**Out of 1320 Internet Users aged 17+ who Own a car, a large percentage of them do not disclose what they use their car for, the most. However, many of them use their cars for commuting to work, place of study, leisure and shopping.**

**Out of over 1487 Internet Users aged 17+ that own a Driving Licence, 6% own a Hybrid/Electric Car Powered Totally or in part by a Battery or Electric Motor**

**Out of over 610 Internet Users aged 17+ who do not own a Hybrid/Electric Car but wish to own an Electric Vehicle in the future,**

**62% are interested in buying a Hybrid vehicle - combines an electric motor with a traditional fuel such petrol or diesel and cannot be plugged in.**

**, 41% are interested in Electric vehicle - powered by an electric motor and battery that can be plugged into the mains/a charging point and**

**41% are interested in Plug-in hybrid electric vehicle - with a battery that can be plugged into the mains/charging point and an internal combustion engine, while**

**39% are interested in Range extended electric vehicle - powered by a battery with an internal combustion engine powered generator which takes over once the battery runs out. The battery can be plugged into the mains/charging point or charged by the engine.**

BEHAVIOURAL

**Out of over 1394 Internet Users aged 17+ who do not own a Hybrid/Electric Car, 44% of them wish to own one in the future, 35 % do not while 21% are indifferent.**

**Out of over 1394 Internet Users aged 17+ who do not own a Hybrid/Electric Car but wish to own one in the future, a large percentage of them have concerns over the purchase price, accessibility of charging point and time to charge the vehicle.**

PERCEPTION

OPINION

**Out of 1394 aged 17+ who do not own a hybrid/electric car, a large percentage of them would like to source for information about electric vehicle majorly from Motor Dealer and Specialist Website, Showroom and Brochures.**

**ATTITUDE**

Out of 1487 aged 17+ that own a driving license, a large percentage of them agree that The journey restrictions of electric cars make it off-putting to buy one (eg network of charging points), that the need to charge an electric car is a barrier to owning one, that there is more information about the benefits of hybrid/electric cars now than 5 years ago. They also agree to growing concerns about pollutants from cars makes owning a hybrid/electric car more attractive and that the technology being so new makes buying an electric/hybrid car a high risk. However, many are indifferent as to whether Electric vehicles are only suitable as a secondary car (I.e. not as a main car)

A large number of those that are interested in buying a Hybrid vehicle (combines an electric motor with a traditional fuel such petrol or diesel and cannot be plugged in) are within the age bracket of 45-54

, While many of those that are interested in Electric vehicle (powered by an electric motor and battery that can be plugged into the mains/a charging point) are within the ages of 35-44.

Many people that are interested in Plug-in hybrid electric vehicle (with a battery that can be plugged into the mains/charging point and an internal combustion engine) are within 35-44.

While those are interested in Range extended electric vehicle (powered by a battery with an internal combustion engine powered generator which takes over once the battery runs out. The battery can be plugged into the mains/charging point or charged by the engine) are within the ages of 45-54.

A large number of people that have full valid driving license agree to the following statements about hybrid/electric car:

1. The journey restrictions of electric cars make it off-putting to buy one (eg network of charging points).
2. The need to charge an electric car is a barrier to owning one.
3. There is more information about the benefits of hybrid/electric cars now than 5 years ago.
4. The growing concerns about pollutants from cars makes owning a hybrid/electric car more attractive and
5. The technology being so new makes buying an electric/hybrid car a high risk.

While many of those that own a standard car are indifferent about the statements above.

A large number of people that have full valid driving license

1. 65% believe that the journey restrictions of electric cars make it off-putting to buy one (e.g. network of charging points).
2. 83% of them is concerned with the need to charge an electric car while
3. 78% see it more attractive due to its environment-friendly nature.
4. 61% feels that the technology being so new makes buying an electric/hybrid car a high risk.

**Categories of Concerns of Those who Have a Full Driving License about Hybrid/Electric Car**

The most important concerns of many of the car users are the purchase price, the accessibility to charging point and the time to charge.

1. The journey restrictions of electric cars make it off-putting to buy one (e.g. network of charging points).
2. The need to charge an electric car is a barrier to owning one.
3. There is more information about the benefits of hybrid/electric cars now than 5 years ago.
4. The growing concerns about pollutants from cars makes owning a hybrid/electric car more attractive and
5. The technology being so new makes buying an electric/hybrid car a high risk.

While a good number of those who own a standard car but do not own a hybrid/electric car belong to the “main uses” categories agree to the above statements, a large number of them are indifferent.

For instance,

Among those that use their car to commute to work and place of study, 38% agree, 45% are indifferent while 18% disagree to the statements above.

Among those that use their car for business, 57% agree, 31% are indifferent while 12% disagree to the statements above.

Among those that use their car for driving children to school, 41% agree, 44% are indifferent while 15% disagree to the statements above.

Among those that use their car for leisure, 38% agree, 47% are indifferent while 15% disagree to the statements above.

Among those that use their car for shopping, 36% agree, 49% are indifferent while 15% disagree to the statements above.

Among those that use their car for visiting friends and family, 35% agree, 49% are indifferent while 16% disagree to the statements above.

Among those that use their car for other errands, 33% agree, 49% are indifferent while 18% disagree to the statements above.

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**Those who own a standard car but do not own a hybrid/electric car, mostly source their information from Specialist Motor Websites. We also see that Car owners have been giving attention to dealers/garage showroom, forecourts and their websites.**

**Those who own a standard car but do not own a hybrid/electric car and use their cars for “main uses” categories are interested in purchasing a Hybrid/Electric Car in the future.**

**More of those whose car registration years are below 6 years are interested in purchasing a Hybrid/Electric Car.**