



Greeks & Mental Health – Self Improvement

National Survey Results

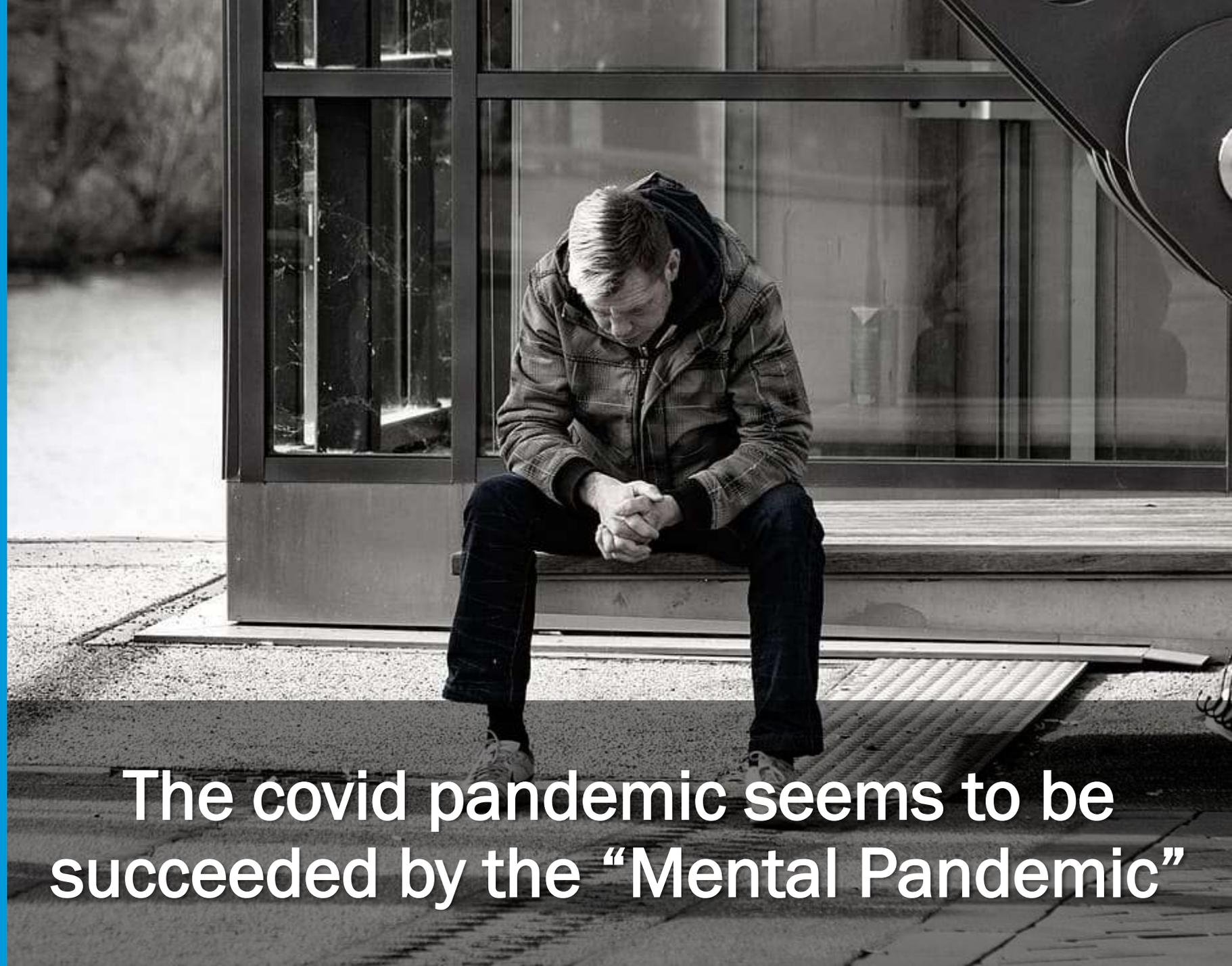
April 2024



Research Basic Specs

- Online interviews via YouGov panel (40.000+)
- Adults 18+ Nationally
- Representative sample 1.009 people
- Structured questionnaire
- Fieldwork: April 6-9, 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece

Introduction



The covid pandemic seems to be succeeded by the “Mental Pandemic”

Uncertainty about the future and mental health / calmness are the two challenges for all generations

“What are your biggest life challenges nowadays? Please rank in priority order” THE No. 1 :

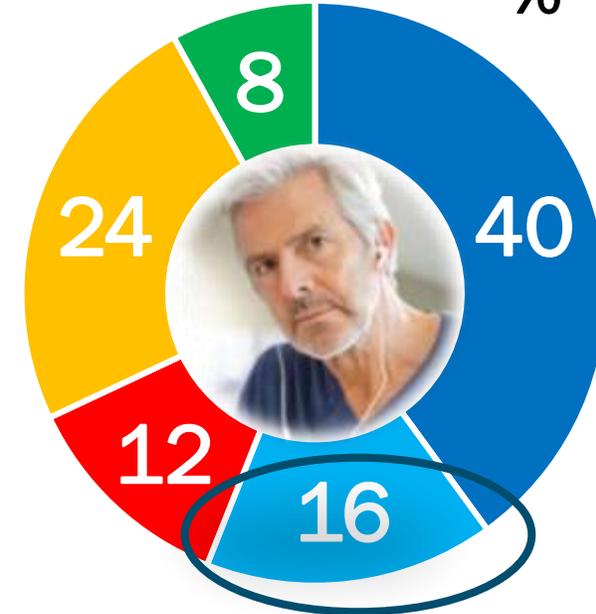
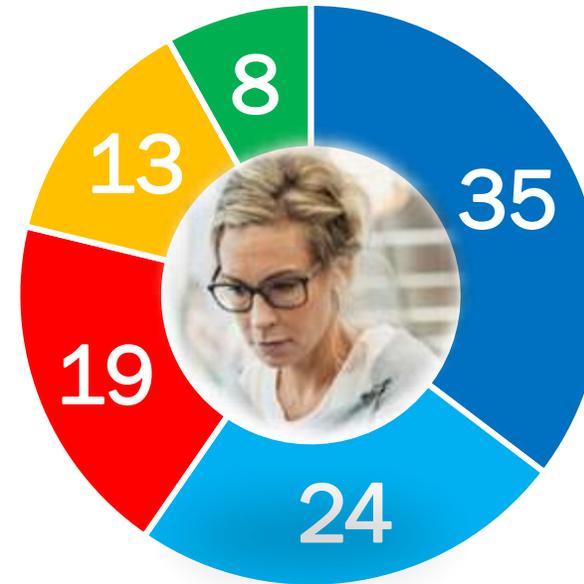
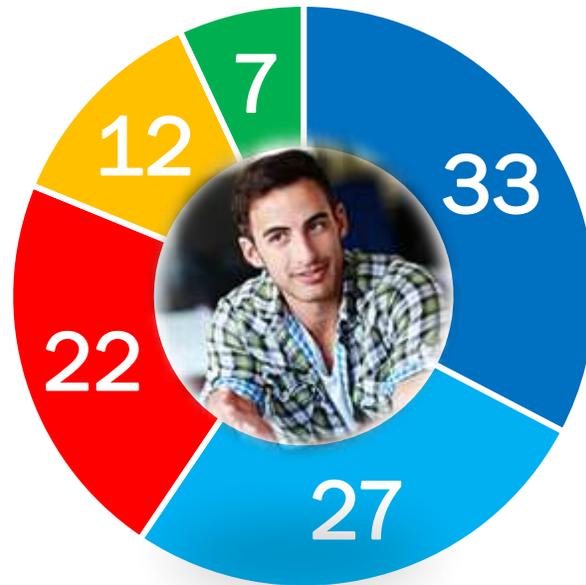
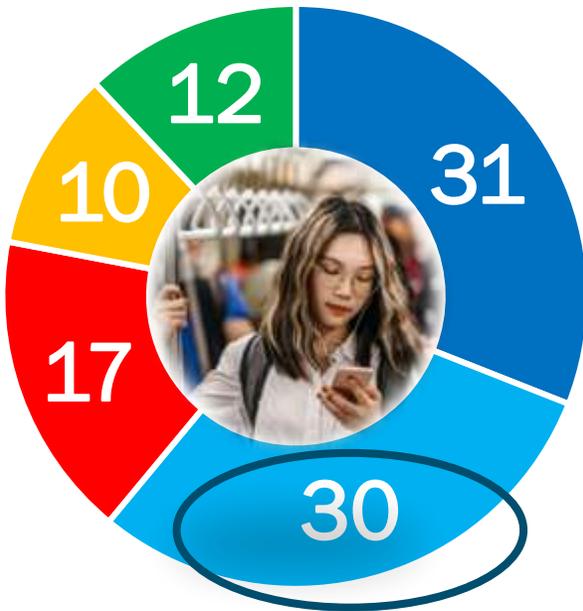
Gen Z

Millennials

Gen X

Boomers

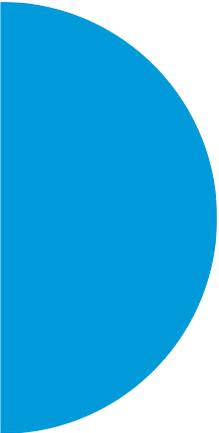
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■ Fear for the future ■ Mental health/calmness ■ Heavy daily life ■ Body health/fitness ■ Relationships

How we investigated the issue

- We used the "Wheel of Life" (10 areas)
- For each area, we asked respondents to rate on a scale of 1-10 how satisfied they are right now in their lives
- Based on the ten areas of life, we asked them to prioritize the top three they want to improve in the immediate future
- We looked at a number of ways they have used in the last 12 months to improve themselves / their mental health, as well as the ways they intend to adopt within the next 12 months for this purpose
- Finally, we asked about the length of time they are active in the self-development/mental health practices, how often they practice and the results they have in their lives



What we will see

How satisfied are Greeks today with the basic areas of life?

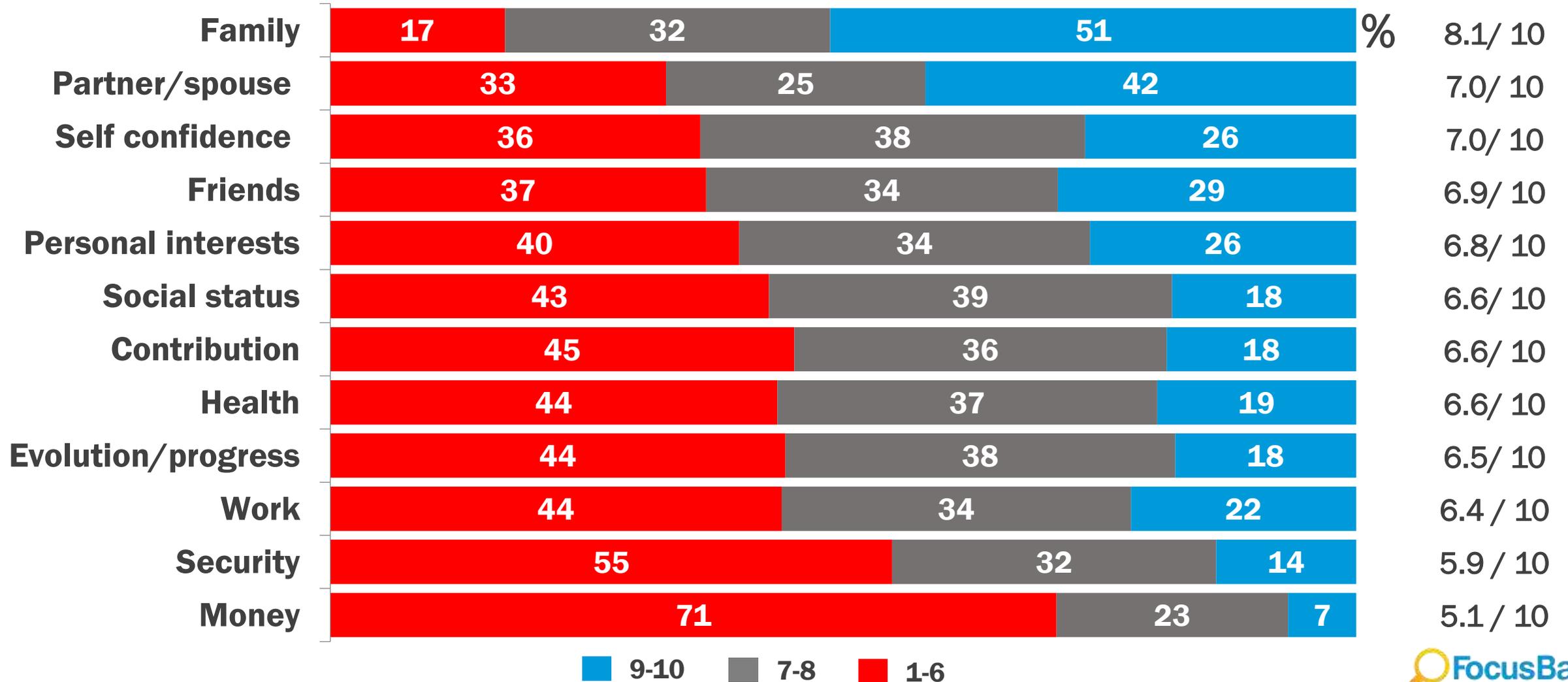
What areas of life do Greeks want to improve?

What actions have they taken and/or intend to take for their personal development / growth, with what results?



**How satisfied are
Greeks with their lives?**

Greeks currently declare a moderate/low degree of satisfaction in almost all areas of life (% scale 1-10)



Key highlights #1

- Overall, Greek people are not satisfied with their life.
- **Seven out of ten are dissatisfied with their finances**, which obviously affects the degree of satisfaction from other areas as well, with the main influence...
- In the area of **sense of security**, where one in two Greeks declare a very low level of satisfaction, but also...
- In other areas, such as **work/professional employment**, which is obviously linked to the above two areas—finances and sense of security.
- Worryingly, however, a similar proportion—almost one in two—declares a particularly low degree of satisfaction in the areas of health, development/advancement, and personal interests.

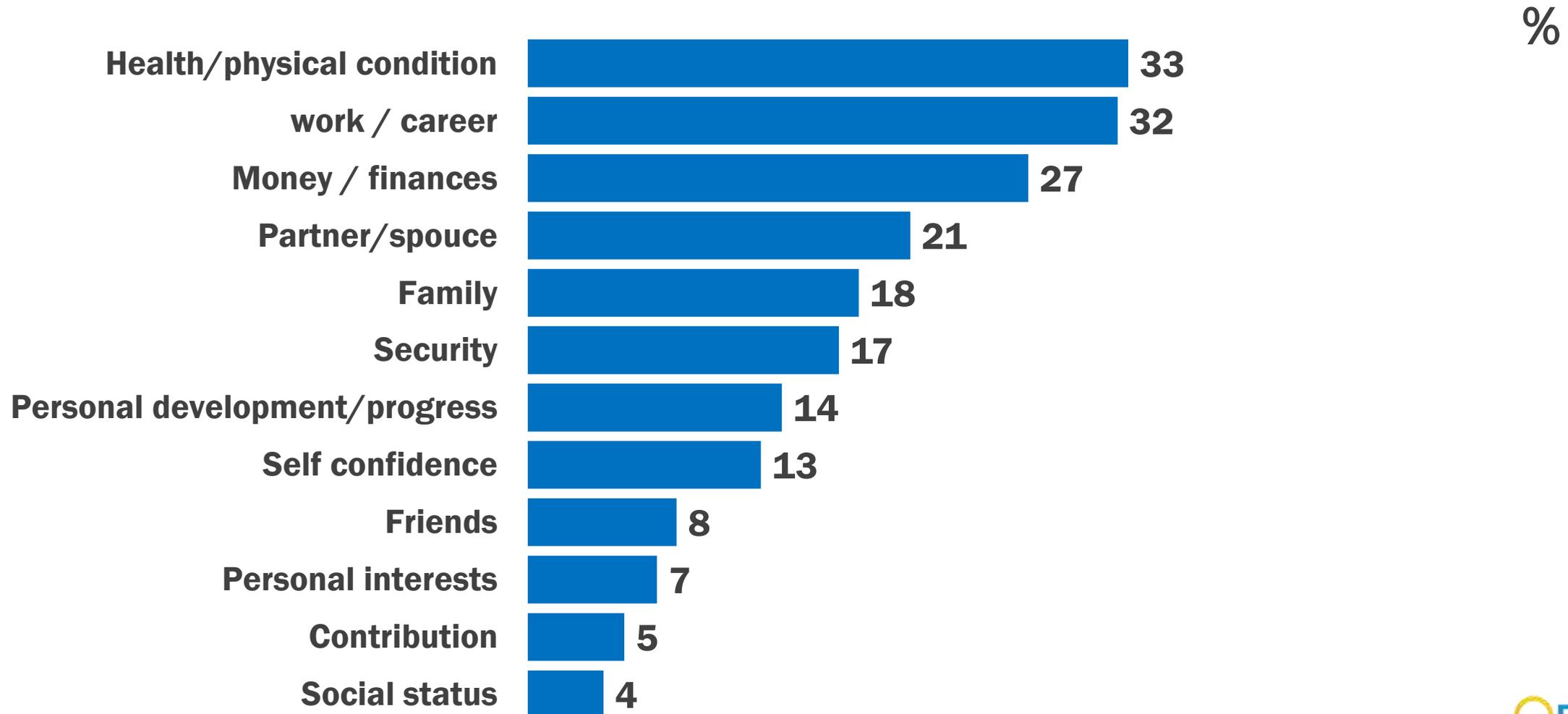
Key highlights #2

- The areas with the highest degree of satisfaction in the lives of Greeks are family and friends, underlining the value of the close human environment
- The sector with the lowest degree of satisfaction is finance with 7 out of 10 Greeks expressing strong relative dissatisfaction
- Low satisfaction is also shown in the areas of health, sense of security, self-confidence, development, and personal interests
- Young people aged 18-24 have a particularly low sense of self-confidence
- Young people and women show significantly lower job satisfaction compared to older men and women
- Greater satisfaction from the friends/friendship domain is shown by women and older people

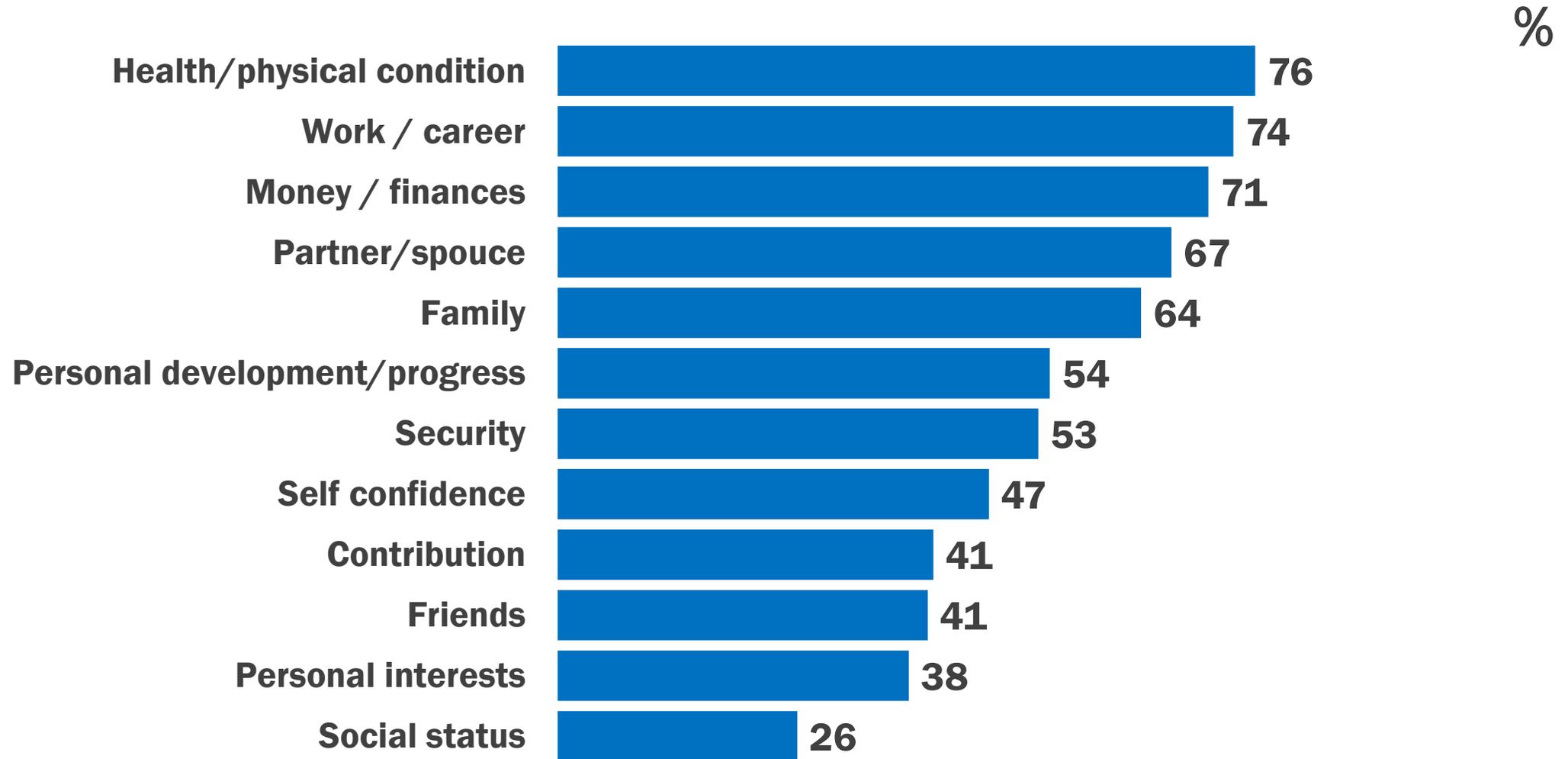


**Which areas do Greeks
want to improve?**

The first priority area that Greeks want to improve in the near future is...



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



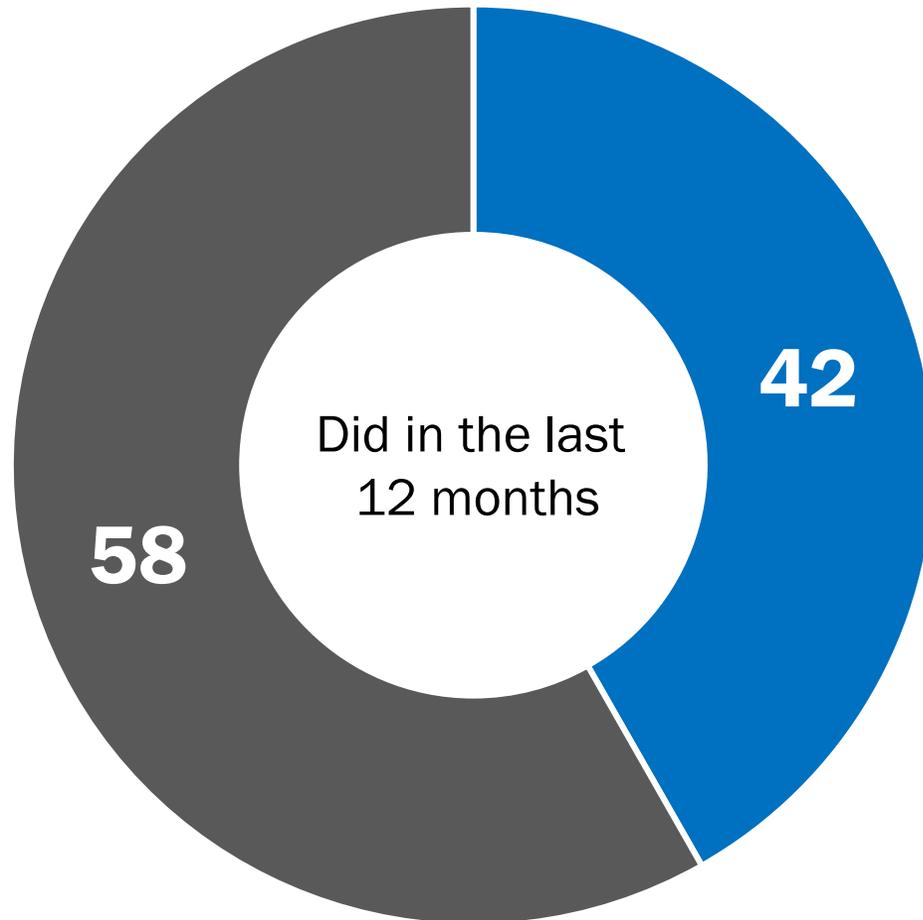
Key Highlights #3

- One in three Greeks put their health/physical condition as the first area they need to improve in their lives, with marginal differences between young and older ages.
- The second most important target improvement is money / finances among all demographic groups
- For young people, a primary area is that of personal development/advancement
- Summarizing the "top 3" we see that several areas of life are goals for improvement, with those of the partner for the younger ages, the family for a large portion of the public, but also personal interests / hobbies / activities.



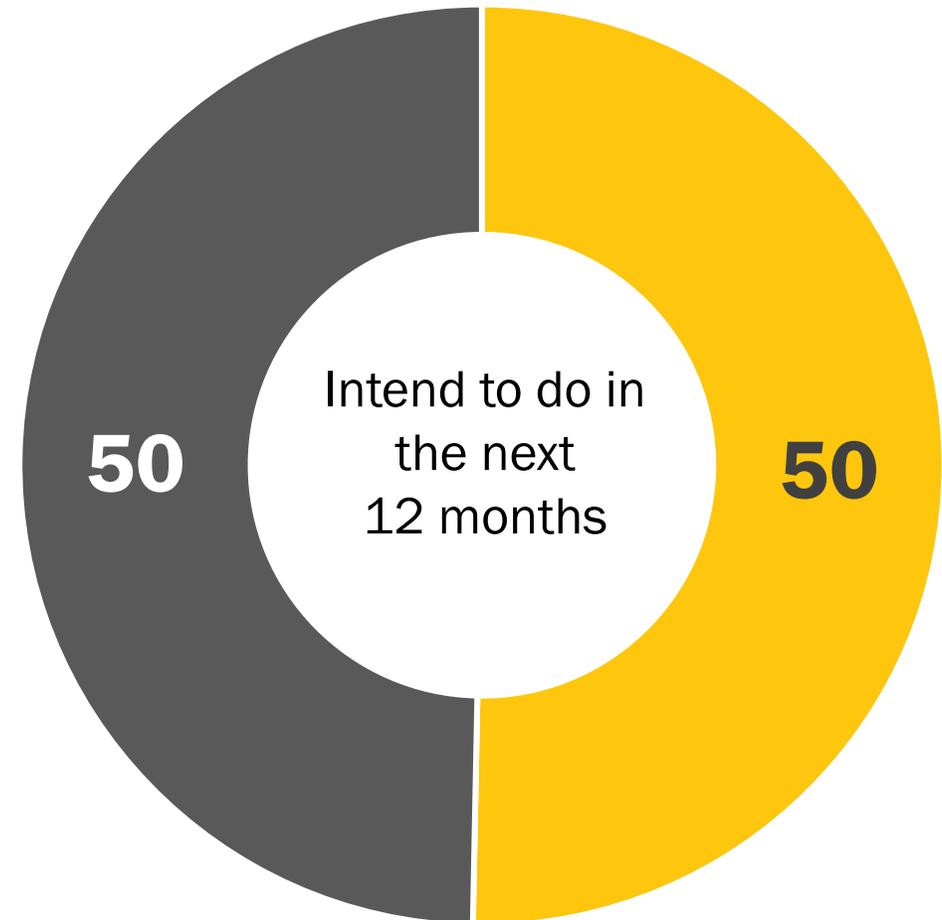
What have Greeks done or intend to do for their personal improvement/mental health?

Two out of five Greeks state at least one action towards their personal development during last year, and one in two intend to do so during the next 12 months



- At least one action in last 12 months
- They didn't do anything

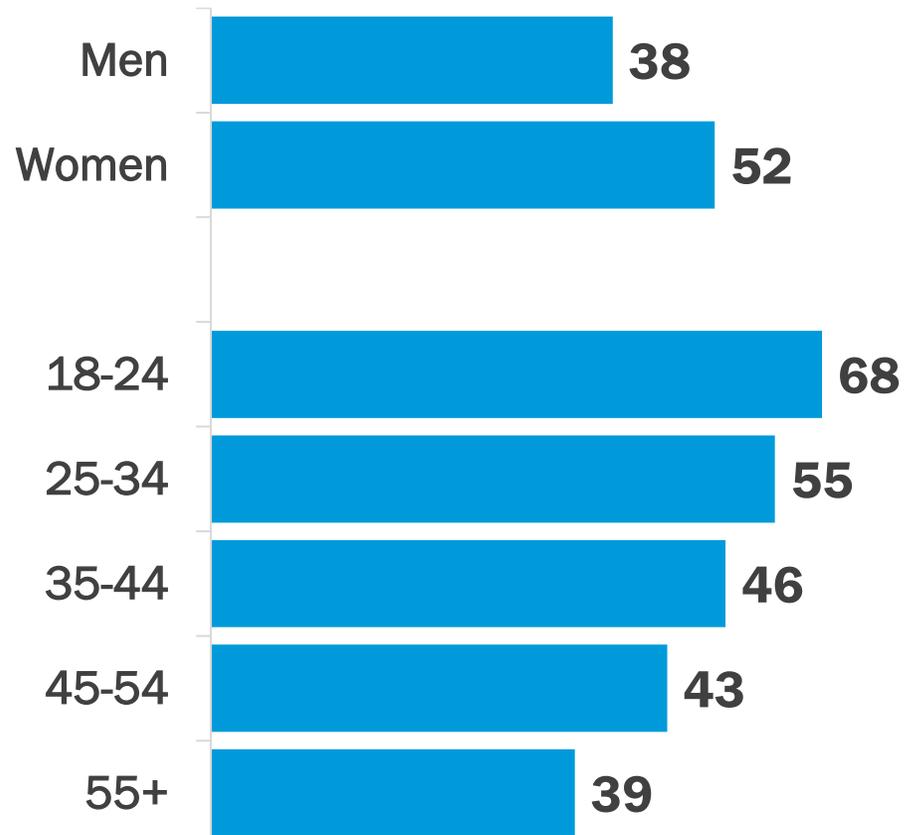
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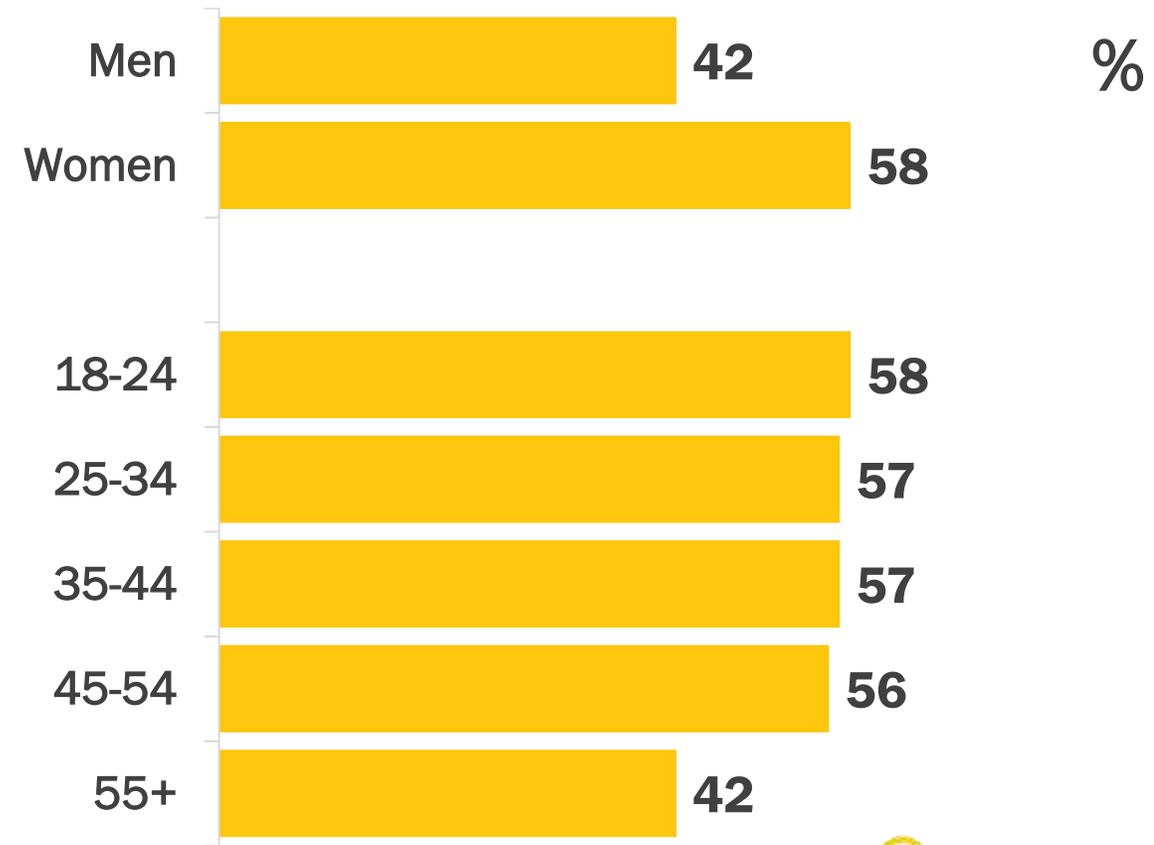
- At least one action in next 12 months
- They don't intend to do anything

Women and young people are clearly more active in the self-improvement/mental health areas

Did in the last 12 months



Intend to do in the next 12 months



Self-help books, videos and personal therapy sessions are the main methods Greeks adopt in the personal development area

Did in the last 12 months



Intend to do in the next 12 months

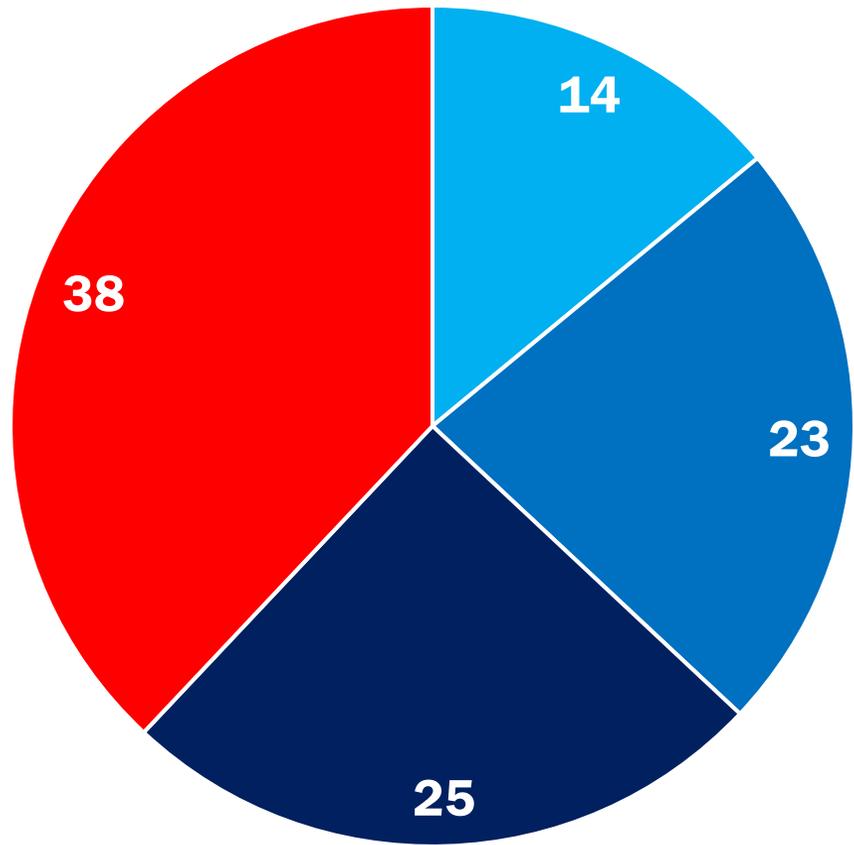


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In total, 3 out of 5 Greeks are working on their personal development, having started during the last few years

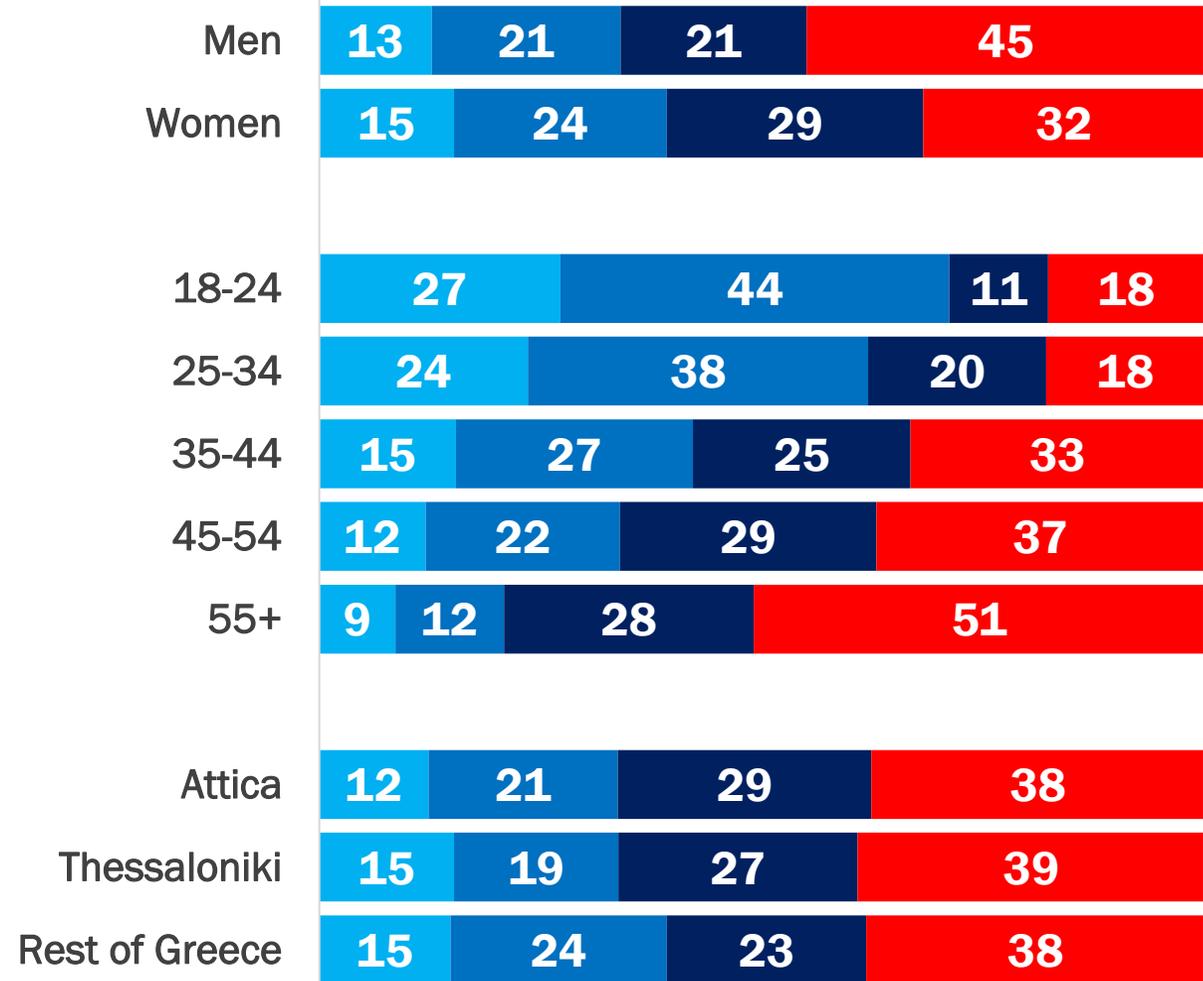
Ερ. «Από πότε, πόσο καιρό ασχολείστε με την αυτοβελτίωση/προσωπική σας ανάπτυξη;»

%



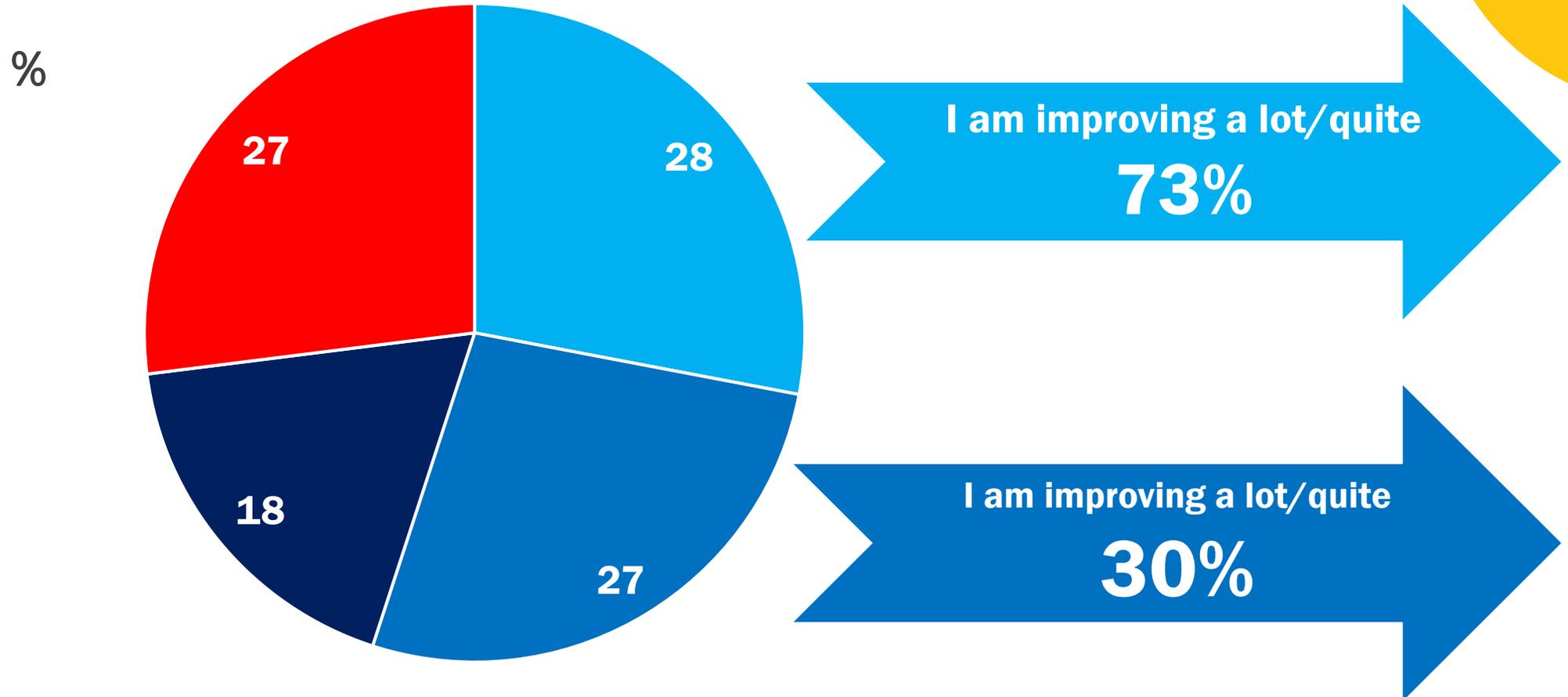
■ Last 12 months
■ 5+ years

■ Last 2-4 years
■ I've never been involved



And as is natural, those who work daily on their development note great improvement in their lives!

Ερ. «Πόσο πολύ ή όχι ασχολείστε με την προσωπική σας ανάπτυξη μέσα από δράσεις/πρακτικές που μαθαίνετε;»



■ Regularly/daily ■ Whenever I have time ■ I get inspired but I don't put them into practice ■ I've never been involved

Key Highlights #4

- In view of the continuous and successive difficult conditions that Greek society is currently facing, affecting key areas of life and everyday life,...
- Three out of five turn to the areas of psychotherapy / personal development / self-improvement in order to develop, cultivate mental resilience and health.
- More active in the area of self-improvement are women and younger ages as compared to men and more mature ages
- The main ways / approaches are reading self-improvement books, following experts through social networks, as well as individual therapy sessions, and...
- Those who practice daily on their self-development, acknowledge in their majority spectacular changes in their selves and their lives



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Thank you!