

National Survey for the **Smile of a Child**

27th Anniversary
Salonica, November 9, 2022

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We feel deeply grateful



Issues that
concern the
Greeks



We will see:

Greeks &
Charity



Focusing on the
Smile of a Child



Research Sources & Specifications

YouGov Profiles
by  **FocusBari**

Conducted in Greece on an ongoing basis since 2021. It records the habits, attitudes, opinions & mentality of Greeks on a wide variety of topics/lifestyles.

Regular Panhellenic Surveys

 **FocusBari** | **YouGov**[®]

20+ surveys per year are designed and conducted on topics that concern the Greek community and reflect on public opinion.

Exclusive Research of

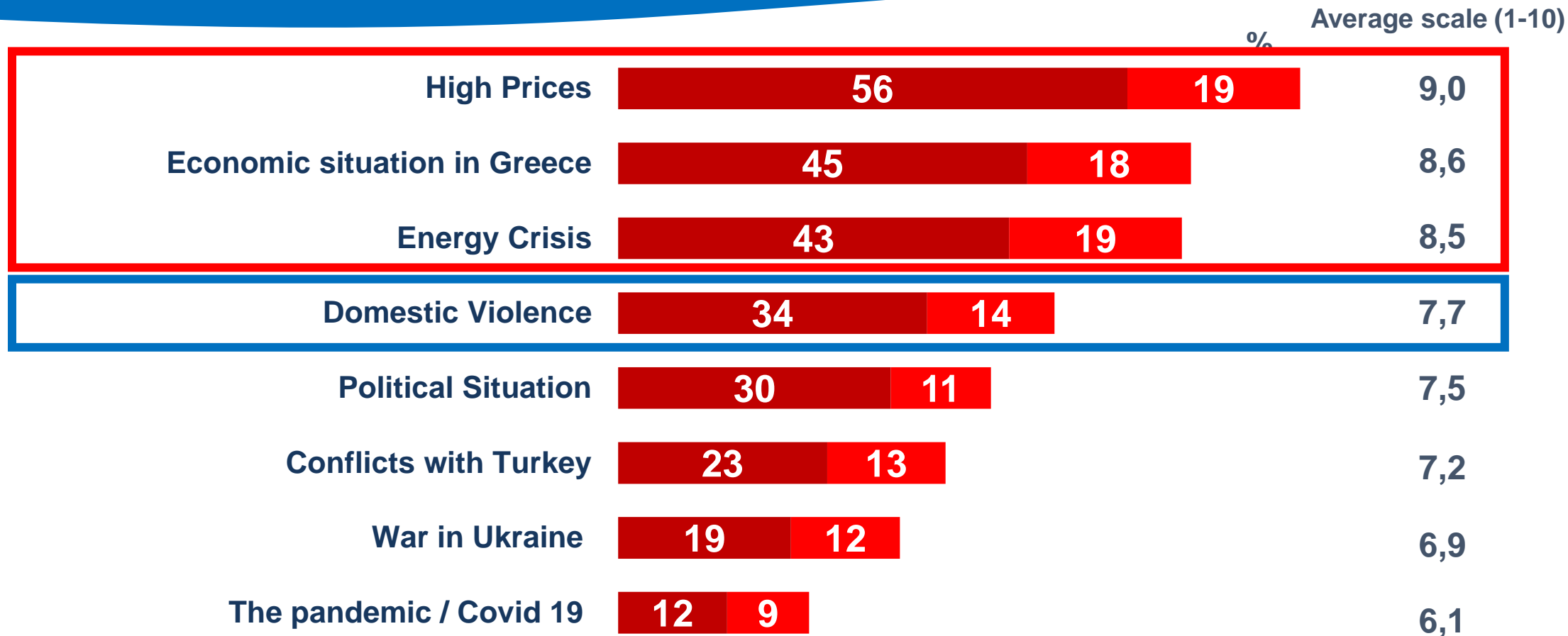
 by  **FocusBari**

Every year, Panhellenic Survey of public opinion, image & relationship with The smile of the child. This year's survey was conducted in a sample of 1005 people aged 18-64, October 2022.

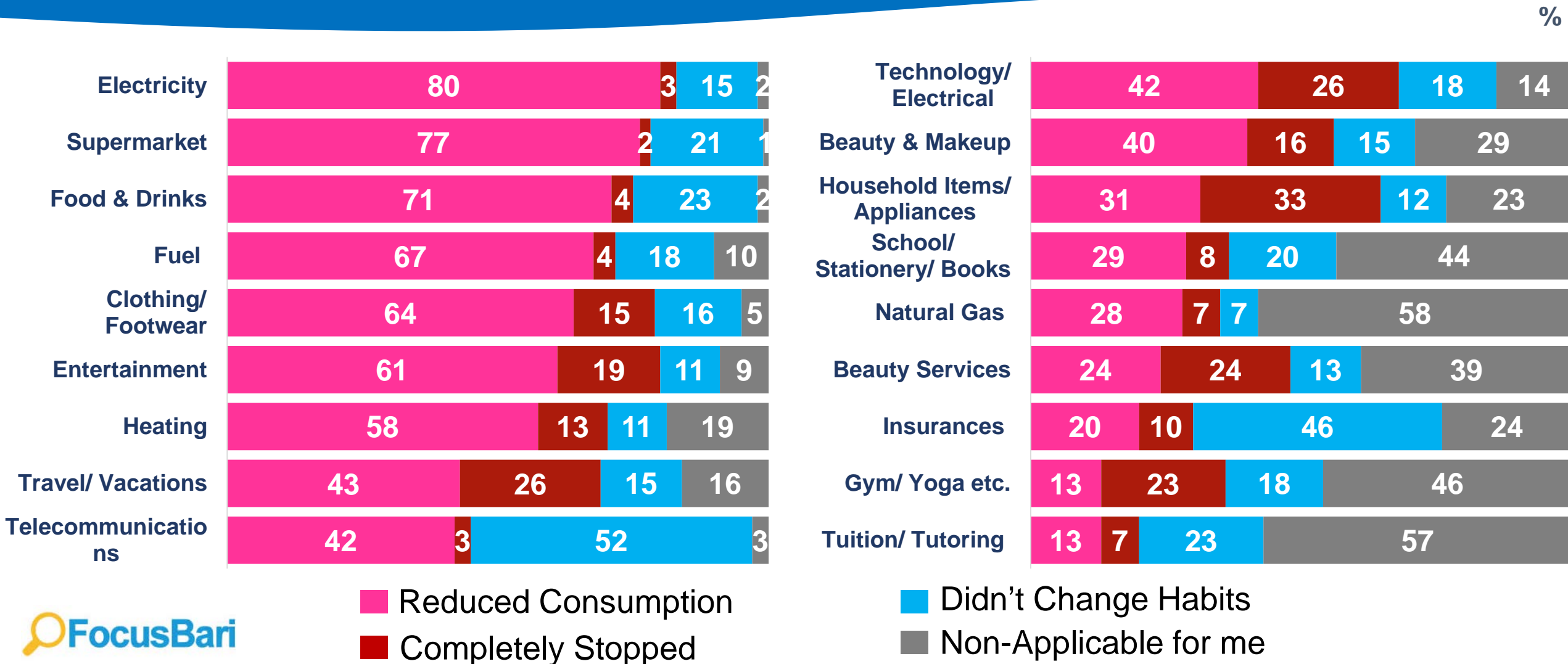
Issues that Concern Greeks today



High prices, the economic situation and the energy crisis constitute the “top 3” concerns of Greeks nowadays



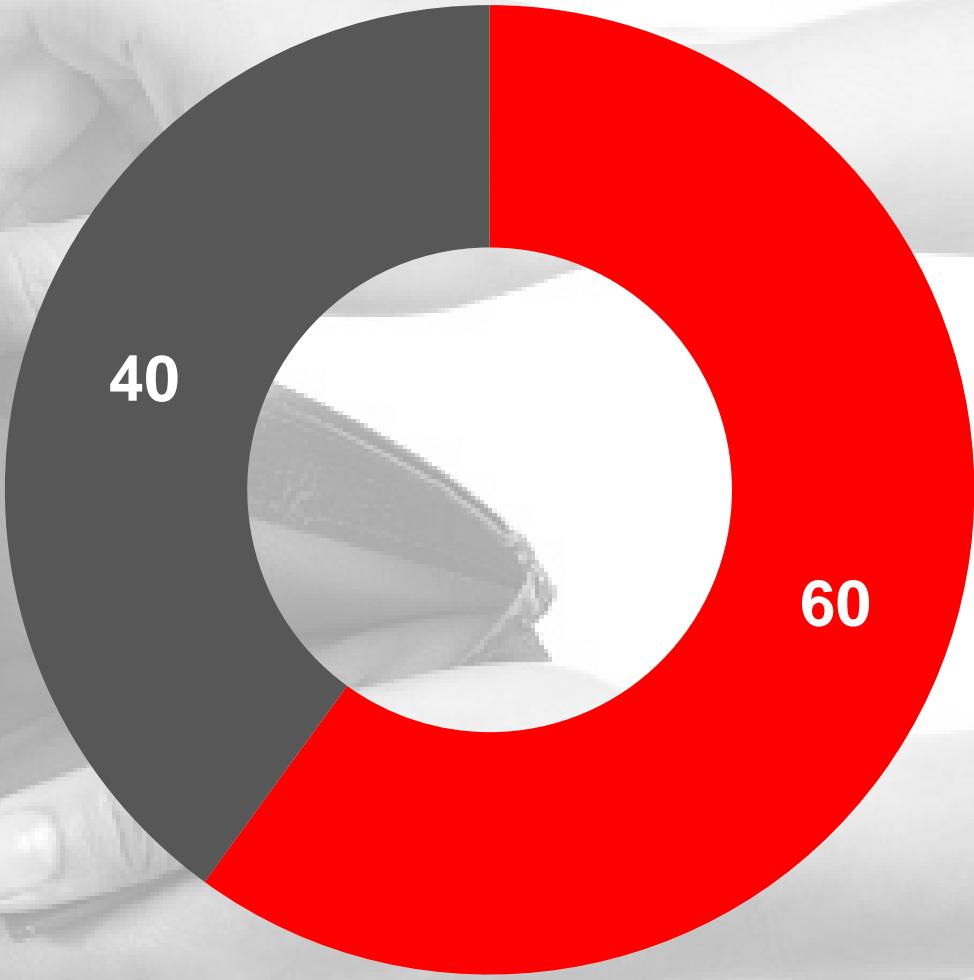
Due to high prices, 97% of Greeks have reduced or ceased consumption in a variety of primary goods/services, but also in clothing/footwear, entertainment, travel / vacations, etc.



Q. "Did you make these cuts as precaution or because your income is not enough?"

%

Reductions or cutdowns have been made mainly because of insufficient income, but also as a precaution



■ Income is not enough ■ Precaution

#1. Takeaway

- ✓ Greeks nowadays are faced with many issues
- ✓ High prices, insecurity, climate change, but also...
- ✓ Domestic Violence
- ✓ Climate change & high prices are also the two main concerns of all Europeans

Greeks and Charity



Despite the difficulties faced by society, one in two Greeks donate for a good cause

49%

Willing to volunteer **their time** for a good cause

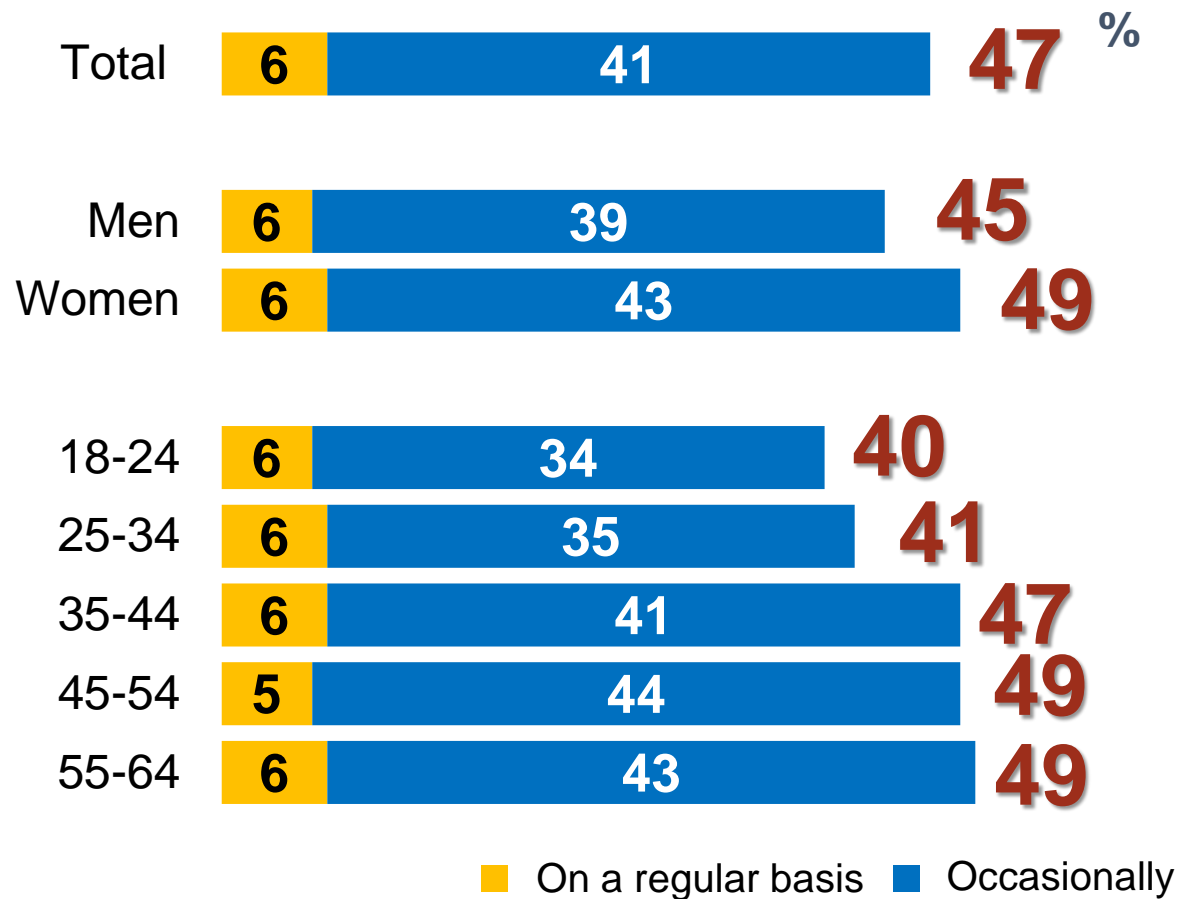
- ✓ Women
- ✓ 18-24 years old
- ✓ 55+ years old
- ✓ Very low or very high income levels

47%

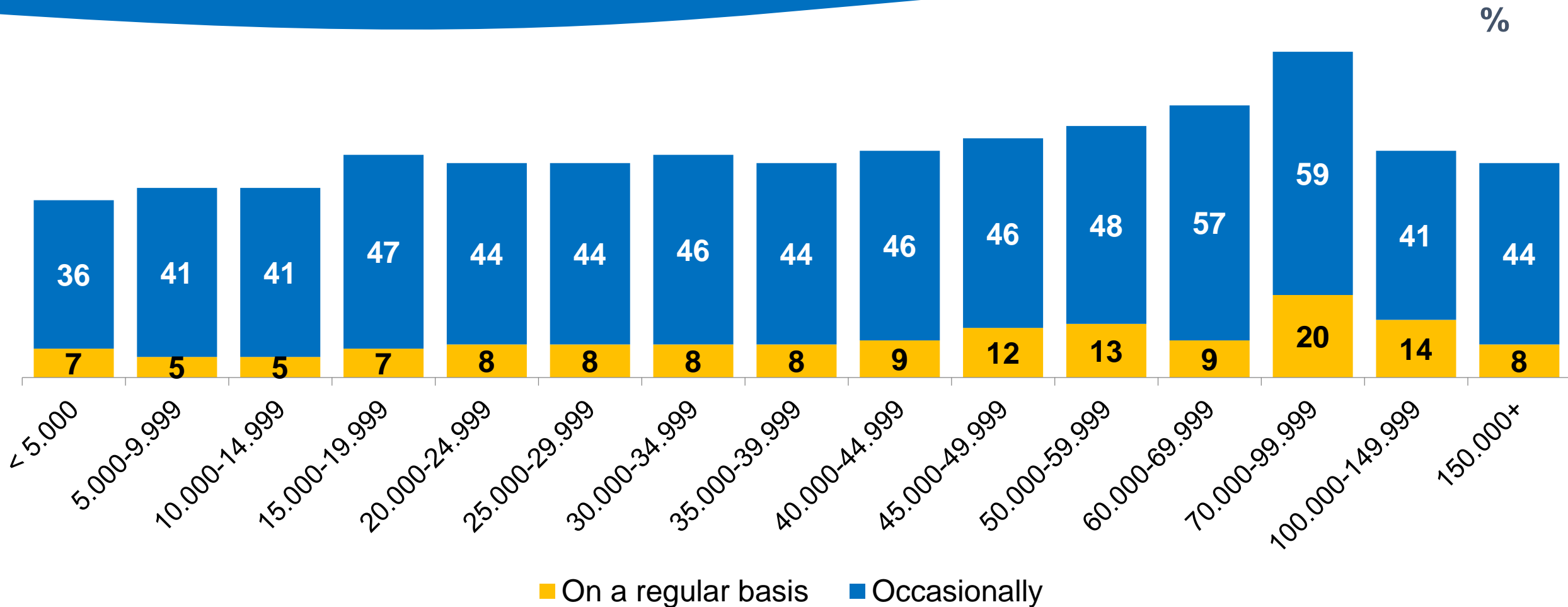
Have donated **money** to charity in the last 3 months

- ✓ Women
- ✓ 45+ years old
- ✓ Variety of income levels

Charity is donated primarily on an occasional basis



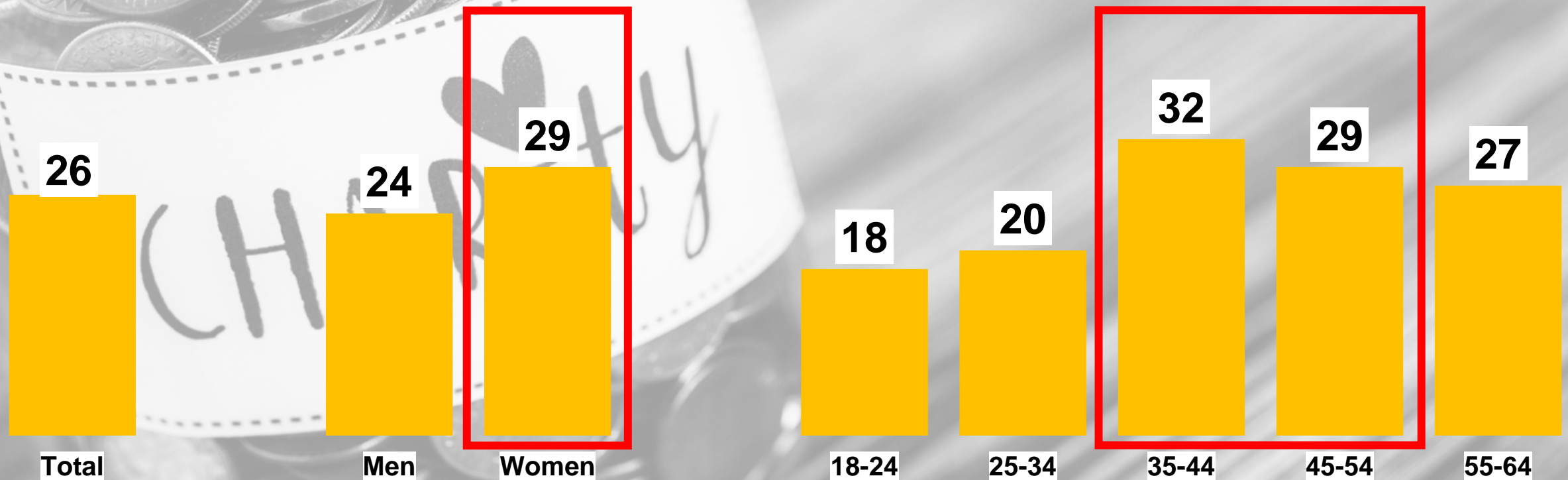
The degree of philanthropy is significant in almost all income levels with a peak among the group of 70-100.000 euros annually



Organizations for youths and children excel as charity causes which Greeks supported financially in the past 3 months



Women and the middle age groups support more youth and children charities as compared to men and younger ages



#2. Takeaway

- ✓ Regardless of the high prices, one in two Greeks, donate time and money for a good cause, although mostly occasionally
- ✓ This trend appears marginally higher among higher incomes
- ✓ Youths and Children constitute the main philanthropic cause supported by Greeks

Focusing on the Smile of a child





The Smile of a
Child is well
known to virtually
all Greeks

92%

Awareness
Degree
2021

94%

Awareness
Degree
2022

Salonica
96%

All Greeks know an average of 10 services provided by the Smile of a Child, with the best know, top-5 being:

81%



Missing Children

64%



Missing Adults 18-60

64%



Αν δεν μπορείς να το πεις... γράψτο!

Line Operation SOS

55%



Telephone Consulting Services

54%



11 houses that raise children



The majority of
Greeks have a
positive and growing
opinion about the
Smile of a Child

73%

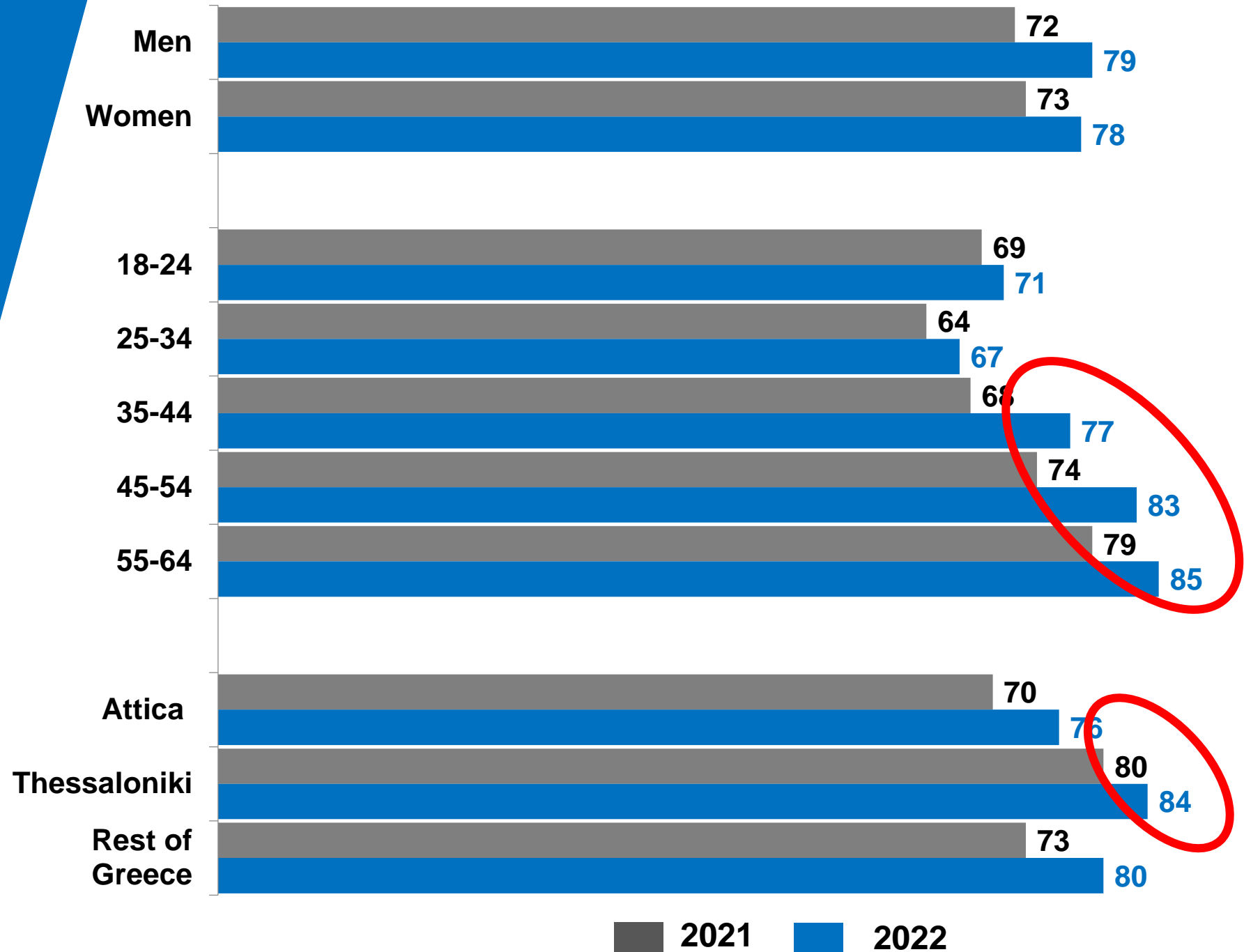
Positive
Opinion
2021

79%

Positive
Opinion
2022

Salonica
86%

The positive opinion is even higher among mature ages and Salonica





«When you give support, you receive support»

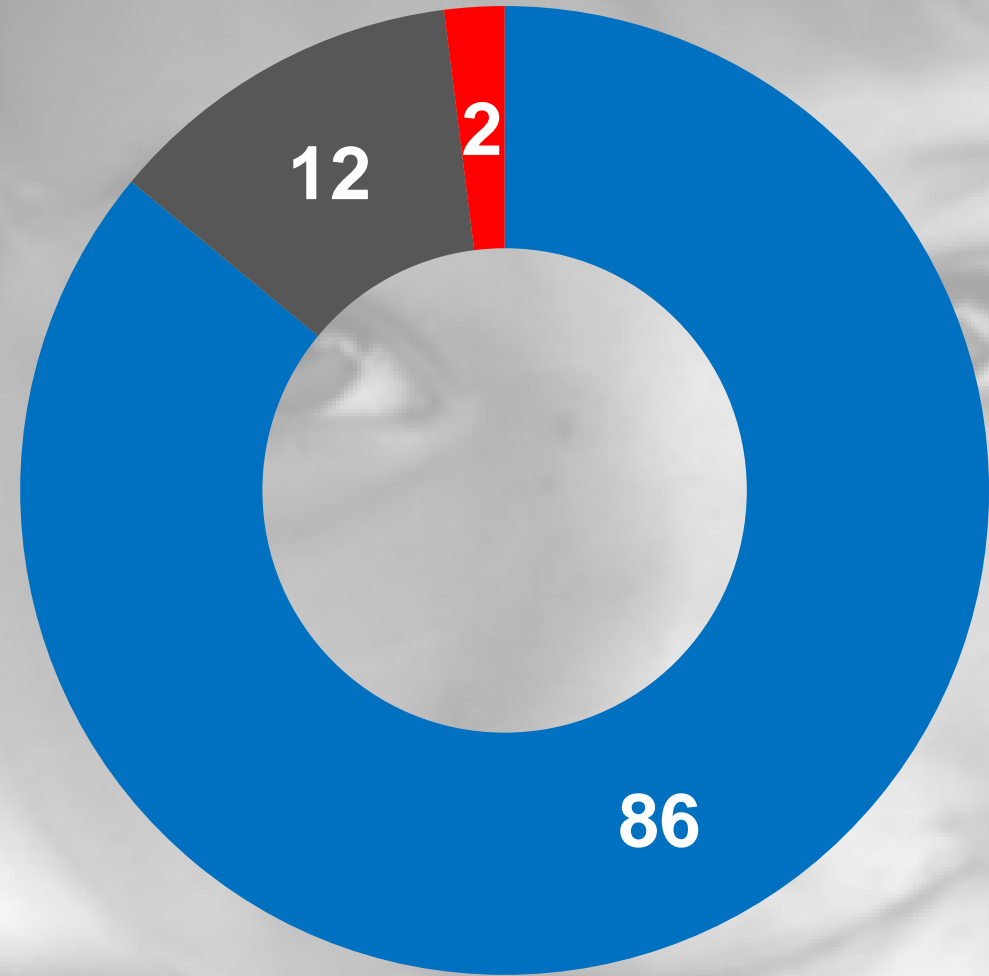
41%

Have helped
The Smile of
a Child in
the past year
(2021: 34%)

22%

Believe that
the Smile of
a Child
helped
significantly
during the
pandemic

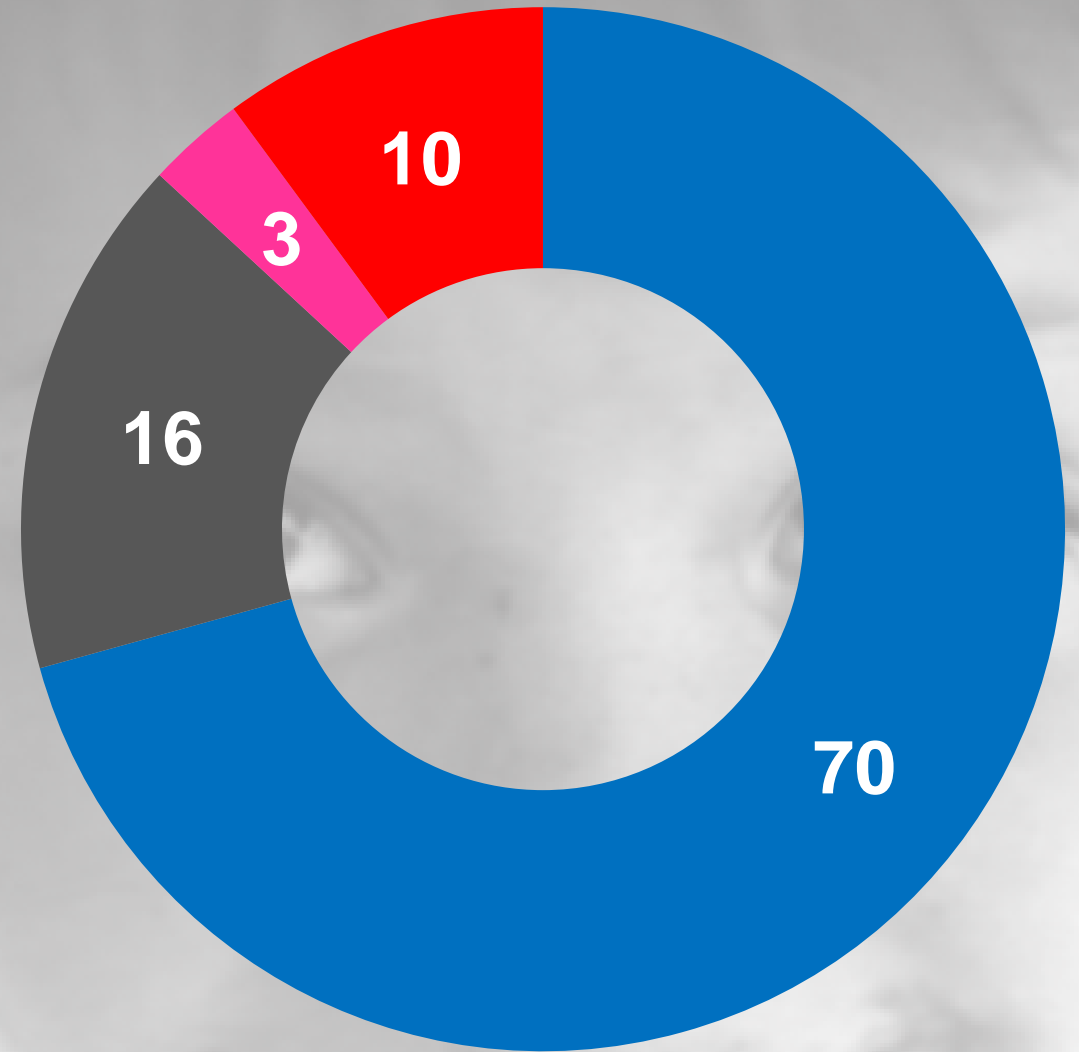
The Smile of a Child is considered as the most experienced organization in dealing with incidents and childcare in Greece







■ Probably/Totally Agree ■ Neither/Nor ■ Probably/Totally Disagree

An organization considered to offer superior contribution than that of the State

%



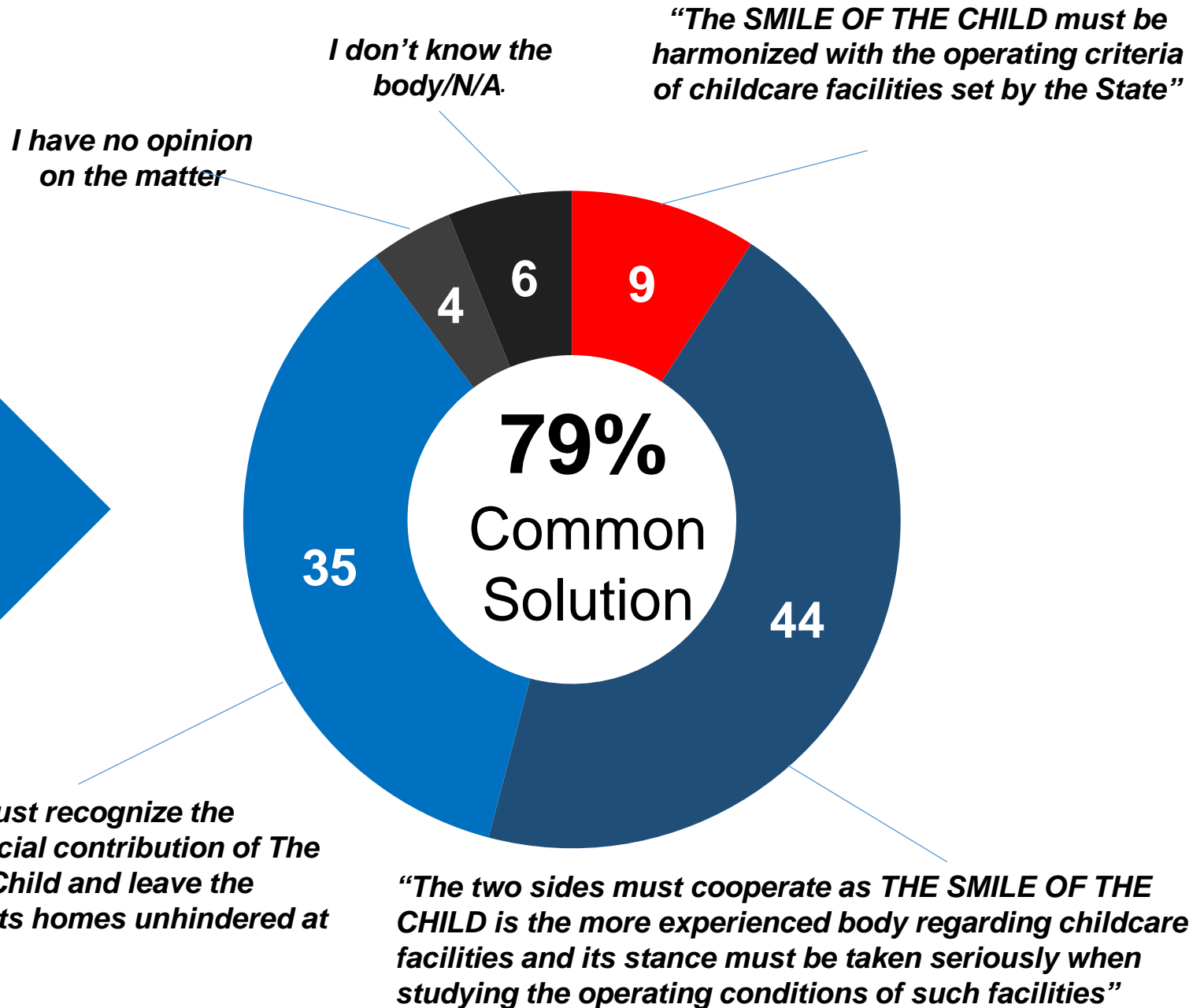
-  Offers work, superior to that of corresponding public bodies
-  Offers work, equal to that of corresponding public bodies
-  Offers work, inferior to that of corresponding public bodies
-  There is no corresponding work done by a public body

Almost all Greeks have a very positive and rising image for its cause, contribution, strength and actions



(These opinions were expressed spontaneously by the Greek public in a qualitative research conducted in 2018)

4 out of 10 Greeks are aware of the recent legislation that disables 9 out of 11 houses of the Smile of a Child



#3. Takeaway

- ✓ All Greeks know The Smile of a Child as the largest and most reliable NGO with a huge work dedicated to children
- ✓ The positive opinion, image and support of The Smile of a Child among the Greek public is constantly rising
- ✓ The recent legislation finds Greeks overwhelmingly wanting a common solution

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Thank you!

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