

Greeks & electric cars

Attitudes, beliefs & intentions
Based on a National Survey



Our sources

YouGov[®]

 **FocusBari**
people • inspiration • creativity

The fastest growing online research company worldwide, offering data and survey results in a large variety of commercial, social and political subjects through :

- An exclusive global panel of 11+ million people
- **Real time** & continuous update on people's opinions on a large variety of international and local brands, organisations, and social matters

Focus Bari systematic surveys on the “pandemic year” via online panel and vast social research background:

- April 2020 – March 2021 & cont'd
- Regular surveys on Greek society trends, habits & lifestyle
- Focus on Tech Life / Mediatech, continuous national surveys since 1995 regarding Greeks relationship with technology & the digital world

Research Basic Specifications

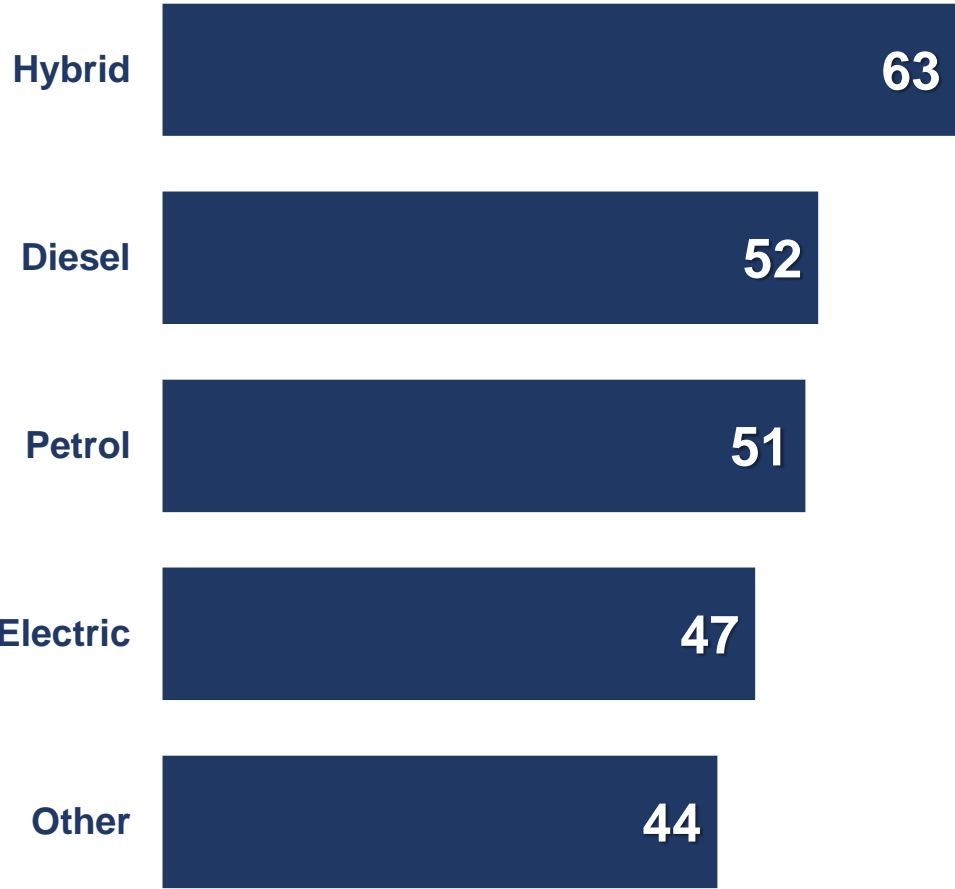
- ✓ Online Quantitative Study, fully structured questionnaire
- ✓ Via YouGov panel
- ✓ Men and women 18-64 national
- ✓ March 2021
- ✓ Sample : 807

- ✓ International survey: online in 9 European countries, by YouGov, Associate Partner for Greece Focus Bari (www.yougov.com)

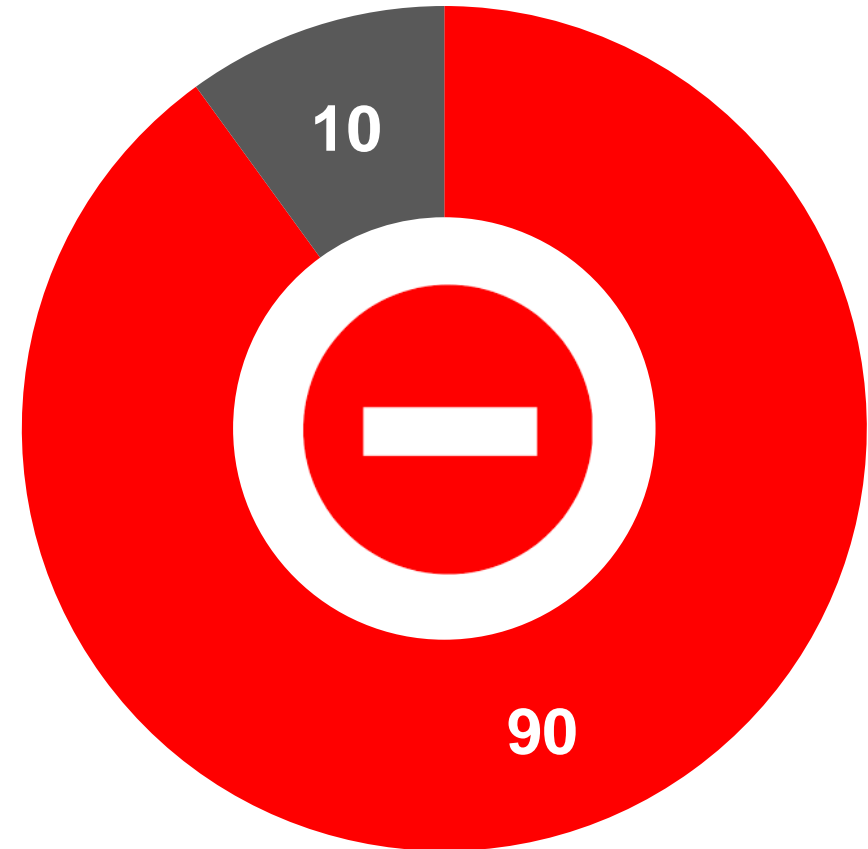
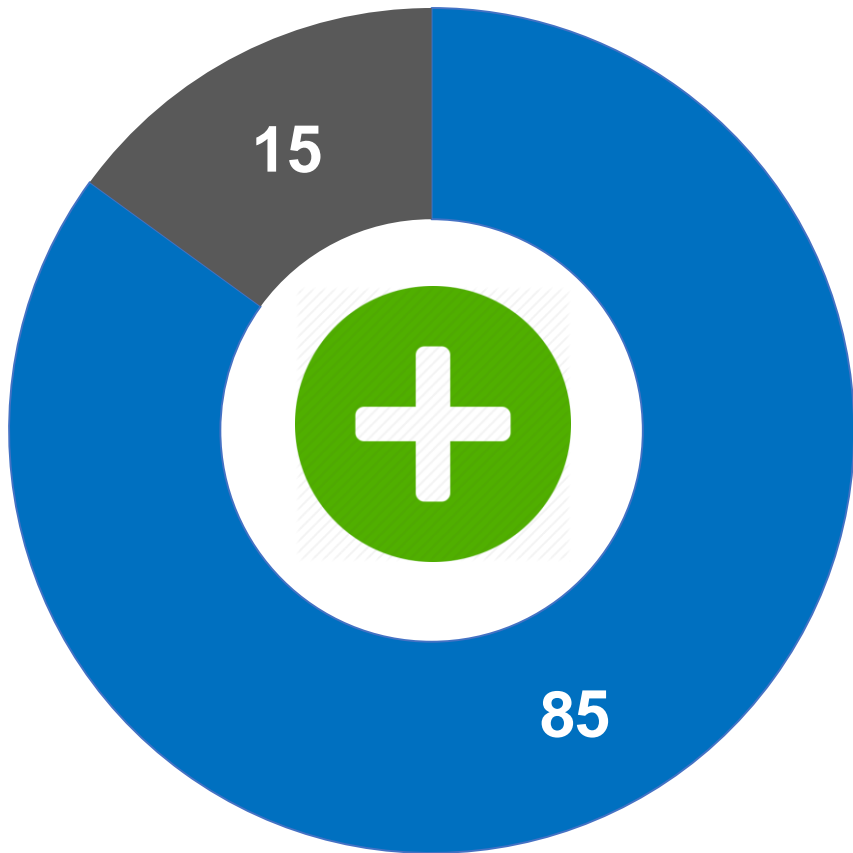
Thinking of their next car purchase, as regards fuels, Greeks would consider



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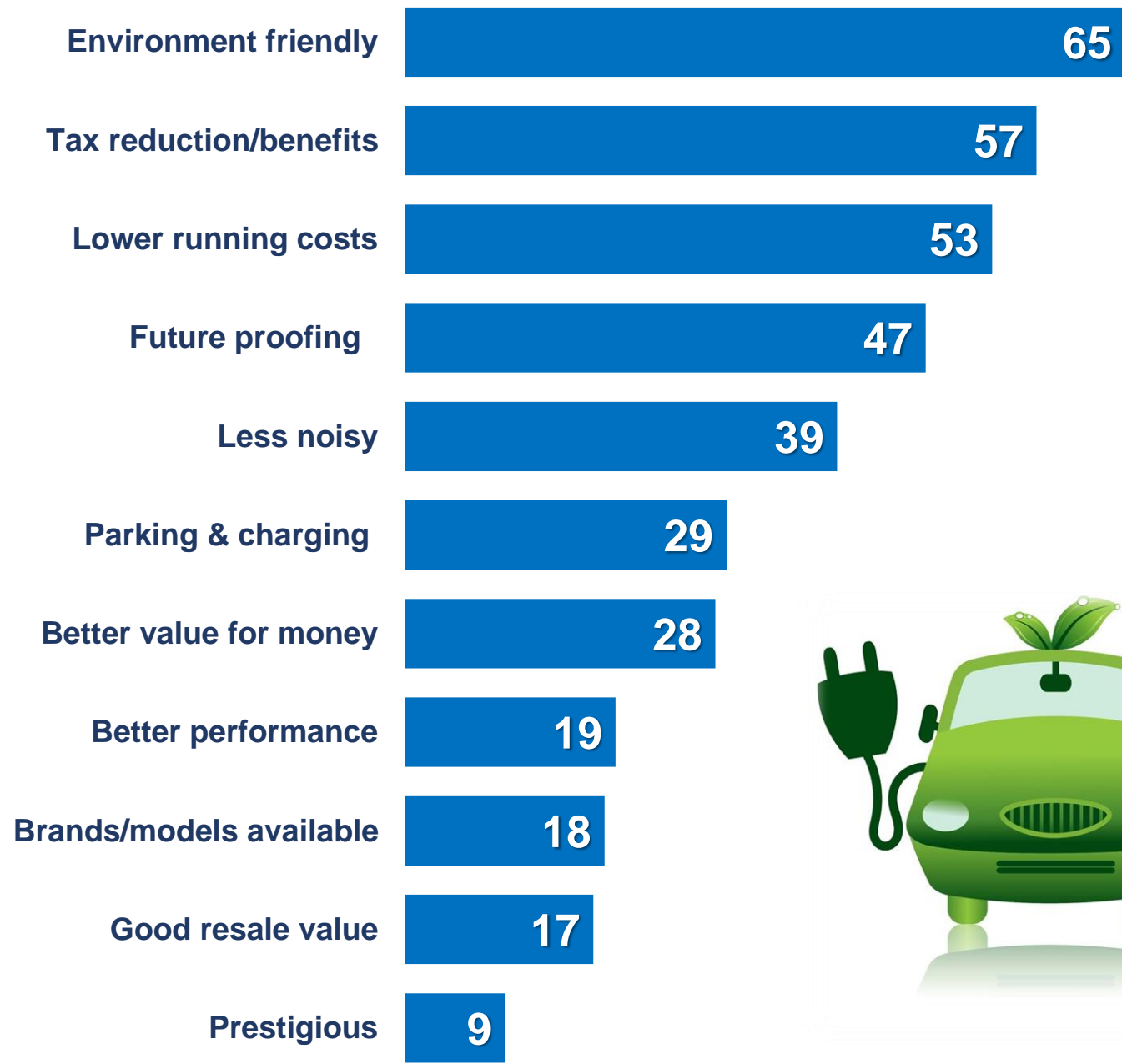


The vast majority—almost all—express both advantages/ motives and disadvantages regarding electric cars



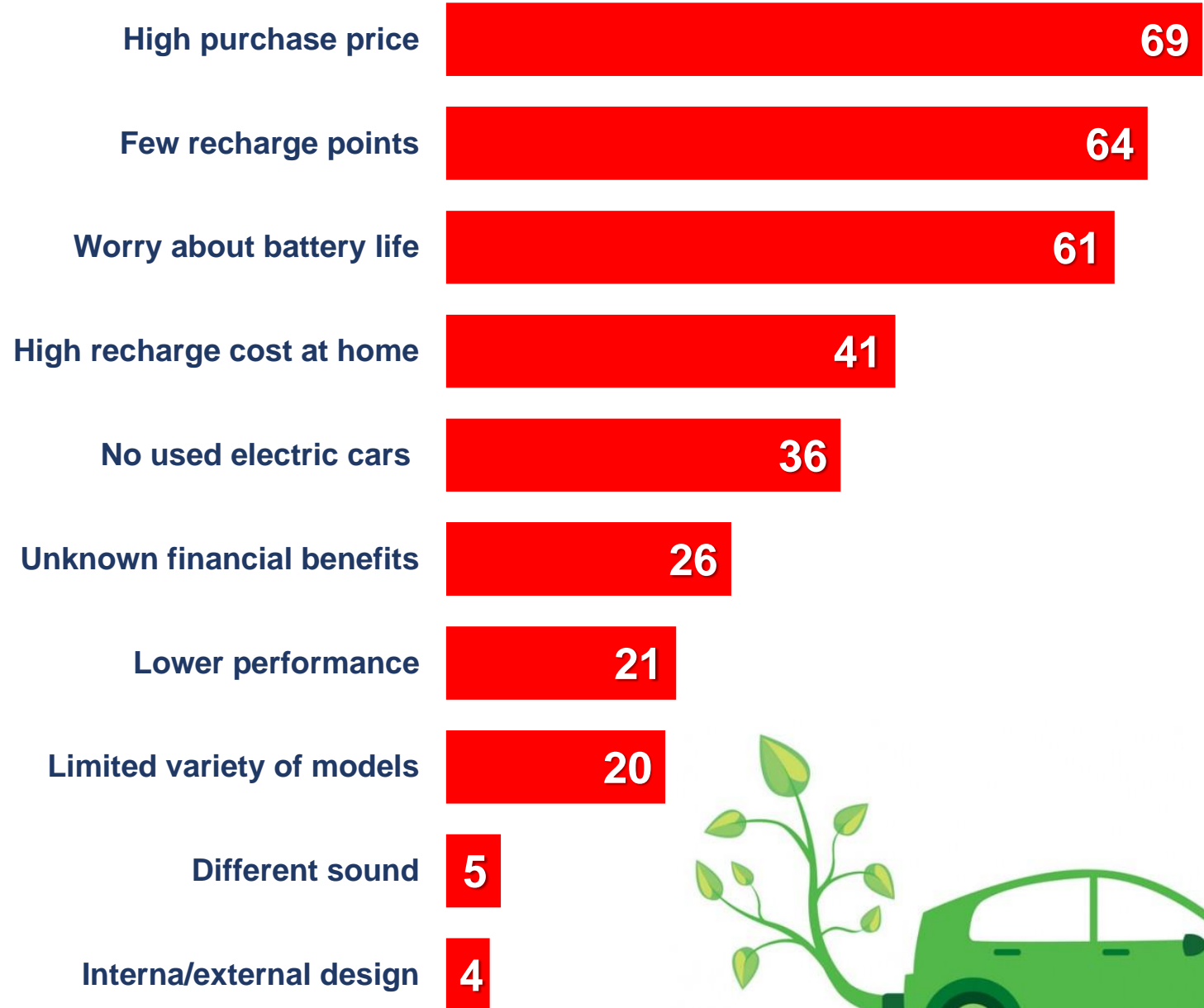
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The most important advantages of electric cars are the environmental protection as well as a series of economy / financial advantages

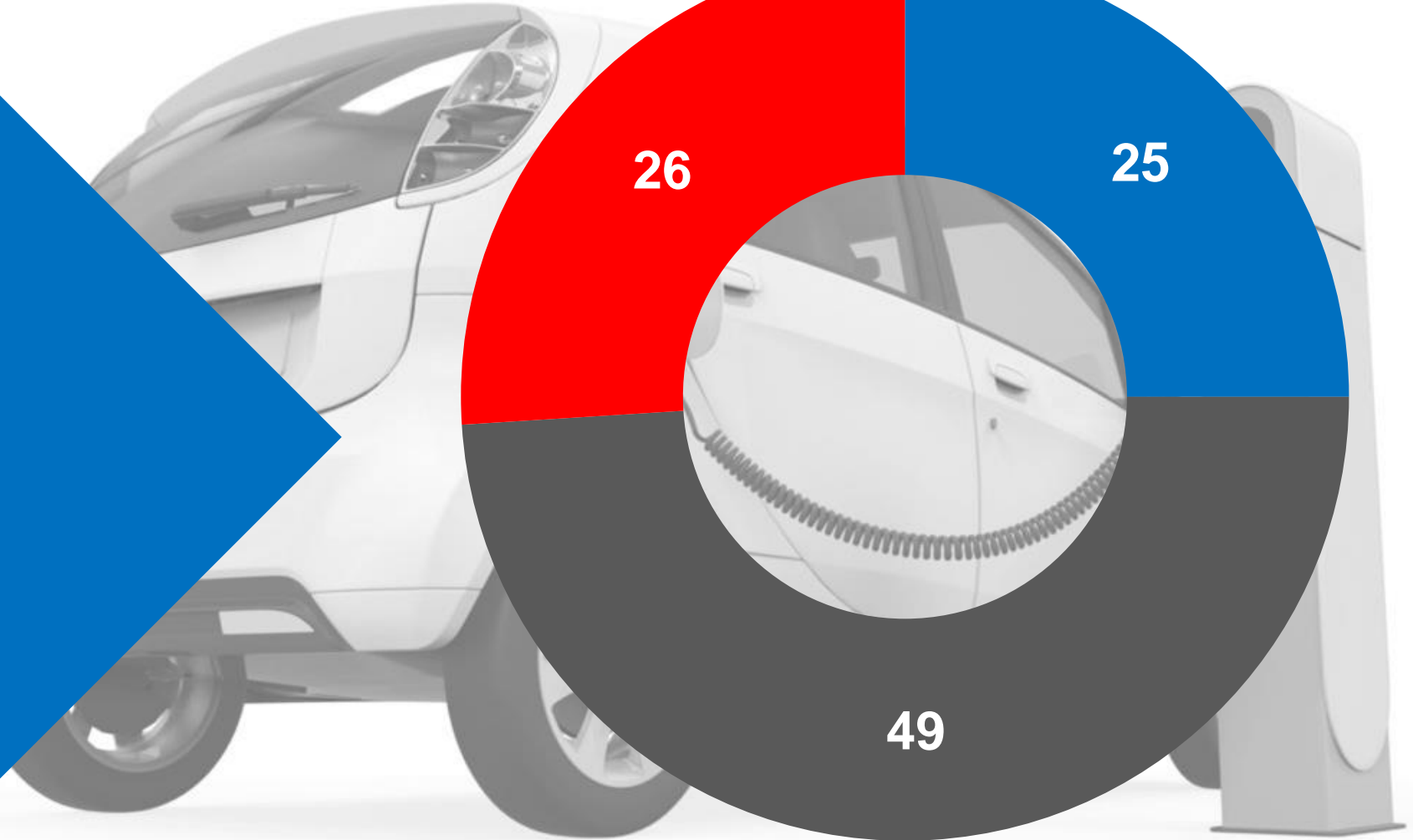


Disadvantages center around three main subjects :

- a) Costs / price
- b) Recharge & battery life
- c) Limited model availability



Only 1 out of 4
Greeks are aware
of Government's
allowance for
electric cars, while
1 out of 2 "have
heard" something
about it



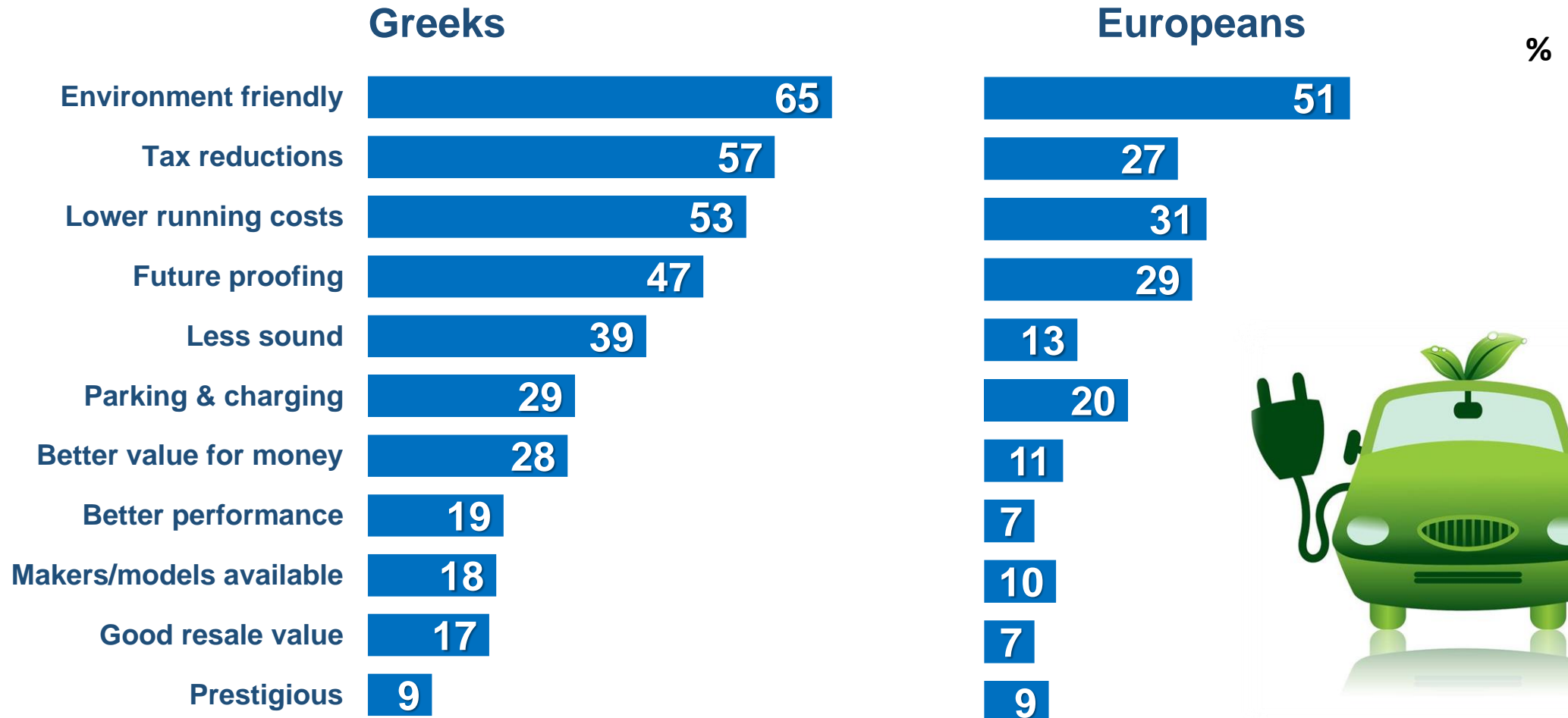
- They know a lot about the government's allowance
- They have heard about it
- They don't know about it

How does Greeks' opinion compare to that of Europeans regarding electric cars?

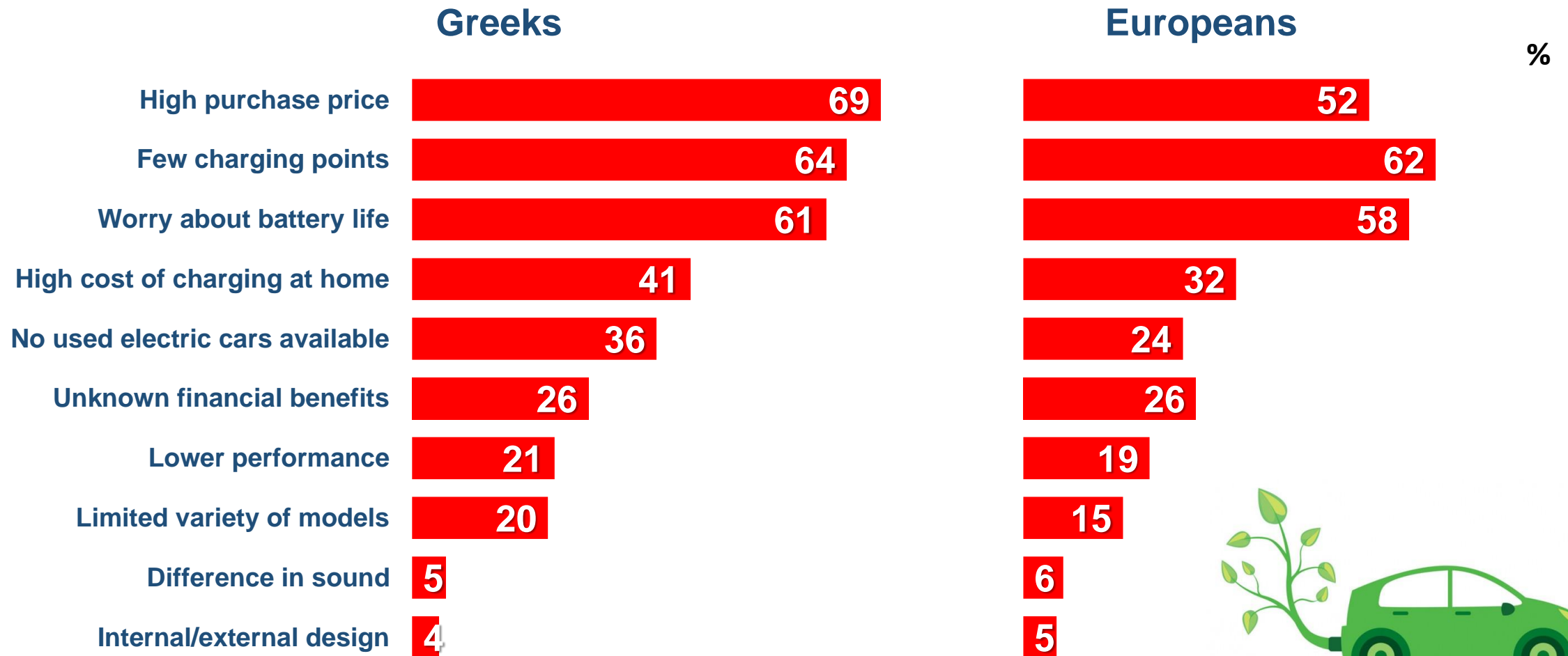
The same study was conducted online by YouGov in 9 European Countries : UK, France, Italy, Spain, Germany, Denmark, Finland, Sweden, Norway



The attitudes of Europeans towards electric cars is quite similar to that of the Greeks: advantages



The attitudes of Europeans towards electric cars is quite similar to that of the Greeks: disadvantages



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More info? kampouris@focus

