

Global Perceptions and Concerns about the Economy: Trends & Challenges

Survey results in 21 countries



Global Public Trust Survey!

The international network of independent research companies IRIS (*International Research Institutes*), to which **Focus Bari** has belonged since **1991**, designed and implemented this survey, recording public opinion on critical issues of our time.

Twenty-one countries participated in the survey.

The aim of the survey:

- ✓ Assessment of the **economy and personal financial situation**
- ✓ Levels of confidence and concern about **climate change**.
- ✓ The state and prospects of **healthcare** systems.
- ✓ Use, awareness, and attitudes toward **artificial intelligence**.

This presentation includes data from the IRIS survey on the economy and personal financial situation, combined with data from YouGov Profiles.



We'll look into...



Economic trends and Global outlook



Personal finances on a global scale



Everyday economic reality in Greece

Research specifications



A similar survey was conducted in 2023.



IRIS (FOCUS BARI, core member of IRIS)

Topic: Public Trust in Climate Change

Structured questionnaire

Population: Men & Women aged 18+, proportional to the population of each country

Representative sample: 14,096 individuals in 21 countries in America, Europe, Asia, Africa, and Australia

Conducted: June–August 2024

Weighting was done according to the population of each country

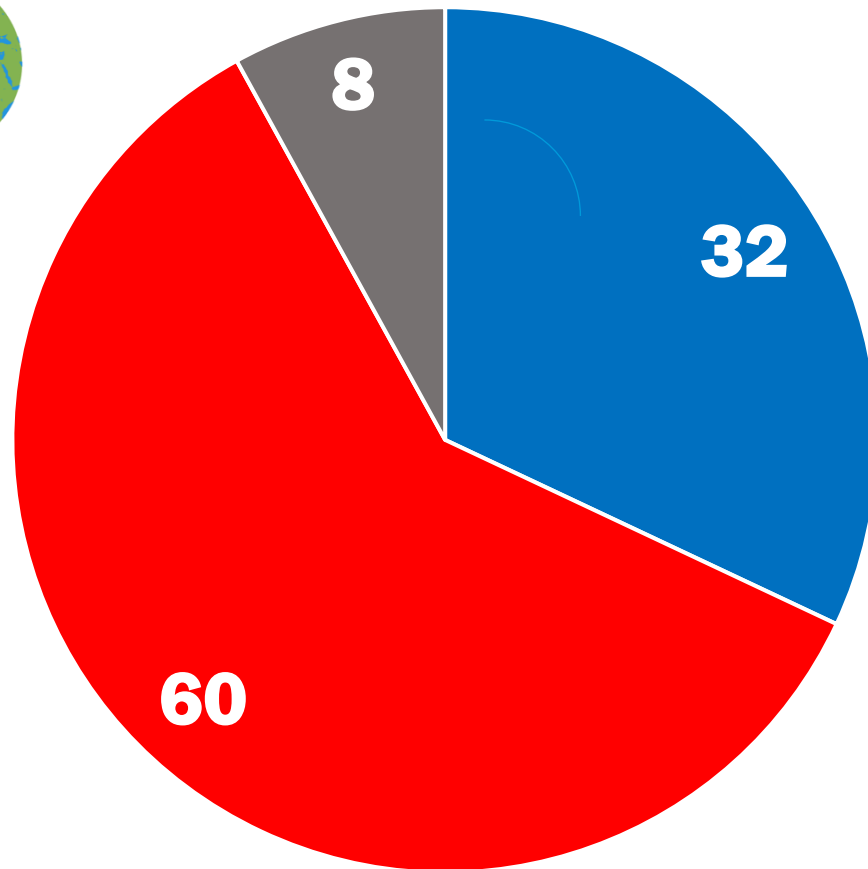
Countries that participated	Sample
Australia	1016
Austria	504
France	503
Canada	1003
Switzerland	535
Greece	100
USA	1003
Indonesia	5
Italy	611
Spain	487
Japan	50
Canada	1003
Kenya	307
Korea	100
Malaysia	502
Mexico	500
Nigeria	529
Panama	522
Poland	1055
Romania	100
Turkey	501
Finland	508

A: Economic trends and Global outlook



Global crisis of confidence: 6 in 10 citizens believe their countries are on the "wrong track" – in Greece, 7 in 10

"In general, would you say that your country as a whole is moving in the right direction or the wrong direction?"



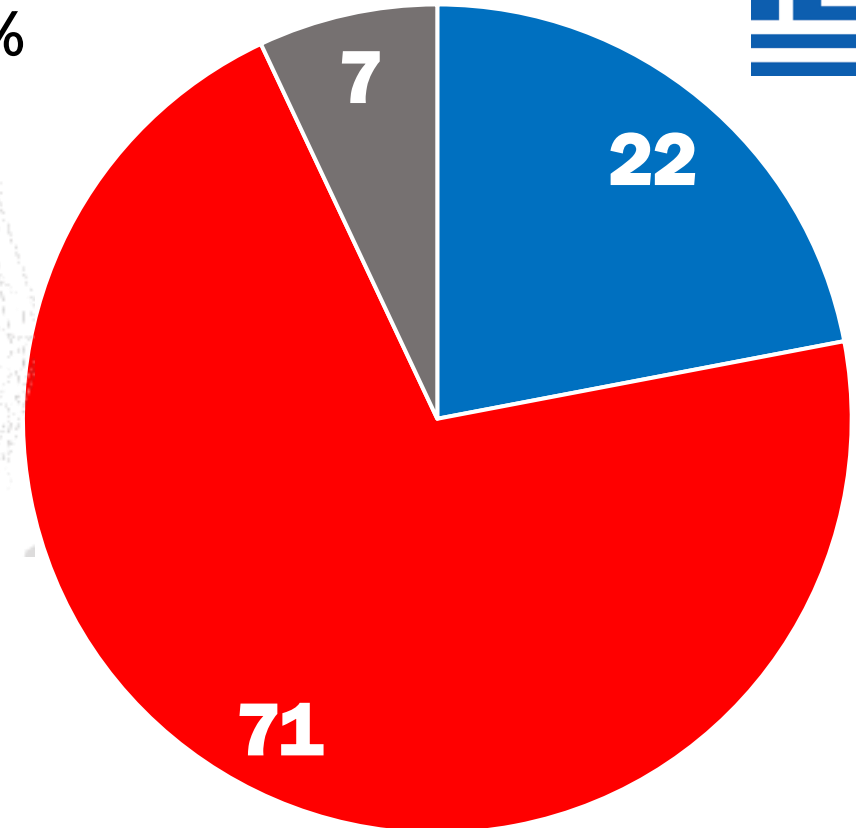
■ Right direction (1-2)

■ Wrong direction (3-4)

■ D.K/ Not sure



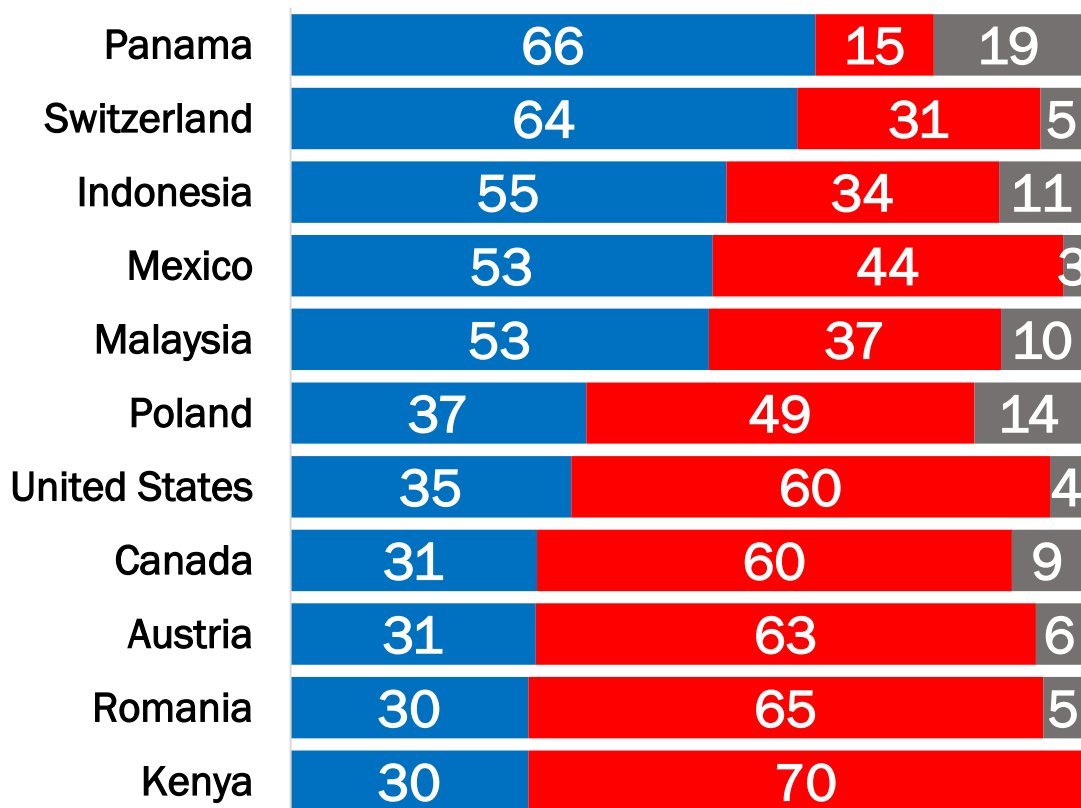
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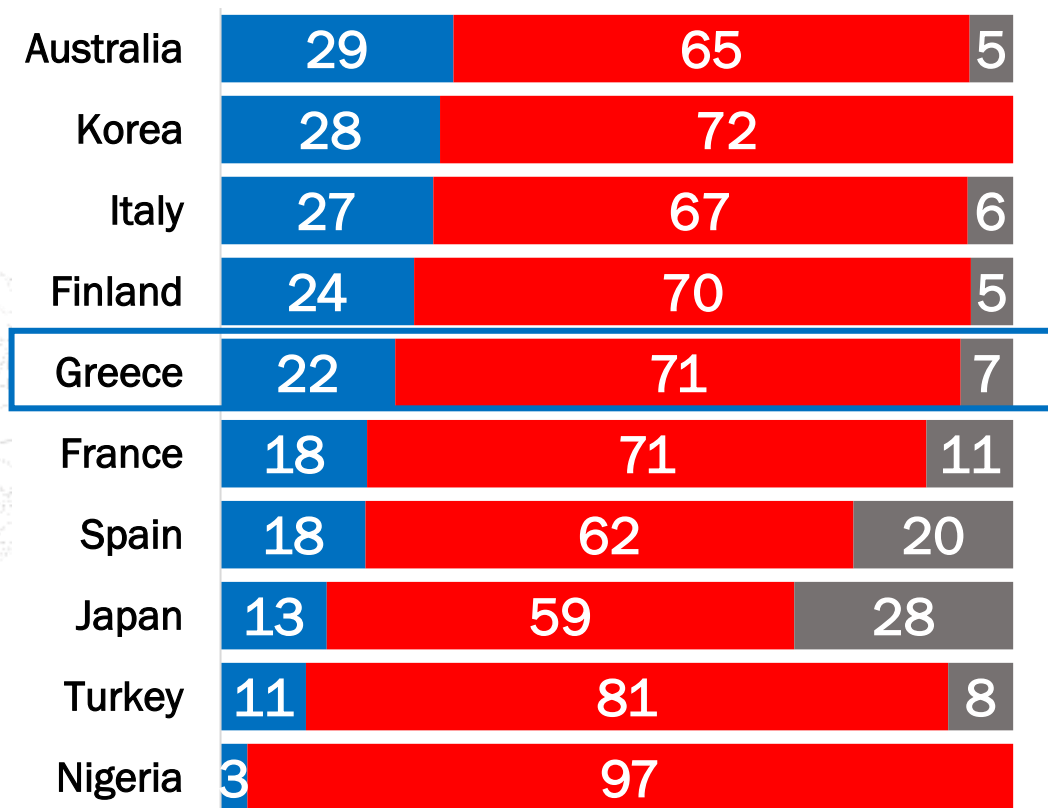
The progress of countries through the eyes of citizens:

Optimism exists in a few countries, but in most there is a prevailing sense that things are going wrong

My country is moving towards...



%



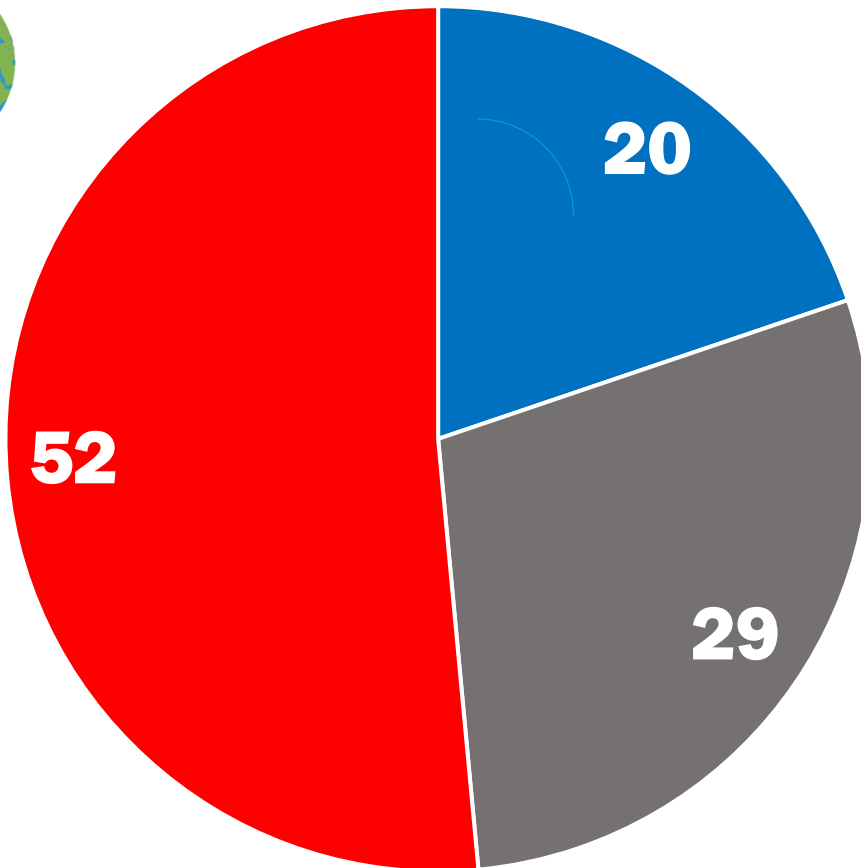
■ Right direction (1-2)

■ Wrong direction (3-4)

■ D.K./ Not sure

Global economic uncertainty: One in two people foresee a weakening of their national economy– in Greece, even more

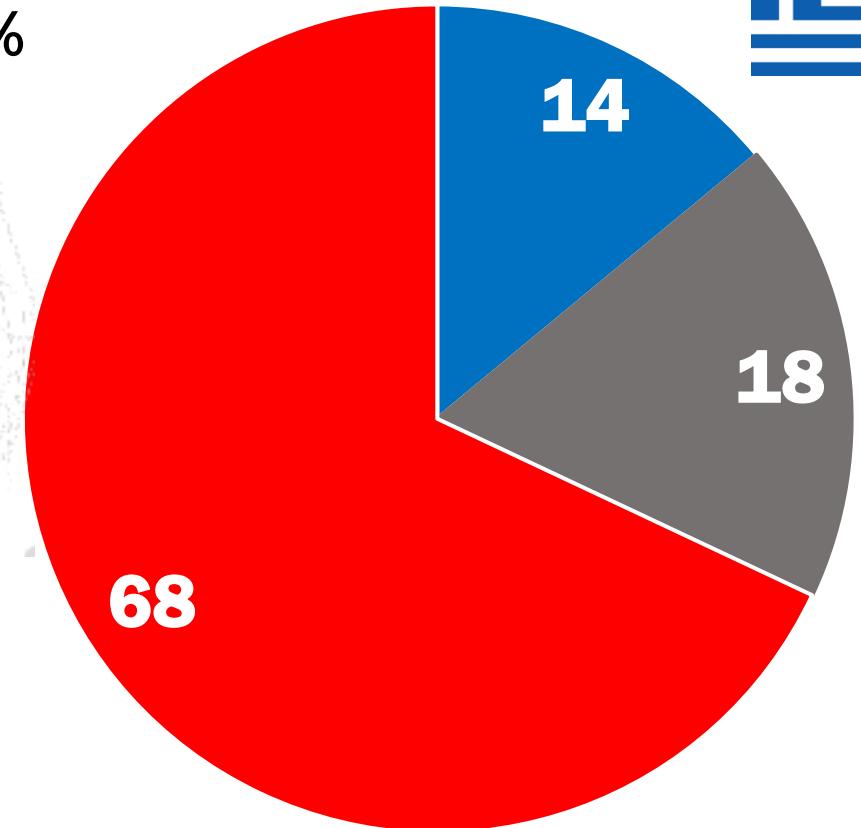
"In your opinion, is the economy in your country getting a lot or a little stronger, getting a little or a lot weaker, or staying about the same?"



■ A Lot/ little stronger

■ Staying the same

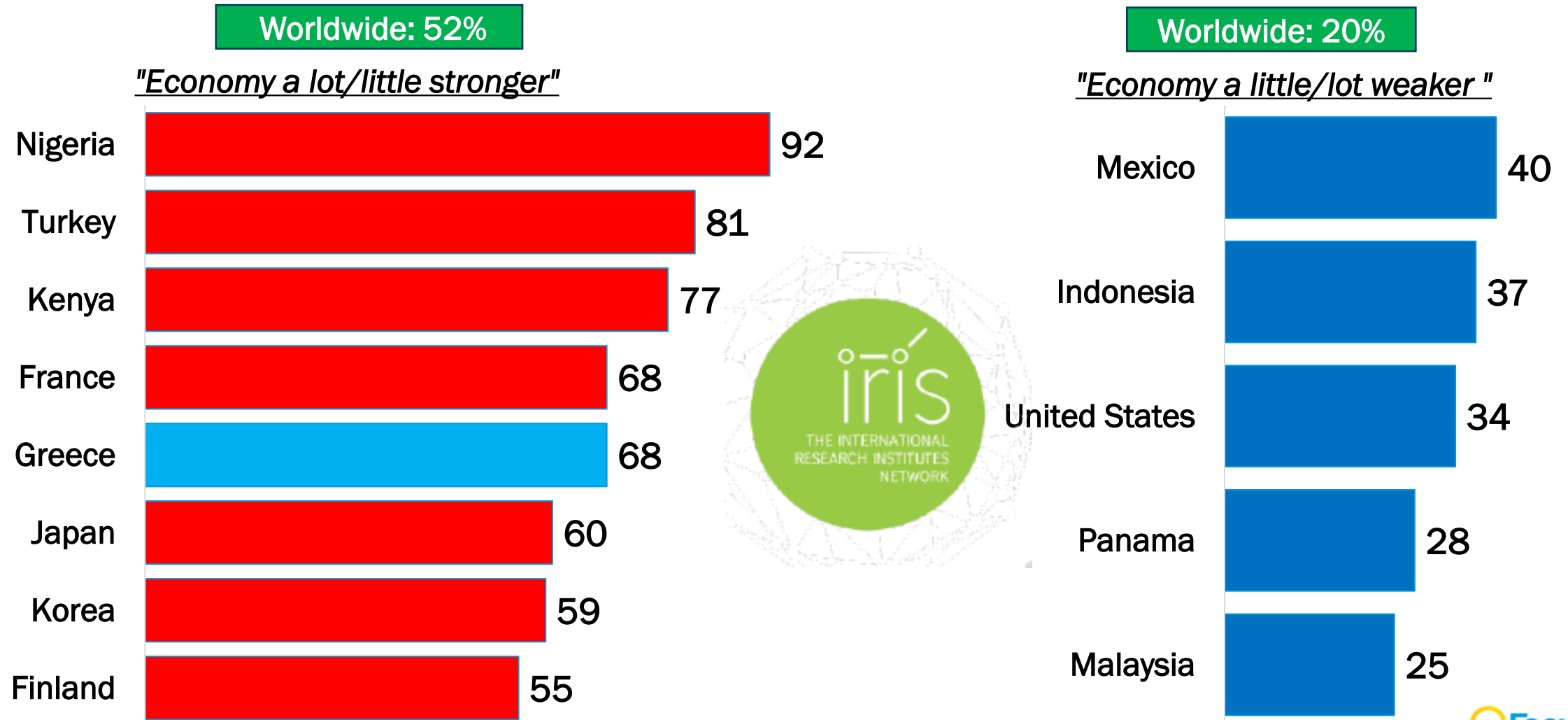
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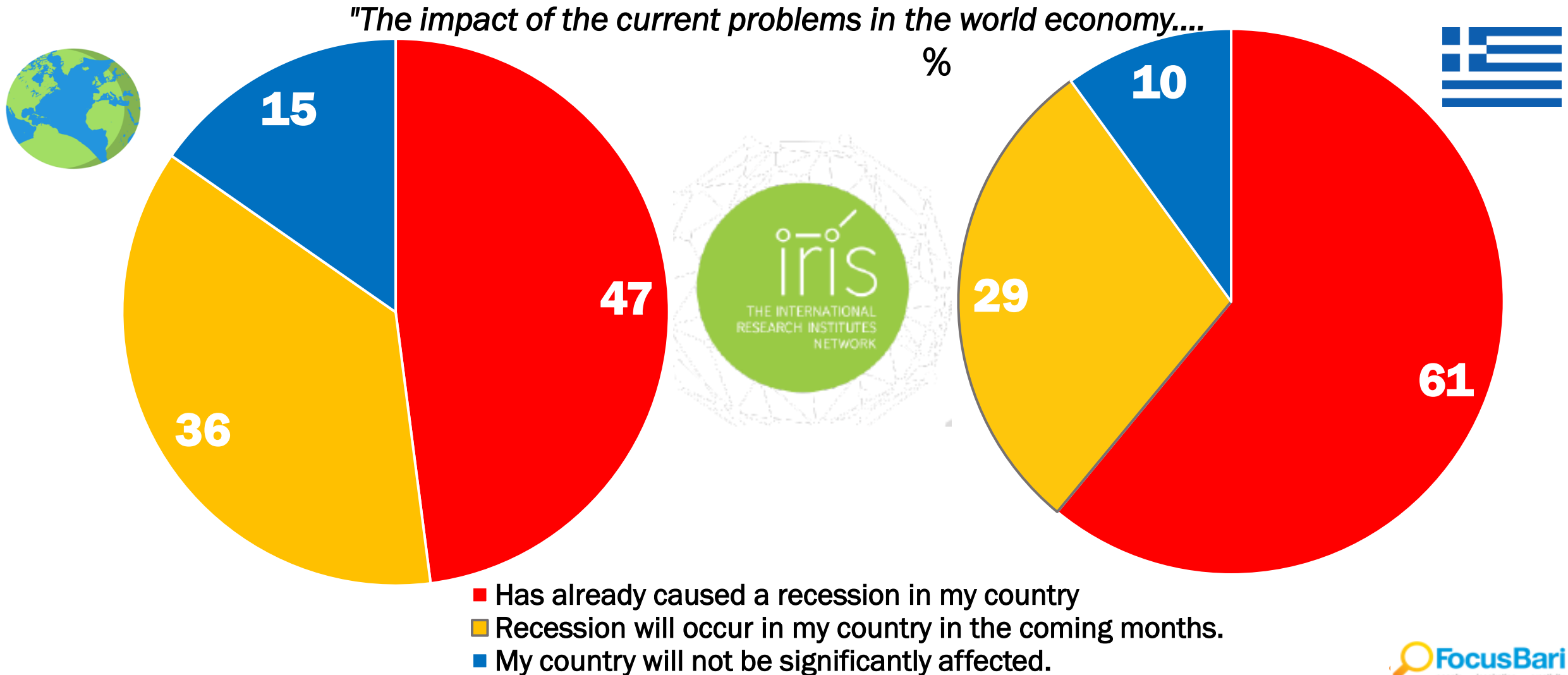
■ A little/ lot weaker

From pessimism to optimism...

In most countries, economies are seen as weakening – with only limited signs of optimism



Negative assessments internationally regarding the impact of the global crisis, with Greeks saying they are already experiencing a recession

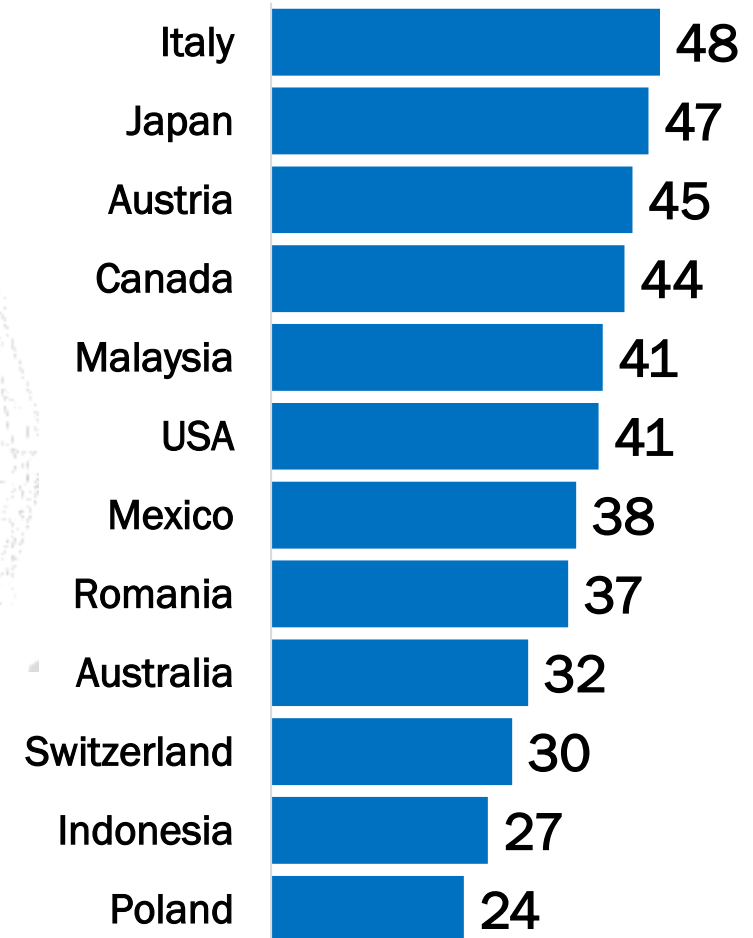
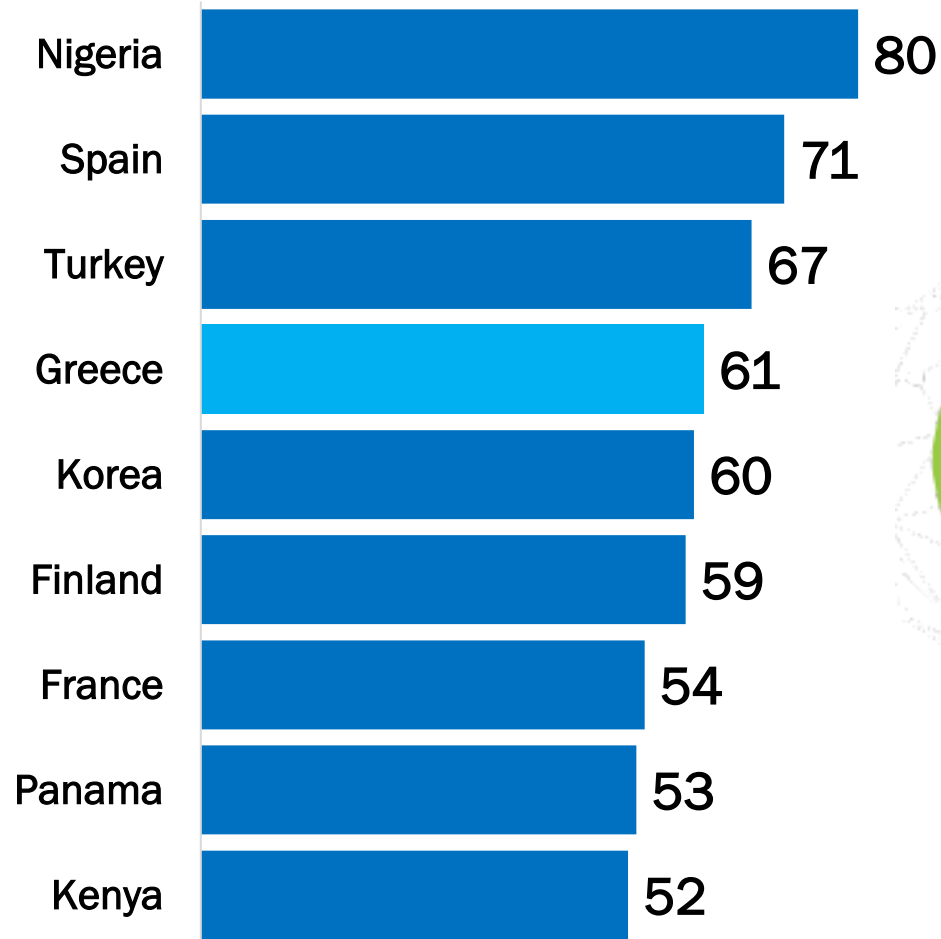


Global recession, a common phenomenon, but its intensity varies from country to country

My country is already *in recession...*

Worldwide: 47%

%



B: Personal finances on a global scale

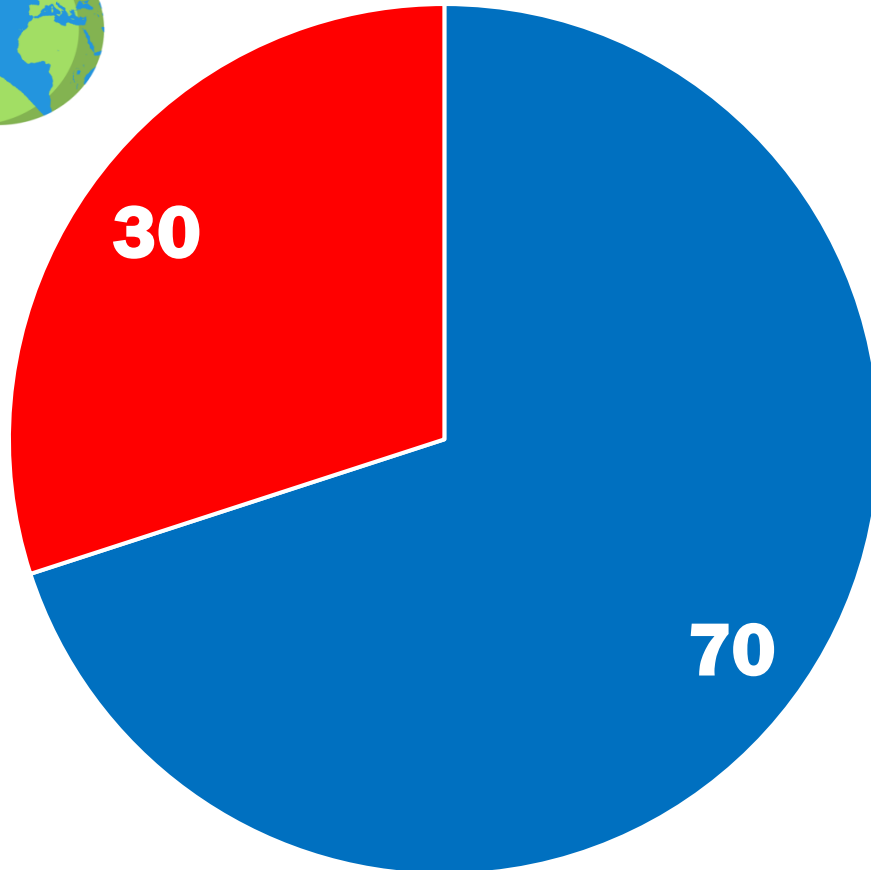


Universal concern about the cost of living – in Greece, nearly all households are facing greater difficulties

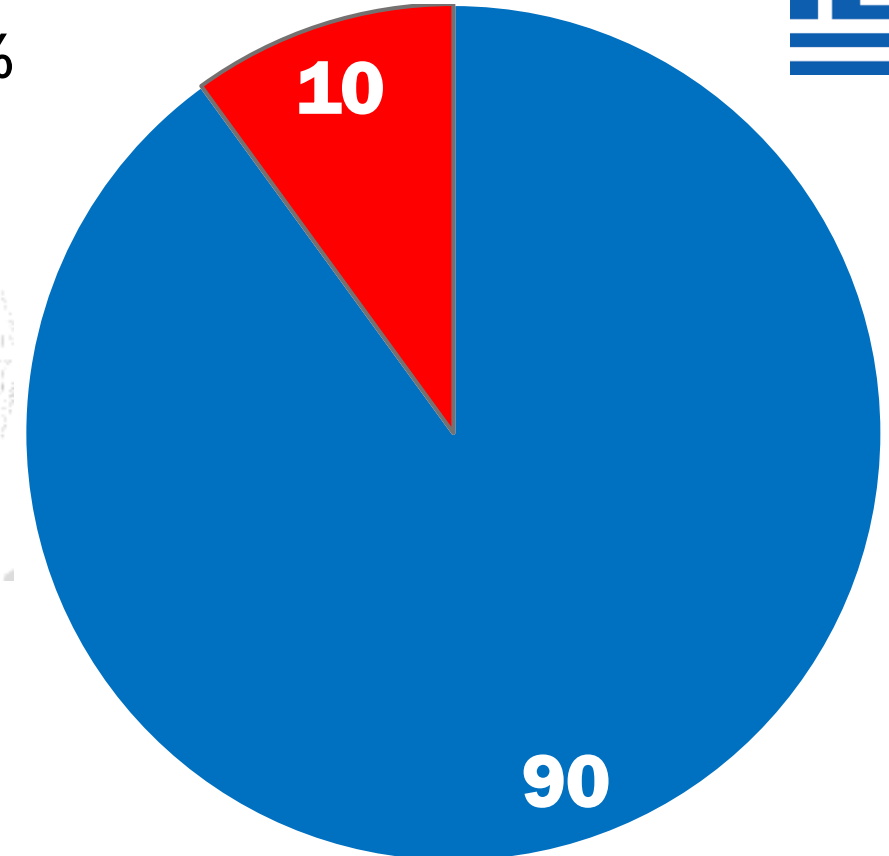


"Compared to a year ago, my household is having more difficulty making ends meet"

%



■ Strongly agree/ agree



■ Disagree/strongly disagree

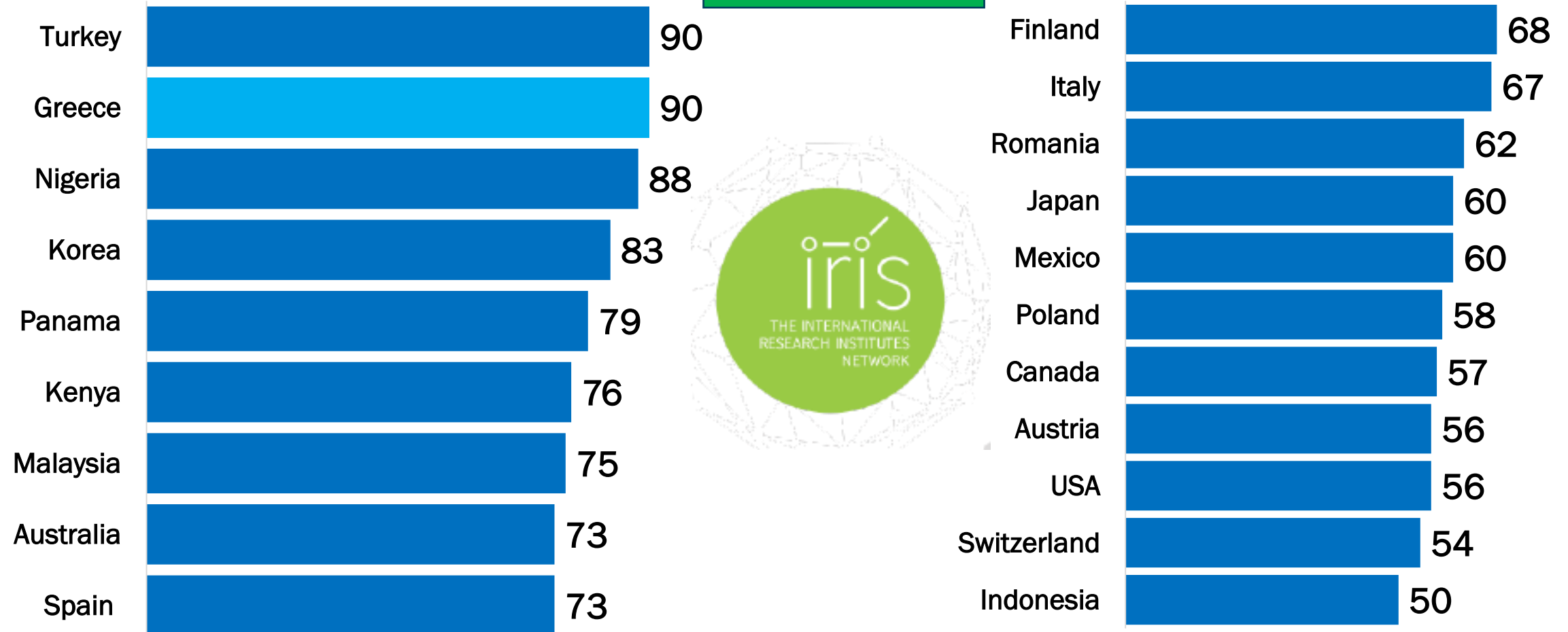
Global hardship index:

Greece and Turkey top the list in economic pressure on households

it's **harder** to make ends meet in my household...

%

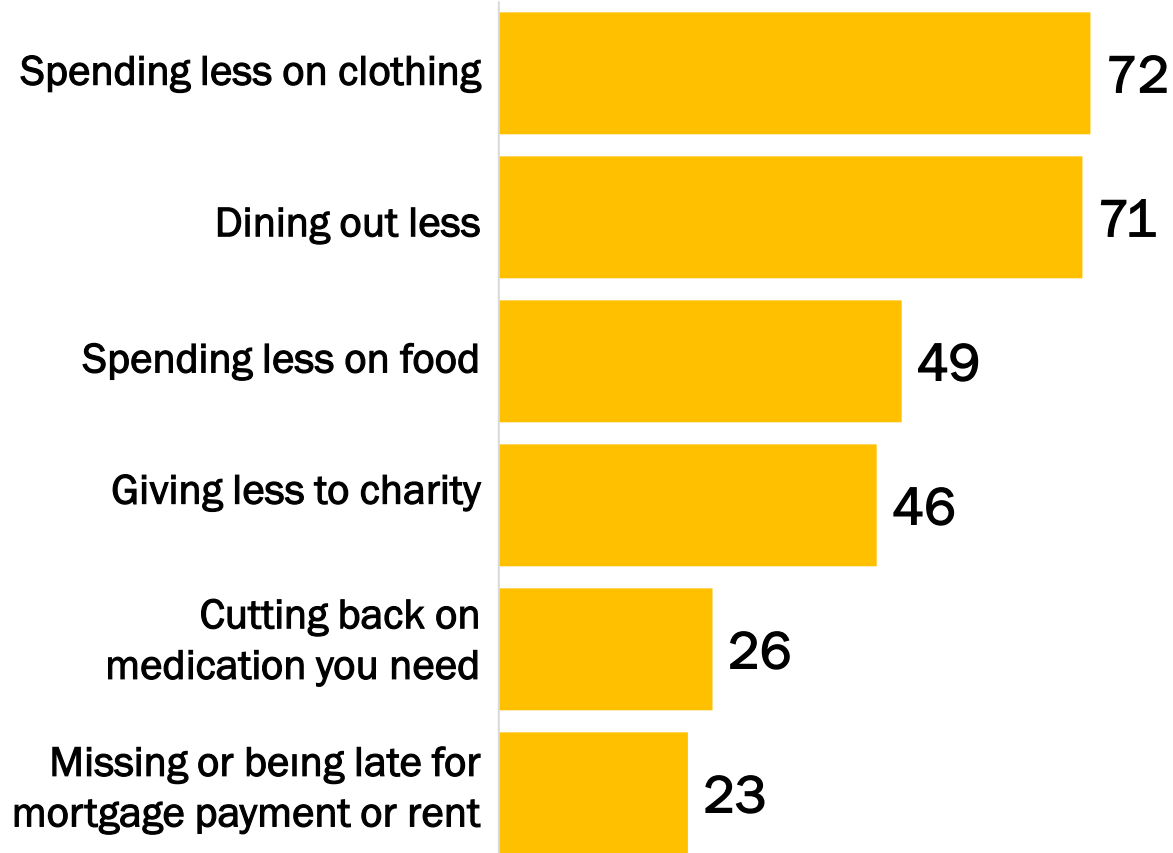
Worldwide: 70%



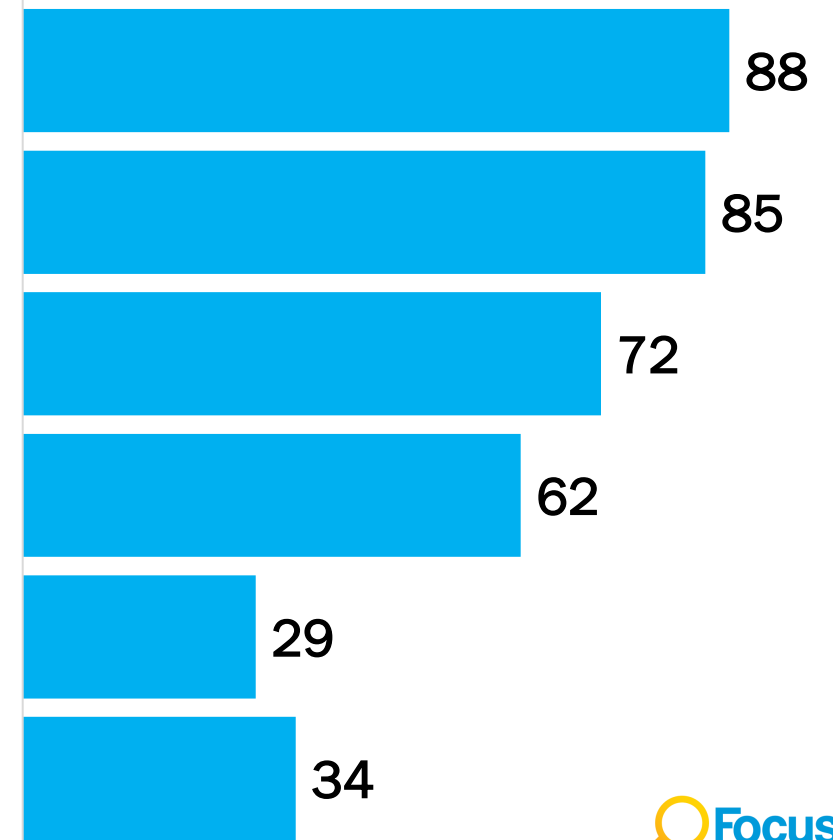
Cuts in everyday life worldwide:

Clothing, dining out, and food are the first casualties — with Greece under the most intense pressure

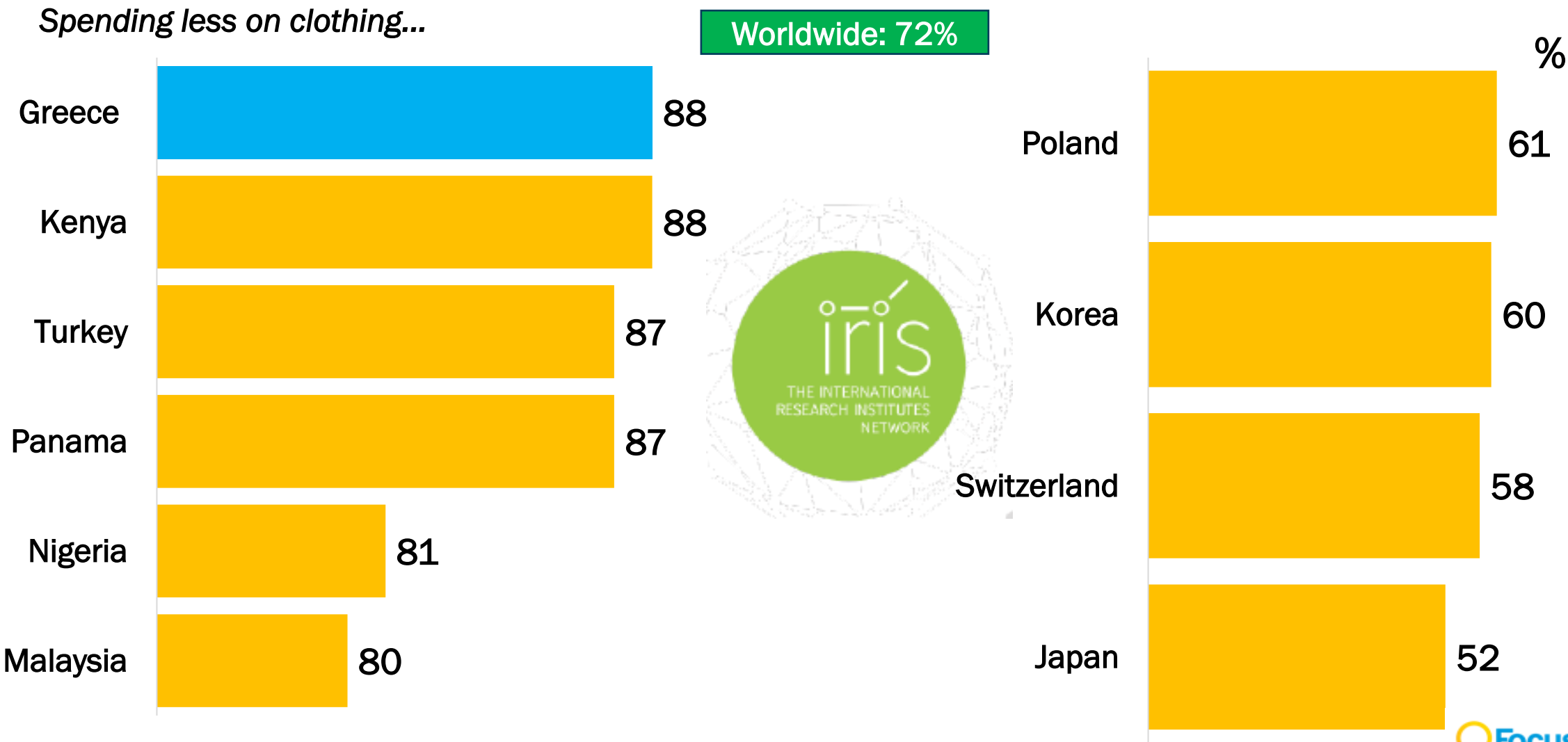
"Which, if any of the following, have you experienced as a result of the current economic situation?"



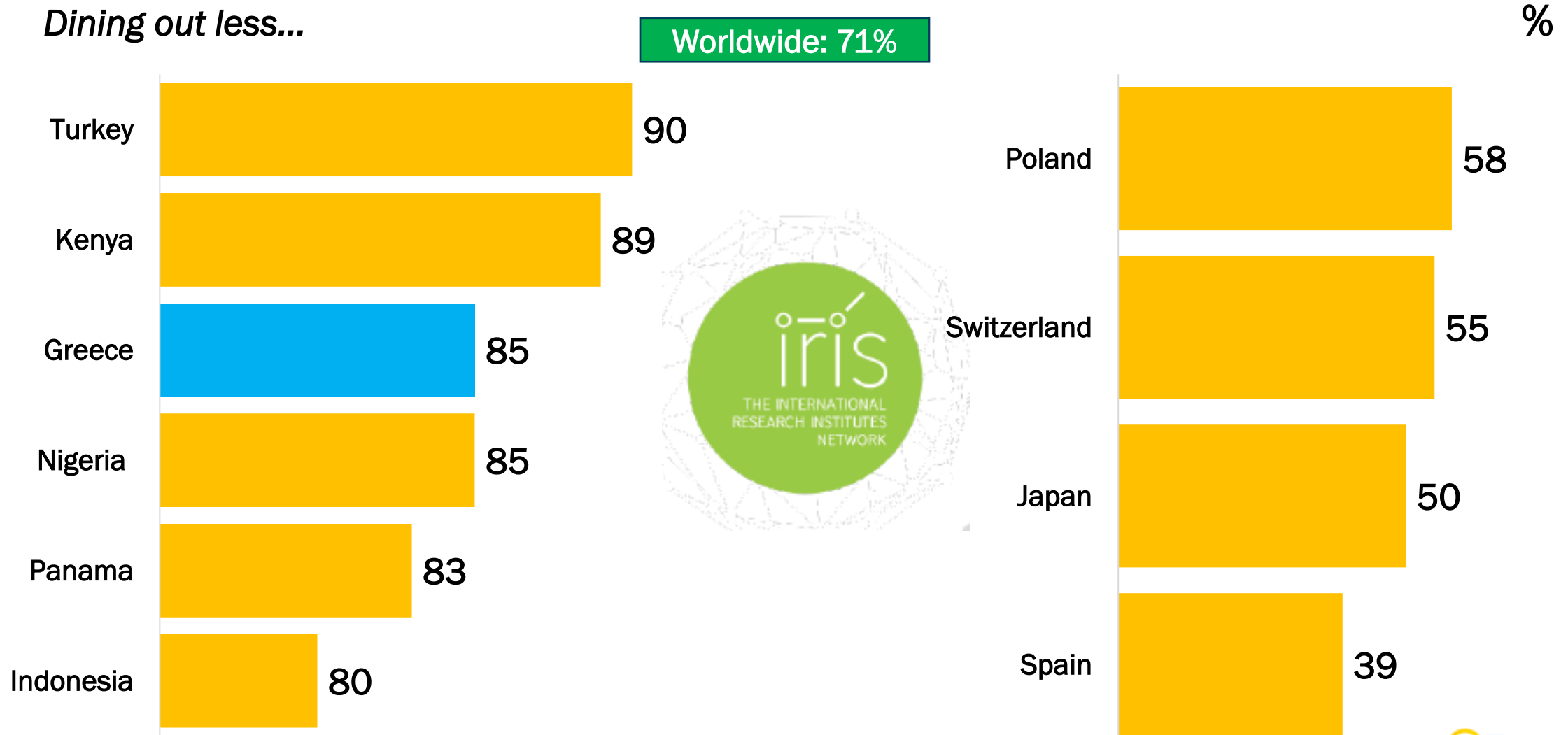
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Clothing purchases are being restricted for households globally: Greece, Kenya, Turkey, and Panama top of the list of cutbacks



Dining out, a "luxury": A global shift towards austerity, most evident in Turkey, Kenya, Greece, and Nigeria

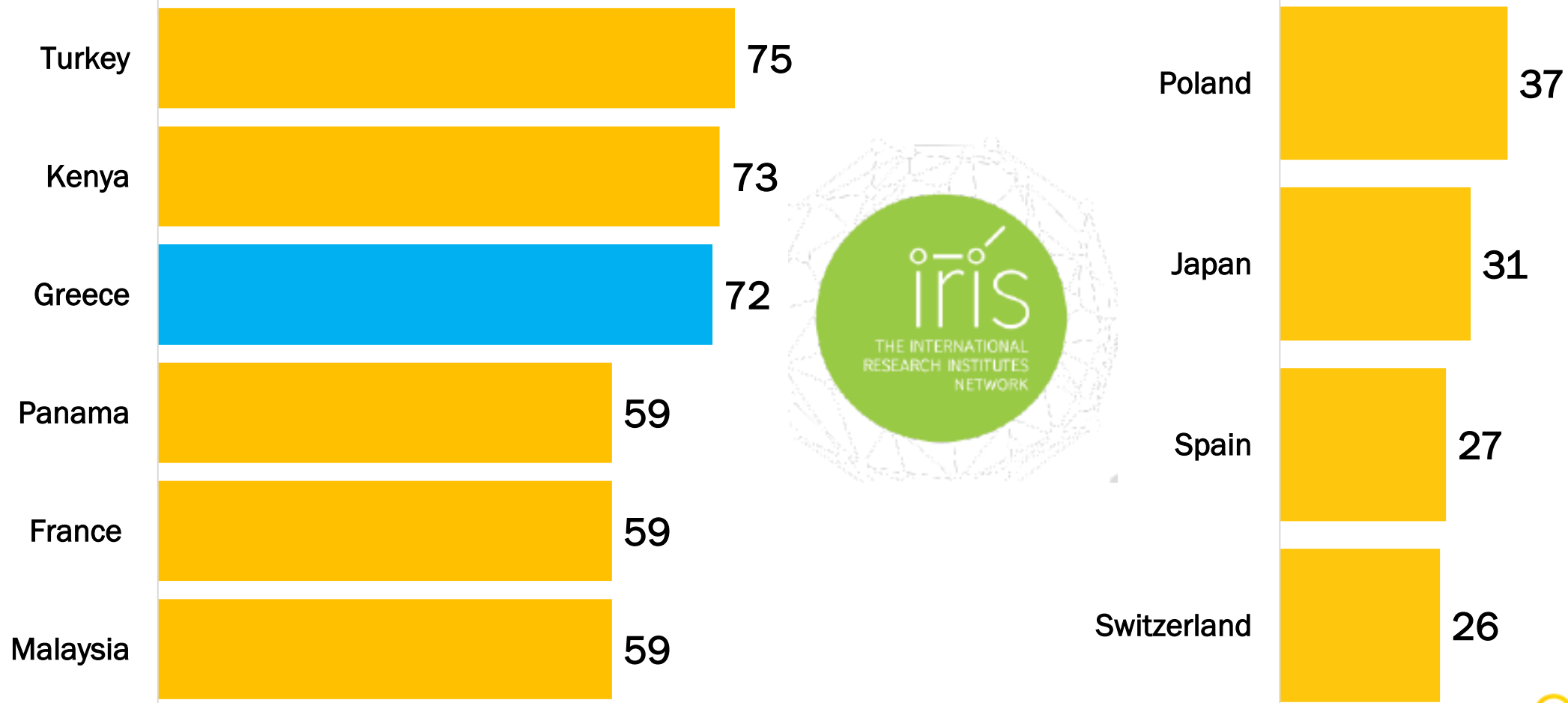


Global crisis on the table: one in two people are cutting back on food—Turkey, Kenya, and Greece lead, Switzerland and Spain at the bottom

Spending less on food...

Worldwide: 49%

%

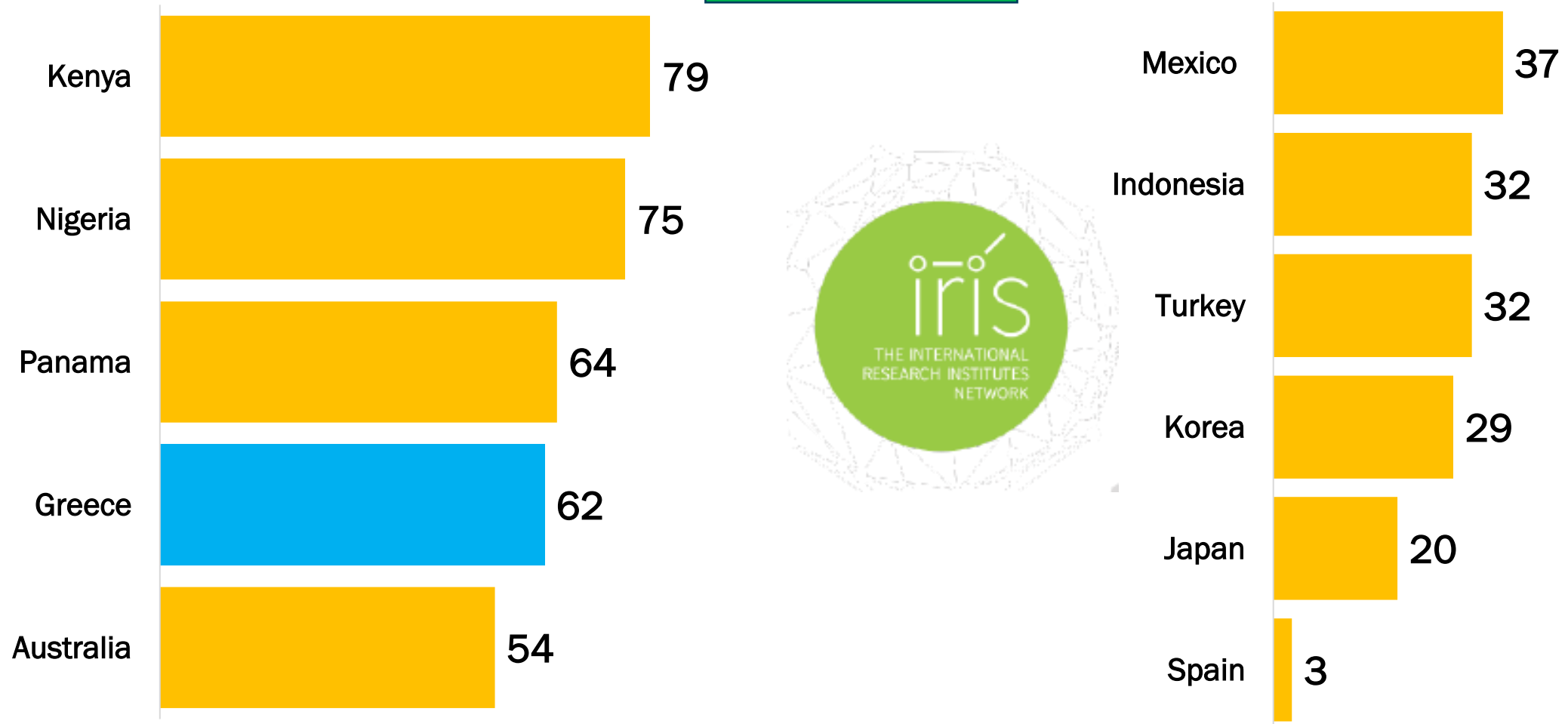


Crisis is also hitting charity: Almost half of the world is restricting donations – Spain is the exception

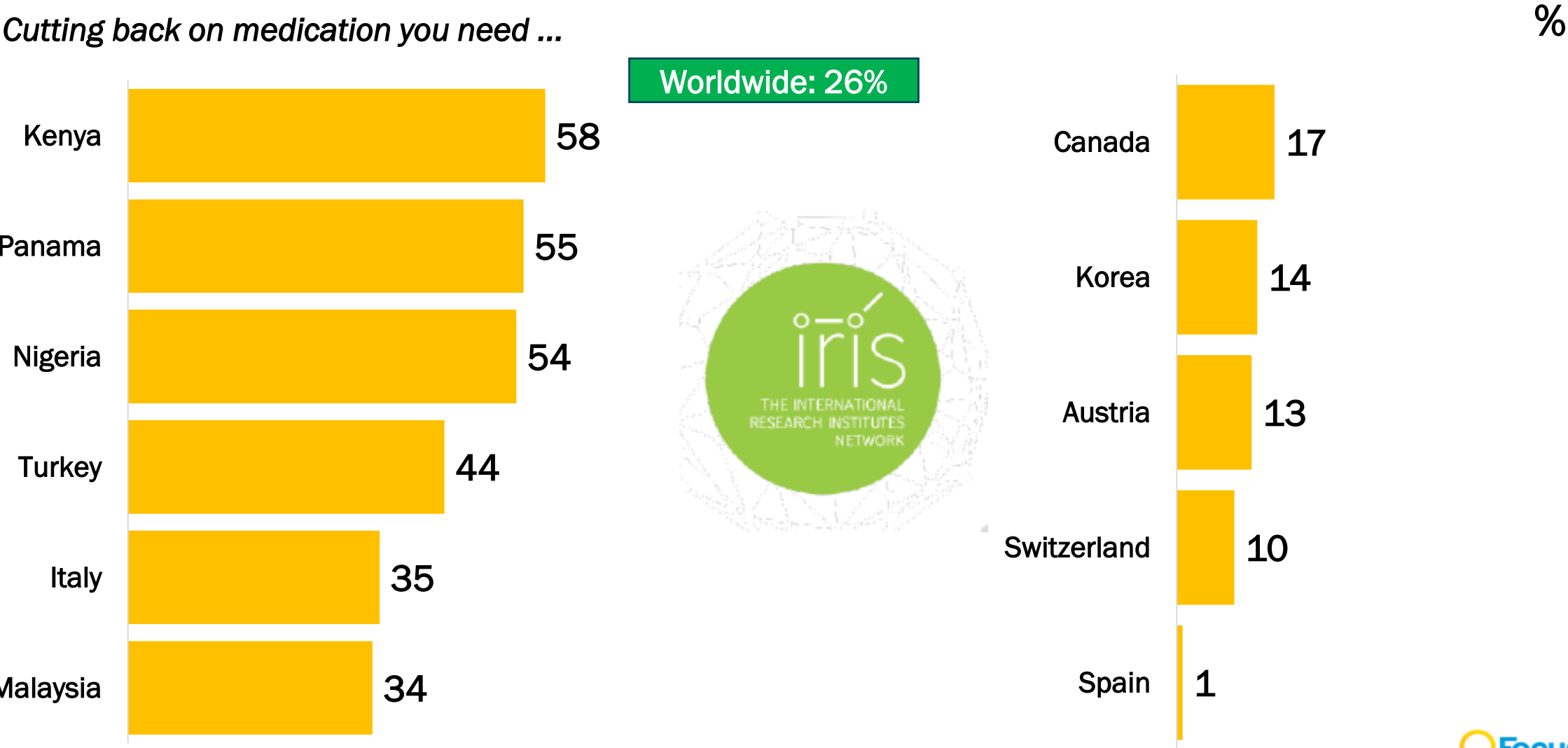
Giving less to charity...

Worldwide: 46%

%



Essential medicines: Low global average cuts, but... wide variations between countries- with Spain as an exception

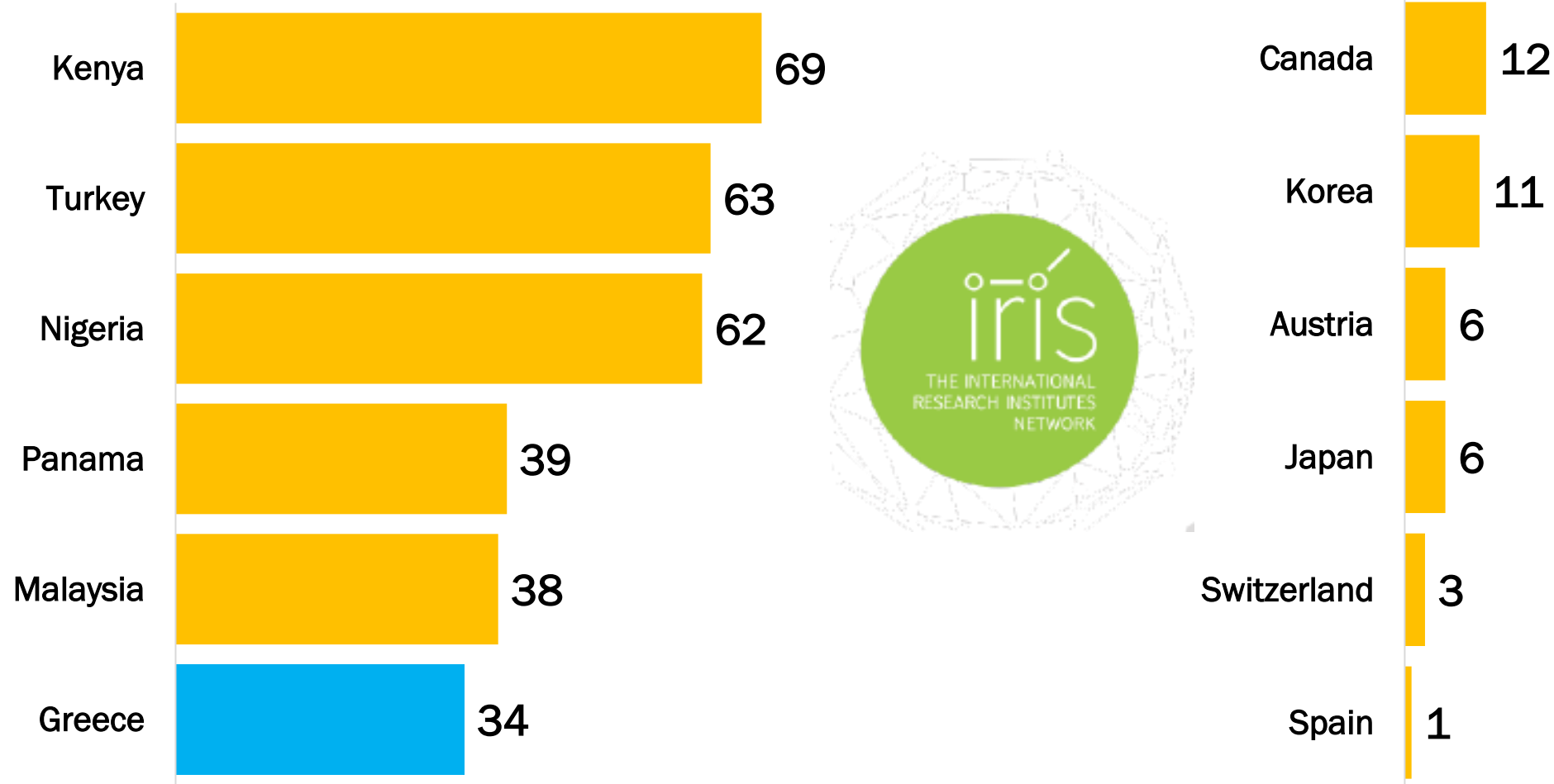


Housing costs are low globally, but there are significant inequalities between countries—negligible in Spain and Switzerland

Missing/delays of mortgage payments or rents

%

Worldwide: 26%



C: Everyday economic reality in Greece



Greeks' economic self-esteem: More insecurity and caution than last year

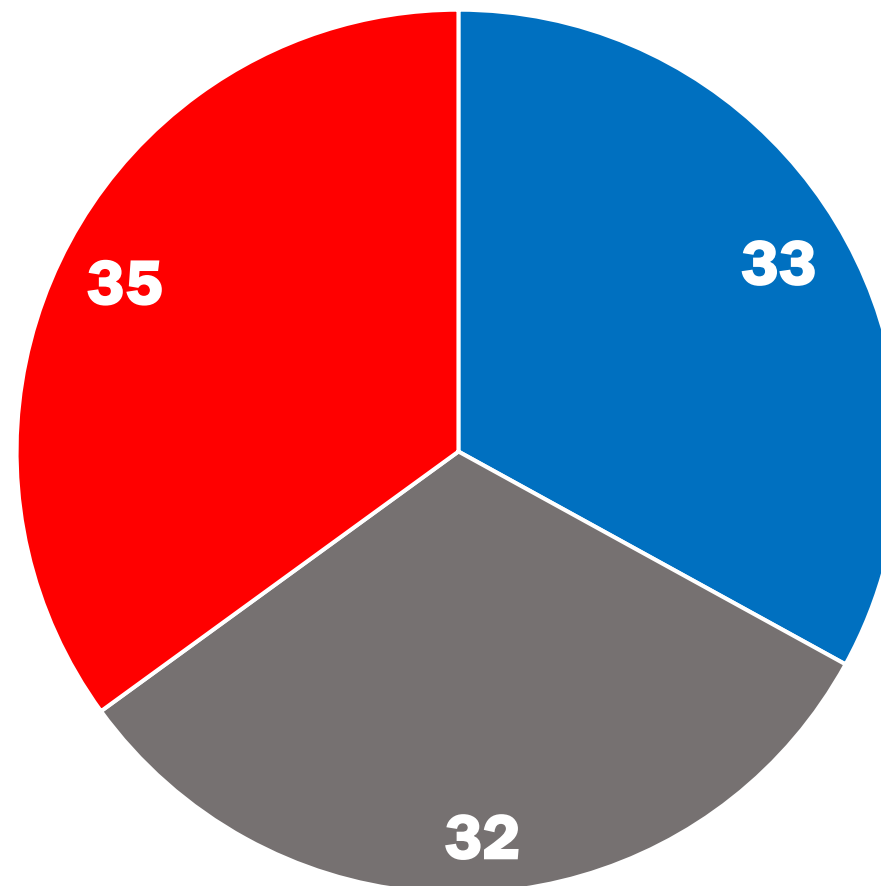
"I am in a better financial situation now, than I was a year ago"

%

I agree very much / quite a lot

Neither agree nor disagree

Disagree very / quite disagree



Low self-confidence:

Only 1 in 4 Greeks believe they could cope with a personal financial crisis

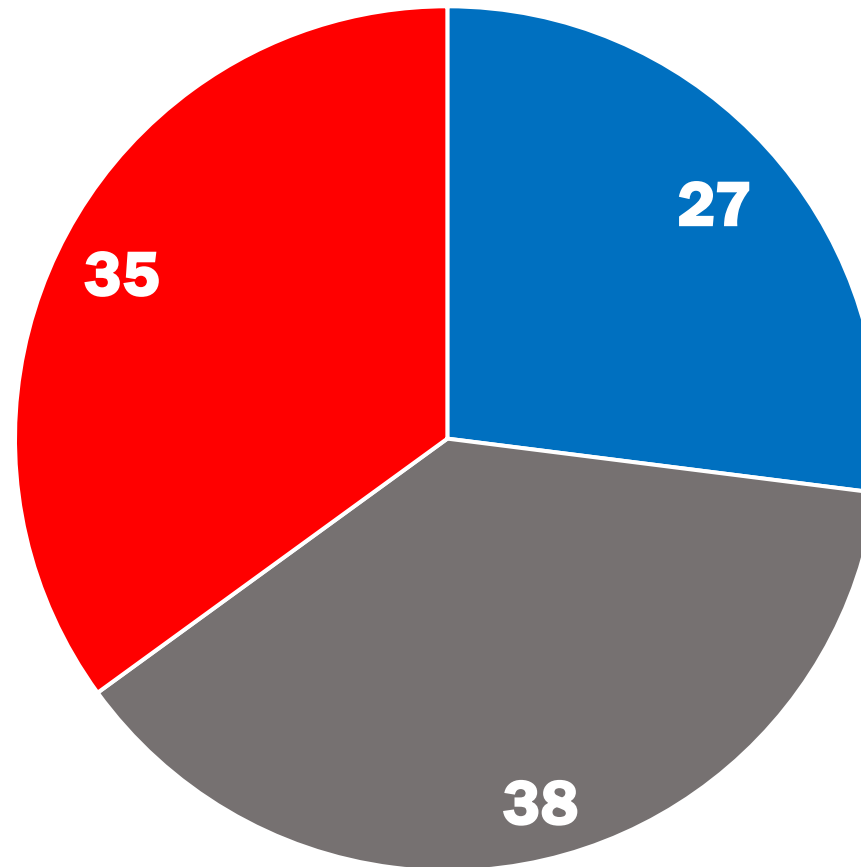
"I feel confident that I could handle a personal financial crisis (e.g., bankruptcy, loss of home, etc.)"

%

I agree very much / quite a lot

Neither agree nor disagree

Disagree very / quite disagree



The economic crisis is changing habits: Greeks are now more cautious than ever with their finances

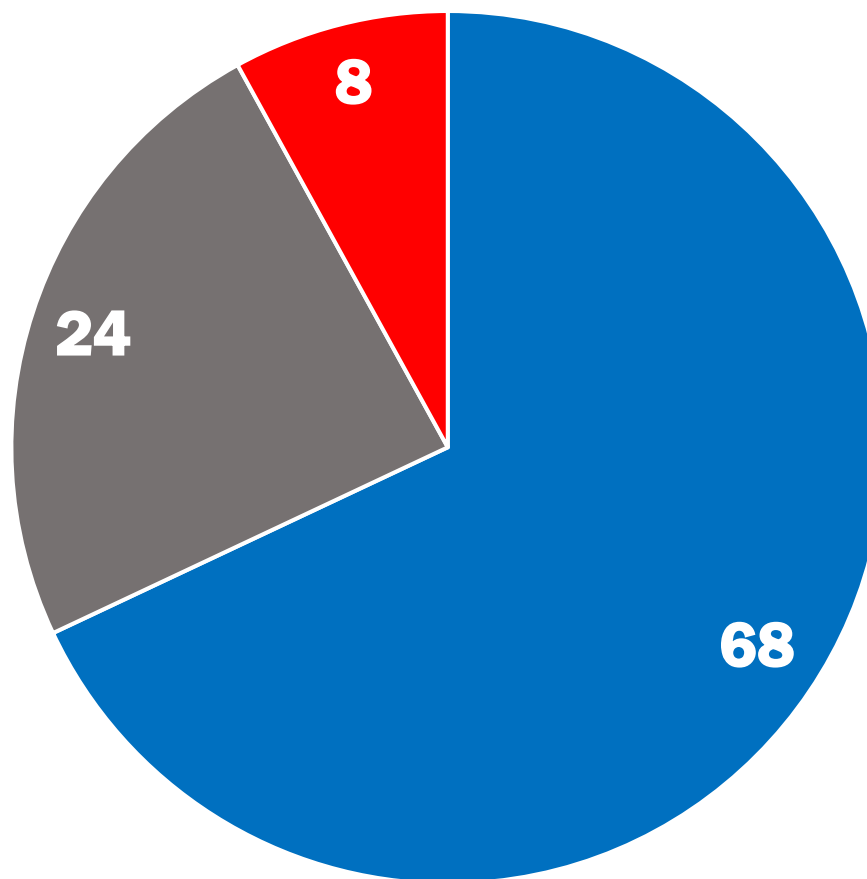
"I am more careful with my finances than I used to be."

%

I agree very much / quite a lot

Neither agree nor disagree

Disagree very / quite disagree



Key Learnings

1

Global crisis of confidence & pessimism about the future of countries

The majority of citizens worldwide believe that their country is moving in the wrong direction. In Greece, pessimism is even more pronounced.

2

Economic uncertainty and fear of weakening economies internationally

Half of citizens worldwide see their national economy weakening. In Greece, the percentages are even higher, with a prevailing sense that there is already a recession

3

Daily pressure on households worldwide:

The high cost of living is leading to cutbacks, mainly in clothing, eating out, and food, with varying degrees of intensity from country to country.

Greece is among the countries with the greatest economic pressure.

4

Greeks' economic self-assessment

Greeks show low confidence in managing personal financial crises (only 1 in 4 feel confident). At the same time, 7 in 10 say they are more careful than ever in managing their finances.

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Thank you!

Want more info? Ask xenia@focus.gr

