

“Athlos”: The Everyday Challenge



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Thank you!

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- Quantitative Online Survey
- Sample of 1,003 nationwide
- February 2026
- YouGov private panel
- Rating 9/10

The impact

Personal experience

The mindset



"The Impact"

Feelings toward the champion...

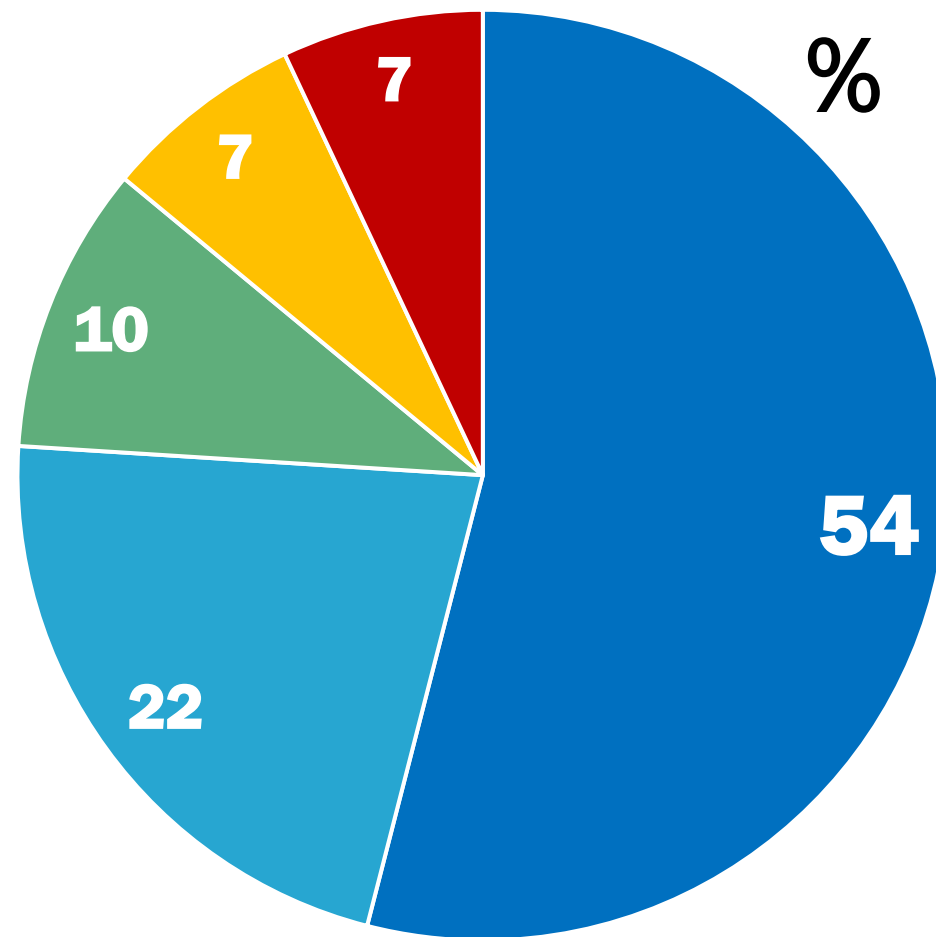
64% Admiration

49% Emotional impact

46% Pride



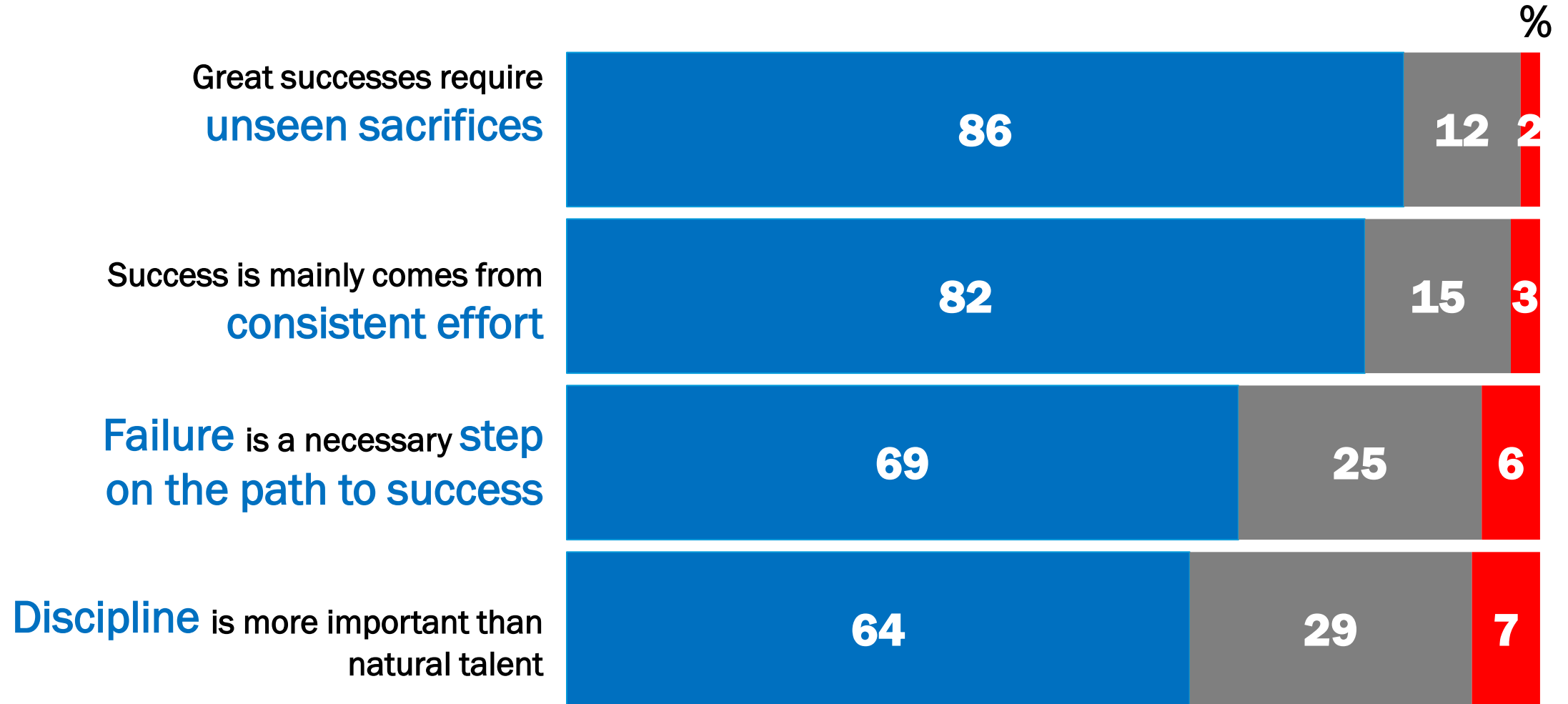
For the champion, success is built on **hard work, perseverance, and self belief**



“Which factor do you believe contributes most to a champion’s success?”



Success is not given; is earned through perseverance & sacrifice



■ I strongly agree/agree ■ Neither agree nor disagree ■ I strongly disagree/disagree

The stories of champions...

84%

*...remind, the ordinary people,
that
perseverance pays off!*



**But at the same time,
society ultimately...**

84%

... celebrates heroes only when they
succeed, ignoring the journey!

76%

... glorifies champions only for the final
victory, not the effort behind it!

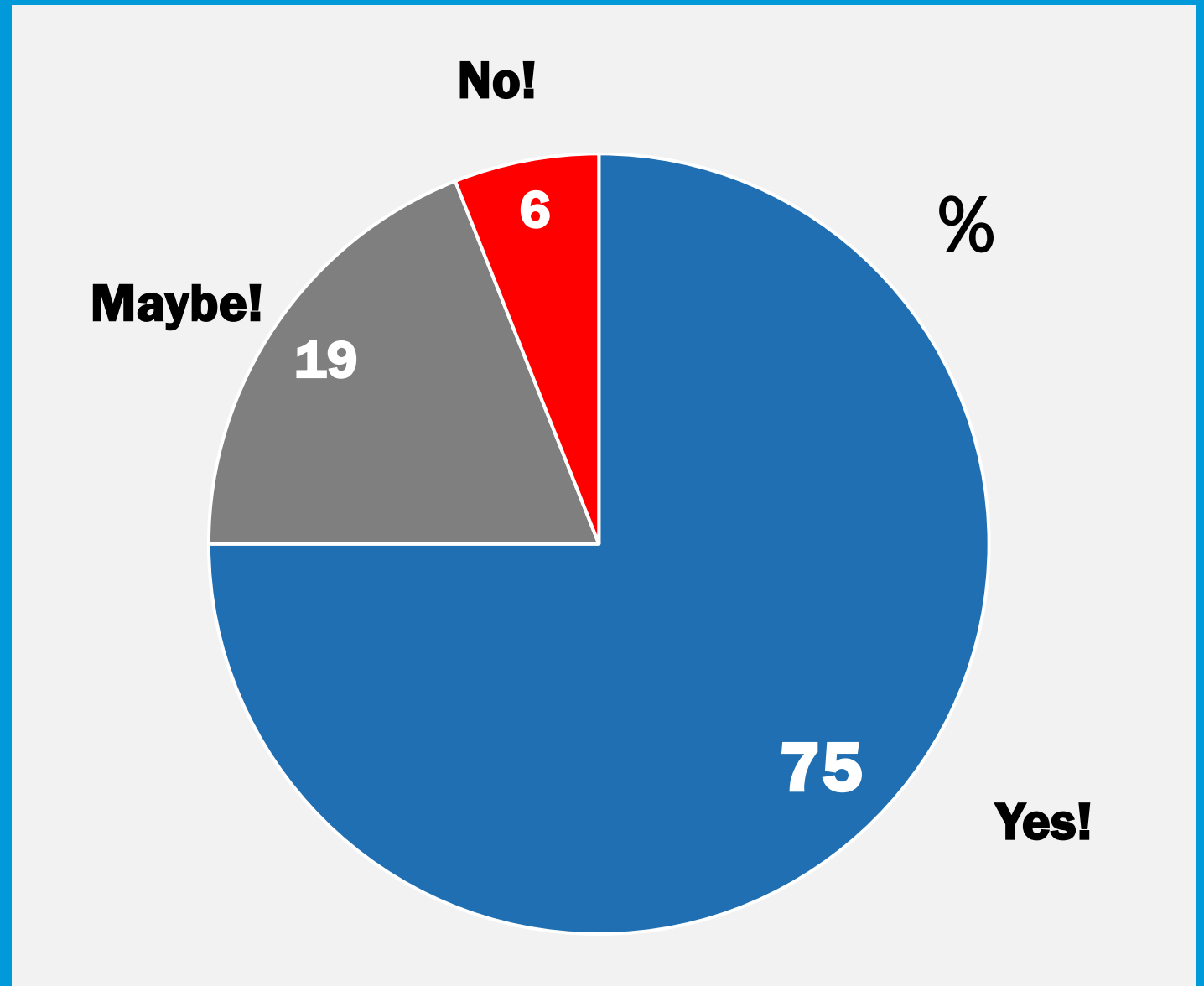




Personal Experience

3 out of 4

Greeks see a
champion's journey to
the top *as a reflection
of their own life journey*



Personal experiences include setbacks and challenges:

86%

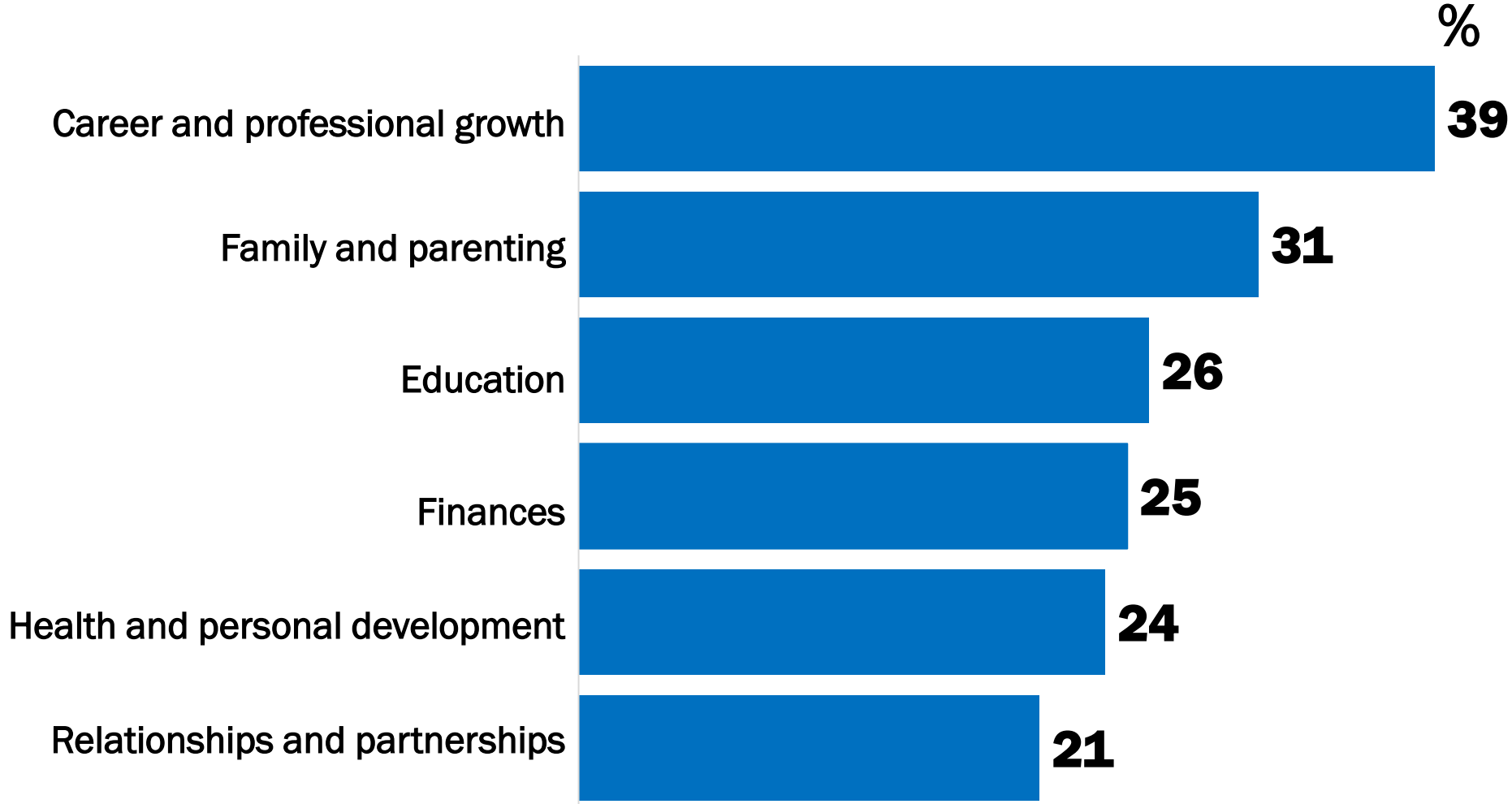
At least one failure

72%

A period in life that felt like a champion's journey



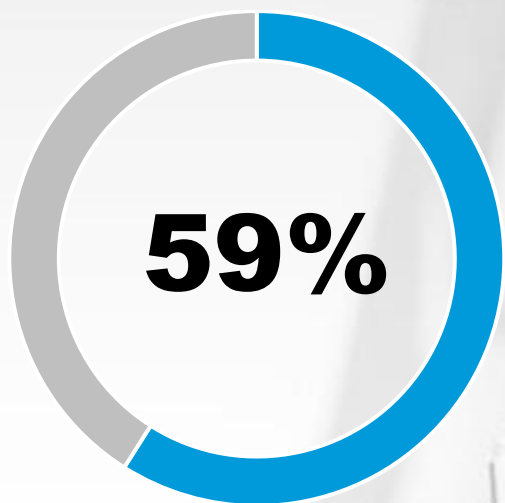
Career & Family: The Key Areas



“In which area of your life have you made the greatest ‘championship-level’ effort?”

How did they deal with *the challenge*?

“I tried again, by adjusting my approach”



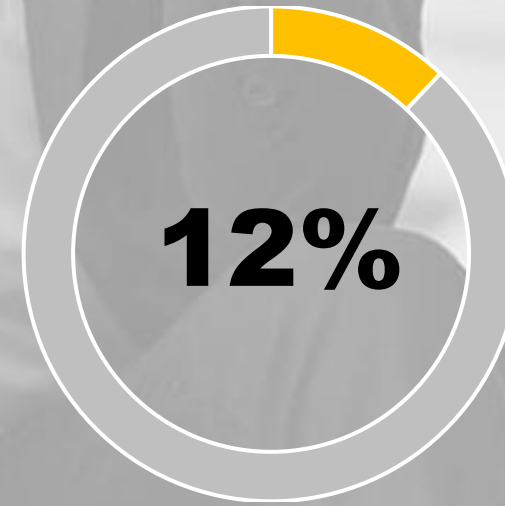
“Through personal effort and perseverance”



“By accepting the situation and being patient”



“I gave up and I have no regrets”



And overall, the difficulties *seem to have been worth it:*

82%

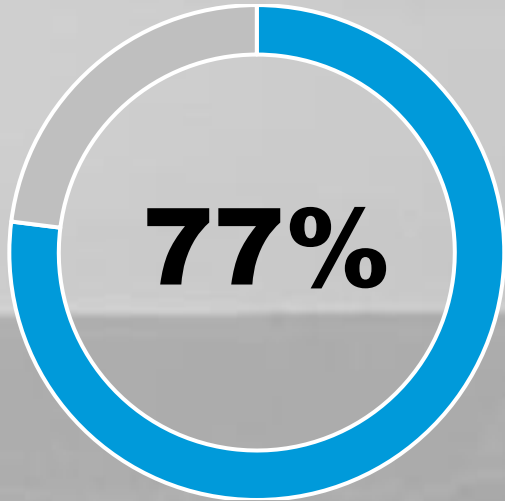
They believe these difficulties strengthened state their mental resilience!

70%

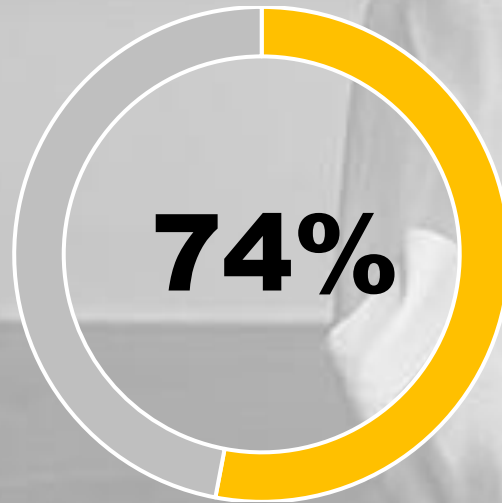
They don't regret through them...although 30% wish they hadn't experienced them

Perspective shapes our mindset

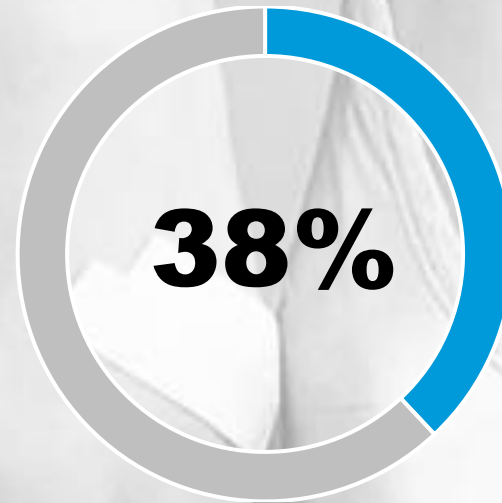
“The way we react to failure affects our future”



“Perseverance is developed; it’s not something we are simply born with”



“Success depends on external factors and luck”



“Some people are born to succeed, while others have limited potential”





The mindset:

Three attitudes toward Athlos!

The Realists



37%

"Achievement takes effort, but timing also matters; you don't always succeed!"

The Fighters



36%

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

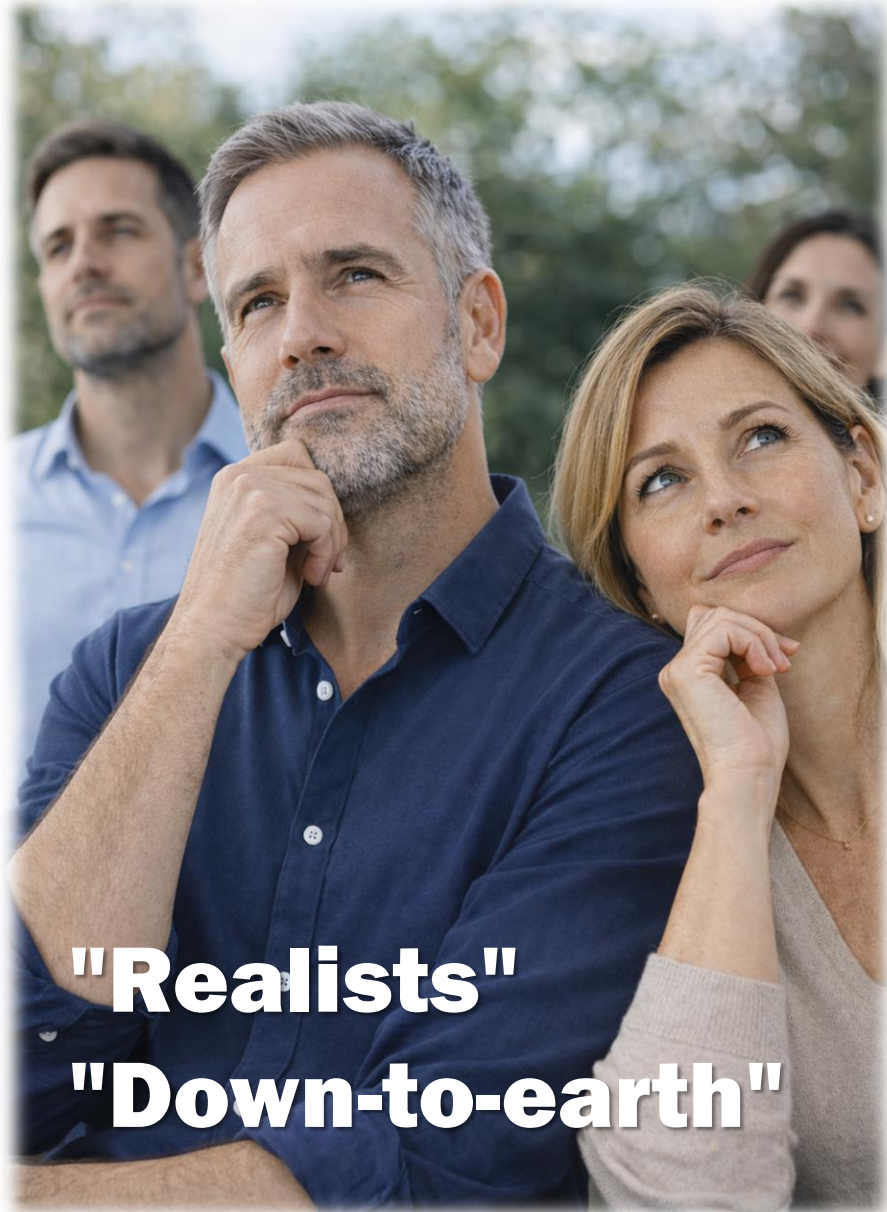
The Onlookers



27%

"Achievement is something that happens to others."

The realists: 37%



- ❖ Men & women, 45+ in a more mature phase of life
- ❖ Success comes (also) from external factors (luck, connections, *circumstances*).
- ❖ Only some people are “destined” to succeed
- ❖ Difficulties are seen more as obstacles than opportunities.
- ❖ Competitiveness isn’t for everyone!

Balancing effort and opportunity

The Fighters: 36%



"Fighters"

- ❖ Men & women 35+, higher education and career oriented
- ❖ Identify with the mindset and journey of a champion
- ❖ Success = effort + discipline + perseverance
- ❖ Difficulties & failures = Mental Resilience
- ❖ When faced with failure, they adjust their strategy and keep going
- ❖ Success stories inspires them

Believing in personal effort

The Onlookers: 27%



- ❖ Men and women up to age 40–44, often feeling disengaged or emotionally distant from the idea of success
- ❖ Part-time workers, students, or unemployed
- ❖ Neutral attitude toward success, effort, and failure
- ❖ Success stories = other people’s experiences / don’t concern me

Watching success from a distance

“Observers”

Everyone:

- #1. Which group do I belong to?***
- #2. Am I okay with that?***

To everyone:

A question, that shapes who we become”

The Realists



**“If external circumstances
don’t change,
what can you do today to
improve your future?”**

The Fighters



“How do you know your effort is leading to growth, and not just constant activity?”

The Onlookers



**“If success were guaranteed,
what personal challenge
would you dare to take on?”**

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Thank you!

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