

# **Dreams & Aspirations Multi-Country Survey**

Top Line Results in 17 Countries  
July 2024



# An unusually "Different" Survey !

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- The international network of independent research companies IRIS (International Research Institutes), of which Focus Bari has been a member since 1991, designed and implemented this study on its own initiative.
- The study concerns the "dreams and ambitions/expectations" of different peoples in relation to their current daily life and their future desires.
- The research was conducted in 17 countries, and in this report, key findings are presented both from Greece and internationally.



# We will see...



Daily life : attitudes, dreams & goals



Perceived country priorities & existence of a nationally common dream



What is your Dream Country?

# Survey Basic Specs

# Survey Basic Specifications

Agency:	IRIS (FOCUS BARI member of IRIS)
Theme:	Dreams & Aspirations
Research methodology	Quantitative research
Fieldwork::	January 12 <sup>th</sup> to March 6 <sup>th</sup> , 2024
Target group:	Men- women 18+,
Sample::	8,619 total interviews in 17 countries in America, Europe, Africa, Asia and Oceania.
Weighted:	The weighting was done based on the size of the population of each country.
Questionnaire:	7 minutes long surveys conducted via Online Panel

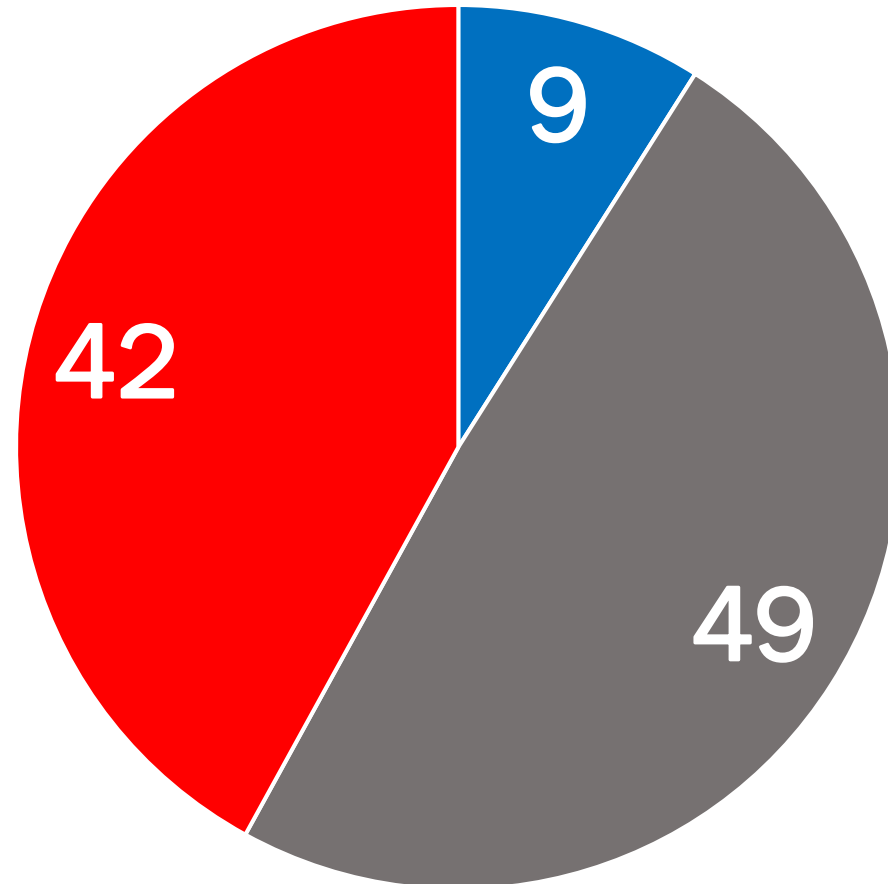
Country	Actual Sample
Australia	510
Austria	478
Bulgaria	507
Canada	500
Colombia	500
Greece	500
Italy	500
Japan	500
Korea	502
Lithuania	524
Malaysia	503
Mexico	500
Nigeria	527
Peru	500
Romania	500
Turkey	501
USA	569



# **Daily Life : Attitudes, Dreams & Goals**

# Only one in ten Greeks feel happy with their current daily life!

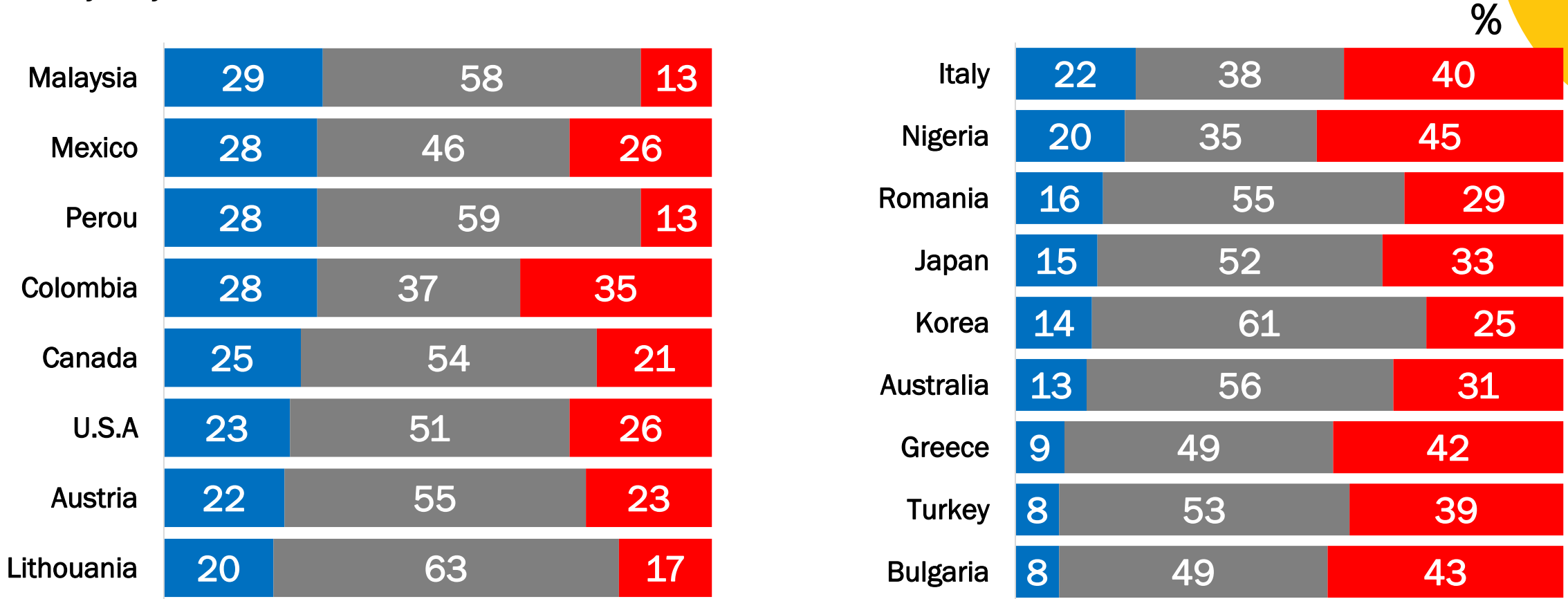
«How distant does your current daily life feel from your aspirations, from very far away to very close to achieving them?» (scale 1-6) %



■ (6-5) very close to my aspirations ■ (4-3) ■ (2-1) very far away from my aspirations

# Across nations, citizens' daily life seems to be quite far from their dreamlife, with significant differences between countries

«My daily life is....»



■ (6-5) very close to my aspirations   ■ (4-3)   ■ (2-1) very far away from my aspirations



# Nations' dreams & aspirations were recorded in their own words, and for Greeks, their goals & desires center around :

Qst“. We are interested in understanding the aspirations of Greeks (i.e. desires, goals, ambitions). Please share with us your main aspiration” (open ended)

## • Better quality of life / change in living standards

- "prosperity"
- "reduction of prices / affordability"
- "healthcare for all"
- "better working conditions / meritocracy"

## Personal goals / self-improvement

- "MENTAL HEALTH / to not have stress / peace / love"
- "to have dreams that I can fulfill"
- "to start a family, to have a partner"
- "safe family environment / warmth"
- "caring / offering to fellow human beings"

## More effective governance/central authority

- «More effective governance/central authority»
- «security from politicians/supporting Greeks/transparency
- better educational system/discipline/teachers who care»
- reduction of bureaucracy/flexibility»
- « justice/security/equality»
- “reduction of crime”

## • Image of Greece

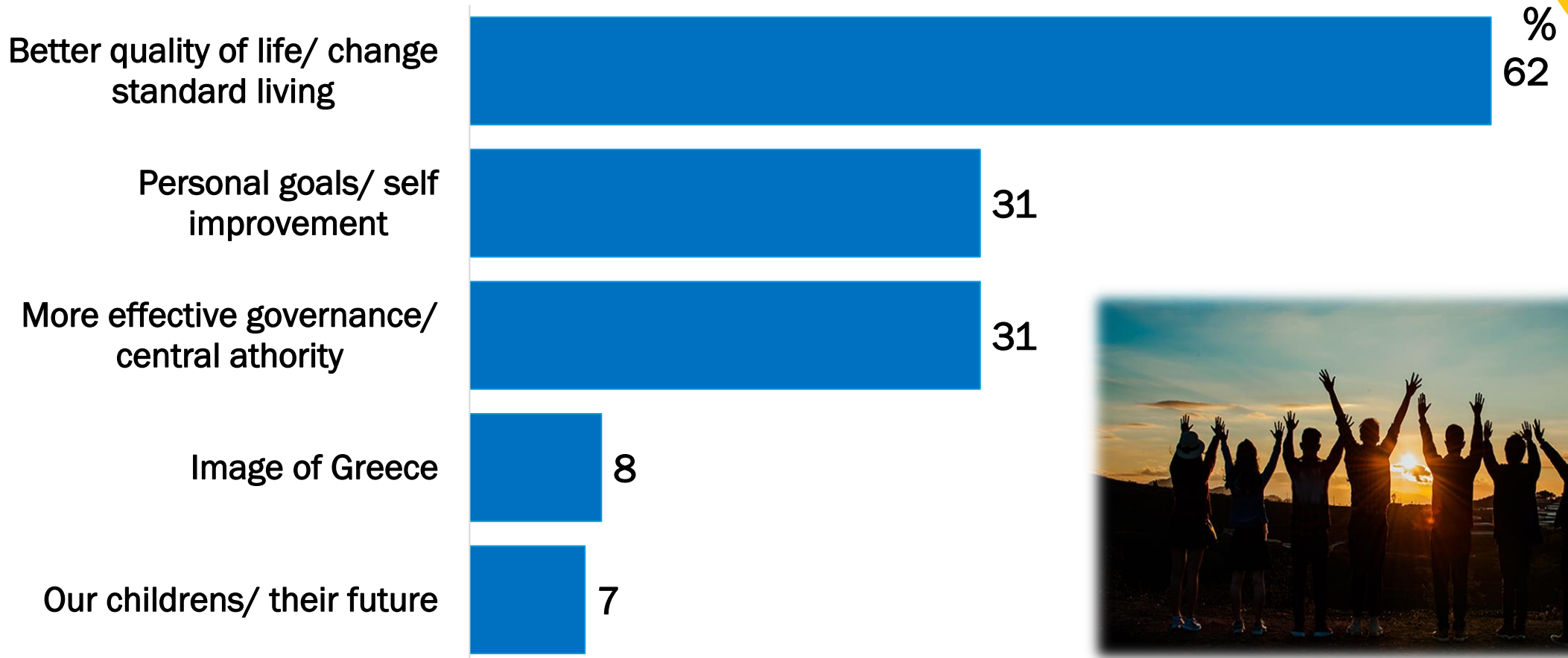
- to become an equal member of the EU / Democratic European Greece»
- » to promote its values and history
- to be proud of my country

## Our children/their future

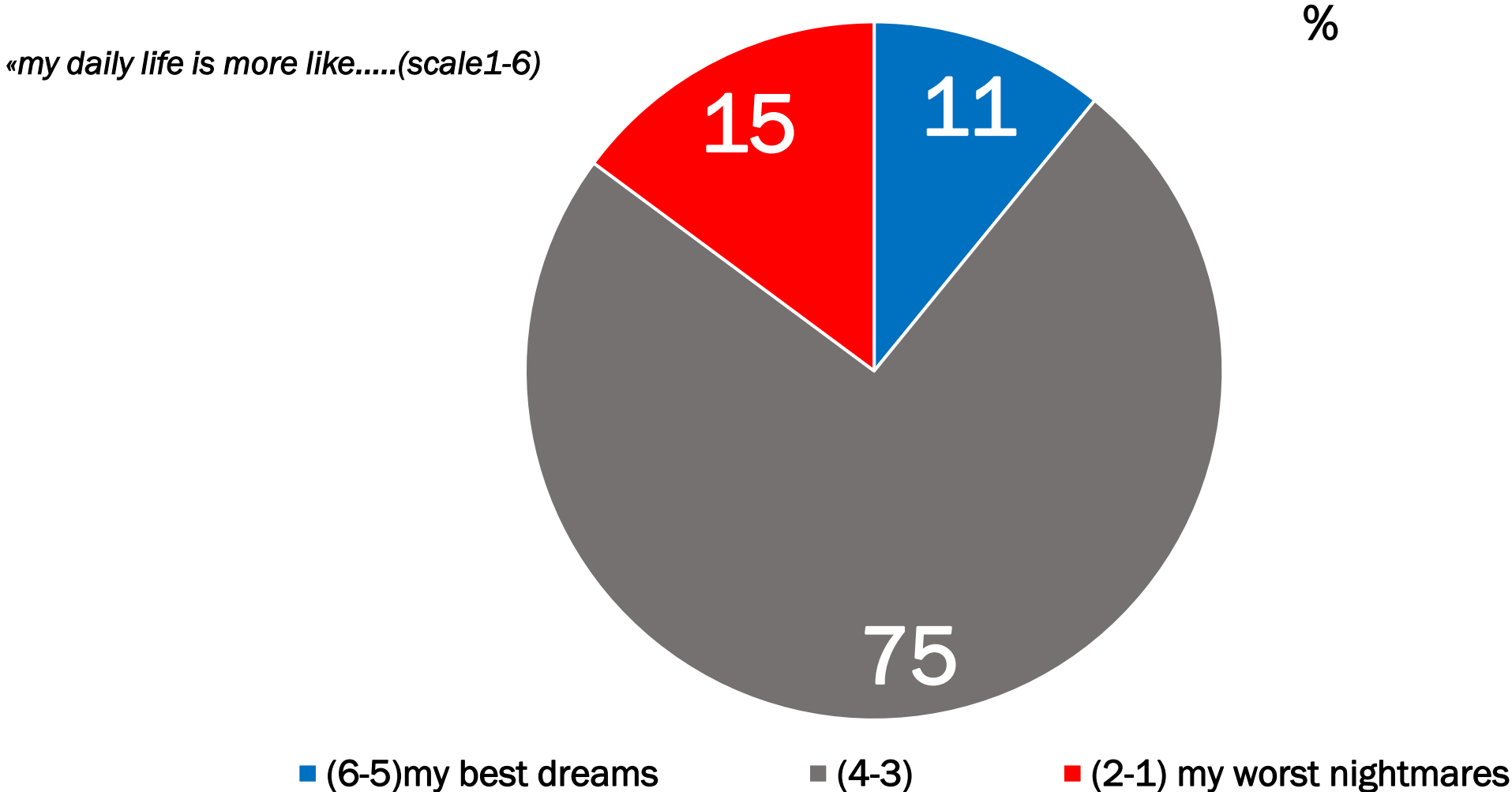
- » to grow up with healthy and positive manner/without abuse
- » to have moral values/proper education/without violence
- to become autonomous/to not be afraid
- » to have opportunities/to develop/to see things in their country



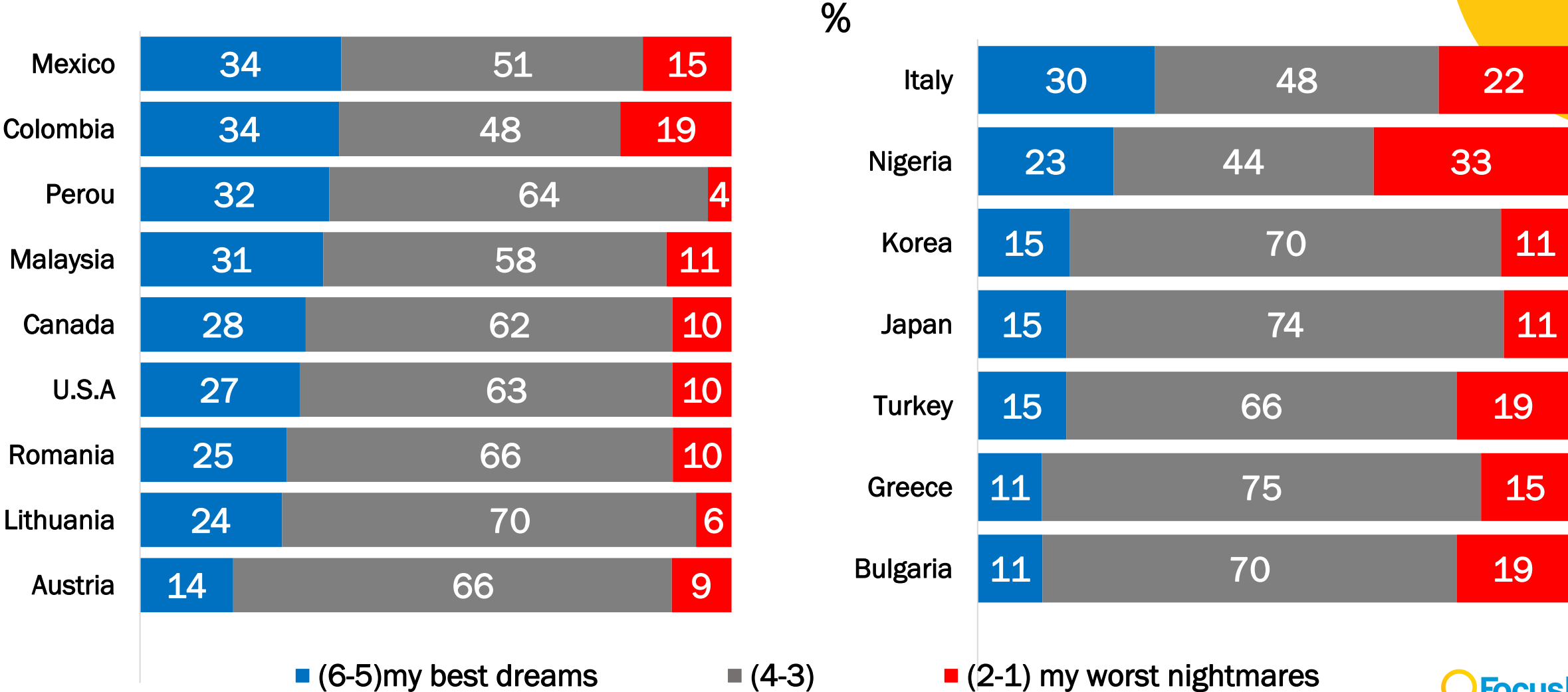
# Results show that Quality of life and improvement of their financial status are the main dream/desire of the Greeks



# Is daily life a dream or a nightmare? Three out of four Greeks position themselves somewhere in the middle:



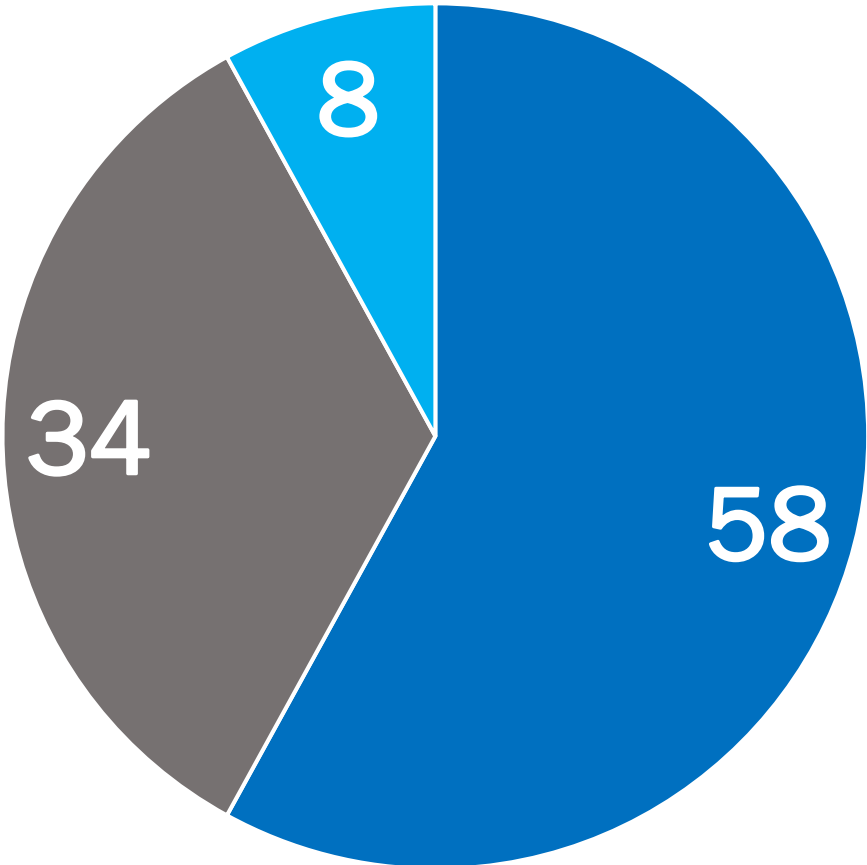
# The degree of happiness—stated as the difference between actual and desired—varies between countries and has no correlation to financial/economic status



# Perceived Countries Priorities

# Three out of five Greeks believe that the state should put priority on citizens' welfare rather than on its international position / influence

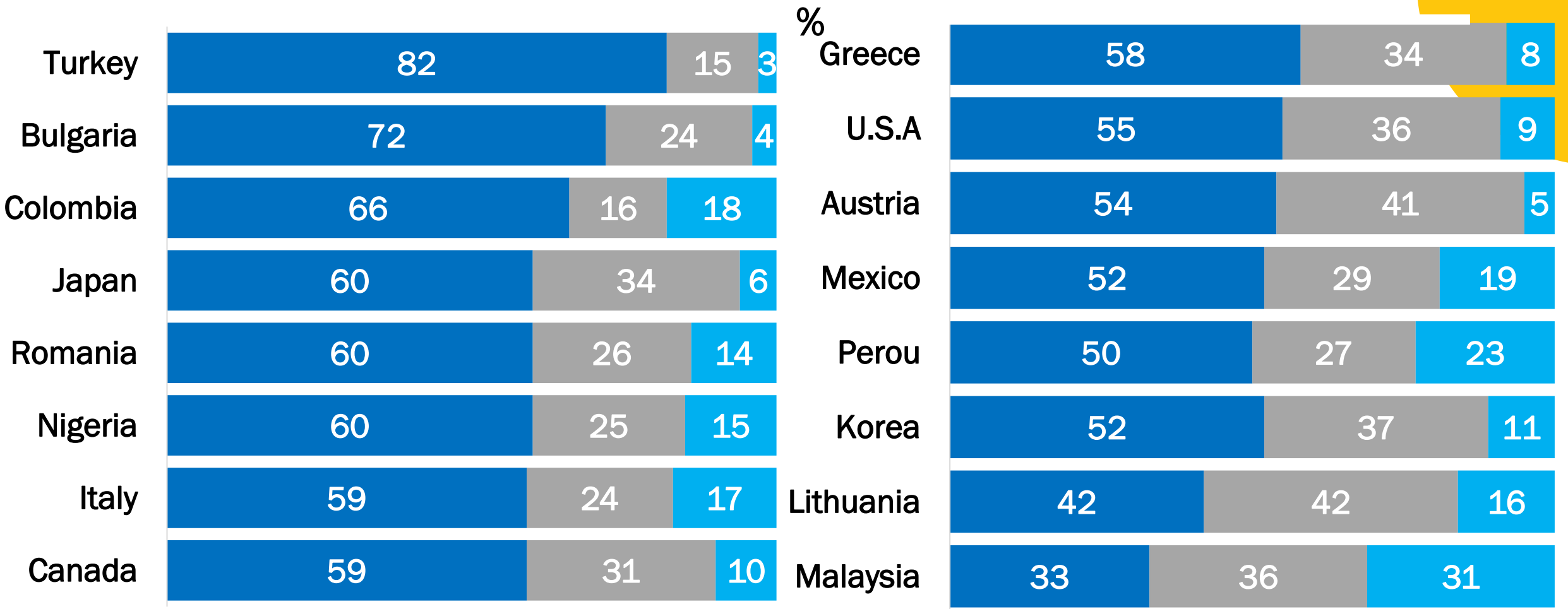
Qst. On the following scale, what do you consider more important for Greece to do? (scale 1-6)



«Care about the Greeks»

■ (1-2) taking care of our own people   ■ (3-4)   ■ (5-6) be influential on the global stage

# This trend is international, with all countries expecting their governments to put citizens' care and wellbeing first!



■ (1-2) taking care of our own people ■ (3-4) ■ (5-6) be influential on the global stage

# **Common Dream among Citizens of each Country**

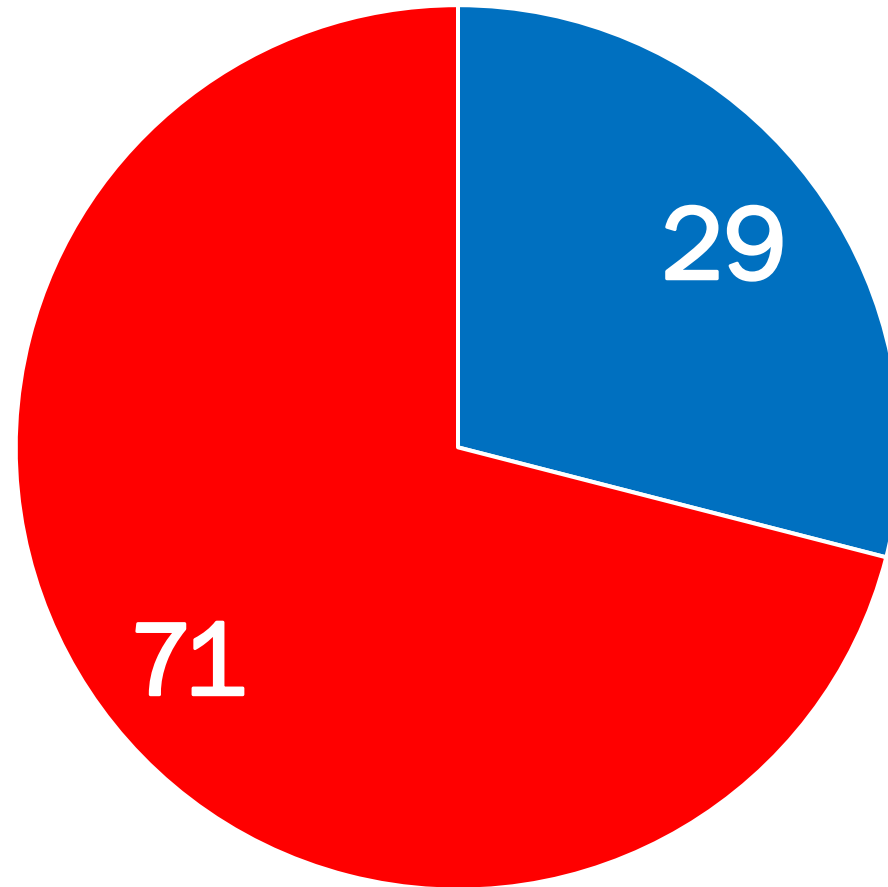


# Seven out of ten Greeks believe that we don't have a common dream as a nation!

The Greeks express demands towards their country, considering that its strong moral system has been lost. They expect Greece to highlight its history and values so that they can feel secure and proud.

Qst. "Do you believe that Greeks have a common dream?"

%



■ YES

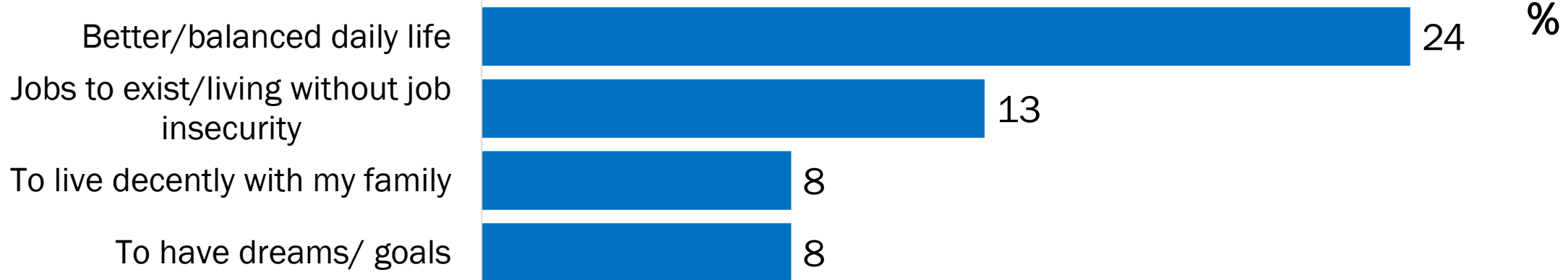
■ NO



# A common dream for Greeks would be:



## Personal needs

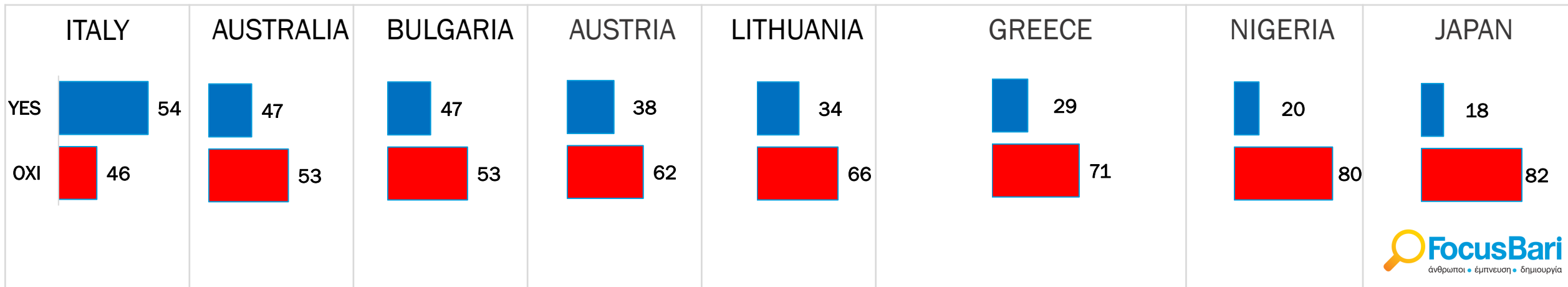
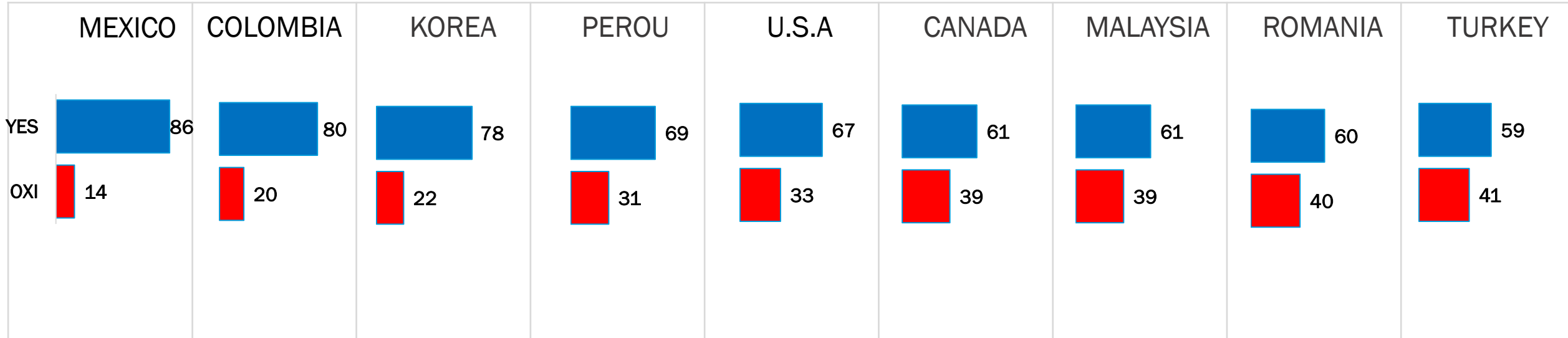


## Social needs



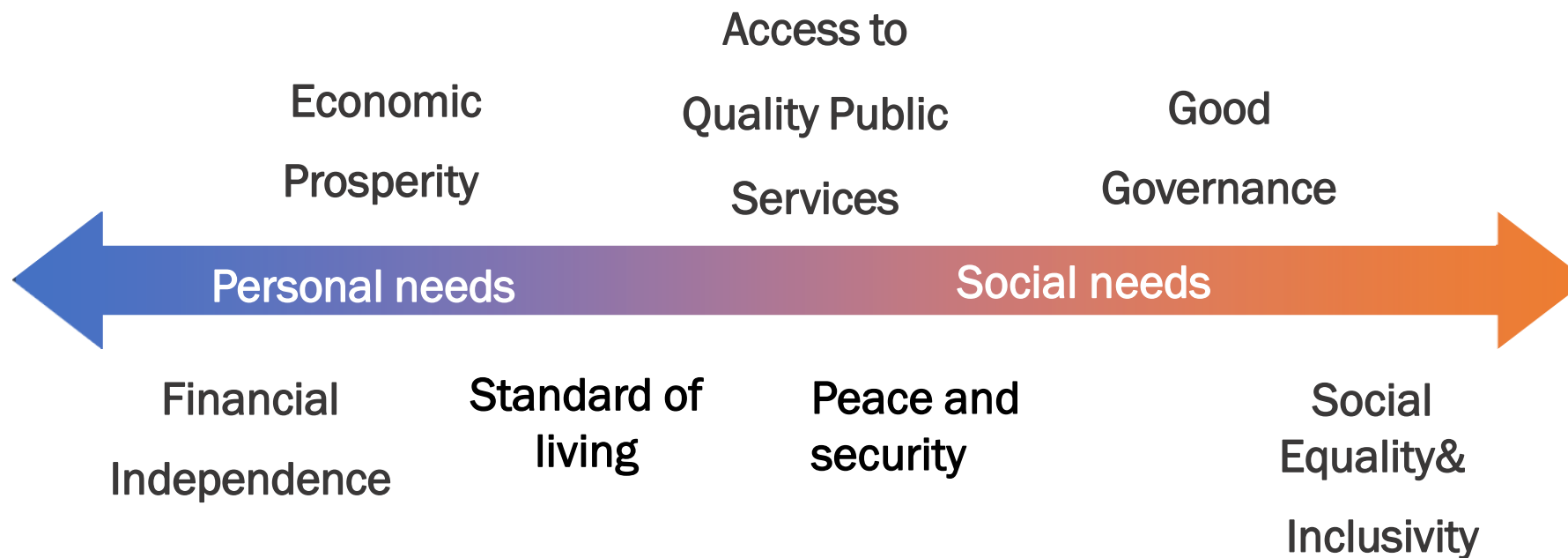
# On average, more than one in two (55%) citizens of all countries believe they have a common dream as a nation, this varying greatly depending on each country's culture

%



# However, a desired “better life” is a common aspiration among all nations!

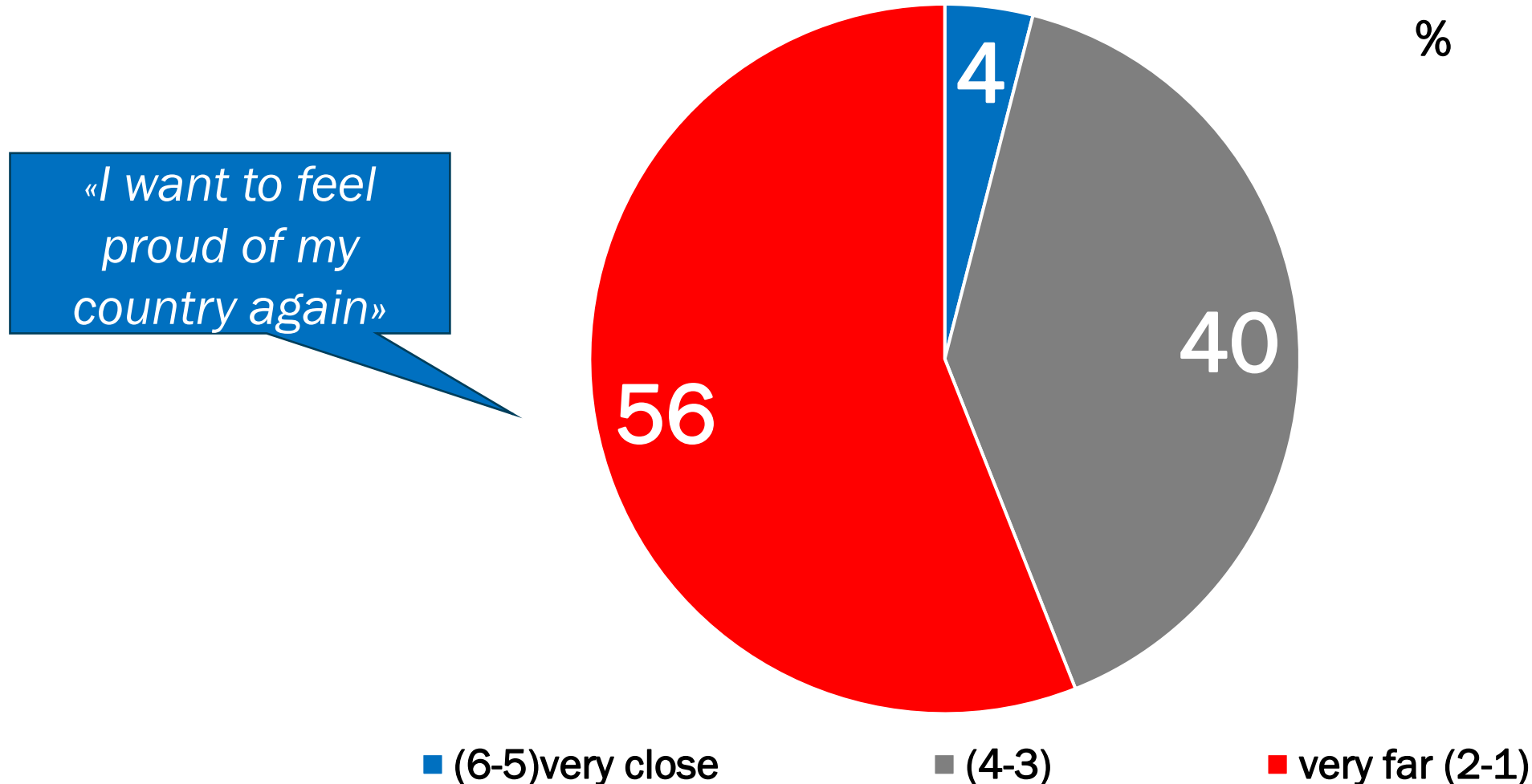
The common dream of the countries included in the study all refer to achieving the conditions so that individuals can have a better life. This goal of a better life is built on 7 common principles:



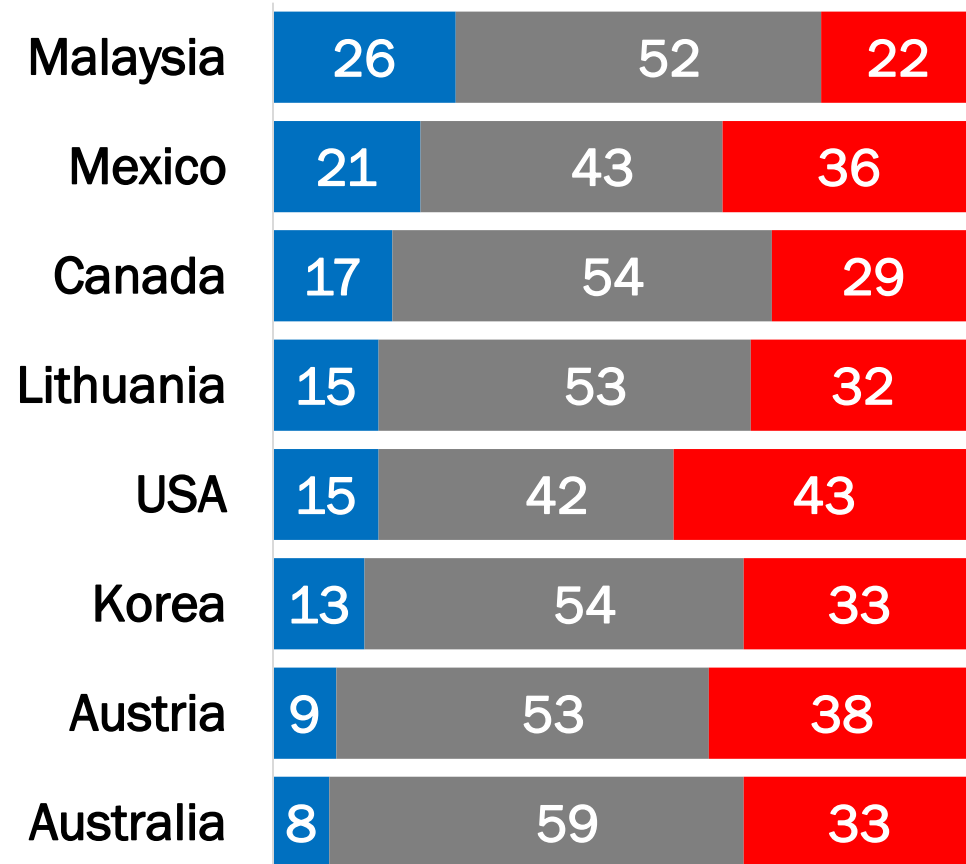
***What is your “Dream Country?”***

# It's sad, but only 4% of Greeks feel that Greece is currently their "Dream Country"...

Qst«How far or how close is the Greece of today to the Greece of your dreams? (scale 1-6)



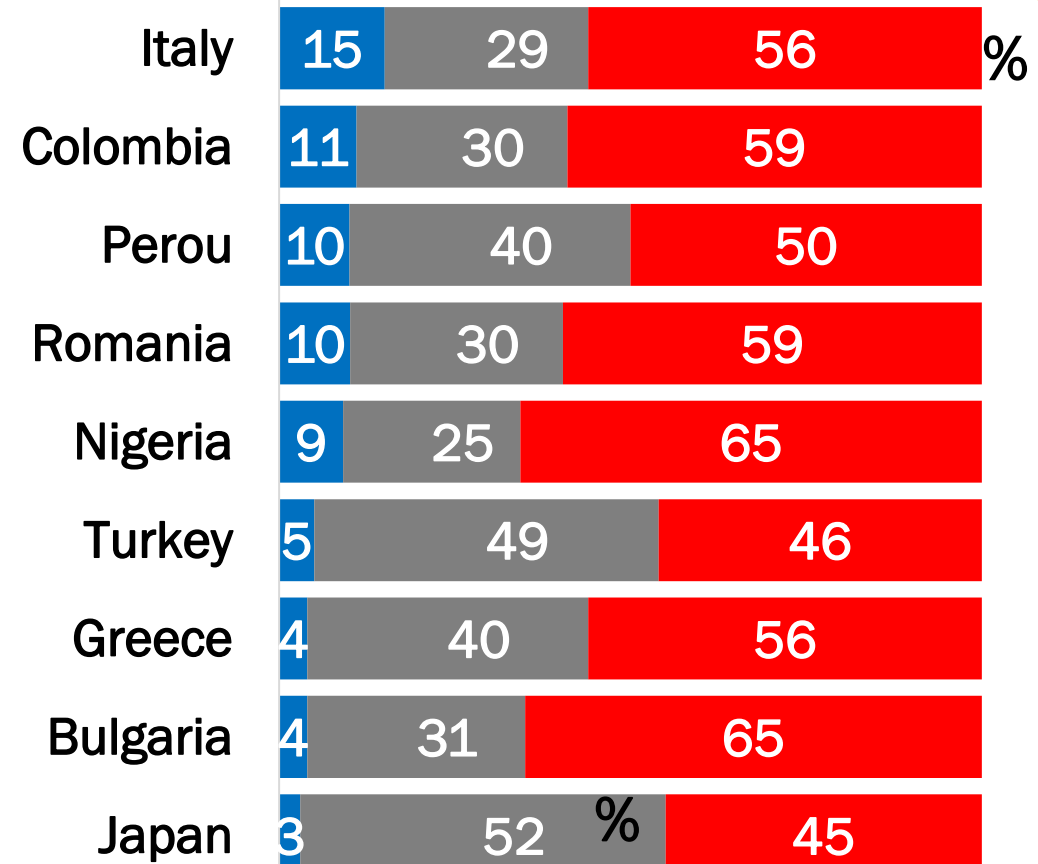
# ... and this is an international phenomenon!!!



■ (6-5)very close

■ (4-3)

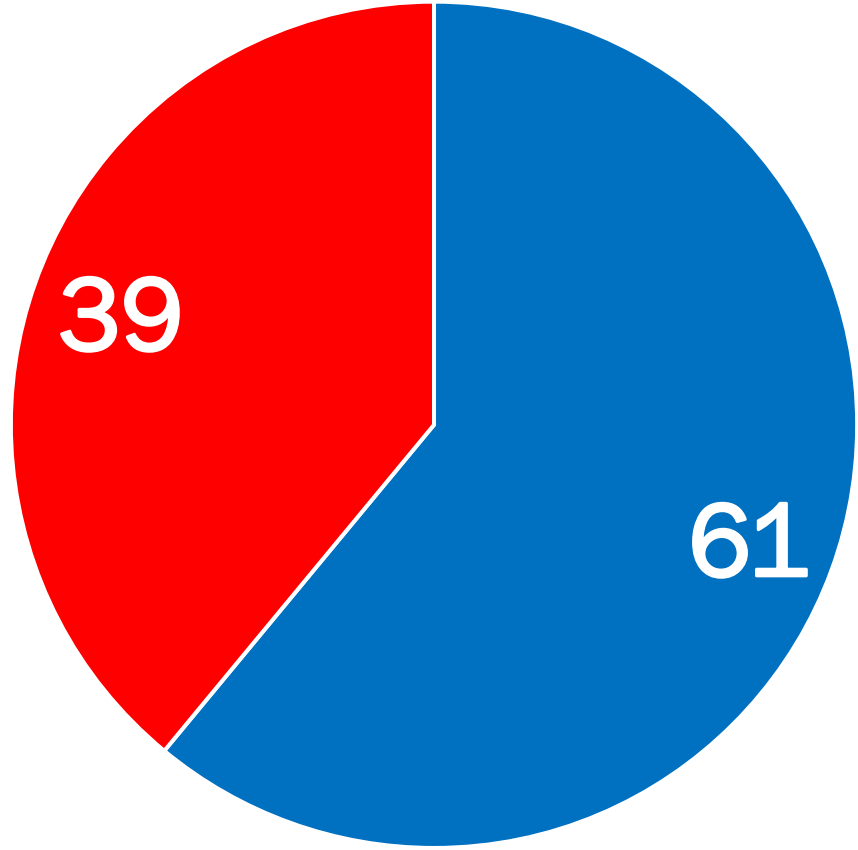
■ very far (2-1)



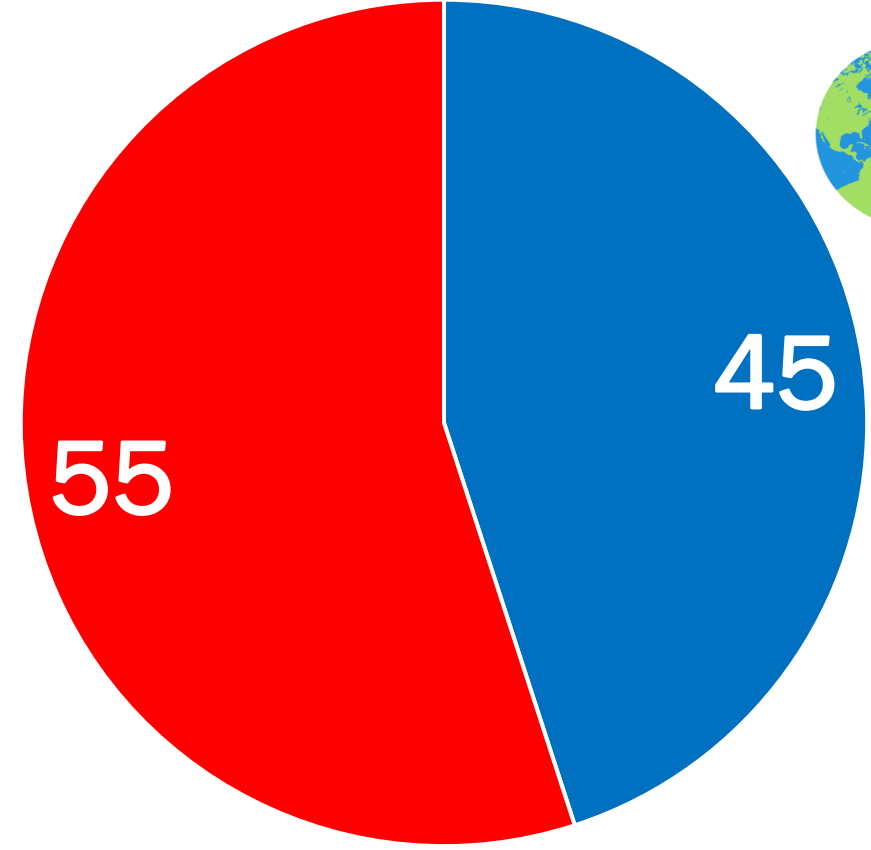
# As a result, on average almost one in two citizens of the 17 survey countries would like to live in another country, and this proportion reaches 61% among Greeks!



Qst. «If you could live in another country, would you choose to move?»



%

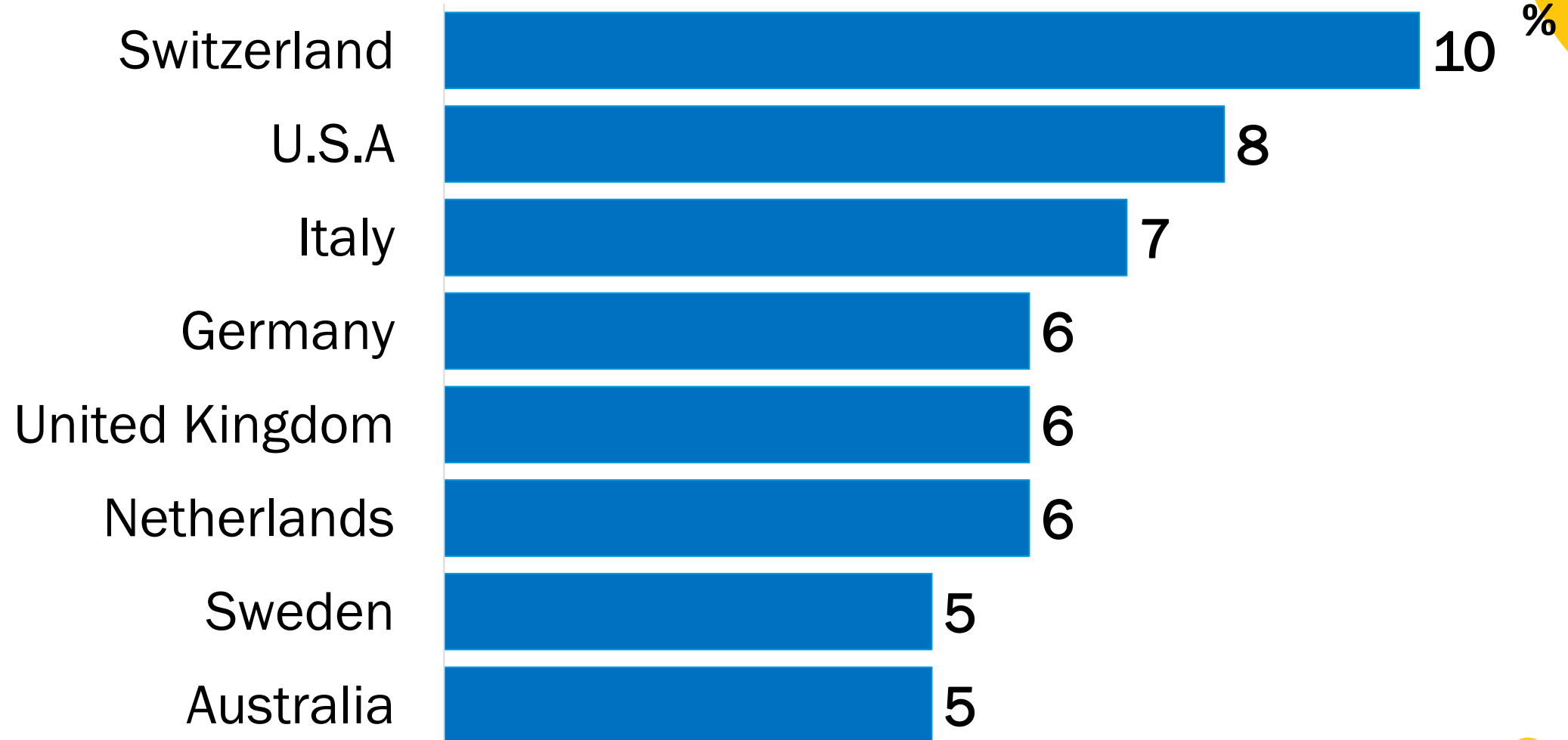


■ YES

■ NO



# Switzerland and USA are the two top countries that Greeks would like to live permanently



# Important «takeaways»

- Citizens, even in the most developed countries, **appear hesitant** regarding their satisfaction with **achieving their goals in their daily lives**
- Despite respondents' hesitation due to the difficulty in achieving their goals, **the current state of their country is not a nightmare for their daily lives!**
- There is a strong need among citizens **for improvement in their quality of life** and enhancement of their standard of living, both **at a personal level** and within the broader context of **public administration and political forces**. For this reason, the desire of all residents, **regardless of country, is to focus more on the problems of their citizens rather than on global influence, is evident**
- **None** of the mentioned countries **offers an ideal life to its citizens**. This explains the fact **that one in two** respondents would prefer **to immigrate to another country** if given the opportunity.

# Conclusions for Greece!

- Only **9%** of Greeks admit that **their daily life is as they wished**, and **just 4%** say that today's **Greece is the country of their dreams**.
- Greeks **perceive a lack of cohesion among citizens** in their country, as **7 out of 10 (71%)** believe there is **no common goal and express the need to feel proud of their country again**.
- Citizens believe that **improving economic conditions** is necessary to enhance their quality of life, which is an immediate priority **for overcoming daily challenges on vital issues**. They also **highlight the need for radical changes in basic public goods**, primarily in healthcare, but also in education, employment, and justice, to ensure direct and equal access for all.
- These measures will secure for them **a decent standard of living** and strengthen their morale (to have or be able to have dreams and goals), as well as improve their family life (comfort), which has been affected by the stress of their daily struggle for survival.

# Conclusions for Greece

It is worth noting that **58% of respondents believe that Greece should prioritize Greeks first.** To achieve this, citizens believe that the government and central political authorities should:

- **Embrace their needs**
- **Show sensitivity to their issues**
- **Ensure the smooth operation of the country in vital sectors (economy, healthcare, education, justice).**

**Greeks believe that if their country adopts its strong moral system (national unity, equality, democracy), it will have the guarantees to stand as an equal member of the European Union.**

Finally, it is not coincidental that **61% of citizens express a desire to live in another country,** with a preference for **Switzerland,** a Central European country with the highest quality of life in the world and a strong economic system.

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*Thank you!*

Want more info? Ask [xenia@focus.gr](mailto:xenia@focus.gr)

