

# Greeks' Attitudes on Cars & Motoring

National Survey Results based on  
Profiles by Focus Bari | YouGov



April 2022



# YouGov Profiles Basic Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ Through YouGov panel
- ✓ Population : Men & Women, 18-64 years
- ✓ Sample : 6.451 individuals
- ✓ Fieldwork : continuous, data reported April, 2022
- ✓ Focus Bari is the Affiliate Partner of YouGov in Greece  
(<https://www.focusbari.gr/yougov/συνεργασία-με-yougov>)

# The YouGov Profiles Survey by Focus Bari

The international Survey YouGov Profiles has been launched in Greece by Focus Bari in September 2021. Profiles runs continuously throughout the year, covering a vast range of Greeks' habits, attitudes, opinions, mentality and behaviour regarding an extended variety of product categories and markets. Comprising a unique source of consumer insights, Profiles becomes a leading consumer understanding and targeting mechanism.

The present report relates to Greeks' attitudes regarding cars, a traditionally top priority category among the Greek population.

# We cover:

Economy  
& Ecology



Safety &  
Involvement



Cars &  
Lifestyle



# Economy & Ecology

## % agreeing with each statement

%

I always look whether the basic version of a car has what I need (e.g. air conditioning)

84

Electric cars are the future of the motor industry

64

Fuel consumption is the most important feature when buying a new car

62

We should all drive less to save the environment

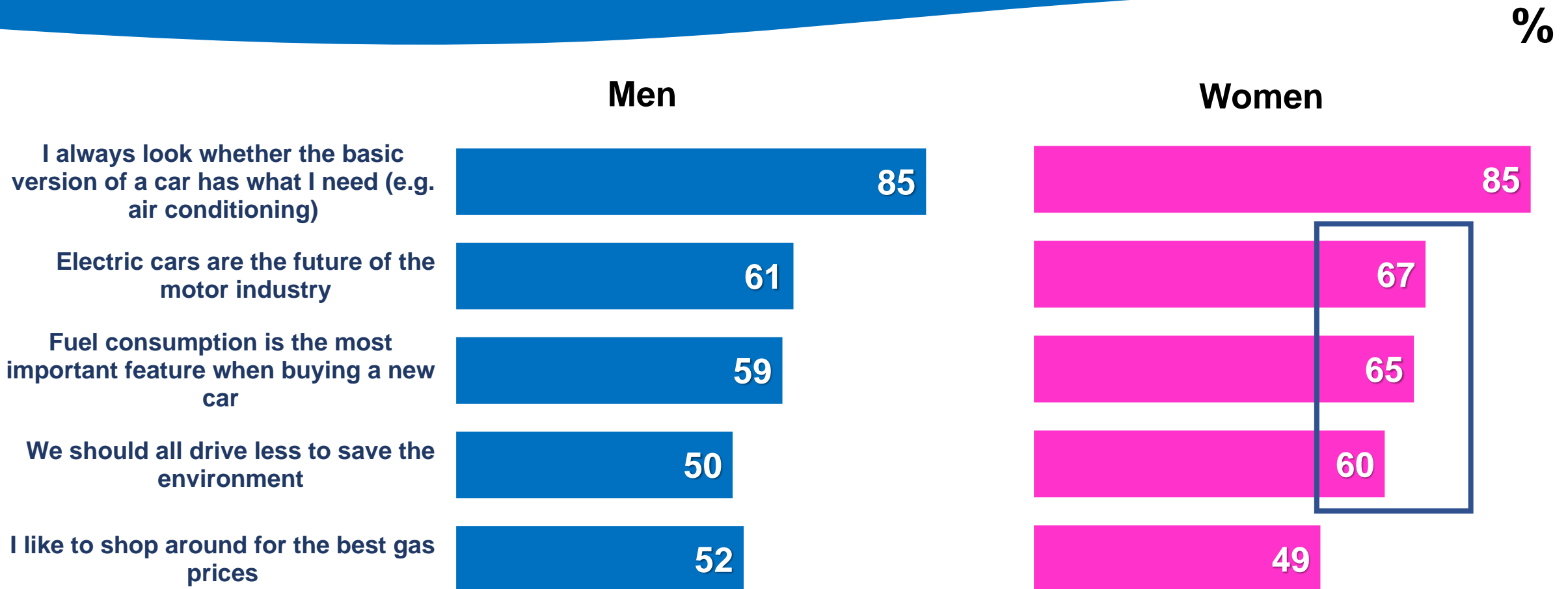
55

I like to shop around for the best gas prices

50

# Economy & Ecology

Comparing men and women, the latter seem to have a higher ecological consciousness related to cars & driving





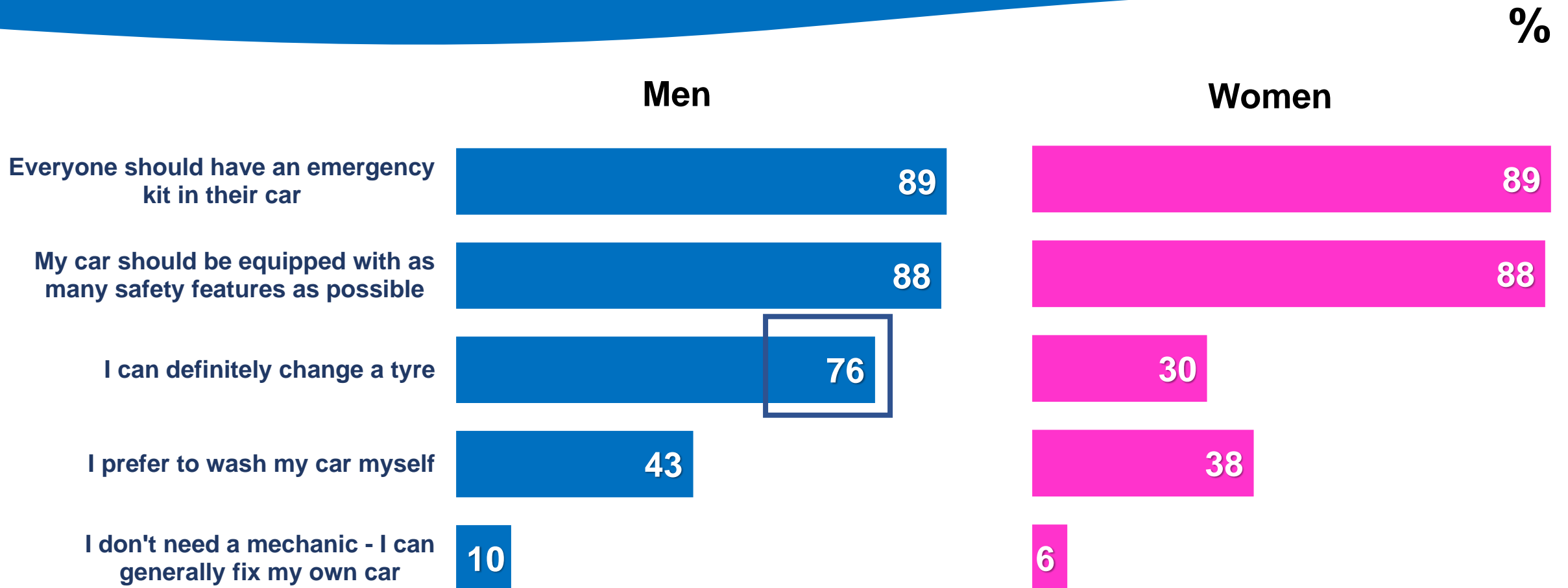
# Safety & Involvement

## % agreeing with each statement



# Safety & Involvement

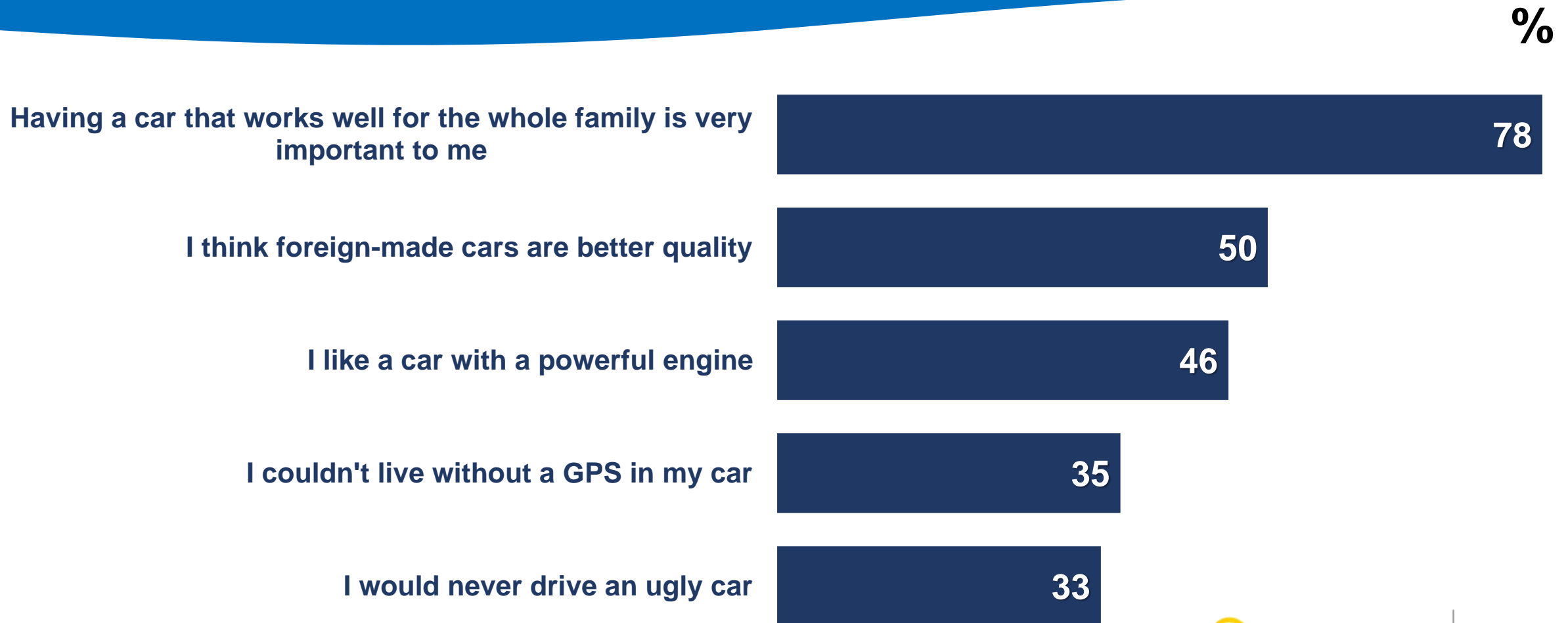
Both men and women give equally high importance in car safety, while men drivers, as is natural, are much more involved in fixing their car as compared to women





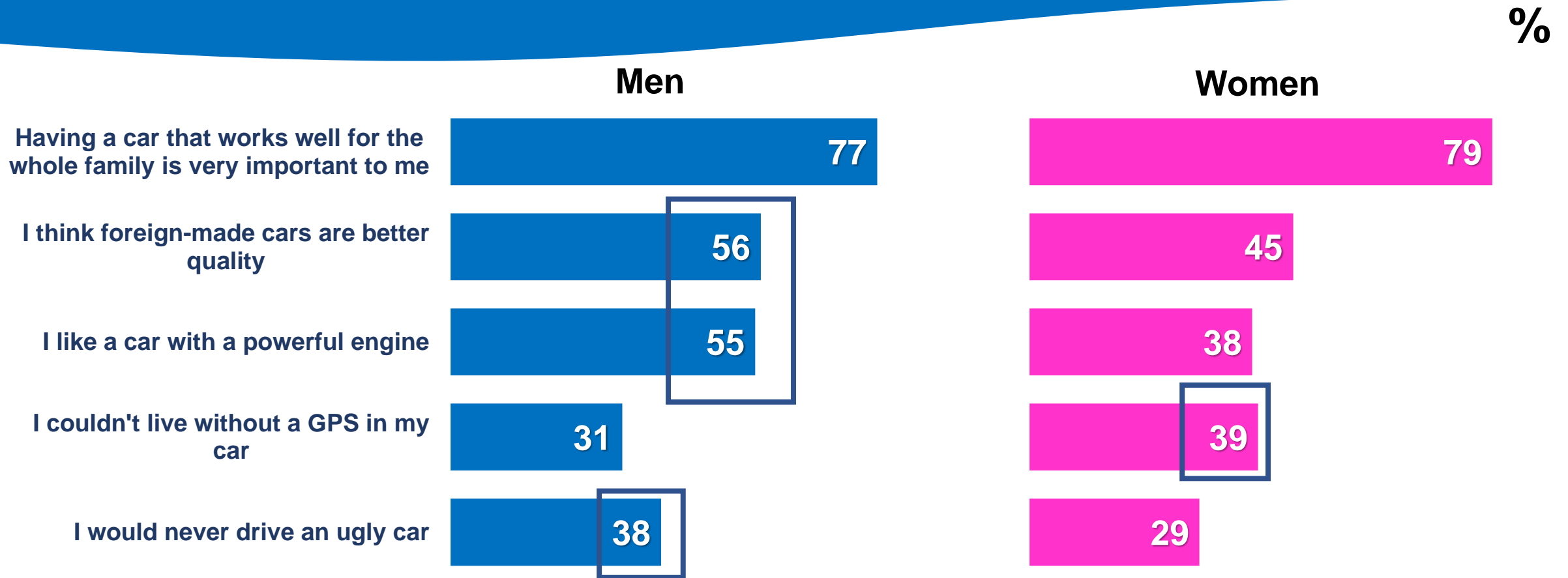
# Cars & Lifestyle

## % agreeing with each statement



# Cars & Lifestyle

Both men and women agree that a car that works well for the whole family is very important; yet men place a higher importance on car engine power and design, while women are interested in convenience



# The Survey YouGov Profiles by Focus Bari

For more information about YouGov Profiles Survey in Greece by Focus Bari,  
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*Thank you!*



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