



Greeks & Mental Health – Self Improvement

National Survey Results

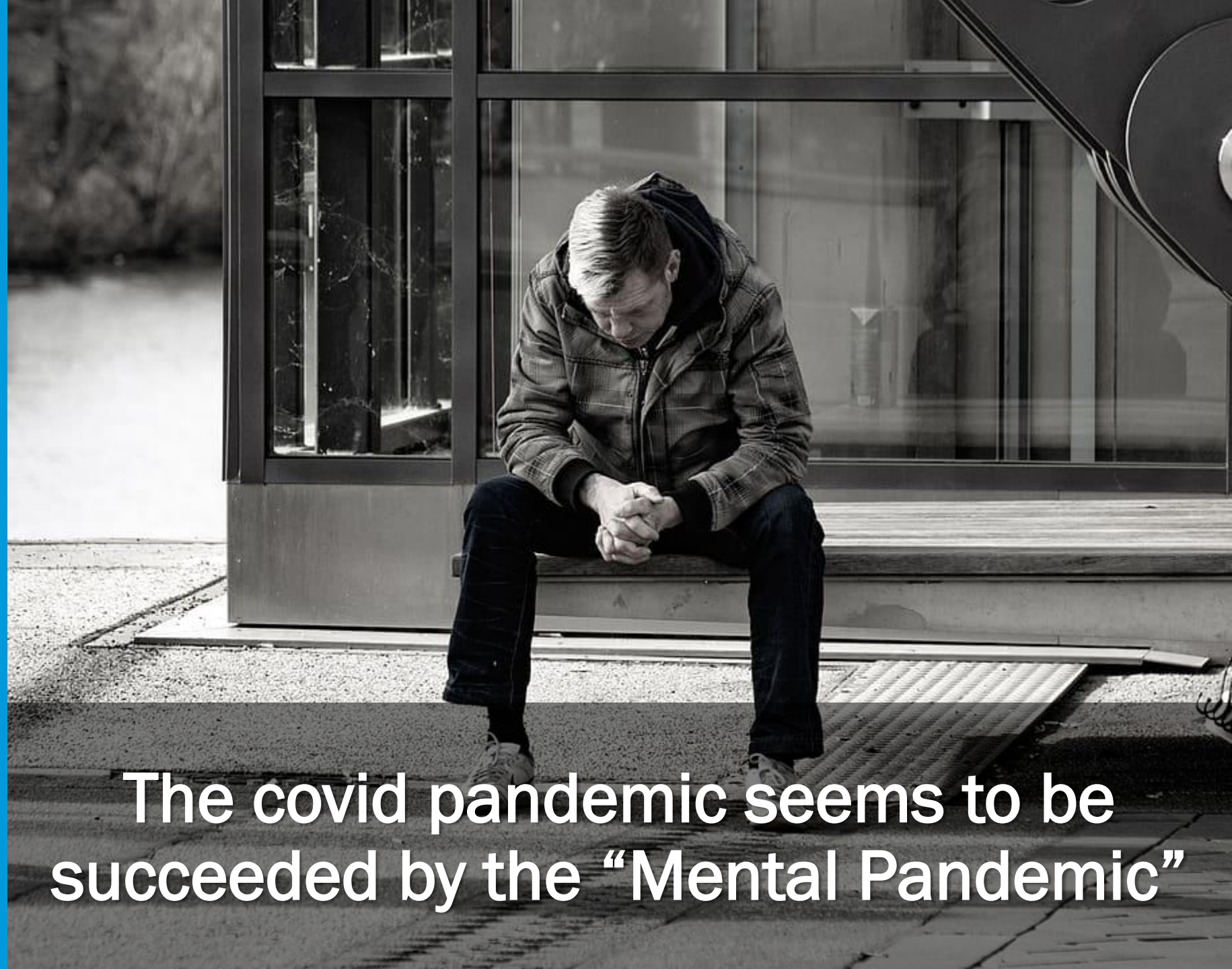
February 2023



Research Basic Specs

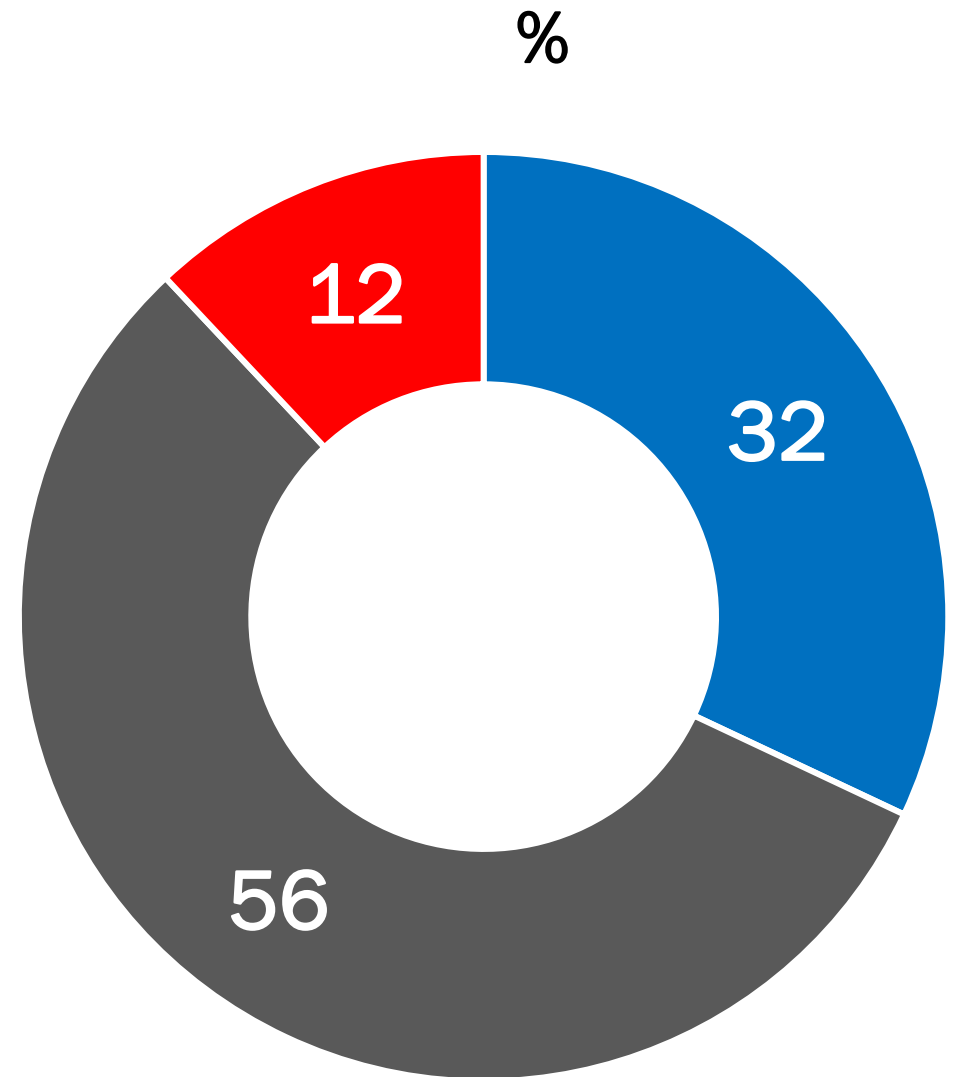
- Online interviews via YouGov panel (40.000+)
- Adults 18+ Nationally
- Representative sample 1404 people
- Structured questionnaire
- Fieldwork: December 2022

Introduction



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

More than 1 in 2 Greeks currently experience «psychological ups and downs»



- I am good psychologically, it's a test that will pass
- Sometimes good, sometimes bad psychology, changes depending on the days
- I am bad psychologically, I am worried, I am very afraid of how this will end

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




What we will see



How satisfied are Greeks today with the basic areas of life



What areas of life do Greeks want to improve

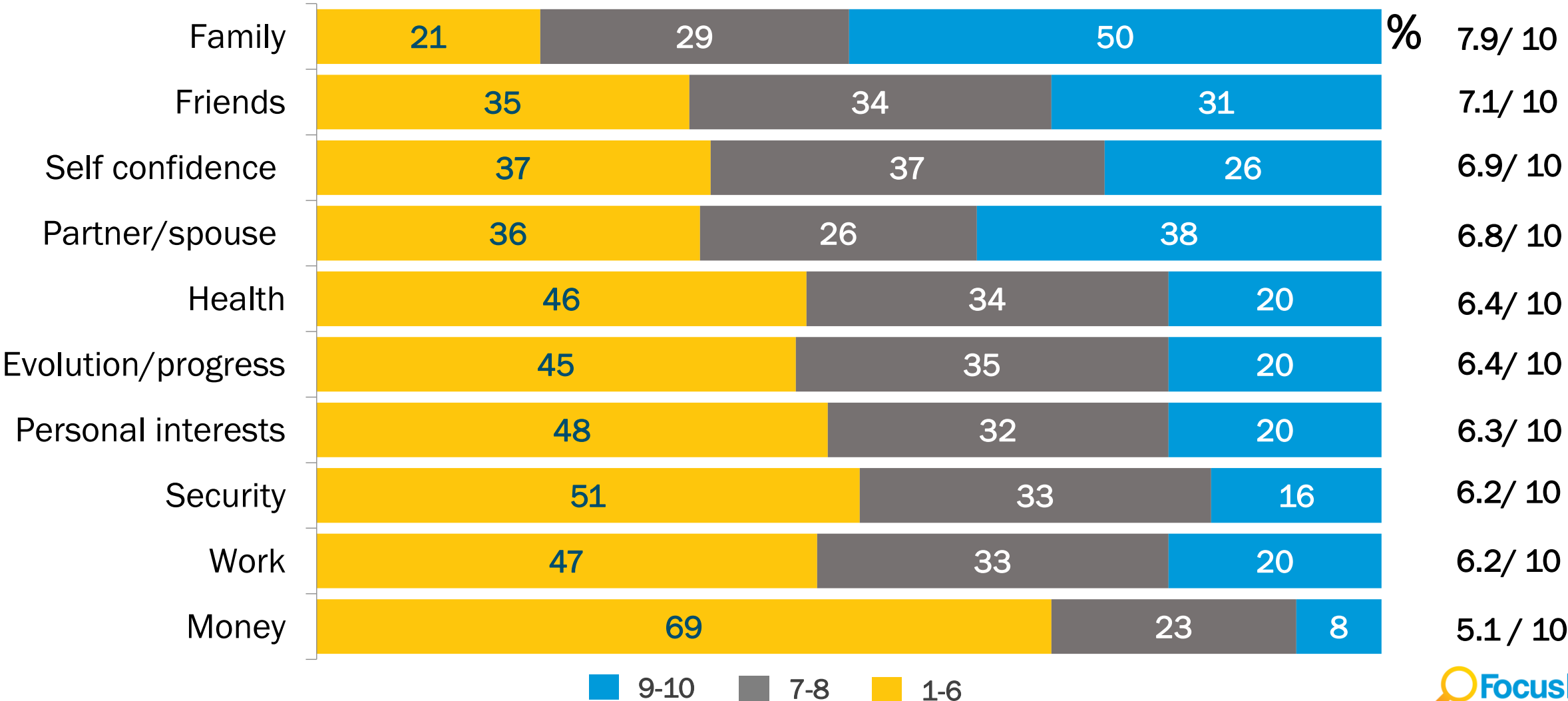


What actions have they taken and/or intend to take for their personal development / growth?



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

We find 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 and 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.

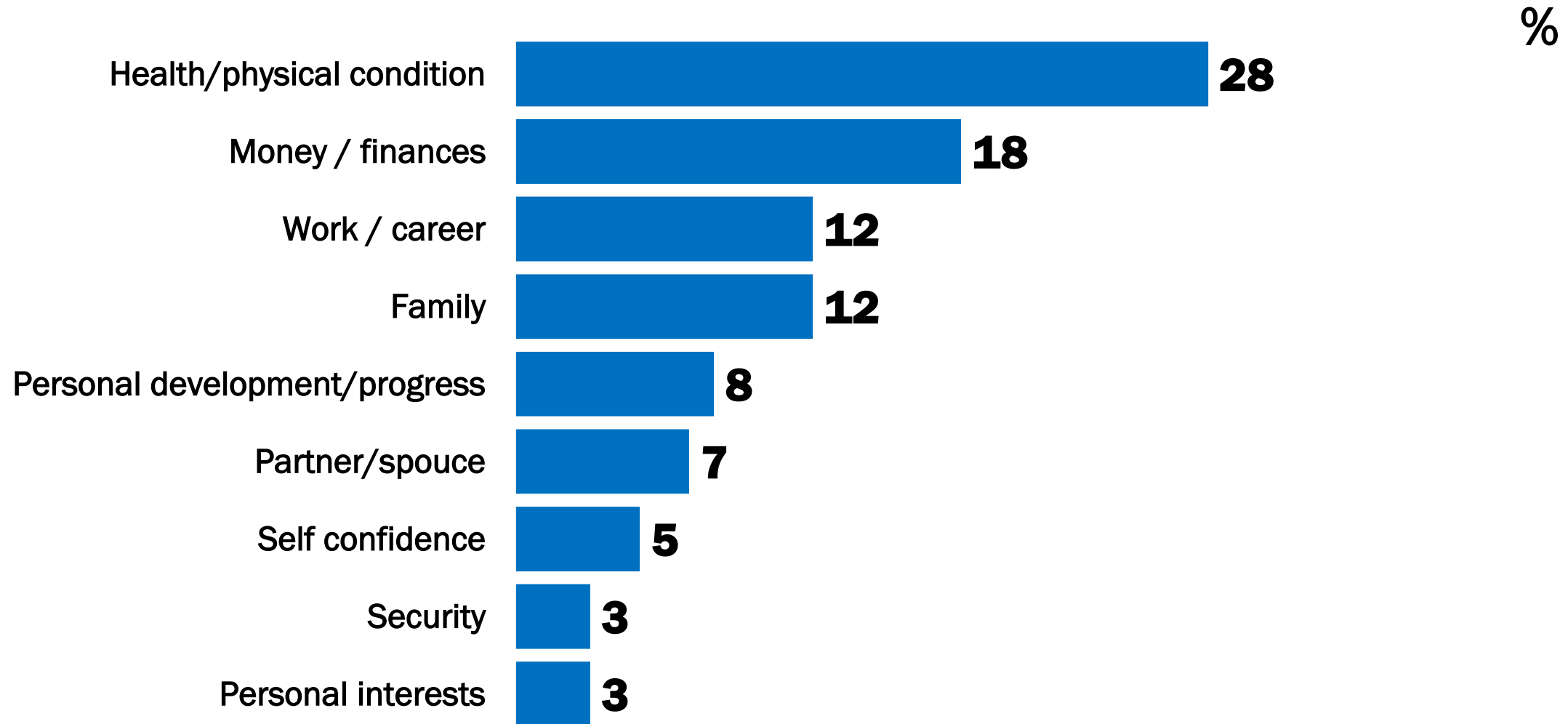
Key highlights #2

- 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

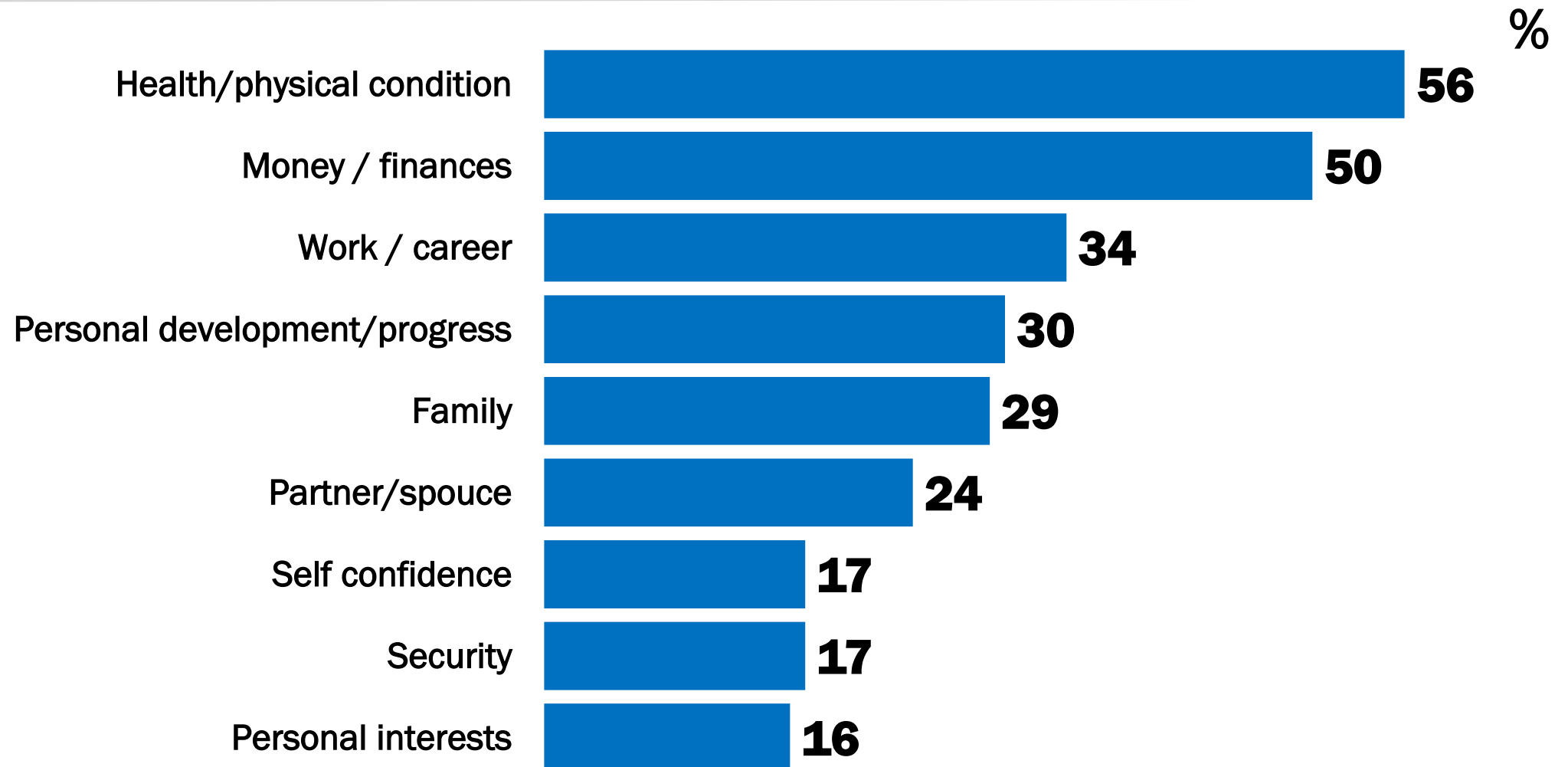


**Which areas do Greeks
want to improve?**

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



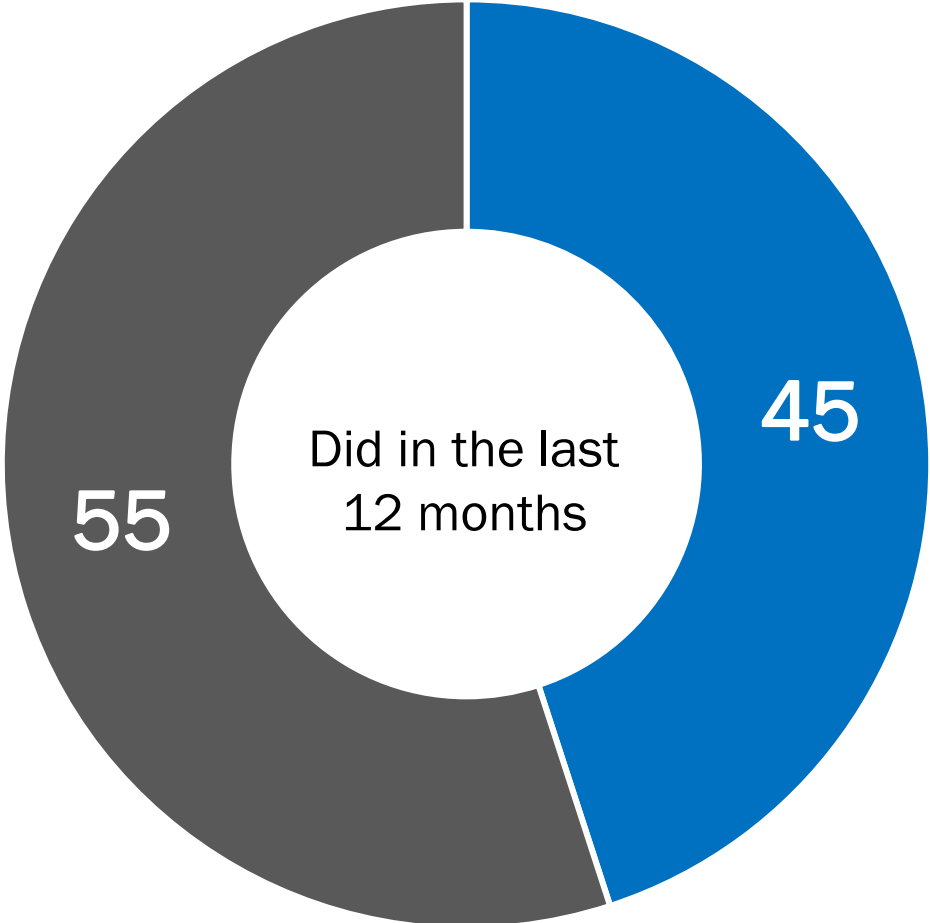
Key Highlights #3

- 28% of 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, the primary area is that of 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.

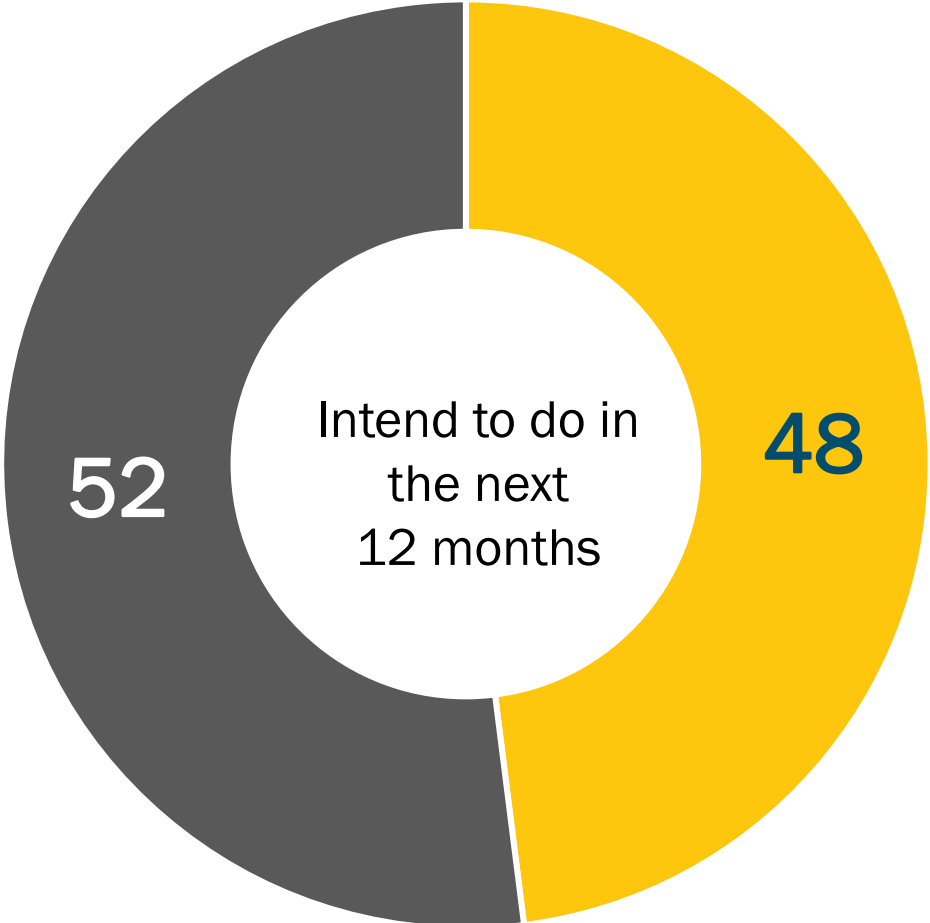


**What have Greeks done or
intend to do for their
personal
improvement/evolution?**

3 out of 5 Greeks did/intend to do some action for the purpose of their personal development (58%)

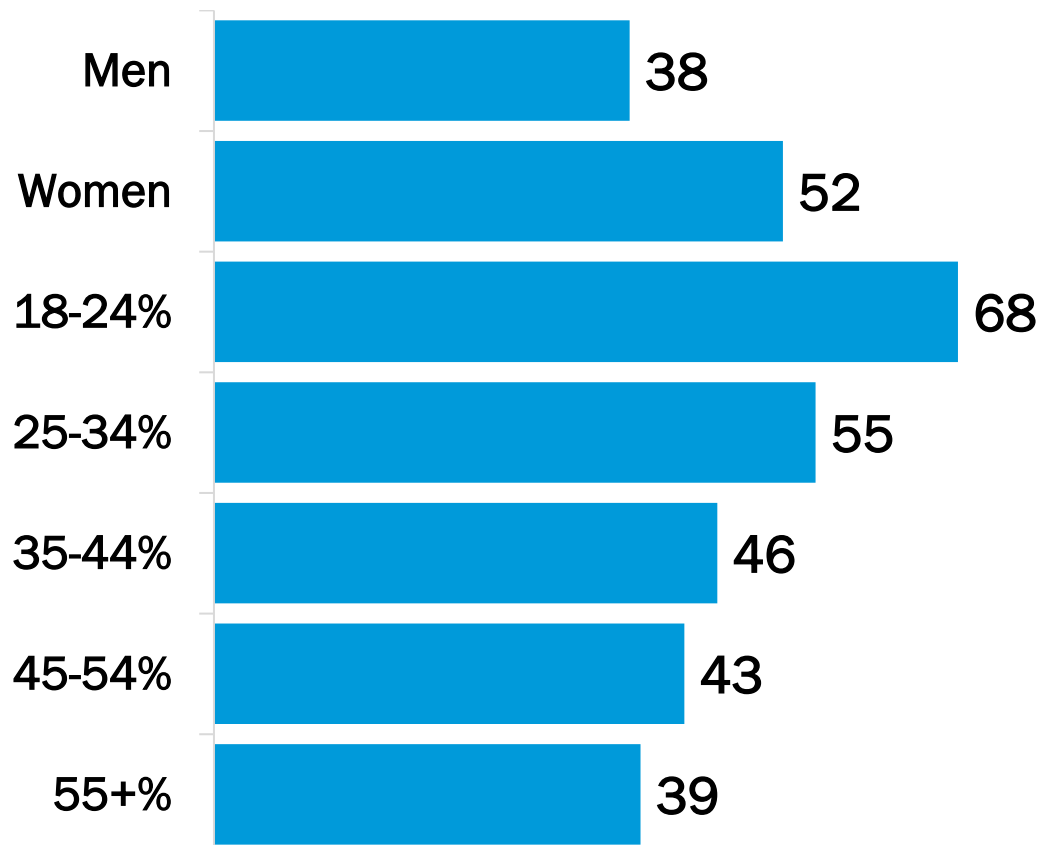


%

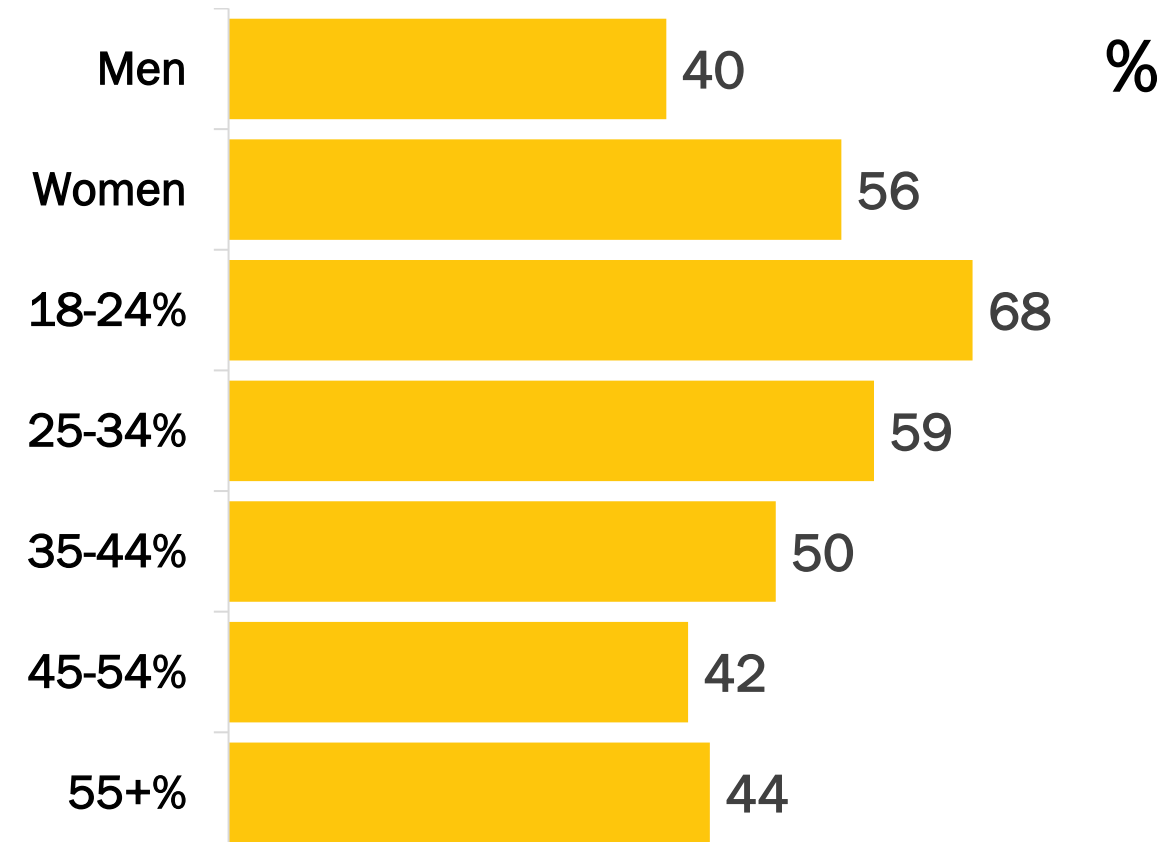


Women and young people are clearly more open to self-improvement

Did in the last 12 months



Intend to do in the next 12 months



Personal sessions, seminars, videos & books 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

%



Key Highlights #4

- In view of the continuous and successive difficult conditions that the majority of Greeks seem to be facing, burdening 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, but also..
- Individual or group psychotherapy / coaching sessions and self-improvement seminars, either in person or online



Greeks & Mental Health – Self Improvement

National Survey Results

February 2023

Thank you!