

Economic Psychology of Greeks: Attitudes and Behaviors

National Survey Results





We'll see...



Views on Wealth



Economic Value and Acceptance



Psychology and Money

Research specifications



Research specifications

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 4007 persons.

Conduct : June 2024

Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

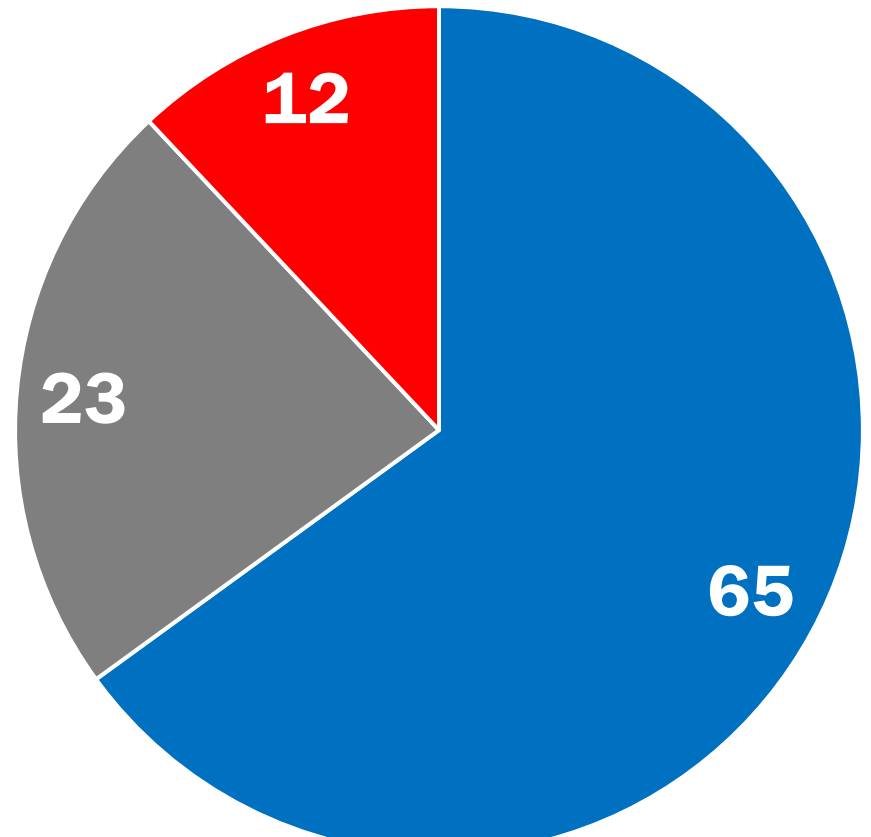
SECTION A: Views on Wealth



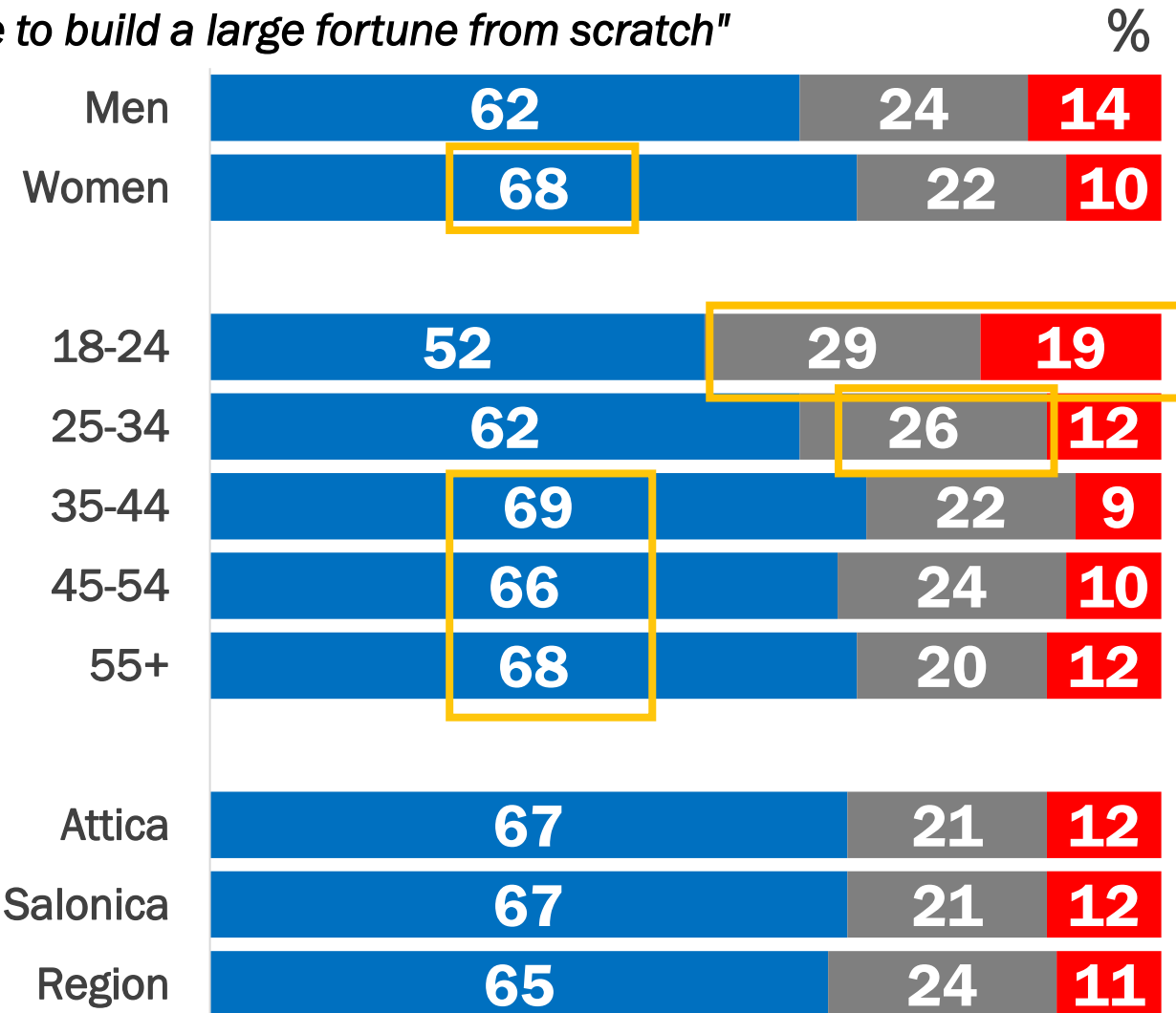
The challenge of wealth:

Two out of three Greeks find it very difficult to build wealth in our country - Young people maintain a relatively softer attitude

"In Greece it is impossible to build a large fortune from scratch"

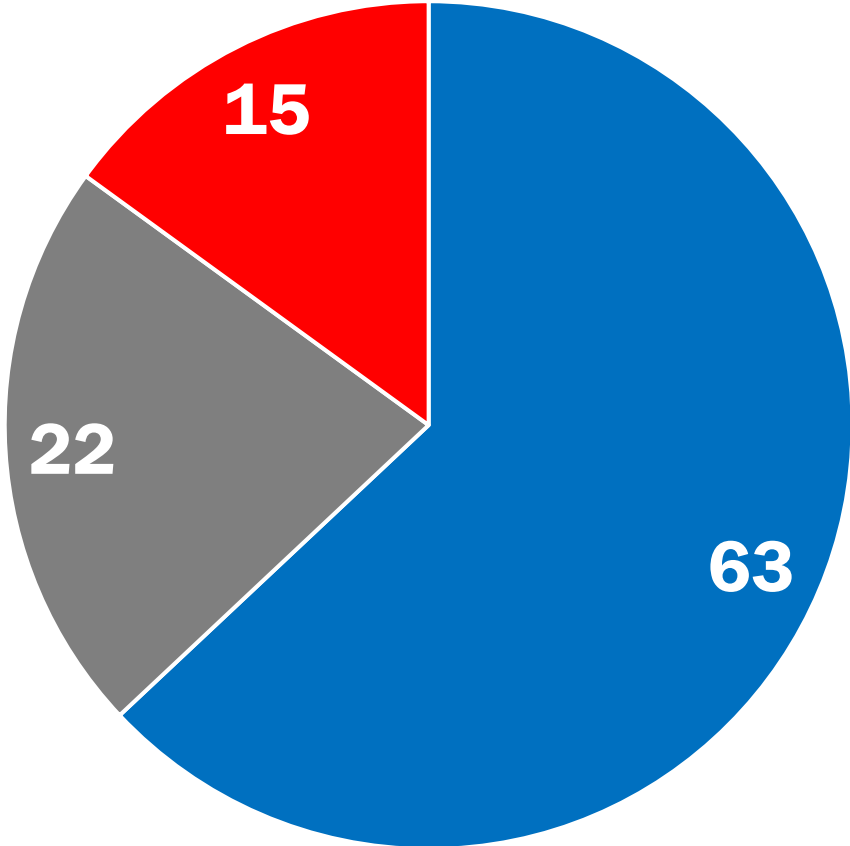


- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree



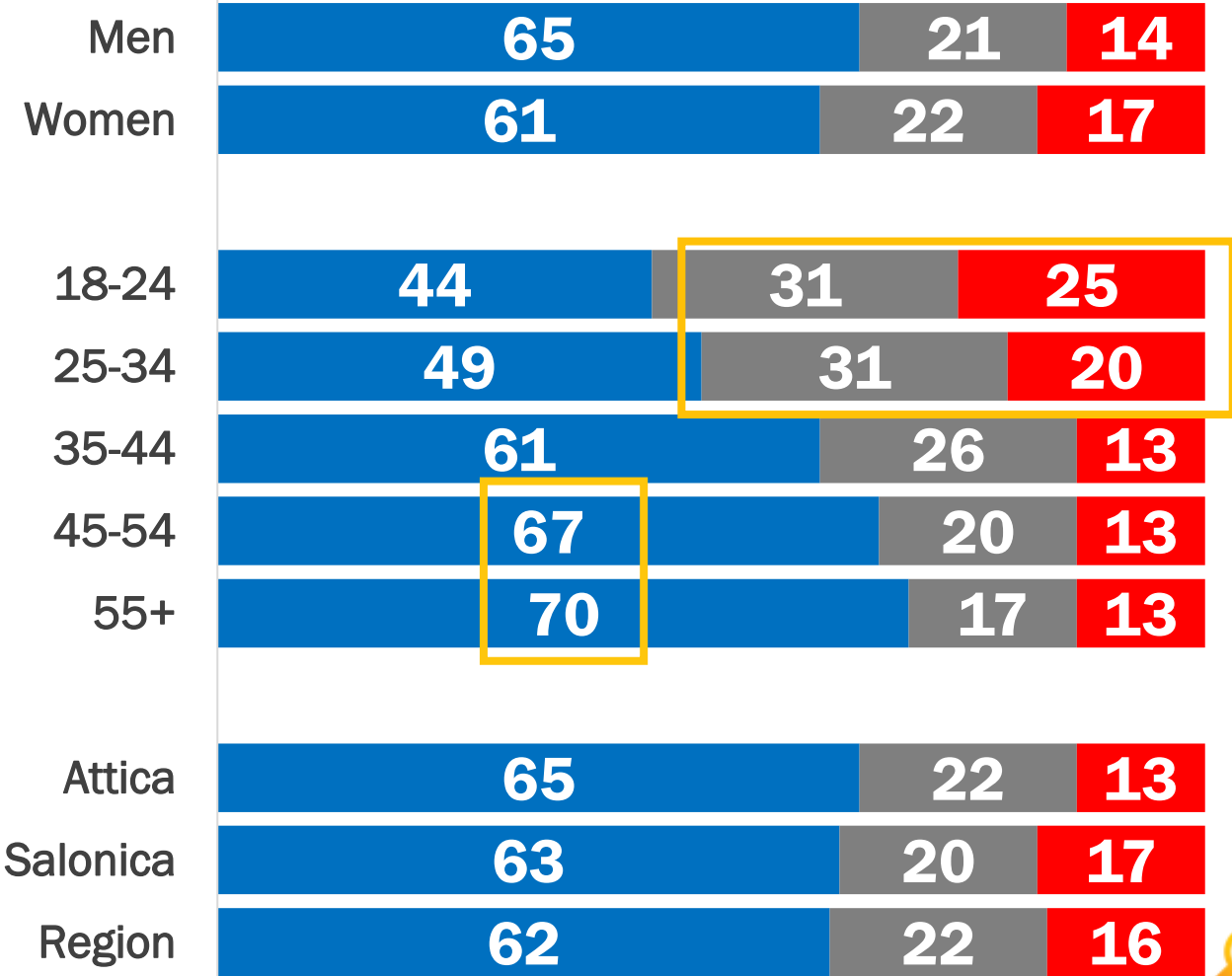
Expectations vs Realism:

Majority believe that a lot of money is only for a few - Young people are more optimistic, while older people hold a more negative view



- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree

"A lot of money is only for a few" %

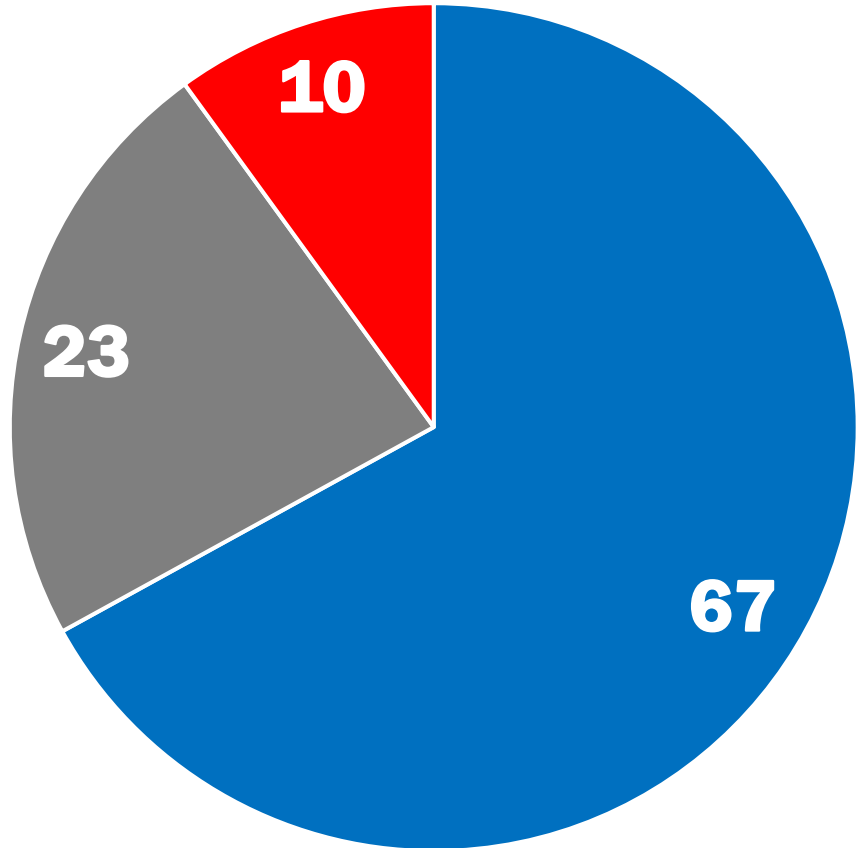


Ethics and wealth:

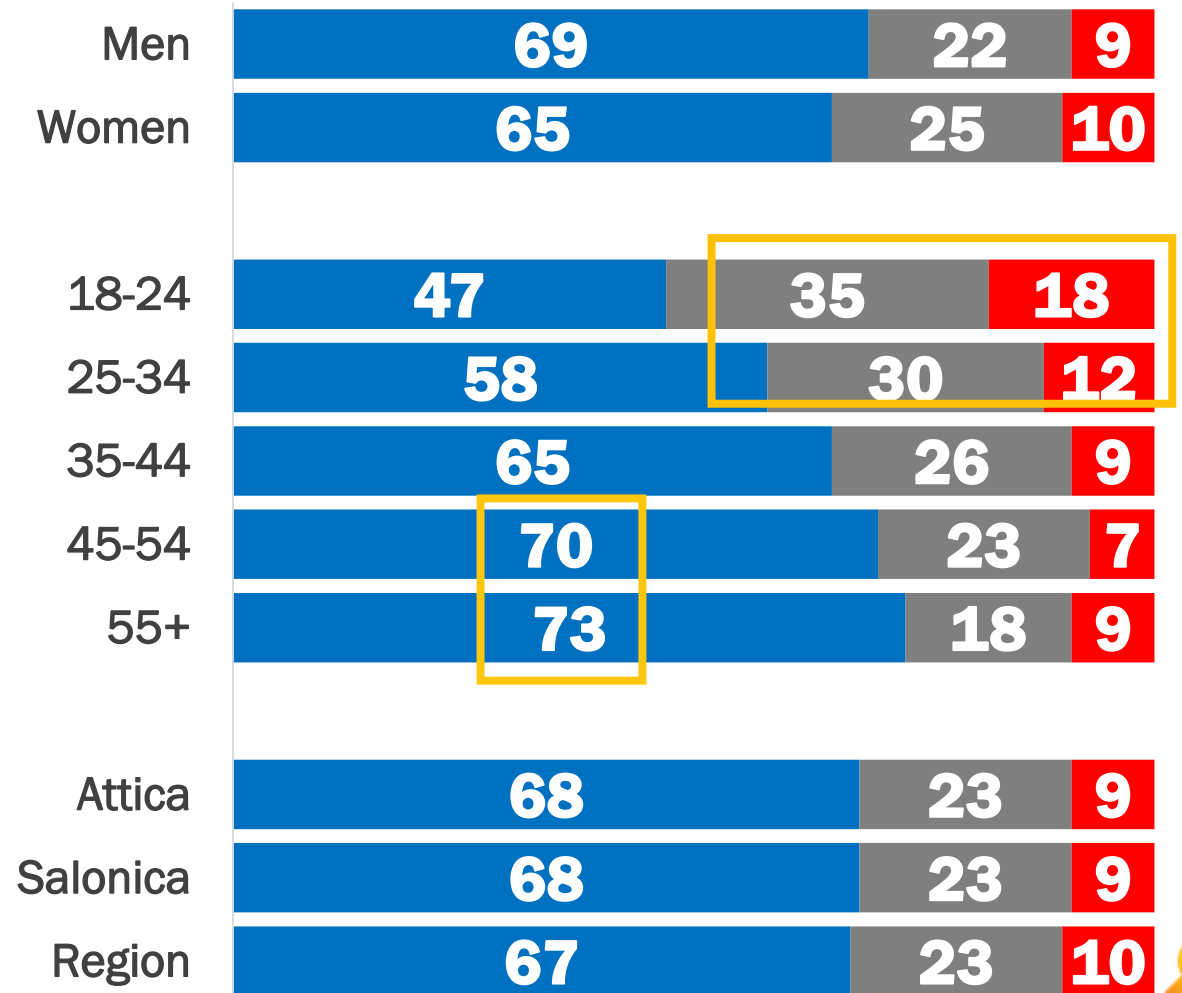
Honesty and lots of money don't "go together", an opinion that becomes more strongly founded as you get older!

"It is rare to make a lot of money in completely honest/legal ways."

%



- I agree very much/ quite a lot
- Neither agree nor disagree
- Disagree very/quite disagree



SECTION B: Economic Value and Acceptance

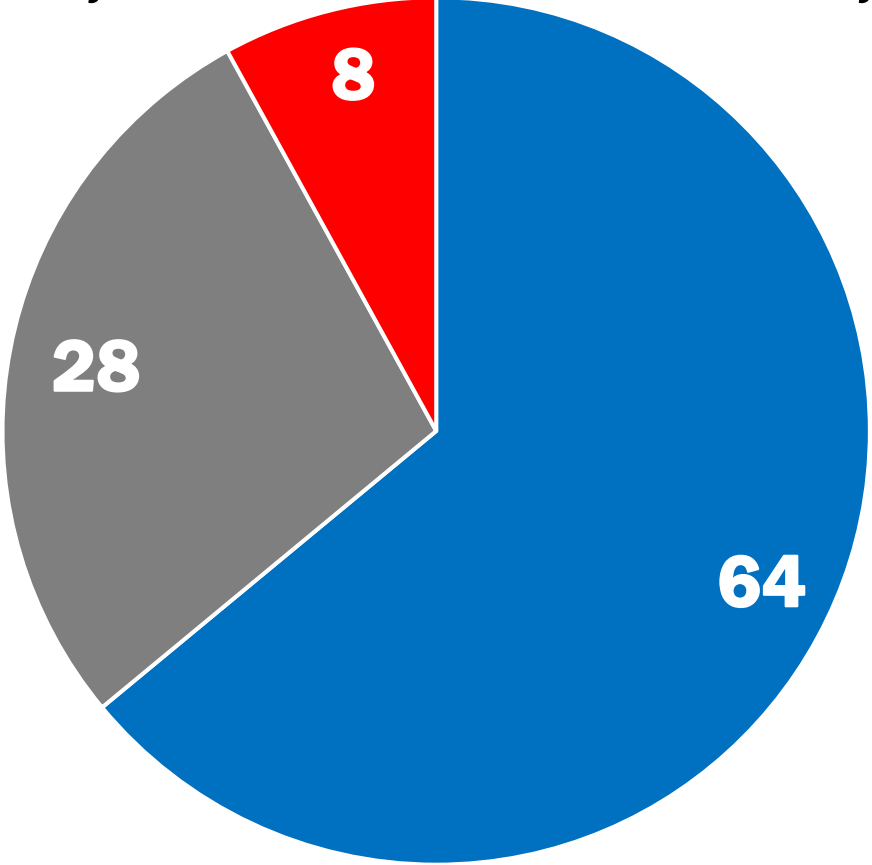


Embarrassment about the Reward:

Most Greeks feel that their value is not properly recognised, and not adequately rewarded

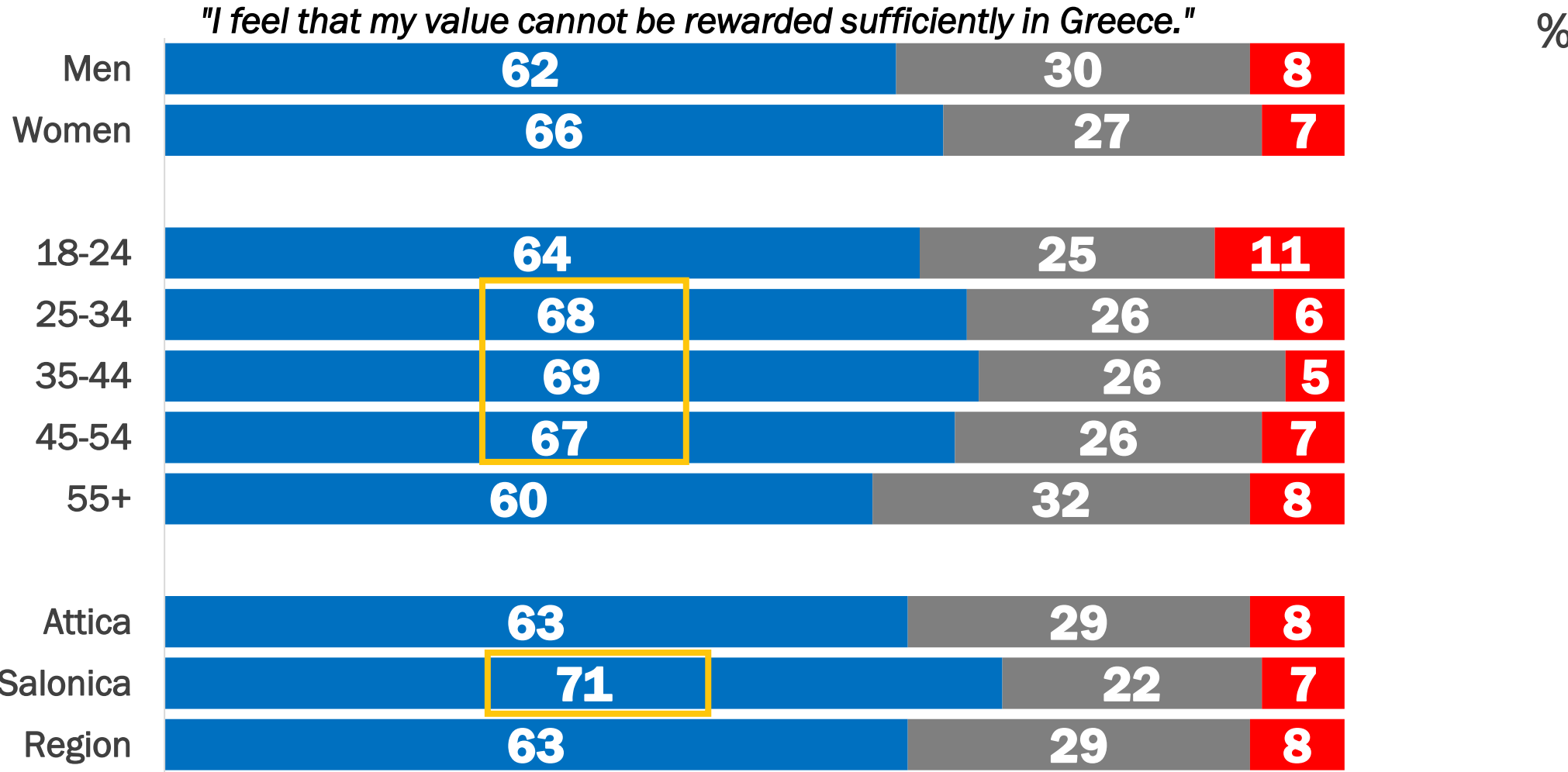
"I feel that my value cannot be rewarded sufficiently in Greece."

%



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

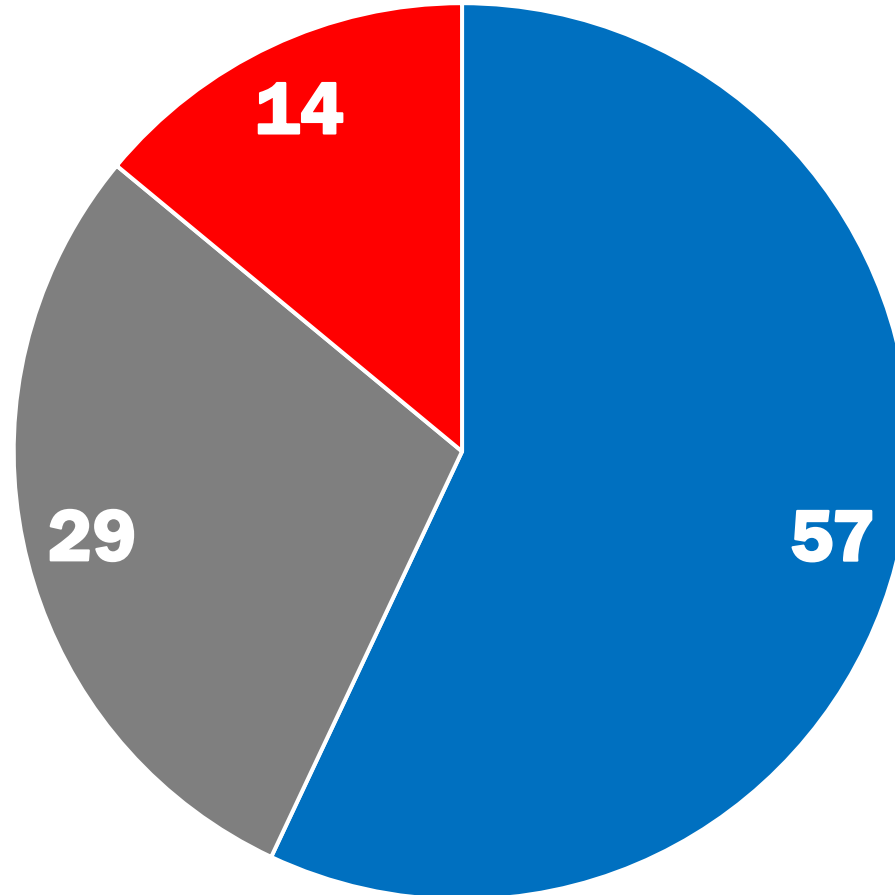
This view is expressed to a similar extent by all demographic groups of the population



Personal Value:

The modern era promotes and recognizes the financially powerful, according to over half of Greeks

"In this day and age you are only measured by how much money you have"

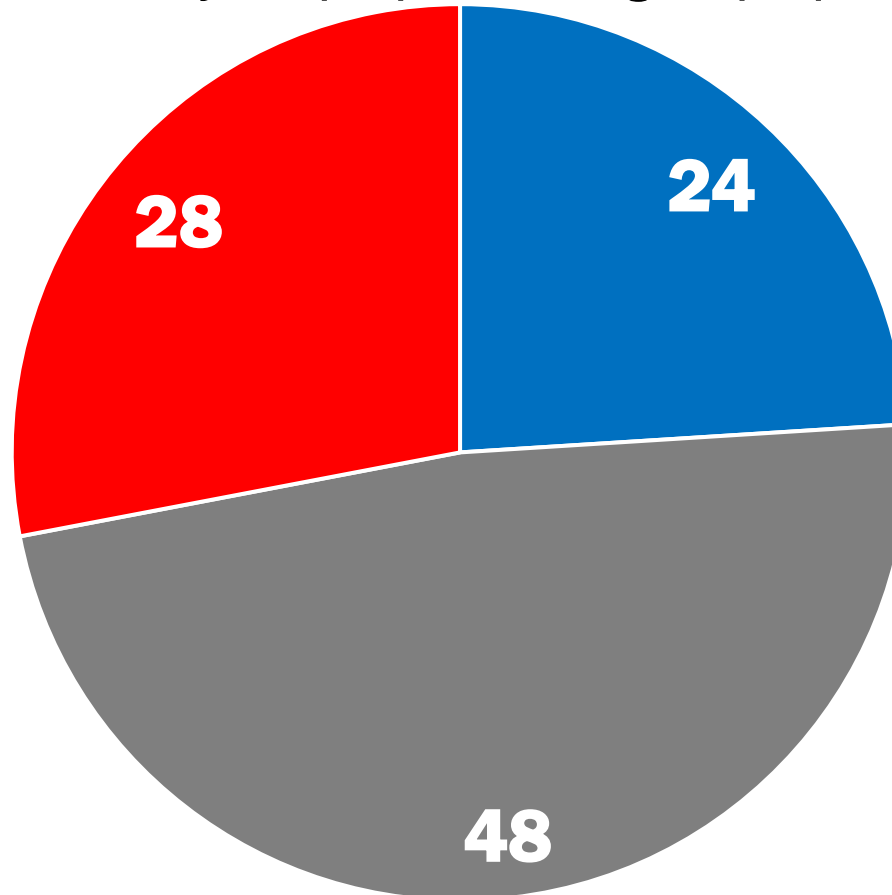


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Ethics and Wealth:

Despite the negativity and distance, the "rich and good man" exists for more than one in four Greeks

"Usually rich people are not good people"



■ I agree very much/ quite a lot

■ Neither agree nor disagree

■ Disagree very/quite disagree

SECTION C: Psychology and Money

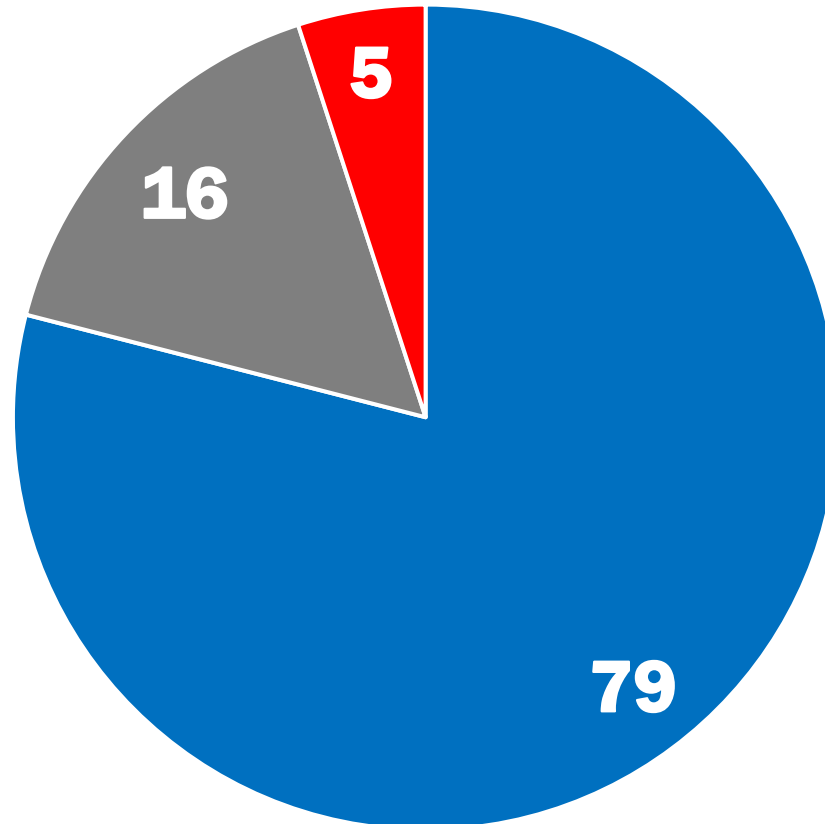


Money - Psychology

Eight out of ten Greeks experience psychological effects of financial difficulties

"When my finances are not going well, my psychology is badly affected"

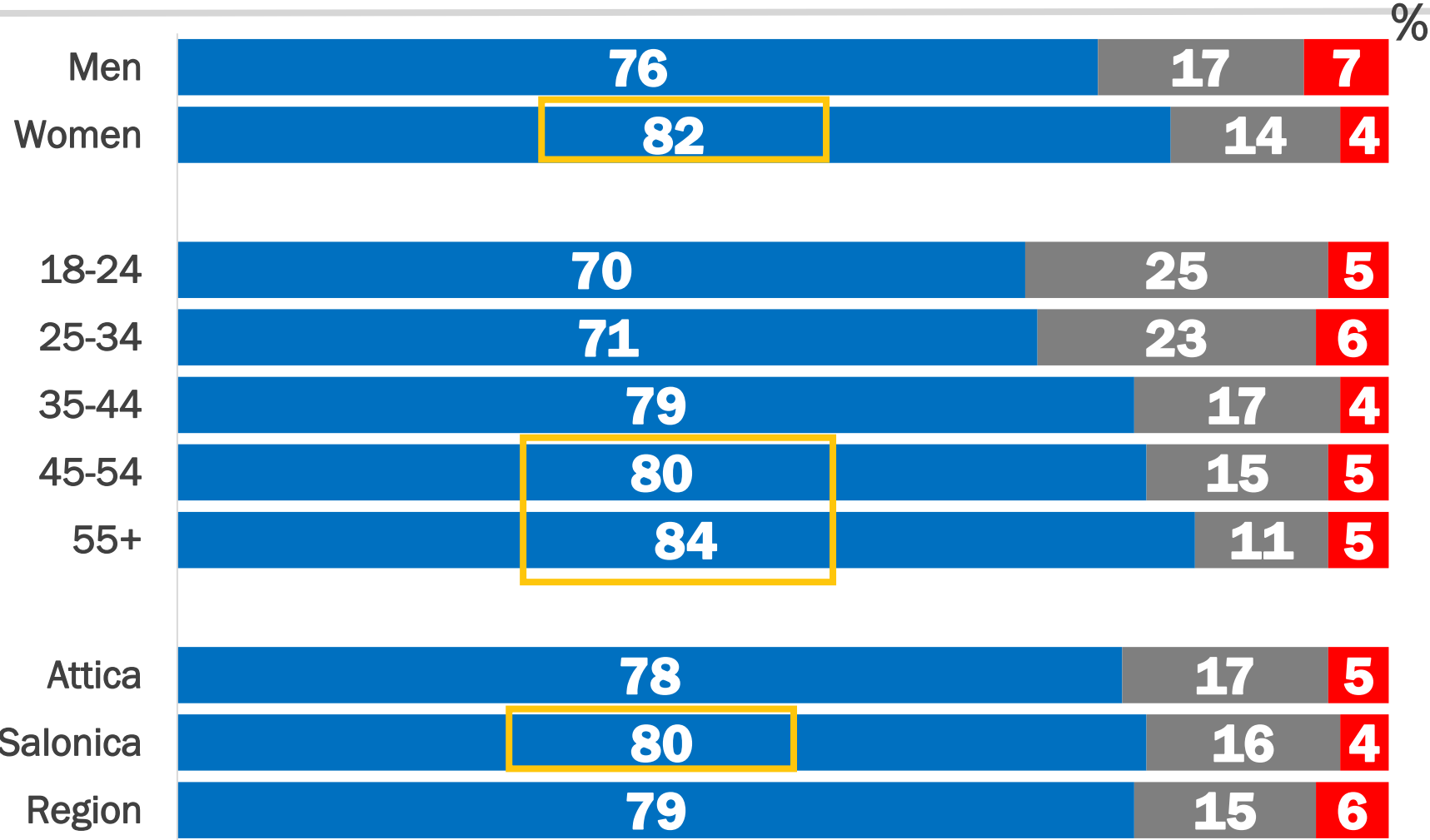
%



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

A view expressed by all demographic groups, but with particular intensity by women and older people

"When my finances are not going well, my psychology is badly affected"

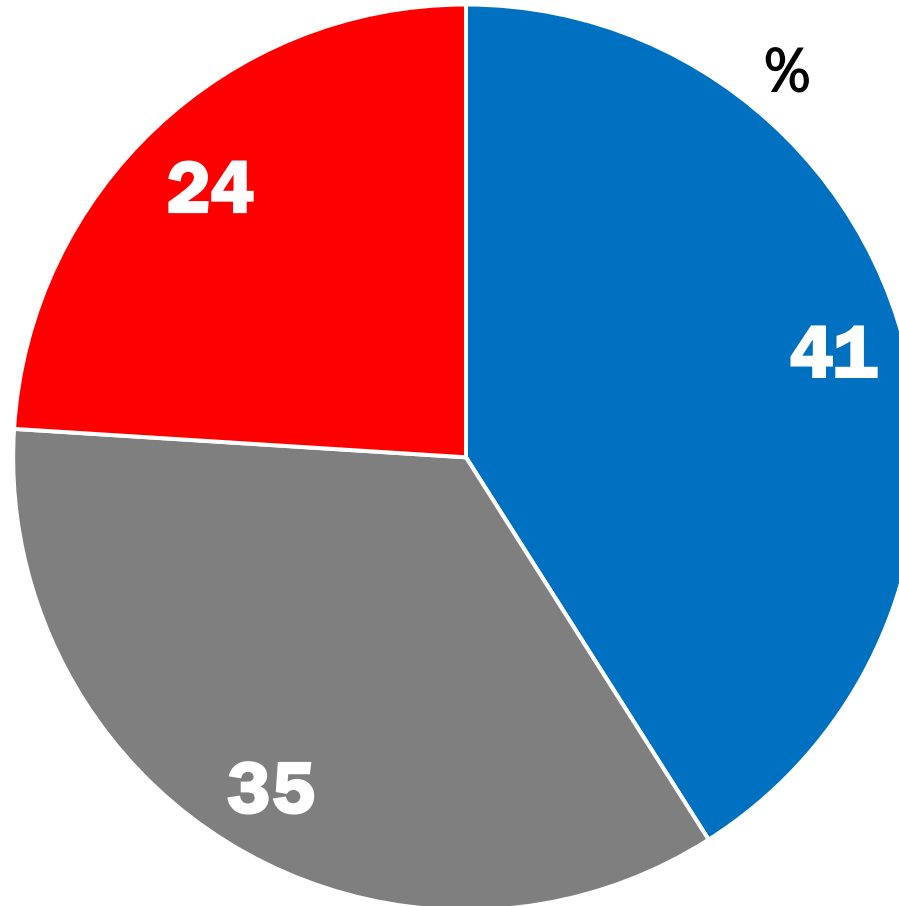


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Money - Happiness:

Although financial difficulties negatively affect psychology, a significant proportion do not equate money with happiness

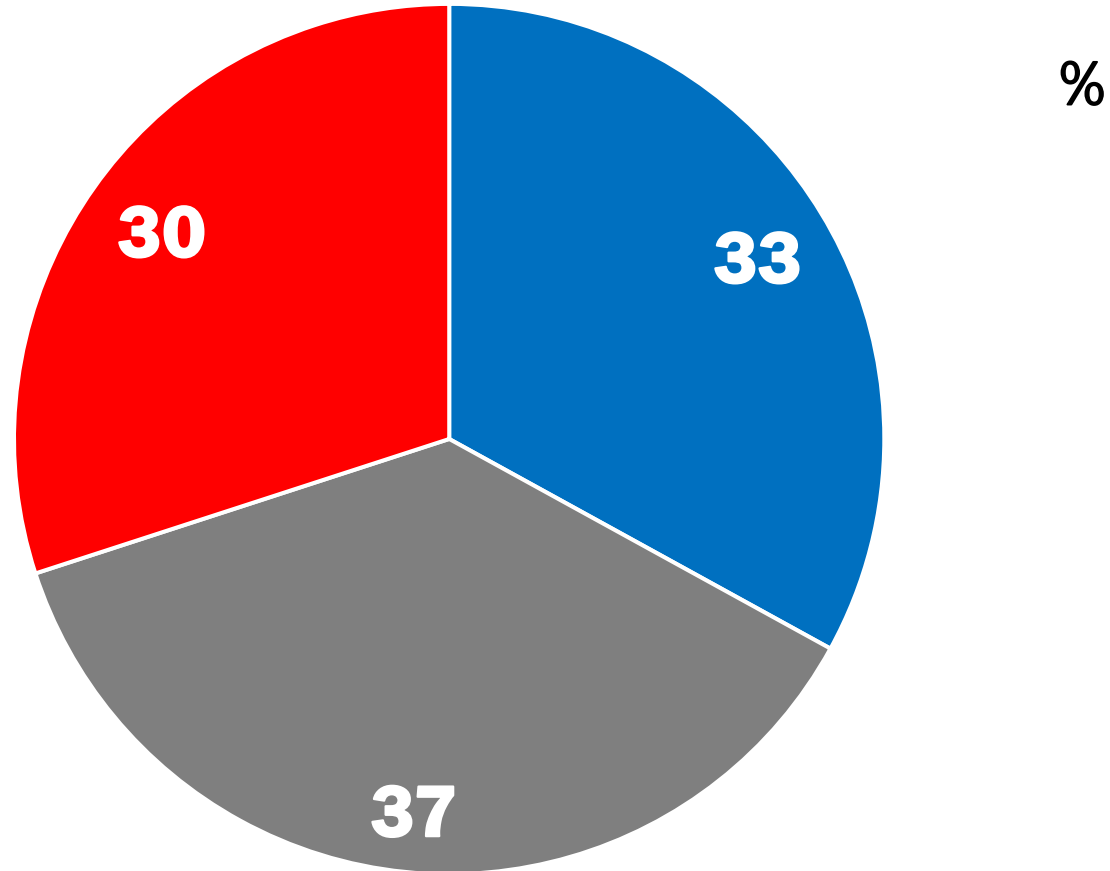
"Money does not bring happiness"



Financial security:

Reported by one in three, while the rest are on the spectrum of economic insecurity or uncertainty

"I consider myself financially secure"

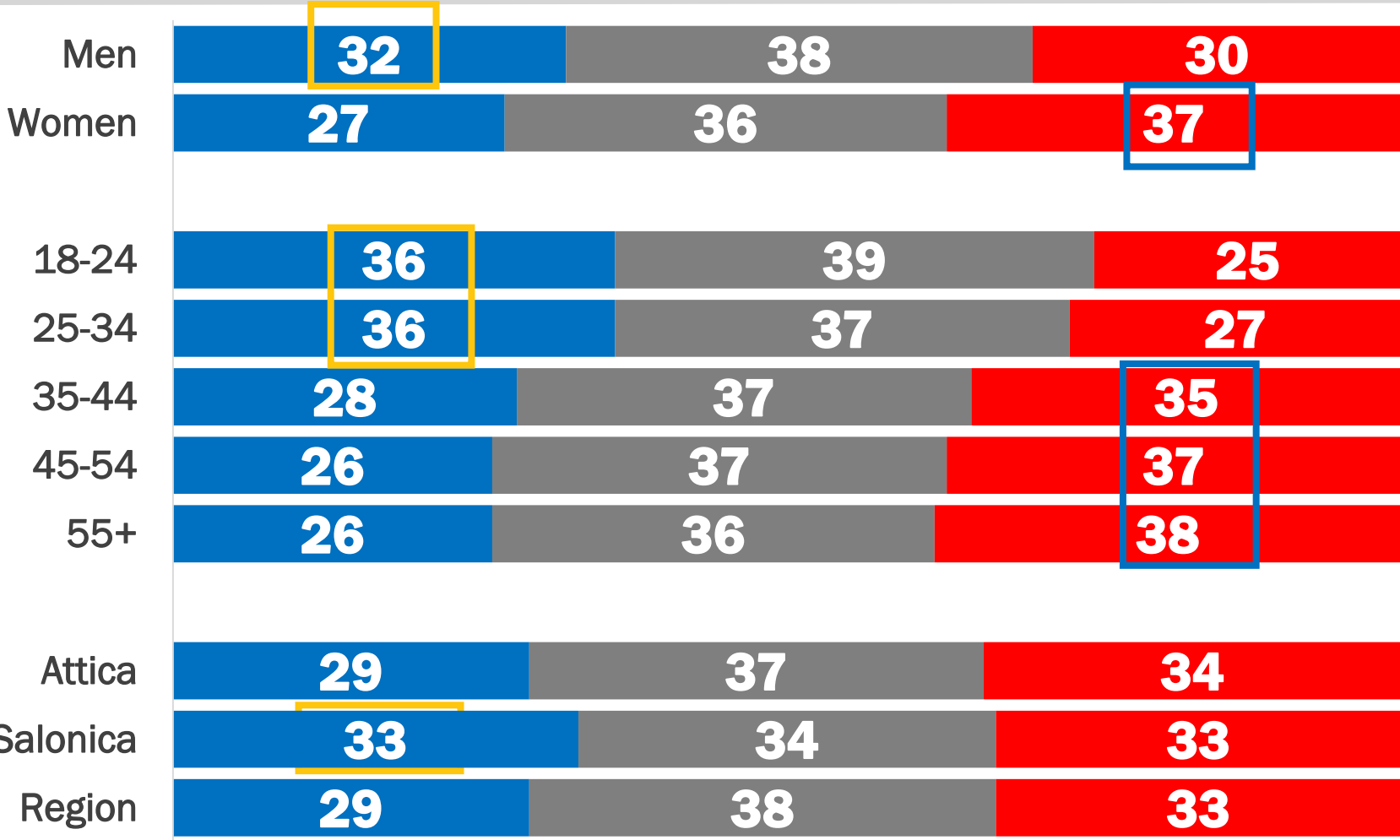


■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Men, younger age groups and Thessalonians are more confident in their financial security

"I consider myself financially secure"

%



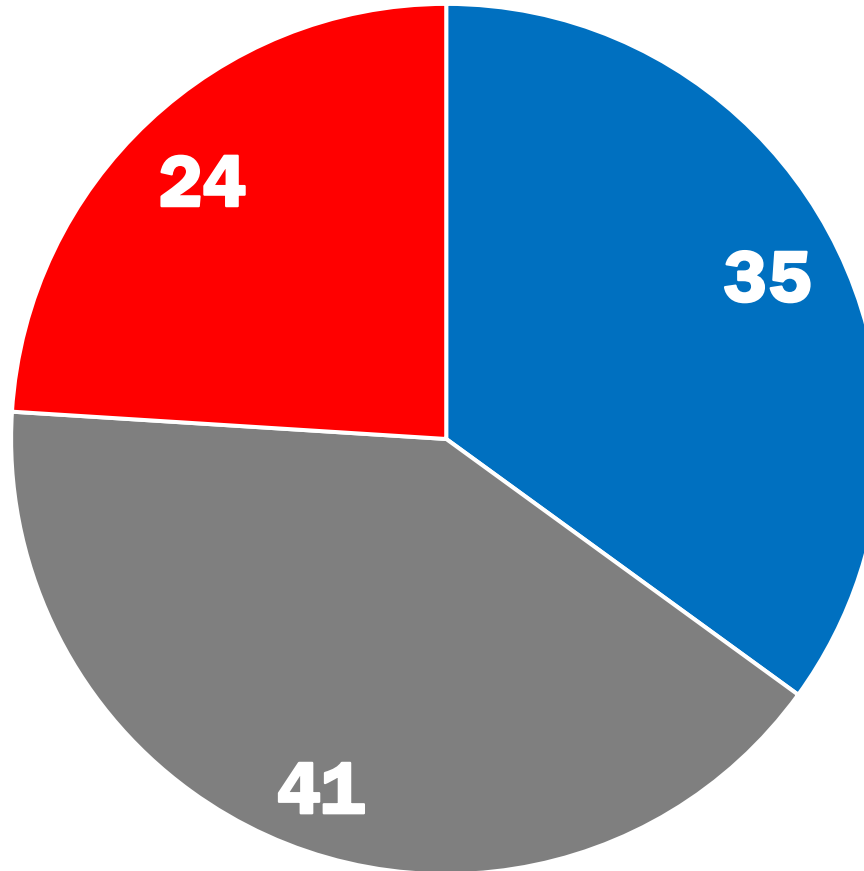
■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Holistic balance:

Only one in four Greeks clearly accept that professional success and personal happiness can coexist

"It is impossible to combine professional success with personal happiness"

%



■ I agree very much/ quite a lot ■ Neither agree nor disagree ■ Disagree very/quite disagree

Key Learnings

1

Difficulty in developing assets: Most Greeks view building wealth as a difficult task, although younger people seem to be more optimistic.

2

Ethics and Wealth: The association of wealth with immoral practices is reinforced with age, although the perception remains that the rich can also be good people.

3

Psychological Effects: Financial difficulties cause psychological problems, while Greeks do not see money as a solution to happiness, despite uncertainty about their financial security.

4

Professional and Personal Happiness: Only one in four Greeks believe that personal and professional happiness can coexist.

Economic Psychology of Greeks: Attitudes and Behaviors

National Survey Results

Thank you!

Want more info? Ask xenia@focus.gr

