

CONSUMERS & BRANDS

# Cars: Hyundai drivers in Poland

Consumer Insights report

**Consumer** Insights  
by statista 

May 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Hyundai drivers in Poland: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Hyundai drivers in Poland ("brand users") against Polish car drivers in general ("category users"), and the overall Polish consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Poland)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Consumer Insights Global](#) as of May 2024

## CHAPTER 01

# Management summary

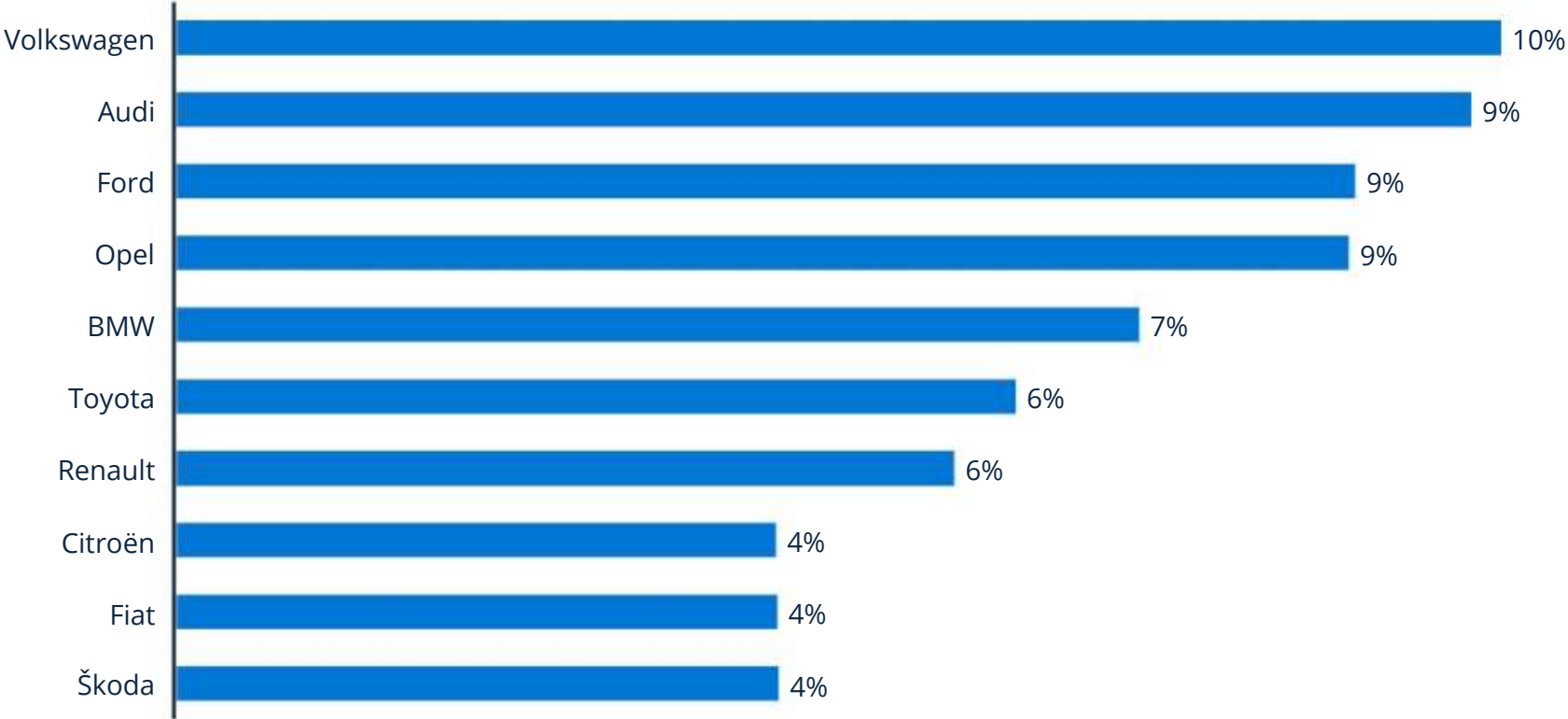
- Brand usage
- Key insights



# Hyundai ranks outside the top 10 of most driven car makes in Poland

Management summary: brand usage and competition

## Top 10 most driven car makes in Poland



4 Notes: "What brand is your primarily used car?"; Single Pick; Base: n=1,753 car drivers

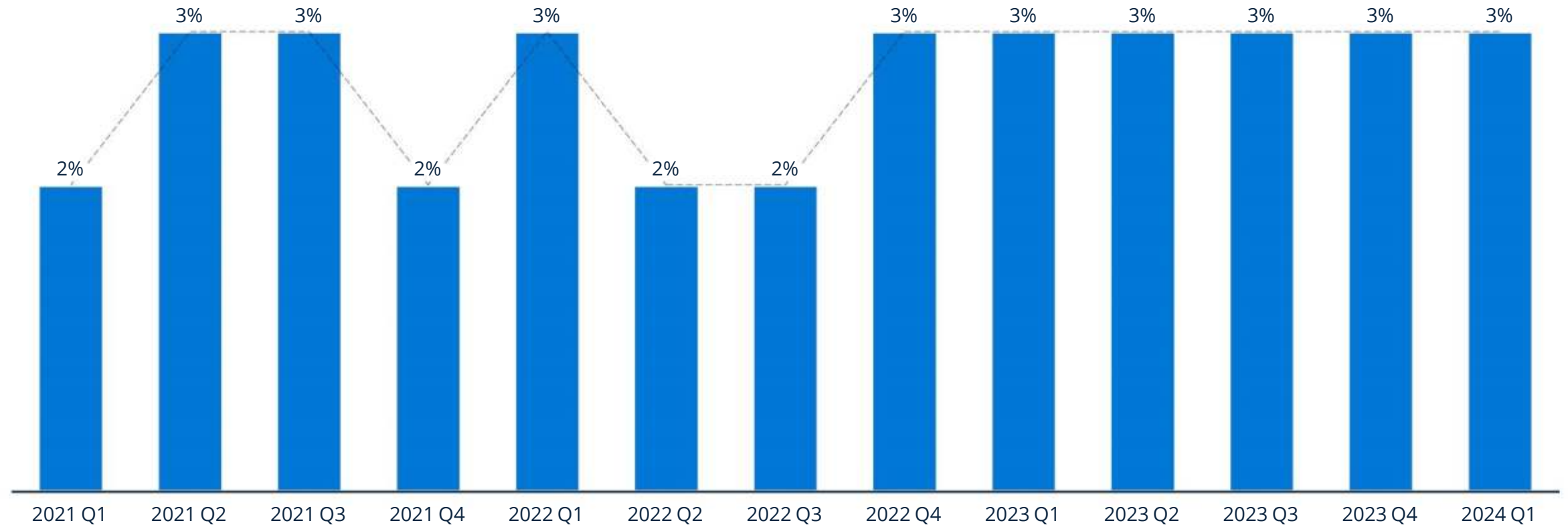
Sources: [Consumer Insights Global](https://www.consumerinsights.com) as of May 2024



# The share of car drivers driving Hyundai grew by 1 percentage point since Q1 of 2021

Management summary: brand usage timeline

## Timeline of car drivers driving Hyundai



5 Notes: "What brand is your primarily used car?"; Single Pick; Base: n=41 - 59 Hyundai drivers, n=1726 - 1820 car drivers

Sources: [Consumer Insights Global](#) as of May 2024

# Hyundai drivers in Poland

Management summary: key insights

## Demographic profile

Hyundai is more popular among Generation X than other car makes.

There is a fairly even split of male and female Hyundai drivers.

Hyundai has a larger share of drivers with a high income than other car makes.

Hyundai drivers are more likely to live in medium-sized towns than car drivers in general.

## Consumer lifestyle

Career advancement is more important to Hyundai drivers than to other car drivers.

Traveling is a relatively prevalent interest of Hyundai drivers.

Pets are a relatively popular hobby among Hyundai drivers.

## Consumer attitudes

It stands out that 47% of Hyundai drivers say that there are not enough parking spaces where they live.

24% of Hyundai drivers are innovators or early adopters of new products.

A relatively high share of Hyundai drivers think that government debt is an issue that needs to be addressed.

## Marketing touchpoints

YouTube is more popular among Hyundai drivers than the average car driver.

Hyundai drivers remember seeing ads on blogs and forums more often than other car drivers.

## CHAPTER 02

# Demographic profile

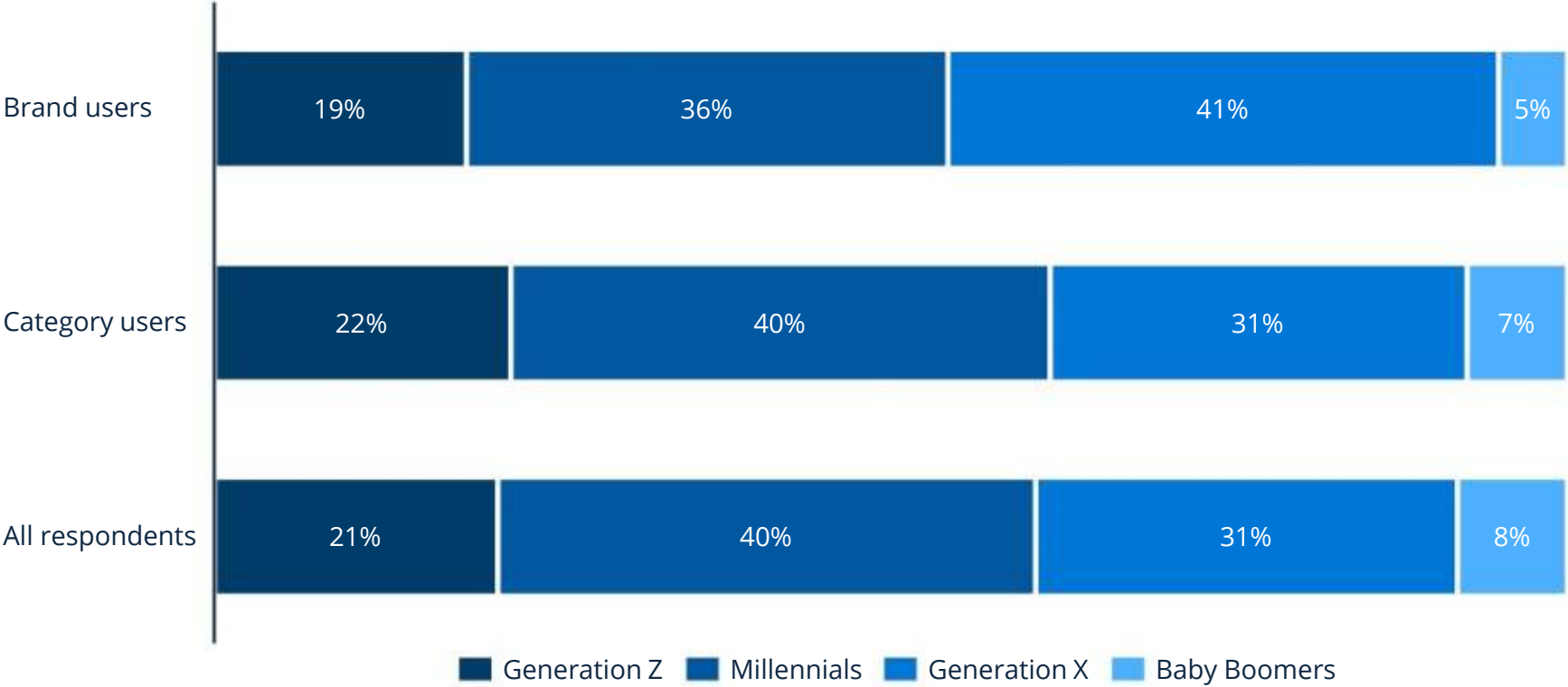
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



# Hyundai is more popular among Generation X than other car makes

Demographic profile: generations

## Age of consumers in Poland



8 Notes: "How old are you?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents

Sources: [Consumer Insights Global](https://www.consumersinsights.com) as of May 2024

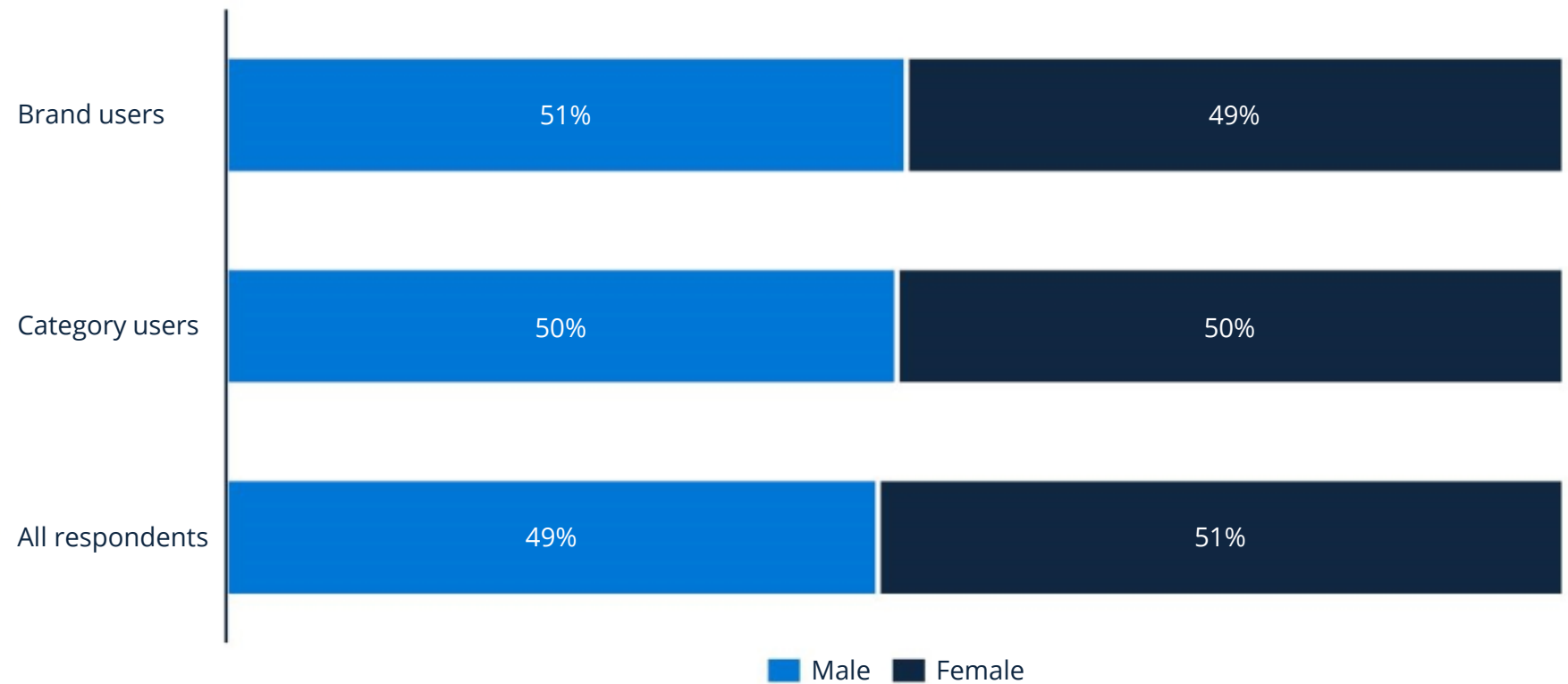


# There is a fairly even split of male and female Hyundai drivers

Demographic profile: gender



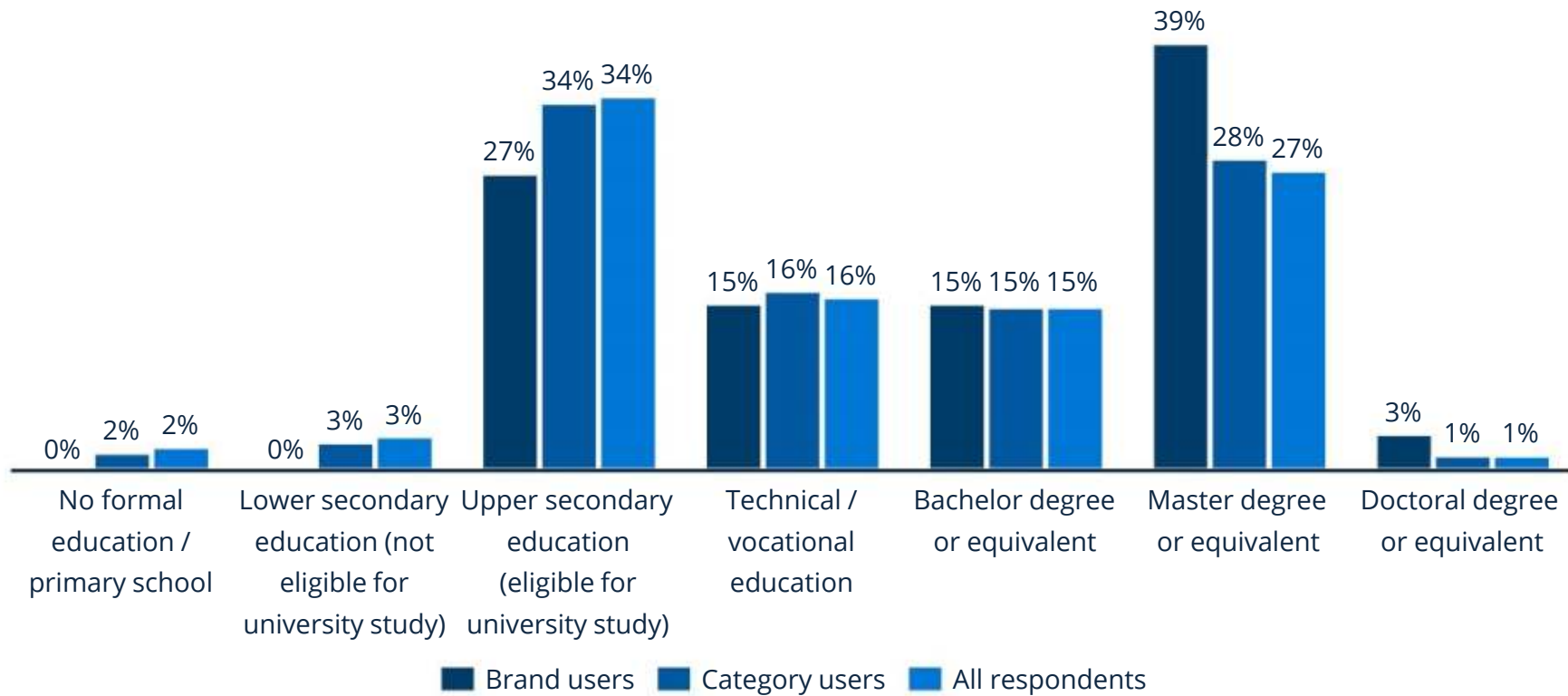
Gender of consumers in Poland



# A relatively high share of Hyundai drivers have a college degree

Demographic profile: education

## Consumer's level of education in Poland

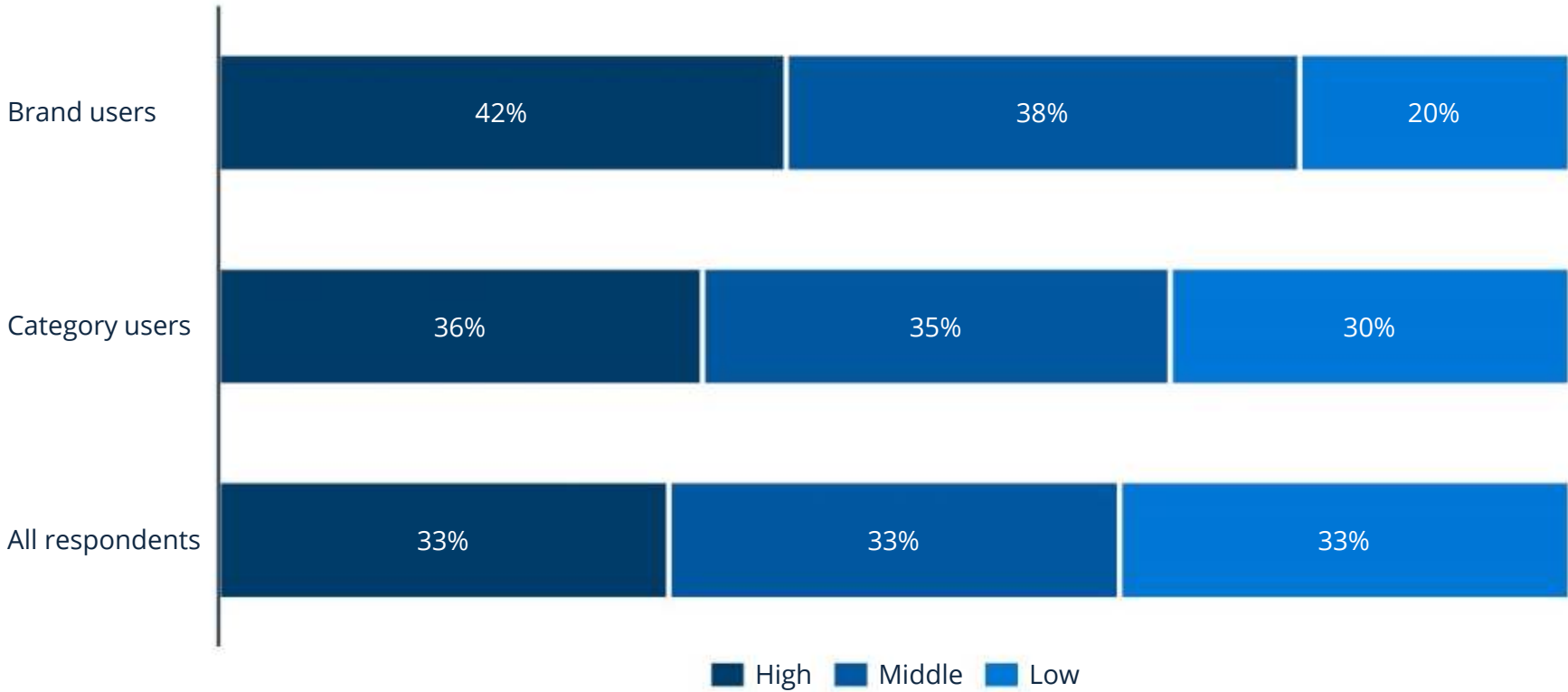


# Hyundai has a larger share of drivers with a high income than other car makes

Demographic profile: income



Share of consumers in Poland in the high, middle, and low thirds of monthly household gross income



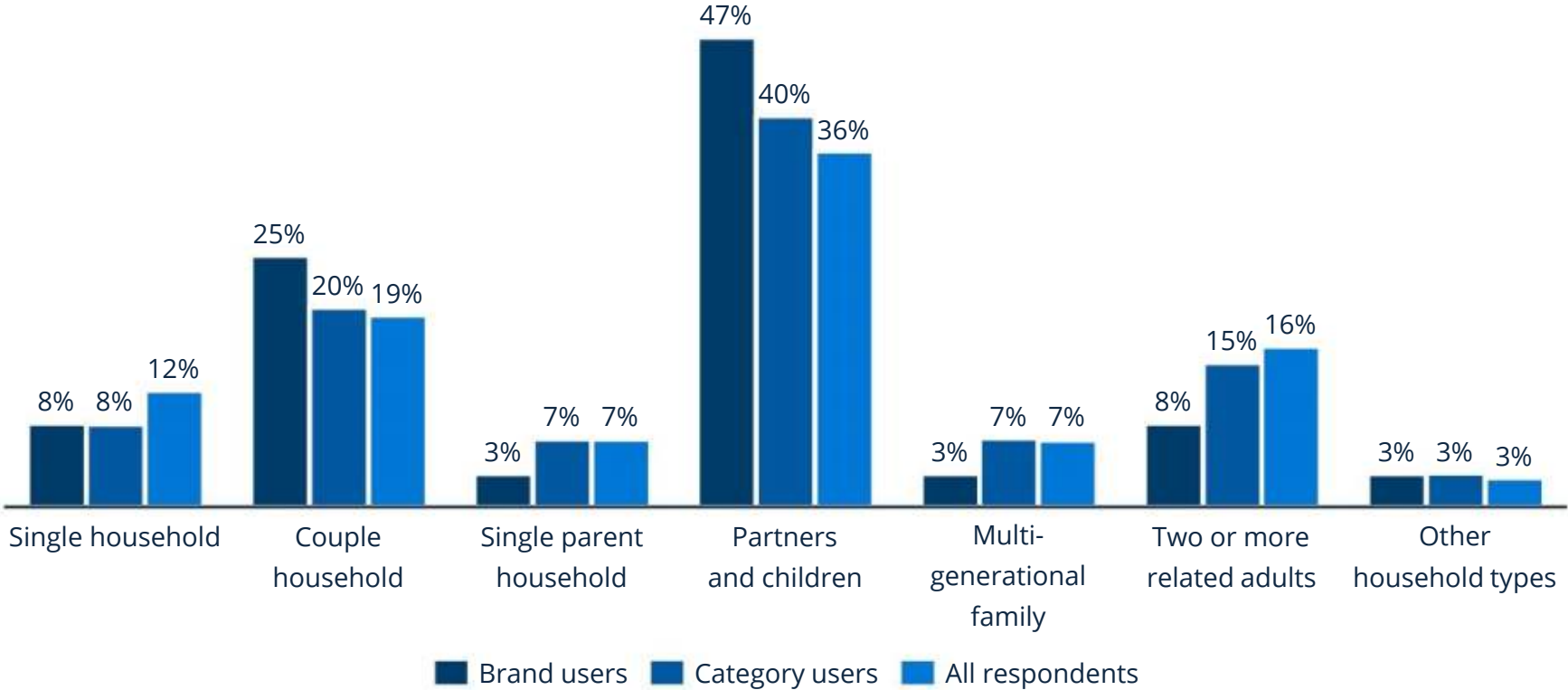
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents

**Sources:** [Consumer Insights Global](#) as of May 2024

# Compared to other car drivers, Hyundai drivers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Poland live



12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024

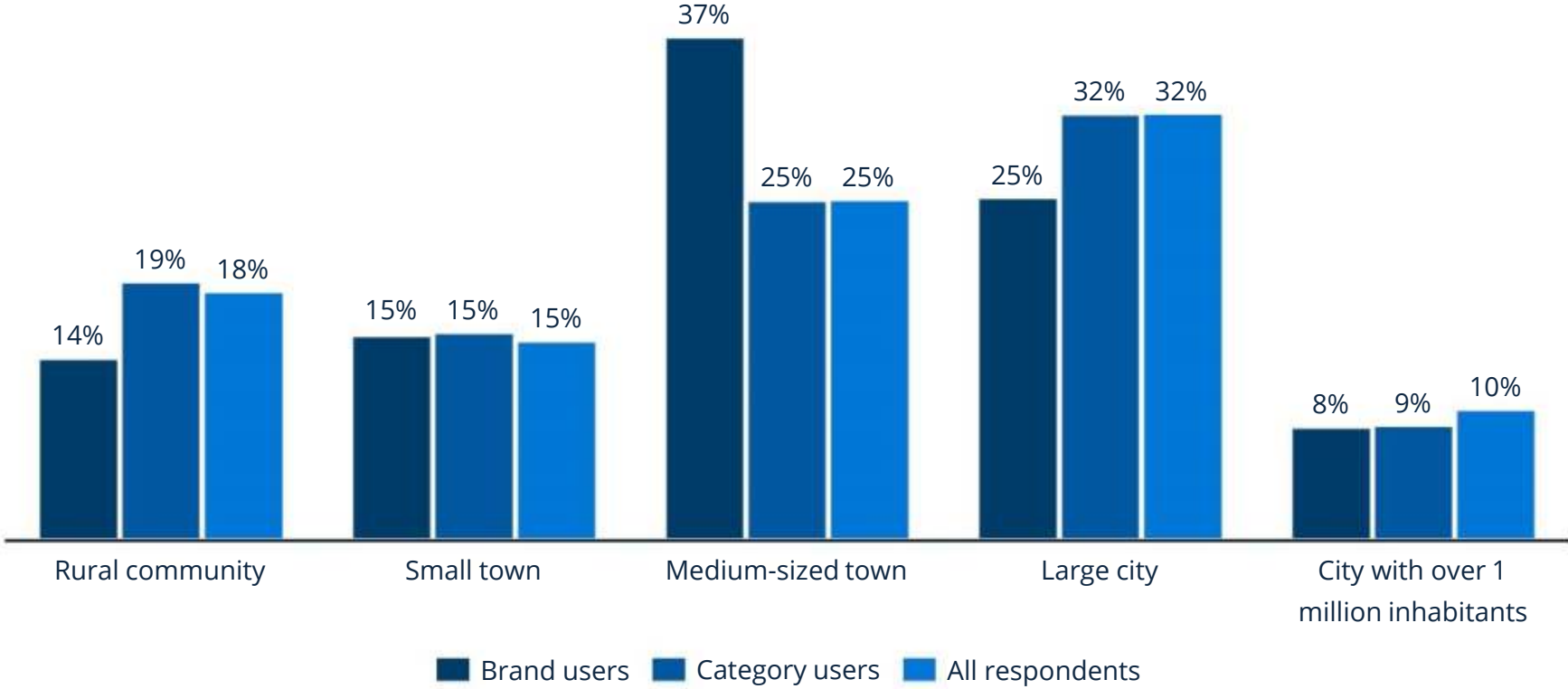


# Hyundai drivers are more likely to live in medium-sized towns than car drivers in general

Demographic profile: type of community



Communities where consumers live in Poland



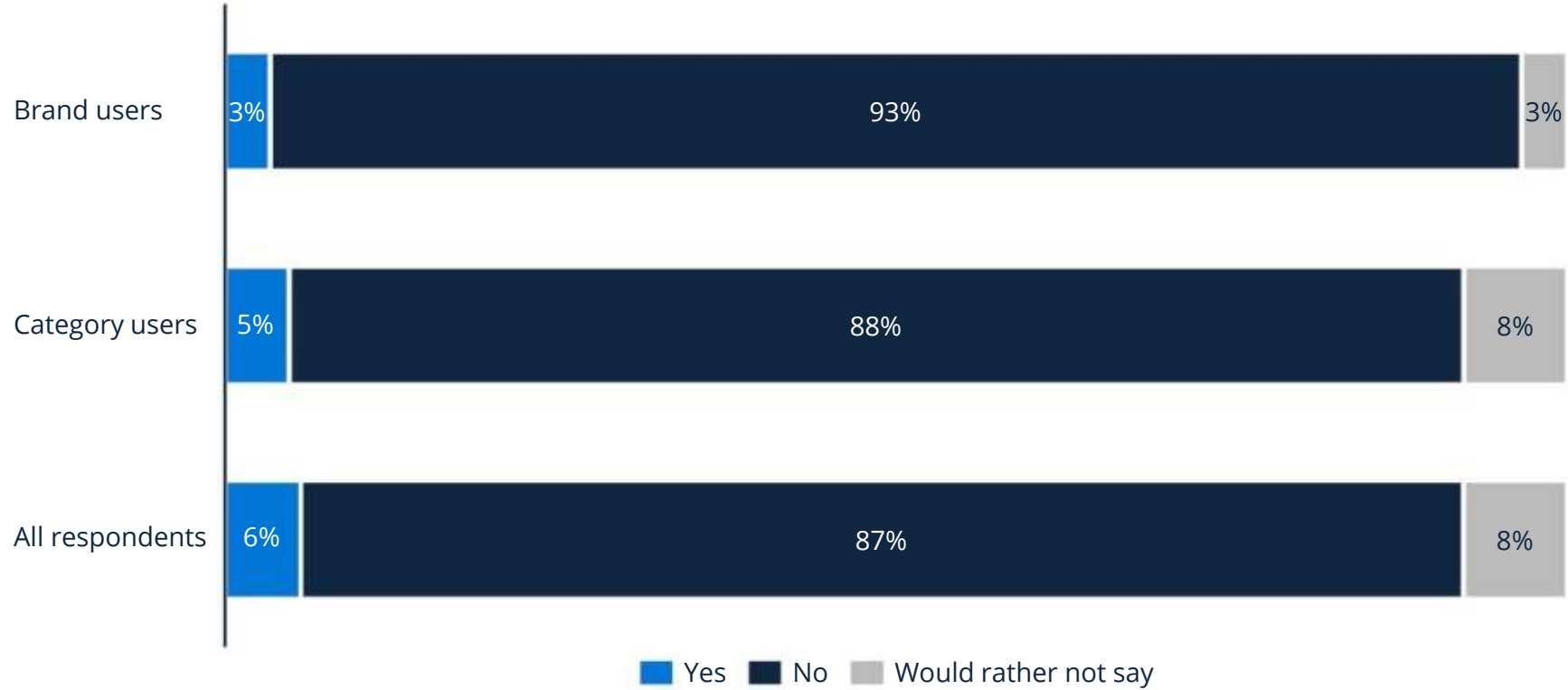
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents

Sources: [Consumer Insights Global](#) as of May 2024

# 3% of Hyundai drivers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Poland



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What brand is your primarily used car?"; Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents

Sources: [Consumer Insights Global](#) as of May 2024

## CHAPTER 03

# Consumer lifestyle

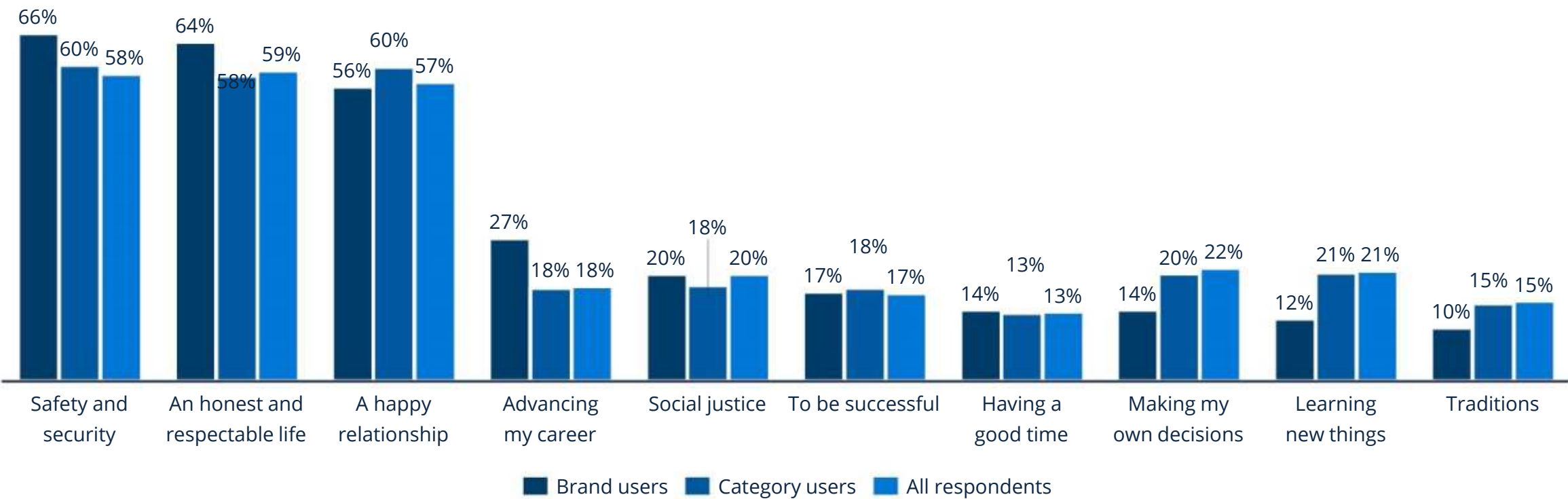
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Career advancement is more important to Hyundai drivers than to other car drivers

Consumer lifestyle: life values

## Most important aspects of life for consumers in Poland



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.": Multi Pick; "What brand is your primarily used car?": Single Pick; Base: n=59 Hyundai drivers, n=1,753 car drivers, n=12,189 all respondents  
Sources: [Consumer Insights Global](#) as of May 2024



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