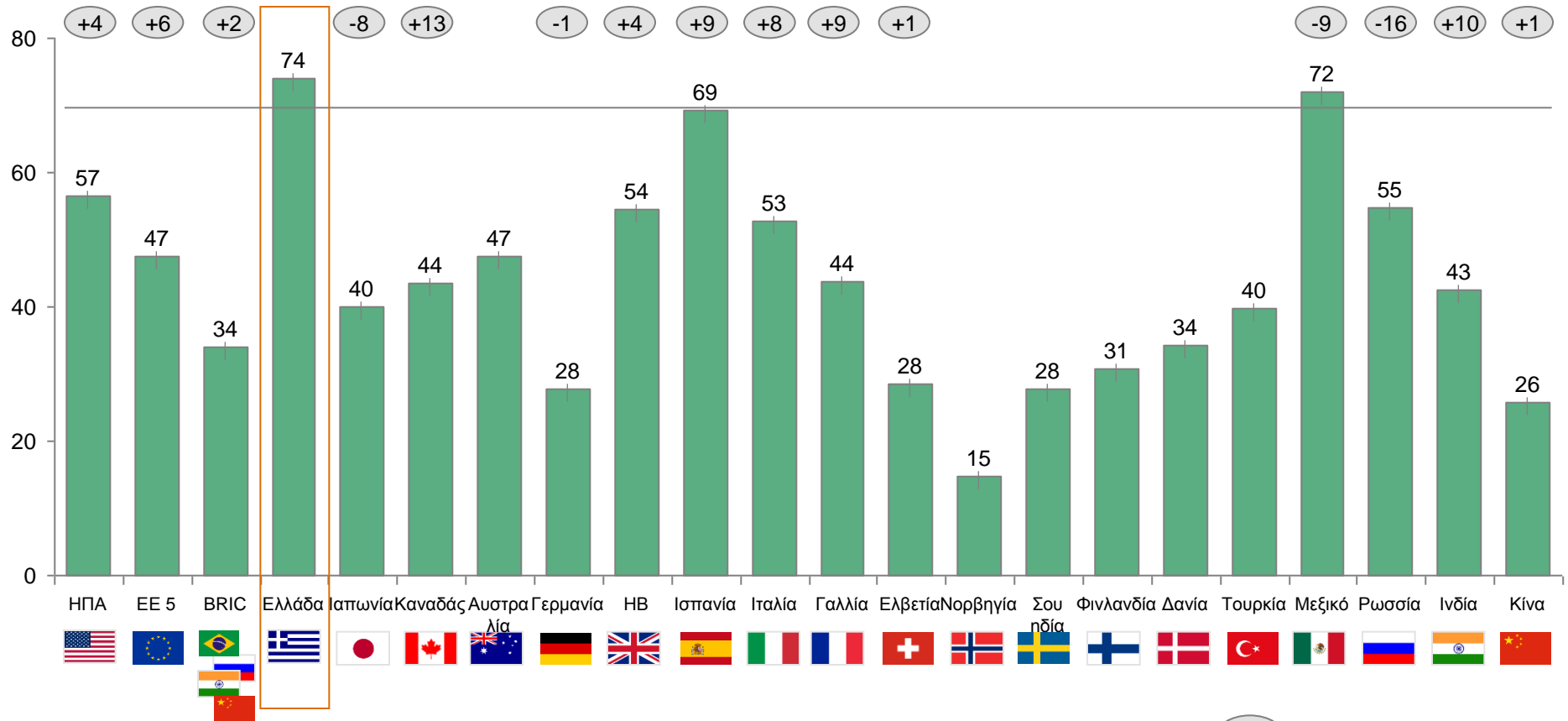


# Οι Έλληνες νιώθουν περισσότερο τον αντίκτυπο της παγκόσμιας οικονομικής κρίσης

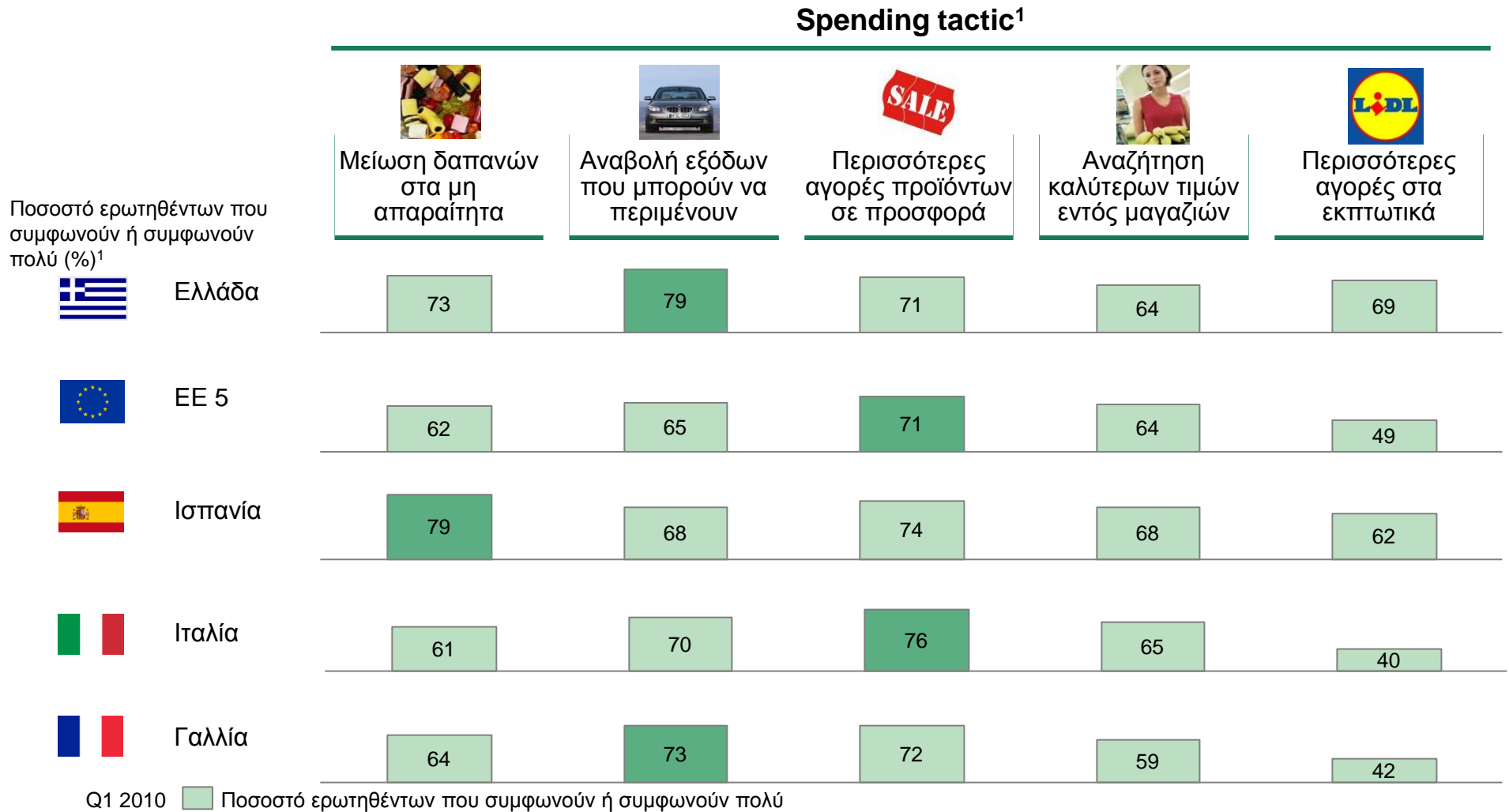
Ποσοστό των ερωτηθέντων που νιώθει πως έχει επηρεαστεί προσωπικά από τη παγκόσμια οικονομική κρίση<sup>1</sup>



XX Αλλαγή από το 2010

1. Survey question: Have you been personally affected by this global economic downturn? Response options include: Yes / No. Only respondents who were aware of the existence of the global economic downturn were asked.  
 Note: Bottom income quartile cut and sample reweighted to represent real income distribution in each country  
 Source: BCG Global consumer sentiment survey 2011

# Οι Έλληνες θα αναβάλλουν τις αγορές που μπορούν να περιμένουν και θα μειώσουν τις δαπάνες στα μη απαραίτητα

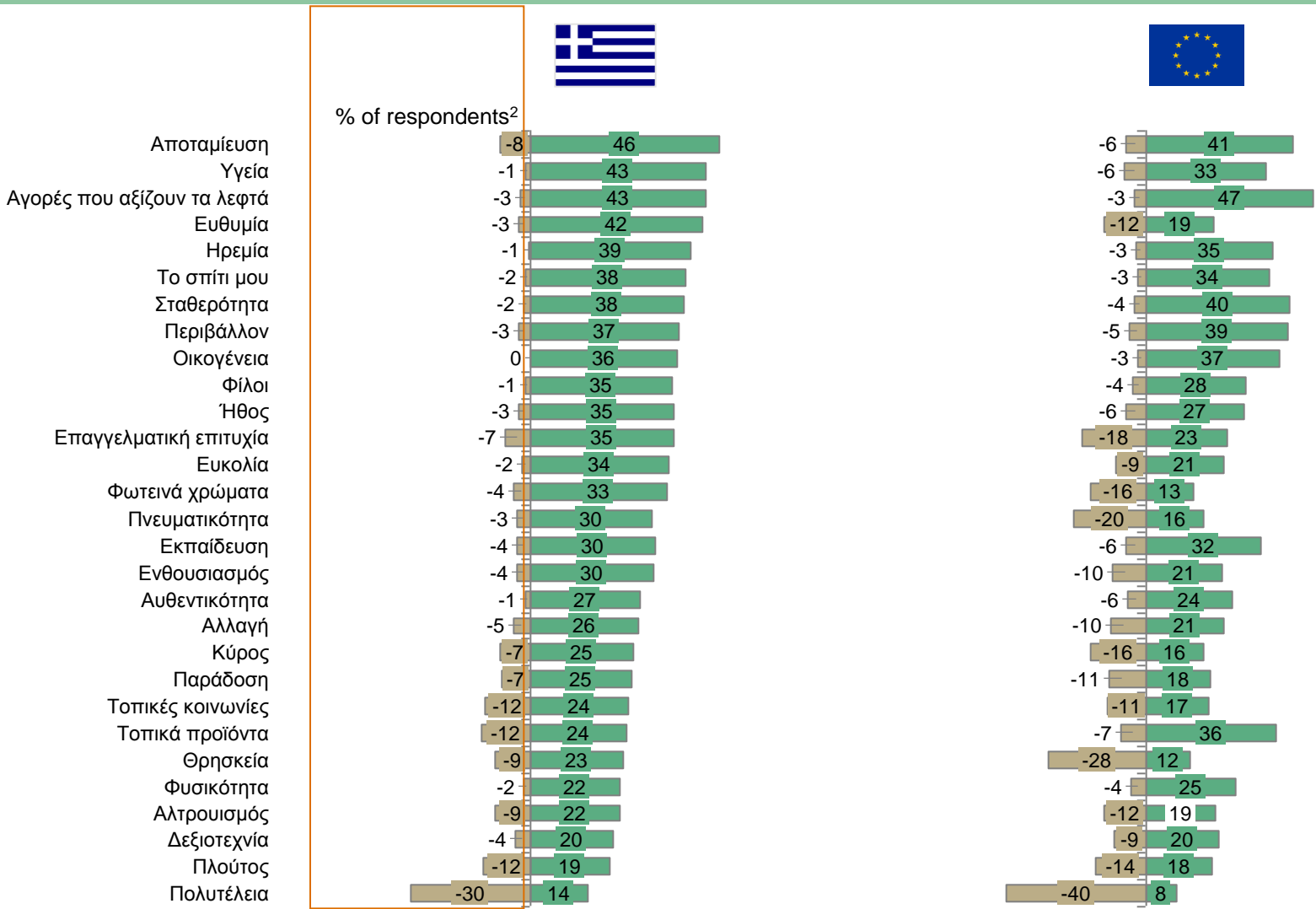


1. Thinking of the near future, please indicate how much you agree or disagree that each statement describes how you expect to change your buying behavior in the next 12 months  
 Note: Europe includes Germany, UK, Spain, Italy, France; Bottom income quartile cut and sample reweighted to represent real income distribution in each country  
 Source: BCG Global consumer sentiment survey 2011

# Αποταμίευση, υγεία και αγορές που αξίζουν τα λεφτά τους οι κορυφαίες αξίες σε Ελλάδα και Ευρώπη

More important<sup>1</sup>

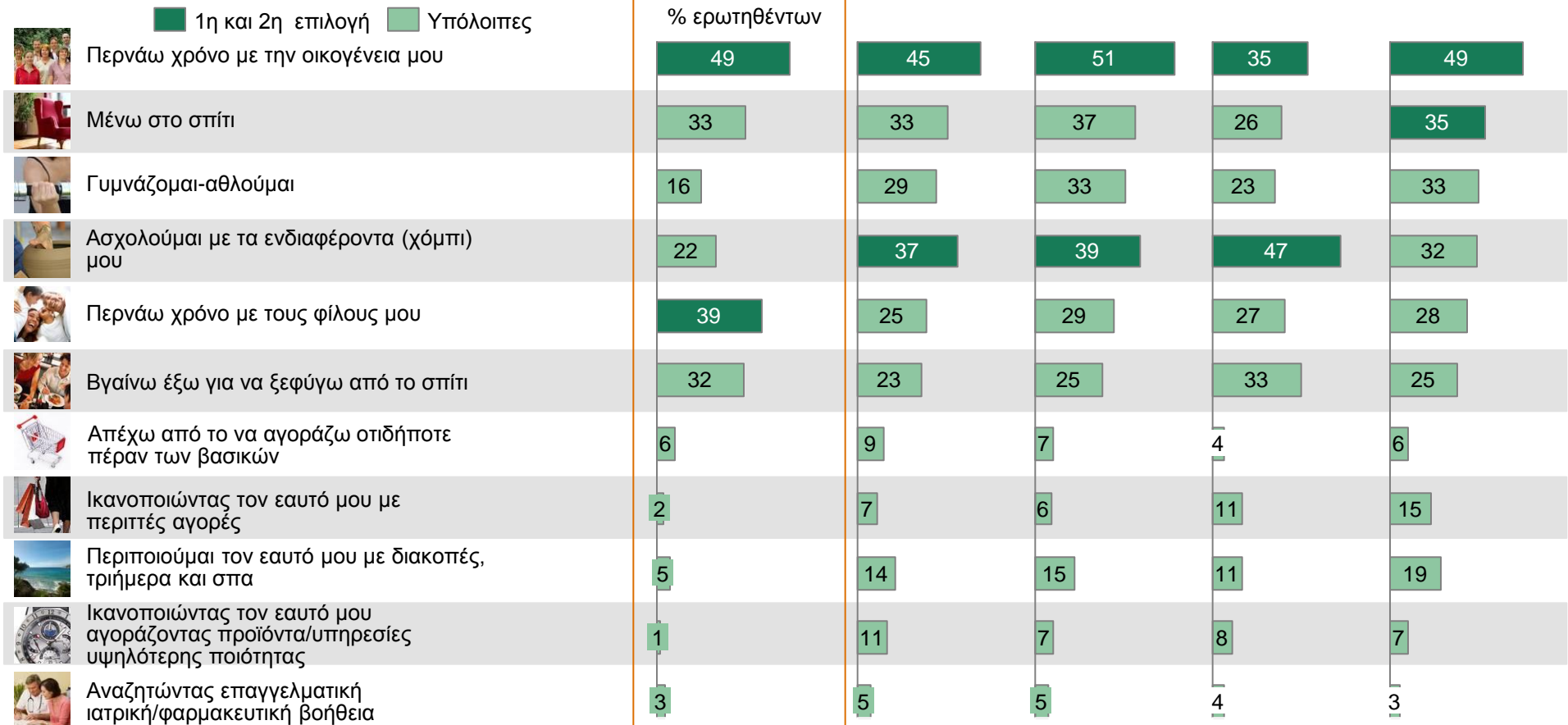
Less important<sup>1</sup>



1. Than two years ago 2. Survey question: Below is a list of terms and values. For each, please indicate if this is something that you would see as being more or less important to you than it was two years ago. Note: Graph excludes answer "no change"; Bottom income quartile cut and sample reweighted to represent real income distribution in each country  
Source: BCG Global consumer sentiment survey 2011

# Οι Έλληνες προτιμούν την οικογένεια και τους φίλους για να αντιμετωπίσουν το στρες

## Τι κάνετε όταν νιώθετε στρες/άγχος;<sup>1</sup>



1. Survey question: Amongst the following items, what do you do when you feel stress/anxiety? Please enter a minimum of one answer and a maximum of three answers. Note: EU includes EU Big5 (Germany, UK, Spain, Italy and France); Developing markets include Brazil, India, Russia and China; Bottom income quartile cut and sample reweighted to represent real income distribution in each country

Source: BCG Global consumer sentiment survey 2011