
III International Research on the Health Status of Europeans

Greece Report

May 2024

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1. From the basic incomes to their ideal future
2. Health and young generations
3. The challenges to build a family
4. Priorities at work
5. Planet pulse: racing against climate change
6. Best Friends: Youth and Technology (IA, SoMe...)

Interviewee profile

Greece














METHODOLOGY AND
TECHNICAL
SPECIFICATIONS

Technical sheet of the survey



-  **Universe:** general population aged 20-37 years.
-  **Scope:** Greece.
-  **Quotas:** distributed according to the target population by gender and age (20-26 years, Gen Z and 27-37 years, Millennial Generation).
-  **Data collection procedure:** computer-assisted online interview (CAWI).
-  **Sample size:** 621 interviews
-  **Sampling error:** $\pm 4.0\%$ (N= 621) for a confidence level of 95.5% (two sigmas) and under the worst-case scenario of P=Q=0.5 in the simple random sampling assumption.
-  **Interview duration:** 8 minutes (35 closed questions).
-  **Questionnaire:** developed by GAD3, supervised and validated by MERCK.
-  **Fieldwork dates:** 25 March to 4 April 2024.

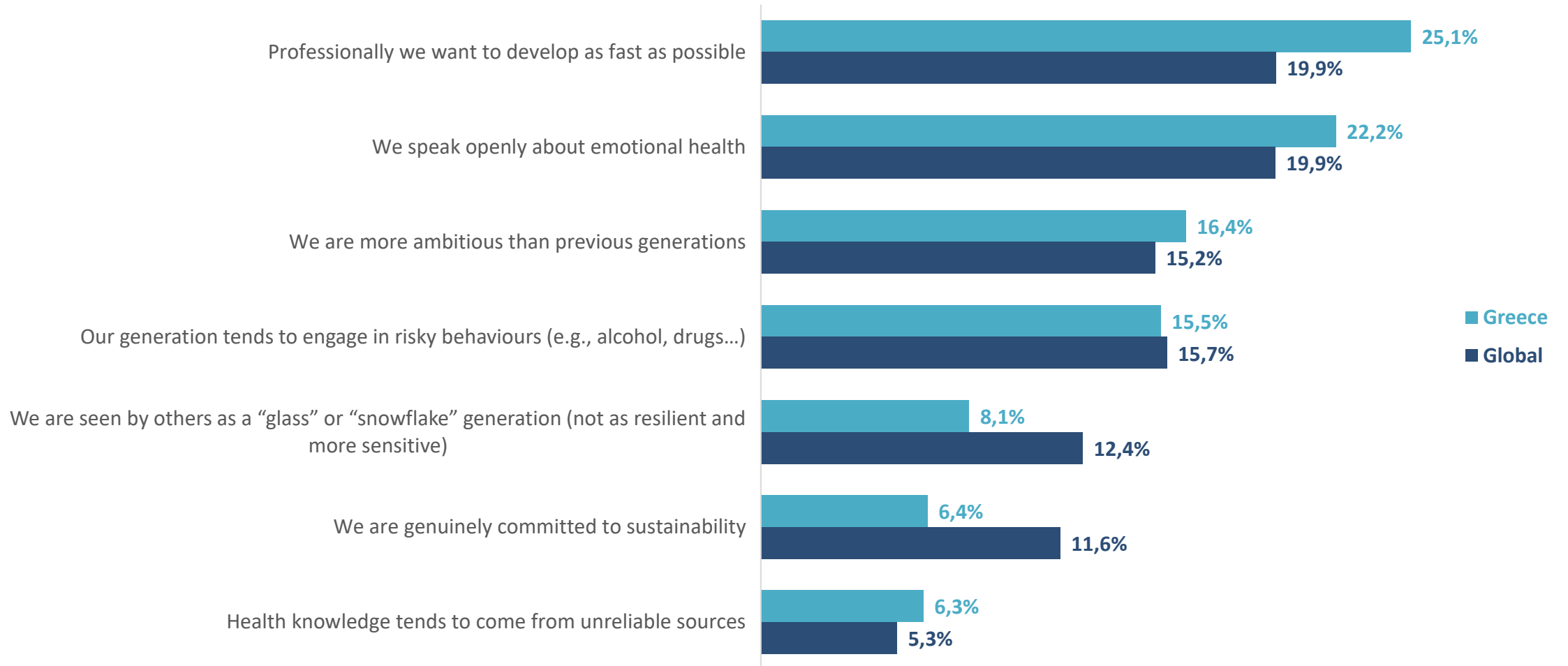
Methodological note: In this report, data is rounded. Rounding is a widely accepted convention that aims to highlight key points and facilitate effective communication. Therefore, because of the rounding effect, the sum may not be exactly 100%. Please note that rounding does not mean any loss of information.



A grayscale photograph of four students sitting around a table in a library. They are engaged in a discussion, looking at books and a laptop. A purple rounded rectangle is overlaid on the image, containing white text.

1. From the basic incomes to their ideal future

Statements you identify with as a generation



N: 621

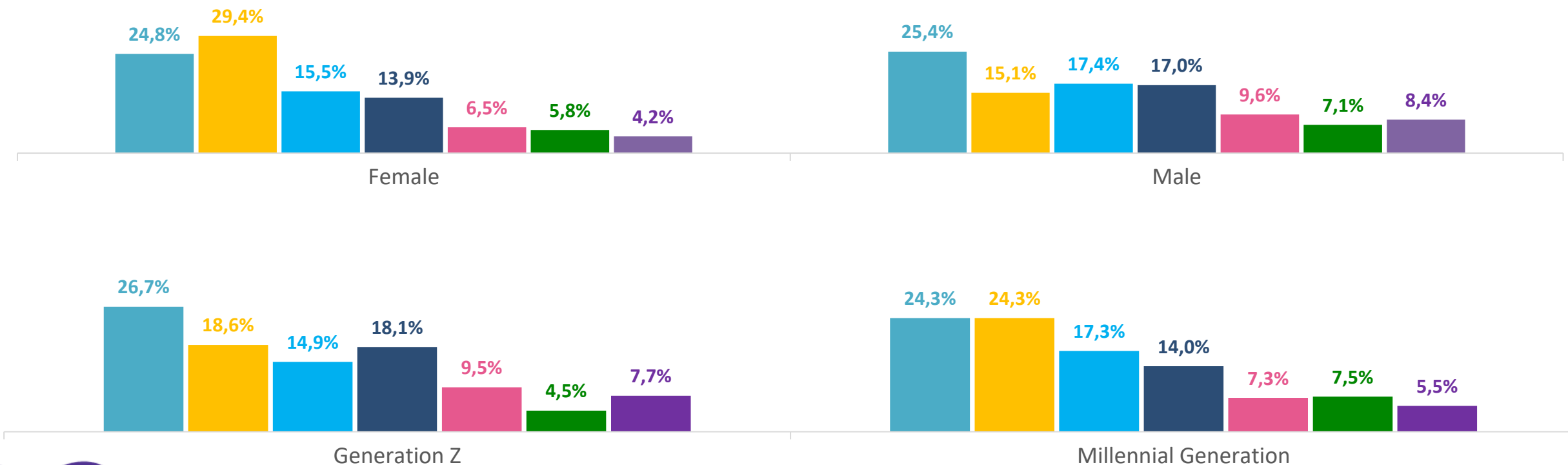
Which of the following statements do you most identify with as a member of your generation?





Statements you identify with as a generation

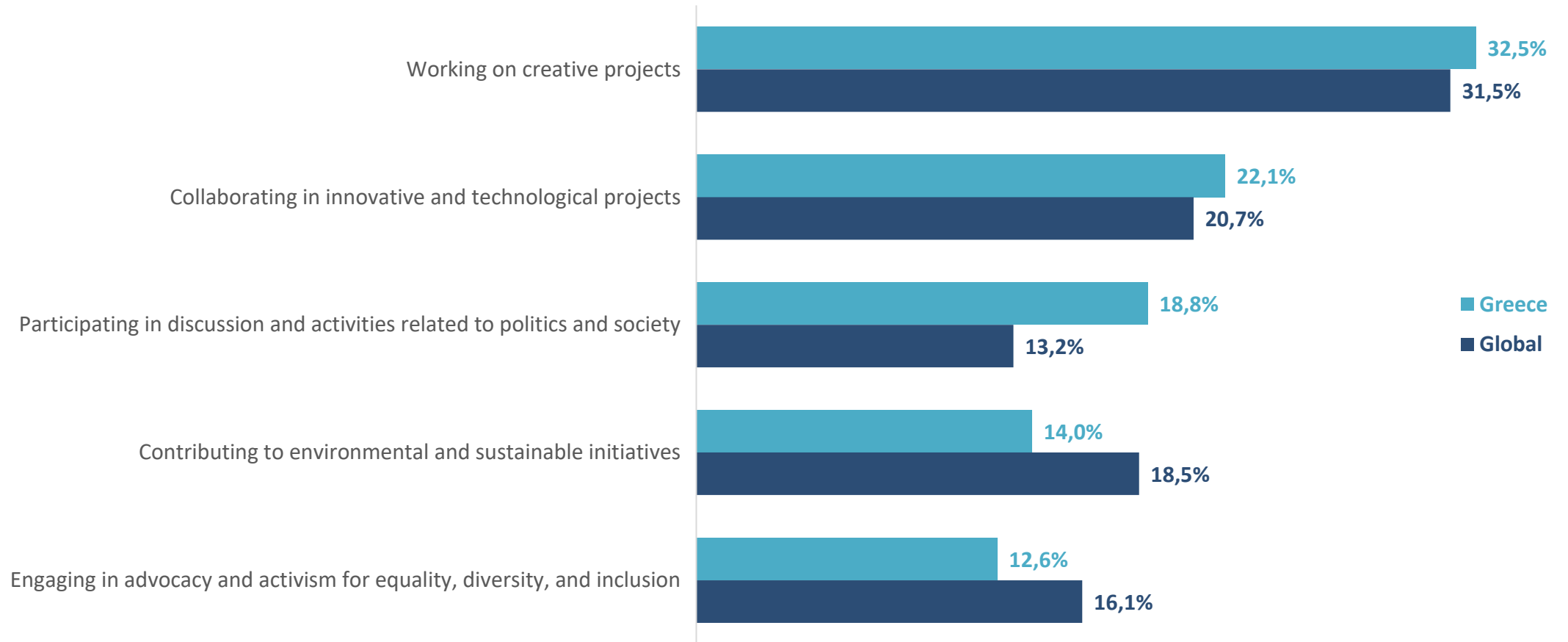
- Professionally we want to develop as fast as possible
- We speak openly about emotional health
- We are more ambitious than previous generations
- Our generation tends to engage in risky behaviours (e.g., alcohol, drugs...)
- We are seen by others as a “glass” or “snowflake” generation (not as resilient and more sensitive)
- We are genuinely committed to sustainability
- Health knowledge tends to come from unreliable sources



N: 621

Which of the following statements do you most identify with as a member of your generation?

Preferred Activities



N: 621

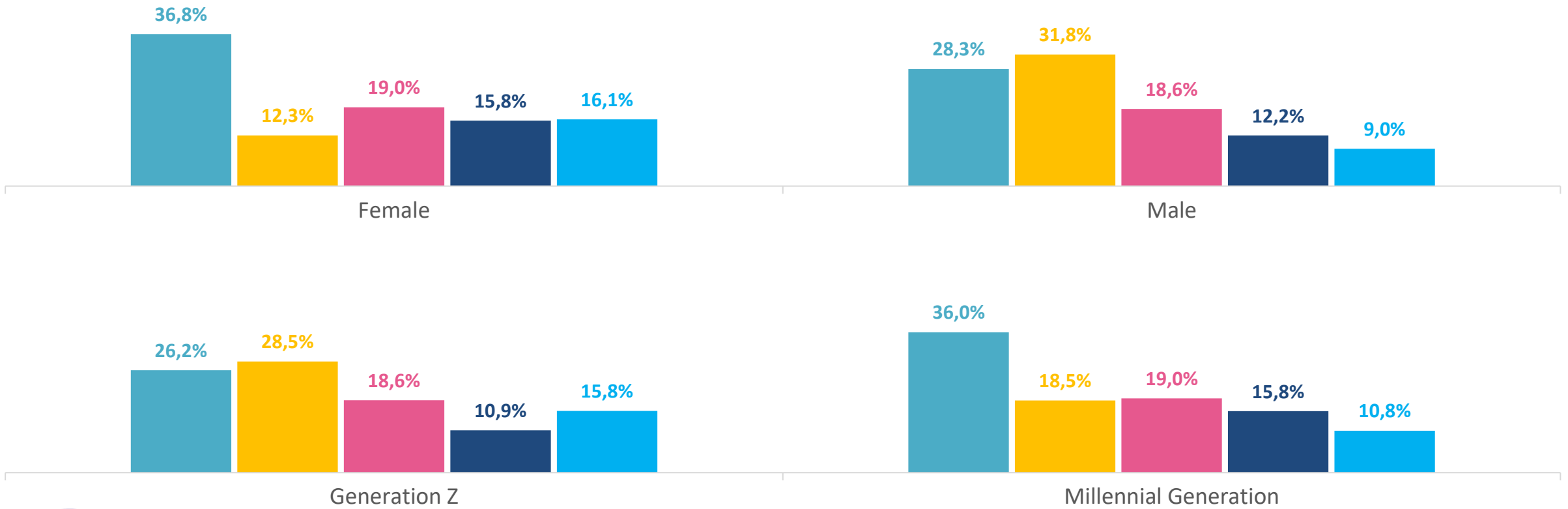
What type of activities make you feel enthusiastic and driven?



Preferred Activities



- Working on creative projects
- Collaborating in innovative and technological projects
- Participating in discussion and activities related to politics and society
- Contributing to environmental and sustainable initiatives
- Engaging in advocacy and activism for equality, diversity, and inclusion

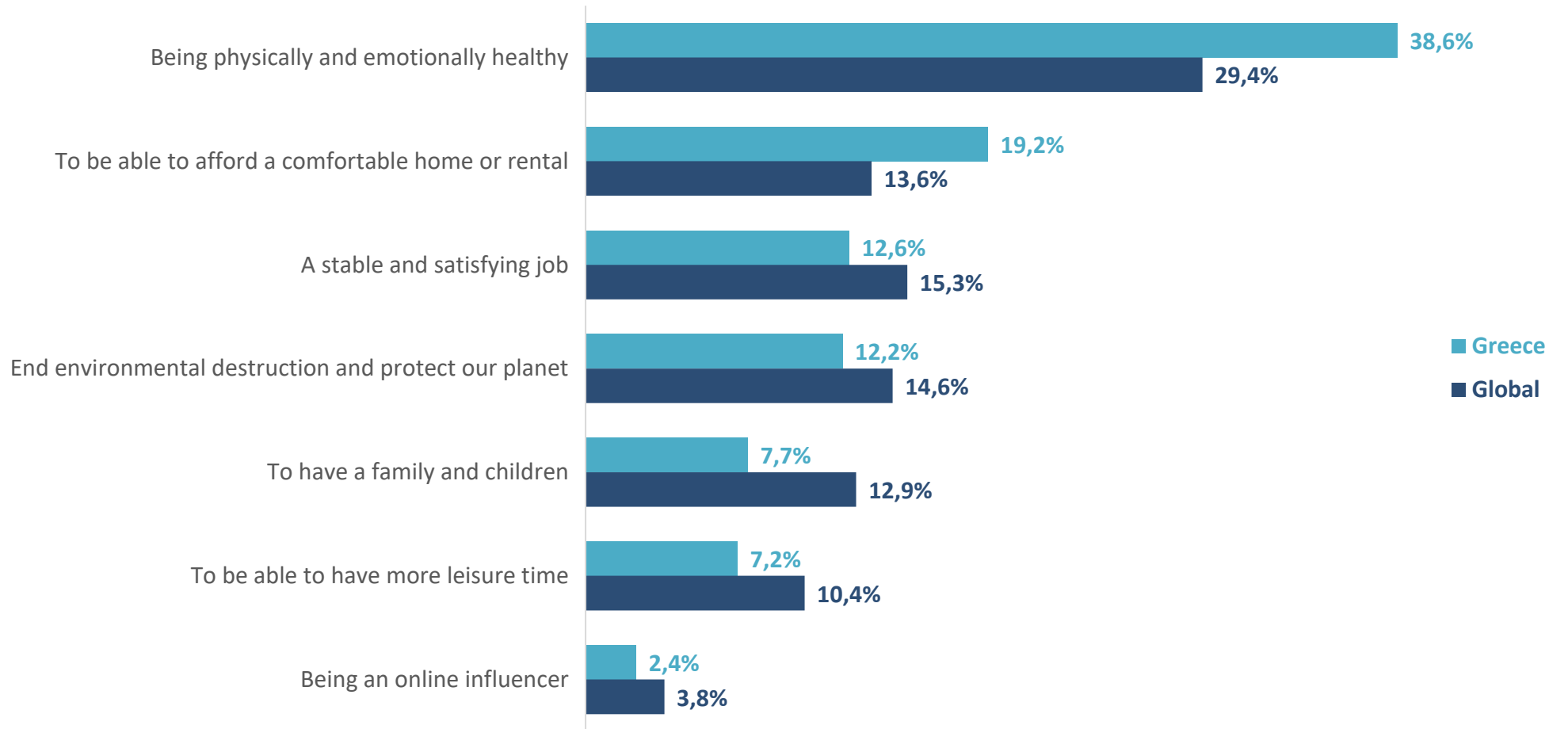


N: 621

What type of activities make you feel enthusiastic and driven?



Ultimate wish



N: 621

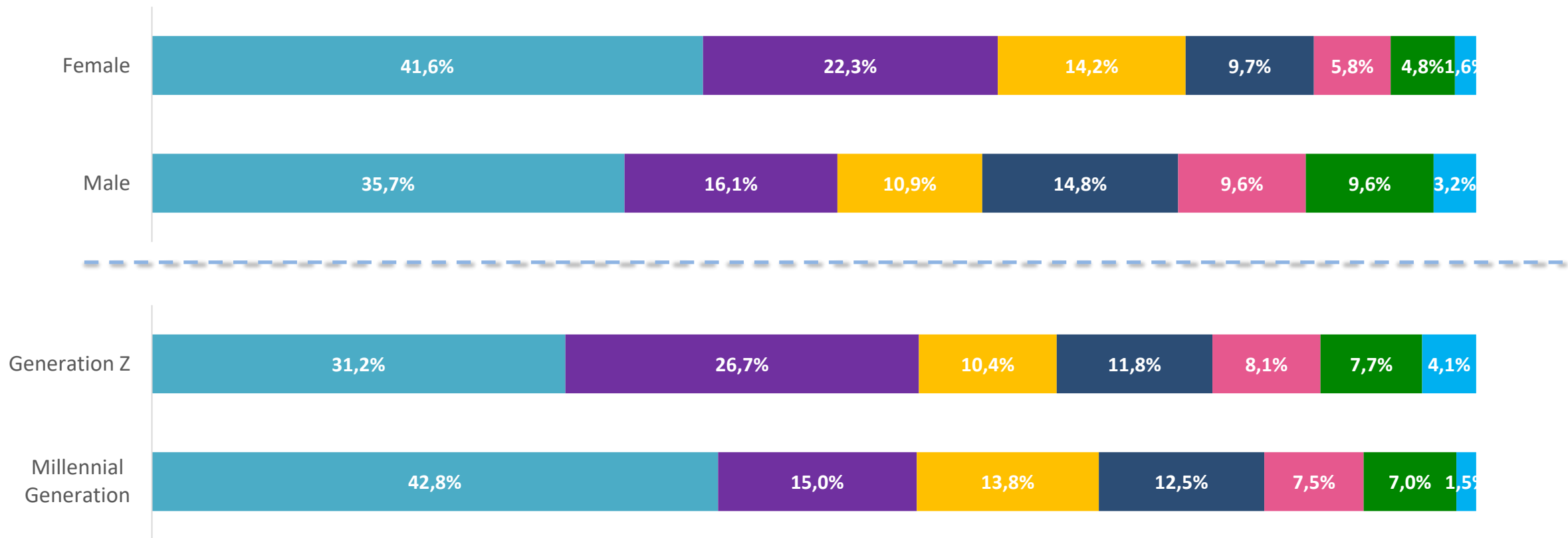
Imagine you could get one wish granted, what would it be?



Ultimate wish



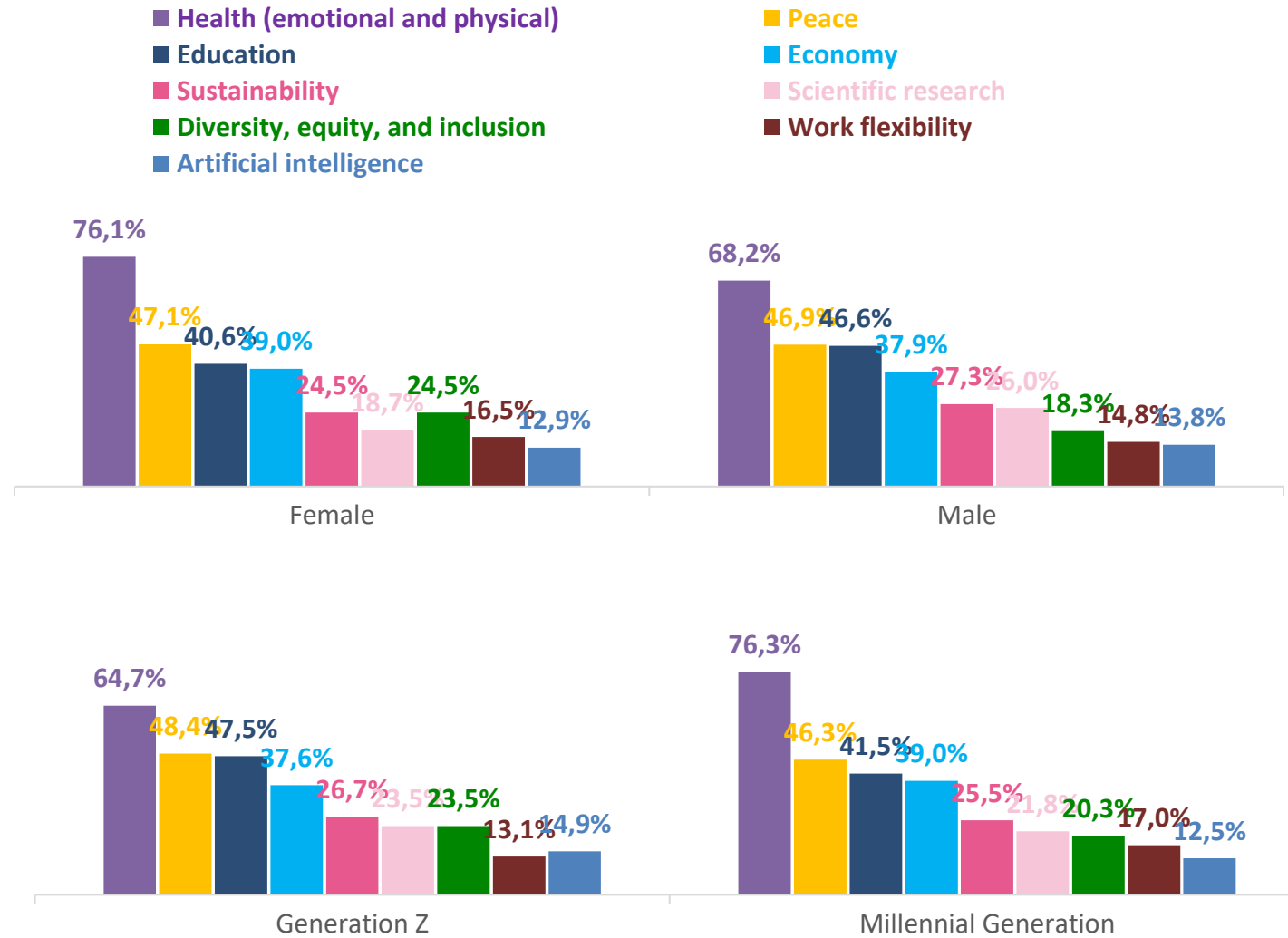
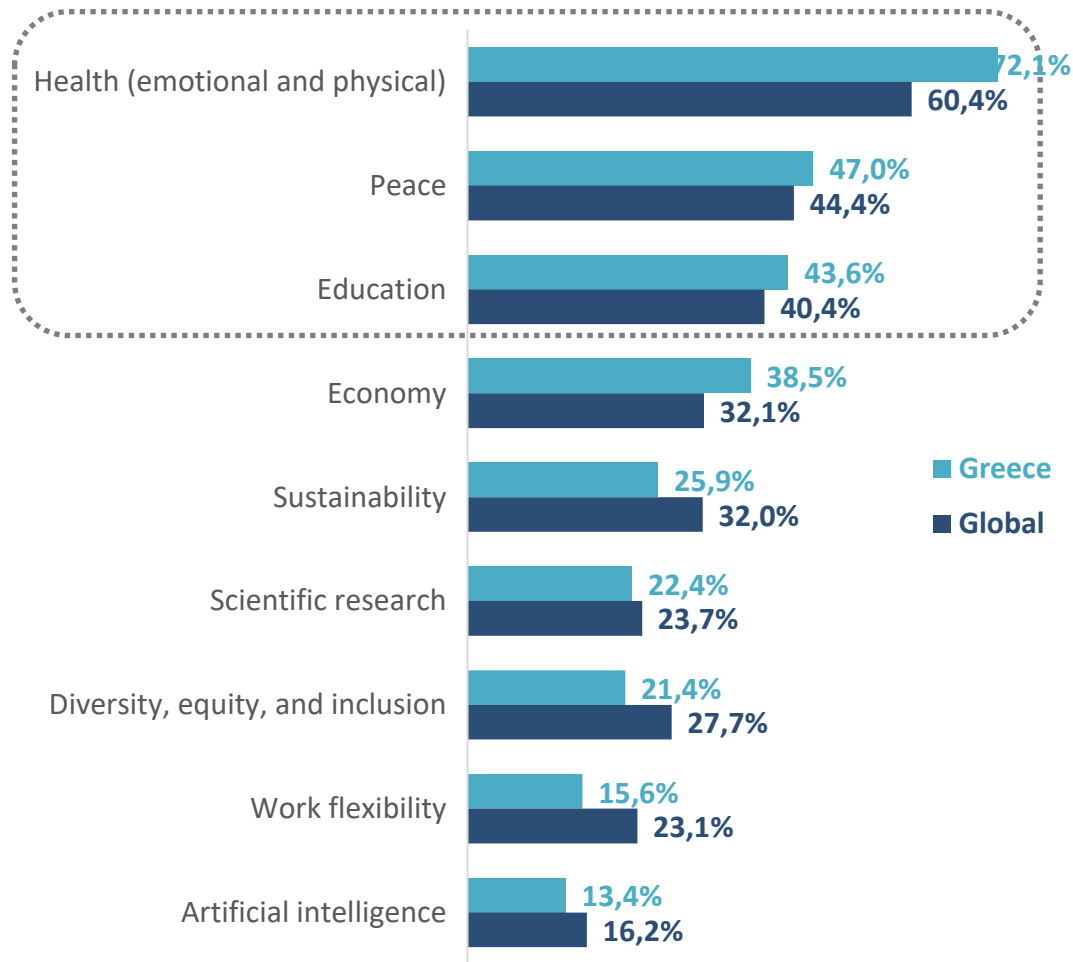
- Being physically and emotionally healthy
- A stable and satisfying job
- To have a family and children
- Being an online influencer
- To be able to afford a comfortable home or rental
- End environmental destruction and protect our planet
- To be able to have more leisure time



N: 621

Imagine you could get one wish granted, what would it be?

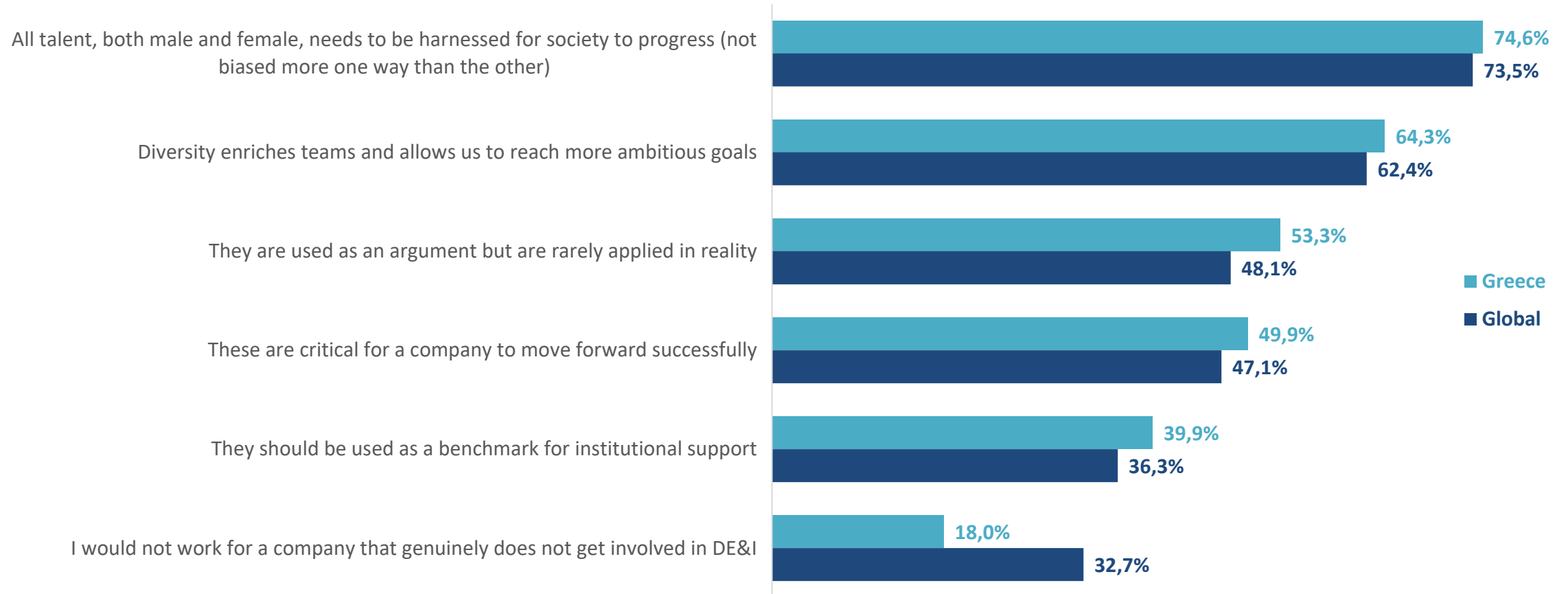
Three essential topics to consider



N: 621

When you think about human progress, which topics do you consider essential? (Choose three)

Statements about Diversity, Equity and Inclusion



N: 621

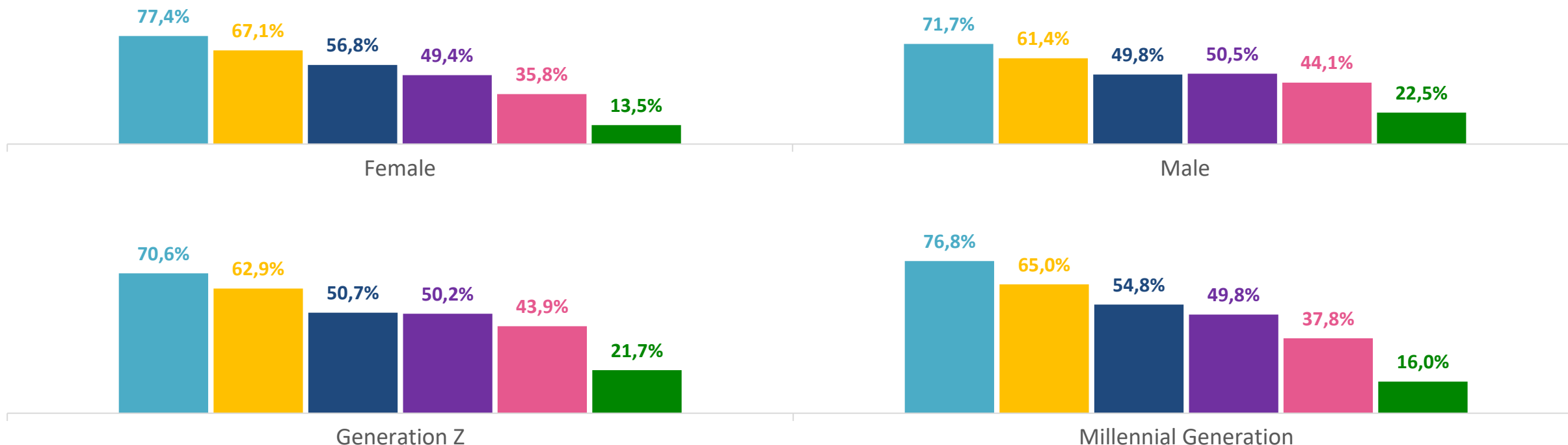
Which three statements about Diversity, Equity and Inclusion do you most strongly agree with?





Statements about Diversity, Equity and Inclusion

- All talent, both male and female, needs to be harnessed for society to progress (not biased more one way than the other)
- Diversity enriches teams and allows us to reach more ambitious goals
- They are used as an argument but are rarely applied in reality
- These are critical for a company to move forward successfully
- They should be used as a benchmark for institutional support
- I would not work for a company that genuinely does not get involved in DE&I



N: 621

Which three statements about Diversity, Equity and Inclusion do you most strongly agree with?





2. Health and young generations

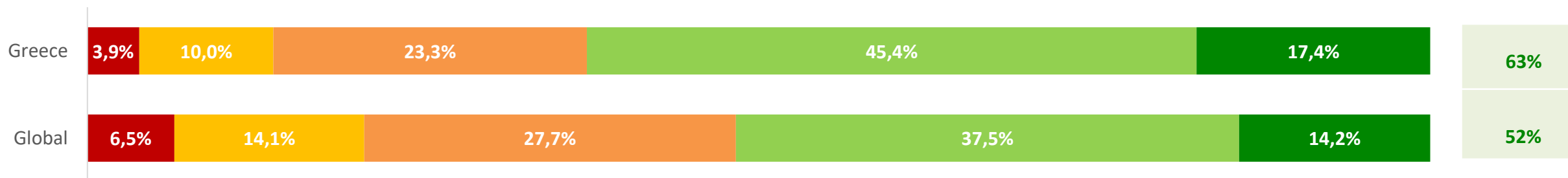
Emotional or physical discomfort frequency



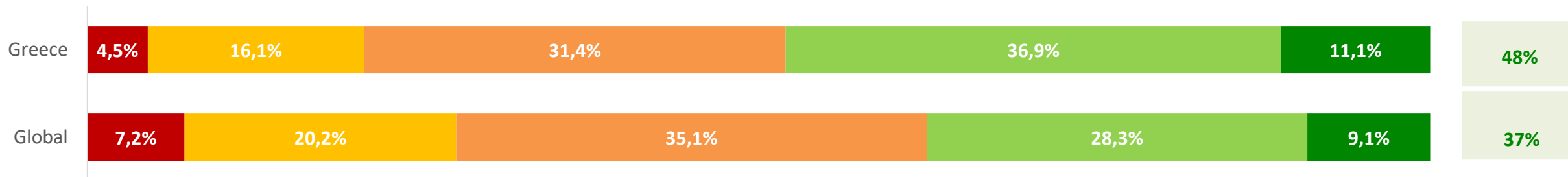
■ Never ■ Very rarely ■ Rarely ■ Frequently ■ Very frequently

%
Frequently
+ very
frequently

Emotional



Physical



N: 621

How often have you felt emotional or physical discomfort in the last year?

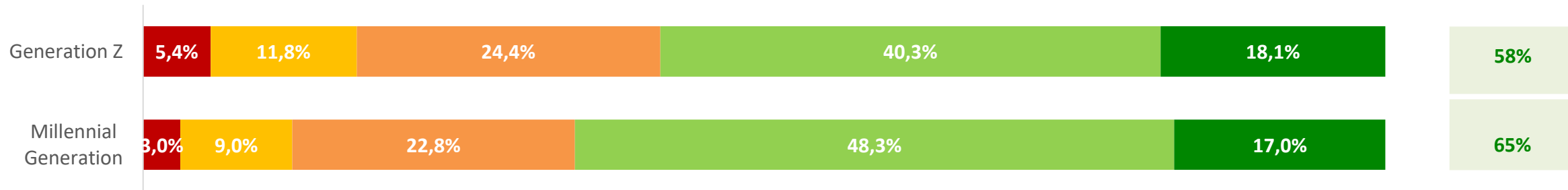
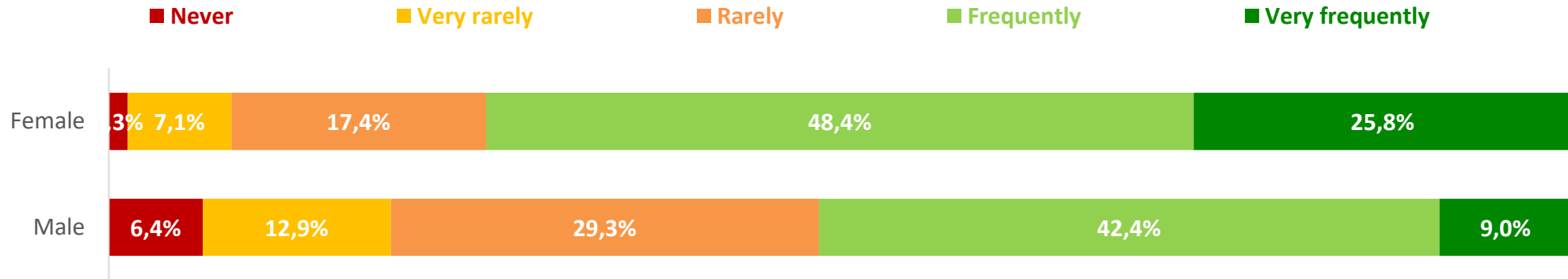
Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



Emotional discomfort frequency



%
Frequently
+ very
frequently



N: 621

How often have you felt emotional or physical discomfort in the last year?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%

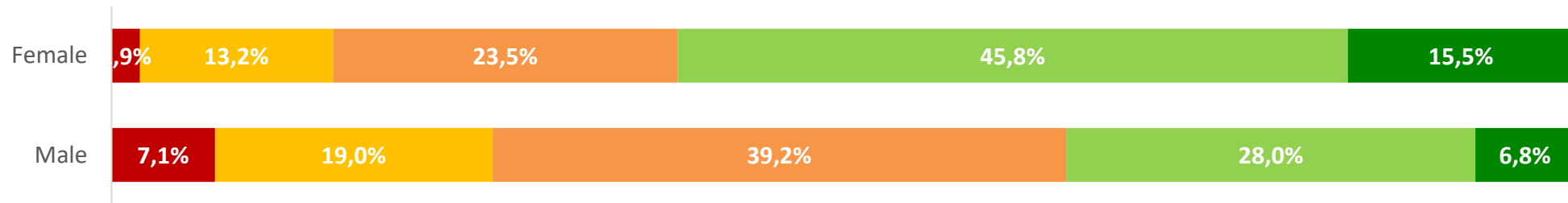


Physical discomfort frequency



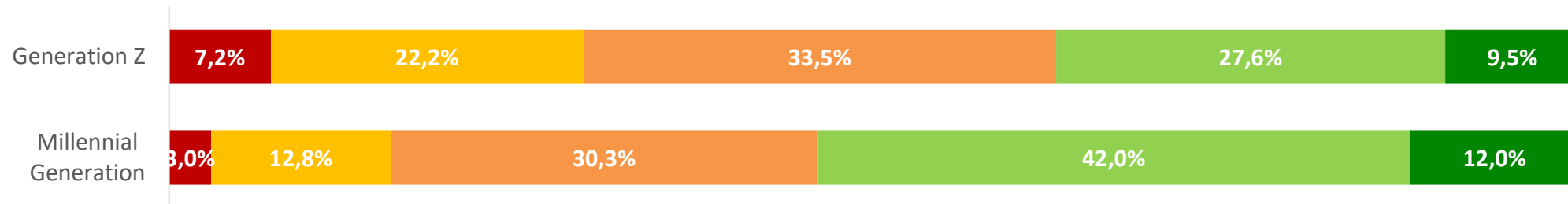
%
Frequently
+ very
frequently

■ Never ■ Very rarely ■ Rarely ■ Frequently ■ Very frequently



61%

35%



37%

54%



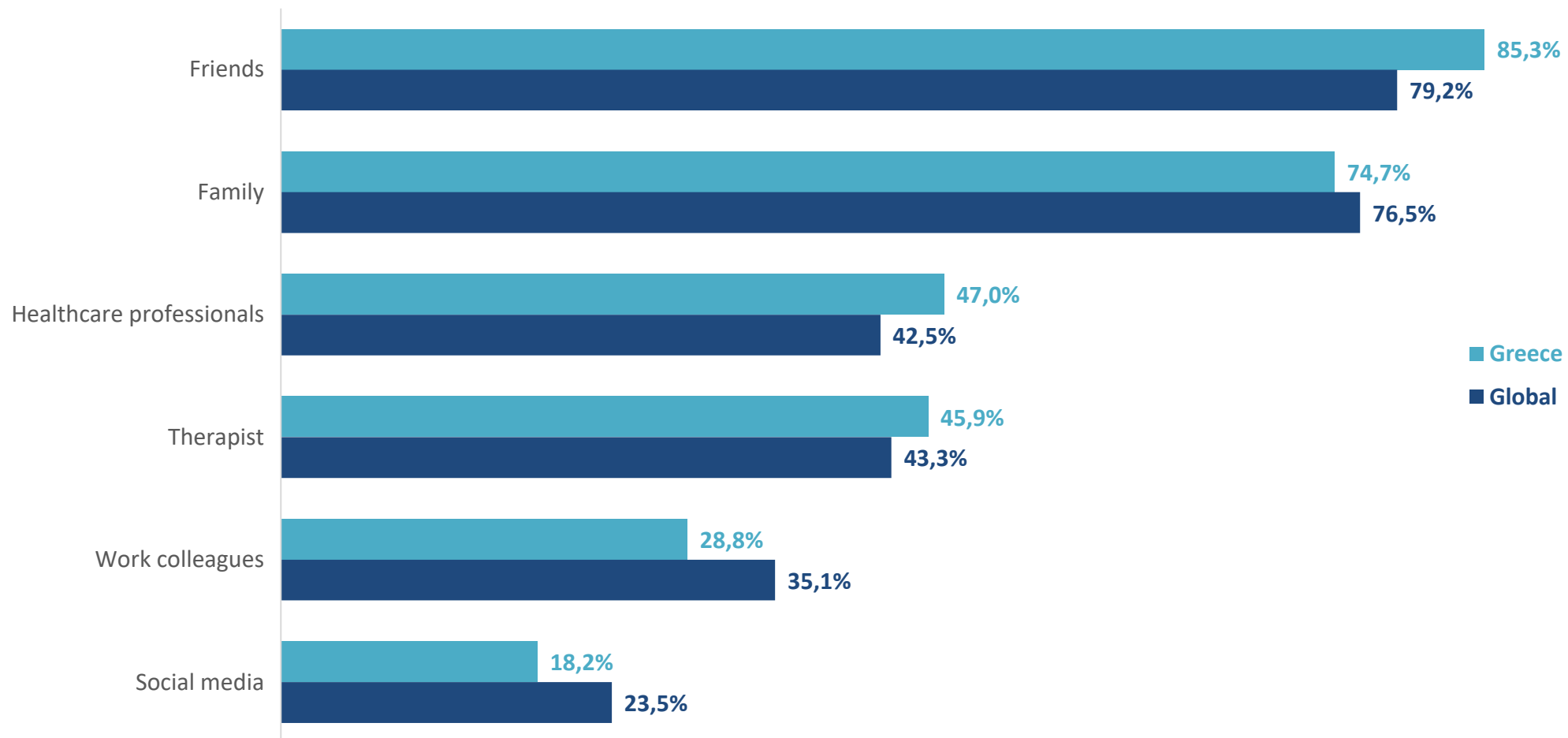
N: 621

How often have you felt emotional or physical discomfort in the last year?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



Emotional health conversations with ease



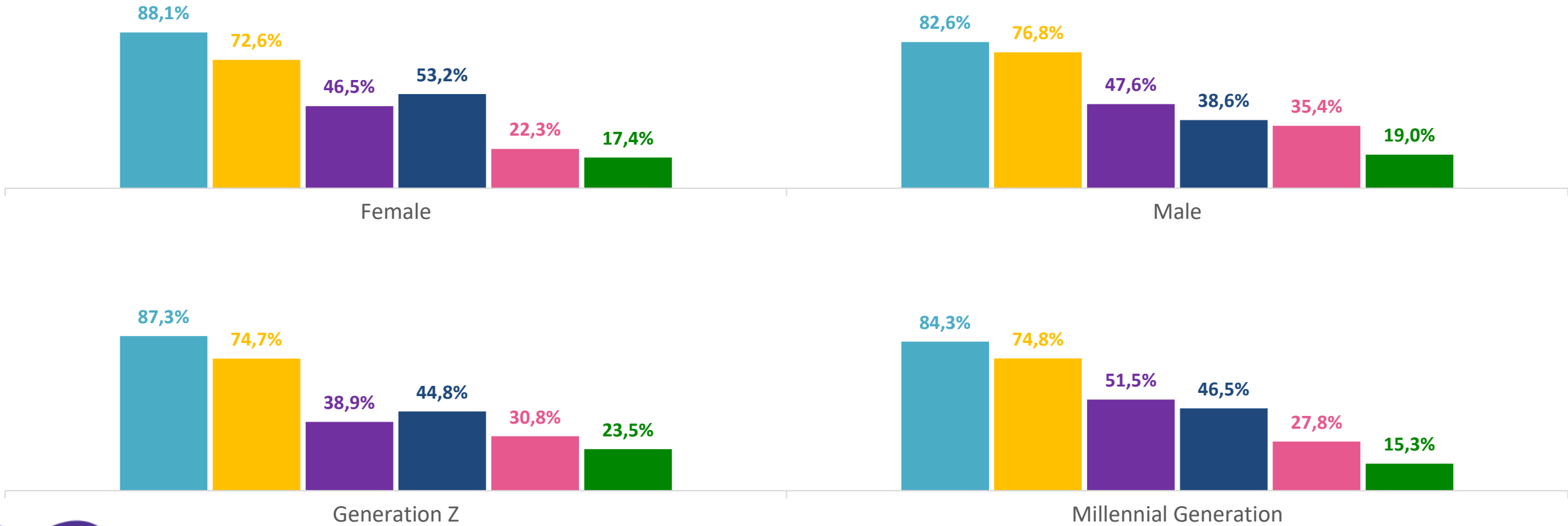
With whom do you find it easiest to talk about emotional health? (Choose three)



Emotional health conversations with ease



■ Friends ■ Family ■ Healthcare professionals ■ Therapist ■ Work colleagues ■ Social media

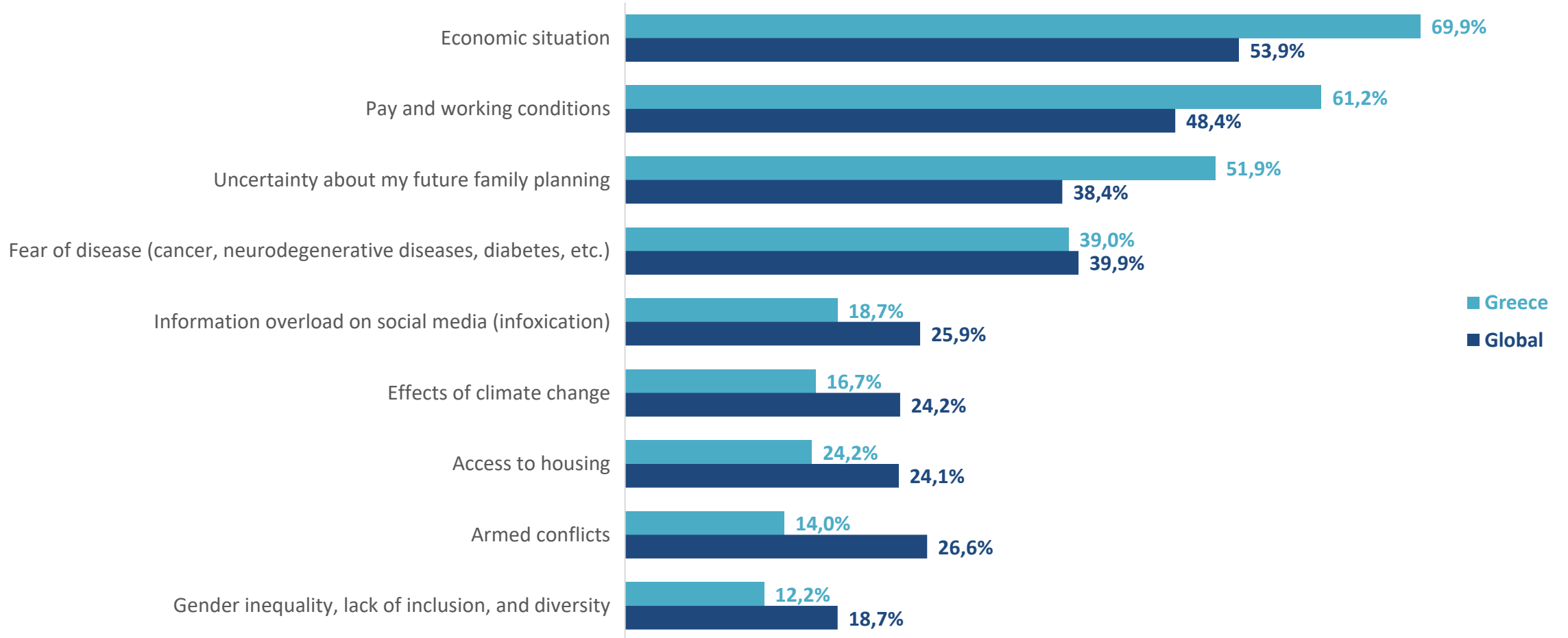


With whom do you find it easiest to talk about emotional health? (Choose three)

N: 621



Factors affecting your emotional health



N: 621

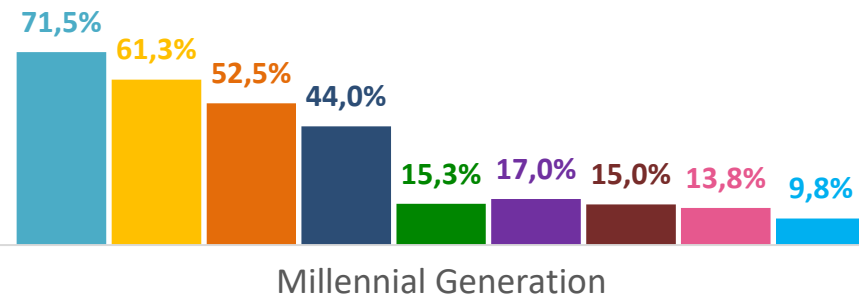
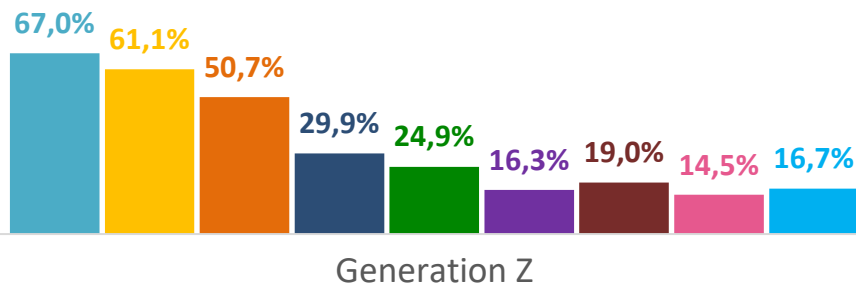
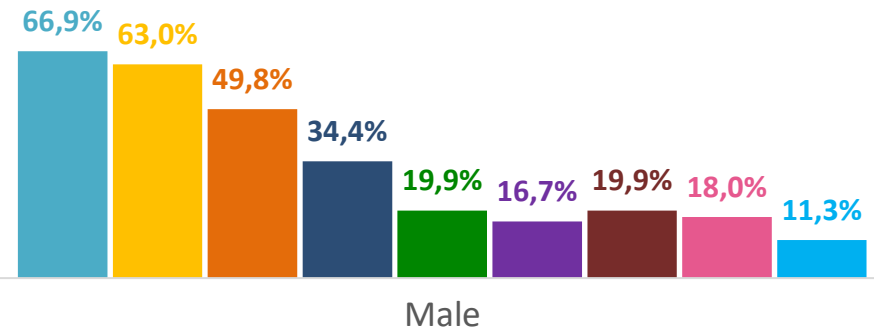
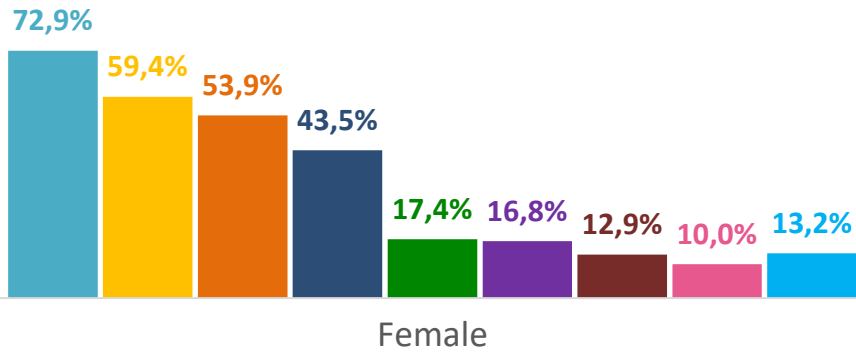
Which of the following factors are currently affecting your emotional health the most? (Choose three)

Factors affecting your emotional health



- Economic situation
- Uncertainty about my future family planning
- Information overload on social media (infoxication)
- Access to housing
- Gender inequality, lack of inclusion, and diversity

- Pay and working conditions
- Fear of disease (cancer, neurodegenerative diseases, diabetes, etc.)
- Effects of climate change
- Armed conflicts

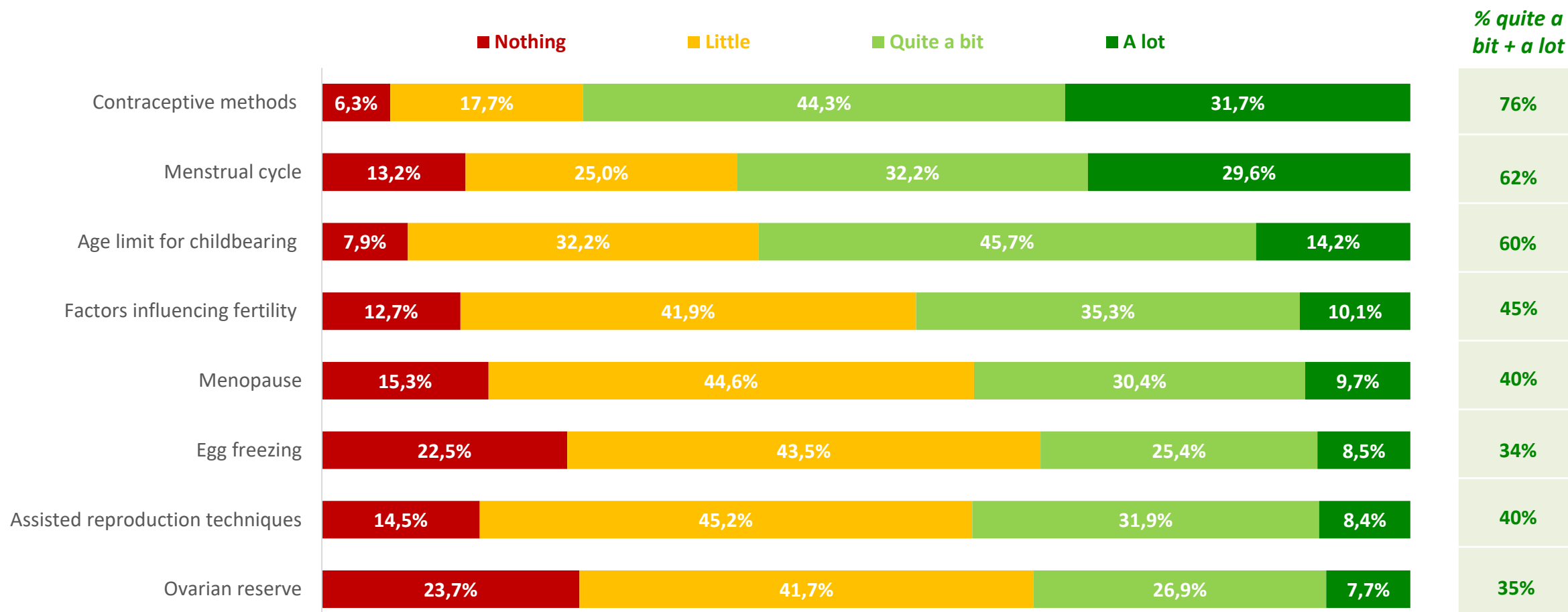


N: 621

Which of the following factors are currently affecting your emotional health the most? (Choose three)



Knowledge about different topics



N: 621

How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%

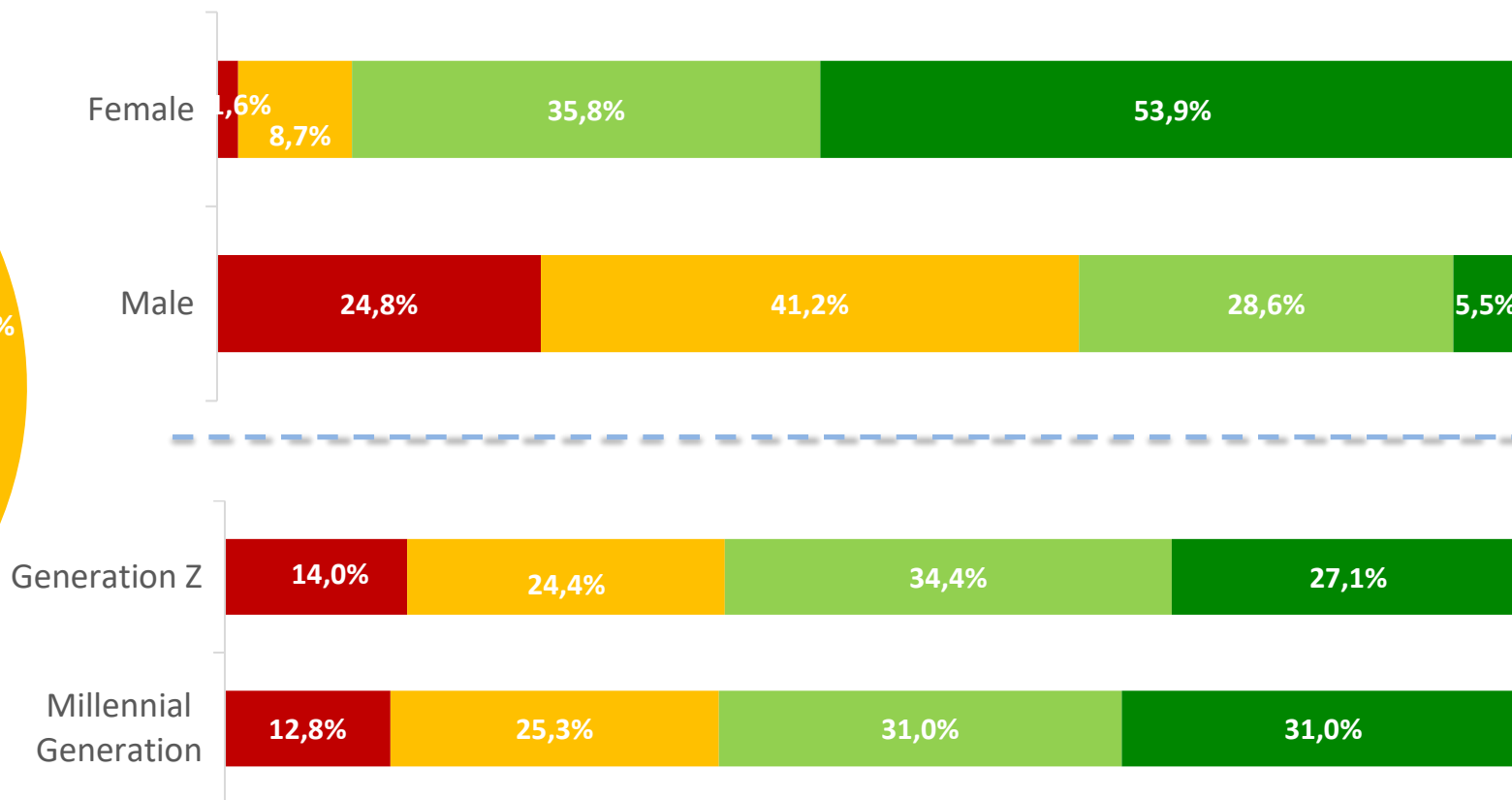
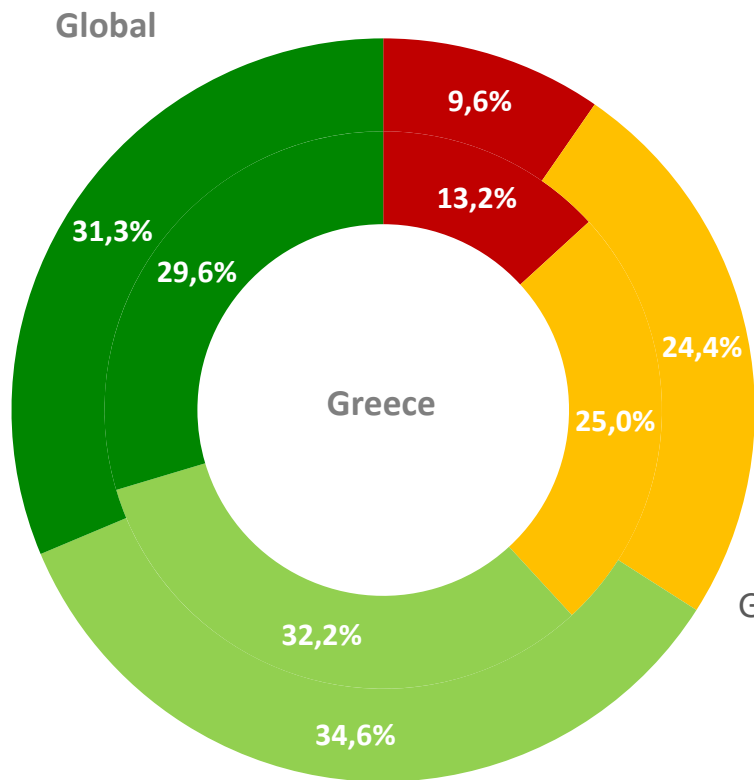


Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot

Menstrual cycle



How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



N: 621

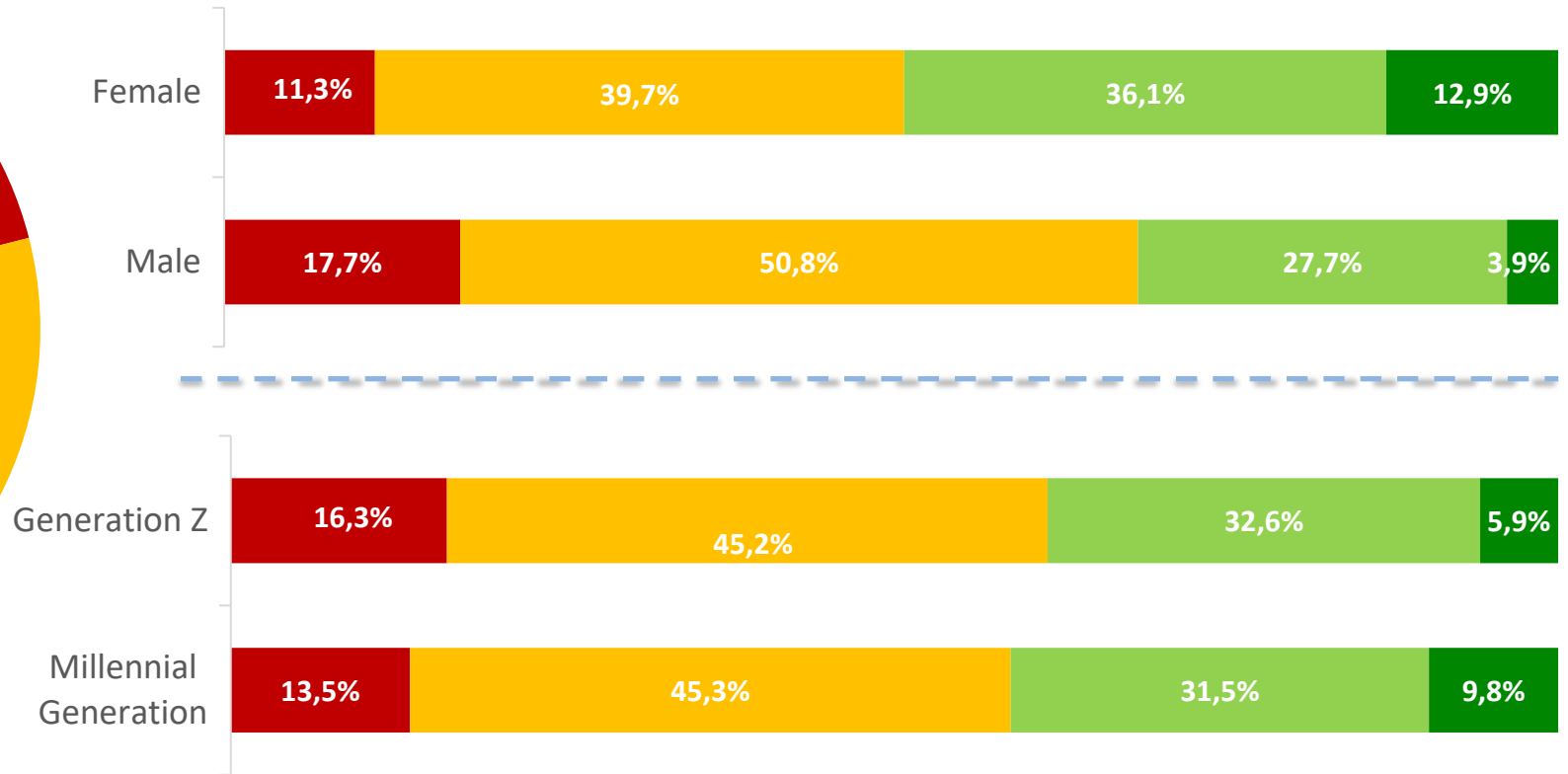
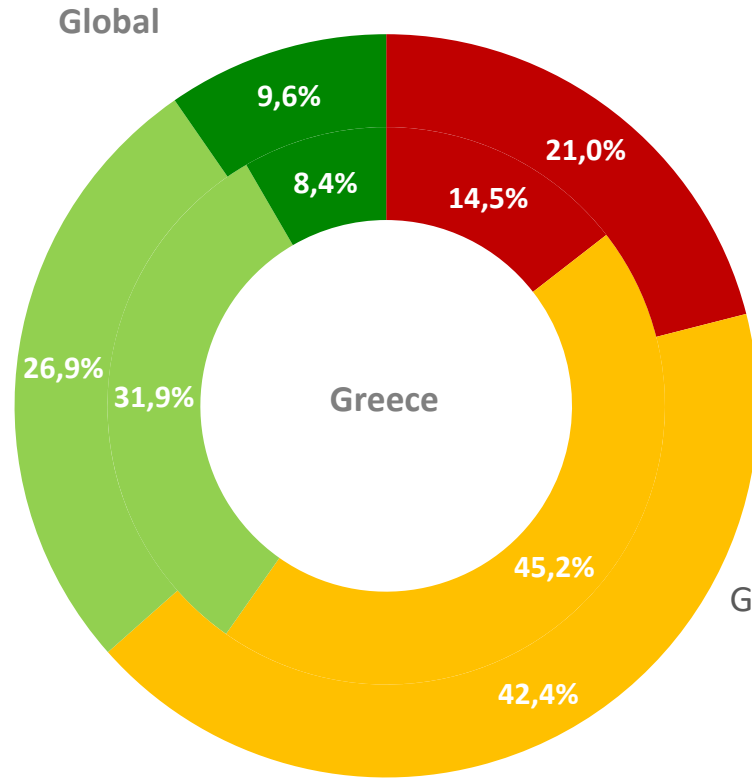


Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot

Assisted reproduction techniques



How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



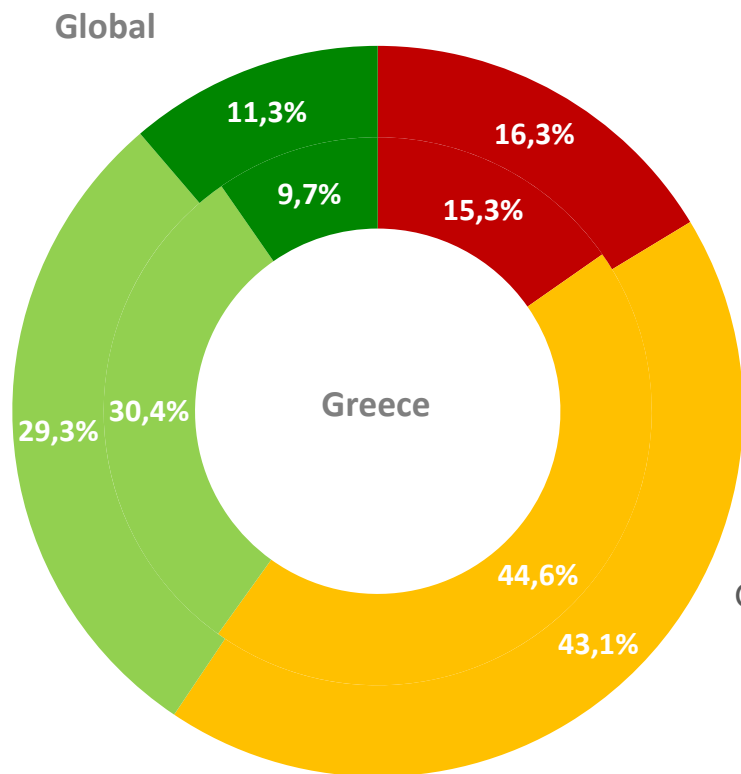
N: 621



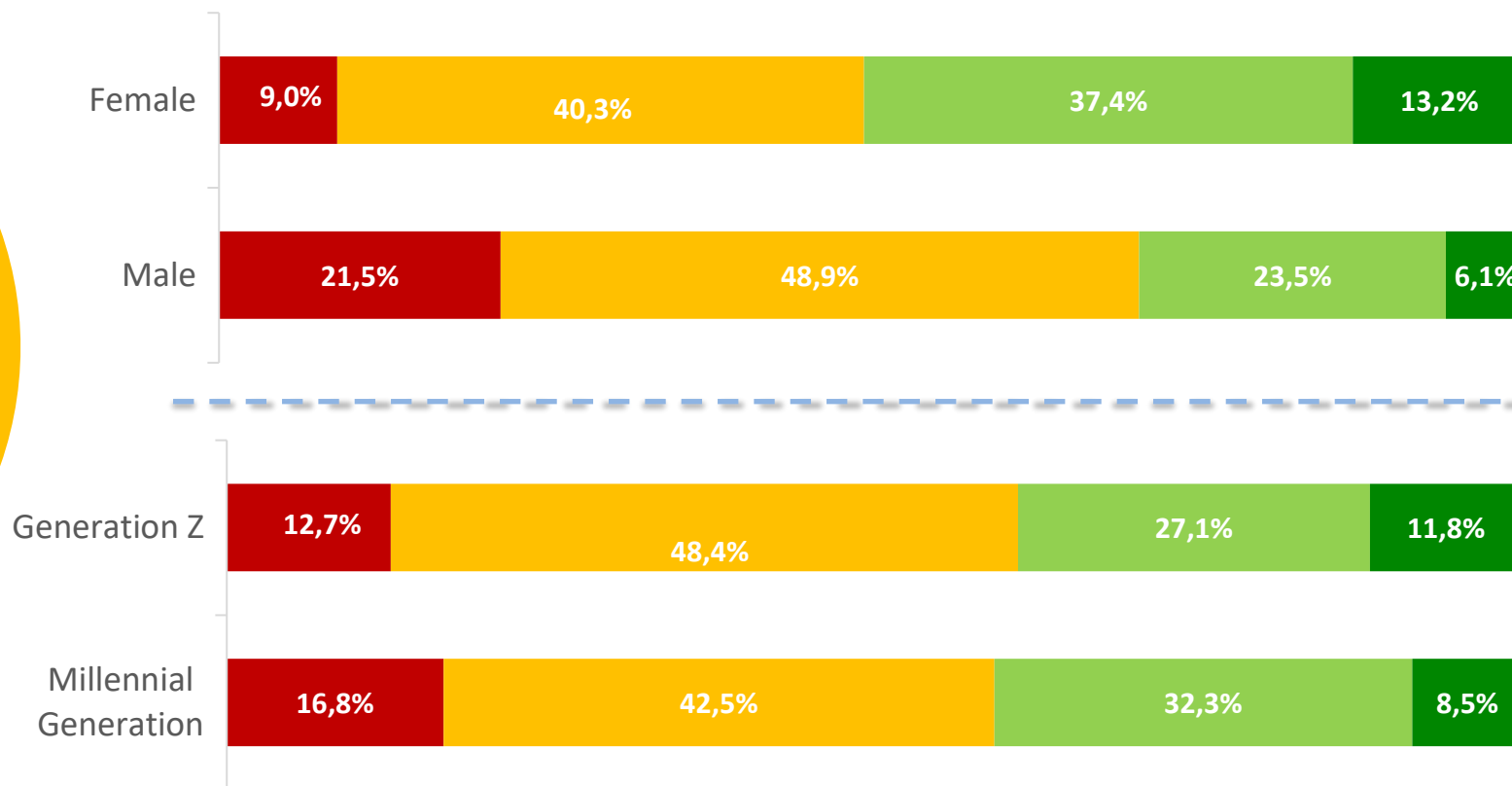
Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot



Menopause



How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



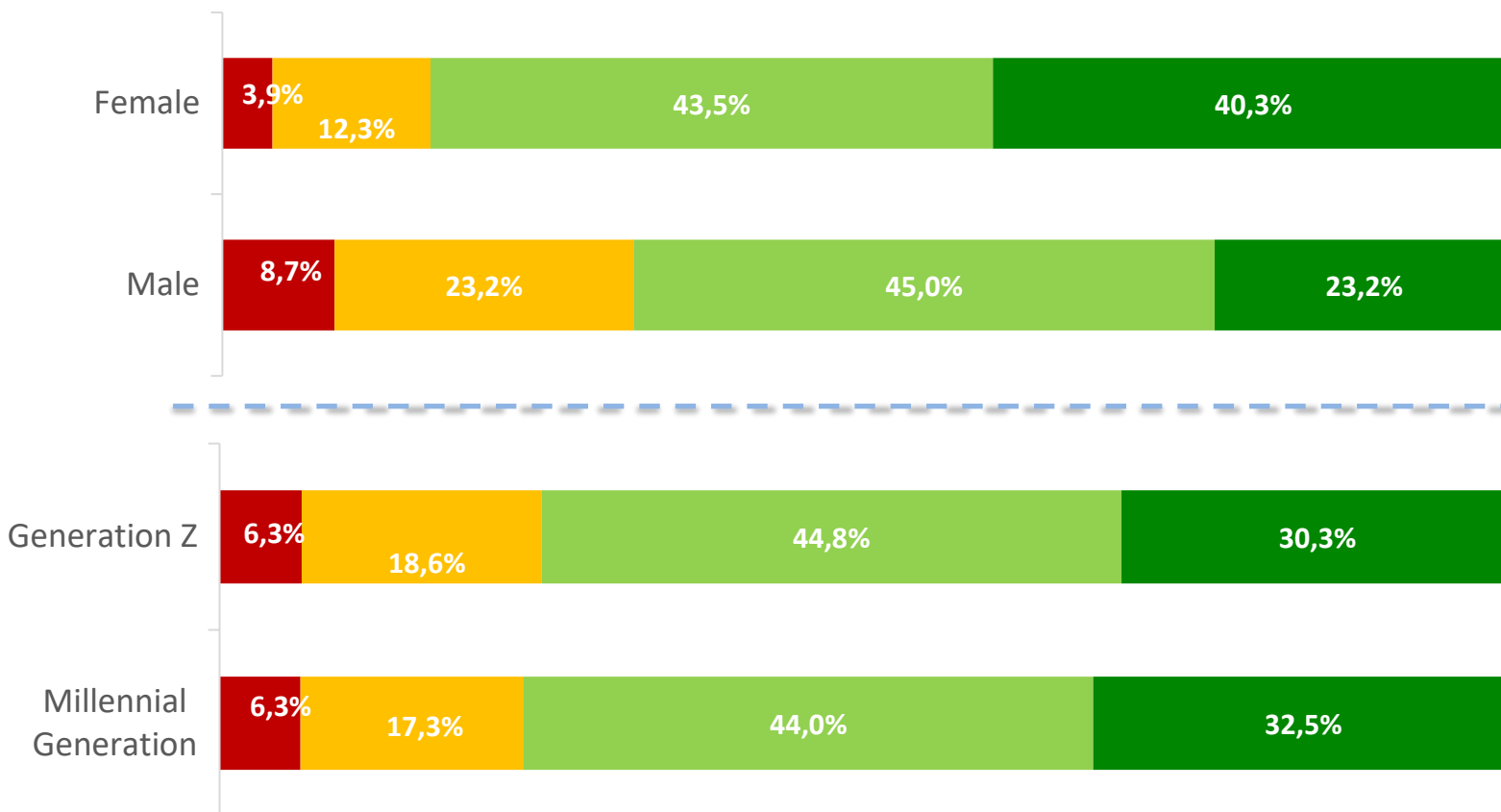
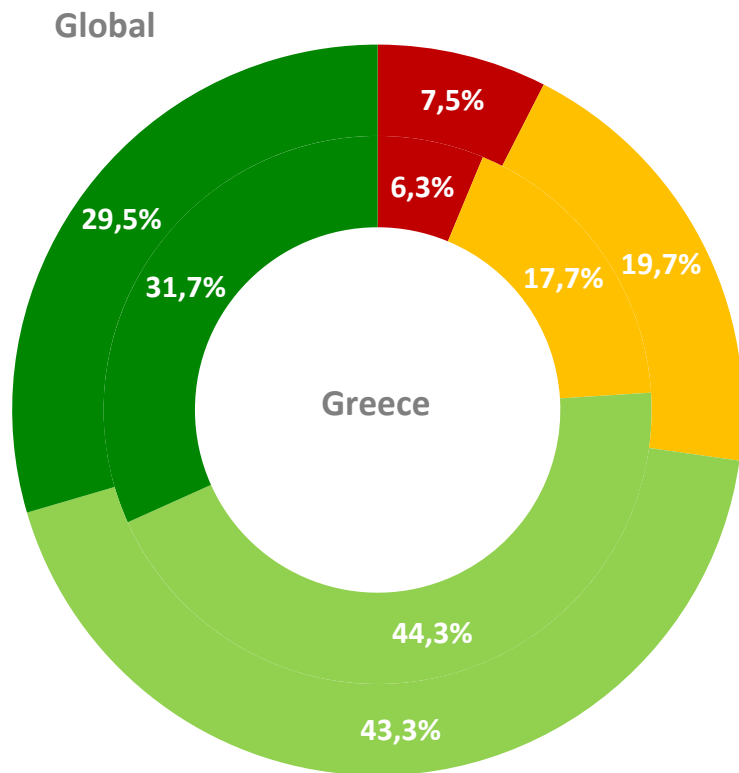
N: 621

Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot

Contraceptive methods



How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%

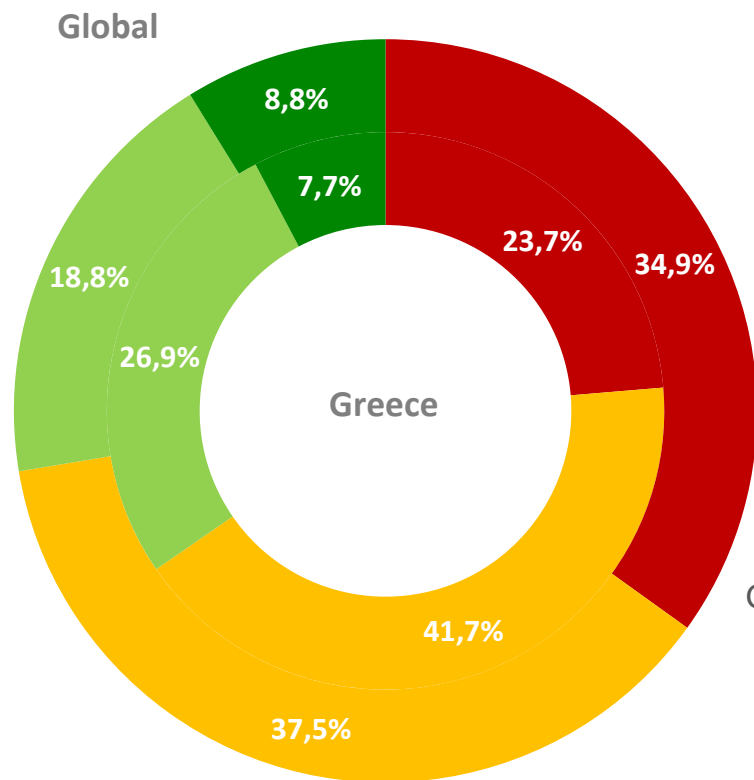


N: 621

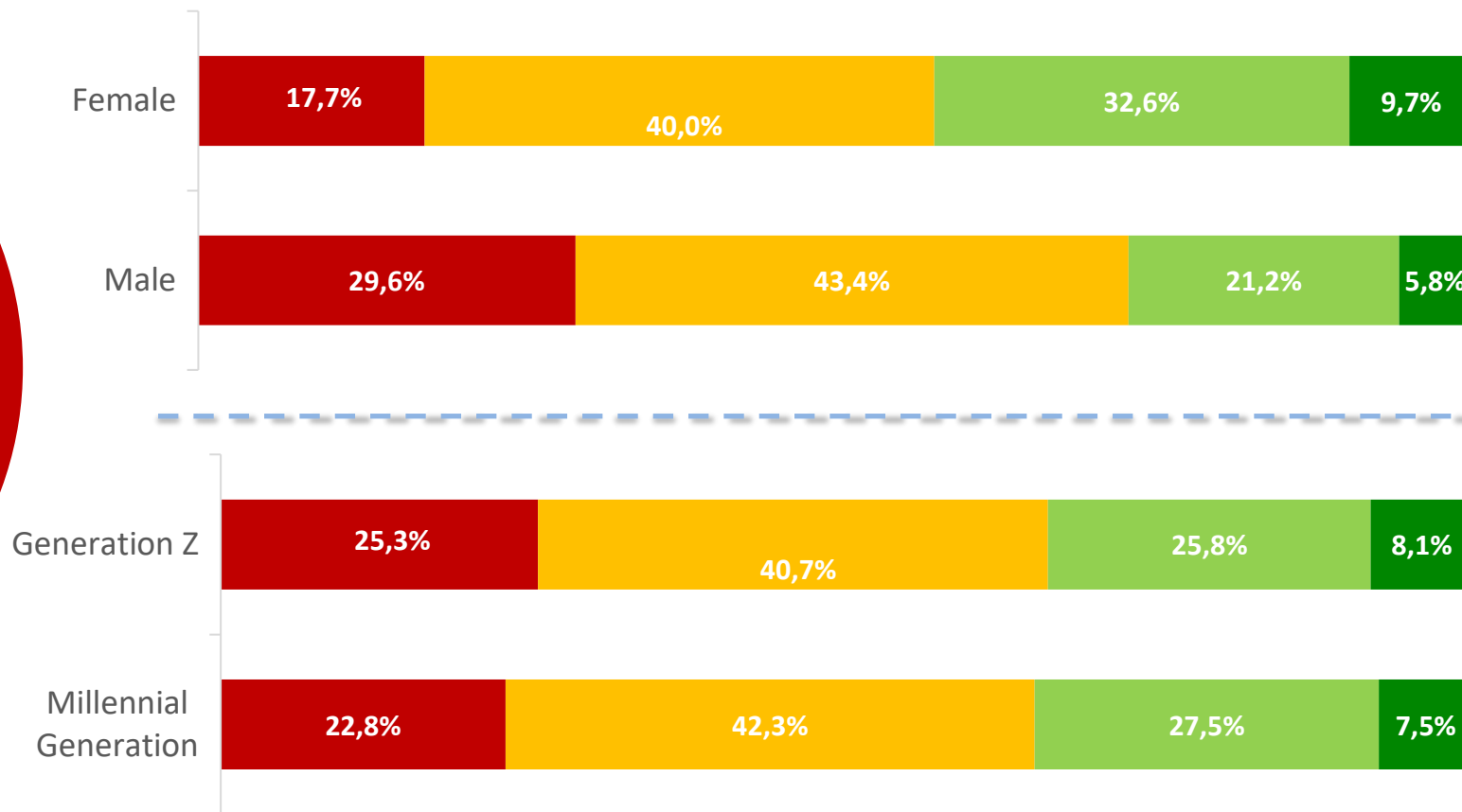
Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot



Ovarian reserve



How much do you know about the following topics?

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



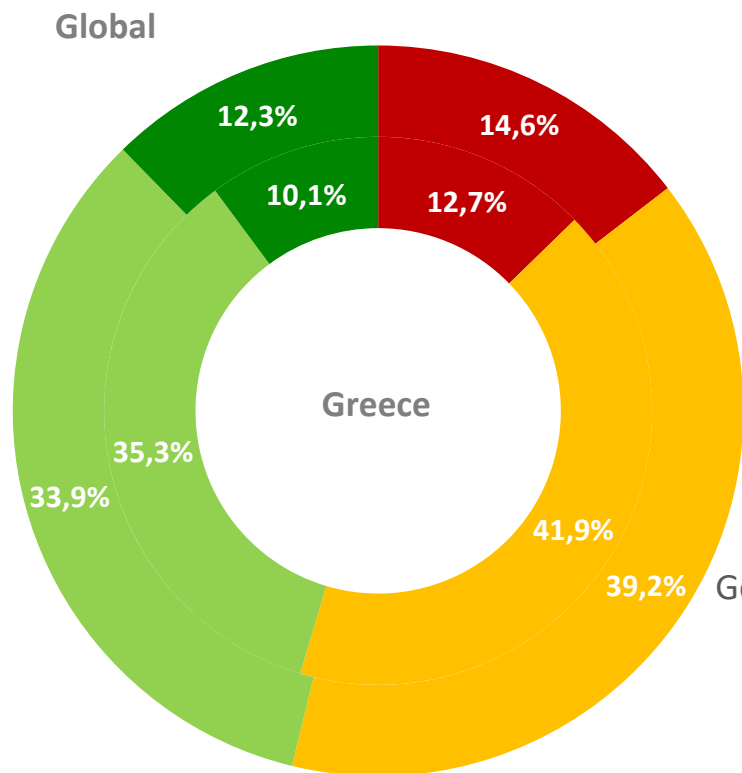
N: 621



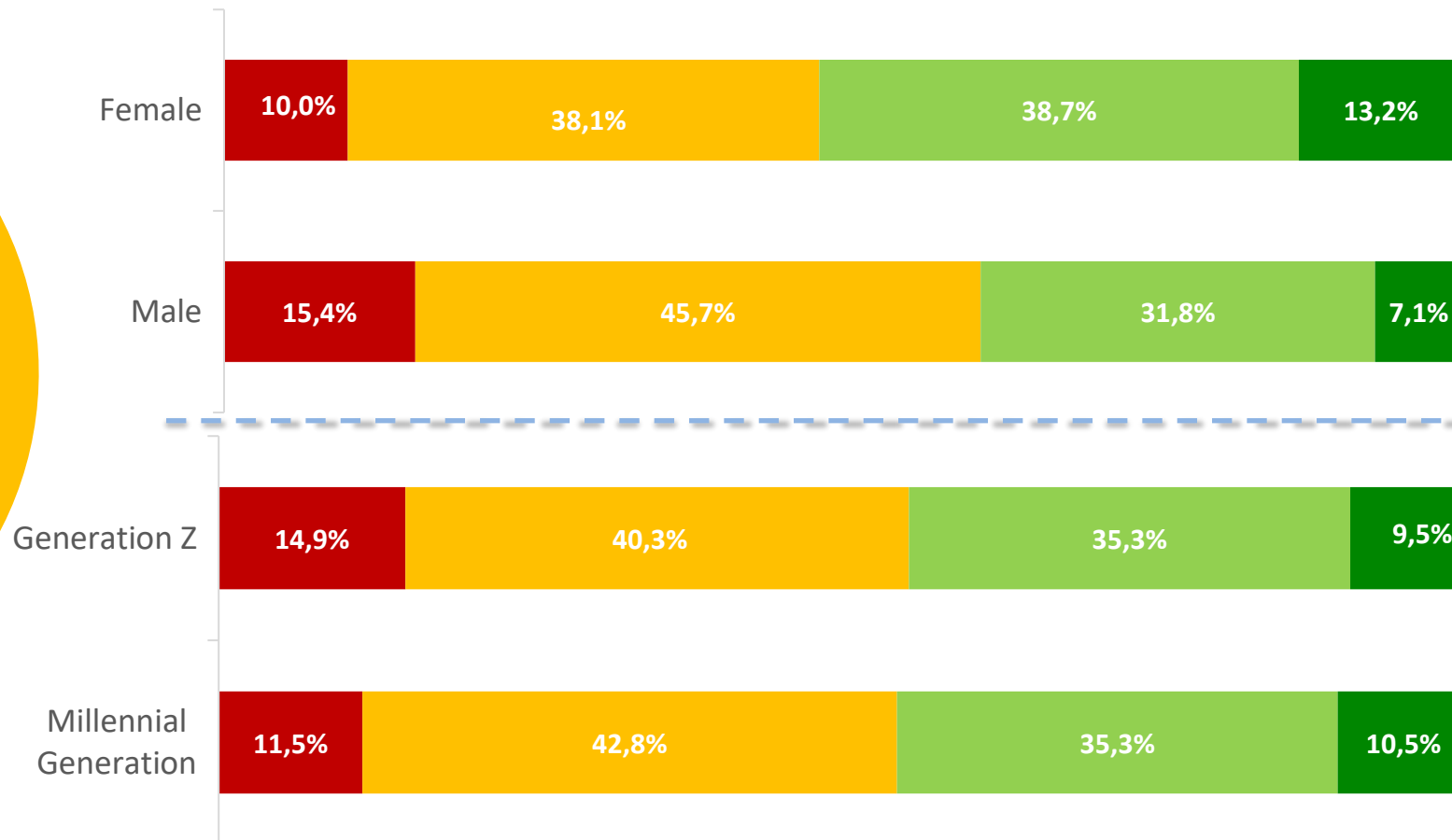
Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot



Factors influencing fertility



How much do you know about the following topics?



N: 621

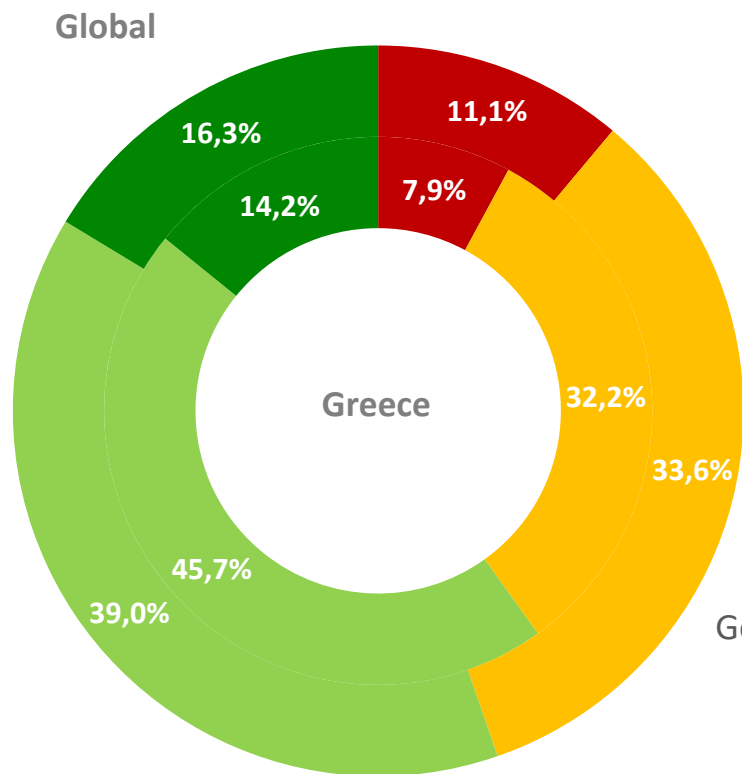
Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%



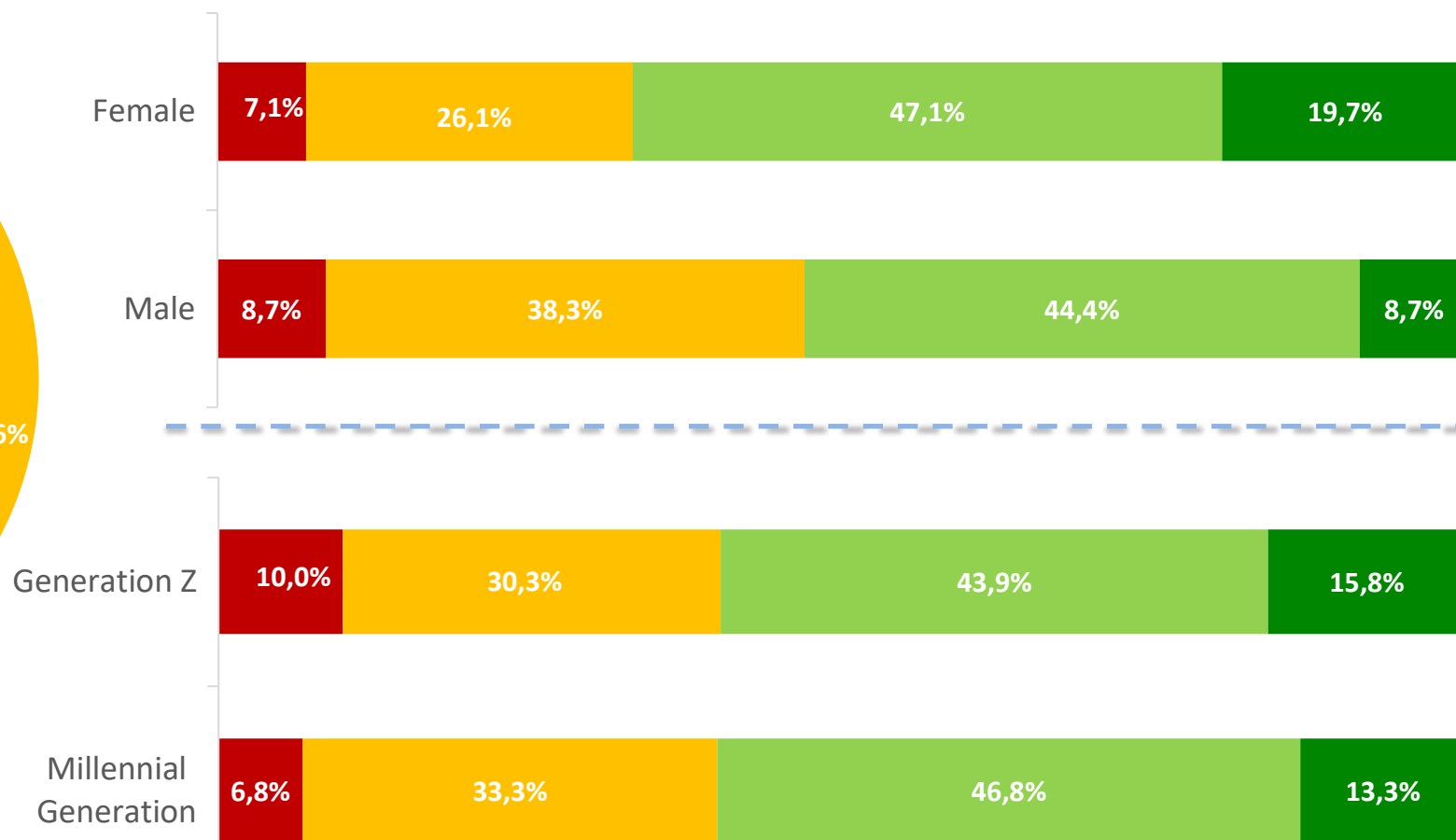
Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot



Age limit for childbearing



How much do you know about the following topics?



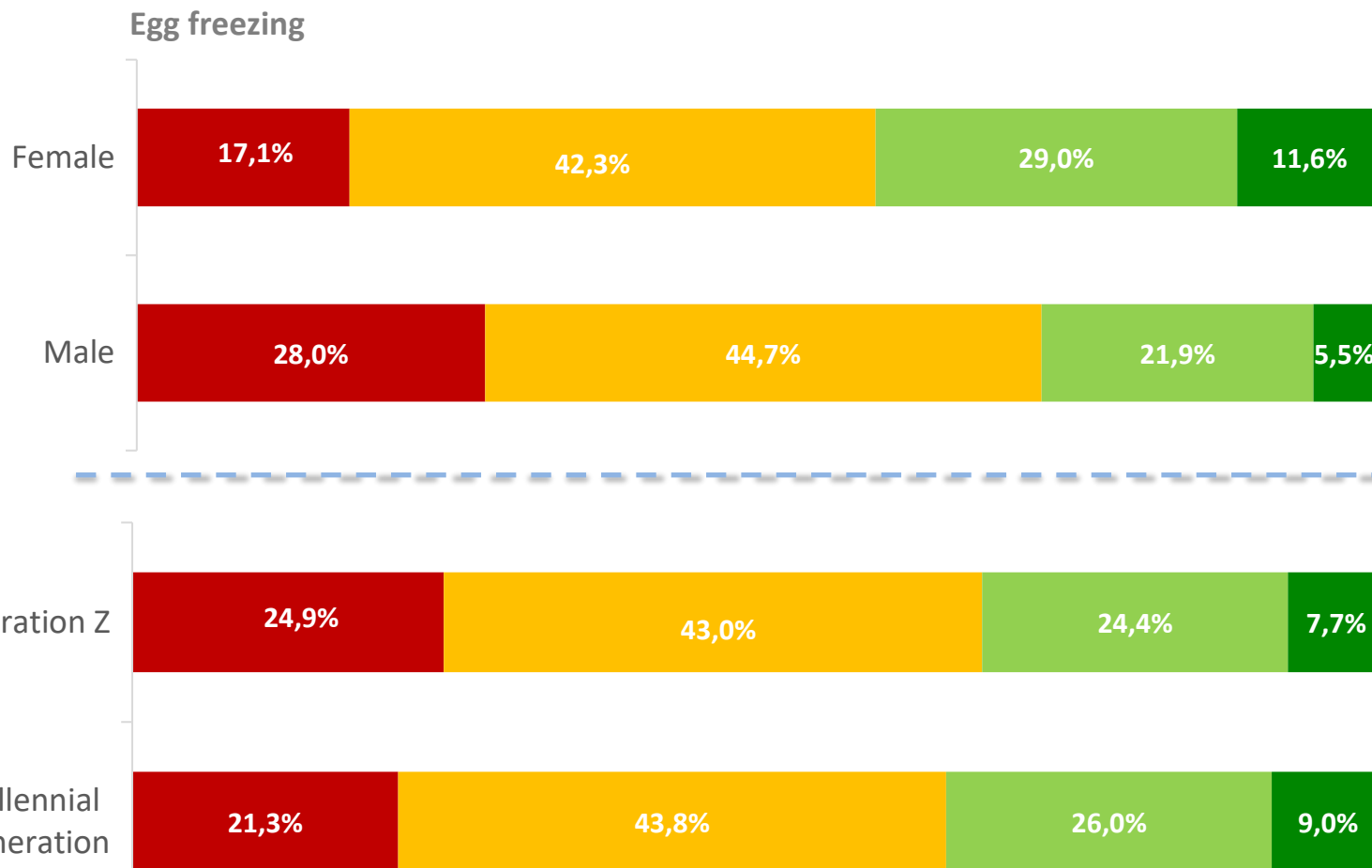
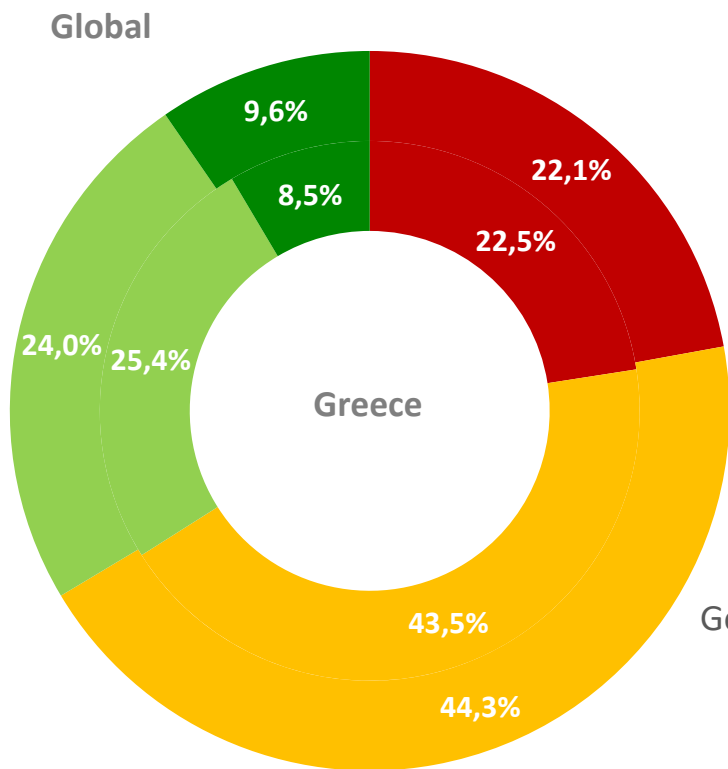
N: 621

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%

Knowledge about different topics



■ Nothing ■ Little ■ Quite a bit ■ A lot



How much do you know about the following topics?



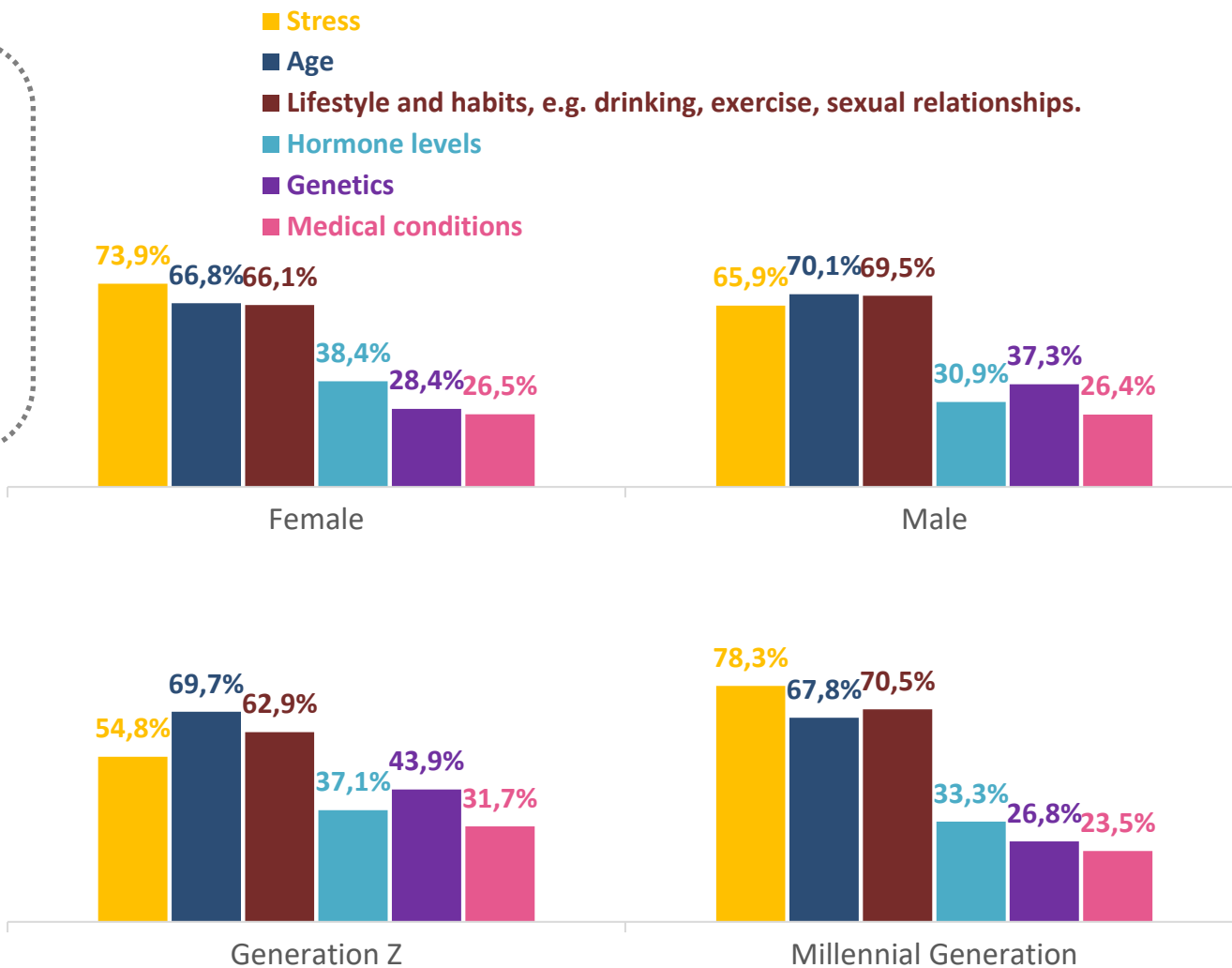
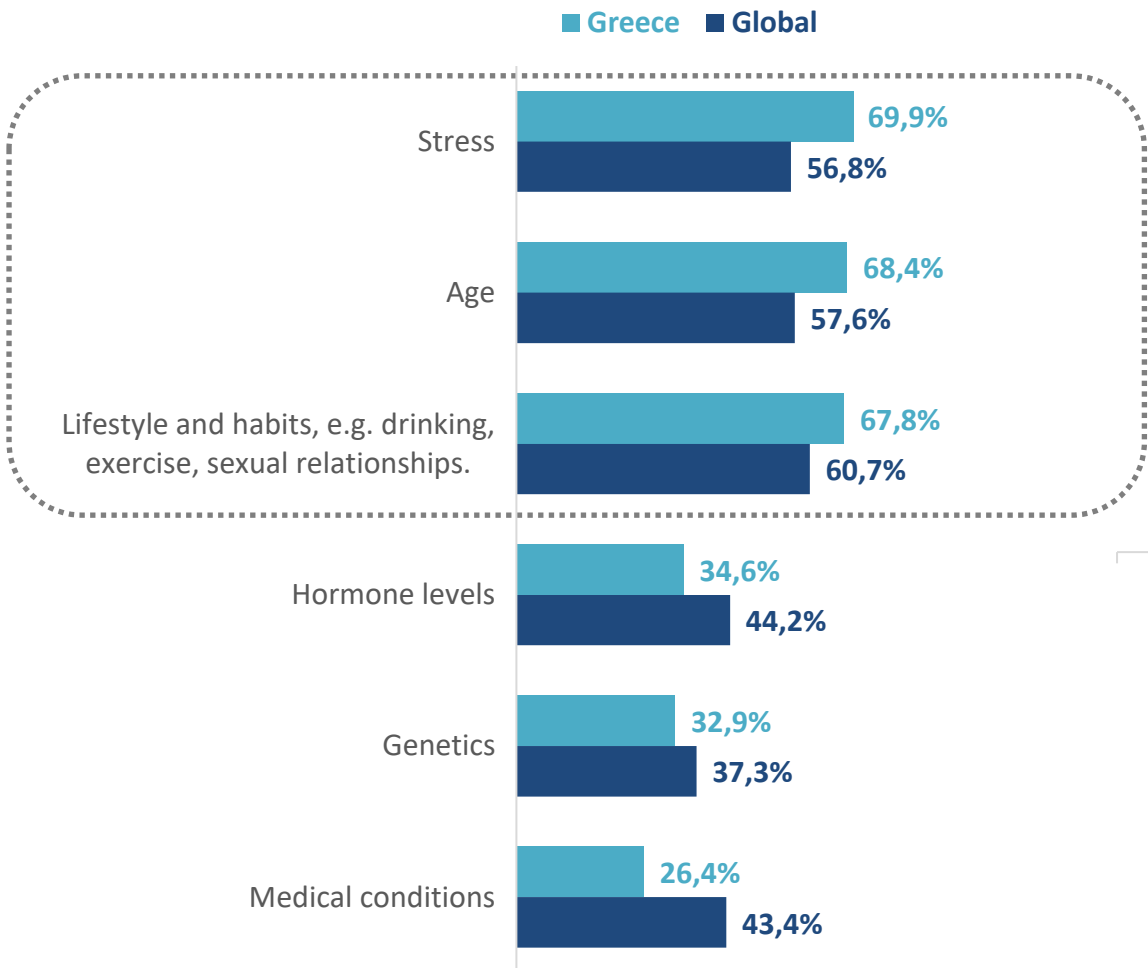
N: 621

Note: as a result of the rounding effect of the second decimal place, the sum may not be exactly 100%





Factors affecting fertility



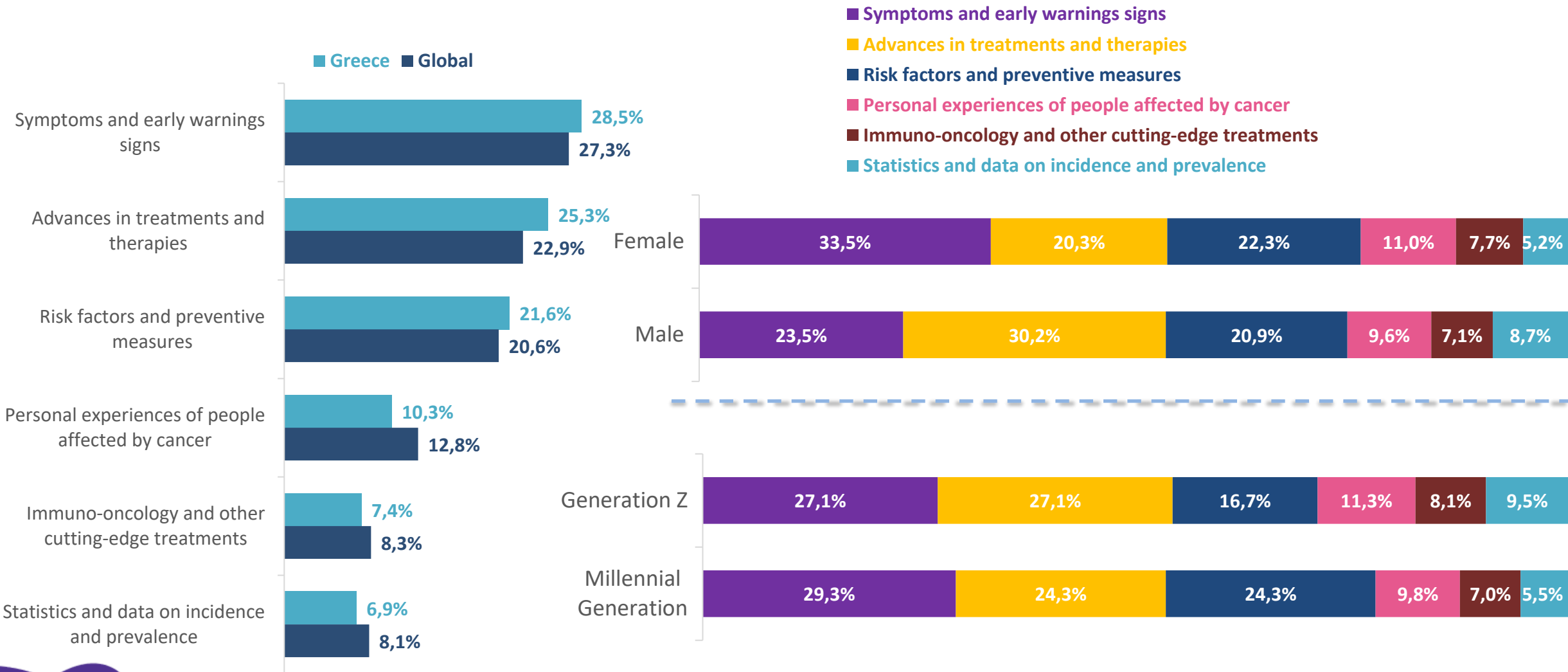
N: 621

Which factors do you believe affect fertility the most? (Choose three)





Interest in cancer information



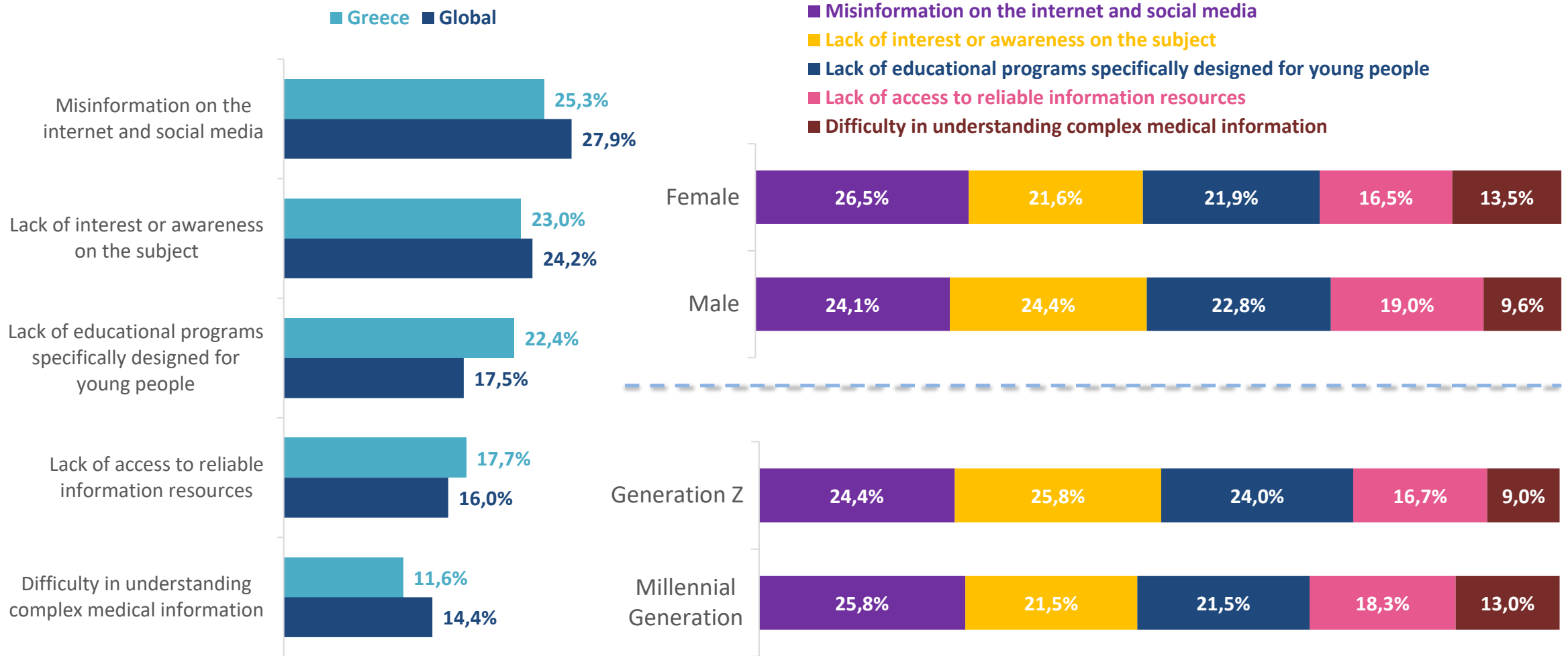
In your opinion, what type of information about cancer is most interesting to you?



N: 621



Barriers to accessing reliable health information for young people



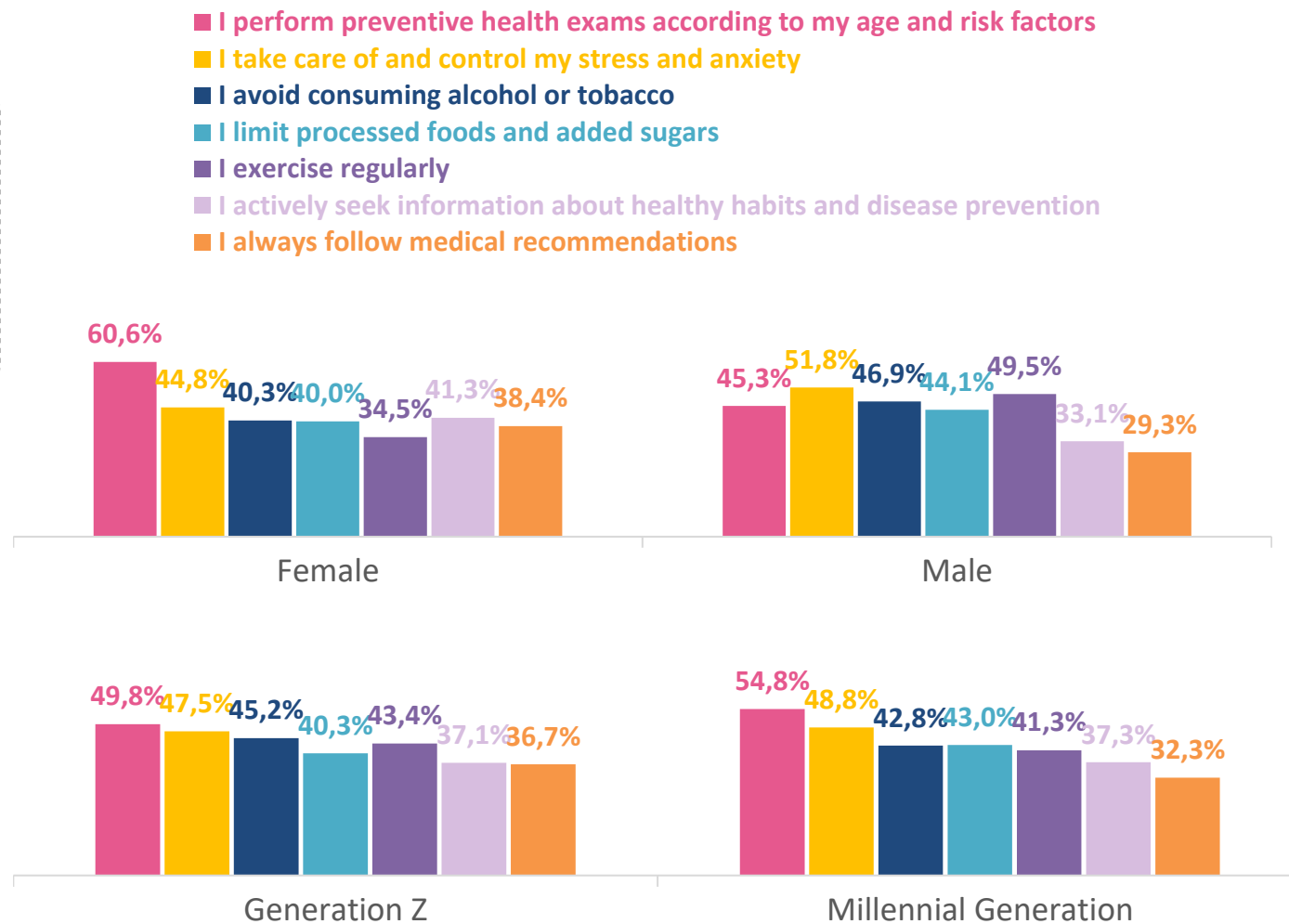
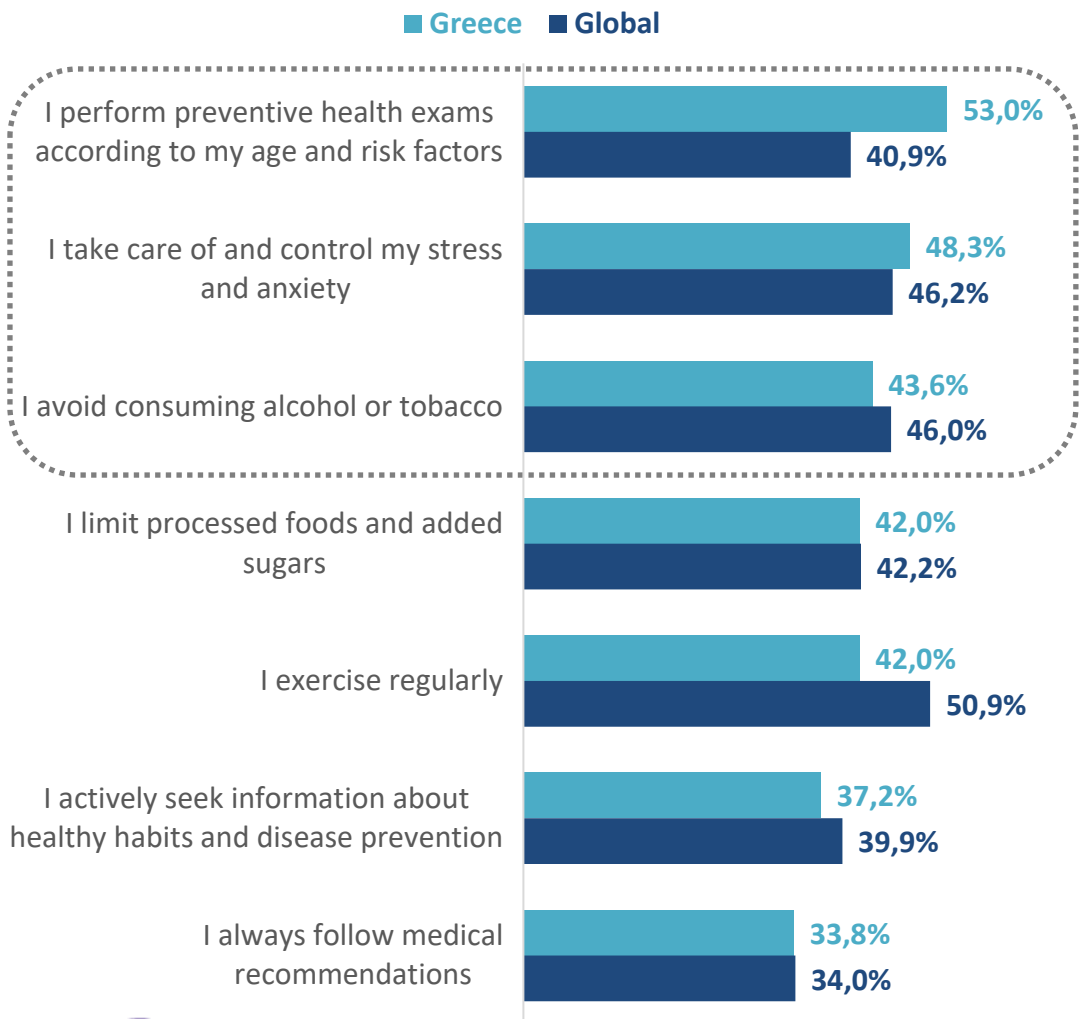
N: 621

What kind of barriers do you think prevent young people from accessing reliable information about health?





Habits and activities for disease prevention



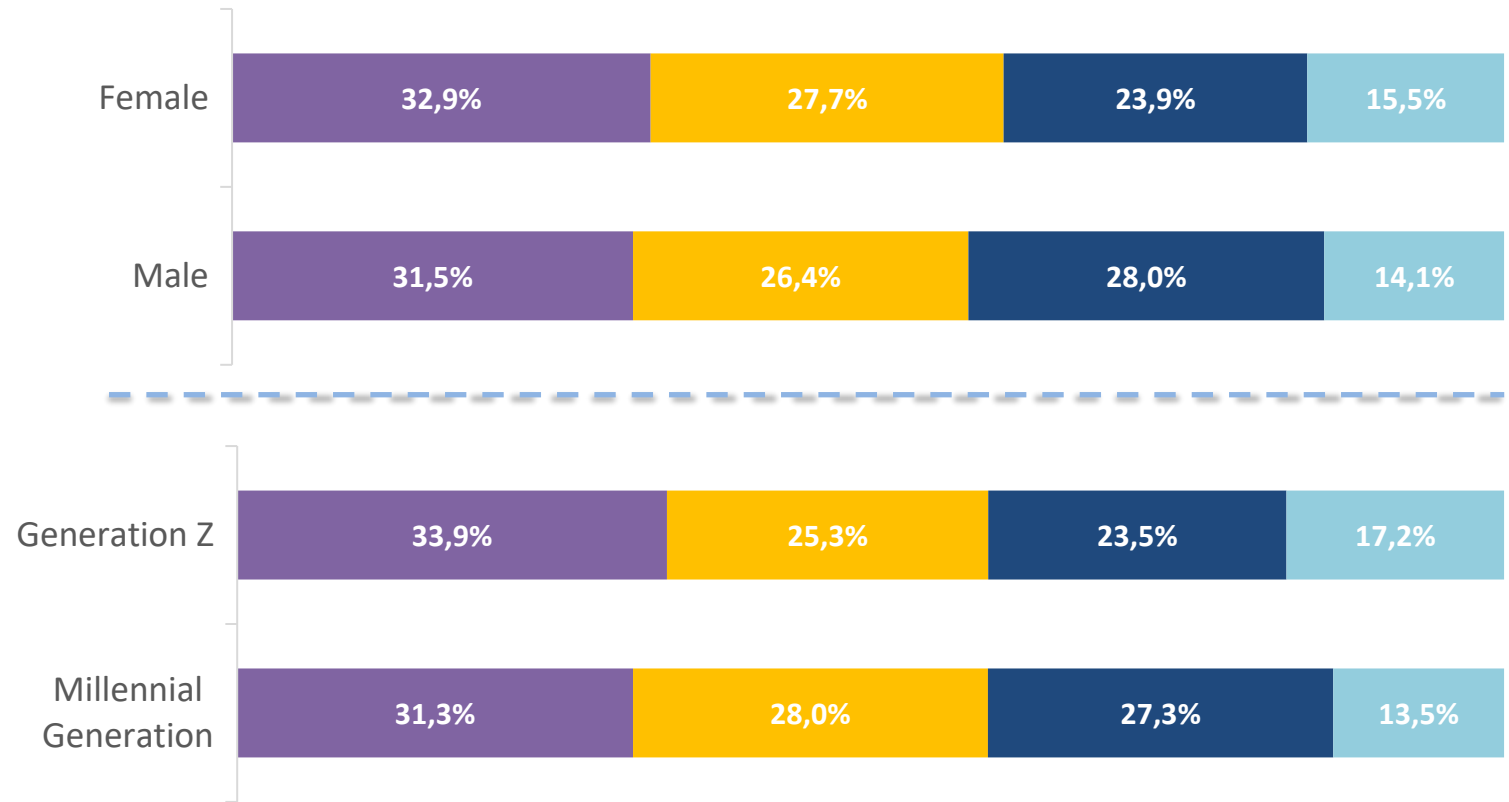
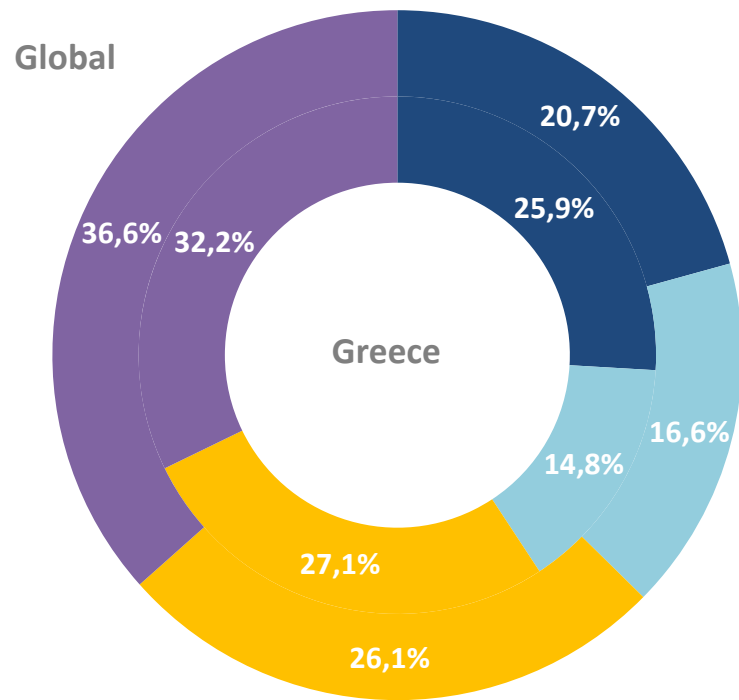
N: 621

Which habits or activities do you prioritise to prevent future diseases? (Choose three)

Expectations for providing non-professional care to family members



■ Emotional support
 ■ Increased social recognition of the value of this work
 ■ Training to provide quality care
 ■ Work flexibility to cope with care



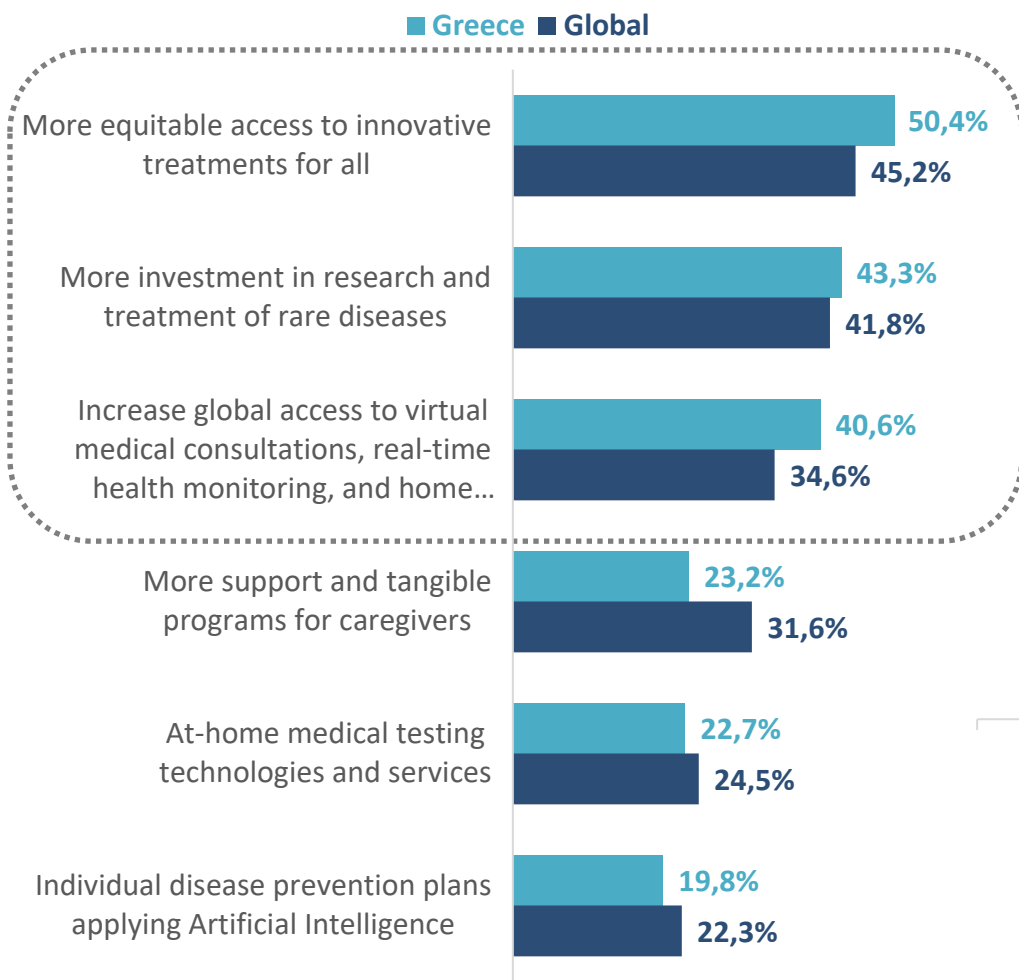
N: 621

Imagine that in the near or distant future you had to provide non-professional care for your parents or dependent family members, what would you demand?

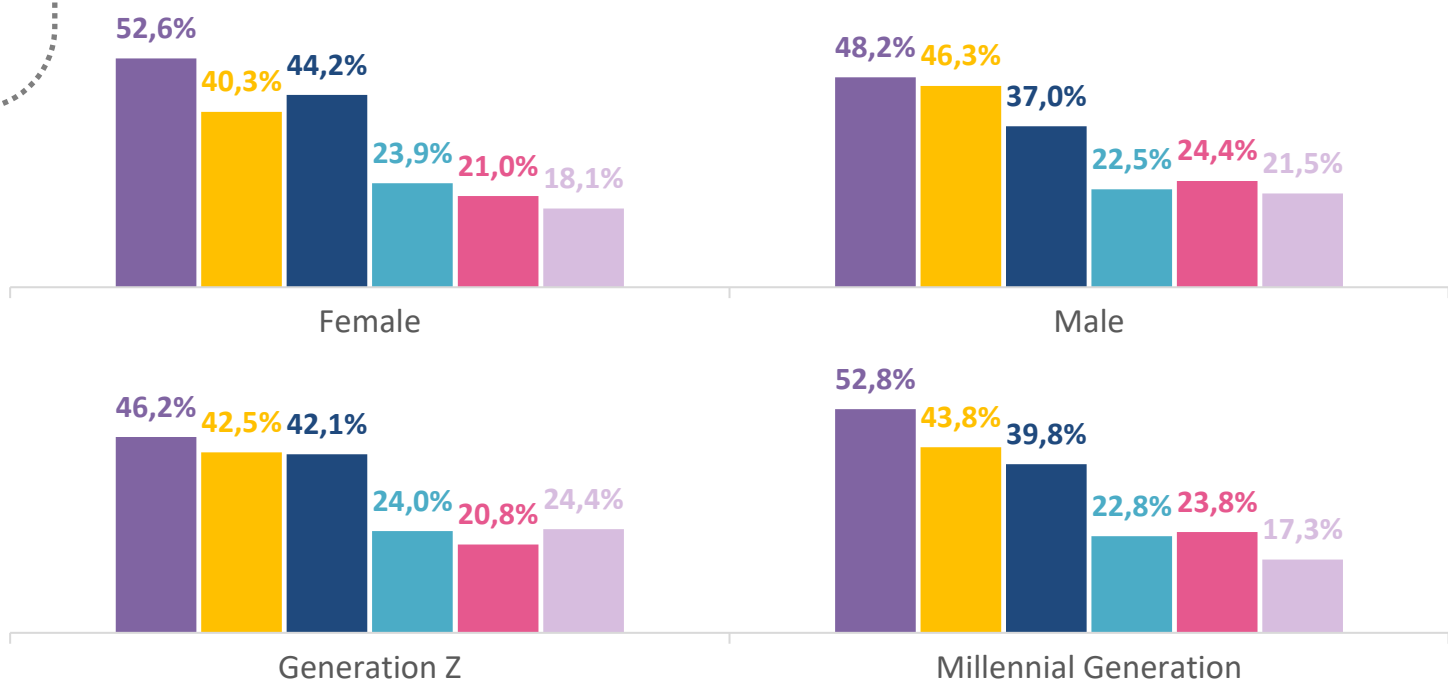




Priorities for significant change on the healthcare system



- More equitable access to innovative treatments for all
- More investment in research and treatment of rare diseases
- Increase global access to virtual medical consultations, real-time health monitoring, and home delivery of medicines
- More support and tangible programs for caregivers
- At-home medical testing technologies and services
- Individual disease prevention plans applying Artificial Intelligence



If you had the power to make a significant change in the healthcare system, what would you provide more of?
(Choose two)

N: 621





3. The challenges to build a family

Optimal timing for starting a family



■ Before 35 years old

■ When I am established in my job

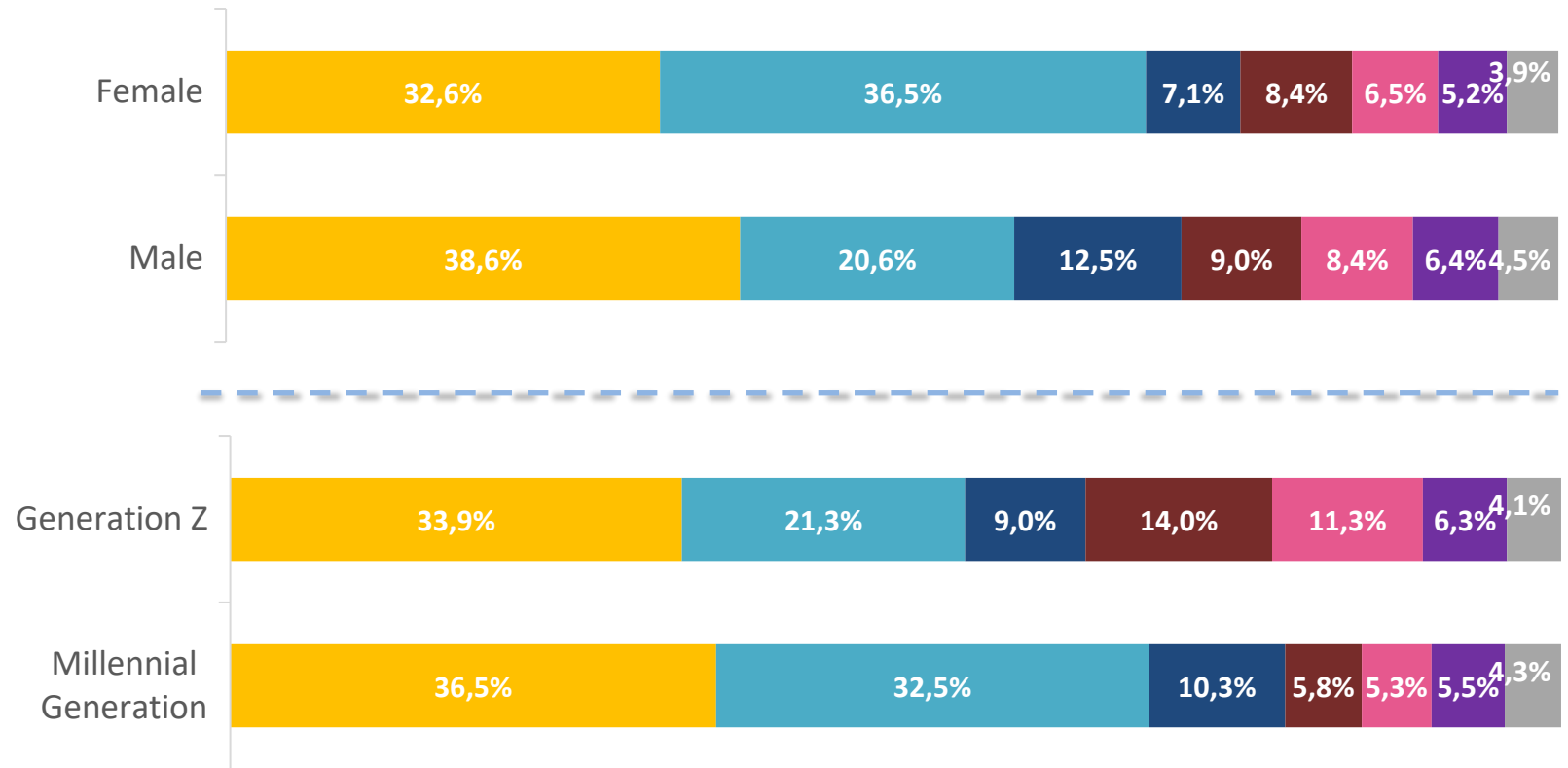
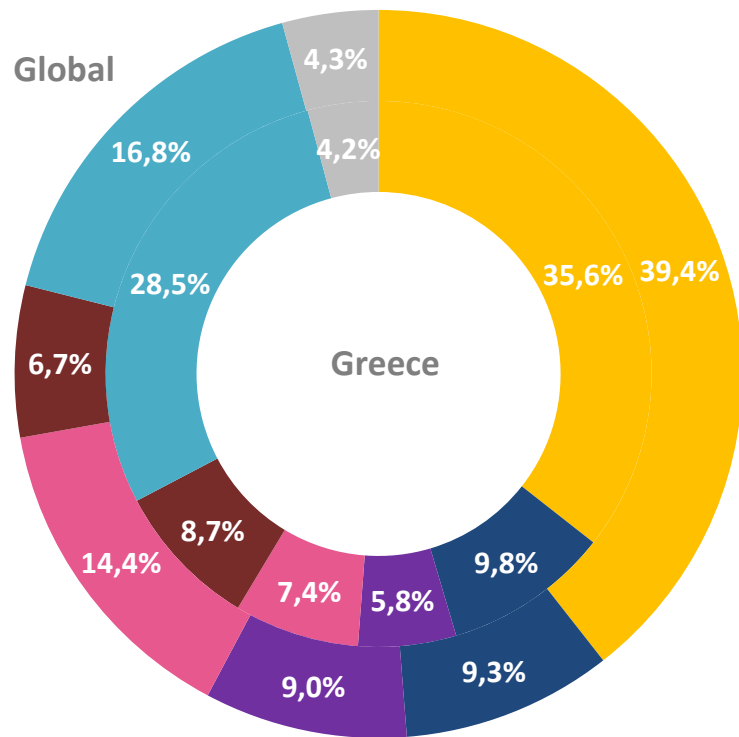
■ Never/NA

■ Before 40 years old

■ When I can rent/buy a home

■ Preferably immediately

■ When in good emotional and physical health



When do you think is the right time to have a family?



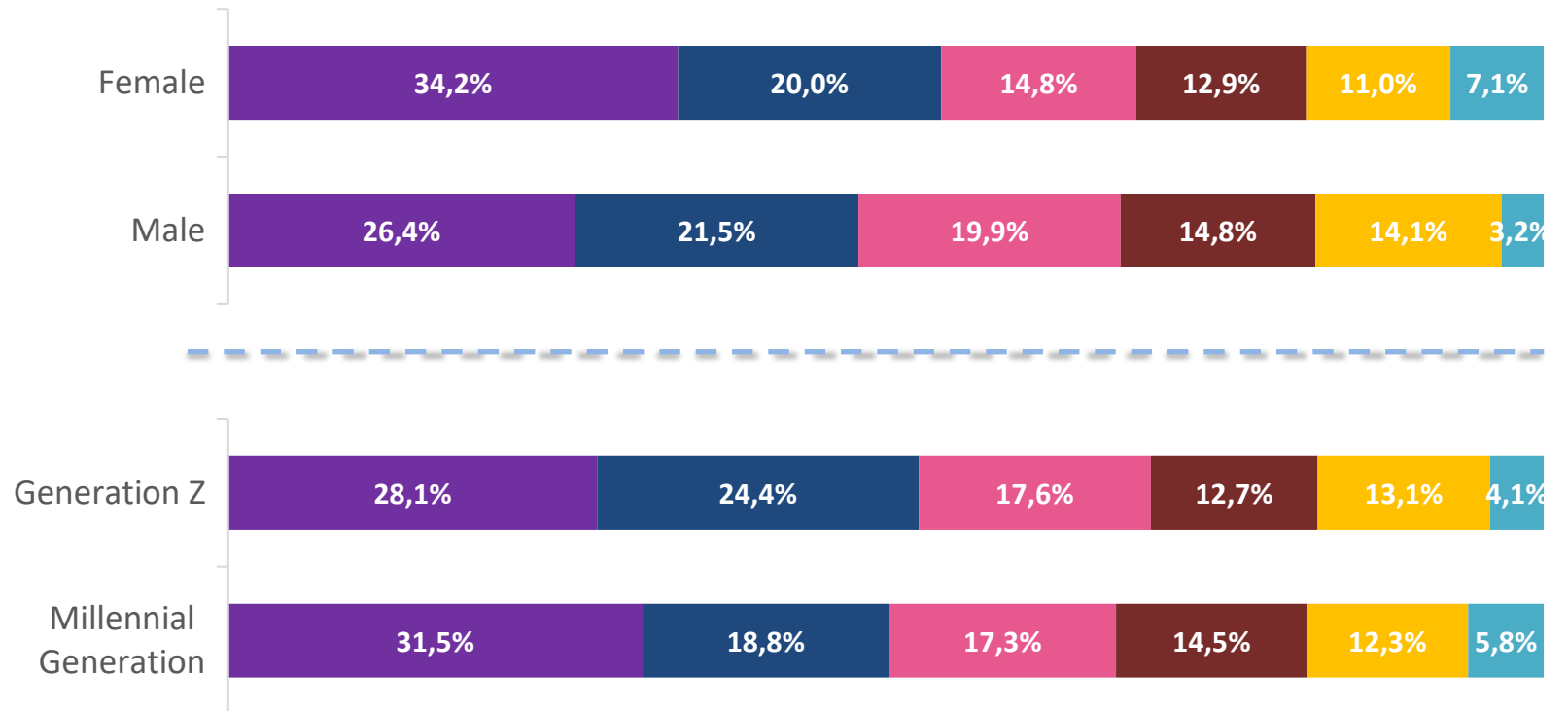
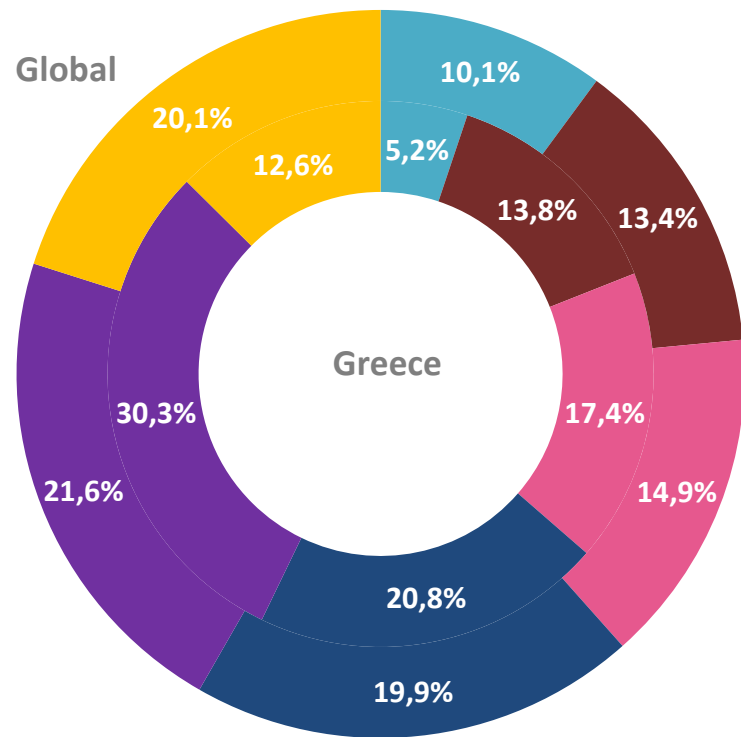
N: 621



Primary concerns about parenthood



- My biological clock
- The decision on timing, and when is too late
- The lifestyle adaptation that would be needed
- Social and familial pressure and expectations
- The effect on work-life balance
- The potential impact on my wealth and economic security

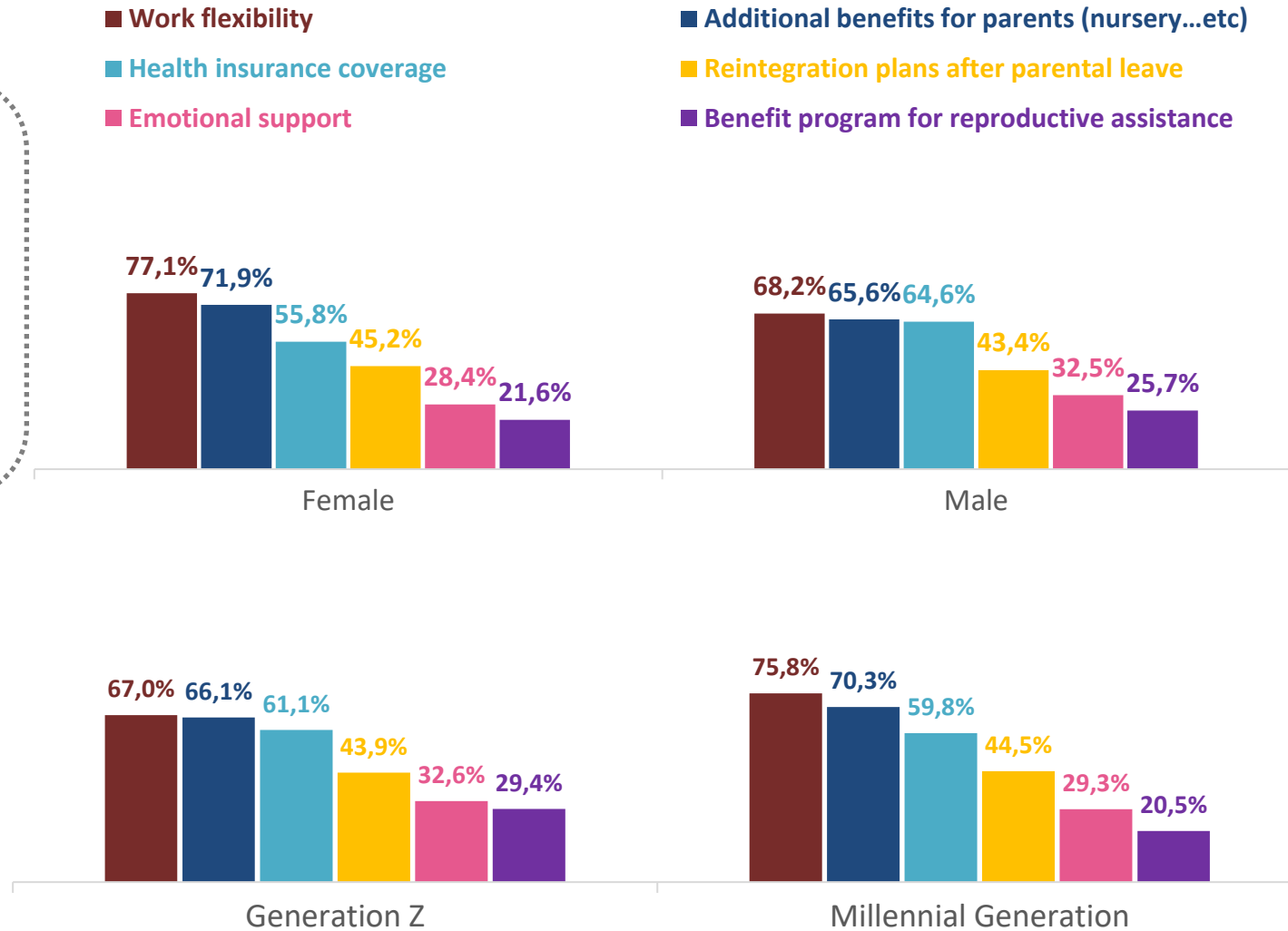
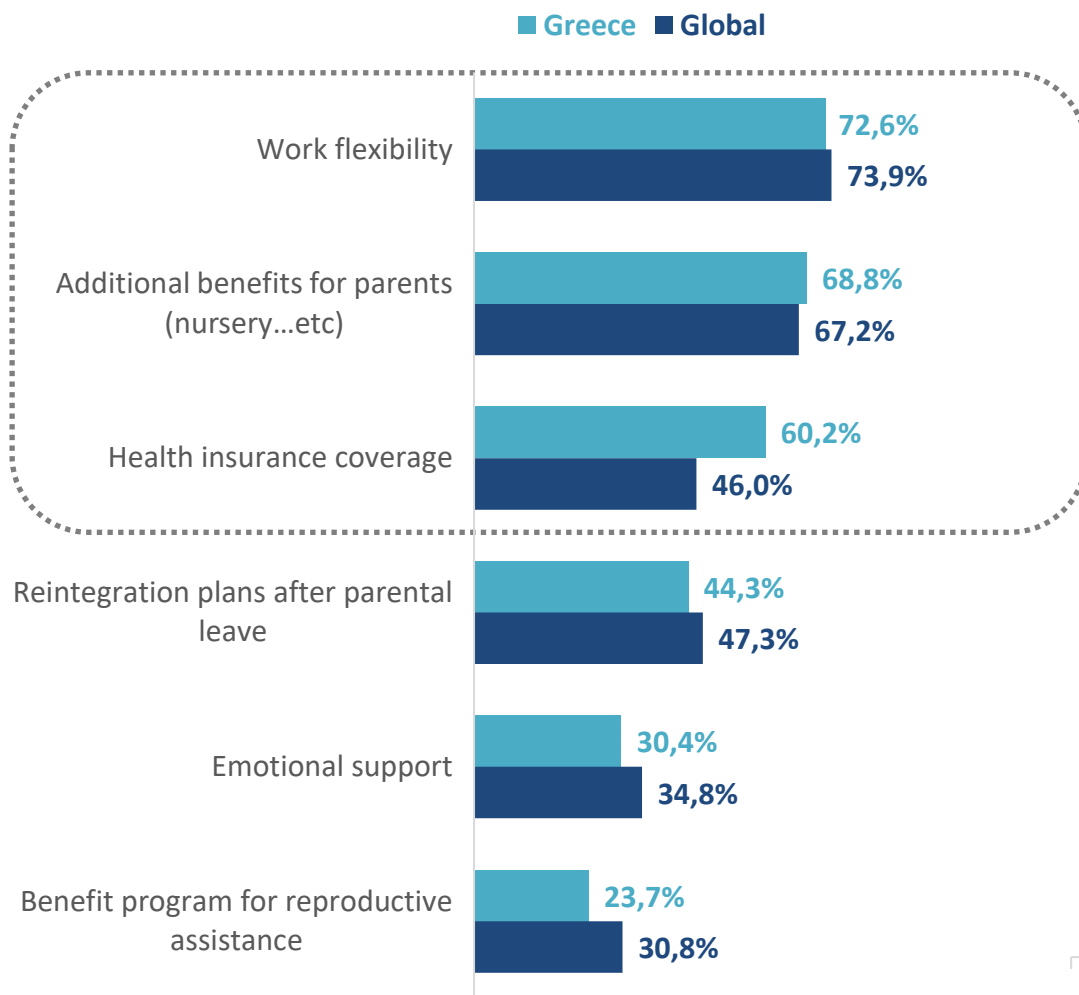


N: 621

What is the most significant worry for you when thinking about becoming a parent?



Supporting family planning: effective company strategies



N: 621

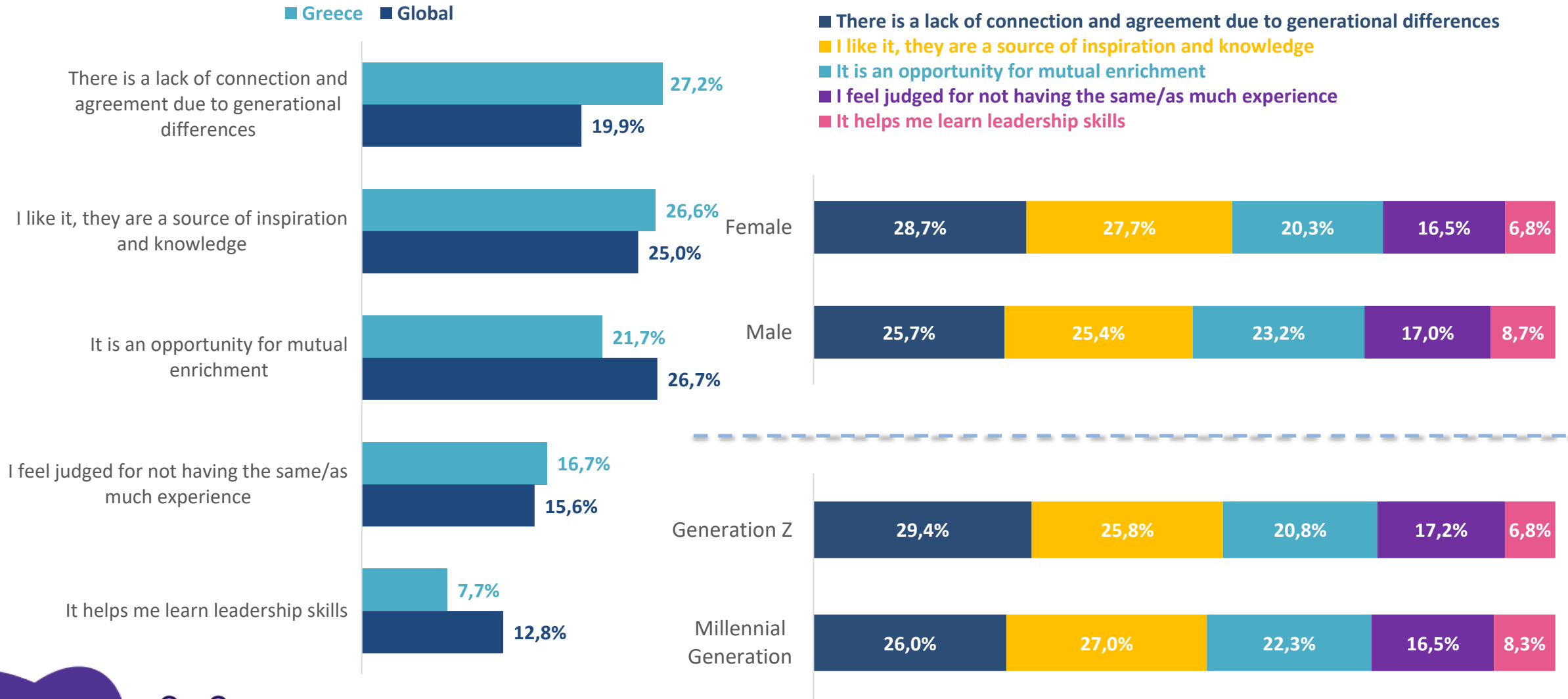
In your opinion, how best can a company help its employees in family planning? (Choose three)





4. Priorities at work

Intergenerational dynamics in the workplace



When you work with older generations (baby boomers, X...), which statement best describes how it feels to you?



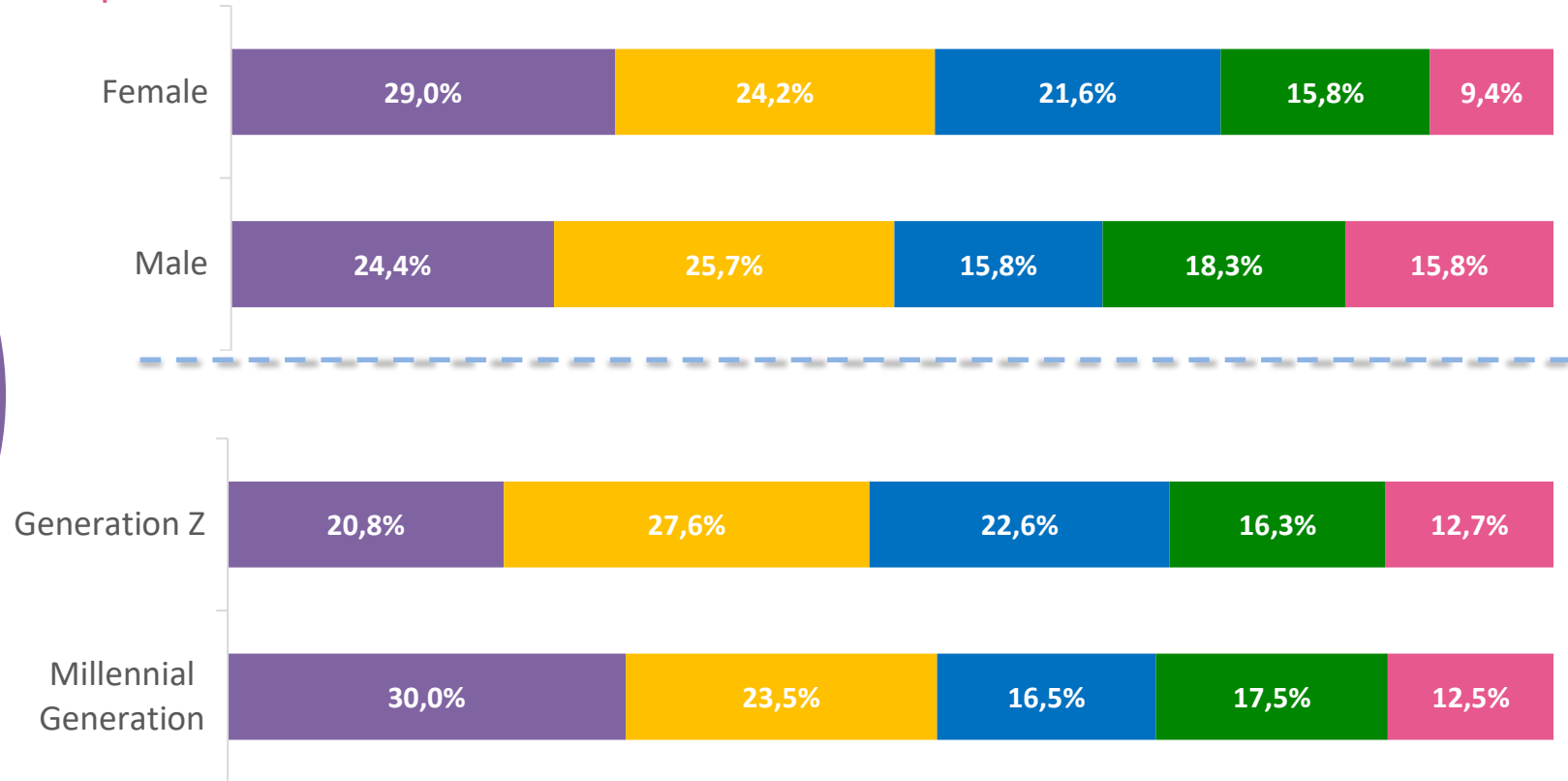
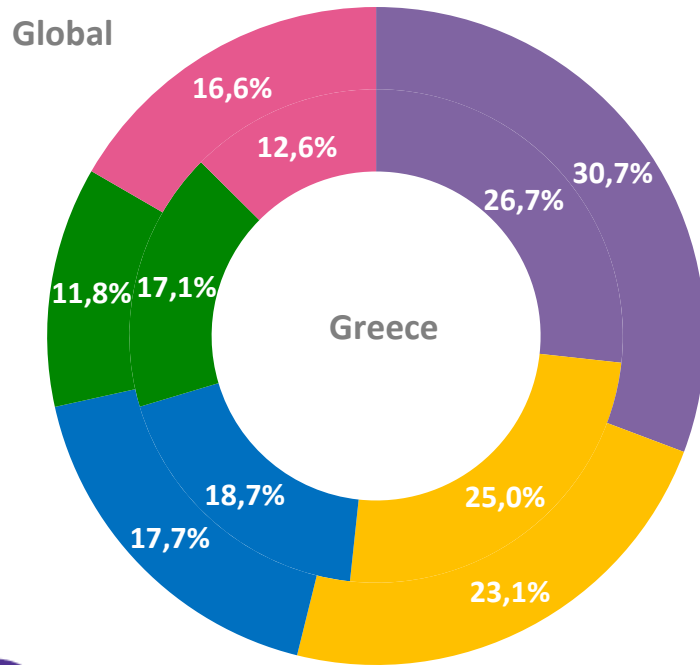
N: 621



Promoting intergenerational collaboration



- Integrate different generations into projects
- Promote diversity and inclusion with concrete programs
- Reverse mentoring, with new to workforce generations serving to as mentors to those with more experience
- Cross-mentoring projects
- Role modelling and leadership development



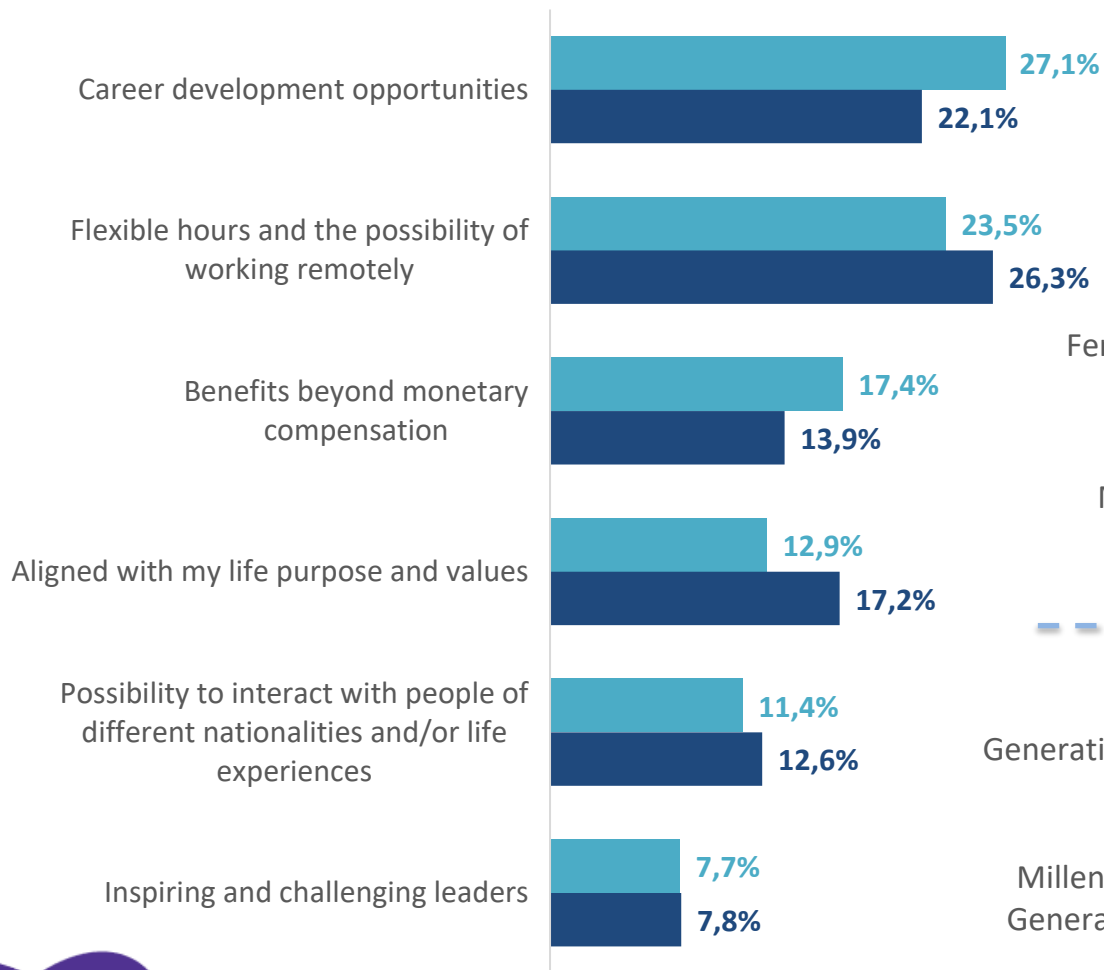
N: 621

What does a company culture need to integrate most, to best promote intergenerational collaboration?

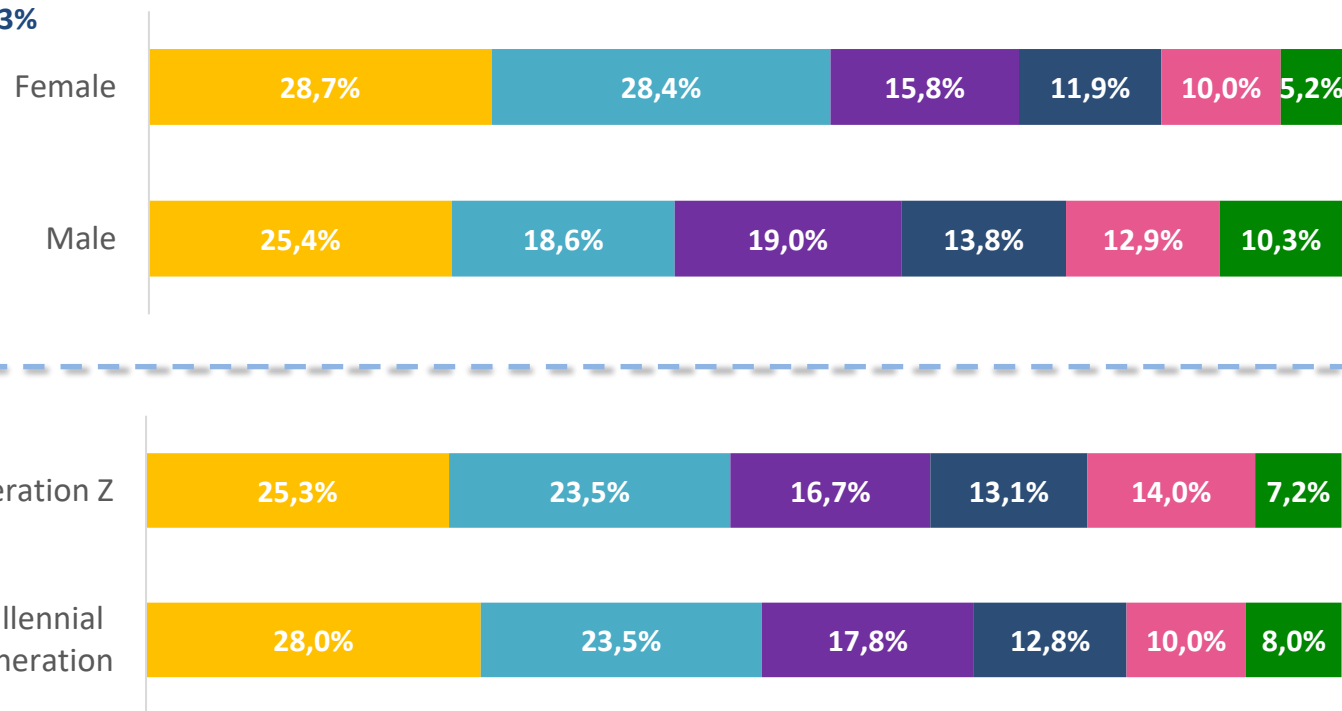


Key considerations in choosing a company:

■ Greece ■ Global



- Career development opportunities
- Flexible hours and the possibility of working remotely
- Benefits beyond monetary compensation
- Aligned with my life purpose and values
- Possibility to interact with people of different nationalities and/or life experiences
- Inspiring and challenging leaders



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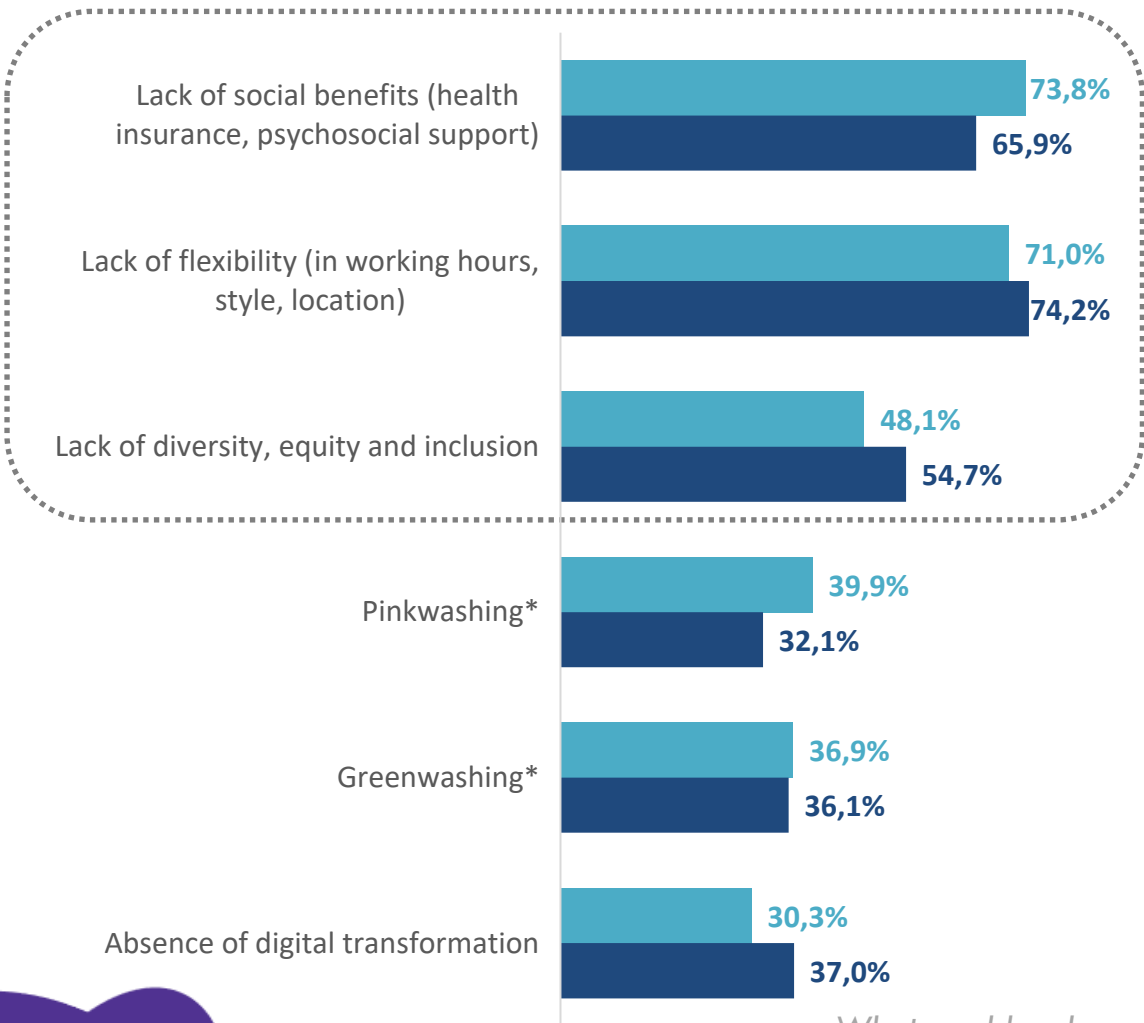
What do you consider the most important benefit when choosing to work in a company?





Determining factors in rejecting company

■ Greece ■ Global



■ Lack of social benefits (health insurance, psychosocial support)

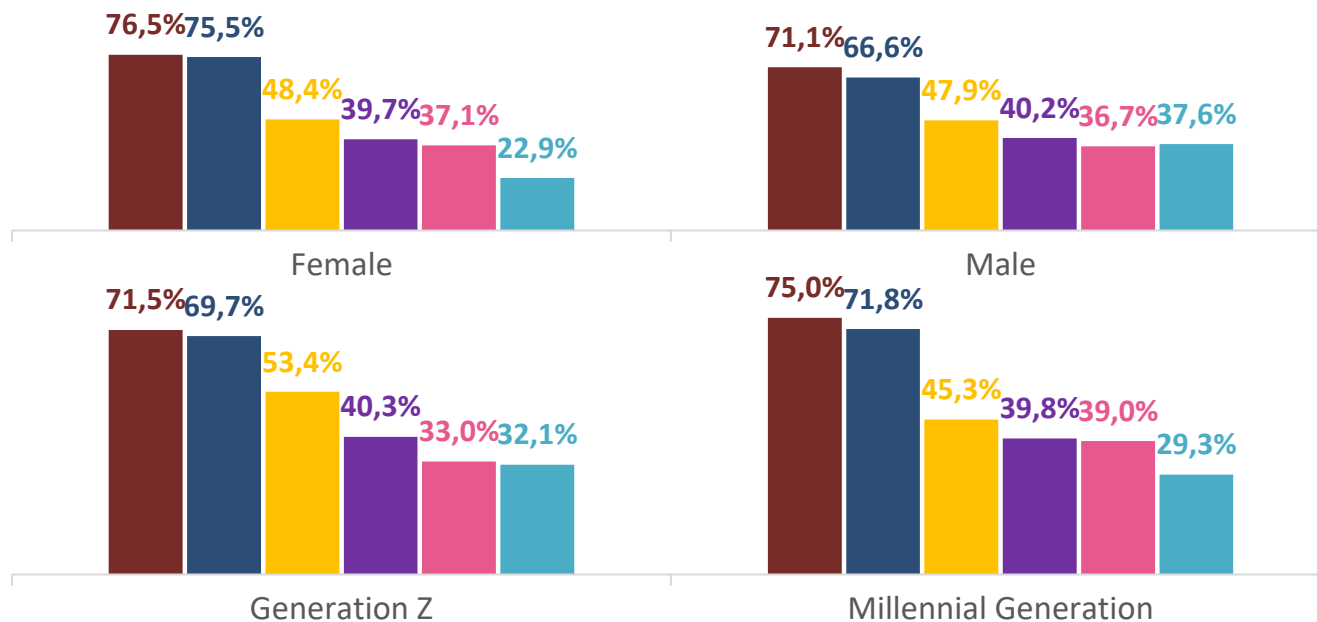
■ Lack of flexibility (in working hours, style, location)

■ Lack of diversity, equity and inclusion

■ Pinkwashing*

■ Greenwashing*

■ Absence of digital transformation



What would make you most likely to reject a company? (Choose 3)

*Greenwashing: behaviour or activities that make people believe that a company is doing more to protect the environment than it really is.

*Pinkwashing: "The deployment of superficially sympathetic messages for [ends] having little or nothing to do with lesbian, gay, bisexual, transgender, and queer (LGBTQ) equality or inclusion.



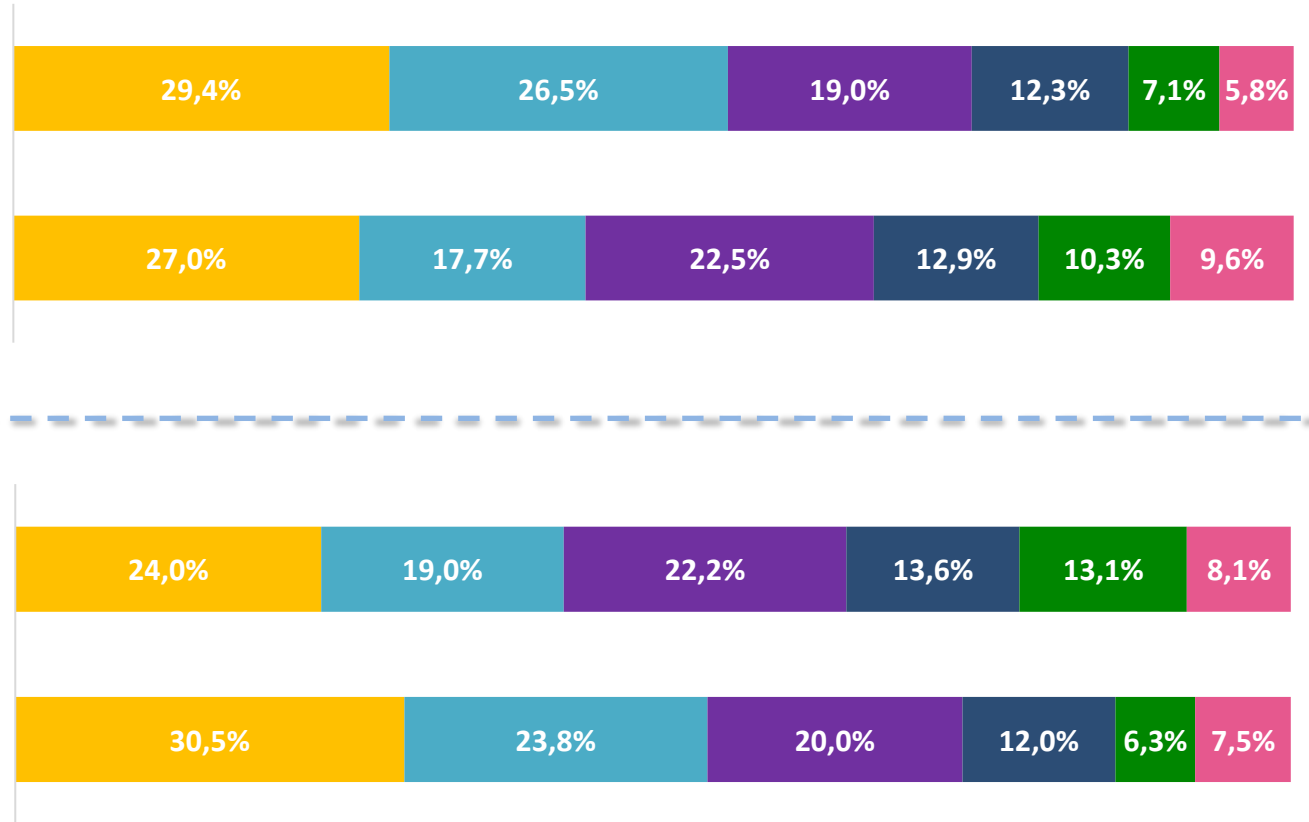
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Engaging with your direct boss



■ Greece ■ Global

- To be given real freedom to express my ideas and opinions outside of the hierarchical gap
- Total flexibility and to be able to work by objectives
- To be challenged, even at the risk of failure
- To give and receive honest feedback without fear
- To apply more consistency with the company's values
- To offer me more inspiration



N: 621

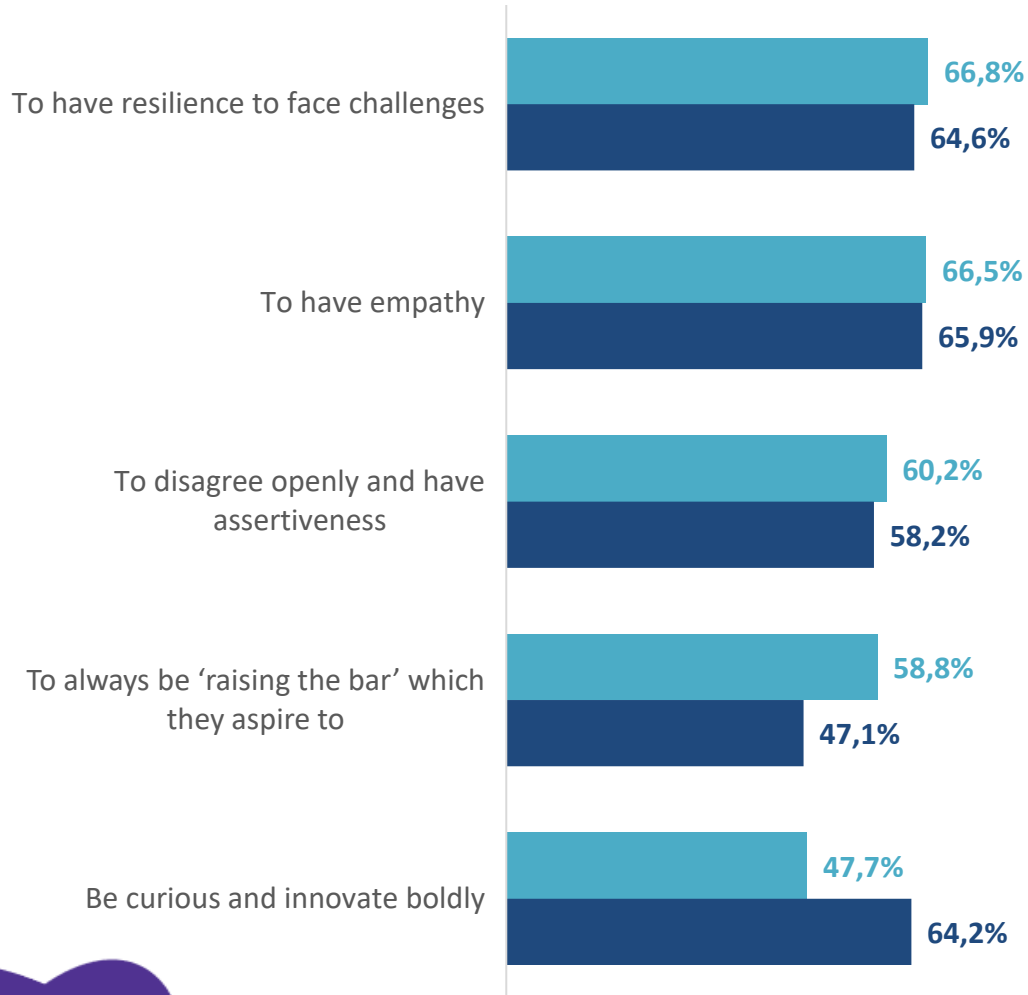
If you had one thing to ask your direct boss, what would it be?



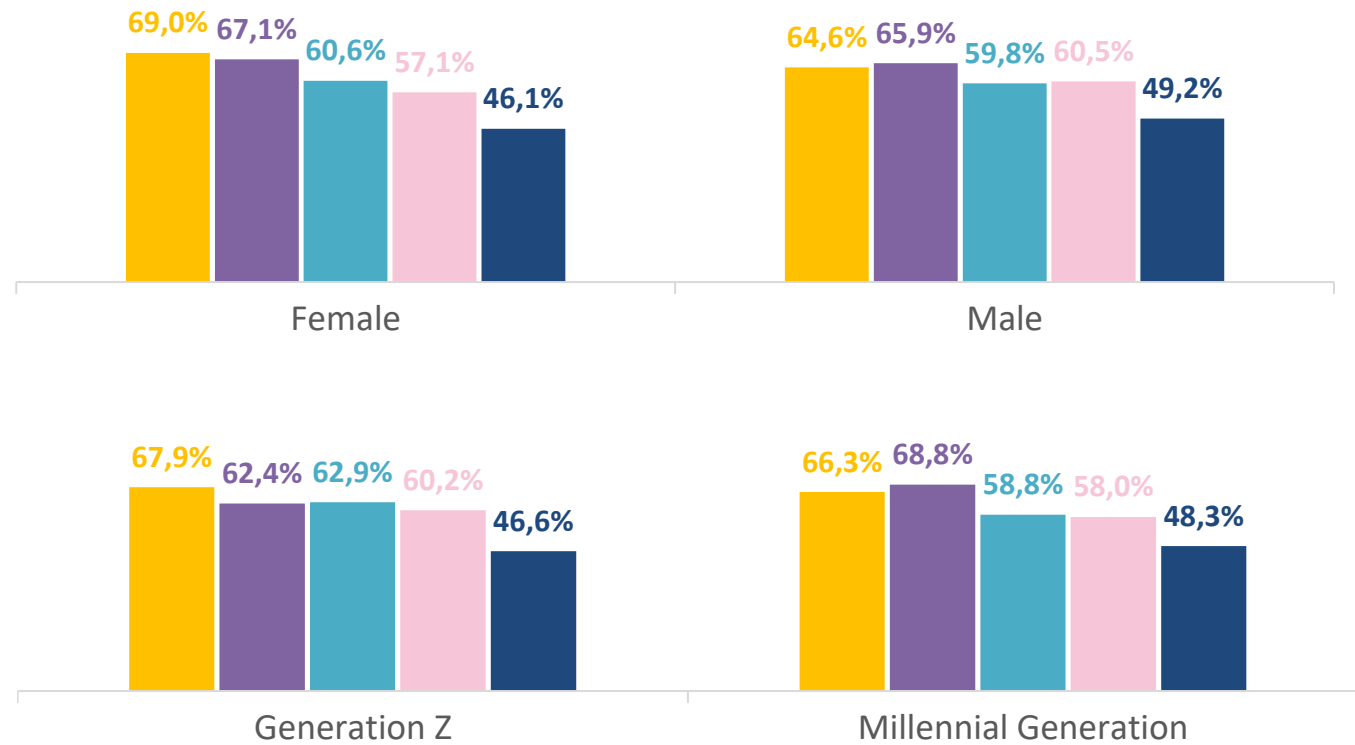
Building an ideal team



■ Greece ■ Global



■ To have resilience to face challenges
 ■ To have empathy
 ■ To disagree openly and have assertiveness
 ■ To always be 'raising the bar' which they aspire to
 ■ Be curious and innovate boldly



N: 621

If you could choose three essential values or attitudes that an ideal team should have in order to change society, what would they be? (Choose three)



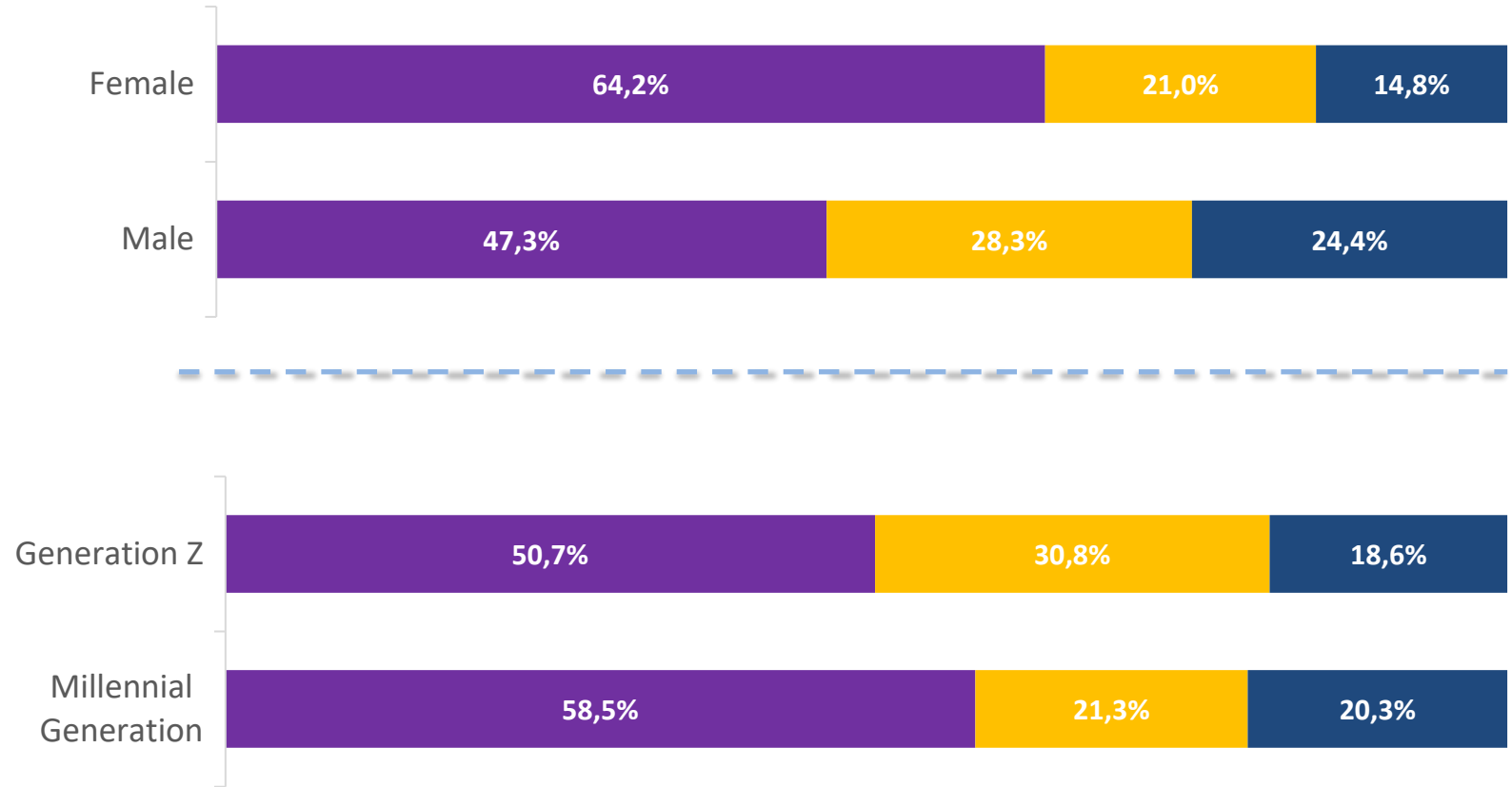
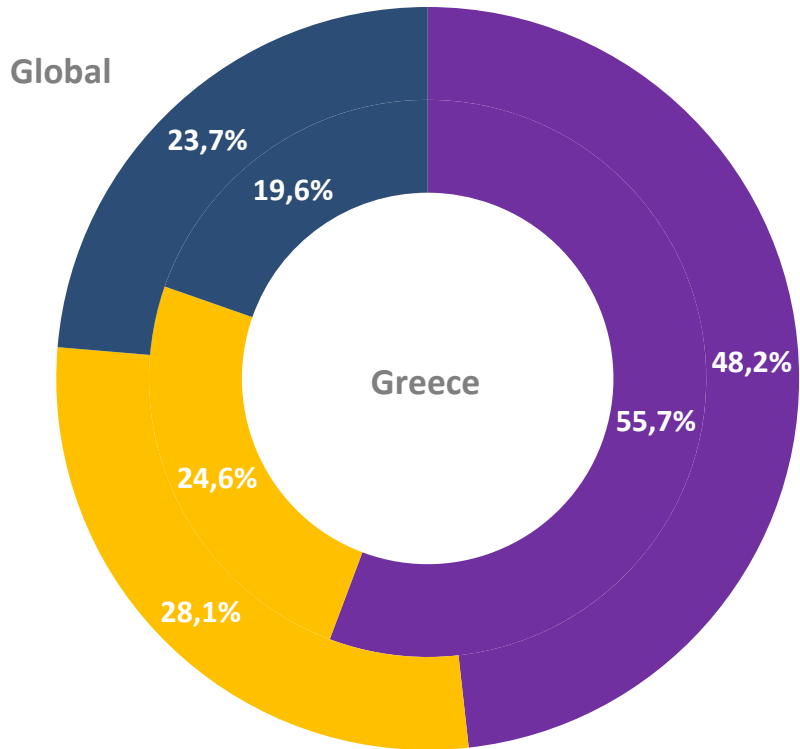
A grayscale photograph of four students sitting around a table in a library. They are looking at books and a laptop, appearing to be in a collaborative study session. The background shows bookshelves filled with books.

5. Planet pulse: racing against climate change

Where will we be in twenty years?



- A planet where the effects of climate change will seriously compromise health and wellbeing
- A planet where scientific and technological advances will have succeeded in curbing environmental threats
- A planet that is the same we currently inhabit



In twenty years' time, do you think we'll find ourselves in...

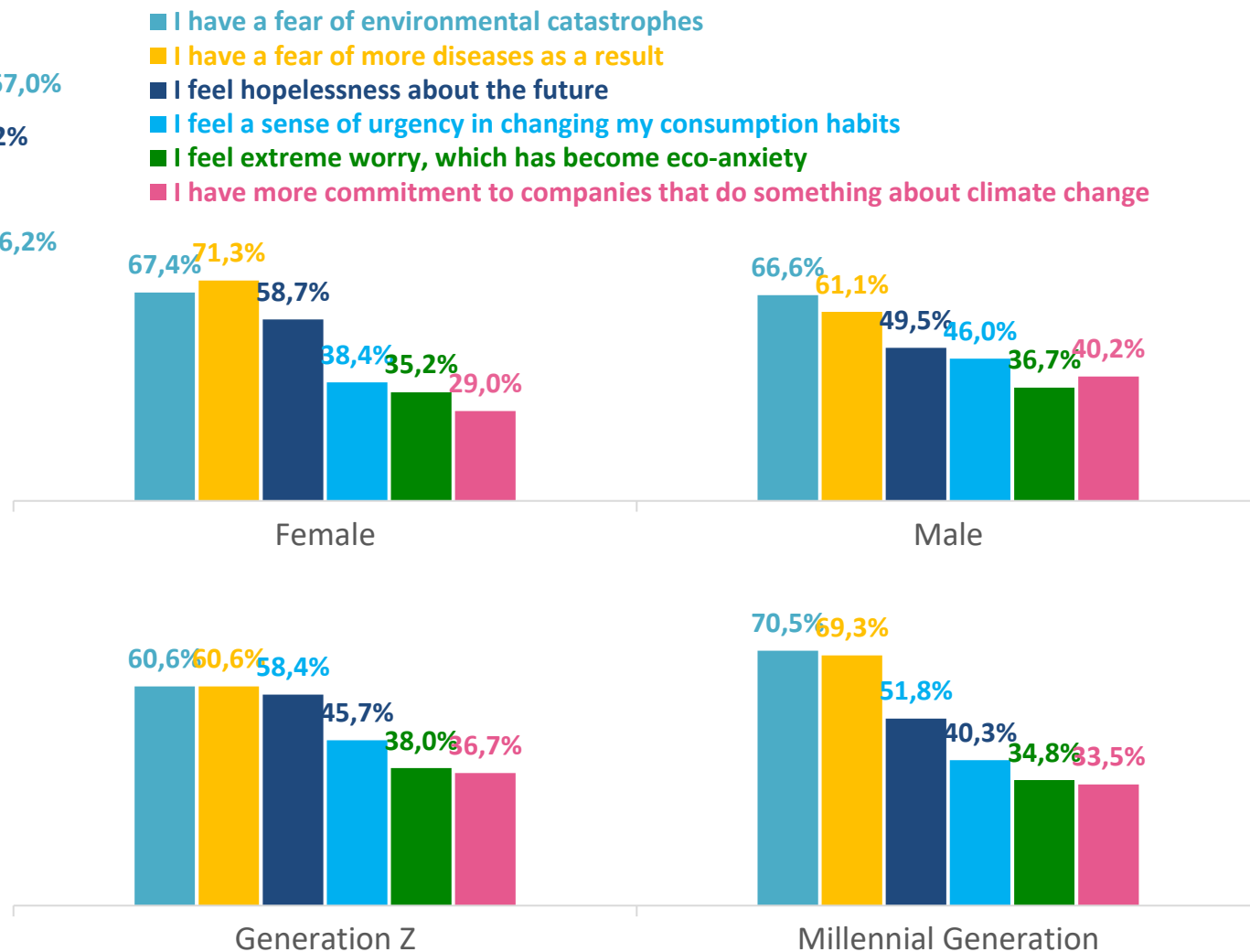
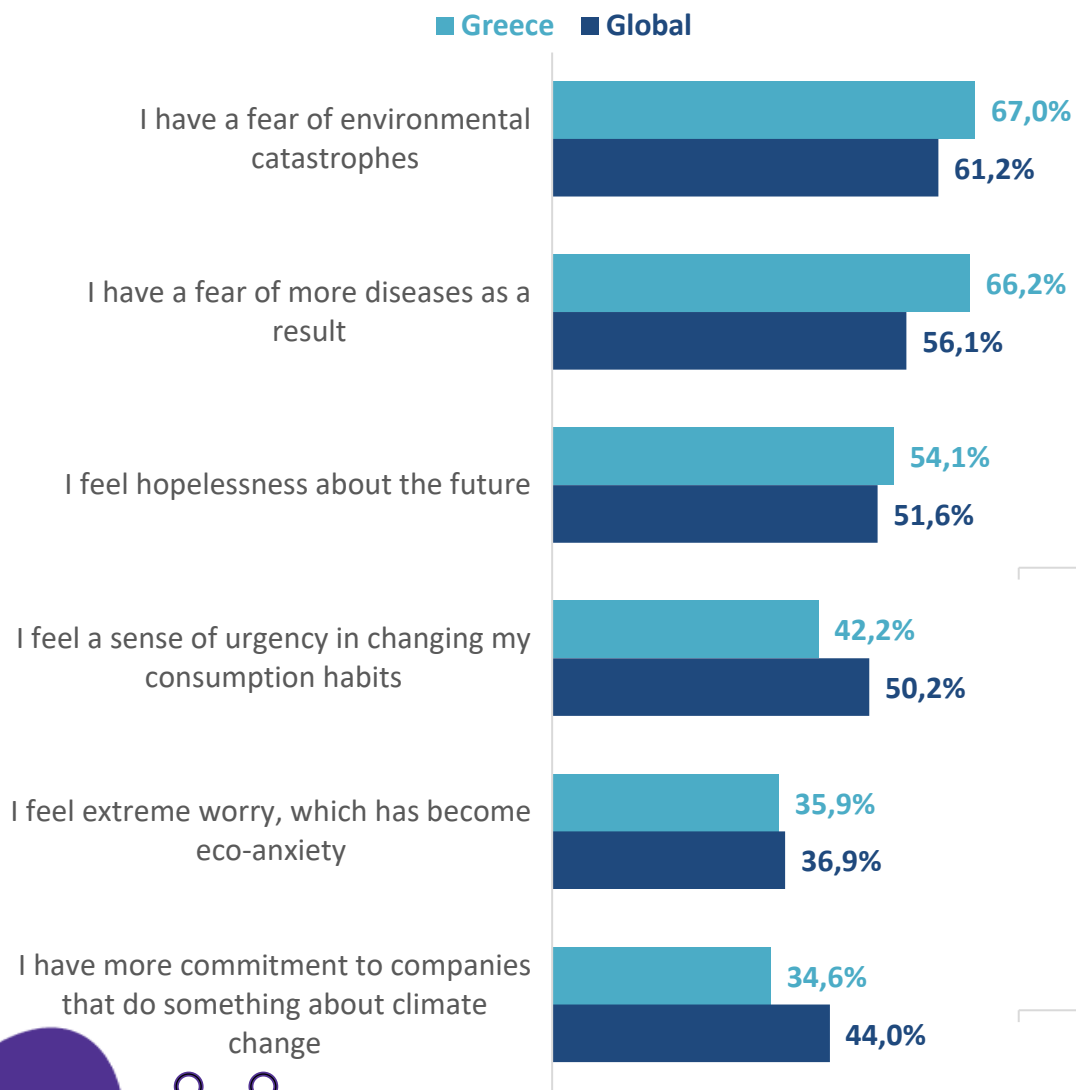


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Climate crisis impact: emotions and actions



How do the consequences of the climate crisis make you feel or act in your life? (Choose three)



N: 621



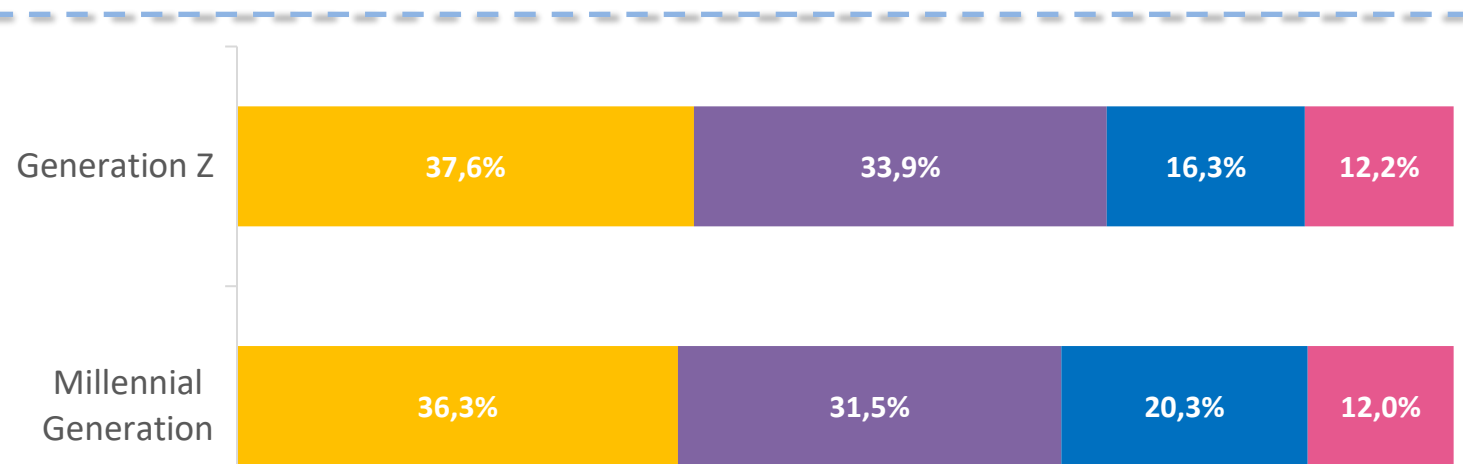
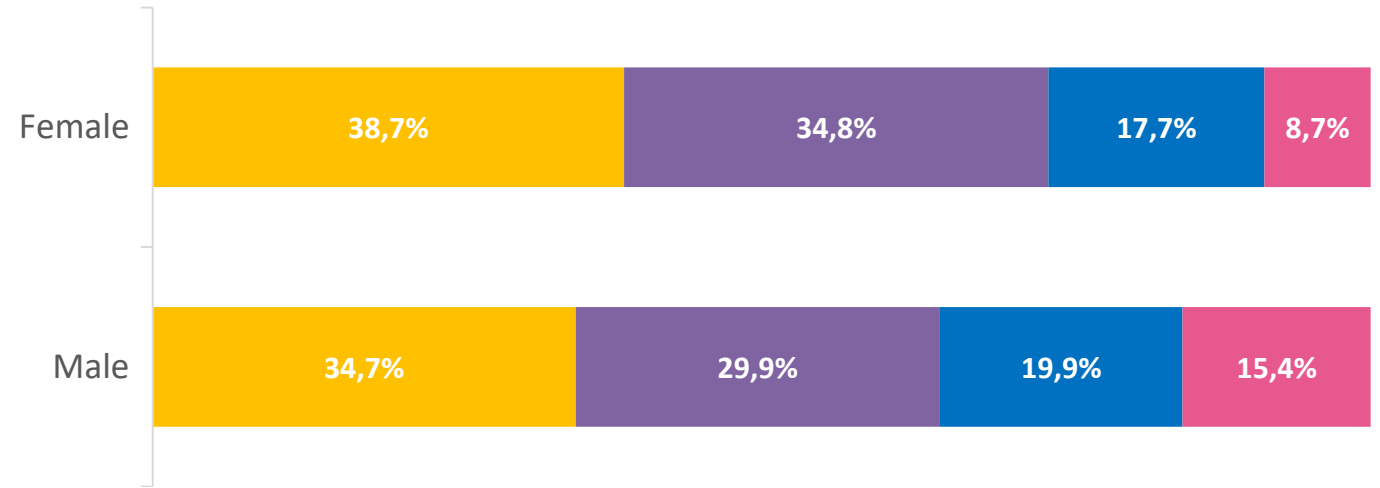
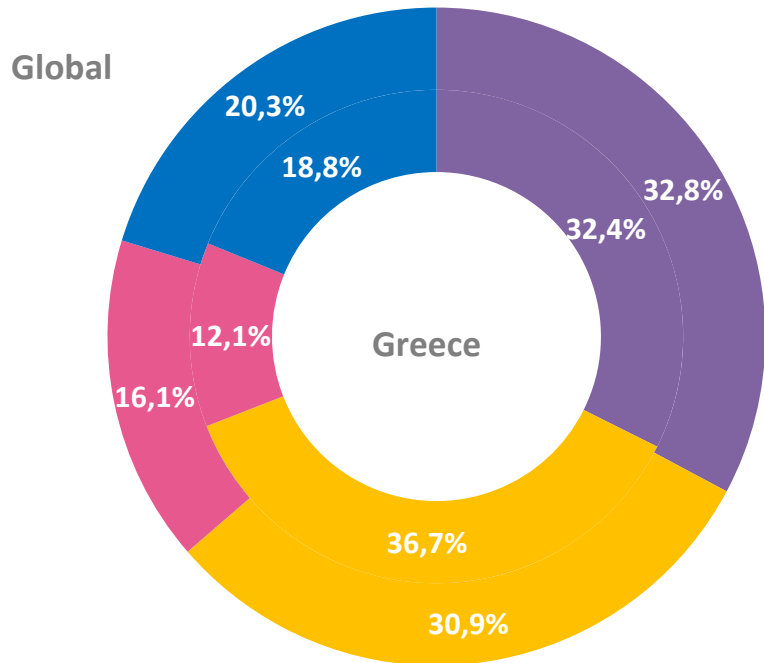


6. Best Friends: Youth and Technology (IA, SoMe...)

Artificial intelligence: transforming healthcare in the future



- Helping to identify patterns and early signs of disease
- Improving the efficiency of medical research and drug development processes
- Optimizing the doctor/patient relationship
- Personalising medical treatments according to individual information



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How do you think artificial intelligence could revolutionise healthcare in the future?

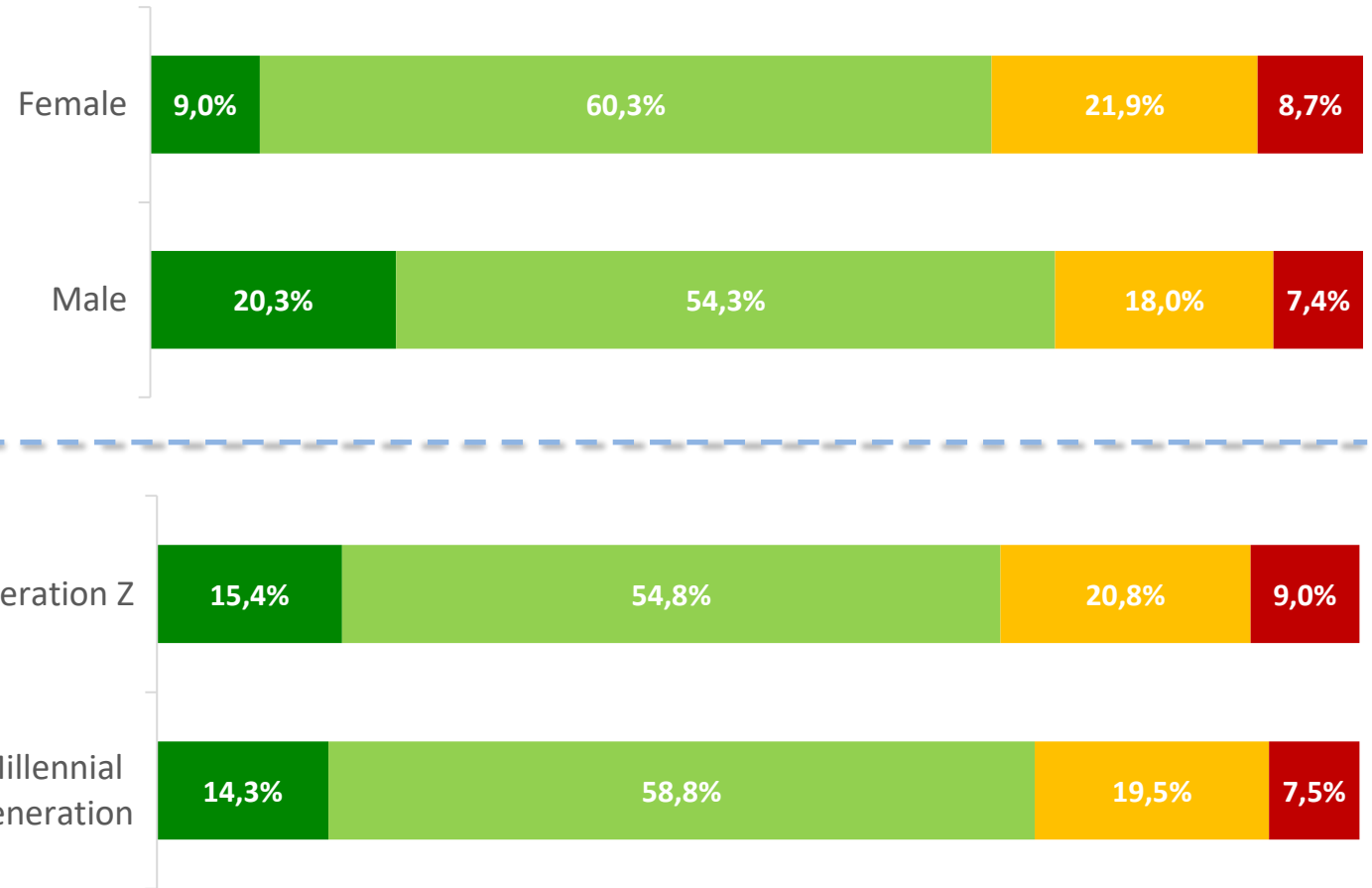
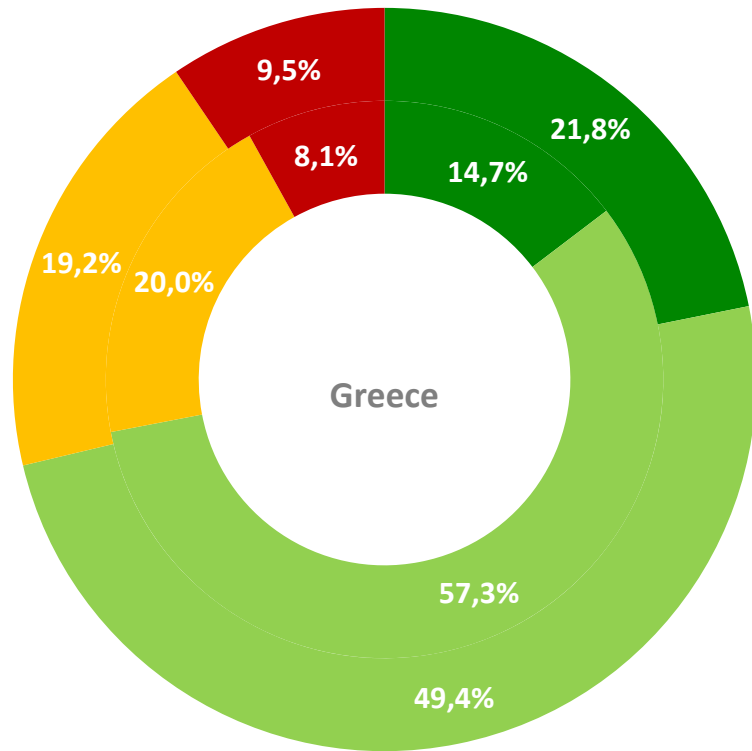


Use of artificial intelligence for medical diagnoses



- Yes, I trust the accuracy of the technology
- Yes, but only as a support for human medical decisions
- I am not sure
- No, I prefer medical care without Artificial Intelligence

Global

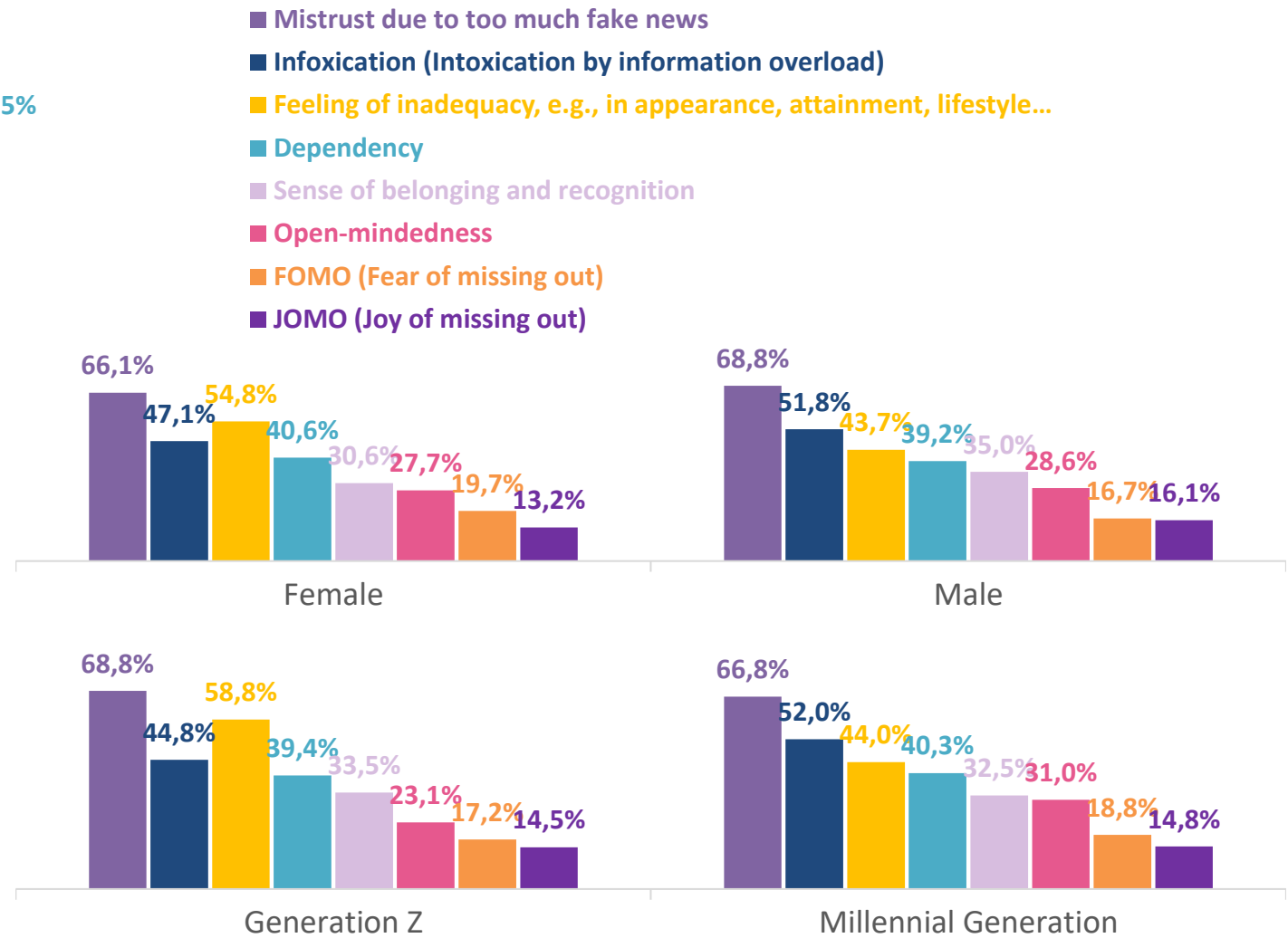
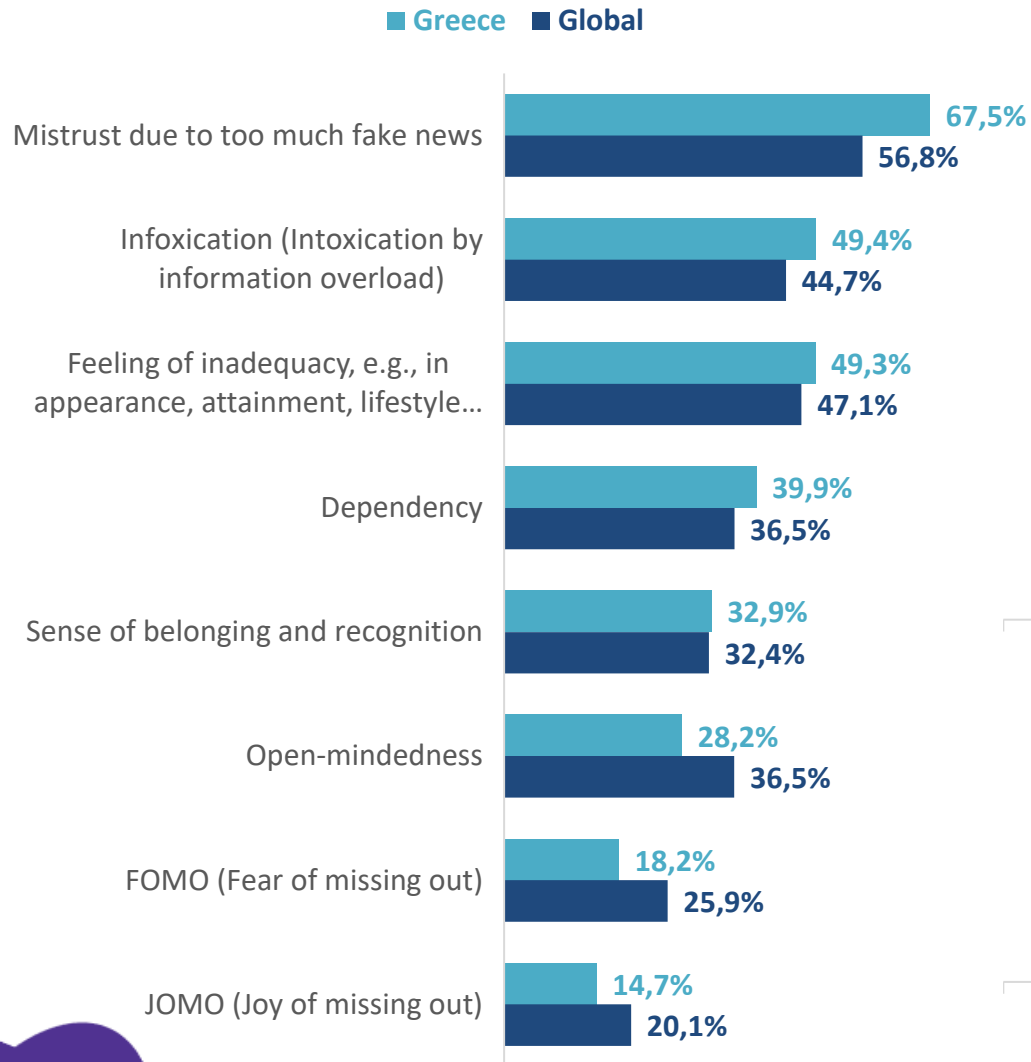


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Would you be willing to use artificial intelligence systems to receive medical diagnoses or treatment recommendations?



Effects of social media



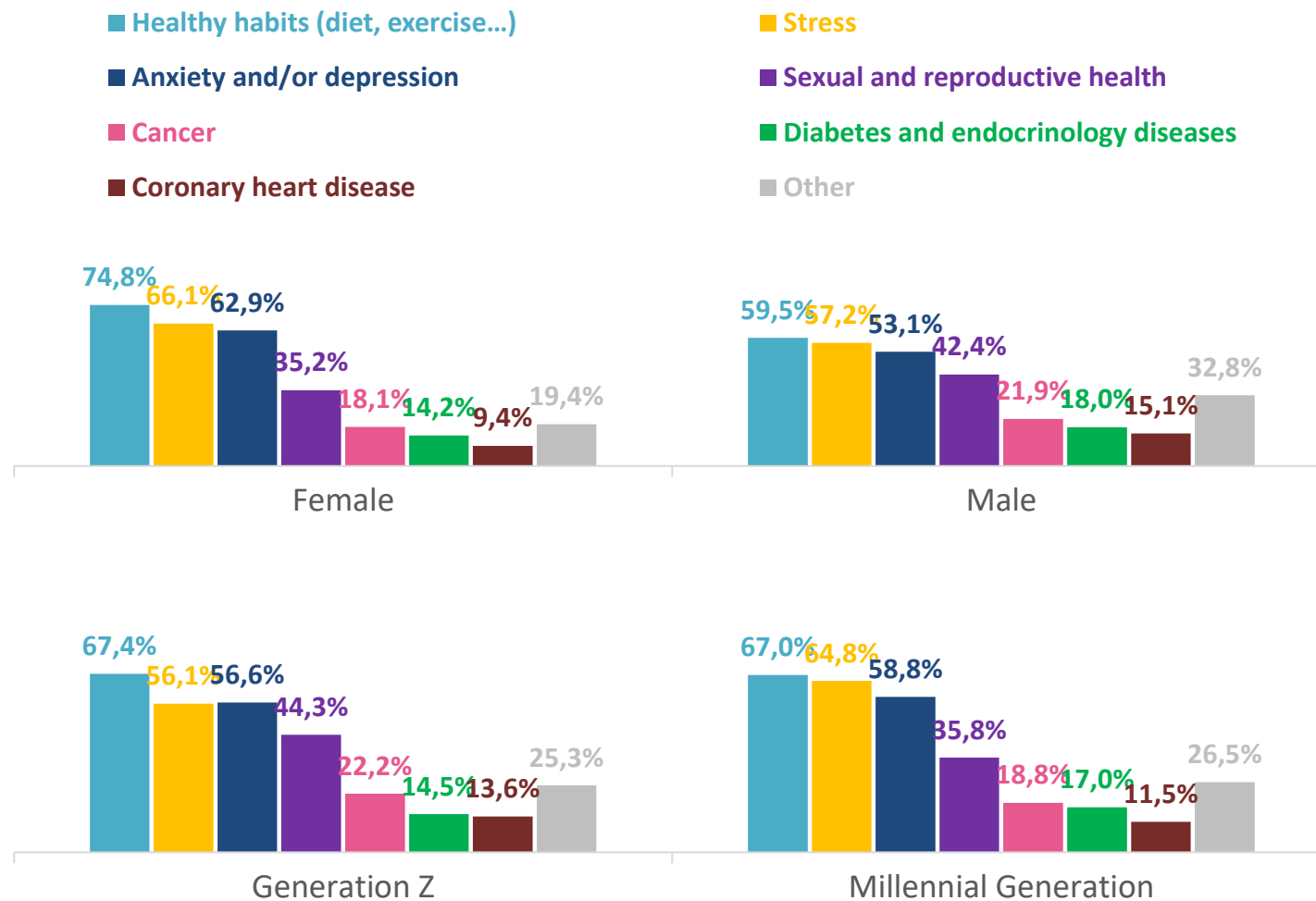
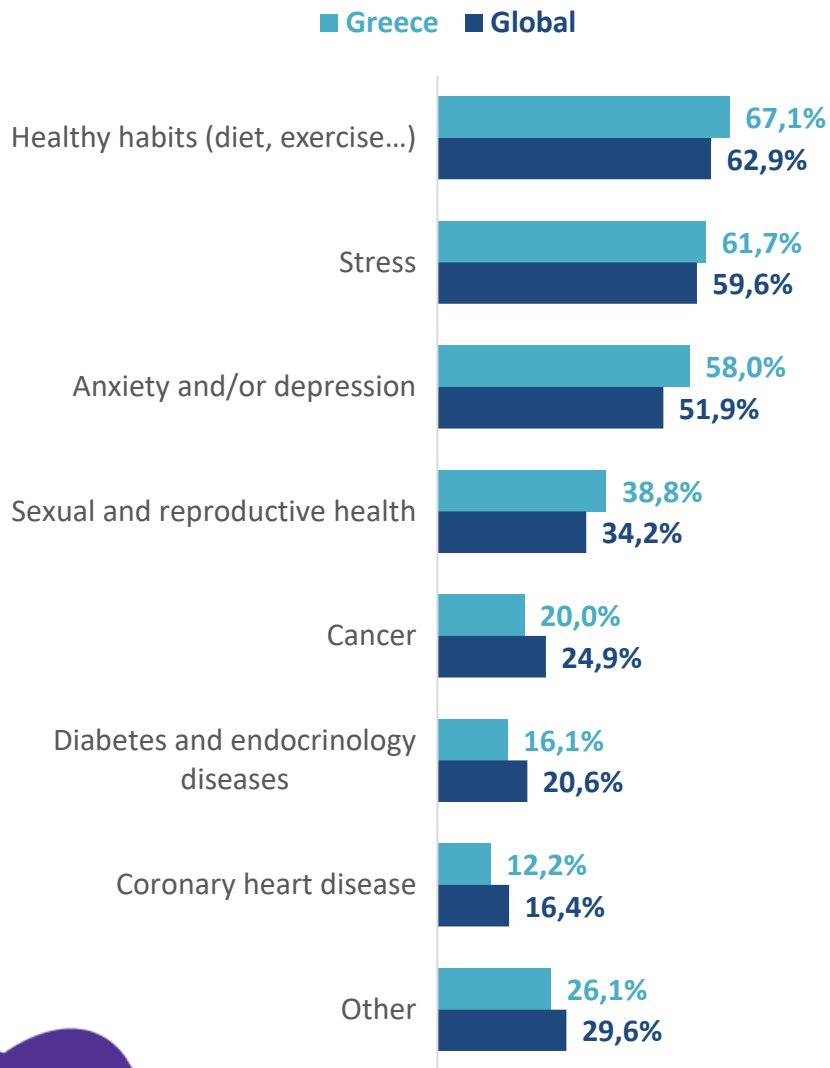
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What effect does social media have on you? (Choose three)





Top health topics on social media



Which health topics do you consult most on social media? (Choose three)

N: 621



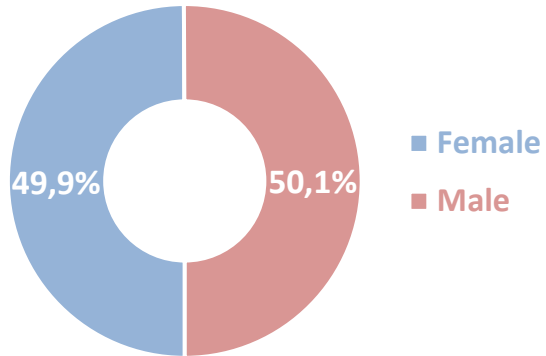


INTERVIEWEE
PROFILE

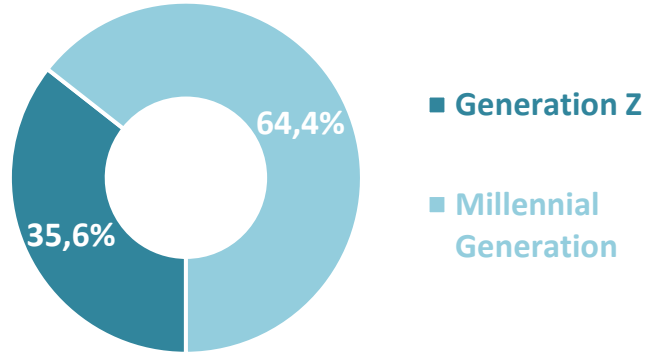
Interviewee profile



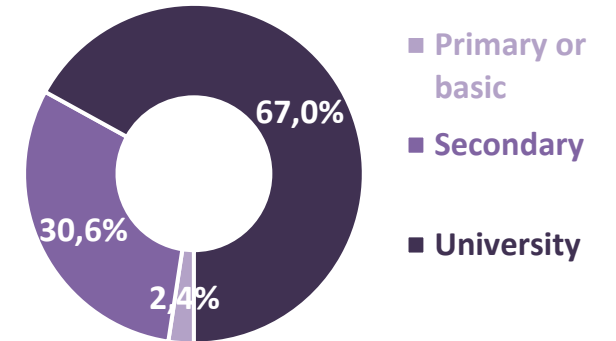
Sex



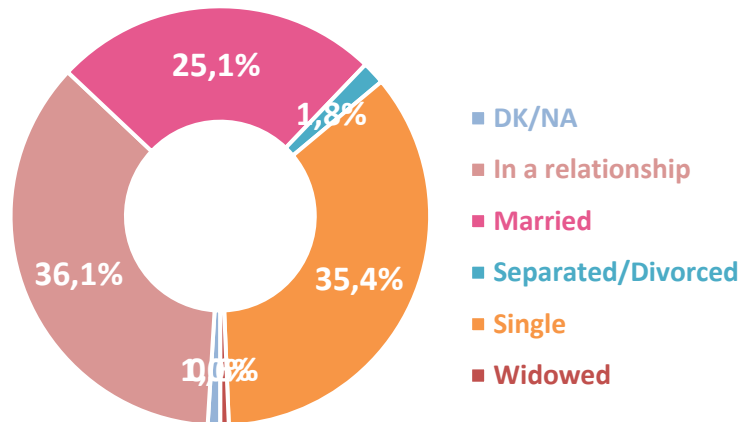
Age



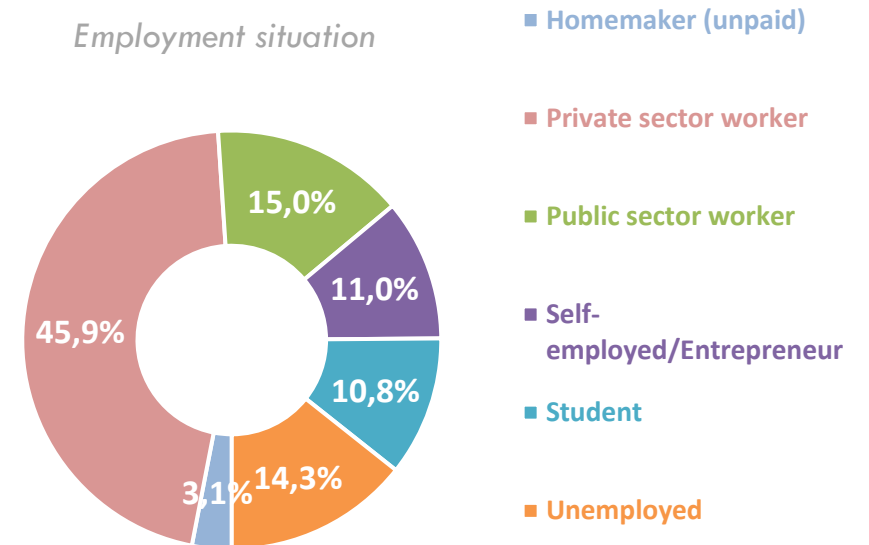
Level of education



Civil status



Employment situation



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