

A majority of Europeans (58%) would consider buying an electric vehicle

- Among the largest European countries, interest in buying an electric vehicle is highest in Italy (79%) and lowest in the UK (52%)
- About one third of all Europeans (34%) say they would approve of “more government support for electric vehicles”
- Across all EU countries, 22% would support higher vehicle emission taxes

Berlin, 1 November 2016 - In August, Dalia Research conducted an EU-wide survey to find out the demand for electric vehicles (EV) among Europeans.

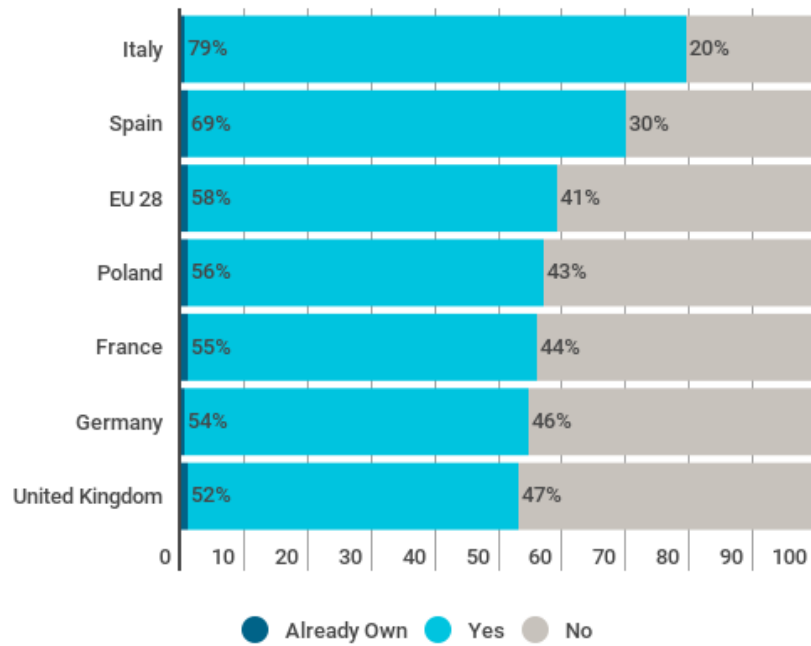
The results show that **a majority of Europeans, 58%, would consider purchasing an electric vehicle**. Approximately 1% of respondents say they already own one, matching the [current estimate](#) of electric vehicle sales in Europe. Though Germans are leading the charge on a political level, it is actually Italians who have the highest share of potentially interested customers: 54% of Germans would consider buying one, compared to 79% of Italians (lowest is the UK with 52%).

Is interest in EVs more prevalent among specific European demographic groups? The results show there is no clear demographic who is most interested in EVs. There is no significant difference by gender, age, urban and rural populations, education or disposable income. It seems EVs are already an aspired product across different main consumer groups.

Do Europeans support policies meant to encourage the adoption of electric vehicles? About one third of all Europeans (34%) say they would approve of “more government support for electric vehicles”. But less Europeans, 22% overall, would support “higher vehicle emission taxes”.

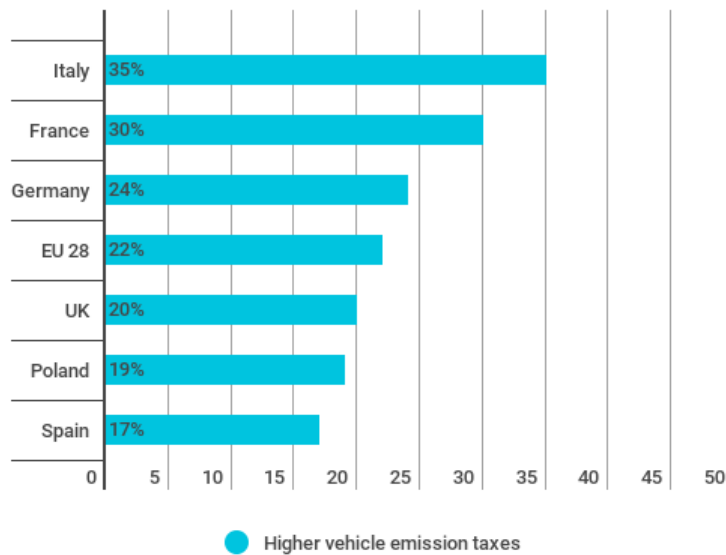
Electric Vehicle Adopters

"Would you consider buying an electric car?"

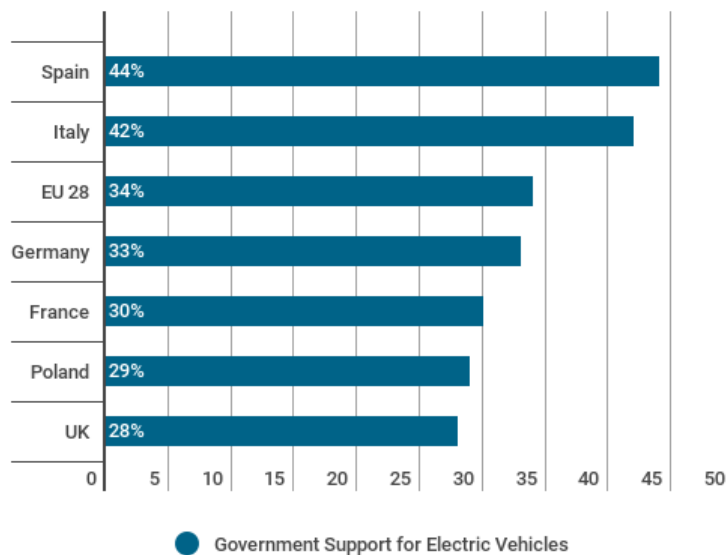


Based on a census-representative survey of 11.754 people across the EU conducted in August 2016 by Dalia Research.

22% of Europeans support vehicle emission taxes



34% of Europeans approve of more government support for electric vehicles



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Notes to editors

About the survey

These findings are part of the “EuroPulse”, a quarterly survey by Dalia Research across 28 EU countries and 21 languages. In every “wave” of the survey, Dalia interviews a census-representative sample of more than 10.000 Europeans to better understand EU-wide trends in public opinion, consumer attitudes and market developments. The survey setup treats the EU, from a statistical and sampling perspective, as if it were one country.

The results are based on the most recent wave of “EuroPulse”, which was conducted between August 2, 2016 and August 19, 2016. The sample of n=11.754 was drawn across all 28 EU Member States, taking into account current population distributions with regard to age (14-65 years), gender and region/country. The unweighted sample size for Hungary was n=867.

An estimation of the overall design effect based on the distribution of weights was calculated at 1.59 at the global level. Calculated for a sample of this size and considering the design-effect, the margin of error would be +/-1.1 % at a confidence level of 95%.

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilise mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: www.daliaresearch.com

For more information, please contact :

Anisa Holmes

Data Journalist

E-Mail: anisa.holmes@daliaresearch.com

Phone: +49 30 695 995 90