared to the past how much has your total family income been reduced in percentage units?

- Base : those who state that their incomes have been reduced -

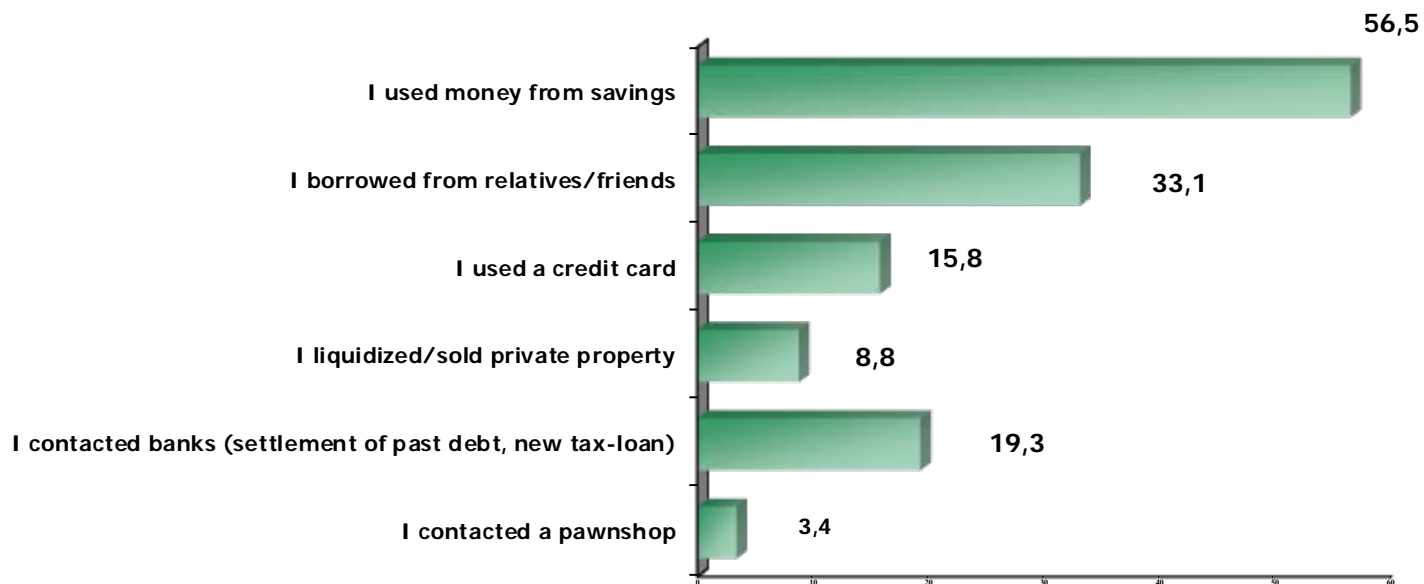


Your income in 2012:



Almost 50% of the citizens could not cover their main obligations with their current incomes, while only 2% could make savings.

Were you forced to do something of the following in order to cover obligations of yours or no? (multiple choices)



The majority of the household met their obligations using a part of their savings or borrowing from relatives and friends.

Were you forced to do something from the following for covering your obligations or not?

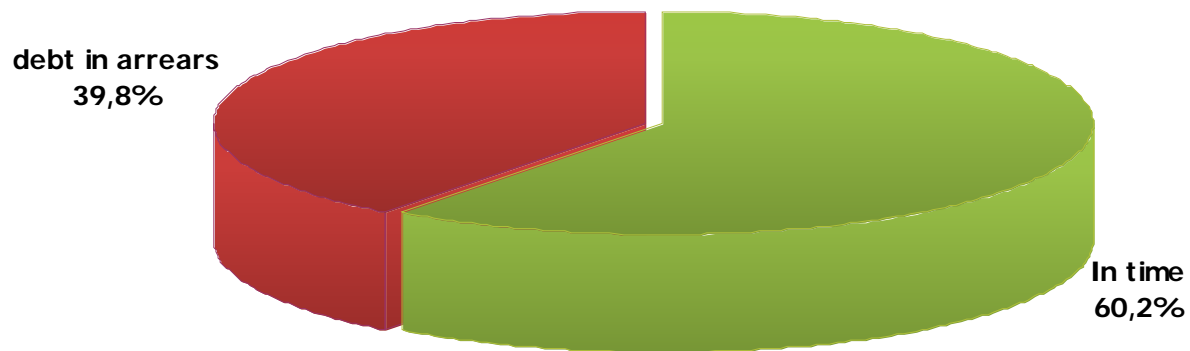
(multiple choices)

- Per population category-

	Household members					Employed household members			Unemployed household member	
	1 person	2 persons	3 persons	4 persons	5 persons and over	None	One person	More than one	Yes	No
I used money from savings	45,3	53,9	57,8	60,3	57,7	53	56,8	61,1	57,9	55,9
I borrowed from relatives/friends	43,4	22,7	37,1	33,7	37,4	34,7	38,6	24,6	46,2	23,9
I used a credit card	15,1	10,7	19,3	17,3	17,2	11,1	17,3	20,8	16,8	15
I liquidated /sold part of private property	4,7	6,2	10,2	8,5	14,7	8,9	11	6,4	12,1	6,3
I contacted banks	15,1	12,7	19,3	24,6	23,3	16,1	24,1	18,7	26,3	14,4
I contacted a pawnshop	3,8	2,3	3,6	4	3,7	5	4,4	0,6	6,8	1,1

More than half of the households searched for money from sources other than income in order to cover the main obligations of the household

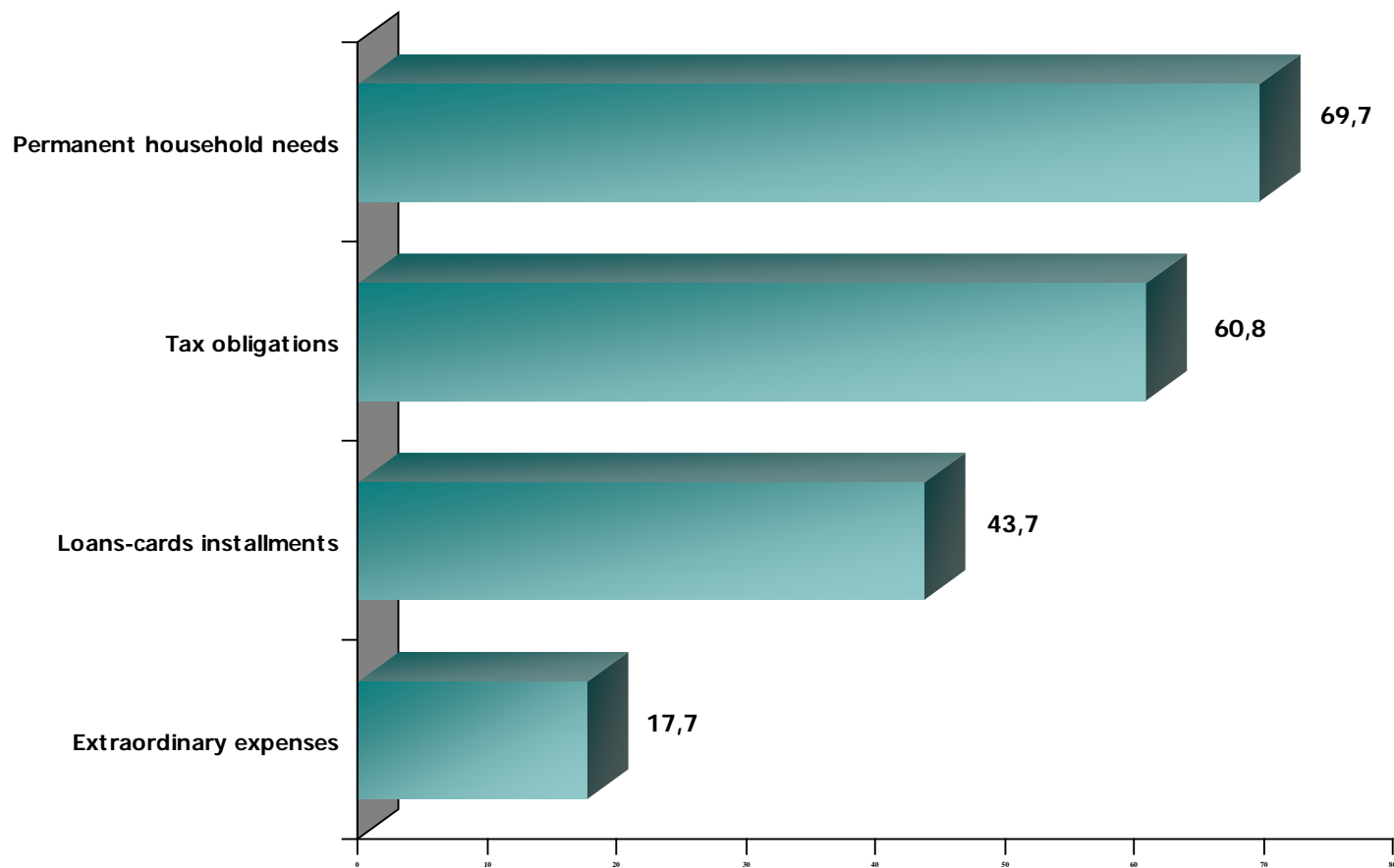
In general, do you manage to pay your obligations in time or do you have debt in arrears?



40% of the households have debt in arrears

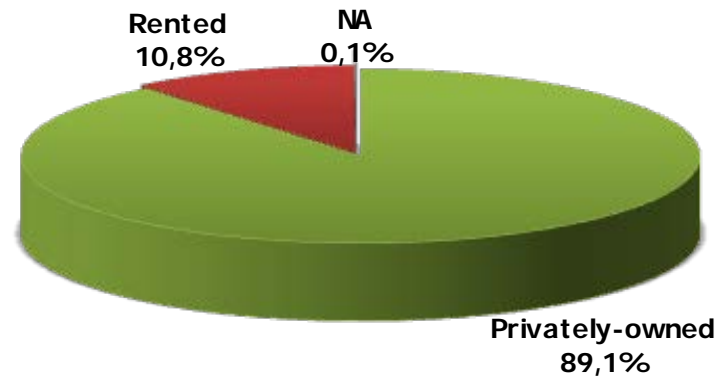
Debt in arrears refer to?

- Base: Those who state that they have debt in arrears -

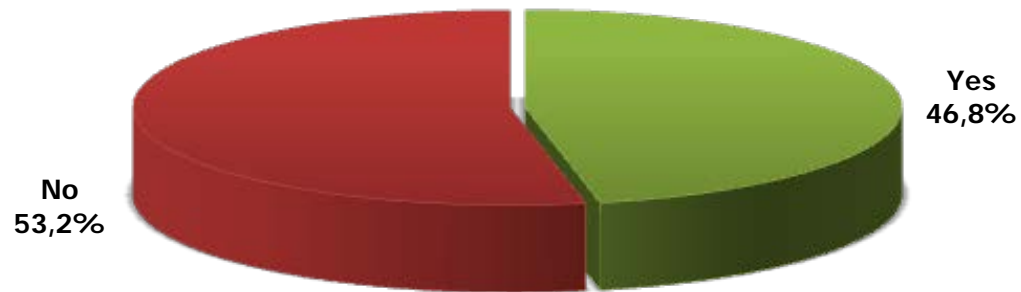


70% of the households cannot cover permanent needs in time while 60% does not cover tax obligations

Is your house privately-owned or rented?



Do you have financial obligations to the banks?
(installments on loans, cards, mortgage etc)

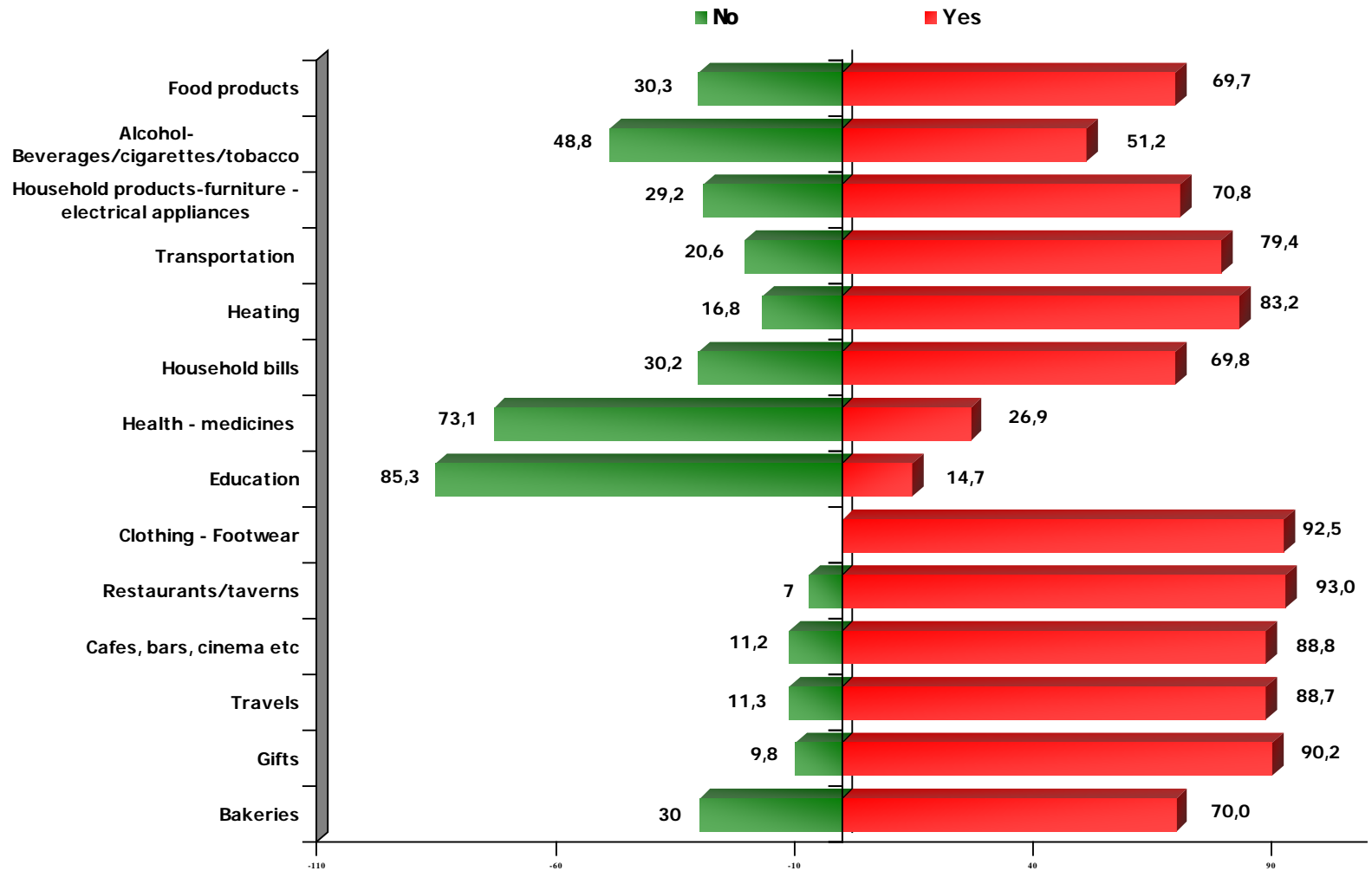


47% of the households have loan obligations

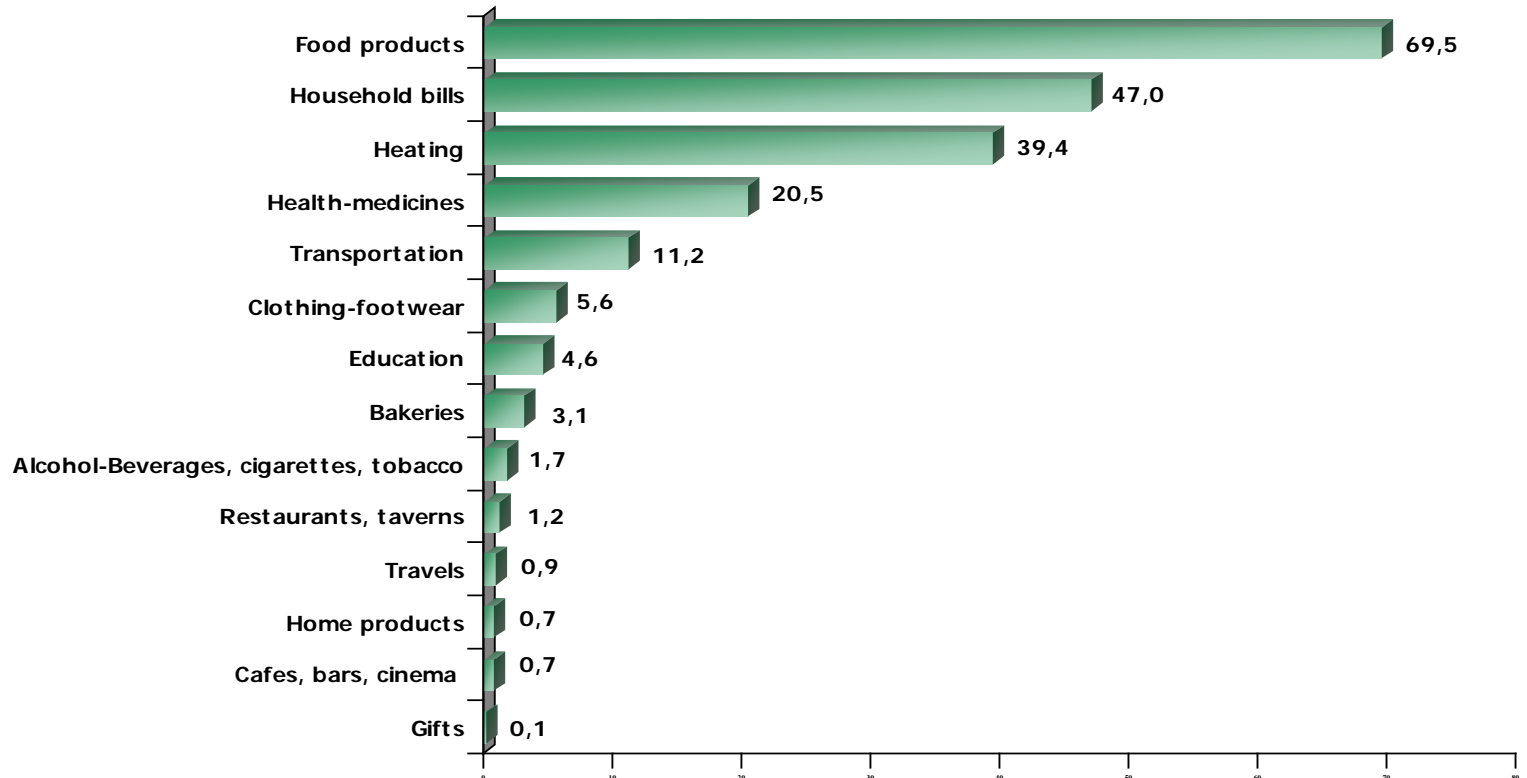
I will read to you some categories of expenses of your household and I would like you to tell me in which of these have you proceed to severe cuts and in which not.

The shrinking of consumption is dramatic

7,5 in all categories

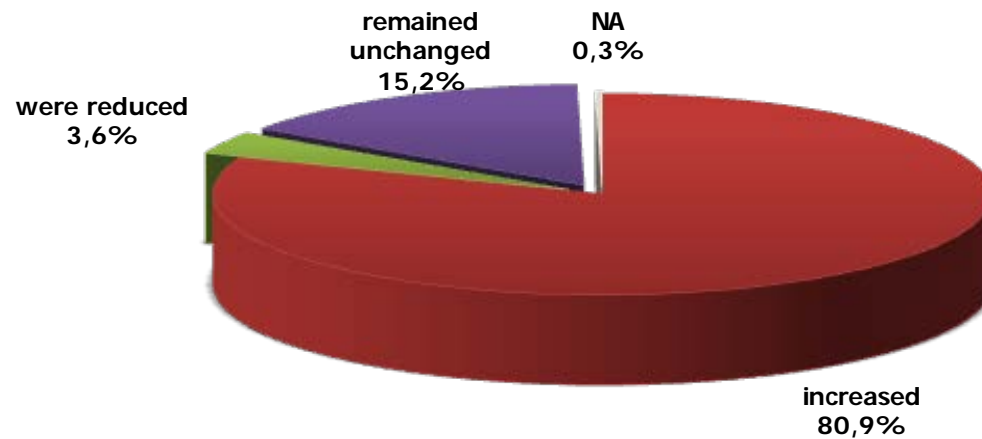


In which of these categories an even small price increase would you cause? (Choose up to 3)

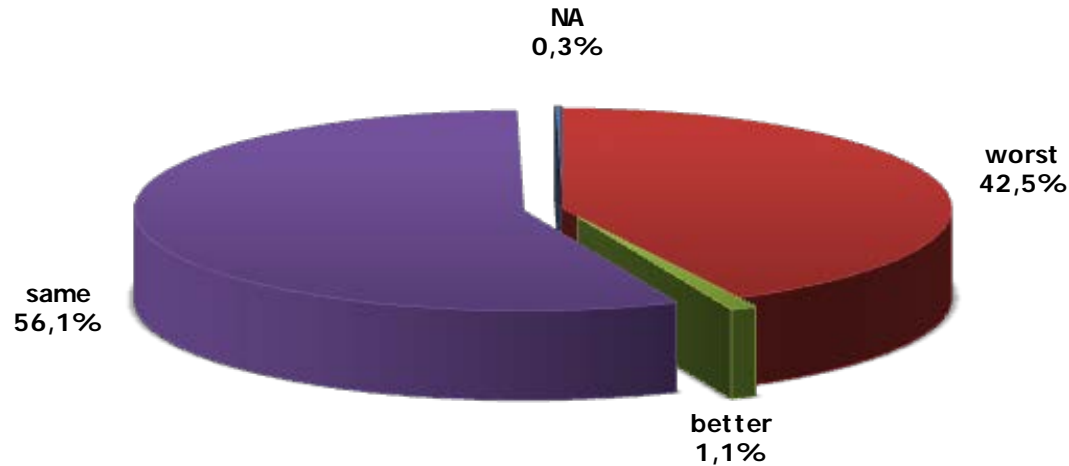


There is no more space for new burdens on indirect and special taxes on basic goods and public utilities rates.

In your opinion, during the previous year the prices of the goods that you purchased...



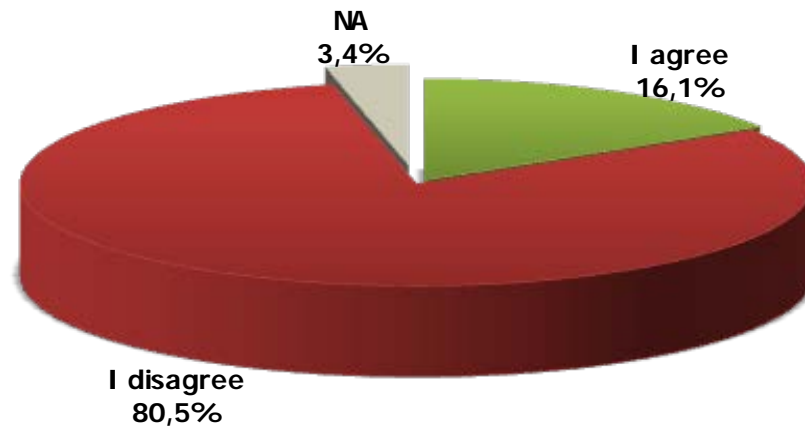
The quality of products that you purchase after the outbreak of the crisis is worst, better or the same?



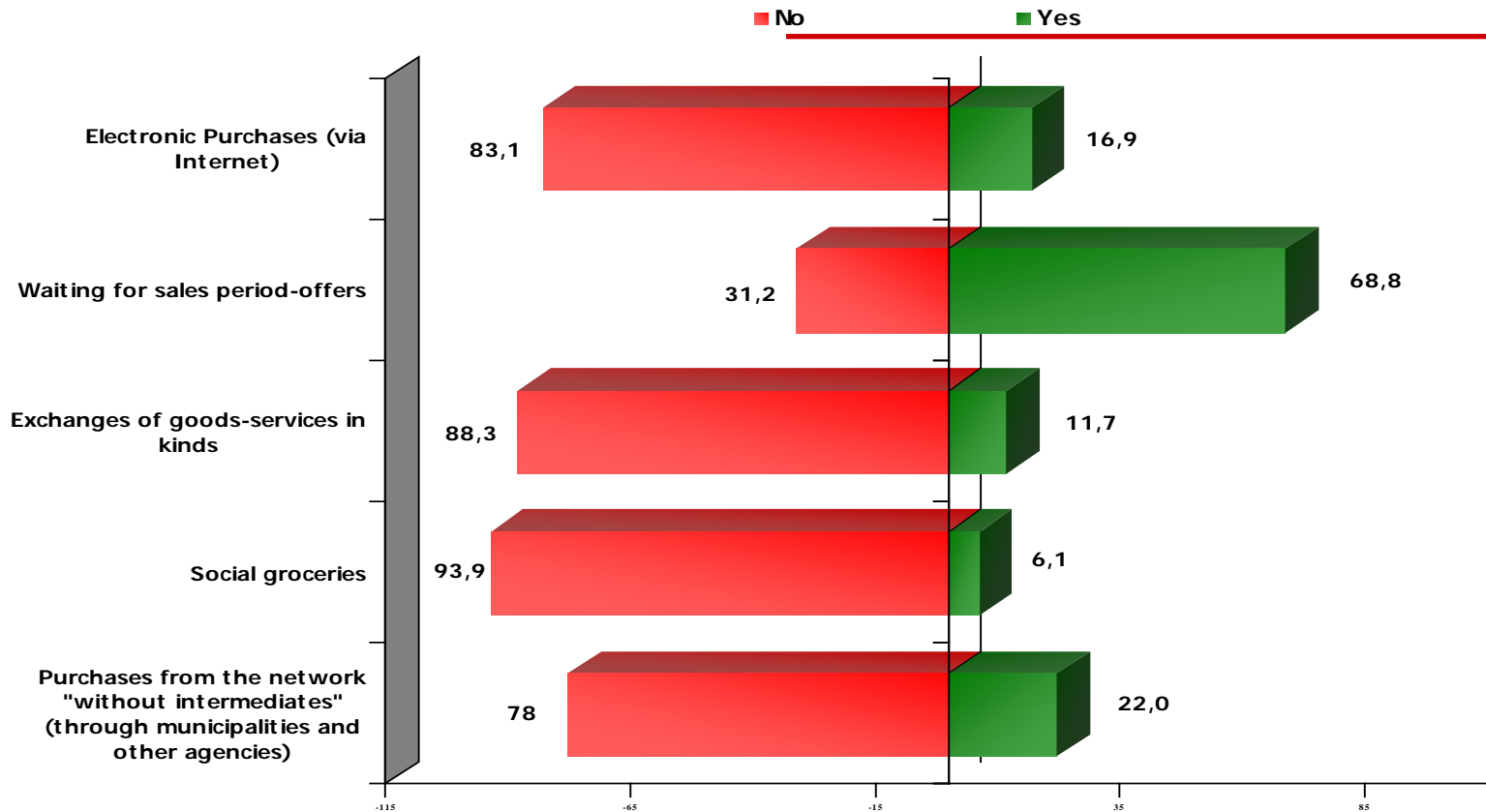
Downgrading of the the quality of product and services – risk for Greek economy’s competitiveness

We observe a strong and escalating tendency of households to search for and of enterprises to provide low-quality products and services, something that does not help to maintain Greek enterprises’ competitiveness and extroversion.

What do you think about the Act which allows selling in lower prices products after their expiry dates?



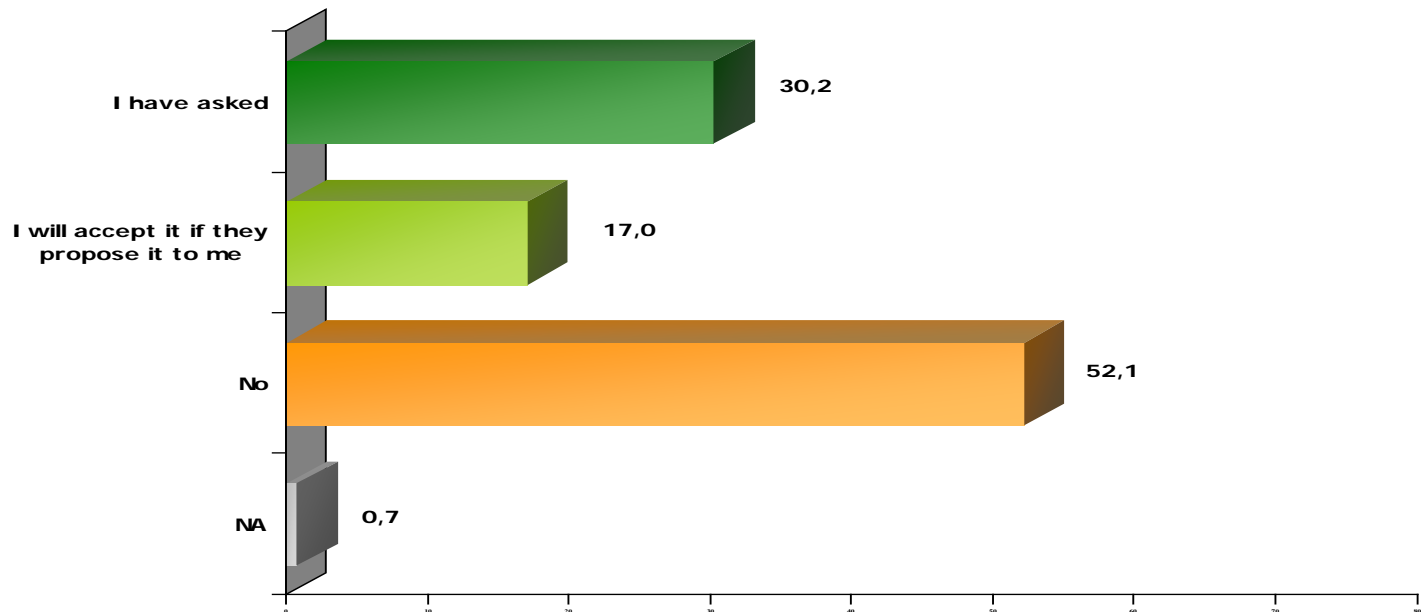
Have you used someone of the following ways to purchase basic goods?



A) The households use massively alternative forms of obtaining basic goods beyond conventional commerce

B) The tendency of the households to abstain from consumption is confirmed. 70% wait discount period for shopping with obvious consequences on the operation of enterprises during the remaining time period. Consumers are not interested in having more time to shop around but for cheap alternatives based on their limited family budget constraint.

Have you asked from an enterprise or free lancer to pay without taking a receipt in order to reduce your total expenses?



We can see a significant softening of tax morale. The need to make a living is above everything else. The great tax burden on products and services in combination with the shrinking of incomes and the cutting down of social benefits/allowances softens tax morals increasing the risk of reducing public revenues. This phenomenon must be taken into account on the drafting of the new tax bill. Return to reality is required. The tax burdens and income reductions have led people to exceed their durability limits. The qualitative figures of the survey show also great instability concerning the behavior of 52.1% of the respondents who at the time being wish tax order.

Have you asked from an enterprise or free lancer to pay without taking a receipt in order to reduce your total expenses?

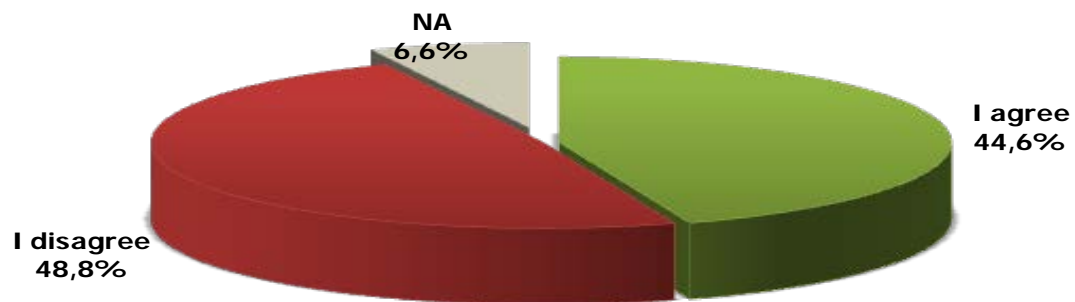
- Per population category -

	Household members					Employed household members			Unemployed household members	
	1 person	2 persons	3 persons	4 persons	5 persons and over	None	One person	More than one	Yes	No
I have asked	20,8	23,1	34,2	36,5	29,4	23	31,1	38,3	32,2	28,6
I will accept it if they propose it to me	19,8	15,6	14,2	16,4	23,9	15,6	17,3	19	15,4	18,1
No	57,5	60,1	51,3	46,5	46,6	60,4	50,9	42,4	52	52,4
NA	1,9	1,3	0,4	0,6		1	0,7	0,3	0,4	1

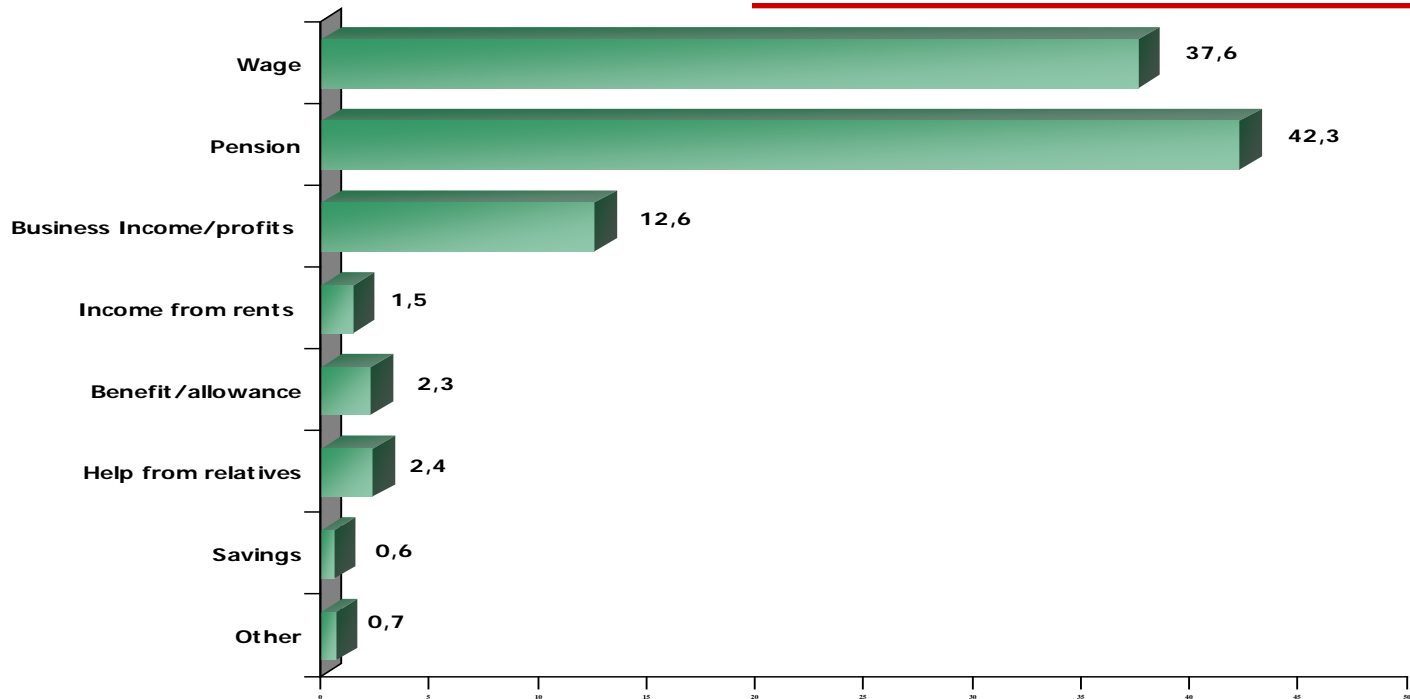
	Annual income 2012					Region				
	Up to 10000€	10001€ - 18000€	18001€ - 25000€	25001€ - 30000€	More than 30000€	Attica	Macedonia and Thrace	Epirus, Thessaly & Continental Greece	Western Greece, Peloponnese, . Ionian islands	Crete & Aegean Islands
I have asked	27	29,3	35,5	32,1	41,6	33,7	30	32	25,1	22,7
I will accept it if they propose it to me	14,2	18,5	20,7	14,1	20,8	14,4	17,9	19,9	18,6	17,2
No	57,5	51,9	43,3	52,6	37,7	51,2	51,1	47,5	55,1	60,2
NA	1,3	0,3	0,5	1,3		0,7	1	0,6	1,2	

The softening of tax morale is more observable and tends to increase in the cases of multimember families. Personal survival becomes top priority under conditions of intensifying economic crisis.

What do you think about the new legislative Act according to which the consumer may not pay for the consumption (purchase of goods or services) in case that the entrepreneur does not issue a receipt?

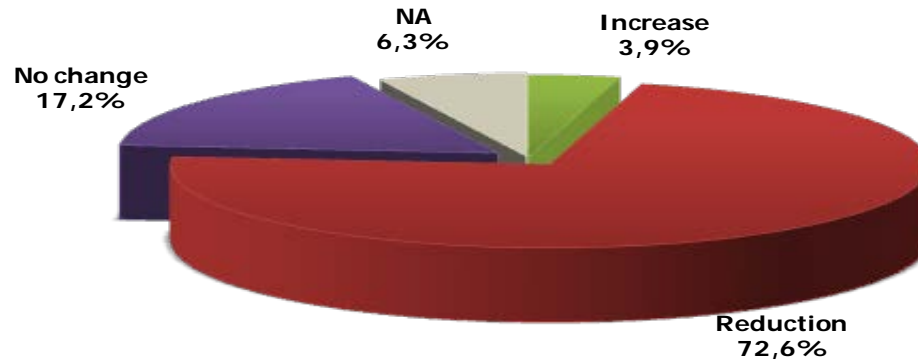


Which is the main source of your income?



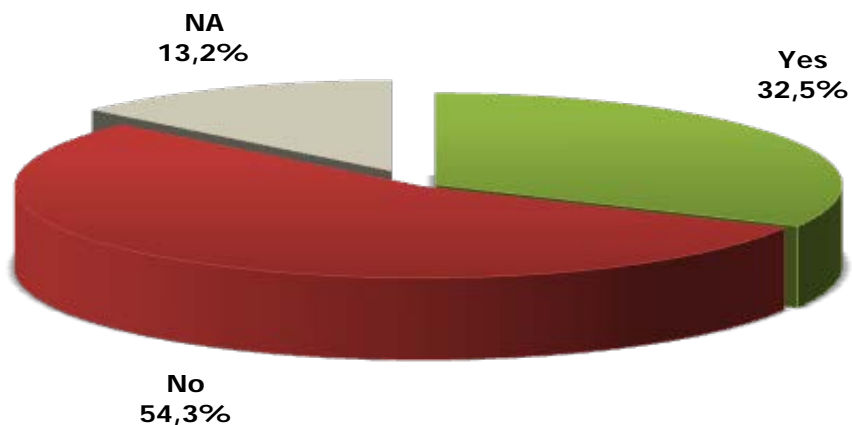
The proportion of households that are supported by steady income flows such as pension increases. There is a significant trend of shrinking of incomes from business activity. Moreover, these figures show the weakening of the productive and economic activity as well as how much the constant throttling of pensions affect demand and the viability of households.

What do you expect for your income in 2013: increase, reduction or no change?



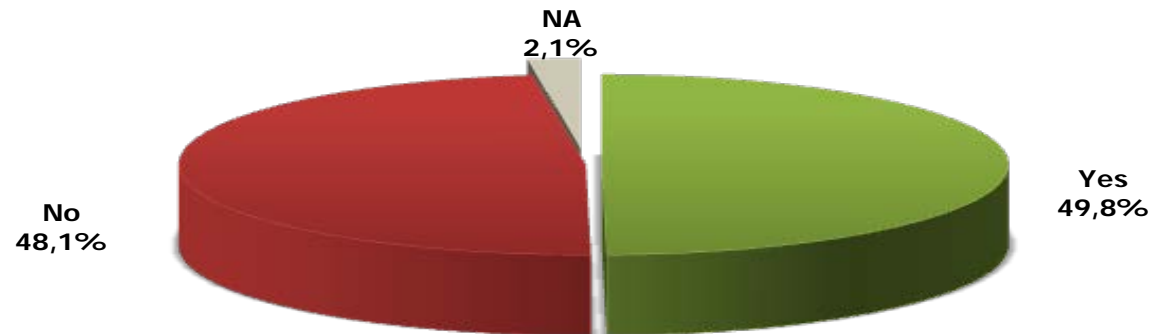
Further income reductions are expected by 72% of the population, a fact that will affect (at geographical progression) demand, the ability of satisfying tax and other obligations, and the lessening of fiscal consciousness. The confirmation of such a possibility leads to the risk of irreversibility condition for household economies and sweeps downwards the public revenues and the enterprises' profits.

Do you expect that you be able to cover your obligations during the following year or not?

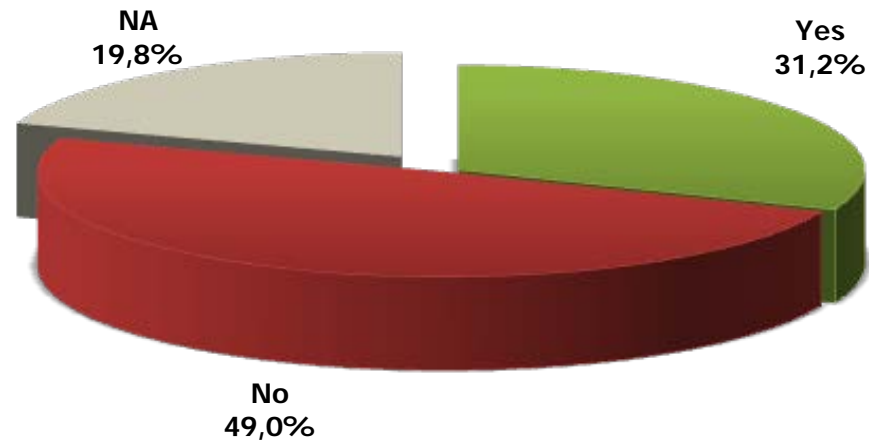


The society of 50% emerges. Half the population (with a tendency to increase) is at risk of finding themselves at the economic margin.

This year did you arrange a settlement of installments for tax debt with the IRS?



Do you expect that you will be able to meet your tax obligations next year?



Half of the households will not be able to meet their tax obligations

Do you expect that you will be able to meet your tax obligations next year?

- Per population category -

	Household member					Employed household members			Unemployed household members	
	1 person	2 persons	3 persons	4 persons	5 persons αι άνω	None	One person	More than one	Yes	No
Yes	24,5	35,7	34,9	29,7	23,3	28,5	30,1	35,4	24	36,4
No	50,9	42,2	48,4	51,3	57,7	46,5	51,9	48,8	57,7	43
NA	24,5	22,1	16,7	19	19	25	18	15,8	18,3	20,6

	Family annual income 2012					Region				
	Up to 10000€	10001€ - 18000€	18001€ - 25000€	25001€ - 30000€	More than 30000€	Attica	Macedonia and Thrace	Epirus, Thessaly & Continental Greece	Western Greece, Peloponnese, Aegean Islands	Crete & Aegean Islands
Yes	21,1	27,3	41,4	43,6	53,2	31,1	35,5	21	28,1	39,8
No	55,7	54,1	42,9	35,9	32,5	50,7	41,7	56,9	53,9	43,8
NA	23,2	18,5	15,8	20,5	14,3	18,2	22,8	22,1	18	16,4

The multimember households have more difficulties in meeting their tax obligations (57%)