

# Love & Marriage 2022

Greeks contemporary attitudes based  
on the Profiles Survey



# The Survey

**YouGov**Profiles



YouGov Profiles, a new National Syndicated Survey has been launched in Greece by Focus Bari & YouGov in the Fall 2021. Profiles runs on a continuous basis, recording thousands of parameters regarding the Greek population, such as attitudes, opinions and perceptions on brands, consumption habits, hobbies and interests, usage of technology, personality characteristics, lifestyle, usage of media, etc. Profiles is heavily used by advertisers and agencies, in order to allocate, understand and reach appropriate target audiences for brands and campaigns.

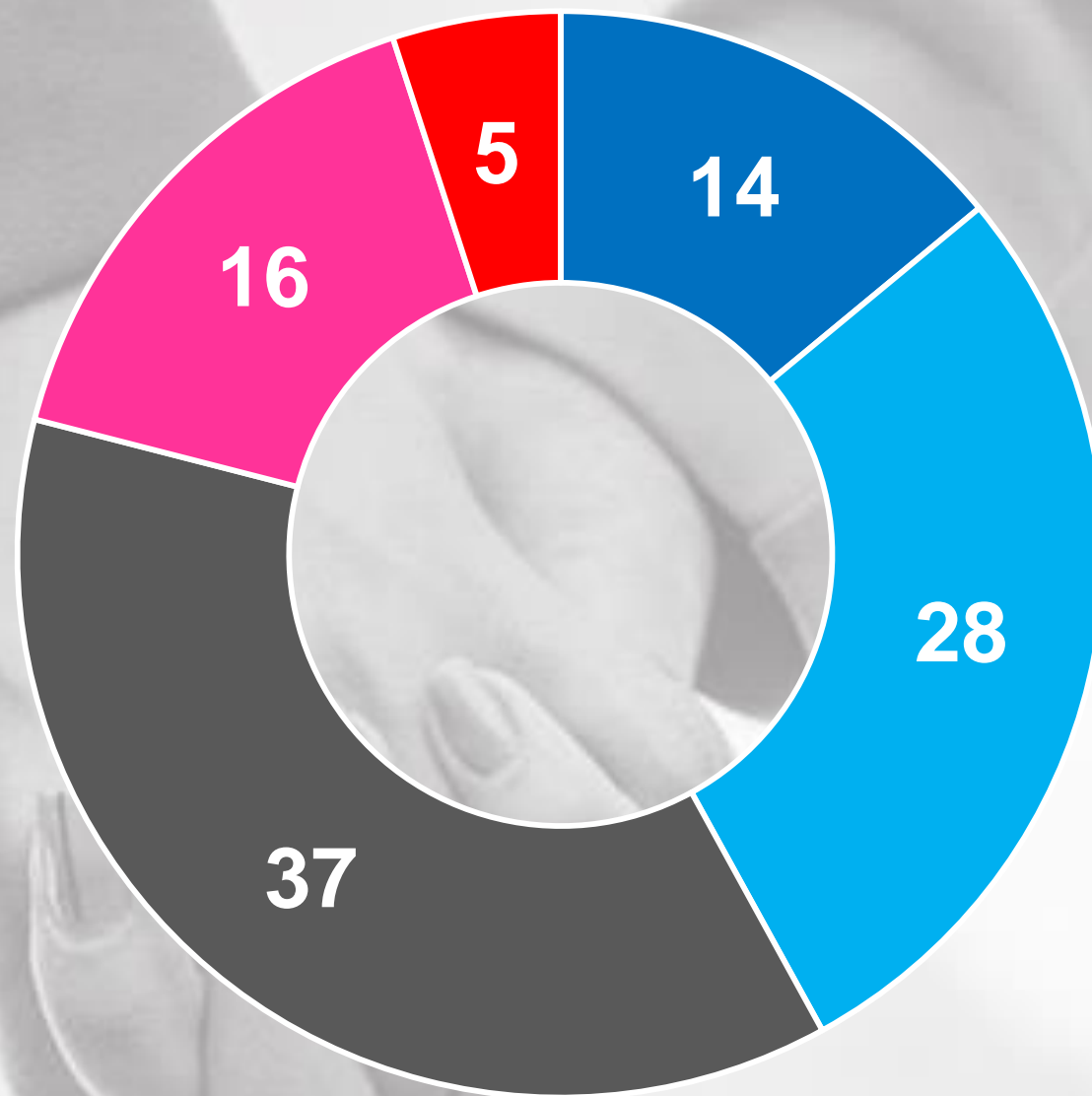
In view of Saint Valentine's Day, we chose to focus on Greeks' attitudes to Love and Marriage through their agreement-disagreement to the following statements:

- I am a hopeless romantic
- I'm only happy when I am in a relationship
- My partner and I treat each other as equals
- It's important to me that my family approve of my partner
- Marriage is an outdated institution
- Most marriages end in divorce

▪ «I am a hopeless romantic »

%

More than two in five Greeks confess they are “hopelessly romantic”, while one out of five say the opposite!

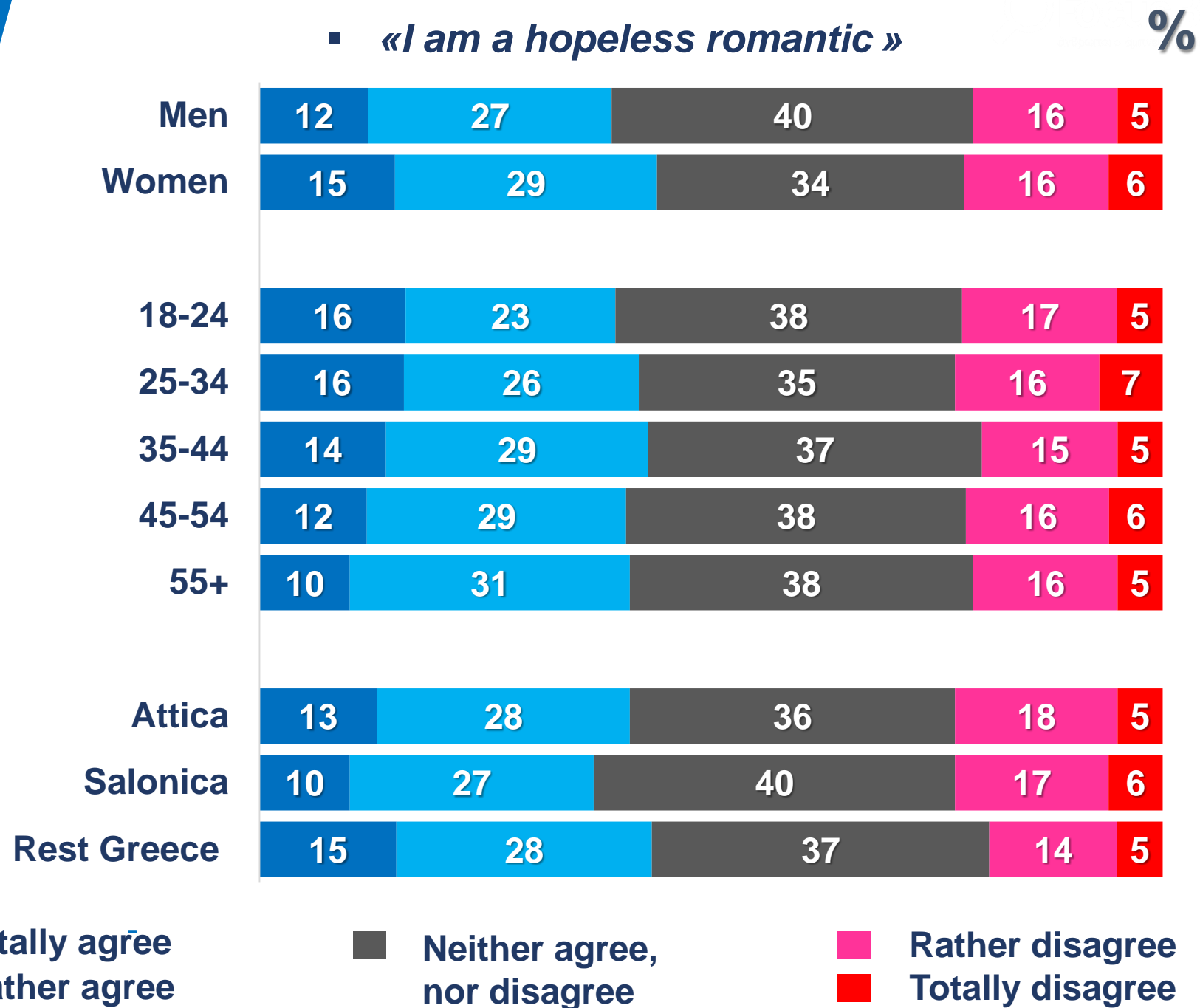


■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

Women seem a little more romantic than men, and so are (marginally) the 25-44 age groups and inhabitants of Attica and the provinces

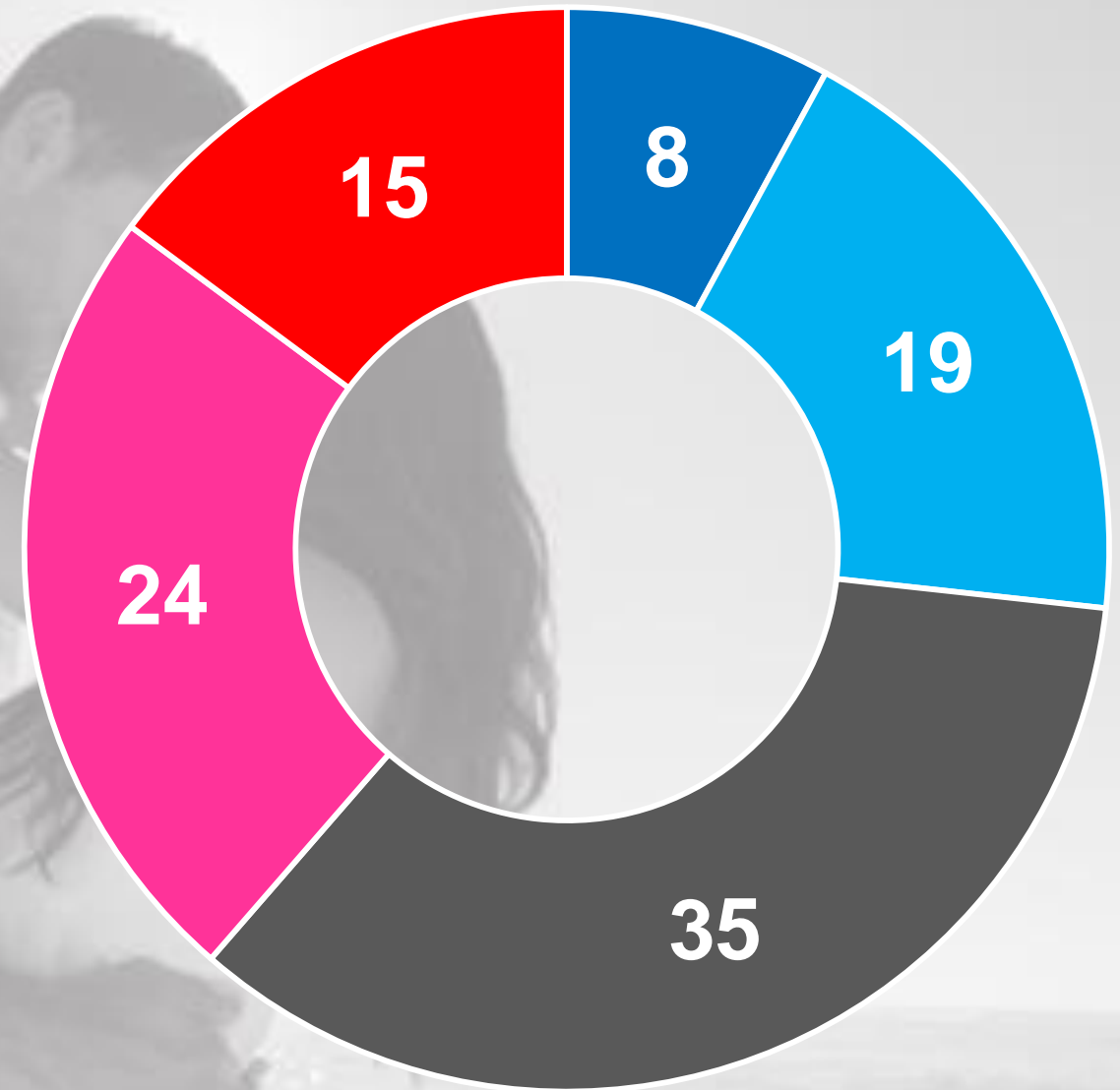




- *«I am only happy when I am in a relationship»*

%

Furthermore, one in four Greeks feel they are happy only when they are in a relationship, while two in five disagree!



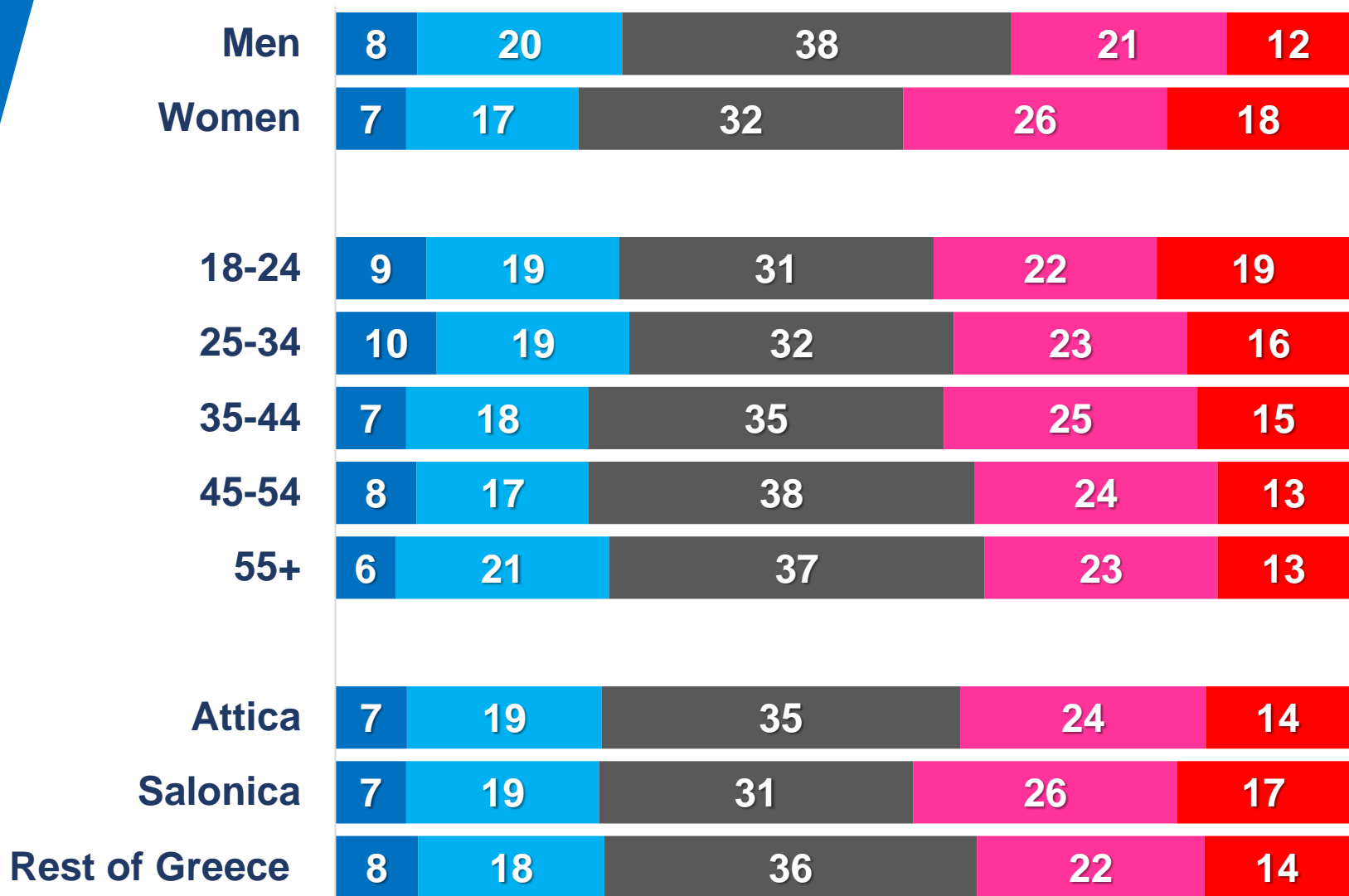
■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

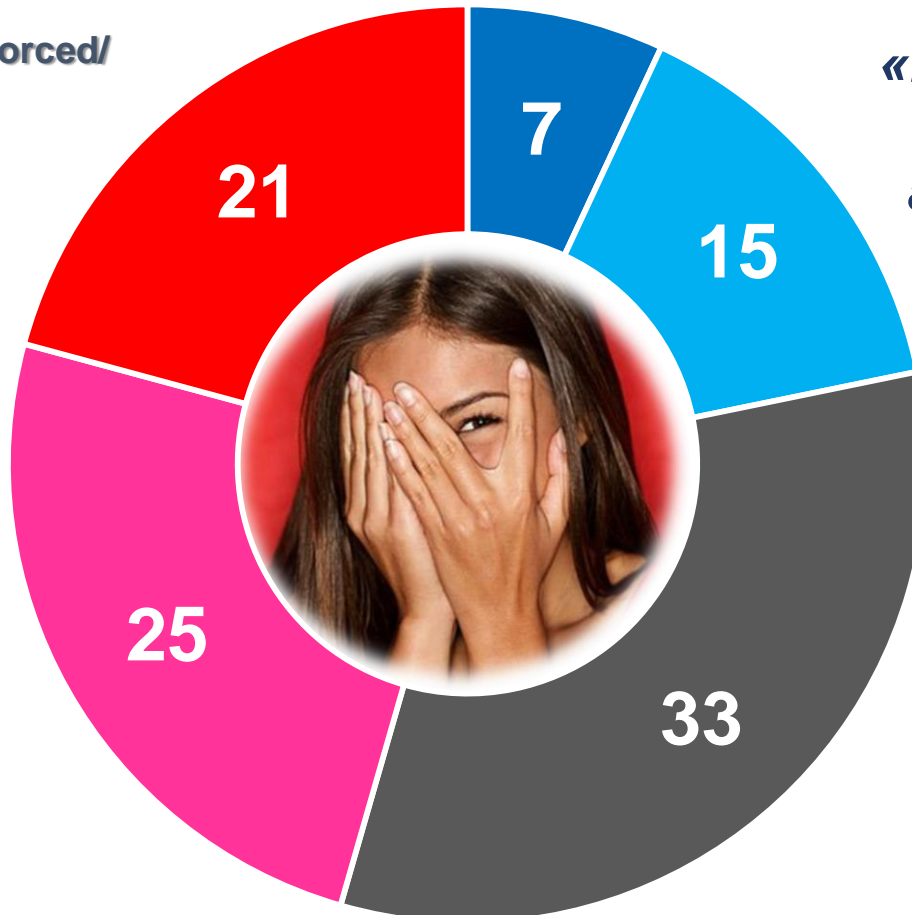
When compared to men, women seem to be less attached to a relationship in order to be happy!

▪ «I am only happy when I am in a relationship» %



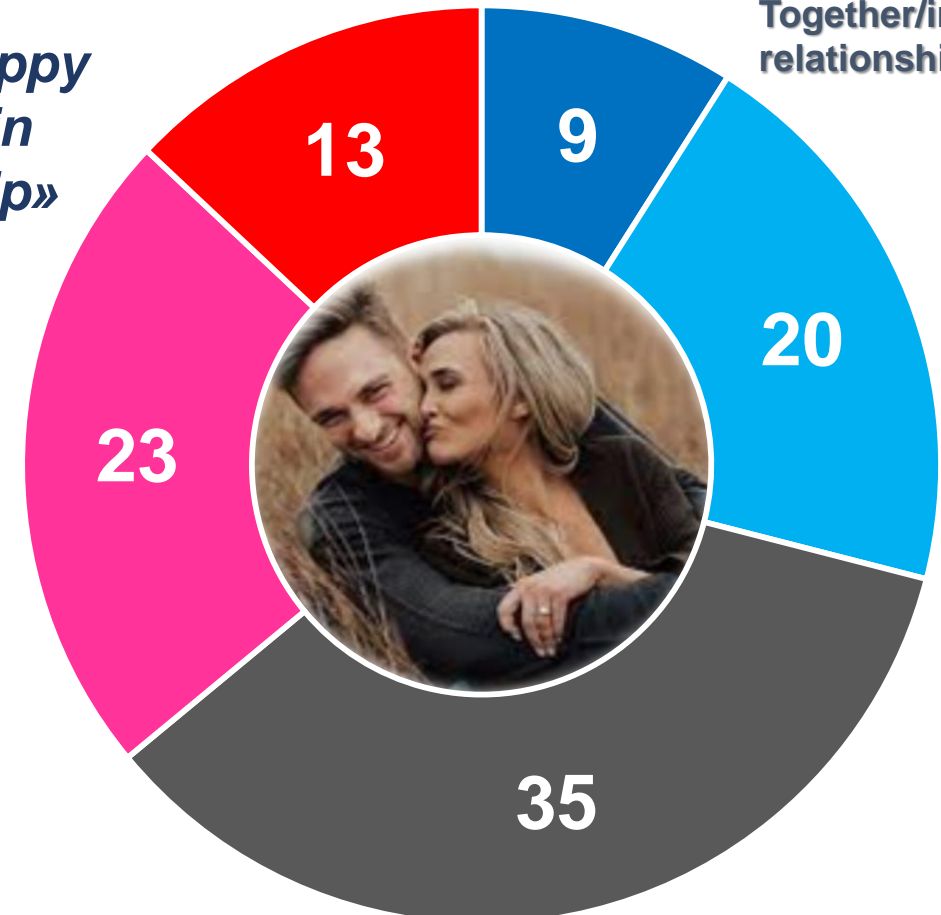
As is natural, married relate their happiness to their relationship much more than “singles” do

Single/divorced/  
widowed



*«I am only happy  
when I am in  
a relationship»*

Married/living  
Together/in a  
relationship %



Totally agree  
Rather agree

Neither agree,  
nor disagree

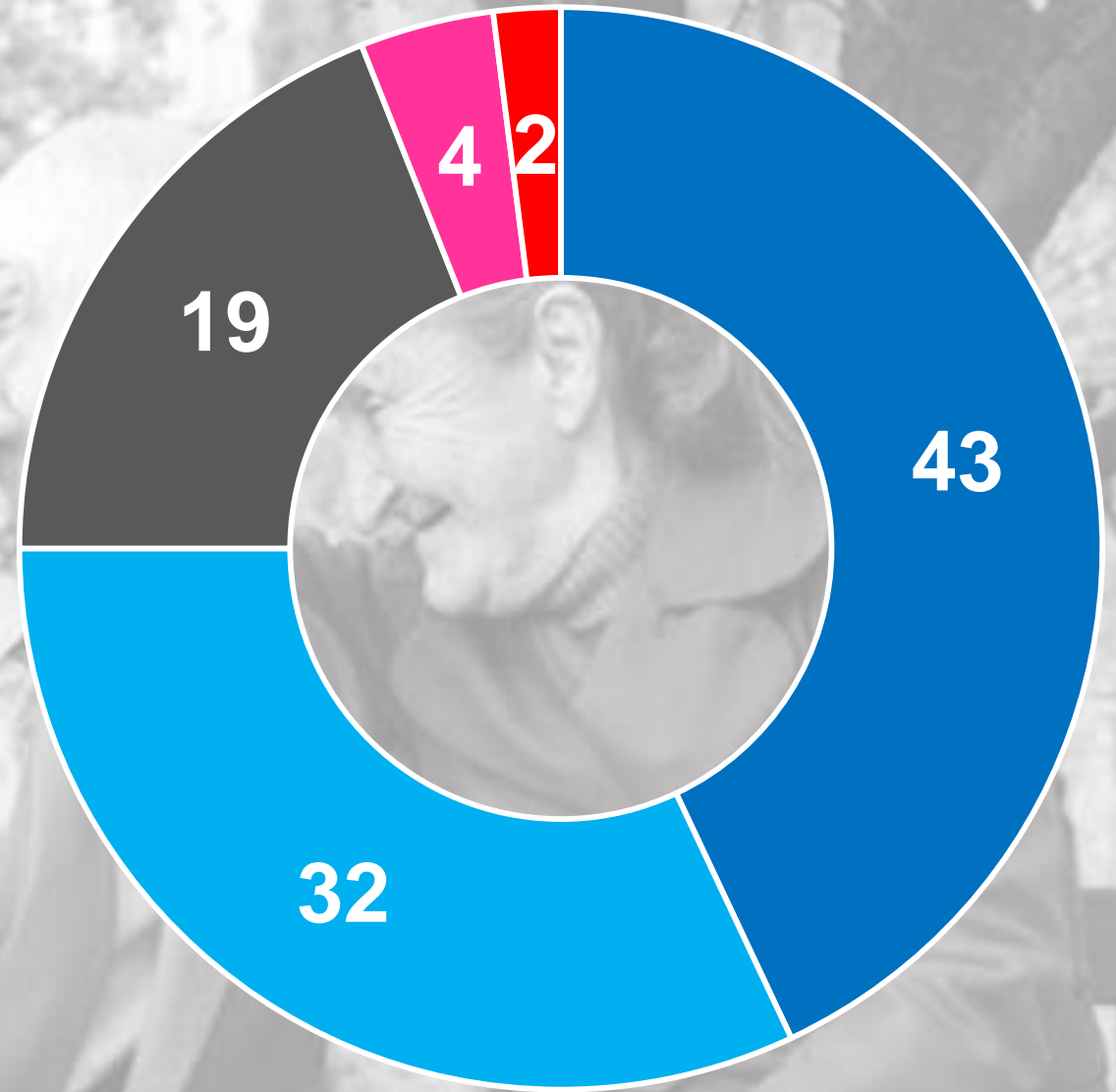
Rather disagree  
Totally disagree



- *«My partner and I treat each other as equals»*

%

Three out of four  
Greeks agree that  
with their partners, they  
treat each other as  
equals

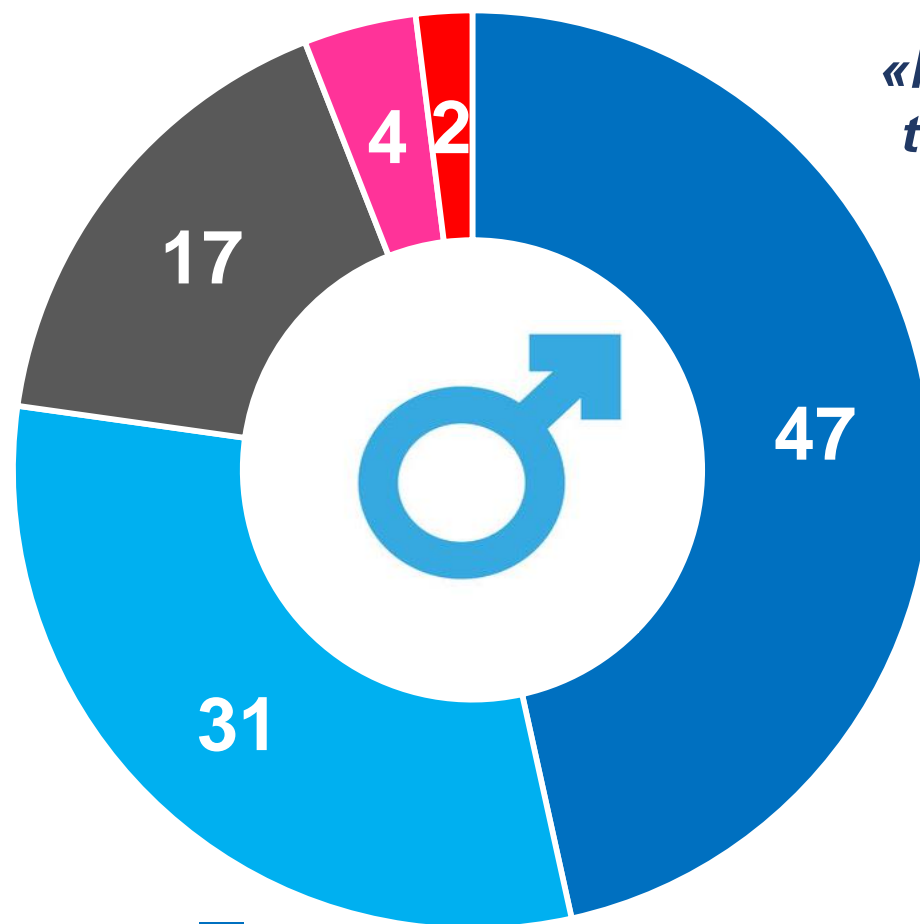


■ Totally agree  
■ Rather agree

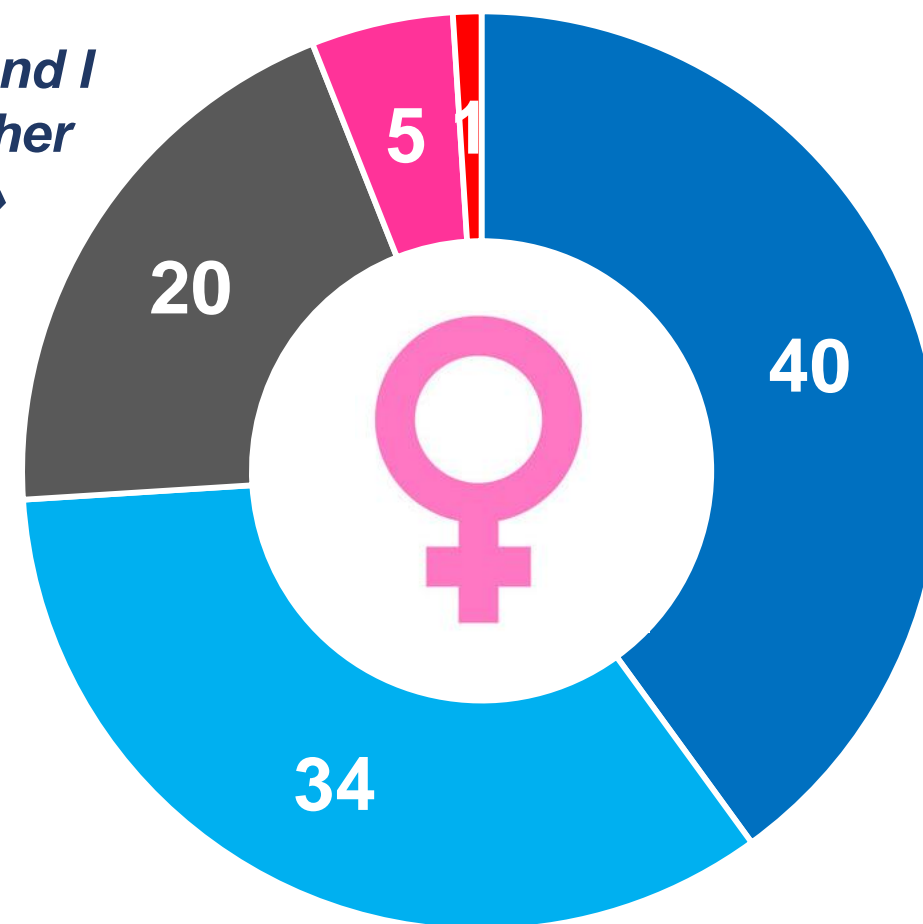
■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

Interestingly, men view this mutual “treatment as equals” to a higher degree than women, although they both refer to the same thing



*«My partner and I  
treat each other  
as equals»*



■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

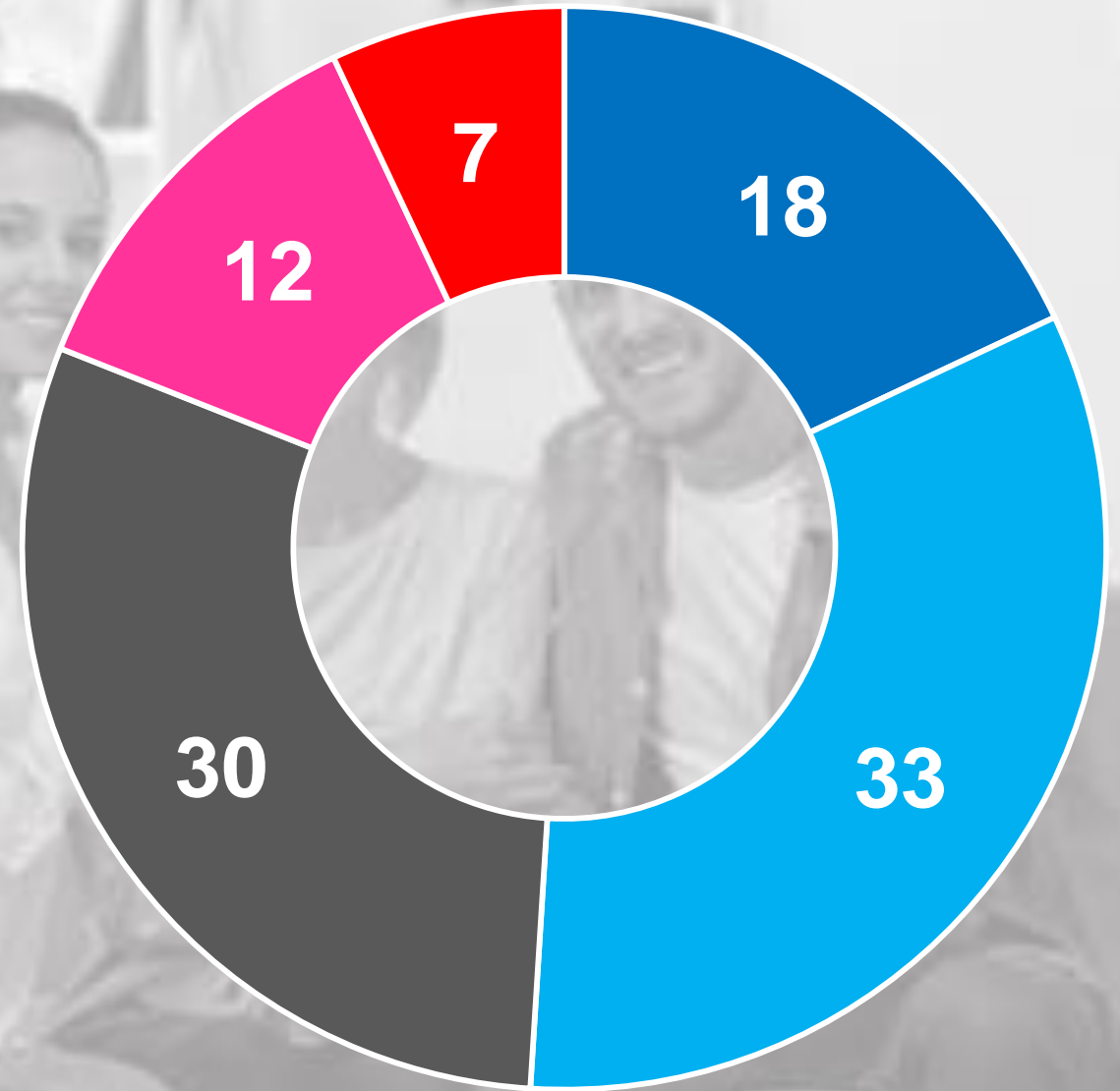
■ Rather disagree  
■ Totally disagree

%

- *«It is important to me that my family approve of my partner»*

%

One out of two  
Greeks say it is  
important for their  
family to approve of  
their partner, and  
only one in five  
say the opposite!



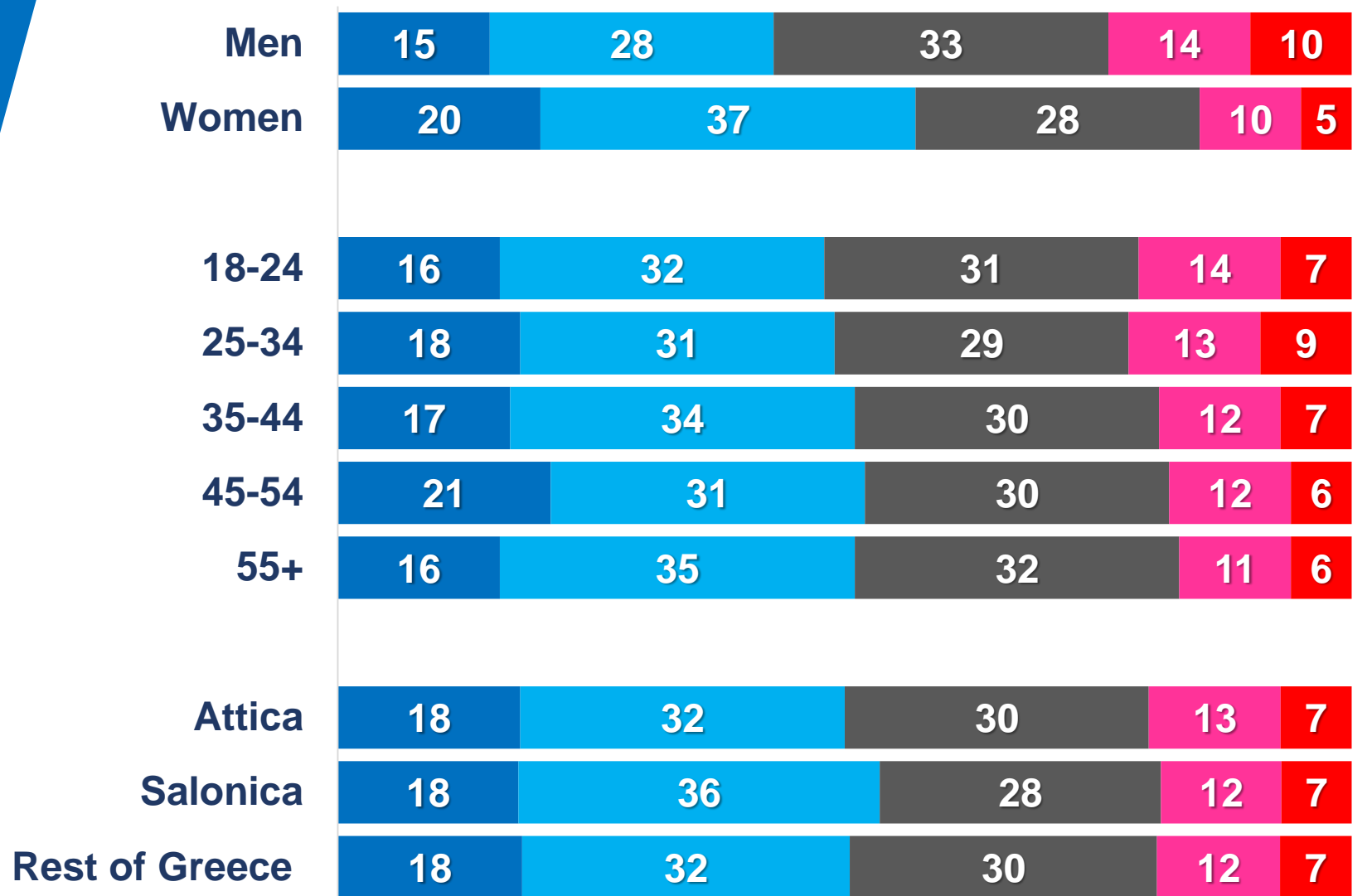
■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

Women seem to depend on their family's approval of their partner more than men say they do!

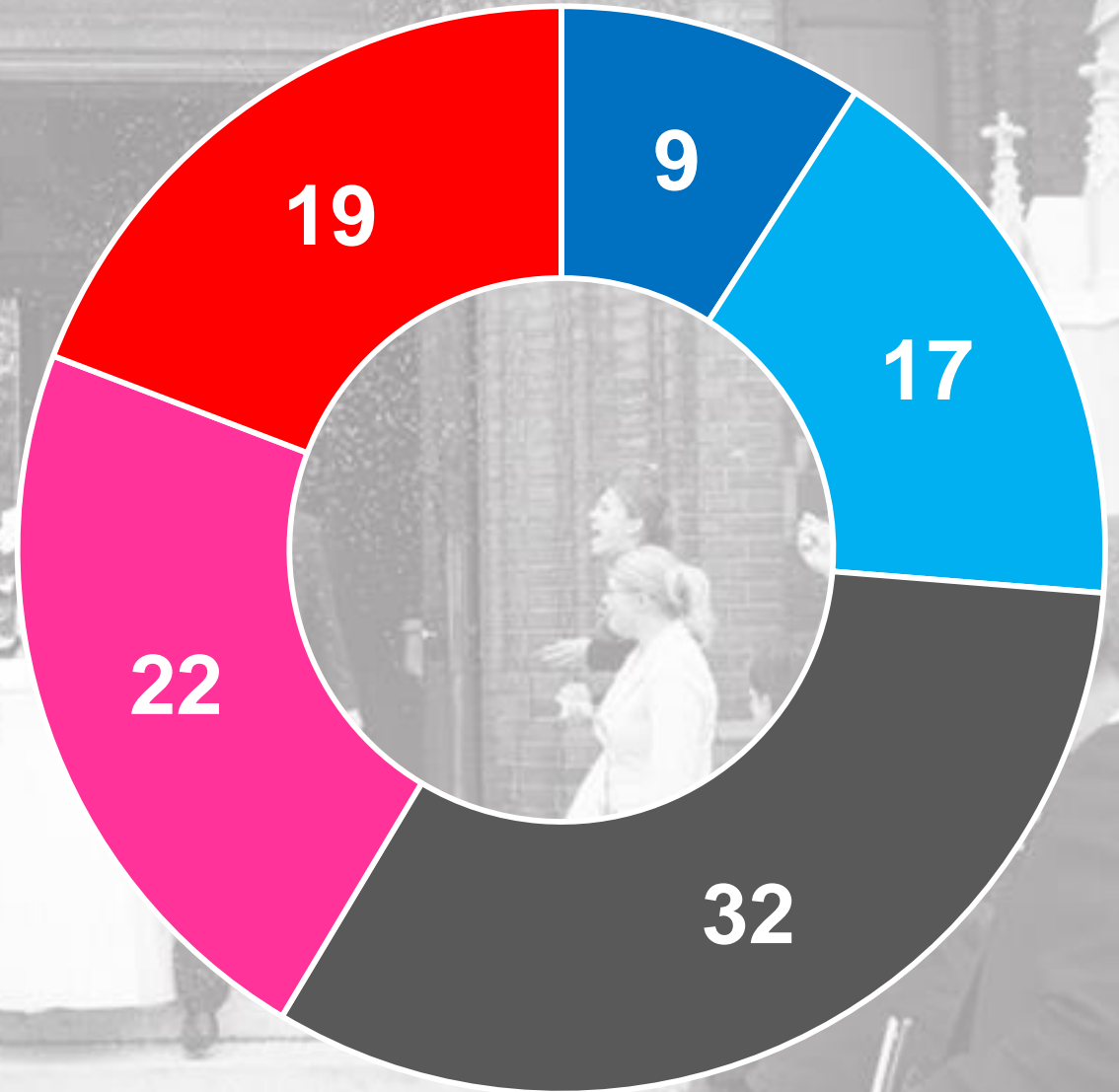
■ «It is important to me that my family approve of my partner » %



- «Marriage is an outdated institution»

%

One in four Greeks believe that marriage is an outdated institution, yet the proportion who believe the opposite is much higher!



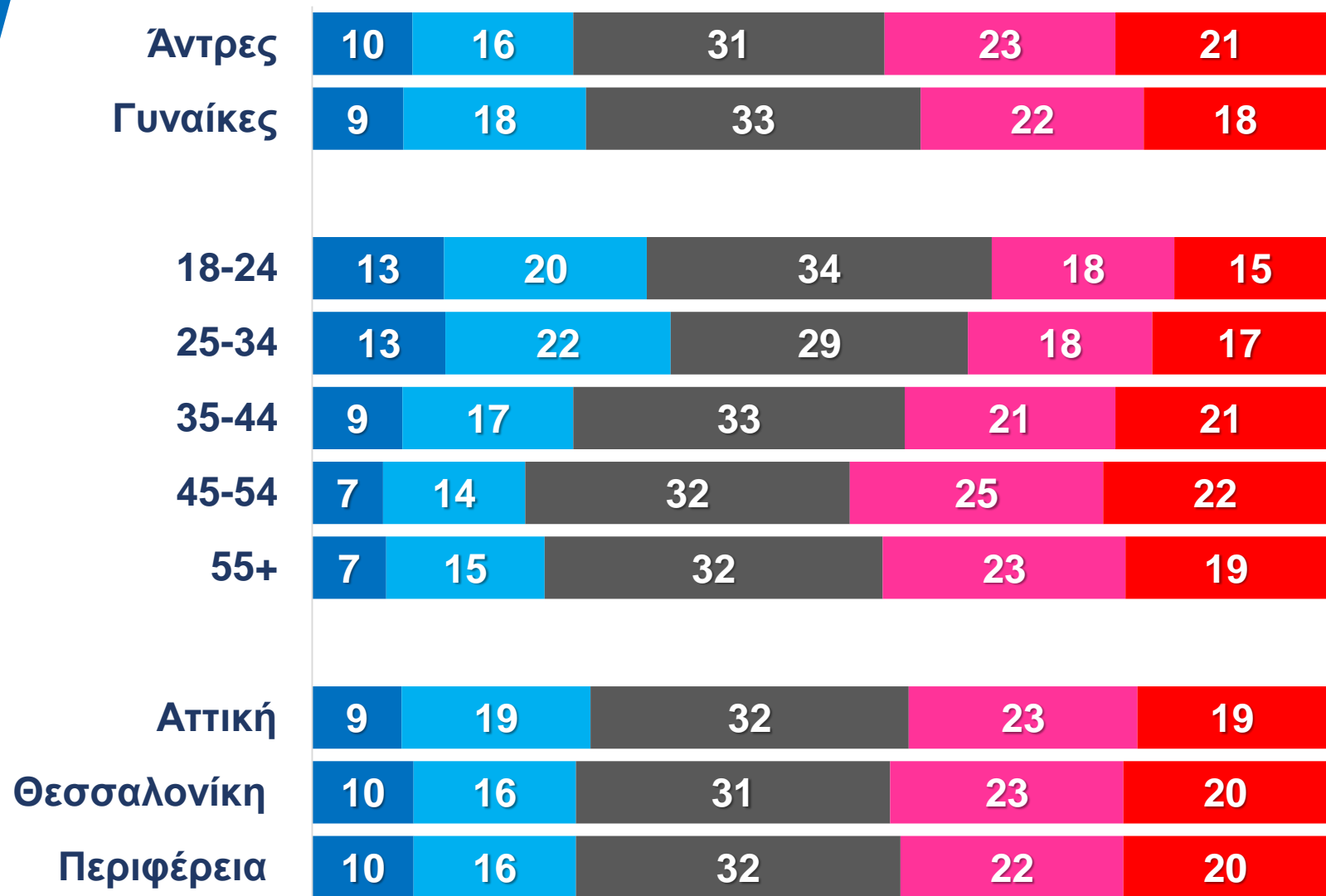
■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

Younger ages agree to a higher extent than older ones that marriage is an outdated institution

▪ «Marriage is an outdated institution» %



■ Totally agree  
■ Rather agree

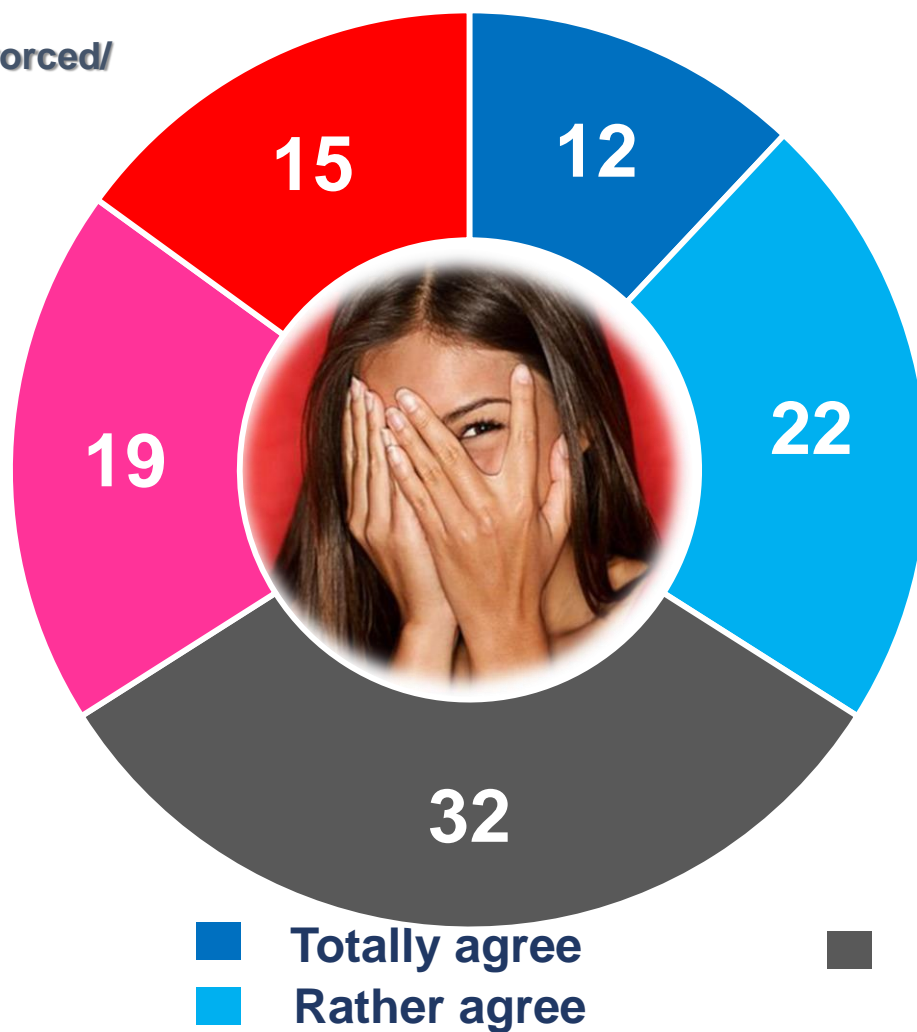
■ Neither agree, nor disagree

■ Rather disagree  
■ Totally disagree



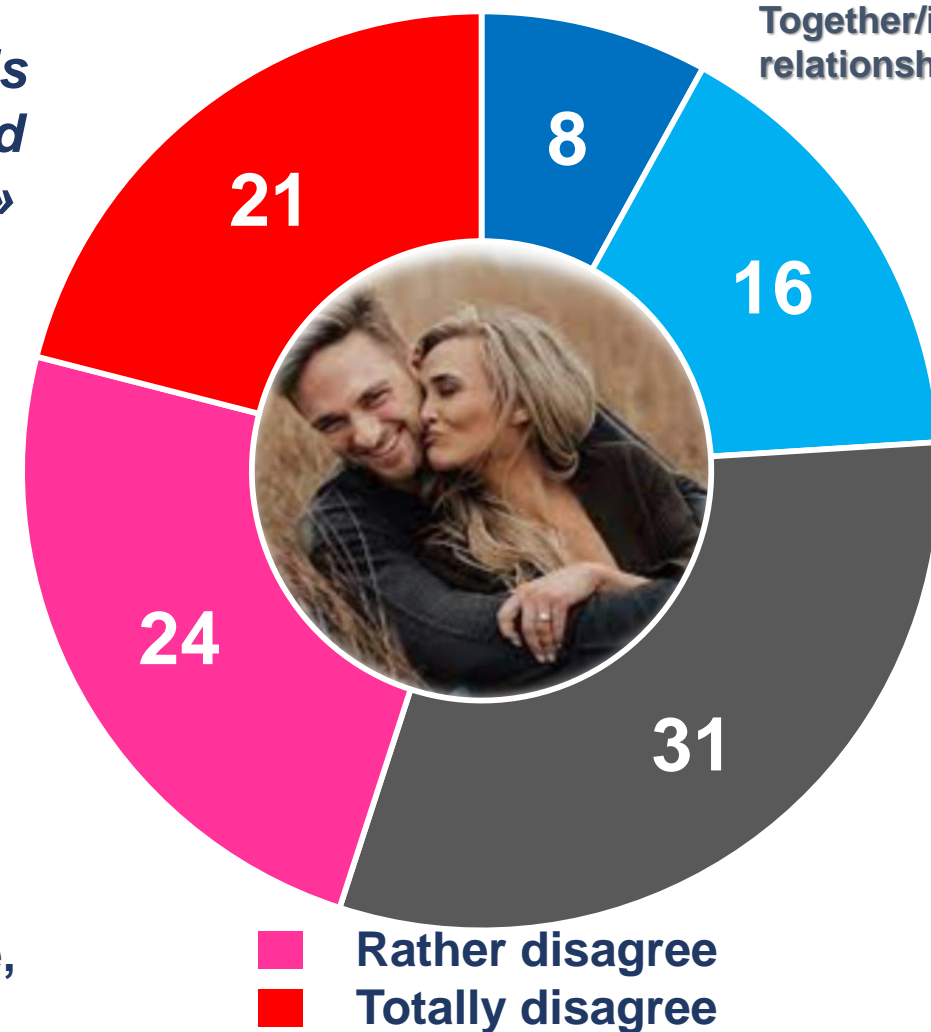
Obviously, the group of “singles” believe that marriage is an outdated institution to a much higher degree than the married ones

Single/divorced/  
widowed



*«Marriage is  
an outdated  
institution»*

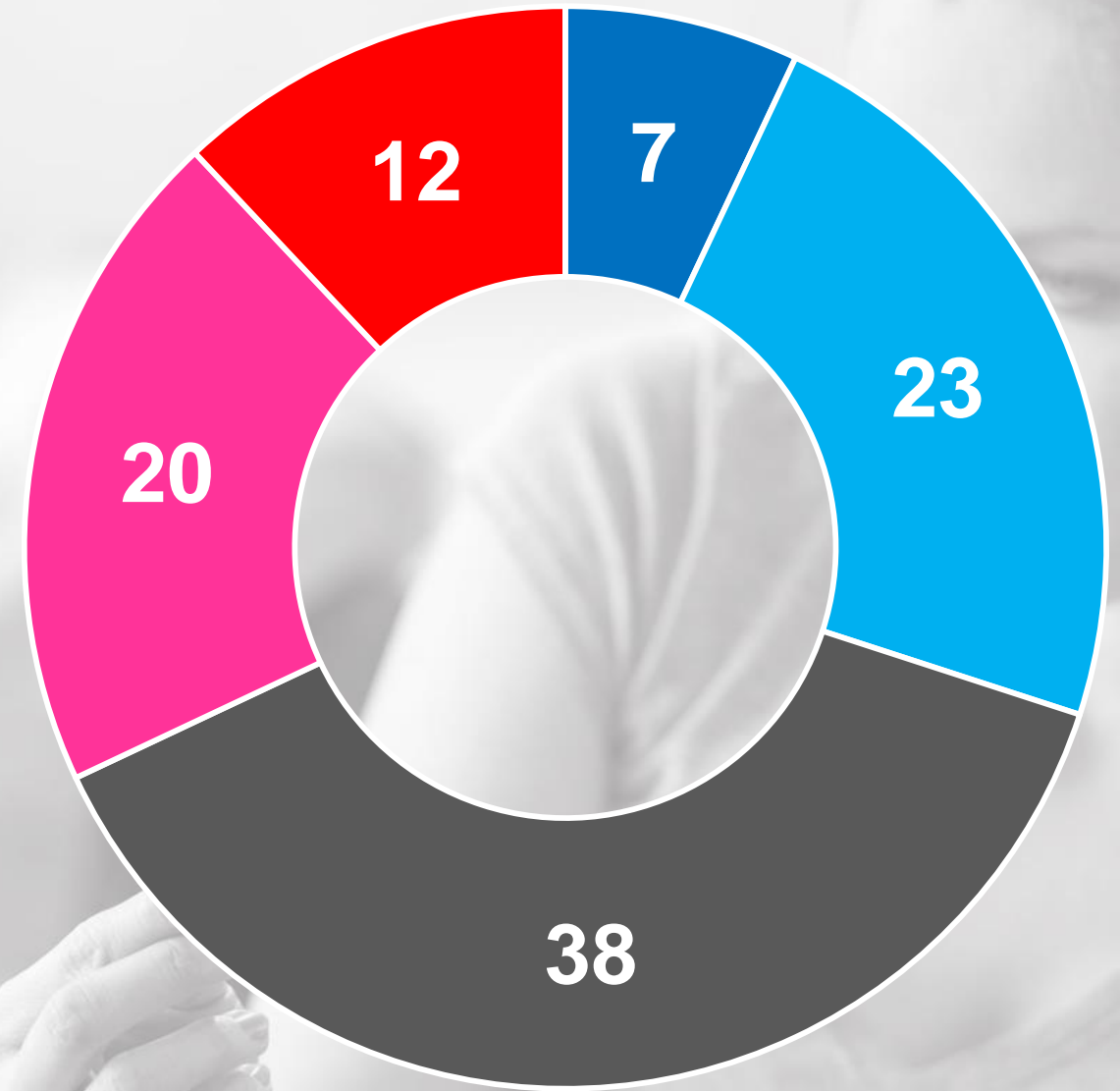
Married/living  
Together/in a  
relationship %



- «Most marriages end in a divorce»

%

One in three Greeks believe that most marriages fail, while exactly the same proportion say the opposite!



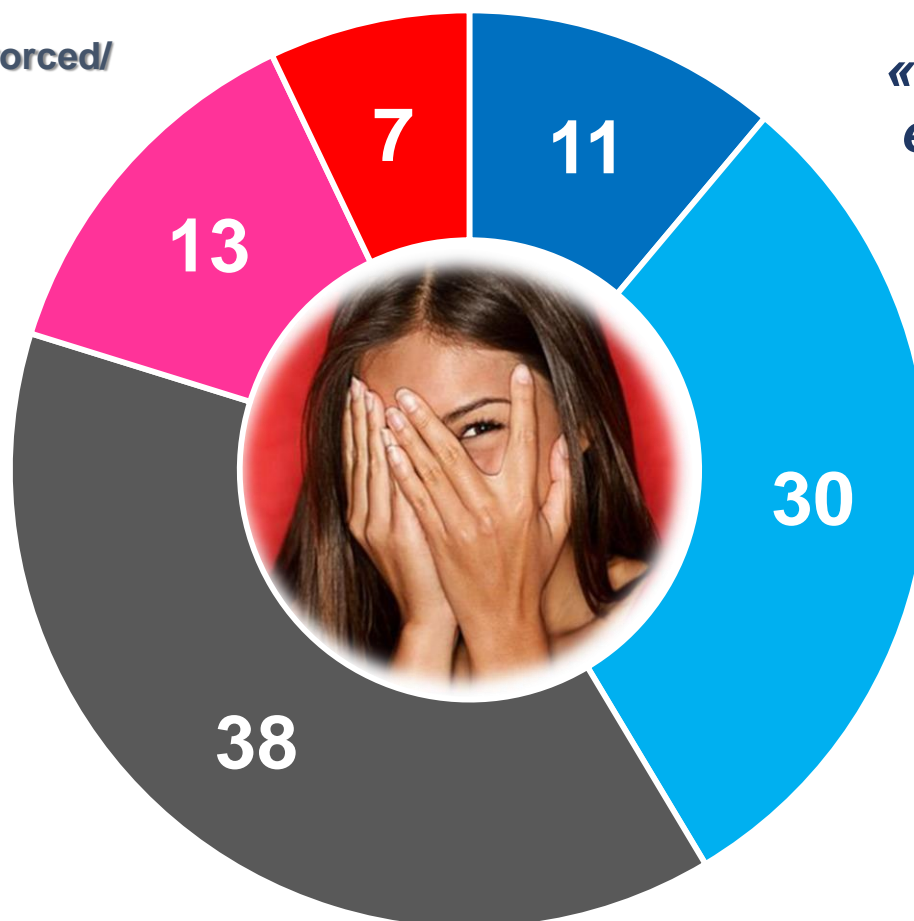
■ Totally agree  
■ Rather agree

■ Neither agree,  
nor disagree

■ Rather disagree  
■ Totally disagree

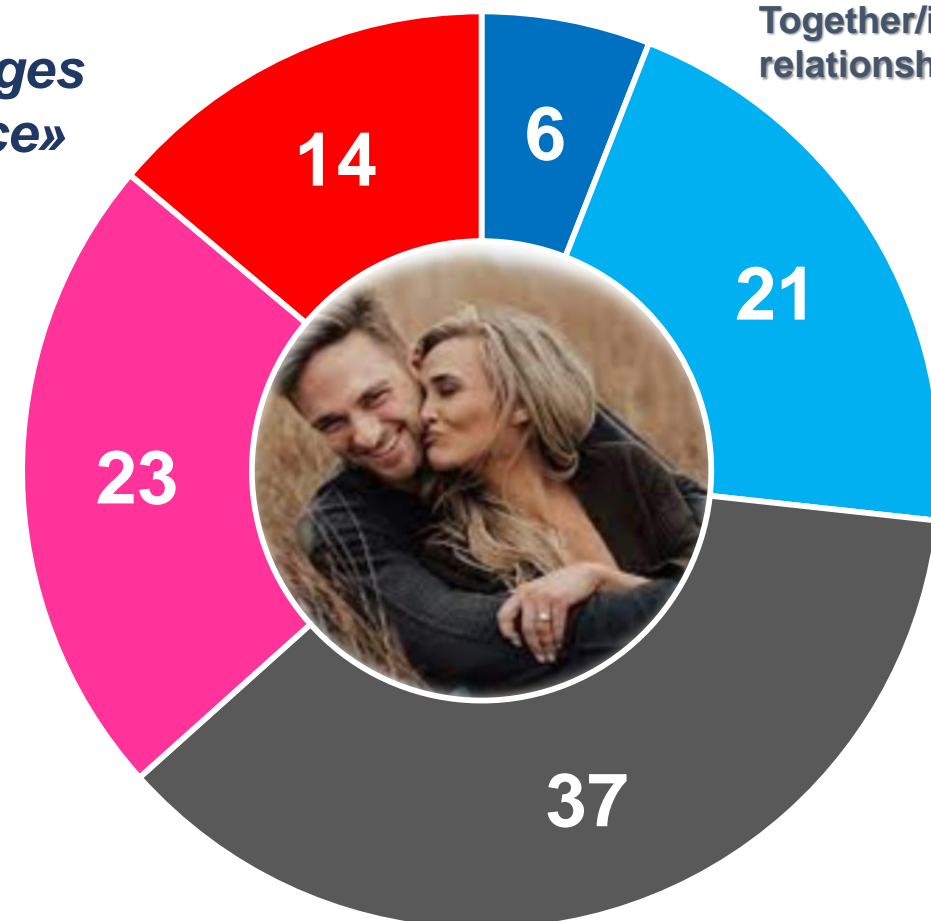
Again, the group of “singles” have a much more negative opinion about the ending of most marriages!

Single/divorced/  
widowed



«Most marriages  
end in divorce»

Married/living  
Together/in a  
relationship %



Totally agree  
Rather agree

Neither agree,  
nor disagree

Rather disagree  
Totally disagree

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Thank you!

