

From cleaning to fintech: Where are Greek women today?

November 15, 2025



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Thank you!

The 3 axes...

Greek women today: Challenges & Stereotypes

Who are we? Stereotypes about women

And now what? Food for thought Q's
Agenda for discussion





The survey was rated 9/10 by the public!

Research Specifications

Online structured interviews

Investigation of opinions in six vital areas concerning the role of Greek women today

Population: Adults aged 18+ throughout Greece

Representative sample: 1,002 individuals.

Conducted: via YouGov panel

Fieldwork: May 20-25, 2025

Focus Bari: Affiliate Partner YouGov



Greek women today: *Challenges* & *Stereotypes*





The following areas were examined:

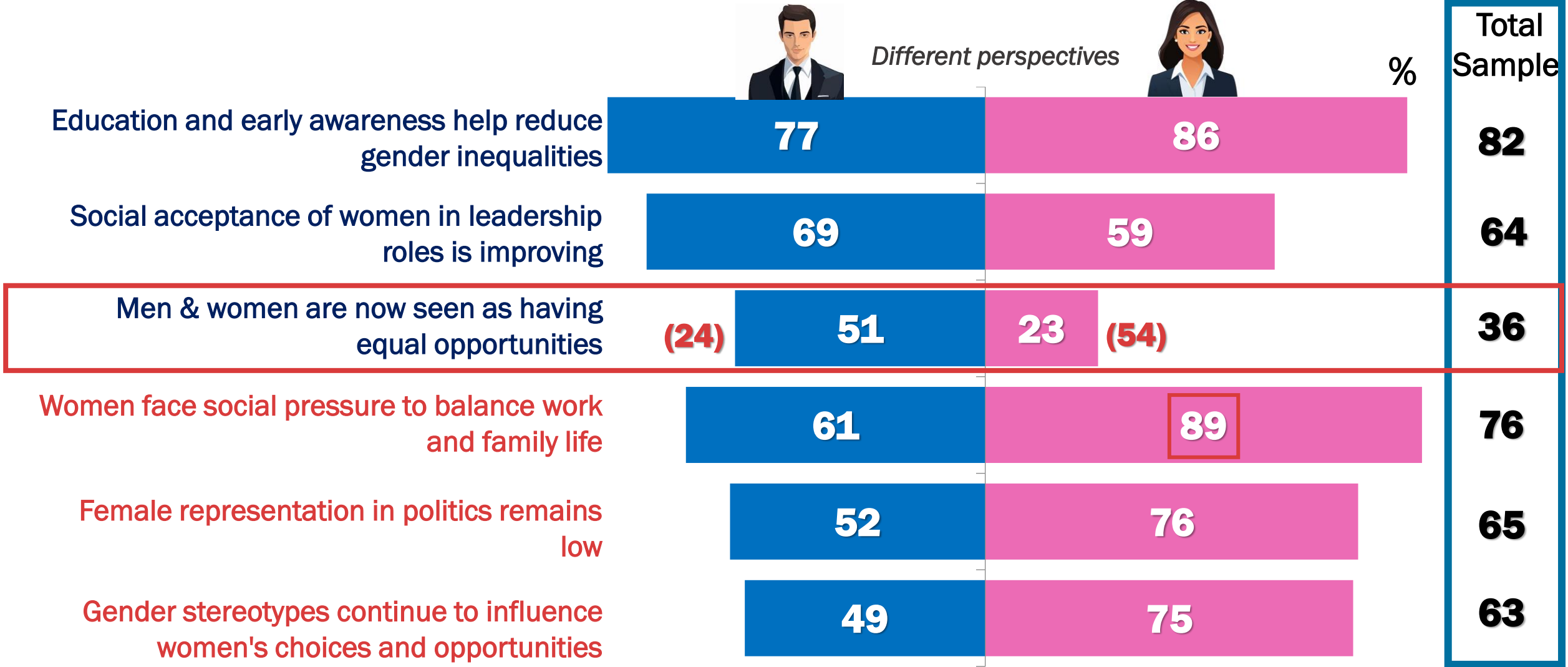
Greeks opinions & beliefs
on the position of women in
six key areas/sections:

- ❖ *Society*
- ❖ *Work*
- ❖ *Money*
- ❖ *Prejudices*
- ❖ *Workplace toxicity*
- ❖ *Internal misogyny*

*In each section,
participants rated statements on a
5-point scale of agreement to disagreement*

#1 Women & Society

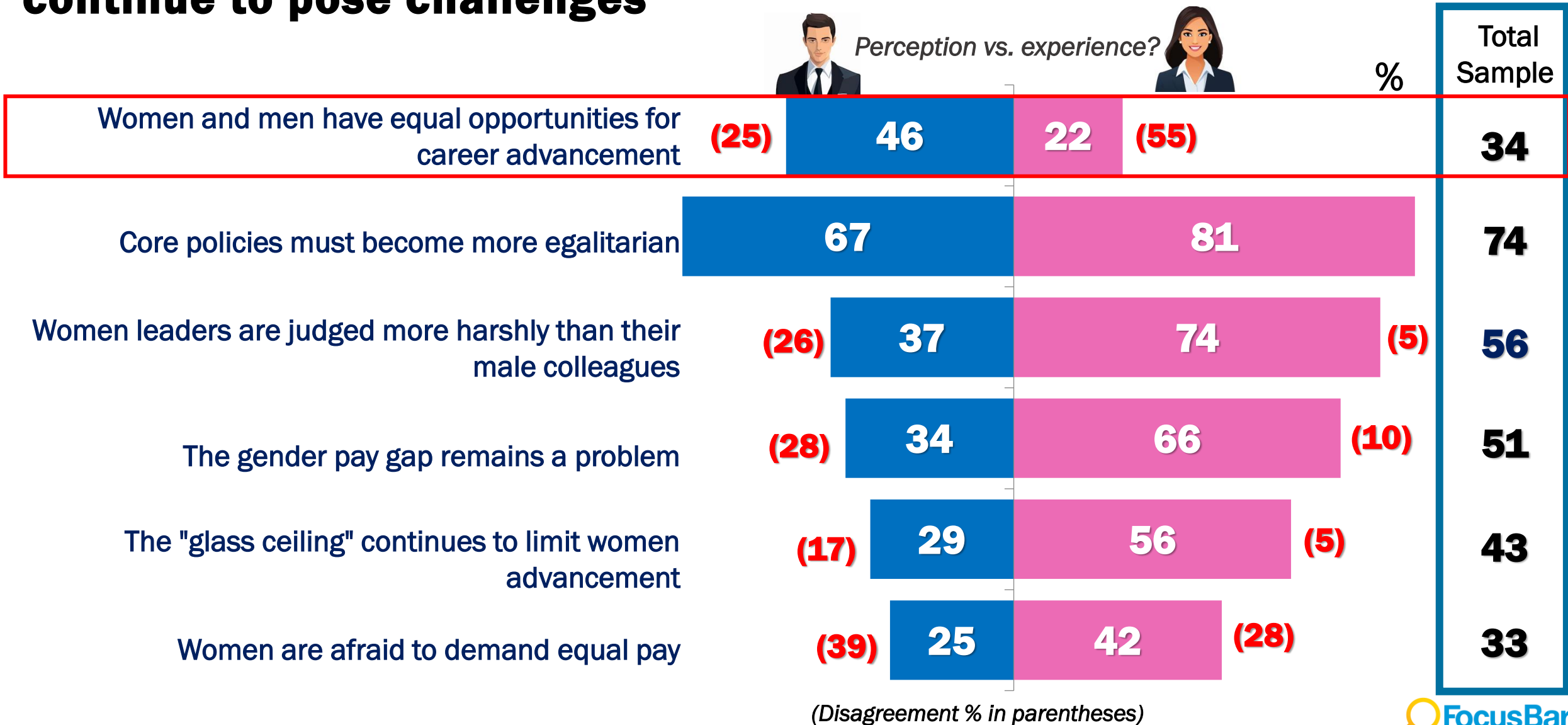
The dual reality: progress but also persistent obstacles



(Disagreement % in parentheses)

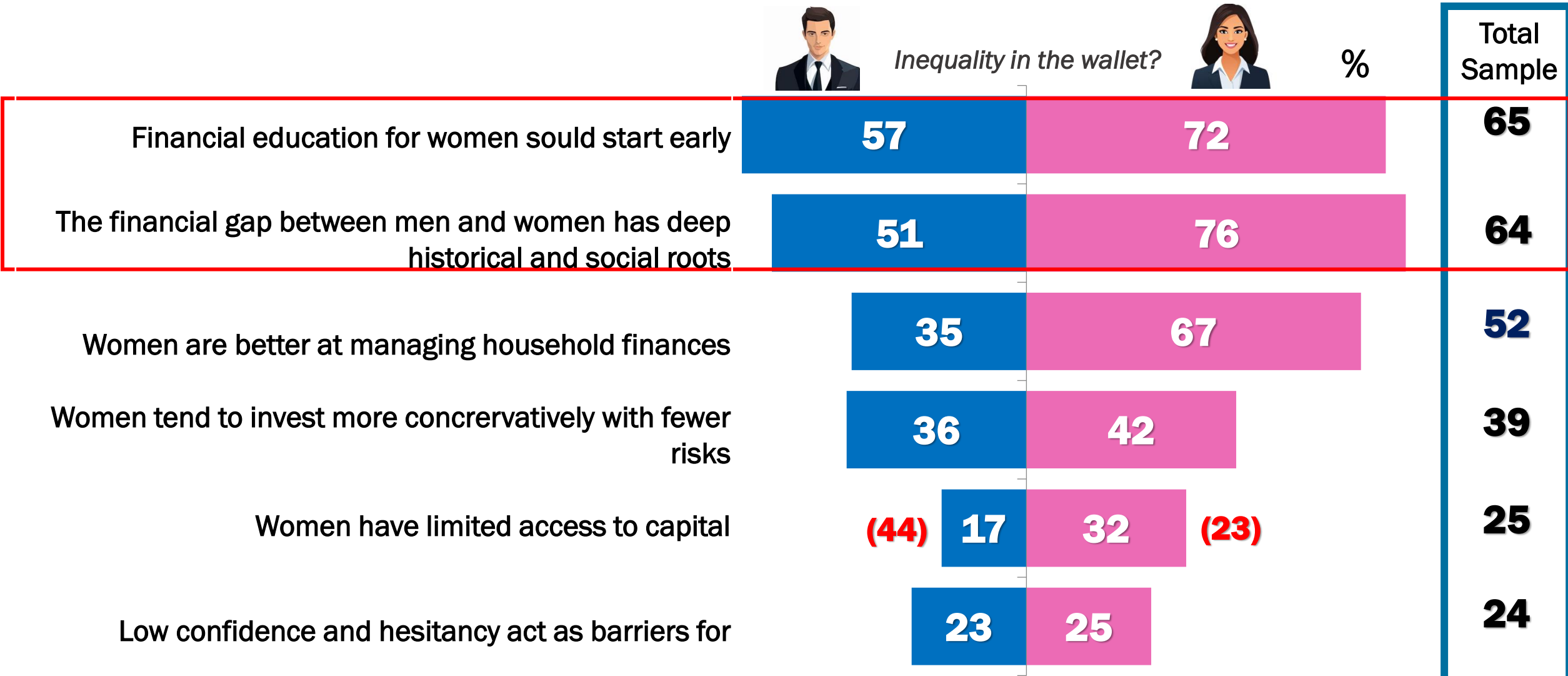
#2 Women & Work: equality remains theoretical

Despite reforms, institutional change and persistent inequalities continue to pose challenges



#3 Women & Money

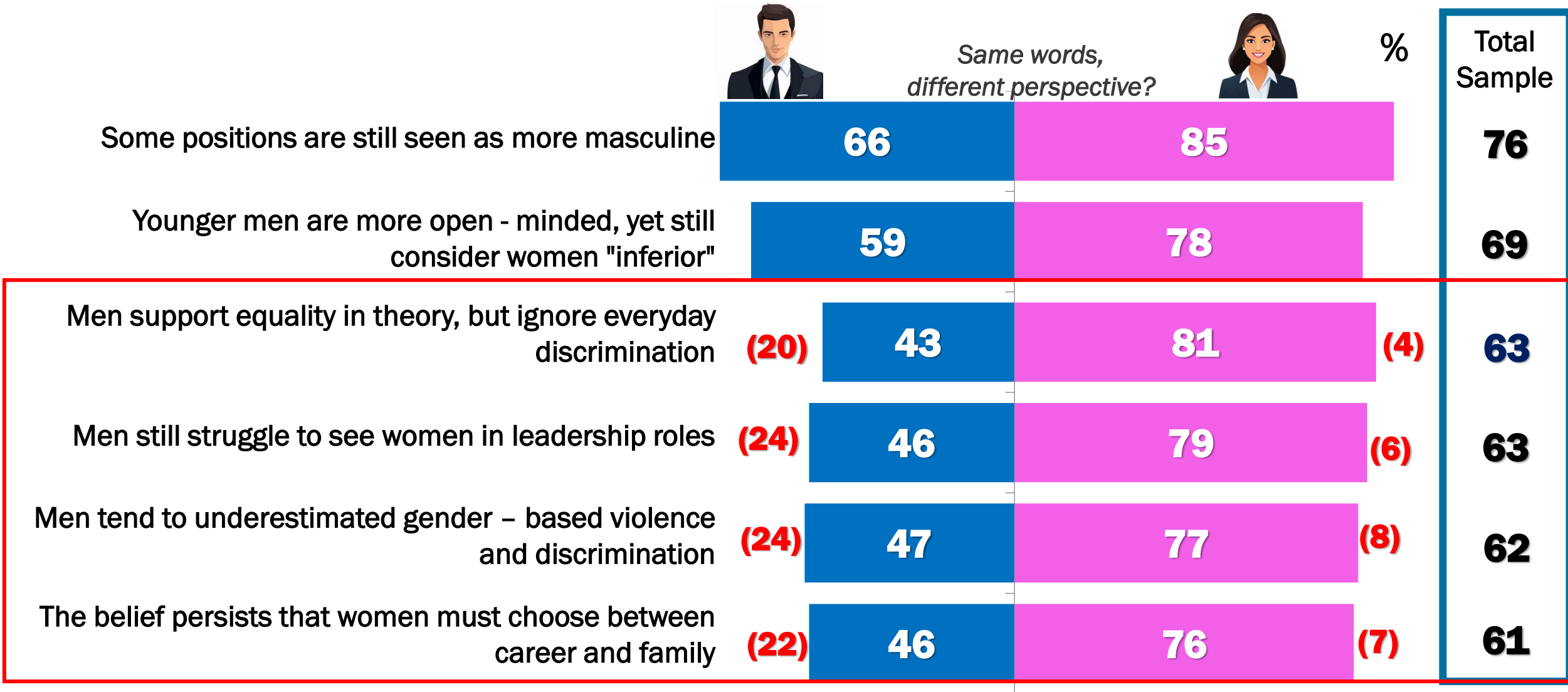
Invisible inequality: barriers to confidence and financial empowerment



(Disagreement % in parentheses)

#4 Women & Prejudices:

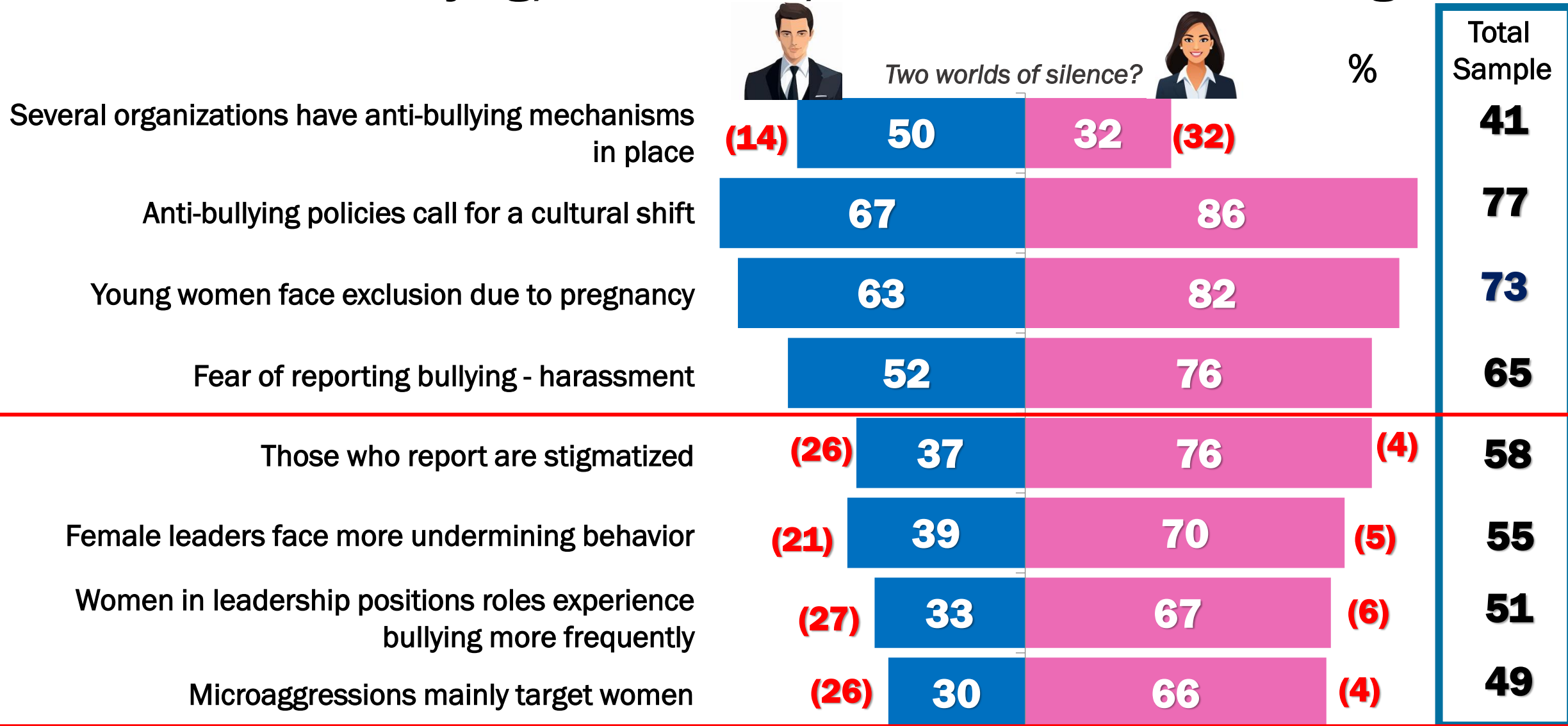
Timeless stereotypes: Equality in words, inequality in practice



(Disagreement % in parentheses)

#5 Women & Workplace Toxicity

The silent battle: bullying, harassment, the need for cultural change



(Disagreement % in parentheses)

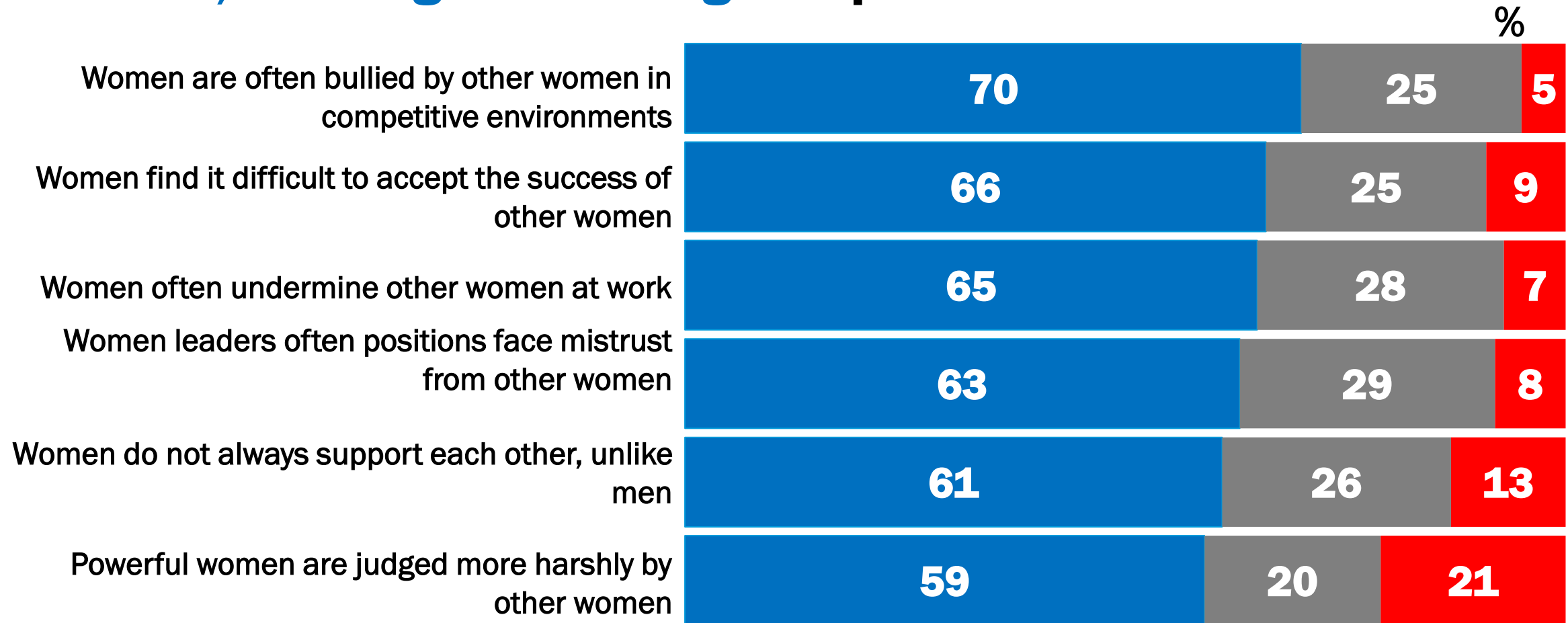
#6 Women & Internal Misogyny



Common perspective –
women's experience is more intense



The invisible, shocking undermining: competition between women



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



1 Key Learning

Despite the progress made over time,

...the position of women in society, within the family, and in the workplace remains "inferior" and "oppressed" with...

...a dramatically different perspective between men and women...

...and the shocking phenomenon internal misogyny!



Who are we?

*Typologies of
perceptions
about women*



Applying multi-factor analysis...

Three different "positions" are outlined...

- ❖ Three different "positions" regarding perceptions of contemporary Greek women
- ❖ With different backgrounds, beliefs, and perspectives on equality...
- ❖ ...Three different voices

"The voice of balance"

"Consensual - realists"



41%

"Progress has been made – equality is achieved through cooperation and dialogue."

"The voice of assertiveness"

"Dynamically assertive"



36%

"Obstacles and outdated perceptions persist – we demand radical change"

"The voice of the status quo"

«Uncompromising Moralists"



23%

*"Everything is fair,
No further change is needed."*

The "Consensual Realists": 42%



Men and Women, aged 45+,
at all levels of education

- Composed and seek balance between their professional and personal lives
- Have seen tangible progress for women in recent years
- Acknowledge that inequalities persists, especially regarding career and family pressures
- Believe in consultation and joint solutions, not confrontation
- Want women should be educated so they can actively participate in finance & investments

"Experience – Cooperation – Stability"

The "Dynamically Assertive": 36%



Mainly Women aged 18–44,
With higher education

- In a stage of personal and professional growth
- Faced significant obstacles and social pressures
- Believe, equality exists only in words, as stereotypes and barriers still persist
- Call for institutional reforms, equal policies, and a genuine shift in mindset
- Their goal is greater access and stronger participation for women in investment and leadership roles

"Radical Change - Justice - Evolution"

The "Uncompromising - Moralists": 21%



Mainly men aged 25–44,
with high school education

- Focused on everyday life, with an emphasis on convenience and stability, without particular ambitions.
- Find it difficult to recognize gender inequalities in the workplace and society.
- Believe no further changes are needed in the women's role in society.
- Indifferent to women's participation in leadership or investment roles.

"Inertia – Detachment – Conservatism"



#2. Key Learning

Despite the slowly emerging balance,

stereotypes remain among young people, leading to aggressively assertive female groups, and...

Apathetic, dismissive, indifferent men

And now what? Food for thought Q's





The most important question:

***"Which of the three 'voices'
do I identify with?"***

And the second most important:

"Am I okay with that?"

Questions worth asking ourselves...

- ✓ *What role do stereotypes play in my professional or personal life?*
- ✓ *Am I willing to support women in matters of finance and leadership?*
- ✓ *As a woman, do I truly support other women's advancement, or do I sometimes consciously or unconsciously, judge or undermine them?*
- ✓ *As a man, do I truly recognize the difficulties women face, or do I think that "everything has been solved"?*
- ✓ *As a man, how can I contribute to a more equitable and inclusive environment?*
- ✓ *How can we, as a society and as individuals, move from awareness to action?*
- ✓



#3. Key Learning

What will we need to rethink and change, all of us, so that in 2-3 years ...

...we can repeat the survey and see a new, much more balanced picture?

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