

“Athlos”:

The

Everyday

challenge

Nationwide Survey Results
2026





Contents...



Success:
How We Perceive It



The human journey:
The struggle



The Mindset:
Typologies of Athlos

Research specifications



The survey was conducted on behalf of THE TOTAL BUSINESS, and the findings were presented at Aegli Zappeion on Thursday, April 2, 2026, as part of the ATHLOS Business Summit.

Online interviews via the YouGov panel

Structured questionnaire

Population: Men & Women 18+ Nationwide

Representative sample: 1,003 people.

Conducted: February 2026

Focus Bari is YouGov's Affiliate Partner in Greece (www.yougov.com)

Success: How We Perceive It

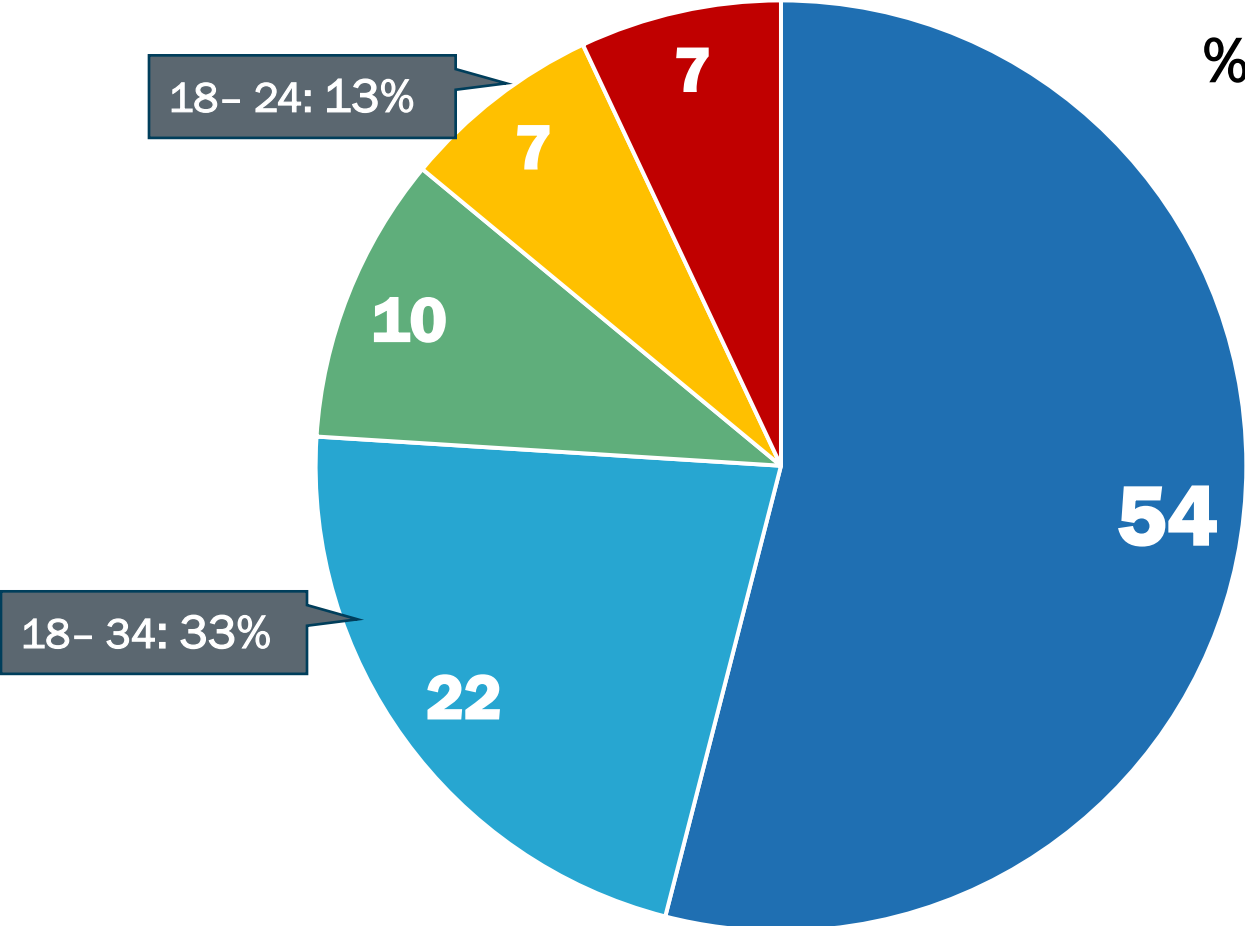


Success is built through effort, not talent

Younger generations place particular importance on self-belief

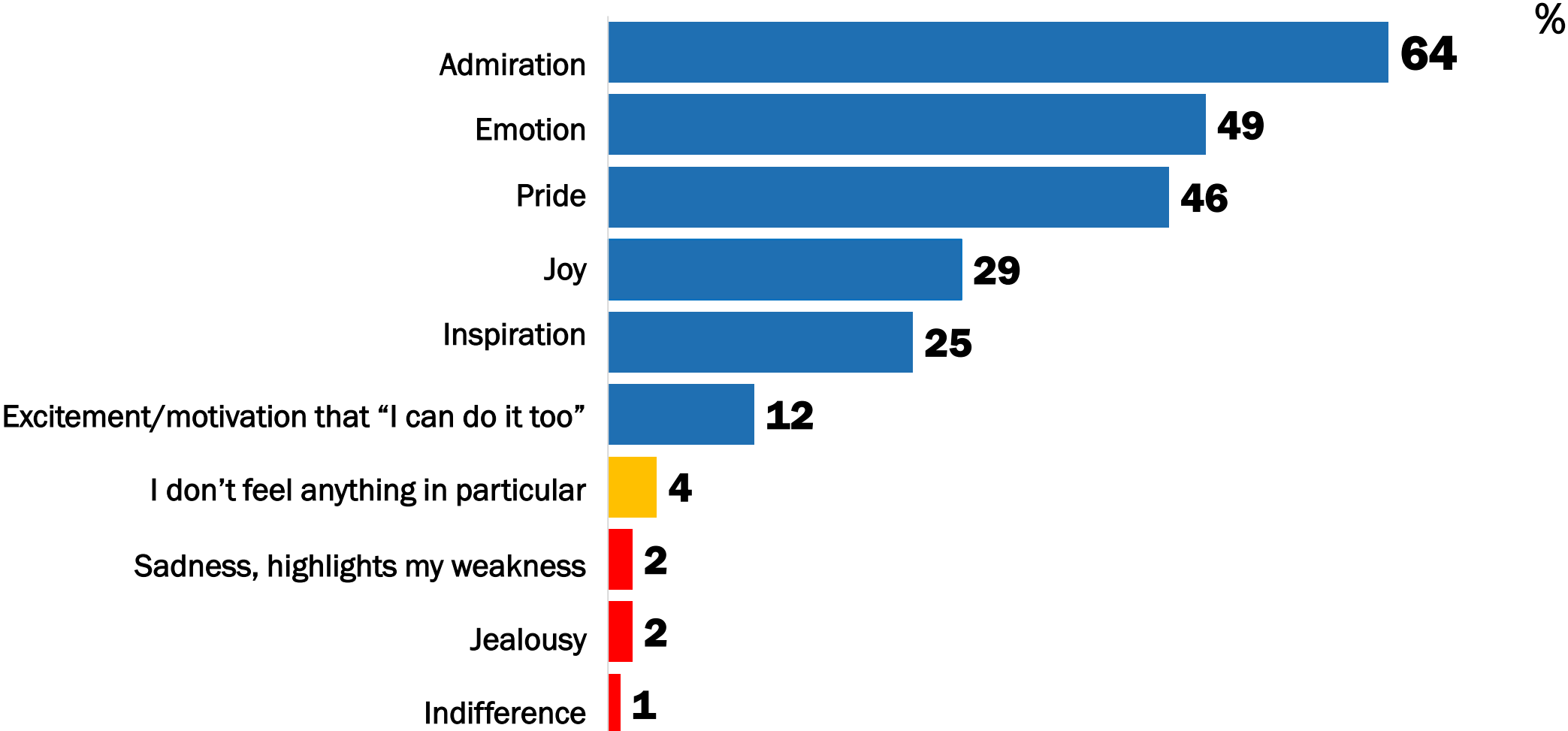
“What factor do you think contributes most to a champion’s success?”

- Long-term effort and perseverance
- Self-belief & their abilities
- Innate talent
- Mental resilience
- Support from a coach & family



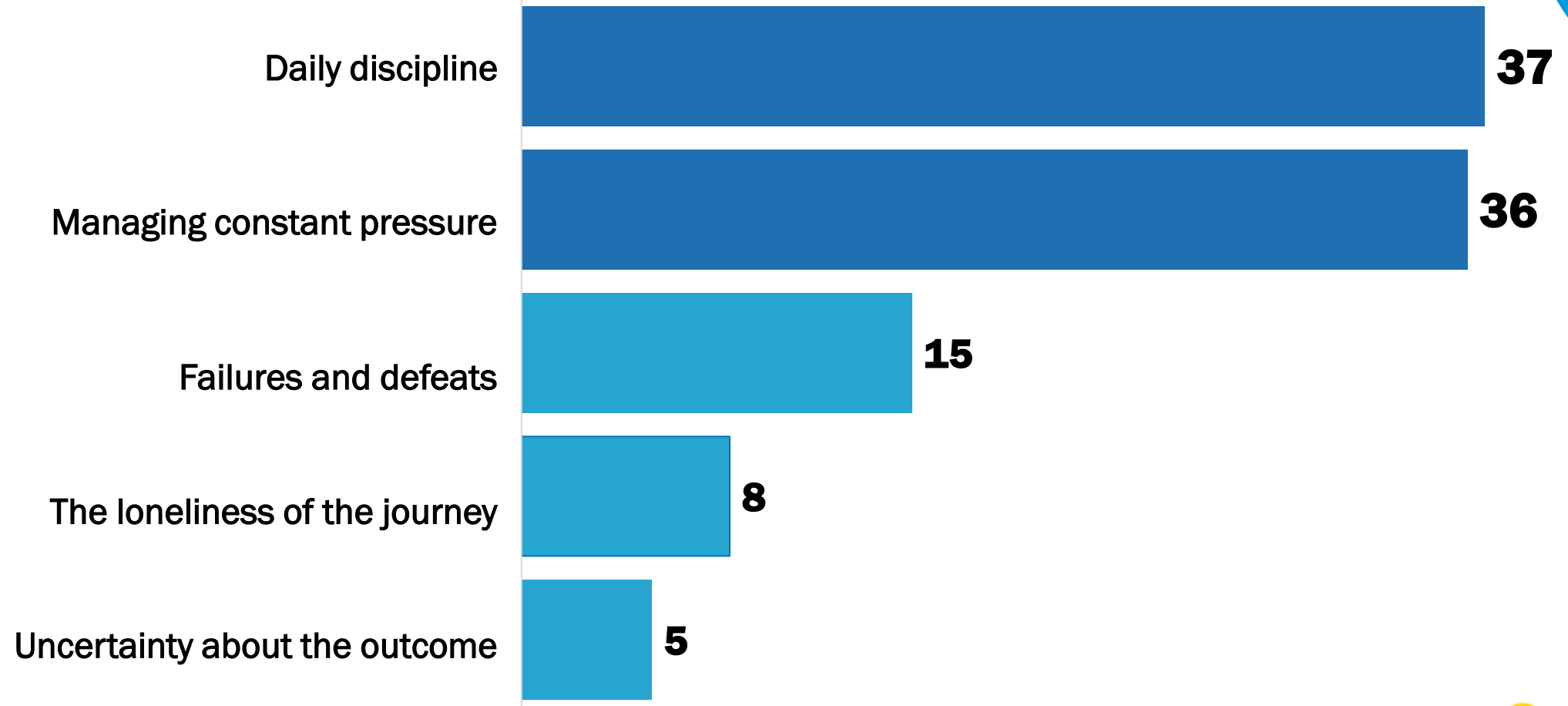
Admiration emerges as the dominant emotion

“When you see a champion or an Olympian standing on the podium and receiving an award, what emotions do you feel?”



The road to the top requires discipline and resilience under pressure

“What aspect of a person’s journey to the top do you consider the most demanding and difficult?”



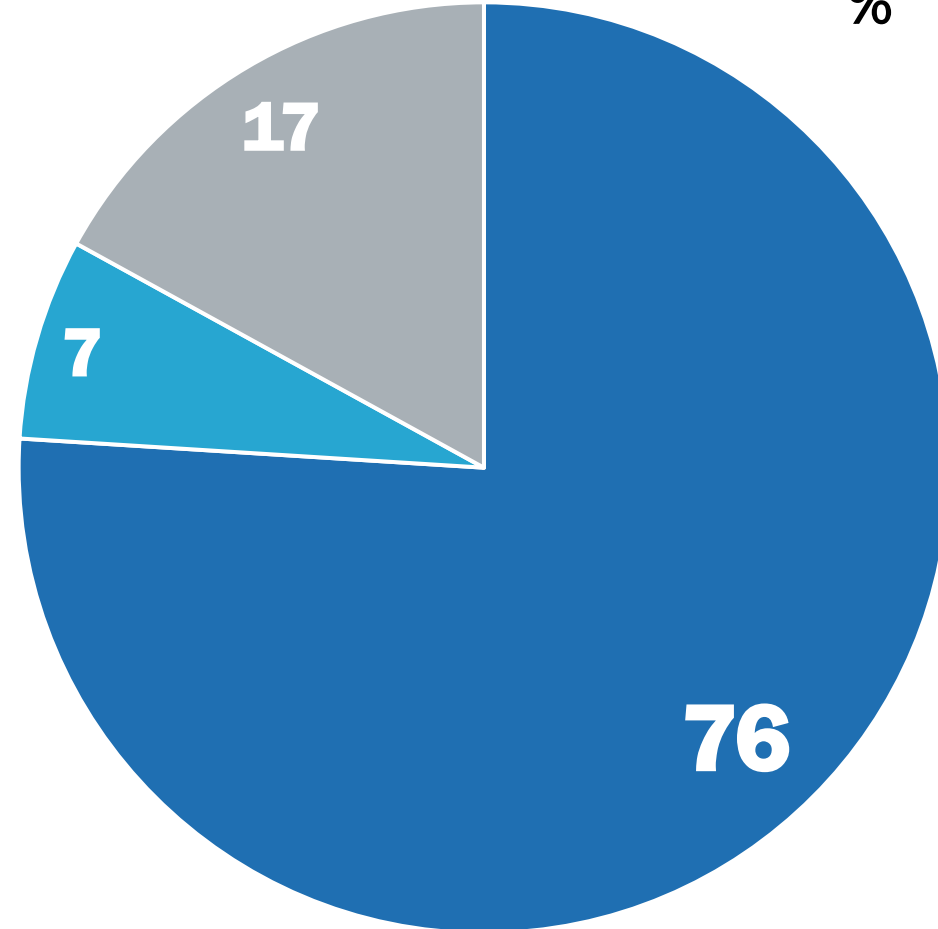
But society values the result more than the journey

“As a society, do you believe we place greater value on...”

The final result : *success, victory, achievement*

The effort and the journey

Both equally



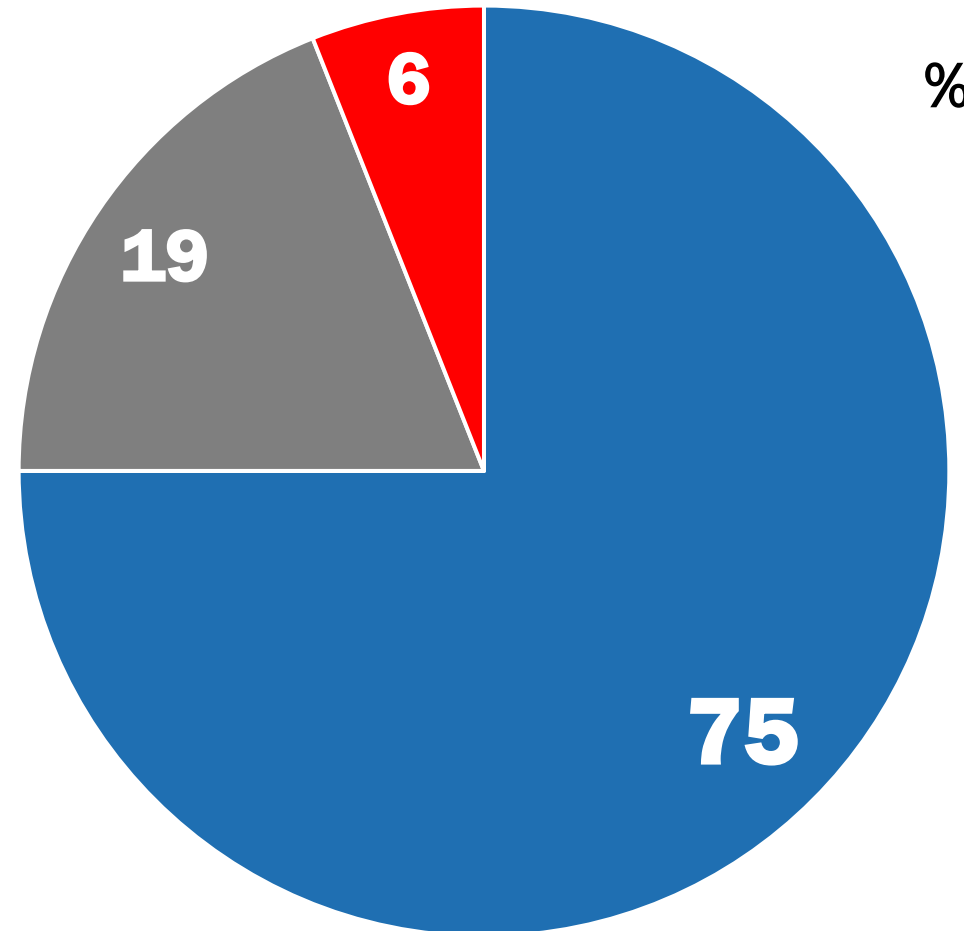
3 out of 4 Greeks relate to athletes through their own daily struggles

“An athlete’s path to the top is like the journey we all take to achieve our goals in life”

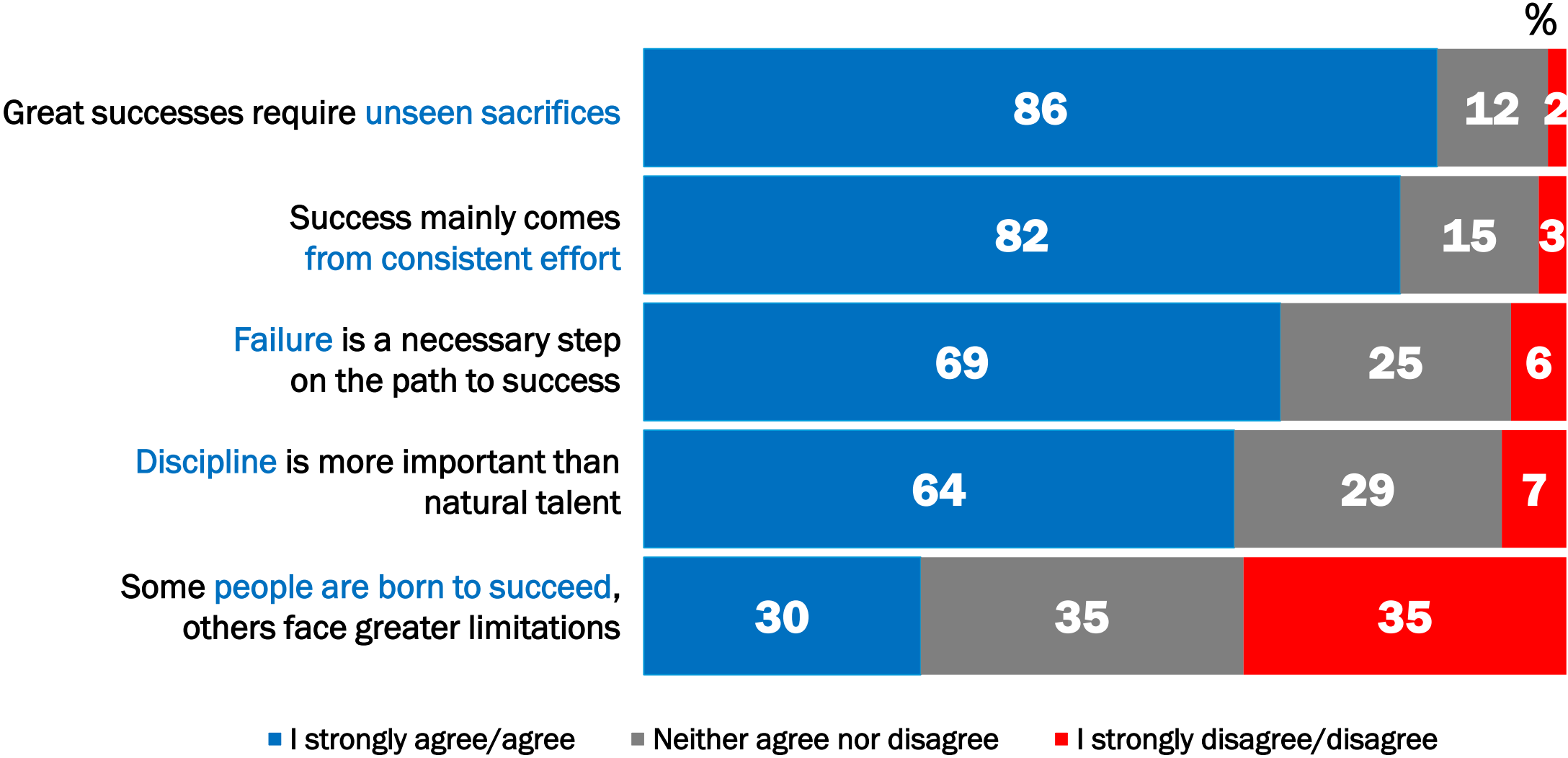
I agree very much / somewhat

Neither agree nor disagree

I disagree somewhat/strongly



Success isn't handed to you; it's built on... perseverance and sacrifice





#1. Key Takeaway

Success is seen as the result of long-term effort and perseverance.

However, although the journey is recognized as difficult and demanding, society continues to place greater value on the final outcome : SUCCESS!

The Human Journey: The Struggle

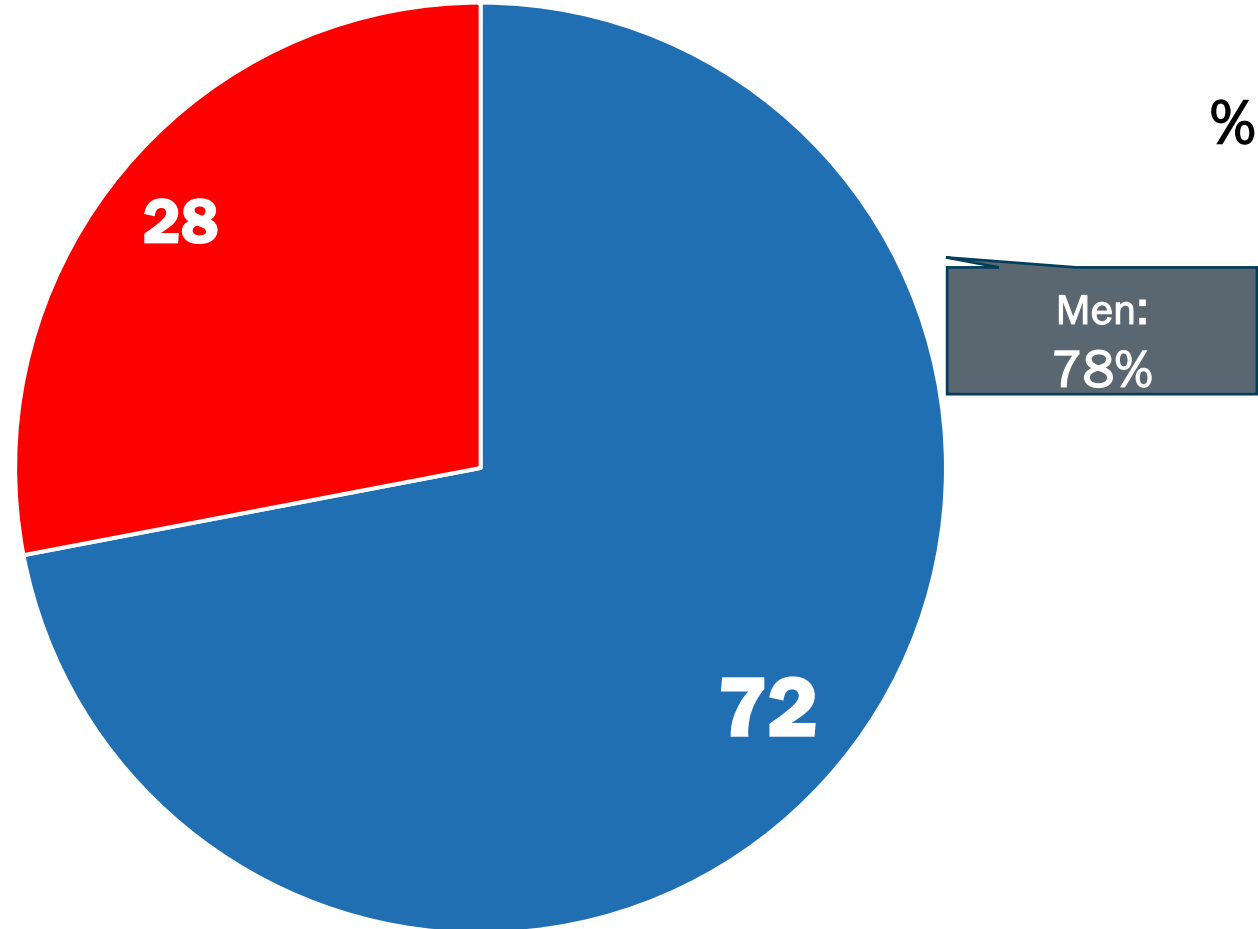


The pursuit of excellence isn't just for athletes: 7 out of 10 Greeks have experienced it

*"Have you ever gone through a period in your life
that required discipline and perseverance
Similar to that of a champion?"*

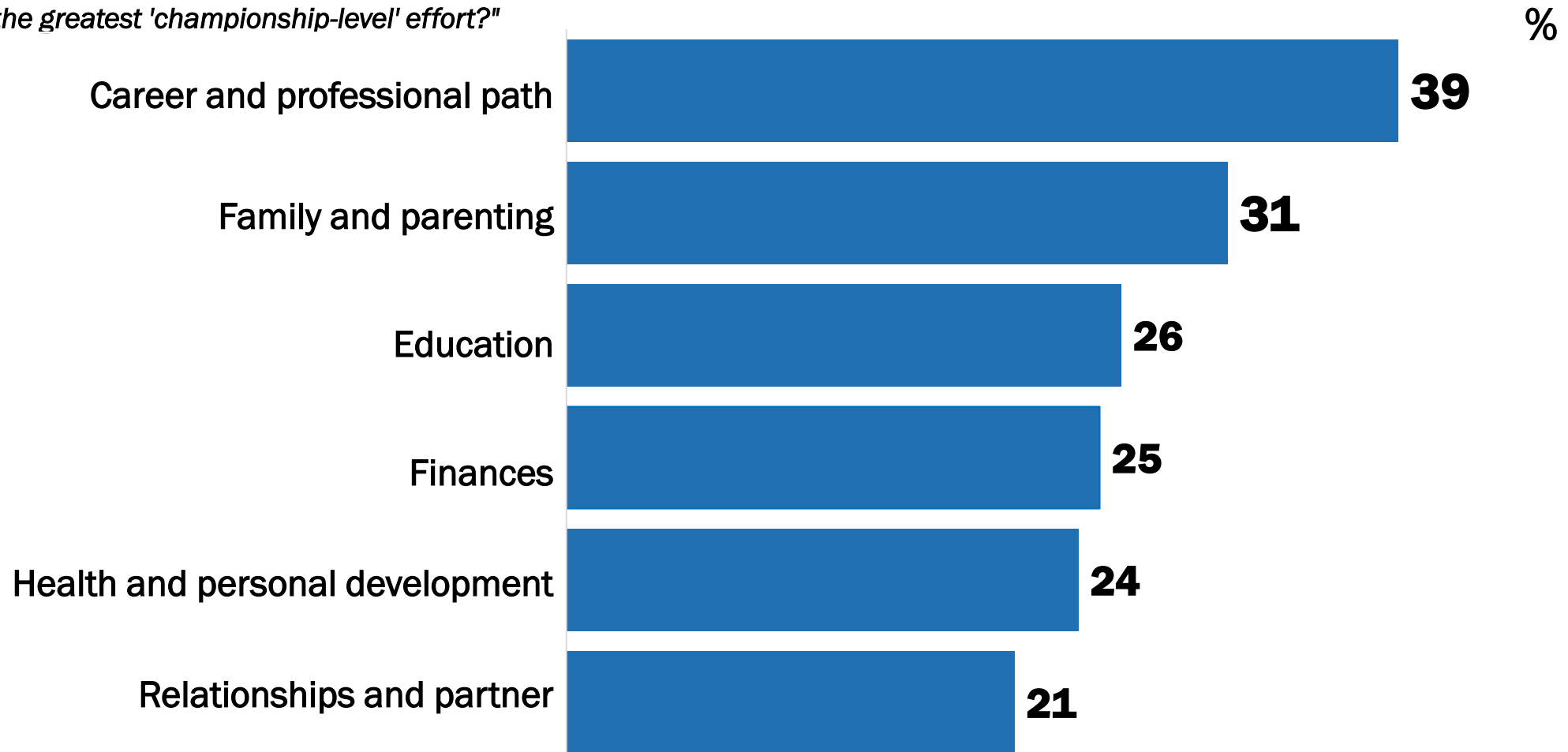
Yes

No



Personal achievement mainly concerns one's career with family coming in second

"In which area of your life have you made the greatest 'championship-level' effort?"

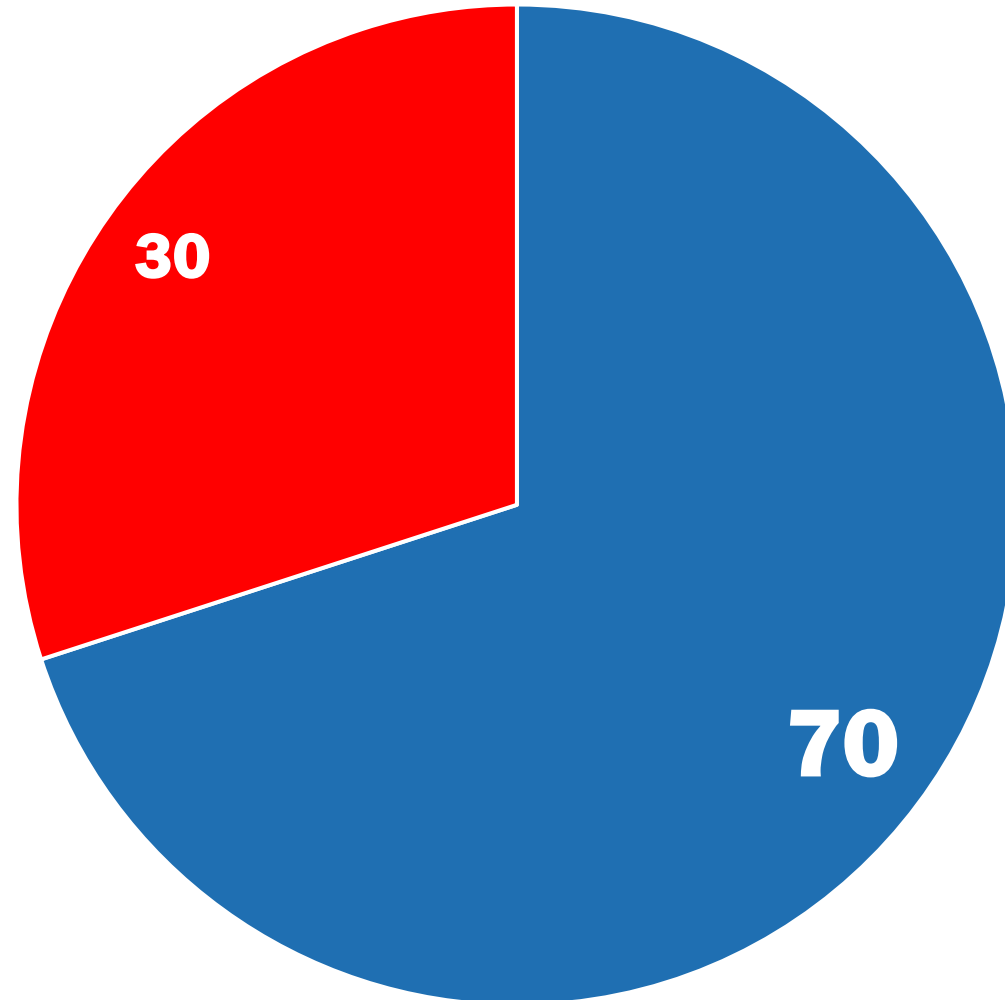


For most people in Greece, in the end the difficulties work out for the best

*“Considering the difficulties you went through,
which of the following conclusions do you reach?”*

I don't regret going through them;
I came out ahead

I wish I hadn't gone through them;
it was very hard on me



%

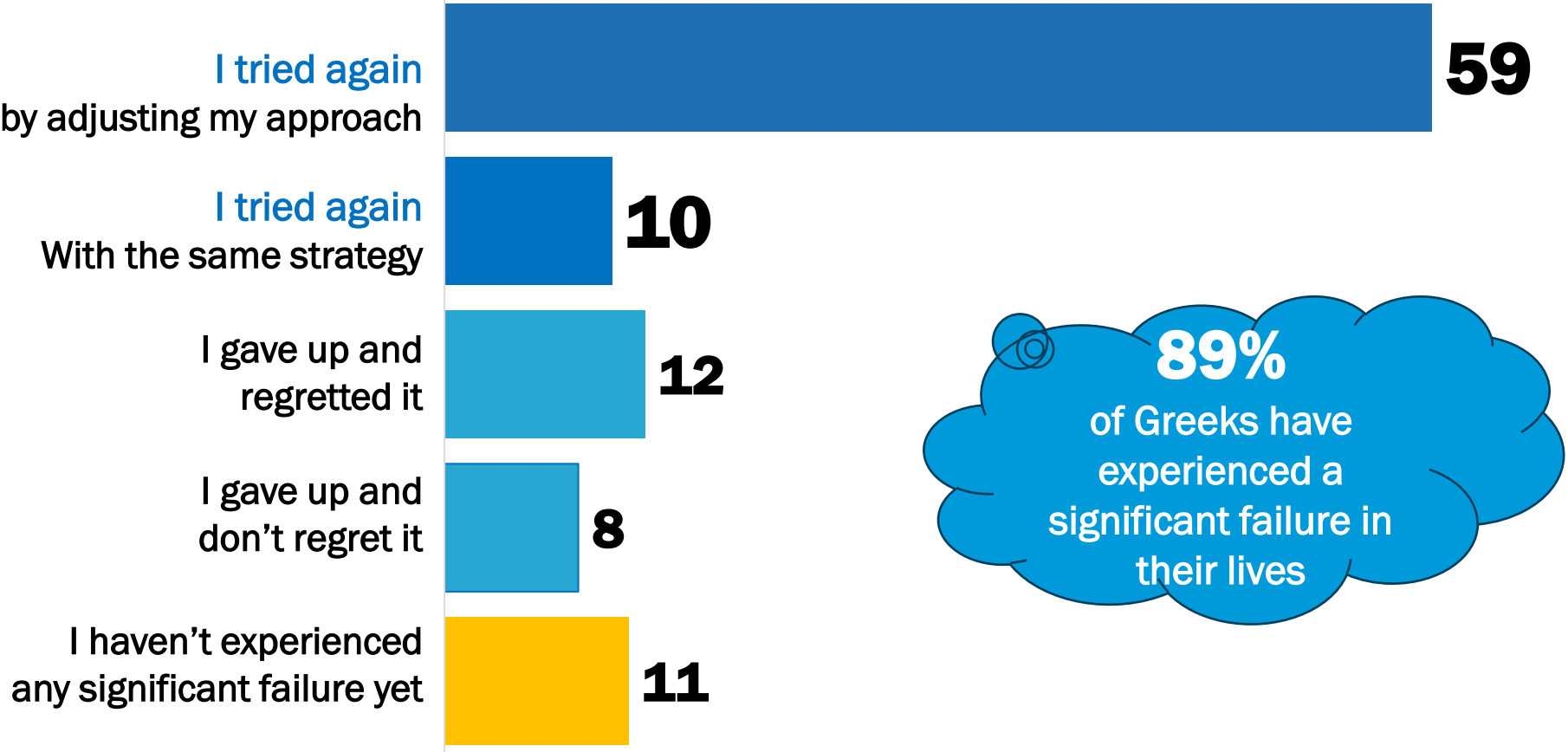
Difficulties are overcome mainly through personal resilience, patience, and adaptability

“How did you ultimately overcome the difficulty or setback?”



Failure is an almost universal experience, but most Greeks try again

“When *you failed* at something important, how did you react?”

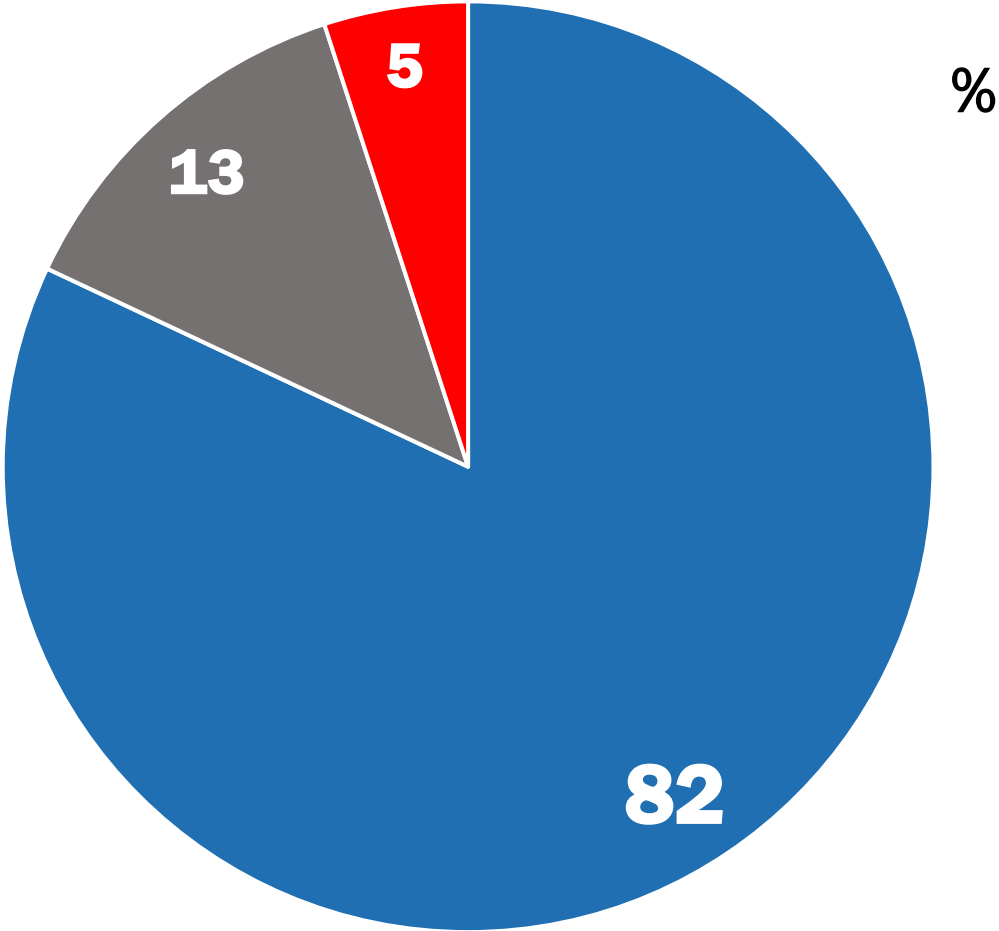


89%
of Greeks have experienced a significant failure in their lives

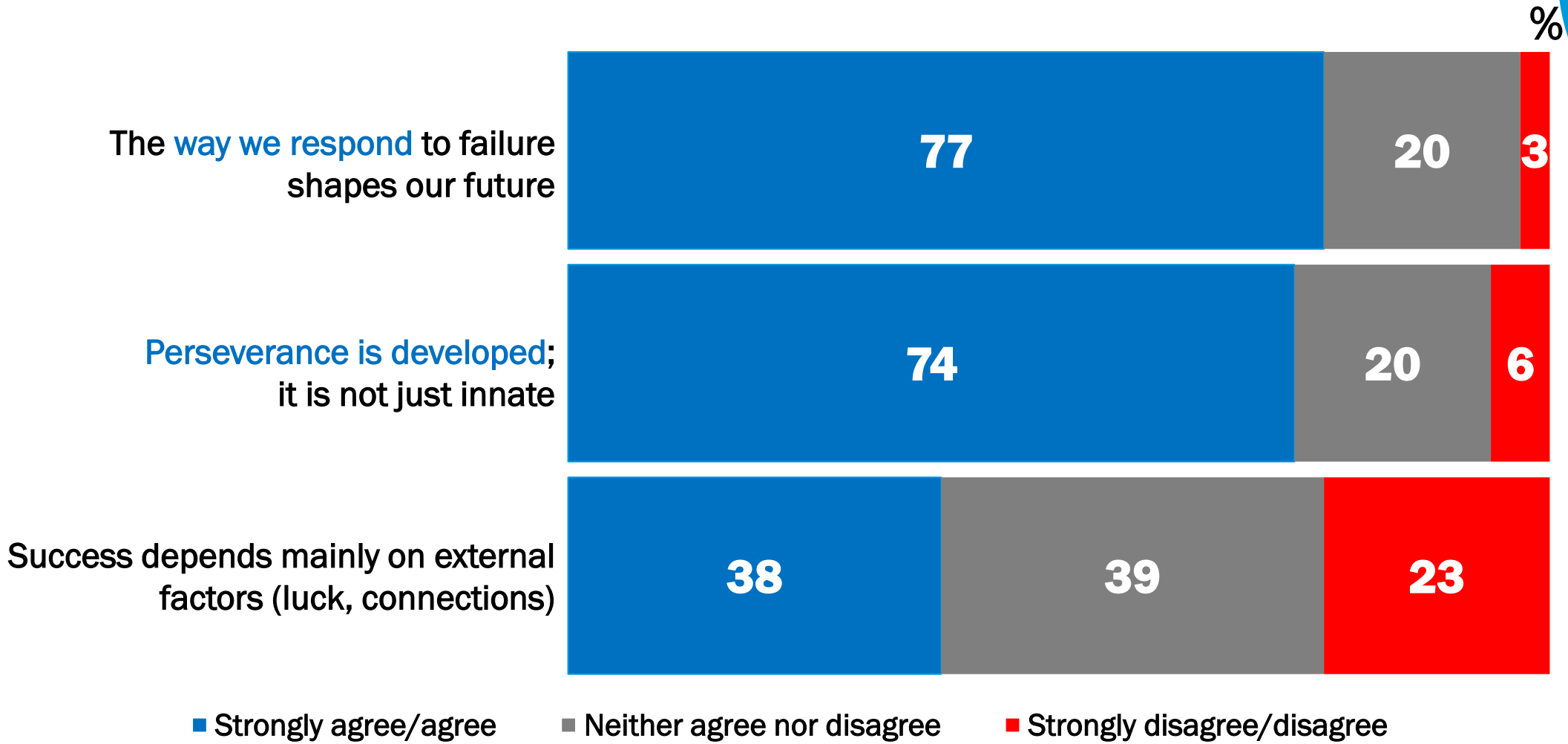
Challenges strengthened mental resilience for more than 8 in 10

“To what extent do you feel that your personal *difficulties* have strengthened your mental resilience?”

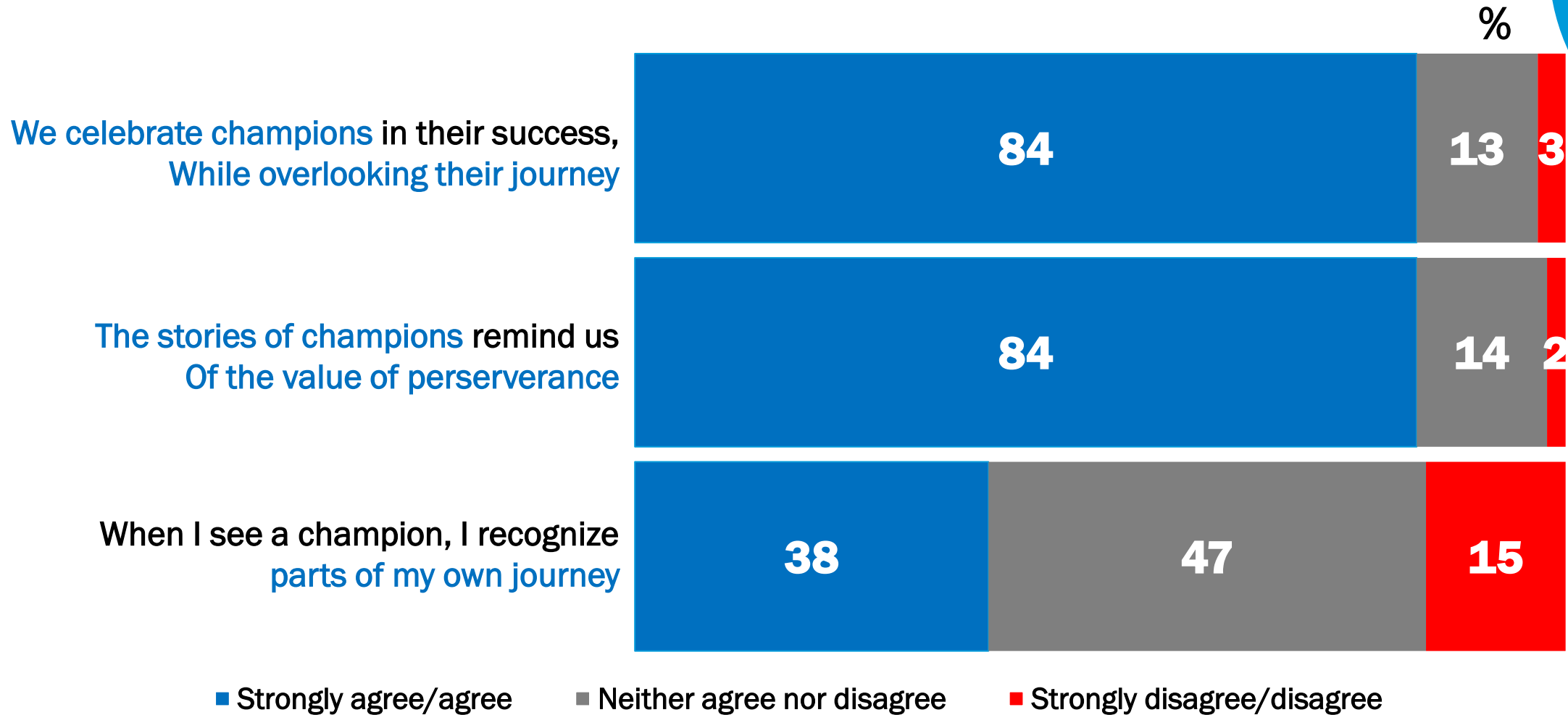
- Very much / Quite a lot
- Moderately
- Not much / Not at all



How we deal with failure and perseverance says a lot about our journey



We admire the champions, but we forget their journey





#2. Key Takeaway

Greeks invest their greatest effort in their professional journey, with parenthood following closely behind.

For most, failure is part of their personal journey. When faced with setbacks, however, they do not give up; they adapt and try again.

Ultimately, it is not failure itself that determines our path, but perseverance and the way we respond with it.

The Mindset: Typologies of Athlos



**Who
are we,
after all?**

*The typologies
of Greeks
regarding
Athlos*



Applying multivariate analysis...

We observed ...

- ❖ While Greeks admire champions,
yet not everyone relates to their journey
- ❖ Champions' perseverance is inspiring,
but not everyone connects with it in the same way
- ❖ ... As a result,
three distinct profiles emerge in relation to “Athlos”

Balancing effort and opportunity

The Realists



37%

"Achievement comes through effort, but also through opportunity you don't always succeed!"

Believing in personal effort

The Fighters



36%

"Achievement is the result of hard work, as long as you believe in it!"

Admiring success from afar

The Onlookers



27%

"Success stories belong to others, not to me"

TYOLOGIES OF ATHLOS

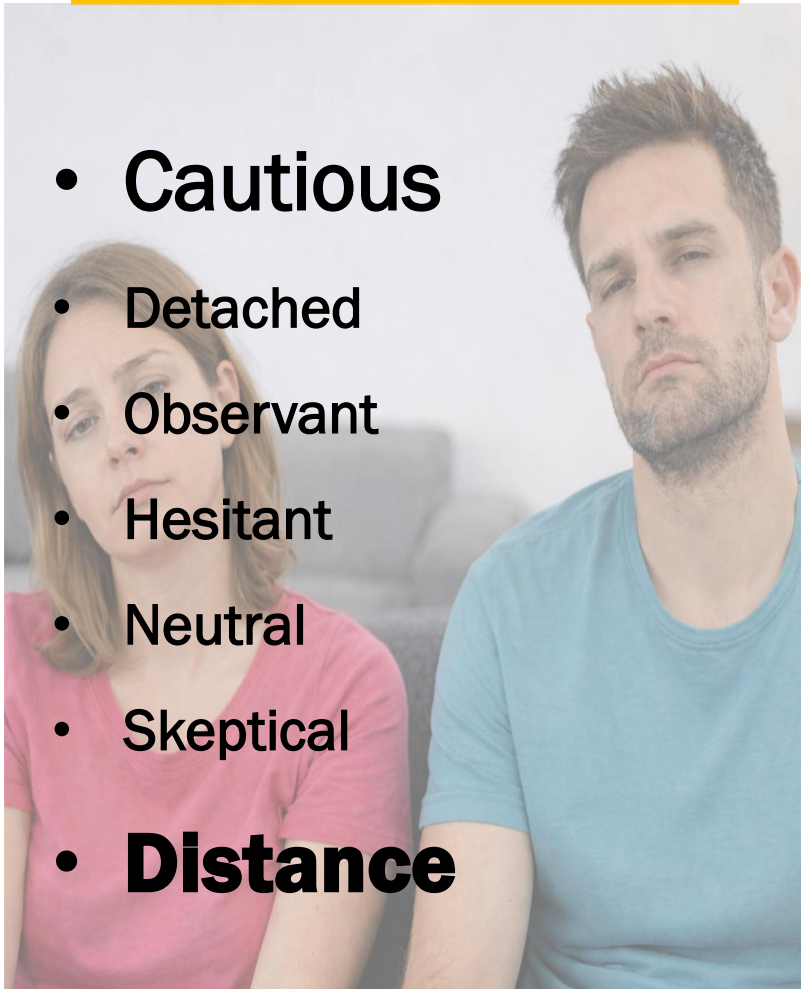
The Realists

- 
- **Realists**
 - Adaptable
 - Opportunity- aware
 - Strategic
 - Risk - conscious
 - Value both talent and effort
 - **Result**

The Fighters

- 
- **Driven**
 - Tenacious
 - Ambitious
 - Decisive
 - Resilient
 - Self - disciplined
 - **Evolution**

The Onlookers

- 
- **Cautious**
 - Detached
 - Observant
 - Hesitant
 - Neutral
 - Skeptical
 - **Distance**

The Realists: 37%



Men and women represented,
45+.

- ❖ In a mature stage of life, with a well-established path.
- ❖ They often attribute success to external factors (luck, connections, *circumstances*).
- ❖ They believe success is not equally attainable for everyone
- ❖ Their primarily focus is financial growth
- ❖ They view difficulties more as obstacles than opportunities for growth.
- ❖ They admire champions, but do not believe that everyone can reach that level

“Circumstances – Luck – External factors”

The Fighters: 36%



Mainly men, but also
Women, 35+

- ❖ In a phase of intense professional and personal development. They have a high level of education.
- ❖ They identify with the mindset of champions
- ❖ They believe that success comes through effort, discipline, and perseverance.
- ❖ They view challenges as opportunities for personal growth and mental resilience.
- ❖ When faced with setbacks; they adjust their strategy and keep going
- ❖ They draw inspiration from stories of success

“Effort – Resilience – Growth Mindset”

The Onlookers: 27%



Men and women
equally represented,
up to age 44

- ❖ They are not currently pursuing personal or professional goals.
- ❖ Many are working part-time, studying, or currently unemployed.
- ❖ They do not strongly identify with the mindset of champions
- ❖ They maintain a neutral attitude toward success, effort, and failure.
- ❖ They tend to see success stories as something that belongs to others
- ❖ They recognize the value of effort, but rarely see themselves as part of that journey

“Neutrality – Distance – Low Engagement”



#3. Key Takeaway

The idea of “Challenge” doesn’t mean the same thing to everyone:

***For some, it is personal achievement;
for others, a result of circumstances,
while for a segment of society ...
it still feels like someone else’s story***



The Big Picture

For most Greeks, “The Athlos” is part of everyday life

3 out of 4 recognize their own struggles in an athlete’s journey.

Success is built on perseverance and discipline, while failure, though nearly universal, often becomes motivation to try again.

Ultimately, people experience the “Athlos” differently: as a triumph, as a result of circumstances, or as a story that belongs to others.

“Athlos”:
The
Everyday
challenge

Nationwide Survey Results
2026

Thank you!

Want more info? Ask xenia@focus.gr

