

Greeks, Cars and Micro-mobility

National Survey Results



We asked:

Attitudes towards
Reducing Car
Usage

Current Status
regarding Car
Driving

Alternative Ways
& Vehicles of
Transportation



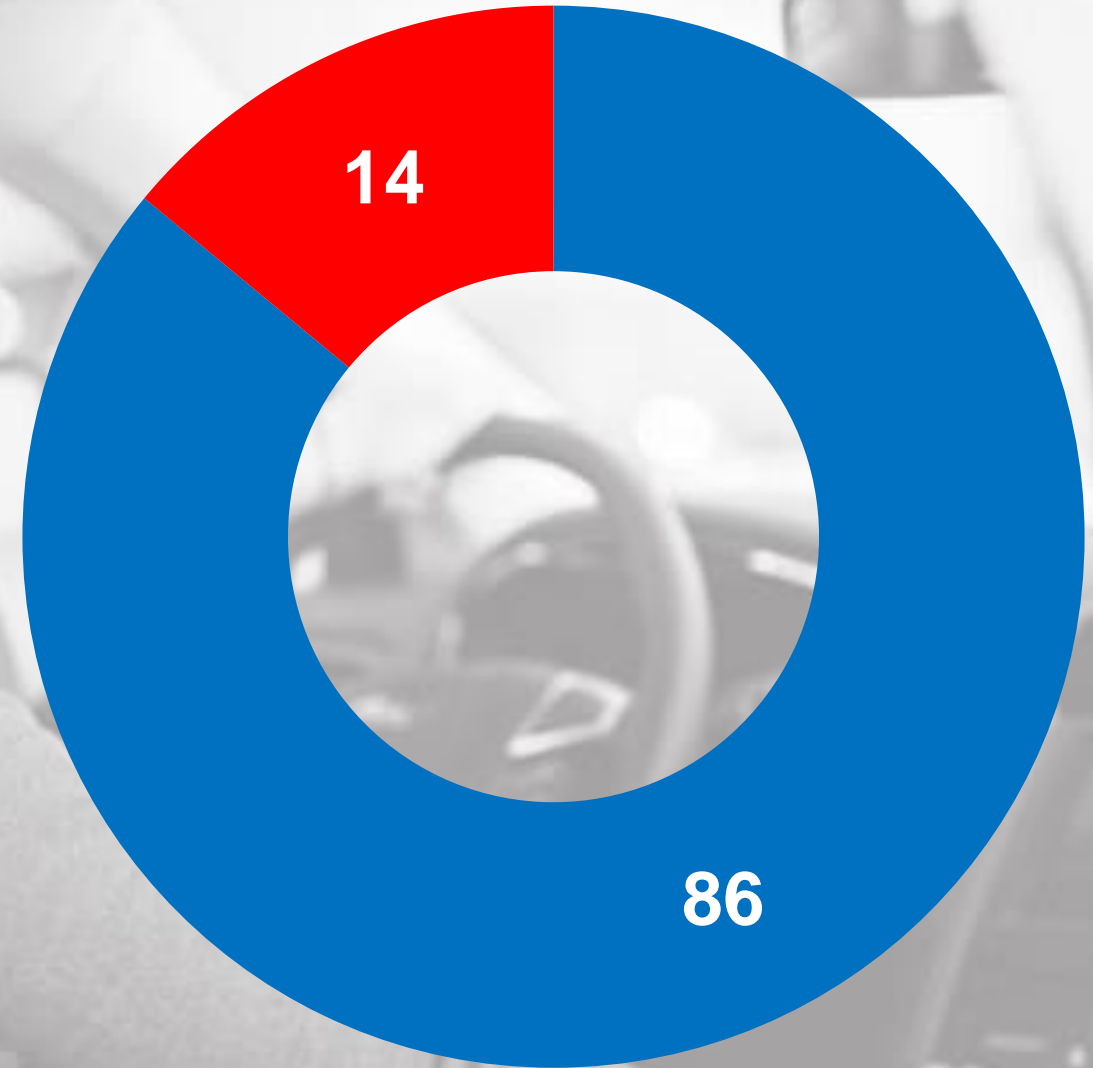
Research Basic Specifications

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- ✓ Online Quantitative Study, CAWI Via YouGov panel
 - ✓ Fully Structured Questionnaire
 - ✓ Universe: Men and women 18-64 regular car drivers national
 - ✓ Sample: 1005 individuals
 - ✓ Fieldwork: July 1-4, 2022
 - ✓ Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

Current Status regarding Car Driving

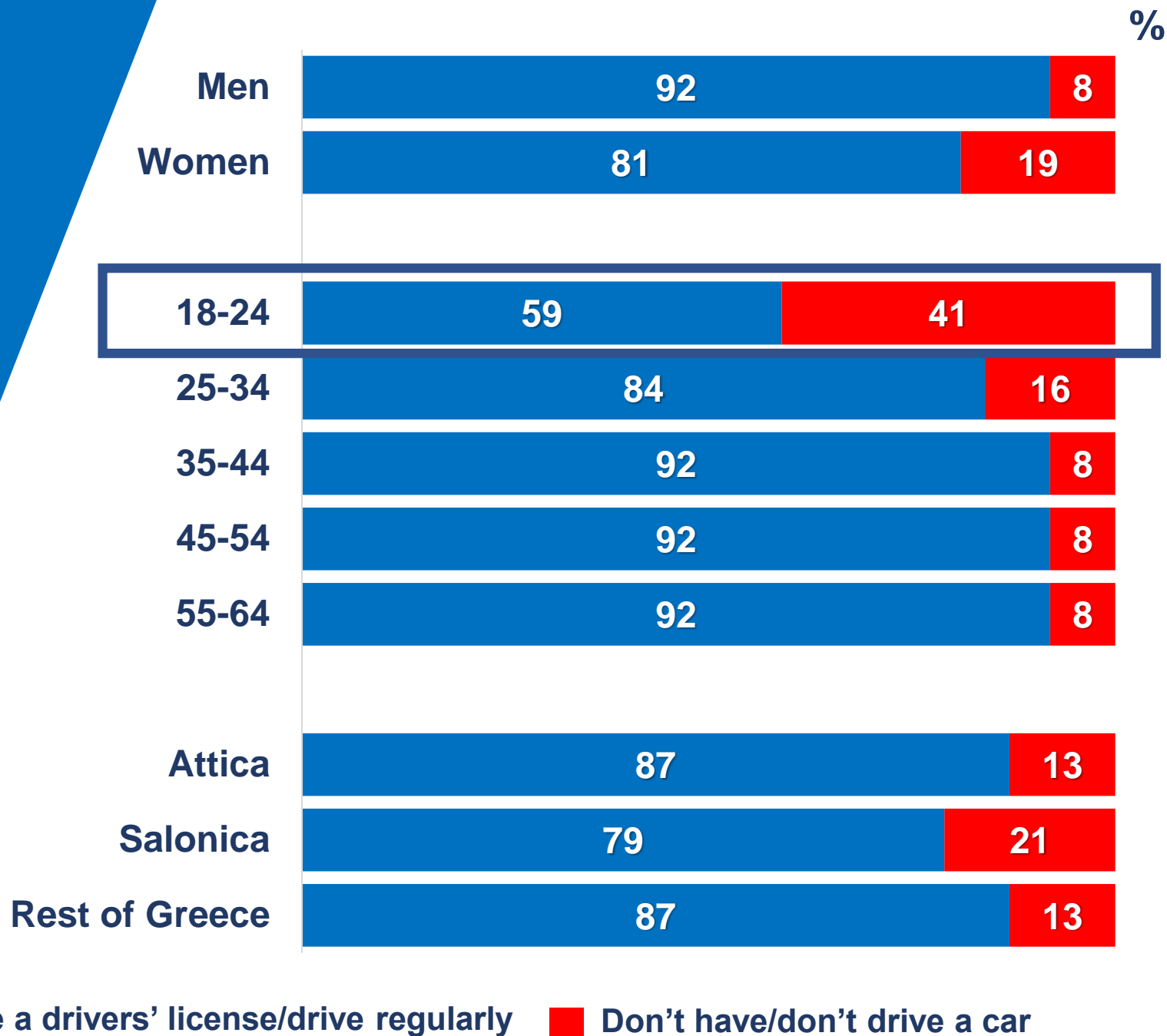


The vast majority of Greeks have a drivers' license and are regular drivers

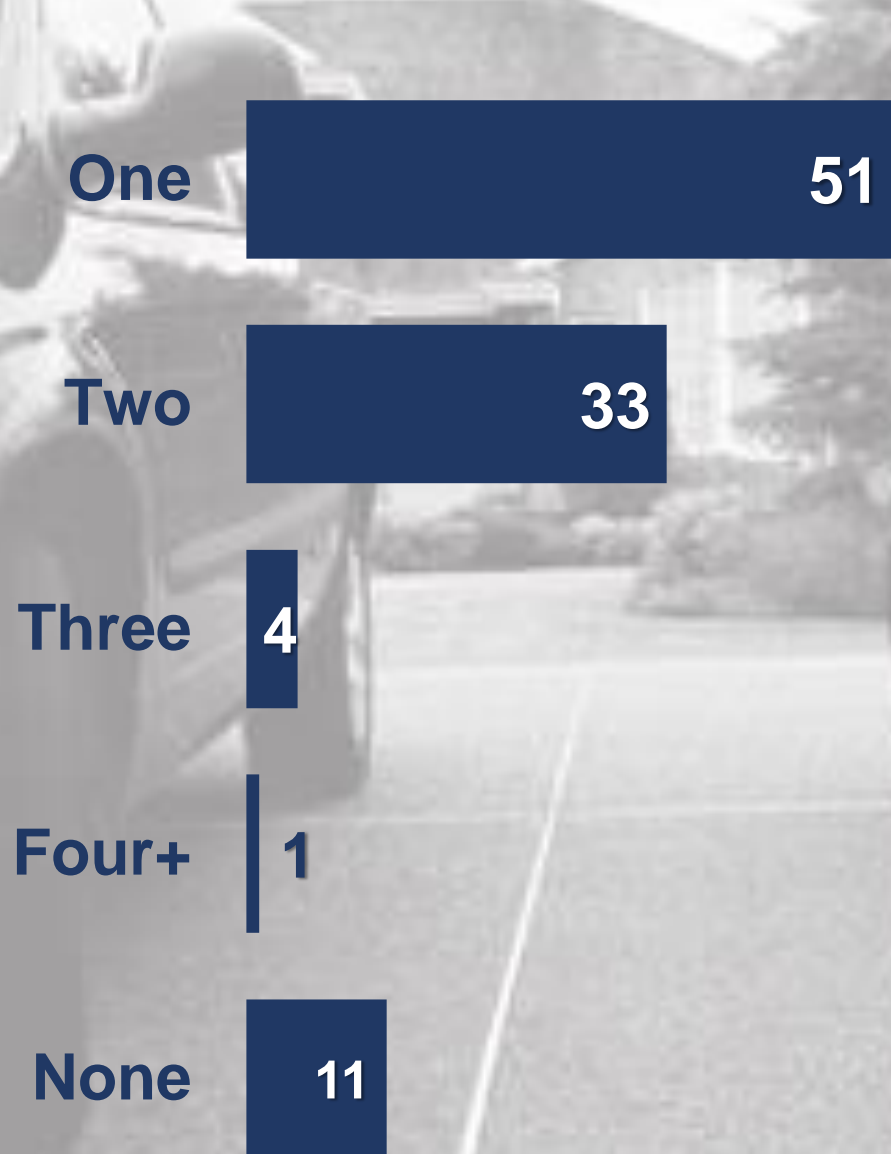


■ Have a drivers' license/drive ■ Don't have a license/don't drive

Regarding demographics, men are car drivers to a higher extent than women, and only 3 in 5 of the young are drivers (which also seems to affect the lower proportion of non-drivers in Salonica)

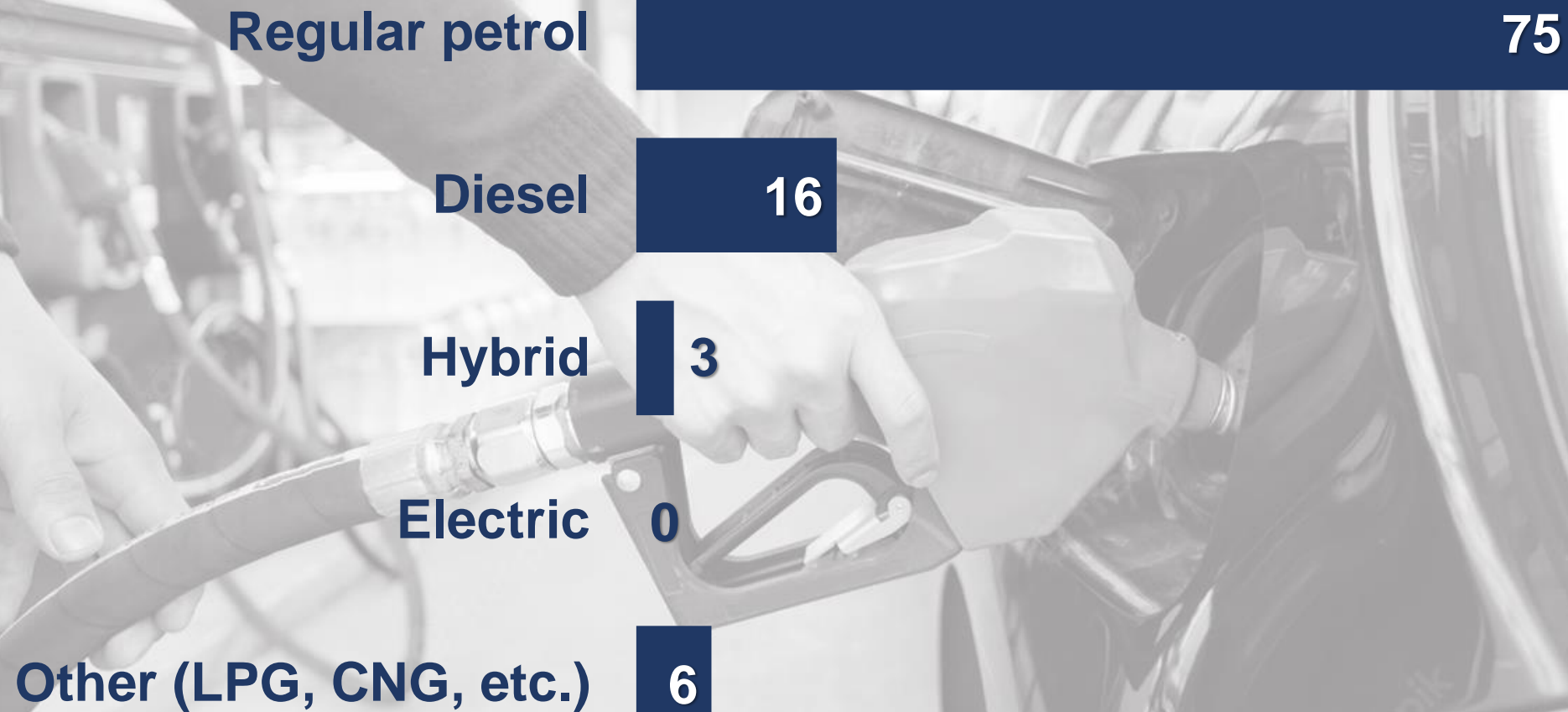


The vast majority of Greek households have at least one car in the family



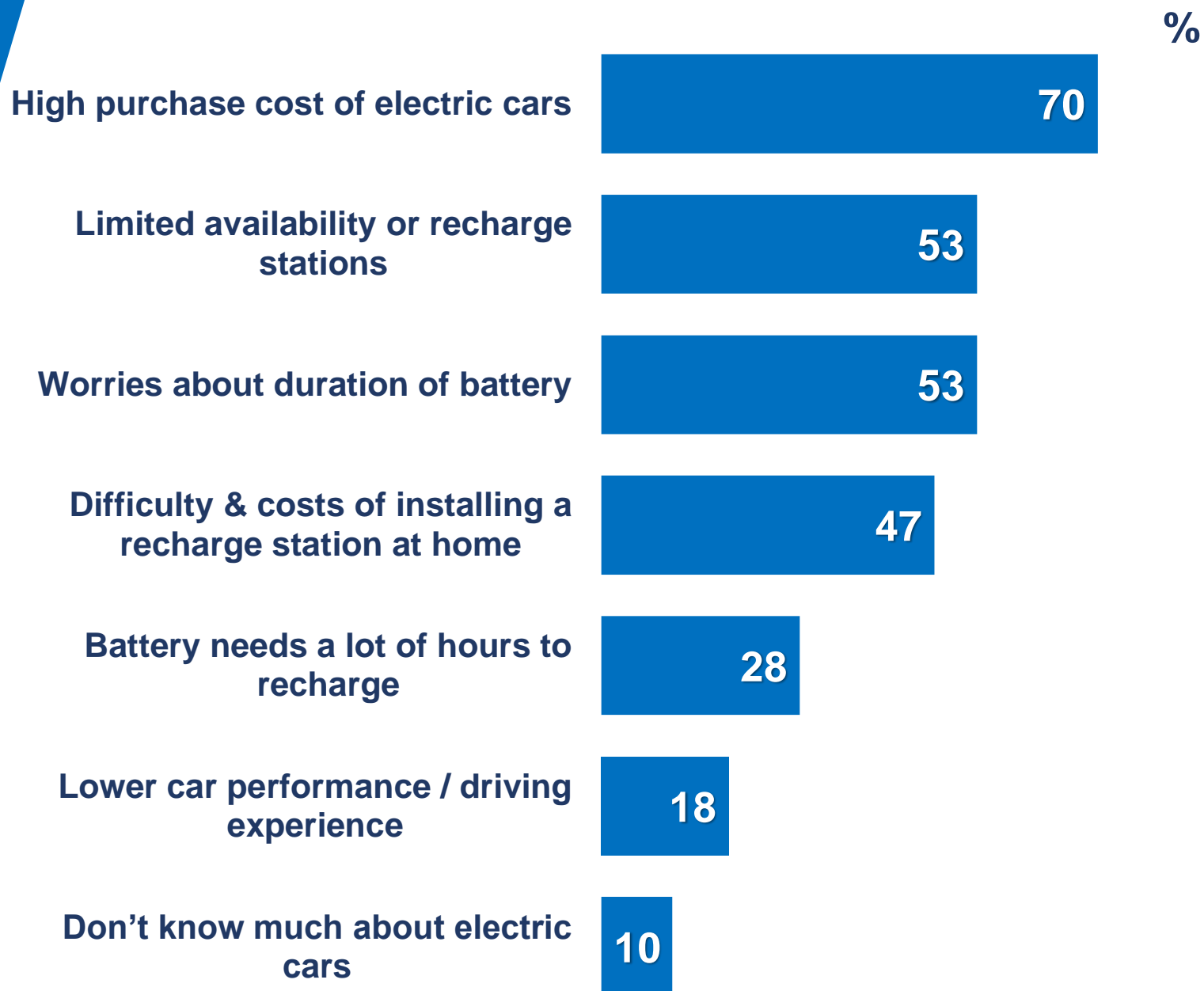
The main car Greek drivers drive regularly uses...

%



In view of climate change and need for environmental protection, electric cars would be an option, towards which Greeks still hold numerous reservations

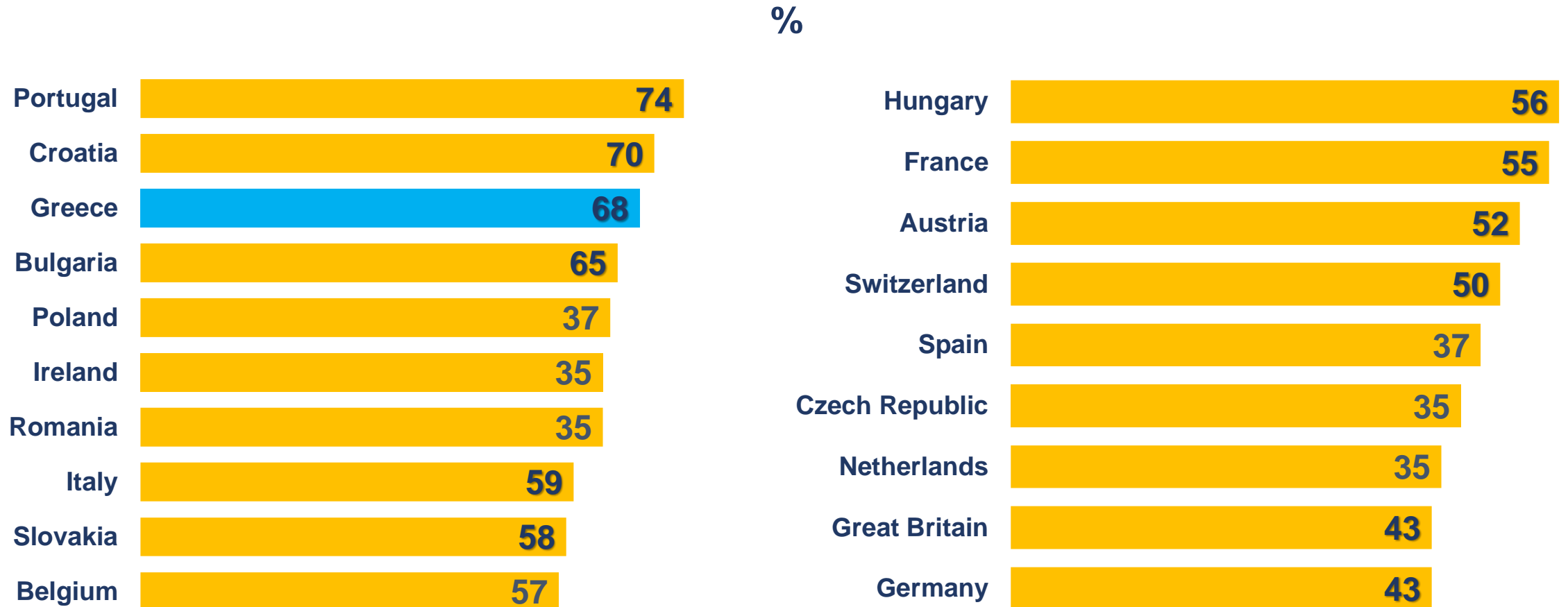
«Which of these do you consider are barriers for potential electric car buyers?»



Intentions towards Reducing Car Usage

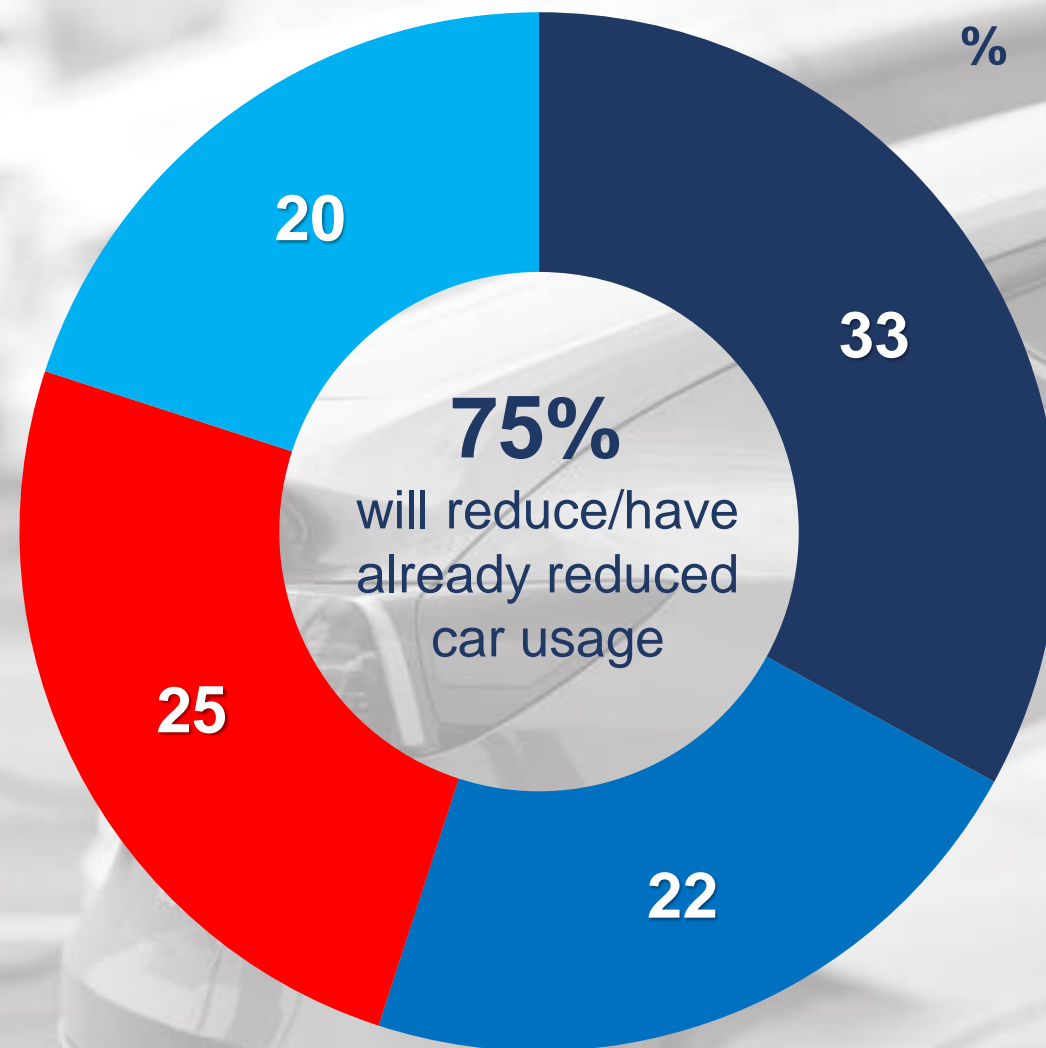


At a European level, 53% of car drivers use their car daily:
Greece comes third, with 68% of Greek drivers using their car
daily or at least five days a week!



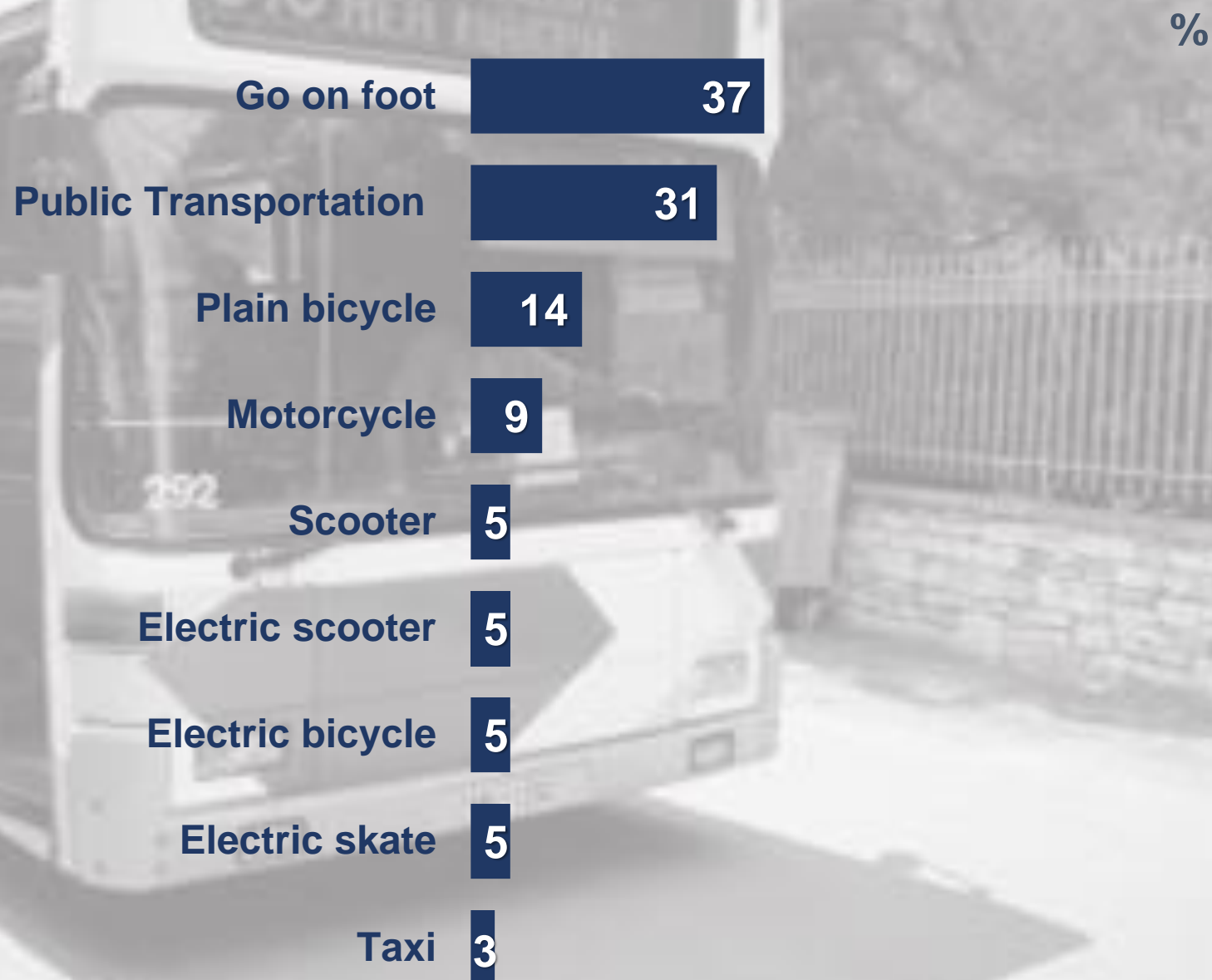
«Do you consider reducing the usage of your car in the next 6 months, replacing in with another vehicle, e.g. bicycle, scooter etc. or using public transportation means?»

Despite Greek drivers habit to use their car daily / for all occasions, it seems that more than half are willing to reduce car usage, while one in five have already done so



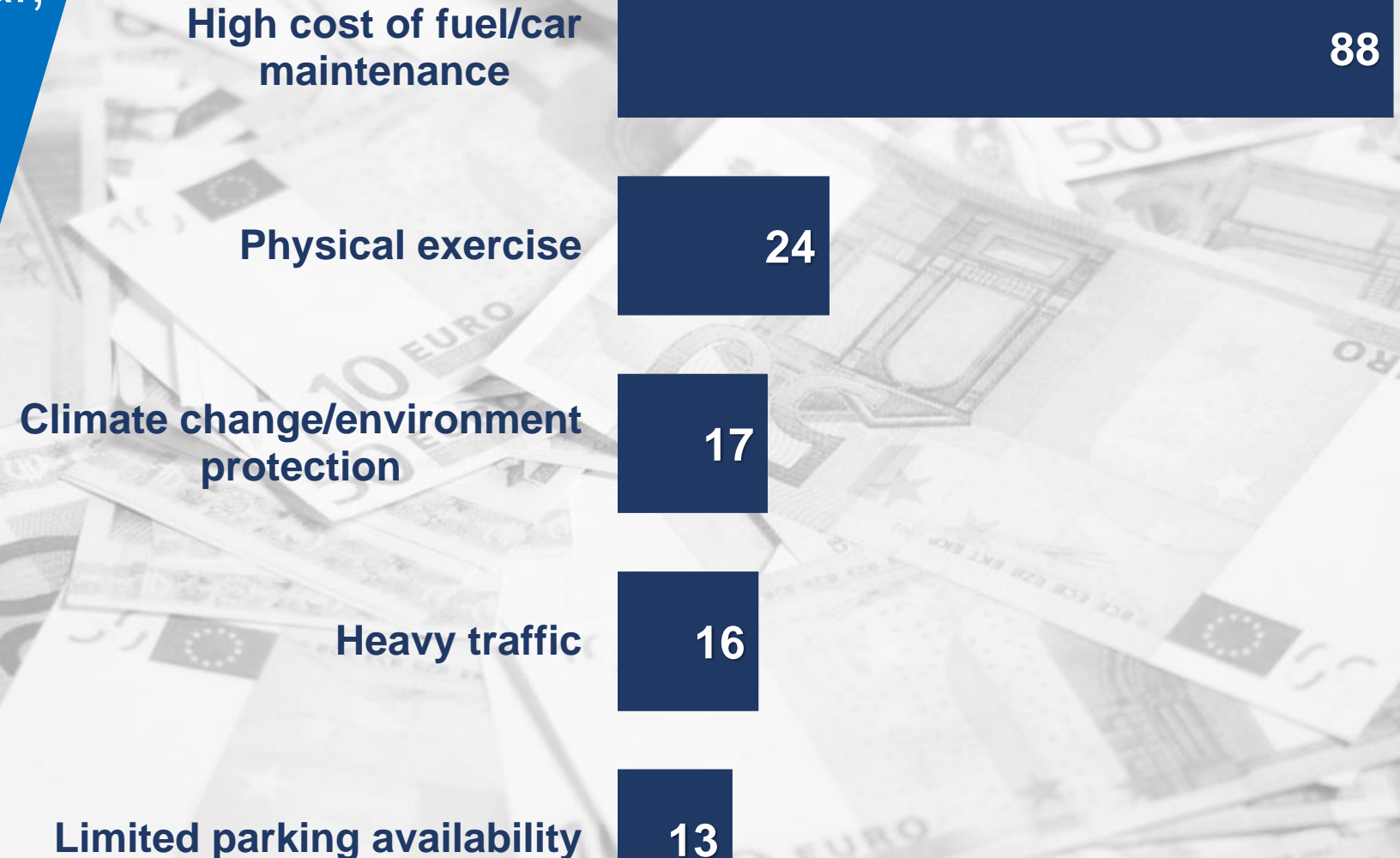
Among those drivers who intend to reduce car usage, the main substitute method is to go on foot, followed by public transportation, while alternative means of micro-mobility are reported at a much lower level

«With which transportation means do you intend to replace car usage?»



«For which of these reasons do you intend to reduce usage of your car?»

For those who intend to reduce usage of their car, the main reason is the high cost of fuel / car maintenance, while physical exercise and other reasons are expressed at a much lower proportion



For the 25% of Greek drivers who do not intend to reduce usage of their car, the main reasons are their daily pace and type of transportation, as well as their reluctance to change their habits!

My daily trips don't allow it

45

My daily pace doesn't allow it

40

Very difficult to change habits

16

Alternative vehicles are dangerous

5

I don't see a particular reason to reduce my car usage

14

%

Alternative Ways & Vehicles of Transportation



43% of Greek households have at least one more transportation vehicle besides their car(s)

Plain bicycle

37

Motorcycle

16

Scooter

11

Electric skate

4

Electric bicycle

3

Electric scooter

2

%

Car drivers who intend to reduce usage of their car and replace it with a two-wheel vehicle have not done so yet because of...

High purchase cost of vehicle

42

Lack of proper infra-structure
(bicycle lanes, etc.)

39

Fear of accidents

31

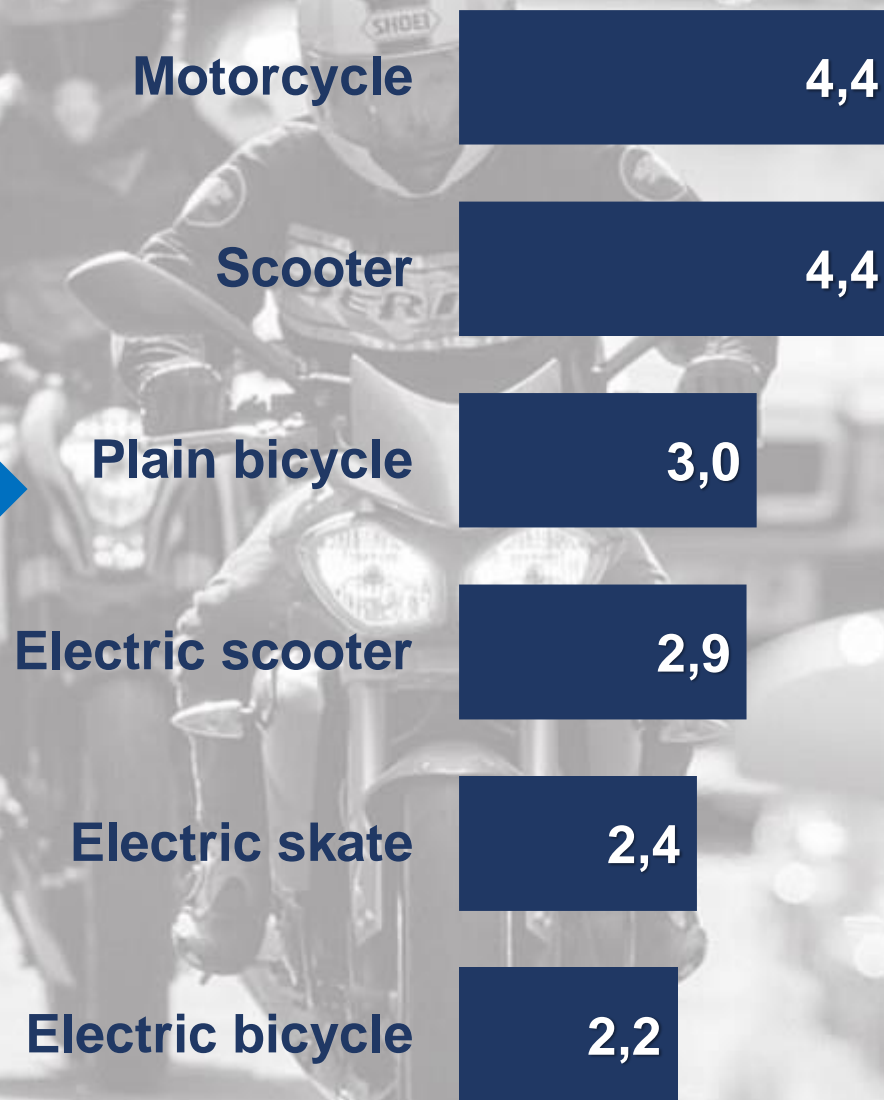
Lack of experience in driving
a two-wheel vehicle

17

%

Greeks use
their two-wheel
vehicles less
frequently than
their cars

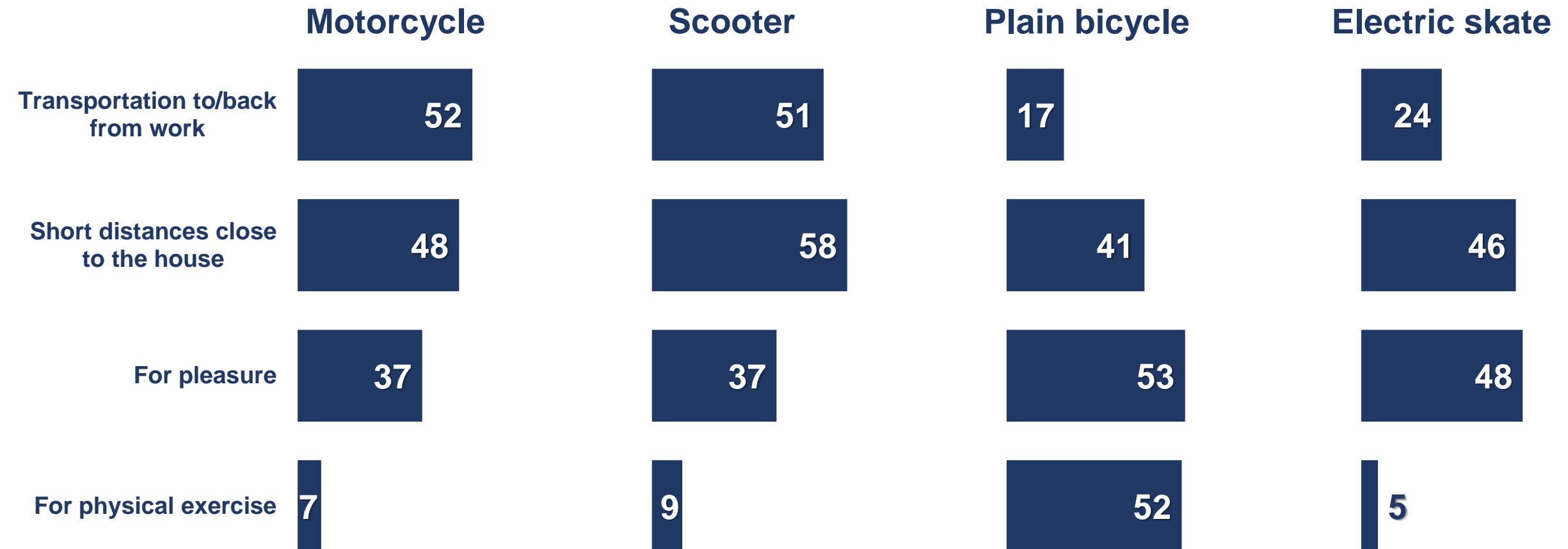
«On average how many days per week do you use your two-wheel vehicle?»



Average days per week

Drivers of alternative, two-wheel vehicles use them for a variety of destinations, primarily short, while plain bicycle being used mainly for physical exercise

%



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Thank you!

