

## WPI – Electric Cars polling April 2018

Methodology: ComRes interviewed 2,003 GB adults online between the 13th and 15th April 2018. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

For information about commissioning research please contact [info@comresglobal.com](mailto:info@comresglobal.com) or call +44 (0)20 7871 8660.

### REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51 / F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 1  
**Q.1 Which of the following types of car, if any, do you currently own?**  
**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
Petrol	1040 52%	508 52%	532 52%	113 50%	171 50%	155 48%	176 49%	154 52%	271 59%	285 50%	330 49%	425 56%	309 58%	306 55%	218 53%	206 42%	188 55%	452 56%
Diesel	482 24%	288 29%	194 19%	16 7%	77 22%	92 28%	105 30%	76 26%	116 25%	93 16%	197 29%	192 25%	154 29%	109 20%	121 29%	98 20%	83 25%	226 28%
Plug-in hybrid electric	16 1%	14 1%	2 *	1 1%	5 1%	3 1%	3 1%	- -	4 1%	6 1%	6 1%	4 *	9 2%	1 *	2 *	4 1%	1 *	8 1%
Fully electric	14 1%	9 1%	5 1%	- -	5 1%	5 2%	1 *	1 *	3 1%	5 1%	6 1%	4 1%	4 1%	4 1%	2 *	4 1%	1 *	8 1%
Other	18 1%	13 1%	5 *	- -	1 *	- -	4 1%	5 2%	8 2%	1 *	4 1%	13 2%	7 1%	5 1%	2 *	5 1%	3 1%	5 1%
I do not currently own a car	540 27%	225 23%	315 31%	93 41%	104 30%	91 28%	96 27%	69 23%	88 19%	197 35%	186 27%	156 21%	100 19%	151 27%	86 21%	203 41%	82 24%	168 21%
Don't know	3 *	- -	3 *	1 *	2 1%	- -	- -	- -	- -	3 1%	- -	- -	1 *	- -	2 *	1 *	- -	- -
NET: Electric	24 1%	18 2%	6 1%	1 1%	6 2%	7 2%	3 1%	1 *	5 1%	8 1%	10 1%	6 1%	12 2%	5 1%	3 1%	4 1%	2 *	12 2%

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 2

**Q.1 Which of the following types of car, if any, do you currently own?****Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
Petrol	1040 52%	74 42%	54 54%	912 53%	41 49%	124 54%	72 43%	99 55%	75 50%	124 64%	115 43%	165 59%	96 55%
Diesel	482 24%	53 30%	29 29%	400 23%	24 29%	63 27%	47 28%	41 23%	48 32%	34 18%	37 14%	56 20%	51 29%
Plug-in hybrid electric	16 1%	2 1%	-	14 1%	1 1%	3 1%	1 1%	2 1%	3 2%	1 *	3 1%	-	1 1%
Fully electric	14 1%	-	1 1%	14 1%	-	2 1%	1 1%	1 *	3 2%	2 1%	4 2%	-	1 *
Other	18 1%	3 1%	-	16 1%	-	1 *	1 1%	2 1%	2 1%	1 1%	2 1%	4 1%	3 2%
I do not currently own a car	540 27%	56 32%	28 27%	457 26%	20 24%	55 24%	53 31%	42 23%	33 22%	40 21%	115 43%	65 23%	34 20%
Don't know	3 *	-	-	3 *	1 1%	-	-	2 1%	-	-	-	1 *	-
NET: Electric	24 1%	2 1%	1 1%	22 1%	1 1%	3 1%	2 1%	2 1%	4 3%	3 1%	6 2%	-	1 1%

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 3

**Q.1 Which of the following types of car, if any, do you currently own?**

**Base: All respondents**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household					Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
		NET: Any	1	2	3+													
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
Petrol	1040	15	1025	491	415	120	91	1040	5	6	1	-	161	799	332	616	665	346
	52%	3%	65%	60%	71%	65%	19%	100%	33%	42%	4%	-	54%	53%	56%	51%	64%	41%
Diesel	482	11	471	210	201	60	482	91	4	2	2	-	99	342	177	277	298	161
	24%	3%	30%	26%	34%	32%	100%	9%	28%	14%	12%	-	33%	23%	30%	23%	29%	19%
Plug-in hybrid electric	16	1	14	11	2	1	4	5	16	6	1	-	14	1	15	1	15	1
	1%	*	1%	1%	*	*	1%	1%	100%	44%	4%	-	5%	*	2%	*	1%	*
Fully electric	14	1	14	7	4	3	2	6	6	14	1	-	14	-	14	-	14	-
	1%	*	1%	1%	1%	1%	*	1%	40%	100%	4%	-	5%	-	2%	-	1%	-
Other	18	-	18	10	8	-	2	1	1	1	18	-	7	8	12	6	12	6
	1%	-	1%	1%	1%	-	*	*	5%	6%	100%	-	2%	1%	2%	1%	1%	1%
I do not currently own a car	540	394	145	99	32	14	-	-	-	-	-	540	40	406	100	347	109	362
	27%	94%	9%	12%	6%	8%	-	-	-	-	-	100%	14%	27%	17%	29%	10%	43%
Don't know	3	1	3	-	1	2	-	-	-	-	-	-	1	-	1	-	1	-
	*	*	*	-	*	1%	-	-	-	-	-	-	*	-	*	-	*	-
NET: Electric	24	1	22	14	5	3	5	8	16	14	1	-	22	1	23	1	23	1
	1%	*	1%	2%	1%	2%	1%	1%	100%	100%	4%	-	8%	*	4%	*	2%	*

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 4

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Summary****Base: All respondents**

	<u>Diesel</u>	<u>Petrol</u>	<u>Plug-in hybrid electric</u>	<u>Fully electric</u>	<u>Another type of car</u>	<u>NET: Electric</u>	<u>NET: Any</u>
Unweighted base	2003	2003	2003	2003	2003	2003	2003
Weighted base	2003	2003	2003	2003	2003	2003	2003
NET: Likely	303 15%	866 43%	257 13%	187 9%	111 6%	298 15%	1035 52%
Very likely	(4) 84 4%	292 15%	41 2%	49 2%	27 1%	71 4%	413 21%
Fairly likely	(3) 219 11%	574 29%	217 11%	138 7%	84 4%	228 11%	623 31%
Not very likely	(2) 314 16%	234 12%	380 19%	393 20%	265 13%	411 21%	228 11%
Not at all likely	(1) 1170 58%	624 31%	1111 55%	1186 59%	1021 51%	1084 54%	622 31%
NET: Not likely	1484 74%	858 43%	1491 74%	1579 79%	1286 64%	1495 75%	850 42%
Don't know	216 11%	279 14%	254 13%	237 12%	606 30%	210 10%	117 6%
Mean	1.56	2.31	1.54	1.46	1.37	1.60	2.44
Standard deviation	0.88	1.13	0.80	0.76	0.68	0.85	1.16
Standard error	0.02	0.03	0.02	0.02	0.02	0.02	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 5

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?****Diesel****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Likely	303 15%	162 17%	141 14%	43 19%	90 26%	58 18%	47 13%	30 10%	36 8%	133 23%	104 15%	66 9%	90 17%	65 12%	69 17%	79 16%	65 19%	148 18%
Very likely	(4) 84 4%	46 5%	39 4%	12 5%	26 8%	20 6%	9 3%	5 2%	13 3%	38 7%	29 4%	18 2%	24 5%	22 4%	18 4%	20 4%	14 4%	46 6%
Fairly likely	(3) 219 11%	117 12%	102 10%	31 14%	64 19%	38 12%	38 11%	25 9%	22 5%	96 17%	76 11%	48 6%	66 12%	43 8%	51 12%	59 12%	51 15%	102 13%
Not very likely	(2) 314 16%	179 18%	135 13%	43 19%	66 19%	52 16%	55 15%	42 14%	56 12%	109 19%	107 16%	98 13%	101 19%	79 14%	77 19%	57 12%	59 17%	148 18%
Not at all likely	(1) 1170 58%	541 55%	630 61%	107 48%	147 43%	160 50%	219 61%	190 65%	347 75%	254 45%	379 56%	538 71%	308 57%	347 62%	220 53%	296 60%	171 50%	423 52%
NET: Not likely	1484 74%	719 74%	765 75%	150 67%	213 62%	213 66%	273 77%	232 79%	403 87%	362 64%	486 72%	636 84%	409 76%	426 76%	297 72%	353 71%	230 68%	570 70%
Don't know	216 11%	96 10%	120 12%	32 14%	41 12%	52 16%	36 10%	32 11%	23 5%	73 13%	88 13%	55 7%	37 7%	67 12%	46 11%	65 13%	45 13%	96 12%
Mean	1.56	1.62	1.50	1.73	1.90	1.69	1.49	1.41	1.32	1.83	1.58	1.35	1.61	1.47	1.64	1.54	1.69	1.68
Standard deviation	0.88	0.90	0.86	0.94	1.02	0.97	0.81	0.74	0.71	0.99	0.89	0.72	0.89	0.84	0.90	0.89	0.92	0.94
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.04	0.03	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 6

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?****Diesel****Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Likely	303 15%	31 18%	11 11%	261 15%	15 18%	47 20%	31 18%	29 16%	32 21%	28 14%	35 13%	23 8%	21 12%
Very likely	(4) 84 4%	4 2%	3 3%	77 4%	4 4%	16 7%	11 6%	7 4%	9 6%	8 4%	11 4%	5 2%	8 5%
Fairly likely	(3) 219 11%	27 15%	8 8%	184 11%	12 14%	31 13%	20 12%	22 12%	23 15%	20 11%	24 9%	19 7%	13 7%
Not very likely	(2) 314 16%	31 18%	20 20%	263 15%	10 11%	43 19%	30 18%	30 17%	16 11%	30 16%	29 11%	42 15%	32 18%
Not at all likely	(1) 1170 58%	94 53%	56 56%	1021 59%	46 55%	124 54%	83 49%	97 54%	81 54%	121 63%	179 67%	182 65%	108 61%
NET: Not likely	1484 74%	125 71%	76 76%	1283 74%	56 66%	166 72%	113 67%	127 71%	97 64%	152 79%	209 78%	224 81%	139 79%
Don't know	216 11%	21 12%	12 12%	183 11%	13 16%	18 8%	24 14%	24 13%	21 14%	13 7%	23 8%	31 11%	16 9%
Mean	1.56	1.63	1.52	1.56	1.61	1.71	1.71	1.60	1.70	1.52	1.45	1.38	1.51
Standard deviation	0.88	0.86	0.81	0.89	0.94	0.97	0.97	0.88	1.00	0.86	0.84	0.71	0.85
Standard error	0.02	0.07	0.08	0.02	0.11	0.07	0.08	0.08	0.09	0.06	0.06	0.04	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 7

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Diesel**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Likely	303 15%	29 7%	274 17%	130 16%	99 17%	45 24%	169 35%	122 12%	9 54%	5 36%	1 4%	31 6%	97 33%	195 13%	124 21%	160 13%	303 29%	-
Very likely	(4) 84 4%	9 2%	76 5%	39 5%	29 5%	7 4%	56 12%	25 2%	4 24%	3 18%	1 4%	8 1%	29 10%	52 3%	42 7%	40 3%	84 8%	-
Fairly likely	(3) 219 11%	21 5%	198 13%	91 11%	70 12%	38 20%	113 24%	97 9%	5 30%	3 18%	-	24 4%	69 23%	143 10%	82 14%	120 10%	219 21%	-
Not very likely	(2) 314 16%	38 9%	276 17%	116 14%	120 21%	39 21%	100 21%	183 18%	2 12%	1 4%	3 19%	50 9%	52 17%	243 16%	108 18%	189 16%	202 20%	111 13%
Not at all likely	(1) 1170 58%	285 68%	885 56%	481 59%	318 54%	86 47%	149 31%	667 64%	4 28%	8 54%	14 77%	366 68%	143 48%	981 66%	325 55%	750 62%	485 47%	685 81%
NET: Not likely	1484 74%	323 77%	1161 73%	597 73%	439 75%	126 68%	249 52%	849 82%	6 41%	8 58%	17 96%	415 77%	194 65%	1225 82%	433 74%	939 78%	688 66%	796 94%
Don't know	216 11%	68 16%	148 9%	86 11%	48 8%	13 7%	63 13%	69 7%	1 5%	1 5%	-	93 17%	6 2%	76 5%	31 5%	109 9%	44 4%	54 6%
Mean	1.56	1.30	1.63	1.57	1.65	1.80	2.18	1.47	2.52	2.00	1.32	1.27	1.94	1.48	1.71	1.50	1.90	1.14
Standard deviation	0.88	0.69	0.91	0.90	0.90	0.93	1.06	0.78	1.20	1.28	0.72	0.64	1.06	0.82	0.98	0.83	1.02	0.35
Standard error	0.02	0.04	0.02	0.03	0.04	0.09	0.05	0.03	0.30	0.37	0.17	0.03	0.06	0.02	0.04	0.02	0.03	0.01



**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 8

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?****Petrol****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Likely	866 43%	474 48%	392 38%	109 49%	169 49%	145 45%	136 38%	121 41%	187 40%	278 49%	281 41%	308 41%	265 49%	233 42%	187 45%	181 37%	168 49%	392 48%
Very likely	(4) 292 15%	160 16%	132 13%	36 16%	56 16%	48 15%	39 11%	40 14%	74 16%	92 16%	86 13%	114 15%	86 16%	79 14%	63 15%	64 13%	56 17%	122 15%
Fairly likely	(3) 574 29%	314 32%	261 25%	73 33%	113 33%	97 30%	97 27%	81 28%	113 24%	186 33%	194 29%	194 26%	179 33%	154 28%	124 30%	118 24%	112 33%	270 33%
Not very likely	(2) 234 12%	130 13%	104 10%	24 11%	39 11%	35 11%	46 13%	38 13%	52 11%	63 11%	81 12%	91 12%	81 15%	60 11%	53 13%	40 8%	46 14%	93 11%
Not at all likely	(1) 624 31%	256 26%	367 36%	56 25%	86 25%	92 29%	132 37%	84 29%	173 38%	142 25%	224 33%	258 34%	139 26%	175 31%	108 26%	202 41%	69 20%	217 27%
NET: Not likely	858 43%	386 40%	472 46%	81 36%	125 36%	127 39%	178 50%	123 42%	226 49%	205 36%	305 45%	348 46%	221 41%	235 42%	162 39%	241 49%	116 34%	310 38%
Don't know	279 14%	117 12%	161 16%	35 16%	51 15%	51 16%	42 12%	51 17%	49 11%	85 15%	93 14%	100 13%	50 9%	91 16%	64 16%	74 15%	56 17%	112 14%
Mean	2.31	2.44	2.18	2.47	2.47	2.37	2.14	2.31	2.21	2.47	2.24	2.25	2.44	2.29	2.41	2.10	2.55	2.42
Standard deviation	1.13	1.10	1.14	1.11	1.11	1.13	1.10	1.11	1.17	1.10	1.12	1.15	1.08	1.14	1.11	1.16	1.07	1.10
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.05	0.05	0.04	0.05	0.05	0.06	0.06	0.07	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 9

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Petrol**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Likely	866 43%	72 41%	39 39%	756 44%	37 44%	113 49%	74 44%	85 47%	62 41%	82 43%	104 39%	129 46%	71 40%
Very likely	(4) 292 15%	19 11%	9 9%	264 15%	17 21%	31 14%	19 11%	31 17%	18 12%	35 18%	42 16%	48 17%	22 12%
Fairly likely	(3) 574 29%	52 30%	30 30%	492 28%	20 24%	82 36%	54 32%	53 30%	44 29%	47 25%	62 23%	80 29%	49 28%
Not very likely	(2) 234 12%	26 15%	12 12%	197 11%	7 9%	31 13%	20 12%	18 10%	13 9%	24 13%	25 9%	28 10%	31 17%
Not at all likely	(1) 624 31%	53 30%	37 37%	534 31%	31 36%	66 29%	44 26%	49 27%	47 31%	60 31%	102 38%	82 30%	54 30%
NET: Not likely	858 43%	78 44%	49 49%	731 42%	38 45%	96 42%	64 38%	66 37%	60 40%	84 44%	127 48%	110 40%	84 48%
Don't know	279 14%	26 15%	12 12%	240 14%	9 11%	21 9%	30 18%	29 16%	29 19%	26 13%	36 14%	39 14%	21 12%
Mean	2.31	2.26	2.12	2.33	2.32	2.38	2.35	2.45	2.27	2.34	2.19	2.40	2.25
Standard deviation	1.13	1.08	1.08	1.14	1.23	1.08	1.08	1.15	1.13	1.17	1.19	1.16	1.08
Standard error	0.03	0.08	0.11	0.03	0.14	0.08	0.09	0.10	0.10	0.09	0.08	0.07	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 10

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Petrol**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Likely	866 43%	59 14%	807 51%	397 49%	315 54%	95 52%	208 43%	616 59%	13 81%	11 73%	4 19%	84 16%	203 68%	617 41%	296 50%	525 43%	866 84%	-
Very likely	(4) 292 15%	18 4%	274 17%	141 17%	100 17%	33 18%	39 8%	241 23%	7 44%	6 44%	1 4%	23 4%	47 16%	232 16%	118 20%	155 13%	292 28%	-
Fairly likely	(3) 574 29%	41 10%	533 34%	256 32%	215 37%	62 34%	169 35%	376 36%	6 37%	4 29%	3 15%	61 11%	157 53%	385 26%	178 30%	371 31%	574 55%	-
Not very likely	(2) 234 12%	35 8%	200 13%	92 11%	82 14%	25 13%	82 17%	120 11%	-	-	6 34%	38 7%	50 17%	175 12%	76 13%	147 12%	76 7%	158 19%
Not at all likely	(1) 624 31%	252 60%	372 23%	211 26%	119 20%	42 23%	121 25%	188 18%	3 19%	4 27%	7 36%	317 59%	33 11%	581 39%	159 27%	399 33%	60 6%	563 66%
NET: Not likely	858 43%	287 68%	571 36%	304 37%	201 34%	66 36%	203 42%	307 30%	3 19%	4 27%	13 70%	355 66%	82 28%	757 51%	235 40%	546 45%	136 13%	722 85%
Don't know	279 14%	74 18%	204 13%	112 14%	70 12%	22 12%	70 15%	116 11%	-	-	2 10%	101 19%	13 4%	121 8%	57 10%	136 11%	33 3%	128 15%
Mean	2.31	1.50	2.51	2.47	2.57	2.54	2.31	2.72	3.07	2.91	1.86	1.52	2.76	2.20	2.48	2.26	3.09	1.22
Standard deviation	1.13	0.90	1.09	1.12	1.05	1.09	1.00	1.06	1.13	1.27	0.89	0.92	0.86	1.16	1.14	1.11	0.77	0.41
Standard error	0.03	0.05	0.03	0.04	0.05	0.11	0.05	0.04	0.27	0.35	0.22	0.04	0.05	0.03	0.05	0.03	0.02	0.02

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 11  
**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**  
**Plug-in hybrid electric**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Likely	257 13%	172 18%	86 8%	34 15%	71 21%	39 12%	52 15%	25 8%	36 8%	105 19%	91 13%	61 8%	113 21%	76 14%	35 9%	34 7%	53 16%	123 15%
Very likely	(4) 41 2%	33 3%	8 1%	4 2%	10 3%	11 4%	8 2%	2 1%	5 1%	14 2%	20 3%	7 1%	16 3%	11 2%	8 2%	6 1%	14 4%	13 2%
Fairly likely	(3) 217 11%	139 14%	78 8%	30 14%	61 18%	27 8%	44 12%	23 8%	31 7%	91 16%	71 11%	54 7%	97 18%	65 12%	27 7%	28 6%	40 12%	110 14%
Not very likely	(2) 380 19%	228 23%	152 15%	36 16%	75 22%	61 19%	58 16%	56 19%	95 20%	111 20%	119 18%	150 20%	108 20%	96 17%	90 22%	86 17%	65 19%	166 20%
Not at all likely	(1) 1111 55%	476 49%	635 62%	113 51%	152 44%	171 53%	209 59%	176 60%	290 63%	265 47%	380 56%	466 62%	258 48%	306 55%	229 56%	317 64%	165 49%	416 51%
NET: Not likely	1491 74%	704 72%	787 77%	149 67%	227 66%	232 72%	267 75%	232 79%	385 83%	376 66%	499 73%	616 82%	366 68%	402 72%	320 78%	403 81%	230 68%	582 71%
Don't know	254 13%	102 10%	153 15%	41 18%	46 13%	52 16%	37 11%	38 13%	40 9%	87 15%	89 13%	78 10%	57 11%	80 14%	57 14%	60 12%	56 17%	109 13%
Mean	1.54	1.69	1.38	1.59	1.76	1.55	1.53	1.42	1.41	1.70	1.54	1.41	1.73	1.54	1.48	1.36	1.66	1.60
Standard deviation	0.80	0.87	0.68	0.84	0.89	0.84	0.82	0.69	0.68	0.87	0.83	0.68	0.90	0.81	0.73	0.66	0.89	0.81
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.04	0.03	0.06	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 12

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Plug-in hybrid electric**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Likely	257 13%	24 14%	12 12%	221 13%	4 5%	32 14%	21 12%	26 15%	25 17%	14 7%	49 18%	30 11%	19 11%
Very likely	(4) 41 2%	4 2%	1 1%	36 2%	2 2%	1 1%	6 3%	7 4%	6 4%	2 1%	5 2%	5 2%	3 2%
Fairly likely	(3) 217 11%	21 12%	10 10%	186 11%	3 3%	31 13%	15 9%	20 11%	19 13%	12 6%	44 16%	26 9%	17 9%
Not very likely	(2) 380 19%	34 19%	20 20%	326 19%	11 12%	55 24%	34 20%	39 22%	24 16%	43 22%	38 14%	44 16%	39 22%
Not at all likely	(1) 1111 55%	93 53%	56 56%	962 56%	52 62%	126 55%	94 56%	84 47%	80 54%	121 63%	139 52%	167 60%	98 56%
NET: Not likely	1491 74%	127 72%	76 76%	1288 75%	63 75%	181 79%	127 76%	123 68%	104 69%	164 85%	177 66%	211 76%	137 78%
Don't know	254 13%	25 14%	13 13%	217 13%	17 20%	17 7%	20 12%	31 17%	21 14%	14 7%	41 15%	37 13%	19 11%
Mean	1.54	1.57	1.51	1.53	1.31	1.57	1.55	1.66	1.62	1.41	1.62	1.46	1.52
Standard deviation	0.80	0.82	0.75	0.80	0.67	0.76	0.83	0.87	0.90	0.66	0.87	0.76	0.76
Standard error	0.02	0.06	0.08	0.02	0.08	0.05	0.07	0.08	0.08	0.05	0.06	0.05	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 13

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Plug-in hybrid electric**

**Base: All respondents**

	Cars in household						Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Likely	257 13%	30 7%	227 14%	106 13%	95 16%	26 14%	86 18%	145 14%	14 87%	9 65%	5 30%	28 5%	257 86%	-	136 23%	115 10%	257 25%	-
Very likely	(4) 41 2%	6 1%	35 2%	22 3%	10 2%	2 1%	14 3%	22 2%	6 40%	1 6%	1 4%	5 1%	41 14%	-	29 5%	11 1%	41 4%	-
Fairly likely	(3) 217 11%	24 6%	192 12%	84 10%	85 14%	24 13%	72 15%	123 12%	7 47%	9 60%	5 26%	22 4%	217 73%	-	107 18%	104 9%	217 21%	-
Not very likely	(2) 380 19%	40 10%	340 21%	169 21%	137 23%	34 19%	101 21%	239 23%	1 5%	2 11%	7 37%	51 10%	22 7%	359 24%	131 22%	225 19%	253 24%	127 15%
Not at all likely	(1) 1111 55%	278 66%	832 53%	432 53%	295 50%	105 57%	244 51%	543 52%	* 3%	3 18%	3 16%	364 67%	13 4%	1098 73%	271 46%	738 61%	442 43%	669 79%
NET: Not likely	1491 74%	319 76%	1172 74%	601 74%	431 74%	140 76%	345 72%	782 75%	1 8%	4 29%	10 53%	416 77%	35 12%	1456 97%	401 68%	964 80%	695 67%	796 94%
Don't know	254 13%	71 17%	183 12%	105 13%	60 10%	18 10%	50 10%	113 11%	1 5%	1 5%	3 17%	96 18%	6 2%	39 3%	51 9%	128 11%	83 8%	54 6%
Mean	1.54	1.30	1.59	1.57	1.64	1.54	1.67	1.59	3.30	2.56	2.22	1.25	2.98	1.25	1.80	1.43	1.85	1.16
Standard deviation	0.80	0.67	0.82	0.82	0.82	0.79	0.87	0.81	0.74	0.89	0.84	0.60	0.63	0.43	0.94	0.71	0.92	0.37
Standard error	0.02	0.04	0.02	0.03	0.04	0.08	0.04	0.03	0.19	0.26	0.21	0.03	0.04	0.01	0.04	0.02	0.03	0.01

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 14

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?****Fully electric****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Likely	187 9%	118 12%	69 7%	31 14%	69 20%	40 12%	23 6%	8 3%	16 4%	100 18%	63 9%	24 3%	80 15%	50 9%	24 6%	34 7%	37 11%	90 11%
Very likely	(4) 49 2%	39 4%	10 1%	4 2%	20 6%	12 4%	5 1%	1 *	6 1%	25 4%	17 2%	8 1%	21 4%	14 2%	8 2%	7 1%	9 3%	24 3%
Fairly likely	(3) 138 7%	79 8%	59 6%	27 12%	48 14%	28 9%	18 5%	6 2%	10 2%	75 13%	46 7%	16 2%	59 11%	36 6%	16 4%	27 5%	29 8%	65 8%
Not very likely	(2) 393 20%	234 24%	159 15%	45 20%	73 21%	57 18%	68 19%	62 21%	87 19%	119 21%	125 18%	149 20%	118 22%	105 19%	96 23%	73 15%	81 24%	175 22%
Not at all likely	(1) 1186 59%	530 54%	657 64%	111 49%	157 46%	175 54%	224 63%	192 65%	327 71%	268 47%	400 59%	519 69%	286 53%	329 59%	240 58%	331 67%	167 49%	444 55%
NET: Not likely	1579 79%	764 78%	815 79%	156 70%	230 67%	233 72%	292 82%	254 86%	414 90%	387 68%	525 77%	668 88%	404 75%	434 78%	336 82%	404 81%	248 73%	619 76%
Don't know	237 12%	95 10%	142 14%	37 16%	45 13%	49 15%	41 12%	33 11%	31 7%	82 14%	91 13%	64 8%	52 10%	74 13%	52 13%	58 12%	54 16%	105 13%
Mean	1.46	1.58	1.35	1.60	1.77	1.55	1.38	1.30	1.29	1.71	1.46	1.30	1.62	1.45	1.42	1.34	1.57	1.53
Standard deviation	0.76	0.83	0.65	0.82	0.95	0.85	0.67	0.54	0.59	0.91	0.76	0.57	0.86	0.75	0.68	0.66	0.79	0.80
Standard error	0.02	0.03	0.02	0.06	0.06	0.05	0.04	0.03	0.03	0.04	0.03	0.02	0.04	0.03	0.04	0.03	0.05	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 15

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Fully electric**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Likely	187 9%	17 9%	6 6%	164 10%	3 4%	23 10%	20 12%	21 12%	18 12%	7 3%	36 14%	23 8%	12 7%
Very likely	(4) 49 2%	5 3%	1 1%	44 3%	- -	1 1%	5 3%	7 4%	8 6%	3 2%	10 4%	4 1%	4 3%
Fairly likely	(3) 138 7%	12 7%	6 6%	120 7%	3 4%	22 9%	15 9%	14 8%	10 7%	4 2%	26 10%	19 7%	8 4%
Not very likely	(2) 393 20%	34 19%	19 19%	340 20%	13 16%	56 24%	35 21%	41 23%	26 17%	40 21%	41 15%	49 18%	39 22%
Not at all likely	(1) 1186 59%	103 58%	65 65%	1018 59%	53 63%	135 59%	94 56%	93 51%	84 56%	130 67%	150 56%	171 61%	109 62%
NET: Not likely	1579 79%	137 78%	84 84%	1358 79%	66 79%	191 83%	129 77%	134 74%	110 73%	170 88%	190 71%	220 79%	148 84%
Don't know	237 12%	23 13%	10 10%	205 12%	14 17%	16 7%	19 11%	25 14%	22 15%	16 8%	40 15%	35 13%	16 9%
Mean	1.46	1.47	1.36	1.47	1.29	1.48	1.54	1.59	1.55	1.32	1.55	1.41	1.42
Standard deviation	0.76	0.77	0.63	0.76	0.55	0.70	0.81	0.84	0.89	0.60	0.87	0.71	0.72
Standard error	0.02	0.06	0.07	0.02	0.07	0.05	0.06	0.07	0.08	0.04	0.06	0.04	0.05



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 16

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Fully electric**

**Base: All respondents**

	Cars in household						Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Likely	187 9%	30 7%	157 10%	74 9%	62 11%	20 11%	66 14%	95 9%	11 71%	14 95%	5 26%	32 6%	187 63%	-	107 18%	71 6%	187 18%	-
Very likely	(4) 49 2%	7 2%	42 3%	23 3%	15 3%	5 3%	17 4%	23 2%	6 35%	9 64%	3 17%	6 1%	49 17%	-	41 7%	9 1%	49 5%	-
Fairly likely	(3) 138 7%	23 6%	114 7%	52 6%	47 8%	15 8%	49 10%	73 7%	6 36%	4 30%	2 9%	26 5%	138 46%	-	67 11%	62 5%	138 13%	-
Not very likely	(2) 393 20%	40 10%	353 22%	179 22%	134 23%	40 22%	98 20%	250 24%	2 14%	-	7 40%	50 9%	70 23%	323 22%	138 23%	229 19%	279 27%	114 13%
Not at all likely	(1) 1186 59%	275 65%	911 58%	470 58%	336 57%	105 57%	271 56%	597 57%	2 10%	-	3 18%	360 67%	26 9%	1161 78%	295 50%	789 65%	494 48%	692 81%
NET: Not likely	1579 79%	315 75%	1264 80%	649 80%	470 80%	145 79%	369 77%	847 81%	4 24%	-	11 58%	410 76%	95 32%	1484 99%	433 74%	1019 84%	774 75%	805 95%
Don't know	237 12%	75 18%	162 10%	89 11%	54 9%	19 10%	47 10%	98 9%	1 5%	1 5%	3 17%	98 18%	16 5%	11 1%	48 8%	118 10%	75 7%	45 5%
Mean	1.46	1.31	1.50	1.48	1.51	1.52	1.57	1.49	3.02	3.68	2.30	1.27	2.75	1.22	1.73	1.35	1.73	1.14
Standard deviation	0.76	0.69	0.77	0.76	0.77	0.79	0.84	0.74	1.00	0.49	1.05	0.63	0.85	0.41	0.95	0.62	0.89	0.35
Standard error	0.02	0.04	0.02	0.03	0.04	0.08	0.04	0.02	0.25	0.14	0.26	0.03	0.05	0.01	0.04	0.02	0.03	0.01

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 17

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Another type of car**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Likely	111 6%	65 7%	46 5%	11 5%	47 14%	16 5%	11 3%	10 3%	16 3%	57 10%	28 4%	26 3%	27 5%	21 4%	37 9%	25 5%	30 9%	52 6%
Very likely	(4) 27 1%	15 2%	12 1%	2 1%	10 3%	4 1%	4 1%	2 1%	5 1%	12 2%	8 1%	7 1%	6 1%	3 1%	11 3%	7 1%	8 2%	9 1%
Fairly likely	(3) 84 4%	50 5%	34 3%	9 4%	37 11%	13 4%	7 2%	8 3%	11 2%	46 8%	20 3%	19 2%	22 4%	18 3%	26 6%	18 4%	22 7%	43 5%
Not very likely	(2) 265 13%	153 16%	112 11%	31 14%	62 18%	41 13%	47 13%	37 13%	45 10%	94 16%	88 13%	83 11%	79 15%	68 12%	77 19%	40 8%	49 14%	126 15%
Not at all likely	(1) 1021 51%	474 48%	548 53%	104 46%	129 37%	156 49%	212 59%	156 53%	265 57%	232 41%	368 54%	421 56%	253 47%	287 51%	198 48%	283 57%	143 42%	393 48%
NET: Not likely	1286 64%	627 64%	659 64%	135 60%	191 56%	197 61%	259 73%	193 65%	310 67%	326 57%	456 67%	503 67%	332 62%	355 64%	275 67%	323 65%	192 56%	518 64%
Don't know	606 30%	286 29%	320 31%	79 35%	106 31%	108 34%	86 24%	92 31%	135 29%	185 33%	194 29%	227 30%	177 33%	182 33%	100 24%	148 30%	117 35%	244 30%
Mean	1.37	1.43	1.31	1.37	1.70	1.36	1.28	1.29	1.25	1.57	1.31	1.27	1.39	1.30	1.52	1.28	1.53	1.42
Standard deviation	0.68	0.72	0.64	0.66	0.88	0.67	0.59	0.59	0.59	0.82	0.63	0.59	0.67	0.60	0.79	0.66	0.82	0.70
Standard error	0.02	0.03	0.02	0.05	0.06	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.05	0.03	0.06	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 18

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Another type of car**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Likely	111 6%	11 6%	2 2%	98 6%	2 2%	16 7%	12 7%	12 7%	10 6%	5 2%	26 10%	12 4%	3 2%
Very likely	(4) 27 1%	6 3%	1 1%	20 1%	- -	3 1%	6 3%	4 2%	3 2%	2 1%	2 1%	- -	1 *
Fairly likely	(3) 84 4%	6 3%	1 1%	77 4%	2 2%	13 6%	6 4%	9 5%	7 4%	3 1%	23 9%	12 4%	3 2%
Not very likely	(2) 265 13%	23 13%	12 12%	229 13%	13 15%	40 17%	21 13%	25 14%	19 13%	27 14%	29 11%	31 11%	24 14%
Not at all likely	(1) 1021 51%	82 46%	58 58%	882 51%	41 49%	108 47%	83 49%	89 49%	77 51%	109 57%	147 55%	136 49%	92 52%
NET: Not likely	1286 64%	105 59%	70 70%	1111 64%	54 64%	148 64%	105 62%	114 63%	96 64%	136 71%	176 66%	167 60%	116 66%
Don't know	606 30%	60 34%	28 28%	518 30%	28 33%	66 29%	52 31%	54 30%	45 30%	52 27%	65 24%	100 36%	57 32%
Mean	1.37	1.44	1.23	1.37	1.30	1.46	1.44	1.43	1.39	1.27	1.41	1.31	1.27
Standard deviation	0.68	0.80	0.51	0.68	0.54	0.73	0.80	0.76	0.73	0.56	0.74	0.59	0.53
Standard error	0.02	0.07	0.06	0.02	0.07	0.06	0.07	0.07	0.07	0.05	0.05	0.04	0.05

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 19

**Q.2 How likely, if at all, are you to buy each of the following types of car in the next two years?**

**Another type of car**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Likely	111 6%	24 6%	87 5%	49 6%	33 6%	5 3%	41 8%	48 5%	9 58%	6 41%	7 40%	16 3%	69 23%	36 2%	56 10%	50 4%	111 11%	-
Very likely	(4) 27 1%	7 2%	20 1%	10 1%	10 2%	1 *	7 1%	9 1%	5 30%	3 24%	4 22%	7 1%	14 5%	12 1%	11 2%	14 1%	27 3%	-
Fairly likely	(3) 84 4%	18 4%	67 4%	39 5%	23 4%	4 2%	34 7%	39 4%	4 28%	2 16%	3 18%	10 2%	55 19%	25 2%	45 8%	36 3%	84 8%	-
Not very likely	(2) 265 13%	27 6%	238 15%	114 14%	96 16%	28 15%	74 15%	156 15%	* 3%	- -	5 26%	39 7%	52 18%	206 14%	102 17%	148 12%	166 16%	99 12%
Not at all likely	(1) 1021 51%	277 66%	744 47%	393 48%	259 44%	93 50%	205 43%	497 48%	2 14%	5 36%	3 19%	350 65%	56 19%	957 64%	257 44%	676 56%	381 37%	640 75%
NET: Not likely	1286 64%	303 72%	982 62%	507 62%	355 61%	121 66%	279 58%	653 63%	3 17%	5 36%	8 45%	389 72%	108 36%	1163 78%	359 61%	824 68%	547 53%	739 87%
Don't know	606 30%	93 22%	514 32%	257 32%	198 34%	59 32%	162 34%	339 33%	4 26%	3 23%	3 15%	134 25%	120 40%	295 20%	173 29%	334 28%	378 36%	111 13%
Mean	1.37	1.25	1.40	1.40	1.44	1.30	1.51	1.37	3.00	2.38	2.51	1.19	2.15	1.24	1.54	1.30	1.63	1.13
Standard deviation	0.68	0.64	0.69	0.70	0.72	0.56	0.77	0.65	1.13	1.41	1.14	0.55	0.96	0.53	0.79	0.62	0.86	0.34
Standard error	0.02	0.04	0.02	0.03	0.04	0.07	0.04	0.02	0.33	0.45	0.29	0.03	0.07	0.02	0.04	0.02	0.03	0.01

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 20

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Summary****Base: All respondents**

		I am interested in reducing the impact my driving has on the local environment	The Government should play an active role in encouraging the use of electric cars	I would pay more to buy a car that was less polluting	When choosing a car to buy, cost is my most important consideration	Hybrid and fully-electric cars are impractical for me because they require regular charging
Unweighted base		2003	2003	2003	2003	2003
Weighted base		2003	2003	2003	2003	2003
NET: Agree		1170 58%	1253 63%	699 35%	1469 73%	1110 55%
Agree strongly	(4)	306 15%	540 27%	127 6%	734 37%	425 21%
Tend to agree	(3)	864 43%	712 36%	572 29%	735 37%	686 34%
Tend to disagree	(2)	277 14%	225 11%	524 26%	211 11%	300 15%
Disagree strongly	(1)	138 7%	102 5%	323 16%	66 3%	166 8%
NET: Disagree		415 21%	327 16%	847 42%	277 14%	466 23%
Don't know		418 21%	423 21%	457 23%	257 13%	426 21%
Mean		2.84	3.07	2.33	3.22	2.87
Standard deviation		0.83	0.86	0.90	0.80	0.93
Standard error		0.02	0.02	0.02	0.02	0.02

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 21

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Summary****Base: All respondents (Excl DK)**

		I am interested in reducing the impact my driving has on the local environment	The Government should play an active role in encouraging the use of electric cars	I would pay more to buy a car that was less polluting	When choosing a car to buy, cost is my most important consideration	Hybrid and fully-electric cars are impractical for me because they require regular charging
Unweighted base		1591	1580	1528	1746	1565
Weighted base		1585	1580	1546	1746	1577
NET: Agree		1170 74%	1253 79%	699 45%	1469 84%	1110 70%
Agree strongly	(4)	306 19%	540 34%	127 8%	734 42%	425 27%
Tend to agree	(3)	864 55%	712 45%	572 37%	735 42%	686 43%
Tend to disagree	(2)	277 17%	225 14%	524 34%	211 12%	300 19%
Disagree strongly	(1)	138 9%	102 6%	323 21%	66 4%	166 11%
NET: Disagree		415 26%	327 21%	847 55%	277 16%	466 30%
Mean		2.84	3.07	2.33	3.22	2.87
Standard deviation		0.83	0.86	0.90	0.80	0.93
Standard error		0.02	0.02	0.02	0.02	0.02

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 22

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?****I am interested in reducing the impact my driving has on the local environment****Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private	
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789	
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814	
NET: Agree	1170 58%	588 60%	582 57%	162 72%	207 60%	175 54%	194 55%	165 56%	266 58%	369 65%	369 54%	432 57%	354 66%	346 62%	229 56%	240 48%	225 66%	471 58%	
Agree strongly	(4) 15%	306 15%	153 16%	153 15%	54 24%	66 19%	55 17%	51 14%	35 12%	44 10%	120 21%	107 16%	79 10%	111 21%	81 15%	50 12%	63 13%	53 16%	138 17%
Tend to agree	(3) 43%	864 43%	435 44%	430 42%	108 48%	141 41%	120 37%	143 40%	131 44%	222 48%	249 44%	262 39%	353 47%	243 45%	265 47%	179 43%	177 36%	171 50%	333 41%
Tend to disagree	(2) 14%	277 14%	153 16%	124 12%	17 8%	36 10%	53 16%	51 14%	40 14%	80 17%	53 9%	104 15%	121 16%	75 14%	74 13%	60 15%	68 14%	37 11%	128 16%
Disagree strongly	(1) 7%	138 7%	79 8%	59 6%	6 3%	24 7%	19 6%	27 8%	26 9%	35 8%	30 5%	47 7%	61 8%	34 6%	34 6%	31 8%	39 8%	16 5%	60 7%
NET: Disagree	415 21%	232 24%	183 18%	23 10%	60 17%	72 22%	78 22%	66 23%	115 25%	83 15%	150 22%	182 24%	110 20%	108 19%	91 22%	107 21%	53 16%	188 23%	
Don't know	418 21%	157 16%	261 25%	39 17%	77 23%	75 23%	84 24%	63 21%	80 17%	117 20%	159 23%	142 19%	72 13%	105 19%	92 22%	149 30%	62 18%	155 19%	
Mean	2.84	2.81	2.88	3.14	2.93	2.85	2.80	2.75	2.72	3.02	2.83	2.73	2.93	2.87	2.77	2.76	2.94	2.83	
Standard deviation	0.83	0.85	0.81	0.70	0.86	0.86	0.86	0.85	0.79	0.81	0.86	0.81	0.83	0.79	0.83	0.88	0.75	0.86	
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.05	0.03	

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 23

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I am interested in reducing the impact my driving has on the local environment**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	1170 58%	107 61%	51 50%	1012 59%	49 59%	139 61%	105 62%	101 56%	86 57%	110 57%	152 57%	158 57%	112 64%
Agree strongly	(4) 306 15%	23 13%	20 20%	263 15%	11 14%	26 11%	26 16%	30 17%	25 17%	19 10%	48 18%	44 16%	34 19%
Tend to agree	(3) 864 43%	84 48%	31 31%	749 43%	38 45%	114 49%	79 47%	71 39%	61 40%	91 48%	104 39%	113 41%	78 44%
Tend to disagree	(2) 277 14%	21 12%	15 15%	241 14%	11 13%	28 12%	27 16%	31 17%	14 9%	27 14%	30 11%	42 15%	31 18%
Disagree strongly	(1) 138 7%	13 7%	13 13%	112 7%	5 5%	20 9%	6 3%	13 7%	10 7%	12 6%	23 9%	19 7%	6 3%
NET: Disagree	415 21%	34 19%	28 28%	353 20%	16 19%	47 21%	33 20%	44 24%	24 16%	39 20%	53 20%	61 22%	37 21%
Don't know	418 21%	35 20%	22 22%	361 21%	19 23%	44 19%	30 18%	36 20%	40 27%	43 23%	62 23%	60 21%	28 16%
Mean	2.84	2.83	2.72	2.85	2.86	2.78	2.91	2.82	2.91	2.79	2.86	2.83	2.94
Standard deviation	0.83	0.80	1.02	0.82	0.79	0.81	0.74	0.87	0.86	0.76	0.90	0.85	0.77
Standard error	0.02	0.07	0.11	0.02	0.10	0.06	0.06	0.08	0.08	0.06	0.07	0.06	0.06



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 24

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I am interested in reducing the impact my driving has on the local environment**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	1170 58%	159 38%	1011 64%	509 63%	374 64%	127 69%	301 62%	686 66%	14 92%	11 73%	17 95%	219 41%	261 88%	805 54%	407 69%	700 58%	695 67%	440 52%
Agree strongly	(4) 306 15%	58 14%	248 16%	126 15%	86 15%	36 19%	78 16%	167 16%	6 40%	6 45%	6 35%	71 13%	109 37%	168 11%	110 19%	182 15%	184 18%	112 13%
Tend to agree	(3) 864 43%	101 24%	763 48%	383 47%	288 49%	92 50%	223 46%	519 50%	8 52%	4 28%	11 60%	148 27%	152 51%	637 43%	296 50%	518 43%	511 49%	328 39%
Tend to disagree	(2) 277 14%	25 6%	252 16%	131 16%	96 16%	25 14%	86 18%	180 17%	1 8%	3 18%	- -	26 5%	17 6%	250 17%	83 14%	175 15%	187 18%	86 10%
Disagree strongly	(1) 138 7%	39 9%	99 6%	52 6%	42 7%	5 3%	38 8%	62 6%	- -	- -	1 5%	46 8%	8 3%	126 8%	42 7%	89 7%	67 6%	69 8%
NET: Disagree	415 21%	64 15%	351 22%	183 23%	138 24%	30 16%	124 26%	241 23%	1 8%	3 18%	1 5%	72 13%	24 8%	377 25%	125 21%	265 22%	254 25%	154 18%
Don't know	418 21%	198 47%	220 14%	120 15%	74 13%	26 14%	56 12%	113 11%	- -	1 10%	- -	249 46%	12 4%	313 21%	57 10%	243 20%	87 8%	256 30%
Mean	2.84	2.80	2.85	2.84	2.82	3.00	2.80	2.85	3.32	3.30	3.25	2.84	3.27	2.72	2.89	2.82	2.86	2.81
Standard deviation	0.83	1.02	0.80	0.80	0.81	0.72	0.84	0.79	0.64	0.81	0.72	0.97	0.69	0.84	0.82	0.84	0.81	0.87
Standard error	0.02	0.07	0.02	0.03	0.04	0.08	0.04	0.03	0.15	0.23	0.17	0.05	0.04	0.02	0.04	0.03	0.03	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 25

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I am interested in reducing the impact my driving has on the local environment**

**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1591	843	748	193	242	253	259	246	398	435	512	644	495	464	265	367	245	640
Weighted base	1585	820	765	185	267	247	273	232	382	452	519	613	464	454	320	347	278	659
NET: Agree	1170	588	582	162	207	175	194	165	266	369	369	432	354	346	229	240	225	471
	74%	72%	76%	88%	78%	71%	71%	71%	70%	82%	71%	70%	76%	76%	71%	69%	81%	71%
Agree strongly	(4) 306	153	153	54	66	55	51	35	44	120	107	79	111	81	50	63	53	138
	19%	19%	20%	29%	25%	22%	19%	15%	12%	27%	21%	13%	24%	18%	16%	18%	19%	21%
Tend to agree	(3) 864	435	430	108	141	120	143	131	222	249	262	353	243	265	179	177	171	333
	55%	53%	56%	58%	53%	48%	52%	56%	58%	55%	51%	58%	52%	58%	56%	51%	62%	51%
Tend to disagree	(2) 277	153	124	17	36	53	51	40	80	53	104	121	75	74	60	68	37	128
	17%	19%	16%	9%	13%	21%	19%	17%	21%	12%	20%	20%	16%	16%	19%	20%	13%	19%
Disagree strongly	(1) 138	79	59	6	24	19	27	26	35	30	47	61	34	34	31	39	16	60
	9%	10%	8%	3%	9%	8%	10%	11%	9%	7%	9%	10%	7%	7%	10%	11%	6%	9%
NET: Disagree	415	232	183	23	60	72	78	66	115	83	150	182	110	108	91	107	53	188
	26%	28%	24%	12%	22%	29%	29%	29%	30%	18%	29%	30%	24%	24%	29%	31%	19%	29%
Mean	2.84	2.81	2.88	3.14	2.93	2.85	2.80	2.75	2.72	3.02	2.83	2.73	2.93	2.87	2.77	2.76	2.94	2.83
Standard deviation	0.83	0.85	0.81	0.70	0.86	0.86	0.86	0.85	0.79	0.81	0.86	0.81	0.83	0.79	0.83	0.88	0.75	0.86
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.05	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 26

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I am interested in reducing the impact my driving has on the local environment**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1591	152	82	1357	62	175	146	127	106	156	188	233	164
Weighted base	1585	141	79	1365	65	187	138	145	110	149	205	219	149
NET: Agree	1170 74%	107 76%	51 64%	1012 74%	49 76%	139 75%	105 76%	101 70%	86 78%	110 74%	152 74%	158 72%	112 75%
Agree strongly	(4) 306 19%	23 16%	20 25%	263 19%	11 18%	26 14%	26 19%	30 21%	25 23%	19 13%	48 23%	44 20%	34 23%
Tend to agree	(3) 864 55%	84 60%	31 39%	749 55%	38 58%	114 61%	79 57%	71 49%	61 55%	91 61%	104 51%	113 52%	78 53%
Tend to disagree	(2) 277 17%	21 15%	15 19%	241 18%	11 17%	28 15%	27 20%	31 21%	14 13%	27 18%	30 14%	42 19%	31 21%
Disagree strongly	(1) 138 9%	13 9%	13 17%	112 8%	5 7%	20 11%	6 4%	13 9%	10 10%	12 8%	23 11%	19 9%	6 4%
NET: Disagree	415 26%	34 24%	28 36%	353 26%	16 24%	47 25%	33 24%	44 30%	24 22%	39 26%	53 26%	61 28%	37 25%
Mean	2.84	2.83	2.72	2.85	2.86	2.78	2.91	2.82	2.91	2.79	2.86	2.83	2.94
Standard deviation	0.83	0.80	1.02	0.82	0.79	0.81	0.74	0.87	0.86	0.76	0.90	0.85	0.77
Standard error	0.02	0.07	0.11	0.02	0.10	0.06	0.06	0.08	0.08	0.06	0.07	0.06	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 27

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I am interested in reducing the impact my driving has on the local environment**

**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned					Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car		
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previous ly aware	Not previous ly aware	Likely	Unlikely
Unweighted base	1591	227	1364	862	411	91	399	918	17	12	18	316	279	1190	526	982	931	615
Weighted base	1585	223	1362	692	512	158	425	927	16	13	18	291	286	1182	532	964	949	594
NET: Agree	1170	159	1011	509	374	127	301	686	14	11	17	219	261	805	407	700	695	440
	74%	71%	74%	74%	73%	81%	71%	74%	92%	80%	95%	75%	91%	68%	77%	73%	73%	74%
Agree strongly	(4) 306	58	248	126	86	36	78	167	6	6	6	71	109	168	110	182	184	112
	19%	26%	18%	18%	17%	23%	18%	18%	40%	49%	35%	24%	38%	14%	21%	19%	19%	19%
Tend to agree	(3) 864	101	763	383	288	92	223	519	8	4	11	148	152	637	296	518	511	328
	55%	45%	56%	55%	56%	58%	52%	56%	52%	31%	60%	51%	53%	54%	56%	54%	54%	55%
Tend to disagree	(2) 277	25	252	131	96	25	86	180	1	3	-	26	17	250	83	175	187	86
	17%	11%	19%	19%	19%	16%	20%	19%	8%	20%	-	9%	6%	21%	16%	18%	20%	14%
Disagree strongly	(1) 138	39	99	52	42	5	38	62	-	-	1	46	8	126	42	89	67	69
	9%	18%	7%	8%	8%	3%	9%	7%	-	-	5%	16%	3%	11%	8%	9%	7%	12%
NET: Disagree	415	64	351	183	138	30	124	241	1	3	1	72	24	377	125	265	254	154
	26%	29%	26%	26%	27%	19%	29%	26%	8%	20%	5%	25%	9%	32%	23%	27%	27%	26%
Mean	2.84	2.80	2.85	2.84	2.82	3.00	2.80	2.85	3.32	3.30	3.25	2.84	3.27	2.72	2.89	2.82	2.86	2.81
Standard deviation	0.83	1.02	0.80	0.80	0.81	0.72	0.84	0.79	0.64	0.81	0.72	0.97	0.69	0.84	0.82	0.84	0.81	0.87
Standard error	0.02	0.07	0.02	0.03	0.04	0.08	0.04	0.03	0.15	0.23	0.17	0.05	0.04	0.02	0.04	0.03	0.03	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 28

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**The Government should play an active role in encouraging the use of electric cars**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	1253 63%	689 70%	564 55%	157 70%	243 71%	194 60%	228 64%	166 57%	264 57%	400 70%	422 62%	430 57%	357 67%	371 66%	239 58%	286 58%	234 69%	515 63%
Agree strongly	(4) 540 27%	322 33%	219 21%	78 35%	112 32%	89 28%	115 32%	60 20%	88 19%	189 33%	203 30%	148 20%	161 30%	160 29%	97 23%	122 25%	96 28%	243 30%
Tend to agree	(3) 712 36%	367 38%	345 34%	79 35%	131 38%	106 33%	113 32%	107 36%	176 38%	211 37%	219 32%	283 37%	196 37%	211 38%	142 34%	164 33%	138 41%	272 33%
Tend to disagree	(2) 225 11%	84 9%	141 14%	19 9%	25 7%	30 9%	33 9%	47 16%	72 16%	44 8%	62 9%	119 16%	66 12%	66 12%	50 12%	44 9%	18 5%	93 11%
Disagree strongly	(1) 102 5%	55 6%	47 5%	5 2%	12 4%	14 4%	18 5%	22 7%	31 7%	17 3%	32 5%	53 7%	26 5%	20 4%	26 6%	31 6%	9 3%	45 5%
NET: Disagree	327 16%	139 14%	188 18%	24 11%	37 11%	44 14%	51 14%	69 23%	103 22%	61 11%	94 14%	172 23%	91 17%	85 15%	76 18%	75 15%	26 8%	138 17%
Don't know	423 21%	149 15%	274 27%	43 19%	64 19%	84 26%	78 22%	59 20%	95 21%	108 19%	162 24%	154 20%	88 16%	102 18%	98 24%	136 27%	79 23%	161 20%
Mean	3.07	3.15	2.98	3.27	3.23	3.13	3.16	2.87	2.88	3.24	3.15	2.87	3.10	3.12	2.98	3.05	3.23	3.09
Standard deviation	0.86	0.86	0.85	0.76	0.78	0.85	0.87	0.90	0.87	0.77	0.86	0.88	0.85	0.81	0.89	0.89	0.72	0.88
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.05	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 29

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?****The Government should play an active role in encouraging the use of electric cars****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	1253 63%	123 70%	62 62%	1068 62%	52 62%	147 64%	98 58%	128 71%	89 59%	112 58%	167 63%	170 61%	107 61%
Agree strongly	(4) 540 27%	57 32%	31 31%	453 26%	20 24%	55 24%	40 24%	53 29%	40 27%	45 23%	81 30%	67 24%	52 30%
Tend to agree	(3) 712 36%	66 37%	32 32%	615 36%	32 38%	92 40%	58 34%	75 41%	49 32%	67 35%	86 32%	102 37%	55 31%
Tend to disagree	(2) 225 11%	17 10%	6 6%	201 12%	6 7%	31 14%	31 18%	17 9%	18 12%	20 10%	22 8%	29 10%	27 15%
Disagree strongly	(1) 102 5%	5 3%	11 11%	86 5%	5 6%	9 4%	5 3%	5 3%	11 7%	13 7%	14 5%	15 5%	9 5%
NET: Disagree	327 16%	23 13%	17 17%	287 17%	11 13%	40 17%	36 21%	22 12%	29 19%	32 17%	36 14%	44 16%	37 21%
Don't know	423 21%	31 18%	21 21%	372 22%	21 25%	44 19%	35 21%	30 17%	33 22%	48 25%	63 24%	65 23%	33 19%
Mean	3.07	3.20	3.04	3.06	3.06	3.03	2.99	3.17	3.01	3.00	3.15	3.04	3.04
Standard deviation	0.86	0.79	1.01	0.86	0.86	0.81	0.83	0.76	0.93	0.90	0.87	0.85	0.91
Standard error	0.02	0.06	0.11	0.02	0.11	0.06	0.07	0.07	0.09	0.07	0.06	0.06	0.07

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 30

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**The Government should play an active role in encouraging the use of electric cars**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	1253 63%	246 59%	1006 64%	510 63%	386 66%	110 60%	302 63%	667 64%	13 82%	13 87%	16 88%	316 59%	270 90%	873 58%	426 73%	759 63%	706 68%	509 60%
Agree strongly	(4) 540 27%	117 28%	424 27%	217 27%	154 26%	52 29%	127 26%	271 26%	7 47%	7 51%	11 58%	149 28%	165 55%	332 22%	198 34%	323 27%	325 31%	203 24%
Tend to agree	(3) 712 36%	130 31%	582 37%	293 36%	232 40%	58 31%	174 36%	396 38%	6 35%	5 36%	5 30%	167 31%	105 35%	541 36%	229 39%	436 36%	381 37%	306 36%
Tend to disagree	(2) 225 11%	19 5%	206 13%	105 13%	74 13%	27 15%	66 14%	144 14%	2 13%	1 7%	- -	22 4%	14 5%	208 14%	68 11%	146 12%	149 14%	75 9%
Disagree strongly	(1) 102 5%	13 3%	89 6%	48 6%	31 5%	10 5%	31 7%	58 6%	1 5%	1 5%	1 7%	21 4%	1 *	96 6%	29 5%	65 5%	51 5%	49 6%
NET: Disagree	327 16%	32 8%	295 19%	152 19%	106 18%	36 20%	98 20%	202 19%	3 18%	2 13%	1 7%	44 8%	14 5%	303 20%	97 17%	211 18%	199 19%	124 15%
Don't know	423 21%	141 34%	282 18%	150 18%	94 16%	38 20%	82 17%	171 16%	- -	- -	1 5%	179 33%	14 5%	319 21%	65 11%	237 20%	130 13%	217 25%
Mean	3.07	3.25	3.03	3.03	3.03	3.04	2.99	3.01	3.24	3.33	3.46	3.23	3.53	2.94	3.14	3.05	3.08	3.05
Standard deviation	0.86	0.78	0.87	0.88	0.85	0.90	0.90	0.86	0.89	0.86	0.86	0.81	0.60	0.88	0.85	0.87	0.86	0.87
Standard error	0.02	0.05	0.02	0.03	0.04	0.10	0.05	0.03	0.22	0.24	0.21	0.04	0.04	0.03	0.04	0.03	0.03	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 31

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?****The Government should play an active role in encouraging the use of electric cars****Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	1580	848	732	190	252	242	264	247	385	442	506	632	483	460	260	377	230	627	
Weighted base	1580	828	752	181	280	238	278	236	367	461	516	602	448	456	314	361	260	653	
NET: Agree	1253 79%	689 83%	564 75%	157 87%	243 87%	194 82%	228 82%	166 71%	264 72%	400 87%	422 82%	430 71%	357 80%	371 81%	239 76%	286 79%	234 90%	515 79%	
Agree strongly	(4) 34%	540 39%	322 29%	219 43%	78 40%	112 47%	89 44%	115 41%	60 25%	88 24%	189 41%	203 39%	148 25%	161 36%	160 35%	97 31%	122 34%	96 37%	243 37%
Tend to agree	(3) 45%	712 44%	367 46%	345 44%	79 44%	131 47%	106 44%	113 41%	107 45%	176 48%	211 46%	219 42%	283 47%	196 44%	211 46%	142 45%	164 45%	138 53%	272 42%
Tend to disagree	(2) 14%	225 10%	84 19%	141 19%	19 11%	25 9%	30 13%	33 12%	47 20%	72 20%	44 10%	62 12%	119 20%	66 15%	66 14%	50 16%	44 12%	18 7%	93 14%
Disagree strongly	(1) 6%	102 7%	55 6%	47 6%	5 3%	12 4%	14 6%	18 7%	22 9%	31 8%	17 4%	32 6%	53 9%	26 6%	20 4%	26 8%	31 8%	9 3%	45 7%
NET: Disagree	327 21%	139 17%	188 25%	24 13%	37 13%	44 18%	51 18%	69 29%	103 28%	61 13%	94 18%	172 29%	91 20%	85 19%	76 24%	75 21%	26 10%	138 21%	
Mean	3.07	3.15	2.98	3.27	3.23	3.13	3.16	2.87	2.88	3.24	3.15	2.87	3.10	3.12	2.98	3.05	3.23	3.09	
Standard deviation	0.86	0.86	0.85	0.76	0.78	0.85	0.87	0.90	0.87	0.77	0.86	0.88	0.85	0.81	0.89	0.89	0.72	0.88	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.05	0.04	



**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 32

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**The Government should play an active role in encouraging the use of electric cars**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1580	156	81	1343	62	176	141	129	110	150	190	226	159
Weighted base	1580	145	79	1355	63	187	134	150	118	144	203	214	143
NET: Agree	1253 79%	123 84%	62 79%	1068 79%	52 83%	147 78%	98 73%	128 85%	89 75%	112 77%	167 82%	170 79%	107 74%
Agree strongly	(4) 540 34%	57 39%	31 39%	453 33%	20 32%	55 29%	40 30%	53 35%	40 34%	45 31%	81 40%	67 32%	52 36%
Tend to agree	(3) 712 45%	66 45%	32 40%	615 45%	32 51%	92 49%	58 43%	75 50%	49 41%	67 47%	86 42%	102 48%	55 38%
Tend to disagree	(2) 225 14%	17 12%	6 8%	201 15%	6 9%	31 17%	31 23%	17 11%	18 15%	20 14%	22 11%	29 14%	27 19%
Disagree strongly	(1) 102 6%	5 4%	11 13%	86 6%	5 8%	9 5%	5 4%	5 4%	11 9%	13 9%	14 7%	15 7%	9 7%
NET: Disagree	327 21%	23 16%	17 21%	287 21%	11 17%	40 22%	36 27%	22 15%	29 25%	32 23%	36 18%	44 21%	37 26%
Mean	3.07	3.20	3.04	3.06	3.06	3.03	2.99	3.17	3.01	3.00	3.15	3.04	3.04
Standard deviation	0.86	0.79	1.01	0.86	0.86	0.81	0.83	0.76	0.93	0.90	0.87	0.85	0.91
Standard error	0.02	0.06	0.11	0.02	0.11	0.06	0.07	0.07	0.09	0.07	0.06	0.06	0.07

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 33

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**The Government should play an active role in encouraging the use of electric cars**

**Base: All respondents (Excl DK)**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1580	281	1299	818	396	85	372	860	17	13	17	383	280	1176	512	987	884	653
Weighted base	1580	279	1301	662	492	146	400	869	16	14	17	360	284	1176	524	971	905	633
NET: Agree	1253	246	1006	510	386	110	302	667	13	13	16	316	270	873	426	759	706	509
	79%	88%	77%	77%	79%	75%	75%	77%	82%	87%	92%	88%	95%	74%	81%	78%	78%	80%
Agree strongly	(4) 540	117	424	217	154	52	127	271	7	7	11	149	165	332	198	323	325	203
	34%	42%	33%	33%	31%	36%	32%	31%	47%	51%	61%	41%	58%	28%	38%	33%	36%	32%
Tend to agree	(3) 712	130	582	293	232	58	174	396	6	5	5	167	105	541	229	436	381	306
	45%	47%	45%	44%	47%	39%	44%	46%	35%	36%	32%	46%	37%	46%	44%	45%	42%	48%
Tend to disagree	(2) 225	19	206	105	74	27	66	144	2	1	-	22	14	208	68	146	149	75
	14%	7%	16%	16%	15%	18%	17%	17%	13%	7%	-	6%	5%	18%	13%	15%	16%	12%
Disagree strongly	(1) 102	13	89	48	31	10	31	58	1	1	1	21	1	96	29	65	51	49
	6%	5%	7%	7%	6%	7%	8%	7%	5%	5%	8%	6%	*	8%	6%	7%	6%	8%
NET: Disagree	327	32	295	152	106	36	98	202	3	2	1	44	14	303	97	211	199	124
	21%	12%	23%	23%	21%	25%	25%	23%	18%	13%	8%	12%	5%	26%	19%	22%	22%	20%
Mean	3.07	3.25	3.03	3.03	3.03	3.04	2.99	3.01	3.24	3.33	3.46	3.23	3.53	2.94	3.14	3.05	3.08	3.05
Standard deviation	0.86	0.78	0.87	0.88	0.85	0.90	0.90	0.86	0.89	0.86	0.86	0.81	0.60	0.88	0.85	0.87	0.86	0.87
Standard error	0.02	0.05	0.02	0.03	0.04	0.10	0.05	0.03	0.22	0.24	0.21	0.04	0.04	0.03	0.04	0.03	0.03	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 34

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	699 35%	352 36%	347 34%	111 50%	142 41%	105 33%	107 30%	83 28%	151 33%	253 45%	212 31%	234 31%	223 42%	195 35%	124 30%	158 32%	126 37%	288 35%
Agree strongly	(4) 127 6%	69 7%	58 6%	34 15%	40 12%	18 6%	14 4%	14 5%	8 2%	74 13%	31 5%	22 3%	48 9%	27 5%	21 5%	31 6%	25 7%	68 8%
Tend to agree	(3) 572 29%	283 29%	289 28%	78 35%	102 30%	87 27%	94 26%	69 23%	143 31%	179 32%	181 27%	212 28%	176 33%	168 30%	103 25%	126 25%	101 30%	221 27%
Tend to disagree	(2) 524 26%	269 28%	254 25%	54 24%	79 23%	81 25%	102 29%	85 29%	123 27%	133 23%	183 27%	208 28%	135 25%	157 28%	114 28%	118 24%	87 26%	224 28%
Disagree strongly	(1) 323 16%	192 20%	131 13%	15 6%	51 15%	53 17%	71 20%	56 19%	77 17%	66 12%	124 18%	133 18%	72 13%	80 14%	81 20%	89 18%	53 16%	148 18%
NET: Disagree	847 42%	462 47%	385 38%	69 31%	130 38%	134 42%	173 49%	141 48%	200 43%	199 35%	307 45%	341 45%	207 39%	237 43%	195 47%	207 42%	140 41%	372 46%
Don't know	457 23%	163 17%	294 29%	44 20%	72 21%	84 26%	76 21%	71 24%	111 24%	116 20%	160 24%	181 24%	106 20%	126 23%	93 23%	132 27%	73 22%	154 19%
Mean	2.33	2.28	2.37	2.72	2.48	2.29	2.18	2.18	2.23	2.58	2.23	2.21	2.46	2.33	2.20	2.27	2.37	2.31
Standard deviation	0.90	0.92	0.87	0.86	0.96	0.90	0.87	0.88	0.82	0.93	0.88	0.84	0.90	0.85	0.90	0.93	0.91	0.93
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.06	0.05	0.06	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 35

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	699 35%	57 32%	32 32%	610 35%	34 41%	78 34%	58 35%	58 32%	54 36%	52 27%	111 42%	104 37%	61 35%
Agree strongly	(4) 127 6%	8 5%	5 5%	114 7%	7 8%	8 4%	12 7%	17 10%	10 7%	10 5%	18 7%	13 5%	19 11%
Tend to agree	(3) 572 29%	49 28%	27 27%	497 29%	27 32%	69 30%	46 28%	41 23%	44 29%	42 22%	94 35%	91 33%	42 24%
Tend to disagree	(2) 524 26%	48 27%	22 22%	454 26%	22 26%	65 28%	52 31%	45 25%	46 30%	50 26%	57 21%	66 24%	52 29%
Disagree strongly	(1) 323 16%	29 16%	28 28%	267 15%	9 11%	45 20%	21 12%	28 15%	20 13%	40 21%	39 15%	41 15%	24 14%
NET: Disagree	847 42%	76 43%	49 49%	721 42%	31 37%	110 48%	73 43%	73 40%	66 44%	89 46%	96 36%	107 38%	76 43%
Don't know	457 23%	43 24%	19 19%	395 23%	19 22%	42 18%	37 22%	49 27%	31 20%	51 27%	59 22%	68 24%	40 22%
Mean	2.33	2.27	2.11	2.34	2.48	2.22	2.38	2.36	2.37	2.16	2.43	2.36	2.41
Standard deviation	0.90	0.87	0.96	0.89	0.87	0.86	0.86	0.96	0.86	0.92	0.89	0.86	0.94
Standard error	0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.09	0.08	0.08	0.06	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 36

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	699 35%	145 35%	554 35%	284 35%	205 35%	65 35%	157 33%	360 35%	12 76%	10 71%	12 66%	186 35%	189 63%	449 30%	268 46%	385 32%	408 39%	270 32%
Agree strongly	(4) 127 6%	37 9%	90 6%	49 6%	22 4%	19 10%	28 6%	51 5%	6 40%	5 32%	3 14%	43 8%	58 20%	56 4%	54 9%	65 5%	73 7%	46 5%
Tend to agree	(3) 572 29%	108 26%	464 29%	235 29%	183 31%	46 25%	129 27%	309 30%	6 36%	6 39%	10 52%	143 26%	130 44%	392 26%	214 36%	320 26%	335 32%	223 26%
Tend to disagree	(2) 524 26%	54 13%	470 30%	225 28%	181 31%	64 35%	144 30%	333 32%	2 11%	3 18%	4 24%	72 13%	72 24%	422 28%	153 26%	348 29%	331 32%	185 22%
Disagree strongly	(1) 323 16%	41 10%	282 18%	148 18%	108 18%	26 14%	104 22%	186 18%	2 13%	2 11%	2 9%	55 10%	19 6%	289 19%	97 17%	213 18%	184 18%	133 16%
NET: Disagree	847 42%	95 23%	751 47%	373 46%	289 49%	89 49%	248 51%	519 50%	4 24%	4 29%	6 34%	127 24%	92 31%	711 48%	250 43%	561 46%	515 50%	317 37%
Don't know	457 23%	180 43%	277 18%	155 19%	92 16%	30 16%	77 16%	160 15%	- -	- -	- -	226 42%	18 6%	335 22%	70 12%	262 22%	113 11%	263 31%
Mean	2.33	2.59	2.28	2.28	2.24	2.38	2.20	2.26	3.02	2.93	2.71	2.56	2.81	2.19	2.43	2.25	2.32	2.31
Standard deviation	0.90	0.95	0.88	0.90	0.84	0.90	0.90	0.86	1.05	1.00	0.85	0.94	0.84	0.86	0.91	0.88	0.88	0.91
Standard error	0.02	0.06	0.02	0.03	0.04	0.10	0.05	0.03	0.26	0.28	0.20	0.05	0.05	0.03	0.04	0.03	0.03	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 37

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	1528	826	702	184	241	238	262	235	368	425	500	603	457	439	260	372	233	629
Weighted base	1546	814	732	180	272	239	280	224	351	452	519	575	431	432	319	365	266	660
NET: Agree	699 45%	352 43%	347 47%	111 62%	142 52%	105 44%	107 38%	83 37%	151 43%	253 56%	212 41%	234 41%	223 52%	195 45%	124 39%	158 43%	126 47%	288 44%
Agree strongly	(4) 127 8%	69 8%	58 8%	34 19%	40 15%	18 7%	14 5%	14 6%	8 2%	74 16%	31 6%	22 4%	48 11%	27 6%	21 7%	31 9%	25 9%	68 10%
Tend to agree	(3) 572 37%	283 35%	289 40%	78 43%	102 37%	87 37%	94 33%	69 31%	143 41%	179 40%	181 35%	212 37%	176 41%	168 39%	103 32%	126 35%	101 38%	221 33%
Tend to disagree	(2) 524 34%	269 33%	254 35%	54 30%	79 29%	81 34%	102 36%	85 38%	123 35%	133 29%	183 35%	208 36%	135 31%	157 36%	114 36%	118 32%	87 33%	224 34%
Disagree strongly	(1) 323 21%	192 24%	131 18%	15 8%	51 19%	53 22%	71 25%	56 25%	77 22%	66 15%	124 24%	133 23%	72 17%	80 19%	81 26%	89 24%	53 20%	148 22%
NET: Disagree	847 55%	462 57%	385 53%	69 38%	130 48%	134 56%	173 62%	141 63%	200 57%	199 44%	307 59%	341 59%	207 48%	237 55%	195 61%	207 57%	140 53%	372 56%
Mean	2.33	2.28	2.37	2.72	2.48	2.29	2.18	2.18	2.23	2.58	2.23	2.21	2.46	2.33	2.20	2.27	2.37	2.31
Standard deviation	0.90	0.92	0.87	0.86	0.96	0.90	0.87	0.88	0.82	0.93	0.88	0.84	0.90	0.85	0.90	0.93	0.91	0.93
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.06	0.05	0.06	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 38

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1528	141	83	1304	60	173	136	113	112	147	189	224	150
Weighted base	1546	134	81	1331	65	188	131	131	119	141	208	211	137
NET: Agree	699 45%	57 43%	32 39%	610 46%	34 52%	78 41%	58 44%	58 44%	54 45%	52 37%	111 54%	104 49%	61 45%
Agree strongly	(4) 127 8%	8 6%	5 6%	114 9%	7 11%	8 4%	12 9%	17 13%	10 8%	10 7%	18 9%	13 6%	19 14%
Tend to agree	(3) 572 37%	49 36%	27 33%	497 37%	27 42%	69 37%	46 35%	41 31%	44 37%	42 29%	94 45%	91 43%	42 31%
Tend to disagree	(2) 524 34%	48 36%	22 27%	454 34%	22 34%	65 35%	52 40%	45 34%	46 38%	50 35%	57 27%	66 31%	52 38%
Disagree strongly	(1) 323 21%	29 22%	28 34%	267 20%	9 14%	45 24%	21 16%	28 21%	20 17%	40 28%	39 19%	41 19%	24 18%
NET: Disagree	847 55%	76 57%	49 61%	721 54%	31 48%	110 59%	73 56%	73 56%	66 55%	89 63%	96 46%	107 51%	76 55%
Mean	2.33	2.27	2.11	2.34	2.48	2.22	2.38	2.36	2.37	2.16	2.43	2.36	2.41
Standard deviation	0.90	0.87	0.96	0.89	0.87	0.86	0.86	0.96	0.86	0.92	0.89	0.86	0.94
Standard error	0.02	0.07	0.10	0.02	0.11	0.07	0.07	0.09	0.08	0.08	0.06	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 39

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**I would pay more to buy a car that was less polluting**

**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1528	239	1289	807	393	89	373	858	17	13	18	333	271	1147	508	946	891	599
Weighted base	1546	241	1305	657	494	154	405	880	16	14	18	313	280	1160	518	946	923	587
NET: Agree	699 45%	145 60%	554 42%	284 43%	205 42%	65 42%	157 39%	360 41%	12 76%	10 71%	12 66%	186 60%	189 67%	449 39%	268 52%	385 41%	408 44%	270 46%
Agree strongly	(4) 127 8%	37 15%	90 7%	49 7%	22 4%	19 12%	28 7%	51 6%	6 40%	5 32%	3 14%	43 14%	58 21%	56 5%	54 10%	65 7%	73 8%	46 8%
Tend to agree	(3) 572 37%	108 45%	464 36%	235 36%	183 37%	46 30%	129 32%	309 35%	6 36%	6 39%	10 52%	143 46%	130 46%	392 34%	214 41%	320 34%	335 36%	223 38%
Tend to disagree	(2) 524 34%	54 22%	470 36%	225 34%	181 37%	64 41%	144 36%	333 38%	2 11%	3 18%	4 24%	72 23%	422 26%	422 36%	153 30%	348 37%	331 36%	185 31%
Disagree strongly	(1) 323 21%	41 17%	282 22%	148 23%	108 22%	26 17%	104 26%	186 21%	2 13%	2 11%	2 9%	55 18%	19 7%	289 25%	97 19%	213 23%	184 20%	133 23%
NET: Disagree	847 55%	95 40%	751 58%	373 57%	289 58%	89 58%	248 61%	519 59%	4 24%	4 29%	6 34%	127 40%	92 33%	711 61%	250 48%	561 59%	515 56%	317 54%
Mean	2.33	2.59	2.28	2.28	2.24	2.38	2.20	2.26	3.02	2.93	2.71	2.56	2.81	2.19	2.43	2.25	2.32	2.31
Standard deviation	0.90	0.95	0.88	0.90	0.84	0.90	0.90	0.86	1.05	1.00	0.85	0.94	0.84	0.86	0.91	0.88	0.88	0.91
Standard error	0.02	0.06	0.02	0.03	0.04	0.10	0.05	0.03	0.26	0.28	0.20	0.05	0.05	0.03	0.04	0.03	0.03	0.04



**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 40

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	1469 73%	717 73%	752 73%	182 81%	248 72%	231 72%	276 78%	214 73%	317 69%	430 76%	507 75%	532 70%	370 69%	436 78%	322 78%	341 69%	270 80%	613 75%
Agree strongly	(4) 734 37%	362 37%	372 36%	76 34%	137 40%	107 33%	157 44%	107 36%	150 33%	212 37%	265 39%	257 34%	165 31%	207 37%	165 40%	198 40%	125 37%	329 40%
Tend to agree	(3) 735 37%	355 36%	379 37%	106 47%	112 32%	123 38%	119 33%	108 37%	167 36%	218 38%	242 36%	274 36%	206 38%	229 41%	157 38%	143 29%	145 43%	285 35%
Tend to disagree	(2) 211 11%	124 13%	87 9%	15 7%	37 11%	28 9%	23 6%	34 12%	74 16%	52 9%	51 8%	108 14%	82 15%	51 9%	31 7%	48 10%	25 8%	86 11%
Disagree strongly	(1) 66 3%	40 4%	26 3%	4 2%	8 2%	11 3%	17 5%	10 3%	16 3%	12 2%	28 4%	26 3%	35 6%	7 1%	7 2%	18 4%	7 2%	29 4%
NET: Disagree	277 14%	164 17%	113 11%	19 8%	45 13%	40 12%	40 11%	44 15%	90 19%	64 11%	79 12%	134 18%	116 22%	58 10%	37 9%	66 13%	33 10%	114 14%
Don't know	257 13%	96 10%	161 16%	23 10%	51 15%	52 16%	40 11%	36 12%	55 12%	74 13%	92 14%	90 12%	50 9%	64 12%	52 13%	90 18%	36 11%	86 11%
Mean	3.22	3.18	3.27	3.26	3.28	3.21	3.32	3.20	3.11	3.27	3.27	3.15	3.03	3.29	3.33	3.28	3.28	3.26
Standard deviation	0.80	0.84	0.76	0.68	0.79	0.79	0.83	0.81	0.83	0.75	0.81	0.83	0.89	0.70	0.71	0.84	0.72	0.81
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.04	0.04	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 41

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	1469 73%	120 68%	70 70%	1278 74%	70 83%	170 74%	126 75%	129 71%	108 72%	153 80%	184 69%	204 73%	136 77%
Agree strongly	(4) 734 37%	55 31%	38 38%	641 37%	37 44%	93 40%	63 37%	67 37%	62 41%	85 44%	79 30%	93 33%	63 36%
Tend to agree	(3) 735 37%	65 37%	32 32%	637 37%	33 39%	77 33%	63 38%	61 34%	46 31%	68 35%	105 39%	111 40%	73 41%
Tend to disagree	(2) 211 11%	25 14%	12 12%	174 10%	10 11%	25 11%	15 9%	23 13%	19 13%	15 8%	21 8%	28 10%	18 10%
Disagree strongly	(1) 66 3%	10 6%	5 5%	51 3%	- -	12 5%	3 1%	5 3%	2 1%	2 1%	12 4%	11 4%	6 3%
NET: Disagree	277 14%	35 20%	17 17%	225 13%	10 11%	38 16%	18 10%	27 15%	21 14%	17 9%	32 12%	39 14%	24 14%
Don't know	257 13%	21 12%	13 13%	223 13%	5 6%	23 10%	25 15%	25 14%	22 14%	22 11%	51 19%	35 13%	17 9%
Mean	3.22	3.06	3.19	3.24	3.35	3.21	3.30	3.23	3.31	3.39	3.16	3.17	3.21
Standard deviation	0.80	0.88	0.88	0.79	0.69	0.88	0.73	0.80	0.77	0.69	0.81	0.81	0.78
Standard error	0.02	0.07	0.09	0.02	0.08	0.06	0.06	0.07	0.07	0.05	0.06	0.05	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 42

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	1469	212	1257	657	458	142	380	849	13	12	12	284	243	1106	449	937	856	563
	73%	50%	79%	81%	78%	77%	79%	82%	84%	82%	67%	53%	81%	74%	76%	78%	83%	66%
Agree strongly	(4) 734	98	636	355	218	63	191	446	6	3	4	123	99	583	205	494	433	280
	37%	23%	40%	44%	37%	34%	40%	43%	36%	22%	21%	23%	33%	39%	35%	41%	42%	33%
Tend to agree	(3) 735	114	620	302	240	79	189	403	8	9	9	161	143	522	245	443	423	283
	37%	27%	39%	37%	41%	43%	39%	39%	48%	60%	47%	30%	48%	35%	42%	37%	41%	33%
Tend to disagree	(2) 211	30	181	82	81	19	70	116	3	-	5	36	43	155	75	119	121	85
	11%	7%	11%	10%	14%	10%	15%	11%	16%	-	28%	7%	14%	10%	13%	10%	12%	10%
Disagree strongly	(1) 66	21	45	19	16	10	14	30	-	3	1	25	10	55	24	34	33	33
	3%	5%	3%	2%	3%	5%	3%	3%	-	18%	5%	5%	3%	4%	4%	3%	3%	4%
NET: Disagree	277	51	226	101	97	28	84	146	3	3	6	60	53	210	99	153	154	118
	14%	12%	14%	12%	16%	15%	17%	14%	16%	18%	33%	11%	18%	14%	17%	13%	15%	14%
Don't know	257	157	100	54	31	14	18	45	-	-	-	195	3	180	40	117	26	169
	13%	37%	6%	7%	5%	8%	4%	4%	-	-	-	36%	1%	12%	7%	10%	2%	20%
Mean	3.22	3.09	3.25	3.31	3.19	3.15	3.20	3.27	3.20	2.87	2.83	3.11	3.12	3.24	3.15	3.28	3.24	3.19
Standard deviation	0.80	0.90	0.78	0.76	0.79	0.83	0.80	0.78	0.72	0.99	0.82	0.86	0.78	0.82	0.82	0.78	0.79	0.83
Standard error	0.02	0.05	0.02	0.02	0.04	0.08	0.04	0.02	0.17	0.27	0.19	0.04	0.05	0.02	0.04	0.02	0.03	0.03

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 43

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	1746	902	844	209	265	276	299	273	424	474	575	697	519	502	299	426	272	702
Weighted base	1746	881	865	201	293	270	316	259	407	494	586	666	487	494	360	406	303	728
NET: Agree	1469	717	752	182	248	231	276	214	317	430	507	532	370	436	322	341	270	613
	84%	81%	87%	91%	85%	85%	87%	83%	78%	87%	86%	80%	76%	88%	90%	84%	89%	84%
Agree strongly	(4) 734	362	372	76	137	107	157	107	150	212	265	257	165	207	165	198	125	329
	42%	41%	43%	38%	47%	40%	50%	41%	37%	43%	45%	39%	34%	42%	46%	49%	41%	45%
Tend to agree	(3) 735	355	379	106	112	123	119	108	167	218	242	274	206	229	157	143	145	285
	42%	40%	44%	53%	38%	46%	38%	42%	41%	44%	41%	41%	42%	46%	44%	35%	48%	39%
Tend to disagree	(2) 211	124	87	15	37	28	23	34	74	52	51	108	82	51	31	48	25	86
	12%	14%	10%	7%	13%	10%	7%	13%	18%	10%	9%	16%	17%	10%	9%	12%	8%	12%
Disagree strongly	(1) 66	40	26	4	8	11	17	10	16	12	28	26	35	7	7	18	7	29
	4%	5%	3%	2%	3%	4%	5%	4%	4%	2%	5%	4%	7%	1%	2%	4%	2%	4%
NET: Disagree	277	164	113	19	45	40	40	44	90	64	79	134	116	58	37	66	33	114
	16%	19%	13%	9%	15%	15%	13%	17%	22%	13%	14%	20%	24%	12%	10%	16%	11%	16%
Mean	3.22	3.18	3.27	3.26	3.28	3.21	3.32	3.20	3.11	3.27	3.27	3.15	3.03	3.29	3.33	3.28	3.28	3.26
Standard deviation	0.80	0.84	0.76	0.68	0.79	0.79	0.83	0.81	0.83	0.75	0.81	0.83	0.89	0.70	0.71	0.84	0.72	0.81
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.04	0.03	0.04	0.04	0.04	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 44

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1746	166	91	1489	76	195	152	138	123	180	197	256	172
Weighted base	1746	156	87	1504	79	207	144	156	129	170	216	243	160
NET: Agree	1469 84%	120 77%	70 81%	1278 85%	70 88%	170 82%	126 88%	129 83%	108 84%	153 90%	184 85%	204 84%	136 85%
Agree strongly	(4) 734 42%	55 35%	38 44%	641 43%	37 47%	93 45%	63 44%	67 43%	62 48%	85 50%	79 36%	93 38%	63 39%
Tend to agree	(3) 735 42%	65 42%	32 37%	637 42%	33 41%	77 37%	63 44%	61 39%	46 36%	68 40%	105 49%	111 46%	73 46%
Tend to disagree	(2) 211 12%	25 16%	12 13%	174 12%	10 12%	25 12%	15 11%	23 15%	19 15%	15 9%	21 10%	28 12%	18 11%
Disagree strongly	(1) 66 4%	10 6%	5 6%	51 3%	- -	12 6%	3 2%	5 3%	2 1%	2 1%	12 5%	11 4%	6 4%
NET: Disagree	277 16%	35 23%	17 19%	225 15%	10 12%	38 18%	18 12%	27 17%	21 16%	17 10%	32 15%	39 16%	24 15%
Mean	3.22	3.06	3.19	3.24	3.35	3.21	3.30	3.23	3.31	3.39	3.16	3.17	3.21
Standard deviation	0.80	0.88	0.88	0.79	0.69	0.88	0.73	0.80	0.77	0.69	0.81	0.81	0.78
Standard error	0.02	0.07	0.09	0.02	0.08	0.06	0.06	0.07	0.07	0.05	0.06	0.05	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 45

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**When choosing a car to buy, cost is my most important consideration**

**Base: All respondents (Excl DK)**

	Total	Cars in household					Current car(s) owned					Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car		
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1746	267	1479	936	444	99	435	982	17	13	18	370	287	1318	540	1105	989	699
Weighted base	1746	263	1483	758	555	170	464	995	16	14	18	345	296	1316	548	1090	1010	681
NET: Agree	1469	212	1257	657	458	142	380	849	13	12	12	284	243	1106	449	937	856	563
	84%	80%	85%	87%	83%	83%	82%	85%	84%	82%	67%	82%	82%	84%	82%	86%	85%	83%
Agree strongly	(4) 734	98	636	355	218	63	191	446	6	3	4	123	99	583	205	494	433	280
	42%	37%	43%	47%	39%	37%	41%	45%	36%	22%	21%	36%	34%	44%	37%	45%	43%	41%
Tend to agree	(3) 735	114	620	302	240	79	189	403	8	9	9	161	143	522	245	443	423	283
	42%	43%	42%	40%	43%	46%	41%	41%	48%	60%	47%	47%	49%	40%	45%	41%	42%	42%
Tend to disagree	(2) 211	30	181	82	81	19	70	116	3	-	5	36	43	155	75	119	121	85
	12%	11%	12%	11%	15%	11%	15%	12%	16%	-	28%	10%	15%	12%	14%	11%	12%	12%
Disagree strongly	(1) 66	21	45	19	16	10	14	30	-	3	1	25	10	55	24	34	33	33
	4%	8%	3%	3%	3%	6%	3%	3%	-	18%	5%	7%	3%	4%	4%	3%	3%	5%
NET: Disagree	277	51	226	101	97	28	84	146	3	3	6	60	53	210	99	153	154	118
	16%	20%	15%	13%	17%	17%	18%	15%	16%	18%	33%	18%	18%	16%	18%	14%	15%	17%
Mean	3.22	3.09	3.25	3.31	3.19	3.15	3.20	3.27	3.20	2.87	2.83	3.11	3.12	3.24	3.15	3.28	3.24	3.19
Standard deviation	0.80	0.90	0.78	0.76	0.79	0.83	0.80	0.78	0.72	0.99	0.82	0.86	0.78	0.82	0.82	0.78	0.79	0.83
Standard error	0.02	0.05	0.02	0.02	0.04	0.08	0.04	0.02	0.17	0.27	0.19	0.04	0.05	0.02	0.04	0.02	0.03	0.03

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 46

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Hybrid and fully-electric cars are impractical for me because they require regular charging**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	1110 55%	544 56%	566 55%	121 54%	191 56%	176 55%	184 52%	177 60%	261 57%	313 55%	360 53%	437 58%	299 56%	309 55%	239 58%	264 53%	196 58%	486 60%
Agree strongly	(4) 21%	215 22%	209 20%	37 16%	65 19%	69 21%	60 17%	72 24%	121 26%	102 18%	129 19%	193 26%	128 24%	102 18%	86 21%	108 22%	59 17%	186 23%
Tend to agree	(3) 34%	329 34%	356 35%	85 38%	126 37%	107 33%	124 35%	105 36%	139 30%	211 37%	231 34%	244 32%	170 32%	207 37%	153 37%	156 31%	137 40%	300 37%
Tend to disagree	(2) 15%	164 17%	136 13%	38 17%	47 14%	42 13%	64 18%	38 13%	71 15%	85 15%	106 16%	109 14%	98 18%	93 17%	48 12%	62 12%	47 14%	113 14%
Disagree strongly	(1) 8%	95 10%	71 7%	16 7%	33 9%	28 9%	33 9%	21 7%	37 8%	48 8%	60 9%	57 8%	53 10%	46 8%	30 7%	37 7%	28 8%	69 8%
NET: Disagree	466 23%	259 26%	208 20%	54 24%	79 23%	70 22%	97 27%	58 20%	108 23%	134 23%	167 25%	166 22%	151 28%	139 25%	78 19%	98 20%	76 22%	182 22%
Don't know	426 21%	174 18%	252 25%	49 22%	74 21%	76 24%	76 21%	59 20%	93 20%	122 22%	152 22%	152 20%	87 16%	110 20%	95 23%	134 27%	68 20%	147 18%
Mean	2.87	2.83	2.91	2.81	2.83	2.88	2.75	2.97	2.94	2.82	2.81	2.95	2.83	2.81	2.93	2.93	2.84	2.90
Standard deviation	0.93	0.96	0.90	0.87	0.93	0.95	0.92	0.90	0.96	0.91	0.93	0.94	0.97	0.90	0.89	0.93	0.88	0.92
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 47

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Hybrid and fully-electric cars are impractical for me because they require regular charging**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	1110 55%	90 51%	50 50%	970 56%	56 66%	141 61%	97 58%	94 52%	77 51%	110 57%	142 53%	149 54%	105 59%
Agree strongly	(4) 425 21%	39 22%	20 20%	366 21%	19 22%	47 20%	35 21%	35 19%	32 22%	54 28%	56 21%	48 17%	40 23%
Tend to agree	(3) 686 34%	51 29%	30 30%	604 35%	37 44%	95 41%	62 37%	59 33%	44 30%	56 29%	86 32%	101 36%	65 37%
Tend to disagree	(2) 300 15%	24 14%	20 20%	256 15%	8 9%	39 17%	19 11%	20 11%	23 15%	29 15%	37 14%	58 21%	24 13%
Disagree strongly	(1) 166 8%	22 12%	7 7%	137 8%	6 7%	14 6%	16 10%	19 11%	14 9%	15 8%	20 8%	20 7%	13 7%
NET: Disagree	466 23%	45 26%	28 28%	393 23%	13 16%	53 23%	35 21%	39 22%	37 25%	43 23%	57 22%	78 28%	36 21%
Don't know	426 21%	41 23%	23 22%	363 21%	15 18%	36 15%	36 21%	47 26%	36 24%	39 20%	67 25%	51 18%	35 20%
Mean	2.87	2.79	2.80	2.88	3.00	2.89	2.87	2.83	2.84	2.97	2.89	2.78	2.93
Standard deviation	0.93	1.03	0.93	0.92	0.85	0.85	0.95	0.98	0.98	0.97	0.93	0.88	0.90
Standard error	0.02	0.09	0.10	0.03	0.10	0.06	0.08	0.09	0.09	0.08	0.07	0.06	0.07



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 48

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Hybrid and fully-electric cars are impractical for me because they require regular charging**

**Base: All respondents**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	1110 55%	123 29%	987 62%	515 63%	370 63%	102 55%	322 67%	663 64%	9 59%	7 46%	6 32%	164 30%	166 56%	877 59%	357 61%	697 58%	720 70%	370 43%
Agree strongly	(4) 425 21%	42 10%	383 24%	197 24%	145 25%	41 22%	138 29%	253 24%	2 14%	3 19%	2 13%	49 9%	52 17%	359 24%	148 25%	257 21%	279 27%	141 17%
Tend to agree	(3) 686 34%	81 19%	605 38%	318 39%	225 38%	61 33%	183 38%	410 39%	7 45%	4 27%	3 18%	115 21%	113 38%	518 35%	209 35%	441 36%	441 43%	228 27%
Tend to disagree	(2) 300 15%	65 16%	235 15%	110 14%	94 16%	30 16%	71 15%	164 16%	2 12%	- -	7 36%	78 14%	73 25%	202 13%	107 18%	176 15%	158 15%	133 16%
Disagree strongly	(1) 166 8%	40 10%	126 8%	57 7%	47 8%	22 12%	34 7%	78 8%	4 28%	8 54%	6 32%	52 10%	46 15%	111 7%	62 10%	96 8%	82 8%	80 9%
NET: Disagree	466 23%	105 25%	361 23%	167 21%	142 24%	52 28%	105 22%	242 23%	6 41%	8 54%	13 68%	130 24%	119 40%	312 21%	169 29%	272 23%	240 23%	213 25%
Don't know	426 21%	192 46%	234 15%	131 16%	74 13%	30 16%	55 11%	135 13%	- -	- -	- -	246 46%	14 5%	306 20%	62 11%	238 20%	75 7%	267 31%
Mean	2.87	2.55	2.92	2.96	2.91	2.78	3.00	2.93	2.45	2.10	2.12	2.54	2.61	2.95	2.84	2.89	2.95	2.74
Standard deviation	0.93	0.99	0.91	0.88	0.91	0.99	0.90	0.90	1.08	1.29	1.04	0.97	0.96	0.92	0.97	0.91	0.89	0.98
Standard error	0.02	0.07	0.02	0.03	0.05	0.11	0.05	0.03	0.26	0.36	0.25	0.05	0.06	0.03	0.04	0.03	0.03	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 49

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?****Hybrid and fully-electric cars are impractical for me because they require regular charging****Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	1565	820	745	180	245	250	262	245	383	425	512	628	475	454	261	375	238	643
Weighted base	1577	803	773	175	271	246	281	235	369	446	527	604	450	448	317	362	272	667
NET: Agree	1110 70%	544 68%	566 73%	121 69%	191 71%	176 72%	184 66%	177 75%	261 71%	313 70%	360 68%	437 72%	299 66%	309 69%	239 75%	264 73%	196 72%	486 73%
Agree strongly	(4) 27%	215 27%	209 27%	37 21%	65 24%	69 28%	60 21%	72 30%	121 33%	102 23%	129 25%	193 32%	128 29%	102 23%	86 27%	108 30%	59 22%	186 28%
Tend to agree	(3) 43%	329 41%	356 46%	85 48%	126 46%	107 43%	124 44%	105 45%	139 38%	211 47%	231 44%	244 40%	170 38%	207 46%	153 48%	156 43%	137 50%	300 45%
Tend to disagree	(2) 19%	164 20%	136 18%	38 22%	47 17%	42 17%	64 23%	38 16%	71 19%	85 19%	106 20%	109 18%	98 22%	93 21%	48 15%	62 17%	47 17%	113 17%
Disagree strongly	(1) 11%	95 12%	71 9%	16 9%	33 12%	28 11%	33 12%	21 9%	37 10%	48 11%	60 11%	57 10%	53 12%	46 10%	30 9%	37 10%	28 10%	69 10%
NET: Disagree	466 30%	259 32%	208 27%	54 31%	79 29%	70 28%	97 34%	58 25%	108 29%	134 30%	167 32%	166 28%	151 34%	139 31%	78 25%	98 27%	76 28%	182 27%
Mean	2.87	2.83	2.91	2.81	2.83	2.88	2.75	2.97	2.94	2.82	2.81	2.95	2.83	2.81	2.93	2.93	2.84	2.90
Standard deviation	0.93	0.96	0.90	0.87	0.93	0.95	0.92	0.90	0.96	0.91	0.93	0.94	0.97	0.90	0.89	0.93	0.88	0.92
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

**Electric Car Survey**  
**ONLINE Fieldwork: 13th - 15th April 2018**

Absolutes/col percents

Table 50

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Hybrid and fully-electric cars are impractical for me because they require regular charging**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1565	144	79	1342	66	179	138	118	109	159	182	237	154
Weighted base	1577	135	78	1364	69	195	132	133	114	153	199	227	141
NET: Agree	1110 70%	90 66%	50 64%	970 71%	56 81%	141 73%	97 73%	94 71%	77 67%	110 72%	142 71%	149 66%	105 74%
Agree strongly	(4) 425 27%	39 29%	20 25%	366 27%	19 27%	47 24%	35 27%	35 26%	32 28%	54 35%	56 28%	48 21%	40 28%
Tend to agree	(3) 686 43%	51 38%	30 39%	604 44%	37 53%	95 49%	62 47%	59 45%	44 39%	56 36%	86 43%	101 45%	65 46%
Tend to disagree	(2) 300 19%	24 18%	20 26%	256 19%	8 11%	39 20%	19 14%	20 15%	23 20%	29 19%	37 19%	58 26%	24 17%
Disagree strongly	(1) 166 11%	22 16%	7 10%	137 10%	6 8%	14 7%	16 12%	19 14%	14 12%	15 10%	20 10%	20 9%	13 9%
NET: Disagree	466 30%	45 34%	28 36%	393 29%	13 19%	53 27%	35 27%	39 29%	37 33%	43 28%	57 29%	78 34%	36 26%
Mean	2.87	2.79	2.80	2.88	3.00	2.89	2.87	2.83	2.84	2.97	2.89	2.78	2.93
Standard deviation	0.93	1.03	0.93	0.92	0.85	0.85	0.95	0.98	0.98	0.97	0.93	0.88	0.90
Standard error	0.02	0.09	0.10	0.03	0.10	0.06	0.08	0.09	0.09	0.08	0.07	0.06	0.07

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 51

**Q.3 To what extent do you agree or disagree with each of the following statements about electric cars?**

**Hybrid and fully-electric cars are impractical for me because they require regular charging**

**Base: All respondents (Excl DK)**

	Total	Cars in household					Current car(s) owned					Don't currently own a car	Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
		No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other		Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1565	229	1336	838	409	89	400	884	17	13	18	315	276	1184	515	976	933	596
Weighted base	1577	228	1348	682	512	154	427	905	16	14	18	294	284	1190	526	970	961	583
NET: Agree	1110	123	987	515	370	102	322	663	9	7	6	164	166	877	357	697	720	370
	70%	54%	73%	75%	72%	66%	75%	73%	59%	46%	32%	56%	58%	74%	68%	72%	75%	63%
Agree strongly	(4) 425	42	383	197	145	41	138	253	2	3	2	49	52	359	148	257	279	141
	27%	18%	28%	29%	28%	26%	32%	28%	14%	19%	13%	17%	18%	30%	28%	26%	29%	24%
Tend to agree	(3) 686	81	605	318	225	61	183	410	7	4	3	115	113	518	209	441	441	228
	43%	36%	45%	47%	44%	40%	43%	45%	45%	27%	18%	39%	40%	44%	40%	45%	46%	39%
Tend to disagree	(2) 300	65	235	110	94	30	71	164	2	-	7	78	73	202	107	176	158	133
	19%	29%	17%	16%	18%	20%	17%	18%	12%	-	36%	27%	26%	17%	20%	18%	16%	23%
Disagree strongly	(1) 166	40	126	57	47	22	34	78	4	8	6	52	46	111	62	96	82	80
	11%	18%	9%	8%	9%	14%	8%	9%	28%	54%	32%	18%	16%	9%	12%	10%	9%	14%
NET: Disagree	466	105	361	167	142	52	105	242	6	8	13	130	119	312	169	272	240	213
	30%	46%	27%	25%	28%	34%	25%	27%	41%	54%	68%	44%	42%	26%	32%	28%	25%	37%
Mean	2.87	2.55	2.92	2.96	2.91	2.78	3.00	2.93	2.45	2.10	2.12	2.54	2.61	2.95	2.84	2.89	2.95	2.74
Standard deviation	0.93	0.99	0.91	0.88	0.91	0.99	0.90	0.90	1.08	1.29	1.04	0.97	0.96	0.92	0.97	0.91	0.89	0.98
Standard error	0.02	0.07	0.02	0.03	0.05	0.11	0.05	0.03	0.26	0.36	0.25	0.05	0.06	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 52  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**

**Summary****Base: All respondents**

	Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars	The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive	The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car	If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car	The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme
Unweighted base	2003	2003	2003	2003	2003
Weighted base	2003	2003	2003	2003	2003
NET: Agree	588 29%	975 49%	730 36%	958 48%	780 39%
Agree strongly (4)	192 10%	320 16%	141 7%	262 13%	221 11%
Tend to agree (3)	397 20%	654 33%	589 29%	696 35%	559 28%
Tend to disagree (2)	325 16%	362 18%	453 23%	305 15%	280 14%
Disagree strongly (1)	882 44%	87 4%	358 18%	246 12%	201 10%
NET: Disagree	1208 60%	449 22%	811 41%	551 28%	481 24%
Don't know	207 10%	579 29%	462 23%	494 25%	742 37%
Mean	1.94	2.85	2.33	2.65	2.63
Standard deviation	1.07	0.84	0.93	0.95	0.95
Standard error	0.03	0.02	0.02	0.02	0.03

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 53  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**

**Summary****Base: All respondents (Excl DK)**

	Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars	The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive	The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car	If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car	The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme
Unweighted base	1806	1425	1538	1506	1255
Weighted base	1796	1424	1541	1509	1261
NET: Agree	588 33%	975 68%	730 47%	958 63%	780 62%
Agree strongly (4)	192 11%	320 23%	141 9%	262 17%	221 18%
Tend to agree (3)	397 22%	654 46%	589 38%	696 46%	559 44%
Tend to disagree (2)	325 18%	362 25%	453 29%	305 20%	280 22%
Disagree strongly (1)	882 49%	87 6%	358 23%	246 16%	201 16%
NET: Disagree	1208 67%	449 32%	811 53%	551 37%	481 38%
Mean	1.94	2.85	2.33	2.65	2.63
Standard deviation	1.07	0.84	0.93	0.95	0.95
Standard error	0.03	0.02	0.02	0.02	0.03

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 54  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	588 29%	385 39%	203 20%	49 22%	117 34%	76 24%	111 31%	76 26%	158 34%	165 29%	188 28%	235 31%	192 36%	176 32%	107 26%	113 23%	108 32%	252 31%
Agree strongly	(4) 10%	137 14%	55 5%	21 9%	37 11%	22 7%	36 10%	27 9%	48 10%	58 10%	59 9%	75 10%	78 15%	61 11%	22 5%	31 6%	28 8%	92 11%
Tend to agree	(3) 20%	248 25%	148 14%	28 13%	80 23%	54 17%	75 21%	49 17%	110 24%	108 19%	129 19%	160 21%	114 21%	115 21%	85 21%	82 17%	80 24%	161 20%
Tend to disagree	(2) 16%	151 15%	174 17%	38 17%	47 14%	56 18%	58 16%	52 18%	73 16%	85 15%	114 17%	126 17%	99 18%	89 16%	65 16%	71 14%	55 16%	130 16%
Disagree strongly	(1) 44%	348 36%	534 52%	111 50%	144 42%	154 48%	157 44%	124 42%	191 41%	256 45%	311 46%	316 42%	207 39%	241 43%	192 47%	243 49%	131 39%	361 44%
NET: Disagree	1208 60%	500 51%	708 69%	149 67%	191 56%	211 65%	215 60%	177 60%	264 57%	341 60%	425 63%	441 58%	306 57%	330 59%	257 62%	314 63%	186 55%	491 60%
Don't know	207 10%	92 9%	115 11%	26 12%	36 10%	35 11%	30 8%	41 14%	38 8%	62 11%	65 10%	80 11%	38 7%	52 9%	48 12%	69 14%	45 13%	71 9%
Mean	1.94	2.20	1.70	1.79	2.03	1.81	1.97	1.92	2.04	1.94	1.89	1.99	2.13	1.99	1.83	1.77	2.02	1.98
Standard deviation	1.07	1.12	0.95	1.04	1.10	1.00	1.08	1.05	1.08	1.08	1.04	1.07	1.12	1.09	0.99	1.00	1.05	1.09
Standard error	0.03	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 55  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	588 29%	50 29%	23 23%	514 30%	23 28%	79 34%	52 31%	51 28%	41 27%	56 29%	82 31%	87 31%	45 25%
Agree strongly	(4) 192 10%	16 9%	9 9%	167 10%	6 8%	28 12%	14 8%	15 8%	16 11%	13 7%	28 11%	33 12%	14 8%
Tend to agree	(3) 397 20%	34 19%	14 14%	348 20%	17 20%	51 22%	38 23%	36 20%	25 16%	43 22%	54 20%	54 19%	31 17%
Tend to disagree	(2) 325 16%	24 14%	17 17%	284 16%	12 15%	42 18%	25 15%	30 17%	23 15%	39 20%	41 16%	46 17%	26 15%
Disagree strongly	(1) 882 44%	85 48%	51 51%	747 43%	39 46%	82 36%	79 47%	79 44%	65 43%	86 44%	110 41%	114 41%	93 53%
NET: Disagree	1208 60%	109 62%	68 68%	1031 60%	51 61%	123 54%	104 62%	109 61%	88 59%	124 65%	151 57%	160 58%	119 68%
Don't know	207 10%	17 10%	9 9%	181 10%	10 12%	28 12%	12 7%	20 11%	22 14%	12 6%	33 13%	32 11%	12 7%
Mean	1.94	1.89	1.79	1.96	1.88	2.12	1.91	1.91	1.94	1.91	2.00	2.02	1.79
Standard deviation	1.07	1.07	1.04	1.07	1.05	1.09	1.05	1.05	1.10	1.00	1.09	1.10	1.03
Standard error	0.03	0.08	0.11	0.03	0.12	0.08	0.08	0.09	0.10	0.07	0.07	0.07	0.08



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 56  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	588 29%	84 20%	505 32%	262 32%	184 31%	58 32%	177 37%	332 32%	15 92%	14 100%	12 66%	100 19%	155 52%	394 26%	588 100%	-	373 36%	202 24%
Agree strongly	(4) 192 10%	16 4%	175 11%	87 11%	63 11%	25 14%	66 14%	110 11%	8 52%	8 58%	7 40%	20 4%	64 21%	119 8%	192 33%	-	135 13%	55 6%
Tend to agree	(3) 397 20%	67 16%	329 21%	175 22%	121 21%	33 18%	111 23%	222 21%	6 40%	6 42%	5 26%	80 15%	92 31%	276 18%	397 67%	-	238 23%	147 17%
Tend to disagree	(2) 325 16%	61 15%	264 17%	144 18%	87 15%	33 18%	87 18%	171 16%	-	-	1 6%	77 14%	45 15%	255 17%	-	325 27%	185 18%	131 15%
Disagree strongly	(1) 882 44%	195 46%	687 43%	353 43%	263 45%	72 39%	190 39%	445 43%	1 8%	-	5 28%	270 50%	87 29%	720 48%	-	882 73%	424 41%	421 50%
NET: Disagree	1208 60%	256 61%	951 60%	497 61%	350 60%	105 57%	277 58%	616 59%	1 8%	-	6 34%	347 64%	132 44%	975 65%	-	1208 100%	609 59%	553 65%
Don't know	207 10%	80 19%	127 8%	54 7%	52 9%	20 11%	27 6%	92 9%	-	-	-	92 17%	11 4%	126 8%	-	-	54 5%	96 11%
Mean	1.94	1.72	2.00	1.99	1.97	2.07	2.12	2.00	3.36	3.58	2.79	1.67	2.46	1.85	3.33	1.27	2.09	1.78
Standard deviation	1.07	0.94	1.09	1.07	1.09	1.13	1.11	1.08	0.87	0.51	1.27	0.92	1.14	1.03	0.47	0.44	1.10	1.00
Standard error	0.03	0.05	0.03	0.04	0.05	0.12	0.05	0.04	0.21	0.14	0.30	0.04	0.07	0.03	0.02	0.01	0.04	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 57  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1806	910	896	212	280	292	313	271	438	492	605	709	537	517	306	446	264	723
Weighted base	1796	885	911	198	308	287	326	253	423	506	613	676	498	506	364	427	295	743
NET: Agree	588 33%	385 44%	203 22%	49 25%	117 38%	76 27%	111 34%	76 30%	158 37%	165 33%	188 31%	235 35%	192 39%	176 35%	107 29%	113 26%	108 37%	252 34%
Agree strongly	(4) 11%	137 15%	55 6%	21 10%	37 12%	22 8%	36 11%	27 11%	48 11%	58 11%	59 10%	75 11%	78 16%	61 12%	22 6%	31 7%	28 10%	92 12%
Tend to agree	(3) 22%	248 28%	148 16%	28 14%	80 26%	54 19%	75 23%	49 19%	110 26%	108 21%	129 21%	160 24%	114 23%	115 23%	85 23%	82 19%	80 27%	161 22%
Tend to disagree	(2) 18%	151 17%	174 19%	38 19%	47 15%	56 20%	58 18%	52 21%	73 17%	85 17%	114 19%	126 19%	99 20%	89 18%	65 18%	71 17%	55 19%	130 17%
Disagree strongly	(1) 49%	348 39%	534 59%	111 56%	144 47%	154 54%	157 48%	124 49%	191 45%	256 50%	311 51%	316 47%	207 42%	241 48%	192 53%	243 57%	131 45%	361 49%
NET: Disagree	1208 67%	500 56%	708 78%	149 75%	191 62%	211 73%	215 66%	177 70%	264 63%	341 67%	425 69%	441 65%	306 61%	330 65%	257 71%	314 74%	186 63%	491 66%
Mean	1.94	2.20	1.70	1.79	2.03	1.81	1.97	1.92	2.04	1.94	1.89	1.99	2.13	1.99	1.83	1.77	2.02	1.98
Standard deviation	1.07	1.12	0.95	1.04	1.10	1.00	1.08	1.05	1.08	1.08	1.04	1.07	1.12	1.09	0.99	1.00	1.05	1.09
Standard error	0.03	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 58  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1806	172	95	1539	72	193	165	140	126	189	214	260	180
Weighted base	1796	159	91	1545	74	202	156	160	129	180	233	247	164
NET: Agree	588 33%	50 32%	23 26%	514 33%	23 31%	79 39%	52 33%	51 32%	41 32%	56 31%	82 35%	87 35%	45 27%
Agree strongly	(4) 192 11%	16 10%	9 10%	167 11%	6 9%	28 14%	14 9%	15 9%	16 12%	13 7%	28 12%	33 13%	14 8%
Tend to agree	(3) 397 22%	34 22%	14 16%	348 23%	17 22%	51 25%	38 24%	36 22%	25 19%	43 24%	54 23%	54 22%	31 19%
Tend to disagree	(2) 325 18%	24 15%	17 19%	284 18%	12 16%	42 21%	25 16%	30 19%	23 18%	39 21%	41 18%	46 19%	26 16%
Disagree strongly	(1) 882 49%	85 53%	51 56%	747 48%	39 52%	82 40%	79 51%	79 50%	65 50%	86 47%	110 47%	114 46%	93 57%
NET: Disagree	1208 67%	109 68%	68 74%	1031 67%	51 69%	123 61%	104 67%	109 68%	88 68%	124 69%	151 65%	160 65%	119 73%
Mean	1.94	1.89	1.79	1.96	1.88	2.12	1.91	1.91	1.94	1.91	2.00	2.02	1.79
Standard deviation	1.07	1.07	1.04	1.07	1.05	1.09	1.05	1.05	1.10	1.00	1.09	1.10	1.03
Standard error	0.03	0.08	0.11	0.03	0.12	0.08	0.08	0.09	0.10	0.07	0.07	0.07	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 59  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? Before today, I had heard of the Government's subsidy scheme for people buying hybrid and fully-electric cars**  
**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1806	345	1461	939	427	95	429	936	17	13	18	479	280	1379	575	1231	962	781
Weighted base	1796	340	1456	758	534	163	455	948	16	14	18	447	287	1369	588	1208	982	754
NET: Agree	588 33%	84 25%	505 35%	262 35%	184 35%	58 36%	177 39%	332 35%	15 92%	14 100%	12 66%	100 22%	155 54%	394 29%	588 100%	-	373 38%	202 27%
Agree strongly	(4) 192 11%	16 5%	175 12%	87 11%	63 12%	25 16%	66 15%	110 12%	8 52%	8 58%	7 40%	20 4%	64 22%	119 9%	192 33%	-	135 14%	55 7%
Tend to agree	(3) 397 22%	67 20%	329 23%	175 23%	121 23%	33 20%	111 25%	222 23%	6 40%	6 42%	5 26%	80 18%	92 32%	276 20%	397 67%	-	238 24%	147 19%
Tend to disagree	(2) 325 18%	61 18%	264 18%	144 19%	87 16%	33 20%	87 19%	171 18%	- -	- -	1 6%	77 17%	45 16%	255 19%	-	325 27%	185 19%	131 17%
Disagree strongly	(1) 882 49%	195 57%	687 47%	353 47%	263 49%	72 44%	190 42%	445 47%	1 8%	- -	5 28%	270 60%	87 30%	720 53%	-	882 73%	424 43%	421 56%
NET: Disagree	1208 67%	256 75%	951 65%	497 65%	350 65%	105 64%	277 61%	616 65%	1 8%	- -	6 34%	347 78%	132 46%	975 71%	-	1208 100%	609 62%	553 73%
Mean	1.94	1.72	2.00	1.99	1.97	2.07	2.12	2.00	3.36	3.58	2.79	1.67	2.46	1.85	3.33	1.27	2.09	1.78
Standard deviation	1.07	0.94	1.09	1.07	1.09	1.13	1.11	1.08	0.87	0.51	1.27	0.92	1.14	1.03	0.47	0.44	1.10	1.00
Standard error	0.03	0.05	0.03	0.04	0.05	0.12	0.05	0.04	0.21	0.14	0.30	0.04	0.07	0.03	0.02	0.01	0.04	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 60  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789	
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814	
NET: Agree	975 49%	563 58%	411 40%	85 38%	159 46%	149 46%	173 49%	148 50%	261 57%	244 43%	322 48%	408 54%	289 54%	275 49%	190 46%	221 45%	170 50%	391 48%	
Agree strongly	(4) 16%	320 22%	220 10%	101 7%	59 17%	38 12%	63 18%	52 18%	92 20%	76 13%	101 15%	143 19%	98 18%	93 17%	59 14%	71 14%	52 15%	141 17%	
Tend to agree	(3) 33%	654 35%	343 30%	311 31%	68 29%	100 34%	111 31%	110 33%	96 37%	169 30%	168 33%	221 35%	265 36%	191 33%	182 32%	131 30%	151 35%	250 31%	
Tend to disagree	(2) 18%	362 17%	169 19%	193 38%	85 21%	74 18%	57 17%	61 12%	37 10%	48 28%	159 17%	118 11%	85 21%	111 18%	101 18%	74 15%	76 19%	64 19%	157 19%
Disagree strongly	(1) 4%	87 4%	40 4%	47 5%	6 3%	21 6%	12 4%	16 4%	17 6%	16 4%	26 5%	28 4%	33 4%	19 4%	19 3%	16 4%	33 7%	9 3%	36 4%
NET: Disagree	449 22%	209 21%	240 23%	91 40%	94 27%	69 21%	77 22%	53 18%	65 14%	185 33%	146 22%	118 16%	130 24%	120 22%	90 22%	109 22%	74 22%	194 24%	
Don't know	579 29%	205 21%	374 36%	49 22%	91 26%	104 32%	106 30%	94 32%	136 29%	140 25%	210 31%	229 30%	118 22%	163 29%	133 32%	166 33%	96 28%	229 28%	
Mean	2.85	2.96	2.71	2.55	2.78	2.80	2.88	2.91	3.03	2.68	2.85	2.99	2.88	2.88	2.83	2.79	2.87	2.85	
Standard deviation	0.84	0.84	0.81	0.71	0.90	0.79	0.86	0.87	0.80	0.83	0.83	0.83	0.82	0.82	0.82	0.89	0.79	0.86	
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.06	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.04	

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 61  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	975 49%	86 49%	51 51%	837 49%	39 46%	123 53%	79 47%	88 49%	63 42%	99 51%	129 48%	128 46%	89 51%
Agree strongly	(4) 320 16%	34 20%	15 15%	271 16%	16 19%	39 17%	22 13%	26 15%	25 17%	31 16%	48 18%	42 15%	23 13%
Tend to agree	(3) 654 33%	52 29%	36 36%	566 33%	23 28%	84 36%	57 34%	62 34%	37 25%	68 35%	81 30%	87 31%	66 38%
Tend to disagree	(2) 362 18%	28 16%	17 17%	317 18%	18 21%	41 18%	31 19%	27 15%	34 22%	26 14%	52 20%	48 17%	40 23%
Disagree strongly	(1) 87 4%	5 3%	7 7%	75 4%	6 7%	14 6%	12 7%	7 4%	7 5%	4 2%	11 4%	9 3%	5 3%
NET: Disagree	449 22%	33 19%	24 24%	392 23%	24 29%	55 24%	43 25%	34 19%	41 27%	31 16%	63 24%	56 20%	45 25%
Don't know	579 29%	57 32%	25 25%	497 29%	21 25%	53 23%	46 27%	58 32%	47 31%	63 33%	74 28%	94 34%	42 24%
Mean	2.85	2.97	2.78	2.84	2.77	2.84	2.73	2.87	2.78	2.97	2.86	2.87	2.80
Standard deviation	0.84	0.83	0.87	0.84	0.94	0.86	0.87	0.82	0.90	0.76	0.86	0.81	0.76
Standard error	0.02	0.07	0.10	0.02	0.12	0.07	0.08	0.08	0.09	0.07	0.07	0.06	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 62  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	975 49%	127 30%	847 54%	416 51%	344 59%	87 48%	301 62%	566 54%	13 82%	13 92%	13 69%	155 29%	192 64%	723 48%	410 70%	533 44%	603 58%	346 41%
Agree strongly	(4) 16%	32 8%	288 18%	149 18%	120 20%	18 10%	115 24%	190 18%	8 49%	6 42%	6 33%	42 8%	74 25%	226 15%	168 29%	146 12%	210 20%	102 12%
Tend to agree	(3) 33%	94 22%	560 35%	267 33%	224 38%	69 38%	186 39%	376 36%	5 34%	7 50%	7 36%	113 21%	118 39%	498 33%	242 41%	387 32%	393 38%	243 29%
Tend to disagree	(2) 18%	362 17%	289 18%	146 18%	94 16%	49 27%	78 16%	184 18%	1 8%	1 8%	2 11%	102 19%	66 22%	266 18%	94 16%	261 22%	198 19%	150 18%
Disagree strongly	(1) 4%	87 8%	55 4%	31 4%	20 3%	4 2%	21 4%	31 3%	1 5%	- -	- -	38 7%	8 3%	72 5%	18 3%	66 5%	40 4%	45 5%
NET: Disagree	449 22%	105 25%	344 22%	177 22%	114 19%	54 29%	98 20%	215 21%	2 13%	1 8%	2 11%	140 26%	74 25%	338 23%	112 19%	327 27%	238 23%	195 23%
Don't know	579 29%	188 45%	391 25%	219 27%	129 22%	43 23%	83 17%	260 25%	1 5%	- -	4 20%	244 45%	33 11%	433 29%	66 11%	347 29%	194 19%	309 36%
Mean	2.85	2.55	2.91	2.90	2.97	2.72	2.99	2.93	3.32	3.33	3.28	2.54	2.97	2.83	3.07	2.71	2.92	2.75
Standard deviation	0.84	0.90	0.81	0.84	0.80	0.72	0.83	0.80	0.86	0.65	0.72	0.89	0.81	0.84	0.80	0.84	0.82	0.86
Standard error	0.02	0.06	0.02	0.03	0.04	0.08	0.04	0.03	0.22	0.18	0.18	0.05	0.05	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 63  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	1425	782	643	183	229	223	242	213	335	412	465	548	440	402	236	347	217	566	
Weighted base	1424	772	652	176	253	218	250	201	326	429	468	526	418	395	279	331	244	585	
NET: Agree	975 68%	563 73%	411 63%	85 48%	159 63%	149 68%	173 69%	148 73%	261 80%	244 57%	322 69%	408 78%	289 69%	275 70%	190 68%	221 67%	170 70%	391 67%	
Agree strongly	(4) 23%	320 28%	220 15%	101 9%	59 23%	38 18%	63 25%	52 26%	92 28%	76 18%	101 22%	143 27%	98 23%	93 24%	59 21%	71 21%	52 21%	141 24%	
Tend to agree	(3) 46%	654 44%	343 48%	311 48%	68 39%	100 39%	111 51%	110 44%	96 48%	169 52%	168 39%	221 47%	265 50%	191 46%	182 46%	131 47%	151 46%	118 48%	250 43%
Tend to disagree	(2) 25%	362 22%	169 22%	193 30%	85 48%	74 29%	57 26%	61 24%	37 18%	48 15%	159 37%	118 25%	85 16%	111 26%	101 26%	74 26%	76 23%	64 26%	157 27%
Disagree strongly	(1) 6%	87 5%	40 7%	47 7%	6 3%	21 8%	12 6%	16 6%	17 8%	16 5%	26 6%	28 6%	33 6%	19 5%	19 5%	16 6%	33 10%	9 4%	36 6%
NET: Disagree	449 32%	209 27%	240 37%	91 52%	94 37%	69 32%	77 31%	53 27%	65 20%	185 43%	146 31%	118 22%	130 31%	120 30%	90 32%	109 33%	74 30%	194 33%	
Mean	2.85	2.96	2.71	2.55	2.78	2.80	2.88	2.91	3.03	2.68	2.85	2.99	2.88	2.88	2.83	2.79	2.87	2.85	
Standard deviation	0.84	0.84	0.81	0.71	0.90	0.79	0.86	0.87	0.80	0.83	0.83	0.83	0.82	0.82	0.82	0.89	0.79	0.86	
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.06	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.05	0.04	



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 64  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents (Excl DK)**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1425	130	78	1217	60	168	130	107	102	136	174	195	145
Weighted base	1424	119	75	1230	63	178	122	123	104	130	192	185	134
NET: Agree	975 68%	86 72%	51 68%	837 68%	39 62%	123 69%	79 65%	88 72%	63 60%	99 76%	129 67%	128 69%	89 67%
Agree strongly	(4) 320 23%	34 29%	15 20%	271 22%	16 25%	39 22%	22 18%	26 22%	25 24%	31 24%	48 25%	42 23%	23 17%
Tend to agree	(3) 654 46%	52 43%	36 48%	566 46%	23 37%	84 47%	57 47%	62 50%	37 36%	68 52%	81 42%	87 47%	66 50%
Tend to disagree	(2) 362 25%	28 24%	17 23%	317 26%	18 28%	41 23%	31 25%	27 22%	34 32%	26 20%	52 27%	48 26%	40 30%
Disagree strongly	(1) 87 6%	5 4%	7 9%	75 6%	6 10%	14 8%	12 10%	7 6%	7 7%	4 3%	11 6%	9 5%	5 4%
NET: Disagree	449 32%	33 28%	24 32%	392 32%	24 38%	55 31%	43 35%	34 28%	41 40%	31 24%	63 33%	56 31%	45 33%
Mean	2.85	2.97	2.78	2.84	2.77	2.84	2.73	2.87	2.78	2.97	2.86	2.87	2.80
Standard deviation	0.84	0.83	0.87	0.84	0.94	0.86	0.87	0.82	0.90	0.76	0.86	0.81	0.76
Standard error	0.02	0.07	0.10	0.02	0.12	0.07	0.08	0.08	0.09	0.07	0.07	0.06	0.06

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 65  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government's existing subsidy scheme for people buying hybrid and fully-electric cars does not offer enough of an incentive**  
**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1425	234	1191	743	367	81	374	770	16	13	15	318	259	1064	509	878	829	552
Weighted base	1424	232	1191	593	457	141	399	780	15	14	15	296	265	1062	522	860	841	541
NET: Agree	975 68%	127 55%	847 71%	416 70%	344 75%	87 62%	301 75%	566 72%	13 87%	13 92%	13 86%	155 53%	192 72%	723 68%	410 79%	533 62%	603 72%	346 64%
Agree strongly	(4) 320 23%	33 14%	288 24%	149 25%	120 26%	18 13%	115 29%	190 24%	8 51%	6 42%	6 41%	42 14%	74 28%	226 21%	168 32%	146 17%	210 25%	102 19%
Tend to agree	(3) 654 46%	94 41%	560 47%	267 45%	224 49%	69 49%	186 46%	376 48%	5 36%	7 50%	7 45%	113 38%	118 44%	498 47%	242 46%	387 45%	393 47%	243 45%
Tend to disagree	(2) 362 25%	73 32%	289 24%	146 25%	94 21%	49 35%	78 19%	184 24%	1 8%	1 8%	2 14%	102 35%	66 25%	266 25%	94 18%	261 30%	198 24%	150 28%
Disagree strongly	(1) 87 6%	32 14%	55 5%	31 5%	20 4%	4 3%	21 5%	31 4%	1 5%	- -	- -	38 13%	8 3%	72 7%	18 3%	66 8%	40 5%	45 8%
NET: Disagree	449 32%	105 45%	344 29%	177 30%	114 25%	54 38%	98 25%	215 28%	2 13%	1 8%	2 14%	140 47%	74 28%	338 32%	112 21%	327 38%	238 28%	195 36%
Mean	2.85	2.55	2.91	2.90	2.97	2.72	2.99	2.93	3.32	3.33	3.28	2.54	2.97	2.83	3.07	2.71	2.92	2.75
Standard deviation	0.84	0.90	0.81	0.84	0.80	0.72	0.83	0.80	0.86	0.65	0.72	0.89	0.81	0.84	0.80	0.84	0.82	0.86
Standard error	0.02	0.06	0.02	0.03	0.04	0.08	0.04	0.03	0.22	0.18	0.18	0.05	0.05	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 66  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	730 36%	368 38%	361 35%	139 62%	174 50%	127 39%	123 34%	74 25%	93 20%	313 55%	250 37%	167 22%	230 43%	229 41%	131 32%	140 28%	153 45%	324 40%
Agree strongly	(4) 7%	77 8%	64 6%	34 15%	40 12%	21 6%	17 5%	14 5%	15 3%	74 13%	38 6%	29 4%	45 8%	41 7%	24 6%	30 6%	29 9%	57 7%
Tend to agree	(3) 29%	291 30%	298 29%	105 47%	134 39%	106 33%	105 30%	60 20%	78 17%	239 42%	212 31%	138 18%	184 34%	188 34%	107 26%	110 22%	124 37%	267 33%
Tend to disagree	(2) 23%	239 24%	215 21%	31 14%	60 17%	64 20%	92 26%	83 28%	123 27%	91 16%	156 23%	206 27%	122 23%	124 22%	94 23%	114 23%	77 23%	179 22%
Disagree strongly	(1) 18%	184 19%	174 17%	15 7%	34 10%	50 15%	57 16%	72 24%	130 28%	49 9%	107 16%	202 27%	81 15%	93 17%	77 19%	107 22%	32 9%	140 17%
NET: Disagree	811 41%	423 43%	389 38%	46 21%	94 27%	113 35%	150 42%	155 53%	253 55%	141 25%	263 39%	408 54%	203 38%	217 39%	171 41%	220 44%	109 32%	319 39%
Don't know	462 23%	186 19%	276 27%	39 17%	76 22%	82 25%	84 24%	65 22%	116 25%	115 20%	166 24%	181 24%	104 19%	112 20%	111 27%	136 27%	78 23%	171 21%
Mean	2.33	2.33	2.33	2.85	2.67	2.41	2.30	2.07	1.94	2.74	2.35	1.99	2.45	2.40	2.26	2.18	2.58	2.37
Standard deviation	0.93	0.94	0.93	0.81	0.88	0.91	0.87	0.90	0.88	0.86	0.89	0.89	0.91	0.92	0.93	0.95	0.84	0.92
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 67  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	730 36%	65 37%	31 31%	634 37%	39 47%	75 32%	69 41%	76 42%	63 42%	49 25%	102 38%	100 36%	63 36%
Agree strongly	(4) 141 7%	17 9%	6 6%	118 7%	6 7%	10 4%	12 7%	17 10%	12 8%	8 4%	20 7%	21 7%	13 7%
Tend to agree	(3) 589 29%	48 27%	25 25%	516 30%	34 40%	65 28%	57 34%	58 32%	51 34%	41 21%	82 31%	79 28%	49 28%
Tend to disagree	(2) 453 23%	40 23%	30 30%	383 22%	15 17%	65 28%	32 19%	33 18%	32 22%	49 26%	50 19%	64 23%	43 24%
Disagree strongly	(1) 358 18%	22 13%	23 23%	313 18%	10 12%	40 17%	34 20%	27 15%	23 15%	50 26%	43 16%	46 17%	39 22%
NET: Disagree	811 41%	63 36%	53 52%	696 40%	25 29%	105 45%	66 39%	61 34%	56 37%	99 52%	93 35%	110 40%	82 46%
Don't know	462 23%	49 28%	17 17%	397 23%	20 24%	51 22%	34 20%	44 25%	32 21%	44 23%	71 27%	68 25%	32 18%
Mean	2.33	2.46	2.16	2.33	2.55	2.25	2.35	2.48	2.43	2.05	2.40	2.35	2.25
Standard deviation	0.93	0.93	0.91	0.93	0.86	0.86	0.96	0.96	0.92	0.92	0.94	0.93	0.96
Standard error	0.02	0.08	0.10	0.03	0.11	0.07	0.08	0.09	0.09	0.07	0.07	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 68  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	730 36%	153 36%	577 36%	296 36%	200 34%	81 44%	166 34%	370 36%	11 70%	10 70%	11 58%	202 37%	203 68%	455 30%	263 45%	456 38%	441 43%	257 30%
Agree strongly	(4) 141 7%	37 9%	104 7%	54 7%	35 6%	15 8%	30 6%	63 6%	7 44%	7 49%	2 9%	50 9%	59 20%	70 5%	59 10%	80 7%	98 9%	39 5%
Tend to agree	(3) 589 29%	116 28%	473 30%	242 30%	165 28%	66 36%	136 28%	307 30%	4 26%	3 21%	9 49%	152 26%	144 48%	385 26%	203 35%	376 31%	344 33%	218 26%
Tend to disagree	(2) 453 23%	63 15%	390 25%	193 24%	150 26%	47 25%	138 29%	265 26%	3 20%	2 12%	2 10%	72 13%	59 20%	371 25%	148 25%	289 24%	276 27%	166 19%
Disagree strongly	(1) 358 18%	48 11%	310 20%	158 19%	121 21%	31 17%	105 22%	204 20%	1 5%	3 18%	3 18%	69 13%	17 6%	326 22%	119 20%	224 19%	182 18%	172 20%
NET: Disagree	811 41%	111 26%	700 44%	351 43%	271 46%	78 42%	242 50%	469 45%	4 25%	4 30%	5 29%	140 26%	76 26%	697 47%	267 45%	513 43%	458 44%	338 40%
Don't know	462 23%	156 37%	306 19%	166 20%	115 20%	25 14%	73 15%	201 19%	1 5%	- -	2 13%	198 37%	19 6%	343 23%	58 10%	238 20%	136 13%	256 30%
Mean	2.33	2.54	2.29	2.30	2.24	2.41	2.22	2.27	3.15	3.02	2.56	2.53	2.88	2.17	2.38	2.32	2.40	2.21
Standard deviation	0.93	0.95	0.92	0.93	0.92	0.91	0.91	0.91	0.96	1.19	0.97	0.97	0.81	0.91	0.95	0.92	0.93	0.94
Standard error	0.02	0.06	0.03	0.03	0.05	0.09	0.05	0.03	0.24	0.33	0.25	0.05	0.05	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 69  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	1538	815	723	194	241	241	257	242	363	435	498	605	462	450	254	372	231	621
Weighted base	1541	791	750	186	268	240	272	229	346	454	512	575	433	446	302	361	262	643
NET: Agree	730 47%	368 47%	361 48%	139 75%	174 65%	127 53%	123 45%	74 32%	93 27%	313 69%	250 49%	167 29%	230 53%	229 51%	131 43%	140 39%	153 59%	324 50%
Agree strongly	(4) 9%	77 10%	64 8%	34 19%	40 15%	21 9%	17 6%	14 6%	15 4%	74 16%	38 7%	29 5%	45 10%	41 9%	24 8%	30 8%	29 11%	57 9%
Tend to agree	(3) 38%	291 37%	298 40%	105 56%	134 50%	106 44%	105 39%	60 26%	78 23%	239 53%	212 41%	138 24%	184 43%	188 42%	107 35%	110 31%	124 47%	267 41%
Tend to disagree	(2) 29%	239 30%	215 29%	31 17%	60 22%	64 26%	92 34%	83 36%	123 36%	91 20%	156 30%	206 36%	122 28%	124 28%	94 31%	114 31%	77 29%	179 28%
Disagree strongly	(1) 23%	184 23%	174 23%	15 8%	34 13%	50 21%	57 21%	72 31%	130 37%	49 11%	107 21%	202 35%	81 19%	93 21%	77 26%	107 30%	32 12%	140 22%
NET: Disagree	811 53%	423 53%	389 52%	46 25%	94 35%	113 47%	150 55%	155 68%	253 73%	141 31%	263 51%	408 71%	203 47%	217 49%	171 57%	220 61%	109 41%	319 50%
Mean	2.33	2.33	2.33	2.85	2.67	2.41	2.30	2.07	1.94	2.74	2.35	1.99	2.45	2.40	2.26	2.18	2.58	2.37
Standard deviation	0.93	0.94	0.93	0.81	0.88	0.91	0.87	0.90	0.88	0.86	0.89	0.89	0.91	0.92	0.93	0.95	0.84	0.92
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 70

**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?  
The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
Base: All respondents (Excl DK)

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1538	136	87	1315	61	166	140	121	115	155	179	221	157
Weighted base	1541	128	83	1330	64	179	134	136	119	148	195	210	145
NET: Agree	730 47%	65 51%	31 37%	634 48%	39 62%	75 42%	69 51%	76 56%	63 53%	49 33%	102 52%	100 47%	63 43%
Agree strongly	(4) 141 9%	17 13%	6 7%	118 9%	6 9%	10 5%	12 9%	17 13%	12 10%	8 6%	20 10%	21 10%	13 9%
Tend to agree	(3) 589 38%	48 38%	25 30%	516 39%	34 53%	65 36%	57 42%	58 43%	51 43%	41 27%	82 42%	79 38%	49 34%
Tend to disagree	(2) 453 29%	40 32%	30 36%	383 29%	15 23%	65 36%	32 24%	33 24%	32 27%	49 33%	50 26%	64 30%	43 30%
Disagree strongly	(1) 358 23%	22 18%	23 27%	313 24%	10 15%	40 22%	34 25%	27 20%	23 20%	50 34%	43 22%	46 22%	39 27%
NET: Disagree	811 53%	63 49%	53 63%	696 52%	25 38%	105 58%	66 49%	61 44%	56 47%	99 67%	93 48%	110 53%	82 57%
Mean	2.33	2.46	2.16	2.33	2.55	2.25	2.35	2.48	2.43	2.05	2.40	2.35	2.25
Standard deviation	0.93	0.93	0.91	0.93	0.86	0.86	0.96	0.96	0.92	0.92	0.94	0.93	0.96
Standard error	0.02	0.08	0.10	0.03	0.11	0.07	0.08	0.09	0.09	0.07	0.07	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 71  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? The Government's existing subsidy scheme would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1538	265	1273	803	378	92	381	831	16	13	15	361	271	1150	517	982	880	608
Weighted base	1541	264	1277	647	472	158	408	839	15	14	16	342	280	1152	530	969	899	595
NET: Agree	730 47%	153 58%	577 45%	296 46%	200 42%	81 51%	166 41%	370 44%	11 73%	10 70%	11 67%	202 59%	203 73%	455 39%	263 50%	456 47%	441 49%	257 43%
Agree strongly	(4) 141 9%	37 14%	104 8%	54 8%	35 7%	15 9%	30 7%	63 8%	7 46%	7 49%	2 10%	50 15%	59 21%	70 6%	59 11%	80 8%	98 11%	39 7%
Tend to agree	(3) 589 38%	116 44%	473 37%	242 37%	165 35%	66 41%	136 33%	307 37%	4 27%	3 21%	9 57%	152 44%	144 52%	385 33%	203 38%	376 39%	344 38%	218 37%
Tend to disagree	(2) 453 29%	63 24%	390 31%	193 30%	150 32%	47 30%	138 34%	265 32%	3 21%	2 12%	2 12%	72 21%	59 21%	371 32%	148 28%	289 30%	276 31%	166 28%
Disagree strongly	(1) 358 23%	48 18%	310 24%	158 24%	121 26%	31 20%	105 26%	204 24%	1 5%	3 18%	3 21%	69 20%	17 6%	326 28%	119 22%	224 23%	182 20%	172 29%
NET: Disagree	811 53%	111 42%	700 55%	351 54%	271 58%	78 49%	242 59%	469 56%	4 27%	4 30%	5 33%	140 41%	76 27%	697 61%	267 50%	513 53%	458 51%	338 57%
Mean	2.33	2.54	2.29	2.30	2.24	2.41	2.22	2.27	3.15	3.02	2.56	2.53	2.88	2.17	2.38	2.32	2.40	2.21
Standard deviation	0.93	0.95	0.92	0.93	0.92	0.91	0.91	0.91	0.96	1.19	0.97	0.97	0.81	0.91	0.95	0.92	0.93	0.94
Standard error	0.02	0.06	0.03	0.03	0.05	0.09	0.05	0.03	0.24	0.33	0.25	0.05	0.05	0.03	0.04	0.03	0.03	0.04



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 72  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814
NET: Agree	958 48%	543 56%	415 40%	153 68%	206 60%	162 50%	159 44%	120 41%	159 34%	359 63%	320 47%	278 37%	310 58%	291 52%	172 42%	185 37%	184 54%	422 52%
Agree strongly	(4) 262 13%	155 16%	108 11%	57 25%	72 21%	37 12%	43 12%	29 10%	25 5%	129 23%	80 12%	54 7%	92 17%	82 15%	46 11%	43 9%	54 16%	129 16%
Tend to agree	(3) 696 35%	388 40%	307 30%	96 43%	134 39%	125 39%	116 33%	91 31%	133 29%	230 41%	241 35%	225 30%	218 41%	209 37%	126 31%	142 29%	130 38%	294 36%
Tend to disagree	(2) 305 15%	140 14%	165 16%	21 9%	34 10%	35 11%	65 18%	54 18%	97 21%	55 10%	100 15%	150 20%	74 14%	91 16%	61 15%	80 16%	42 12%	120 15%
Disagree strongly	(1) 246 12%	114 12%	132 13%	11 5%	27 8%	35 11%	39 11%	43 15%	90 20%	38 7%	75 11%	134 18%	43 8%	64 11%	61 15%	78 16%	25 7%	93 11%
NET: Disagree	551 28%	253 26%	298 29%	32 14%	60 18%	70 22%	105 29%	97 33%	187 40%	93 16%	175 26%	284 38%	117 22%	155 28%	121 29%	158 32%	68 20%	213 26%
Don't know	494 25%	181 19%	313 31%	39 18%	78 23%	90 28%	93 26%	78 26%	116 25%	117 21%	183 27%	194 26%	109 20%	112 20%	119 29%	154 31%	88 26%	179 22%
Mean	2.65	2.73	2.55	3.07	2.94	2.71	2.61	2.48	2.27	3.00	2.66	2.35	2.84	2.69	2.53	2.44	2.84	2.72
Standard deviation	0.95	0.93	0.96	0.81	0.89	0.91	0.93	0.96	0.93	0.86	0.92	0.95	0.88	0.93	0.99	0.98	0.87	0.95
Standard error	0.02	0.03	0.04	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 73  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	958 48%	88 50%	43 43%	827 48%	40 47%	105 45%	84 50%	91 50%	82 55%	67 35%	137 52%	140 50%	82 46%
Agree strongly	(4) 262 13%	29 16%	13 13%	220 13%	7 8%	27 12%	24 14%	22 12%	26 17%	17 9%	35 13%	42 15%	22 12%
Tend to agree	(3) 696 35%	60 34%	29 29%	607 35%	33 39%	78 34%	60 35%	69 38%	56 38%	50 26%	102 38%	98 35%	60 34%
Tend to disagree	(2) 305 15%	28 16%	16 16%	261 15%	11 13%	38 17%	21 12%	21 12%	21 14%	45 24%	29 11%	44 16%	31 18%
Disagree strongly	(1) 246 12%	9 5%	16 16%	220 13%	10 12%	23 10%	27 16%	20 11%	14 9%	36 19%	31 12%	29 10%	31 18%
NET: Disagree	551 28%	37 21%	32 32%	481 28%	21 25%	61 26%	48 28%	41 23%	35 23%	82 42%	60 22%	73 26%	62 35%
Don't know	494 25%	51 29%	25 25%	418 24%	24 28%	65 28%	37 22%	49 27%	33 22%	44 23%	69 26%	66 24%	32 18%
Mean	2.65	2.86	2.53	2.63	2.60	2.66	2.62	2.71	2.80	2.32	2.72	2.72	2.50
Standard deviation	0.95	0.85	1.03	0.95	0.89	0.91	1.01	0.92	0.92	0.97	0.94	0.93	1.00
Standard error	0.02	0.07	0.12	0.03	0.12	0.07	0.08	0.09	0.09	0.08	0.07	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 74  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents**

	Cars in household						Current car(s) owned					Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car		
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	958 48%	172 41%	786 50%	390 48%	293 50%	103 56%	251 52%	509 49%	14 92%	14 97%	16 88%	218 40%	257 86%	616 41%	350 60%	584 48%	589 57%	334 39%
Agree strongly	(4) 262 13%	50 12%	212 13%	100 12%	78 13%	34 19%	66 14%	140 13%	3 22%	6 44%	5 30%	63 12%	107 36%	130 9%	115 19%	145 12%	175 17%	77 9%
Tend to agree	(3) 696 35%	121 29%	574 36%	290 36%	216 37%	69 37%	186 39%	369 35%	11 70%	8 53%	11 58%	155 29%	150 50%	486 33%	236 40%	439 36%	414 40%	257 30%
Tend to disagree	(2) 305 15%	38 9%	267 17%	138 17%	91 16%	38 21%	90 19%	181 17%	* 3%	* 3%	1 7%	48 9%	15 5%	282 19%	88 15%	209 17%	182 18%	118 14%
Disagree strongly	(1) 246 12%	48 11%	198 12%	108 13%	75 13%	15 8%	64 13%	131 13%	1 5%	- -	1 5%	62 11%	5 2%	234 16%	72 12%	162 13%	111 11%	132 16%
NET: Disagree	551 28%	86 20%	465 29%	246 30%	166 28%	53 29%	154 32%	313 30%	1 8%	* 3%	2 12%	109 20%	21 7%	515 34%	159 27%	371 31%	293 28%	249 29%
Don't know	494 25%	163 39%	331 21%	176 22%	127 22%	28 15%	77 16%	218 21%	- -	- -	- -	212 39%	21 7%	364 24%	79 13%	253 21%	154 15%	267 31%
Mean	2.65	2.68	2.64	2.60	2.65	2.78	2.62	2.63	3.09	3.41	3.13	2.67	3.29	2.45	2.77	2.59	2.74	2.48
Standard deviation	0.95	0.99	0.94	0.95	0.95	0.90	0.94	0.95	0.69	0.57	0.77	0.99	0.66	0.94	0.95	0.94	0.92	0.98
Standard error	0.02	0.06	0.03	0.03	0.05	0.09	0.05	0.03	0.17	0.16	0.18	0.05	0.04	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 75  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private
Unweighted base	1506	821	685	193	241	232	248	228	364	434	480	592	459	449	244	354	222	613
Weighted base	1509	796	713	185	267	232	263	217	345	452	495	562	427	446	293	343	252	635
NET: Agree	958 63%	543 68%	415 58%	153 83%	206 77%	162 70%	159 60%	120 55%	159 46%	359 80%	320 65%	278 50%	310 73%	291 65%	172 59%	185 54%	184 73%	422 66%
Agree strongly	(4) 262 17%	155 19%	108 15%	57 31%	72 27%	37 16%	43 16%	29 13%	25 7%	129 28%	80 16%	54 10%	92 22%	82 18%	46 16%	43 13%	54 21%	129 20%
Tend to agree	(3) 696 46%	388 49%	307 43%	96 52%	134 50%	125 54%	116 44%	91 42%	133 39%	230 51%	241 49%	225 40%	218 51%	209 47%	126 43%	142 41%	130 52%	294 46%
Tend to disagree	(2) 305 20%	140 18%	165 23%	21 11%	34 13%	35 15%	65 25%	54 25%	97 28%	55 12%	100 20%	150 27%	74 17%	91 20%	61 21%	80 23%	42 17%	120 19%
Disagree strongly	(1) 246 16%	114 14%	132 19%	11 6%	27 10%	35 15%	39 15%	43 20%	90 26%	38 8%	75 15%	134 24%	43 10%	64 14%	61 21%	78 23%	25 10%	93 15%
NET: Disagree	551 37%	253 32%	298 42%	32 17%	60 23%	70 30%	105 40%	97 45%	187 54%	93 20%	175 35%	284 50%	117 27%	155 35%	121 41%	158 46%	68 27%	213 34%
Mean	2.65	2.73	2.55	3.07	2.94	2.71	2.61	2.48	2.27	3.00	2.66	2.35	2.84	2.69	2.53	2.44	2.84	2.72
Standard deviation	0.95	0.93	0.96	0.81	0.89	0.91	0.93	0.96	0.93	0.86	0.92	0.95	0.88	0.93	0.99	0.98	0.87	0.95
Standard error	0.02	0.03	0.04	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.05	0.06	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 76  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1506	132	76	1298	58	154	141	116	114	156	178	223	158
Weighted base	1509	126	75	1308	61	166	131	132	117	148	197	213	144
NET: Agree	958 63%	88 70%	43 57%	827 63%	40 65%	105 63%	84 64%	91 69%	82 70%	67 45%	137 70%	140 66%	82 57%
Agree strongly	(4) 262 17%	29 23%	13 18%	220 17%	7 11%	27 16%	24 18%	22 17%	26 22%	17 11%	35 18%	42 20%	22 15%
Tend to agree	(3) 696 46%	60 48%	29 39%	607 46%	33 55%	78 47%	60 45%	69 53%	56 48%	50 34%	102 52%	98 46%	60 42%
Tend to disagree	(2) 305 20%	28 22%	16 21%	261 20%	11 19%	38 23%	21 16%	21 16%	21 18%	45 31%	29 15%	44 20%	31 22%
Disagree strongly	(1) 246 16%	9 7%	16 22%	220 17%	10 16%	23 14%	27 20%	20 15%	14 12%	36 24%	31 16%	29 14%	31 22%
NET: Disagree	551 37%	37 30%	32 43%	481 37%	21 35%	61 37%	48 36%	41 31%	35 30%	82 55%	60 30%	73 34%	62 43%
Mean	2.65	2.86	2.53	2.63	2.60	2.66	2.62	2.71	2.80	2.32	2.72	2.72	2.50
Standard deviation	0.95	0.85	1.03	0.95	0.89	0.91	1.01	0.92	0.92	0.97	0.94	0.93	1.00
Standard error	0.02	0.07	0.12	0.03	0.12	0.07	0.08	0.09	0.09	0.08	0.07	0.06	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 77  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car? If the Government paid the VAT (20%) for me, it would make me more likely to buy a hybrid or fully-electric car**  
**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	1506	257	1249	791	367	91	379	809	17	13	18	349	269	1127	497	967	863	594
Weighted base	1509	257	1252	636	459	156	405	822	16	14	18	328	278	1131	510	955	882	583
NET: Agree	958 63%	172 67%	786 63%	390 61%	293 64%	103 66%	251 62%	509 62%	14 92%	14 97%	16 88%	218 67%	257 93%	616 54%	350 69%	584 61%	589 67%	334 57%
Agree strongly	(4) 262 17%	50 20%	212 17%	100 16%	78 17%	34 22%	66 16%	140 17%	3 22%	6 44%	5 30%	63 19%	107 39%	130 11%	115 22%	145 15%	175 20%	77 13%
Tend to agree	(3) 696 46%	121 47%	574 46%	290 46%	216 47%	69 44%	186 46%	369 45%	11 70%	8 53%	11 58%	155 47%	150 54%	486 43%	236 46%	439 46%	414 47%	257 44%
Tend to disagree	(2) 305 20%	38 15%	267 21%	138 22%	91 20%	38 24%	90 22%	181 22%	* 3%	* 3%	1 7%	48 15%	15 5%	282 25%	88 17%	209 22%	182 21%	118 20%
Disagree strongly	(1) 246 16%	48 19%	198 16%	108 17%	75 16%	15 10%	64 16%	131 16%	1 5%	- -	1 5%	62 19%	5 2%	234 21%	72 14%	162 17%	111 13%	132 23%
NET: Disagree	551 37%	86 33%	465 37%	246 39%	166 36%	53 34%	154 38%	313 38%	1 8%	* 3%	2 12%	109 33%	21 7%	515 46%	159 31%	371 39%	293 33%	249 43%
Mean	2.65	2.68	2.64	2.60	2.65	2.78	2.62	2.63	3.09	3.41	3.13	2.67	3.29	2.45	2.77	2.59	2.74	2.48
Standard deviation	0.95	0.99	0.94	0.95	0.95	0.90	0.94	0.95	0.69	0.57	0.77	0.99	0.66	0.94	0.95	0.94	0.92	0.98
Standard error	0.02	0.06	0.03	0.03	0.05	0.09	0.05	0.03	0.17	0.16	0.18	0.05	0.04	0.03	0.04	0.03	0.03	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 78  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**  
**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Private	
Unweighted base	2003	998	1005	236	316	326	339	309	477	552	665	786	576	568	345	514	301	789	
Weighted base	2003	977	1026	224	344	322	356	294	461	569	679	756	536	558	412	496	340	814	
NET: Agree	780 39%	459 47%	322 31%	104 46%	178 52%	115 36%	133 37%	91 31%	159 34%	282 50%	248 37%	250 33%	257 48%	232 42%	137 33%	154 31%	142 42%	344 42%	
Agree strongly	(4) 11%	221 15%	148 7%	73 17%	37 18%	61 9%	28 12%	42 8%	23 7%	31 17%	98 10%	69 7%	54 16%	86 13%	73 7%	31 6%	47 14%	107 13%	
Tend to agree	(3) 28%	559 32%	310 24%	249 30%	67 34%	117 27%	88 26%	91 23%	68 28%	128 32%	184 26%	179 26%	196 32%	171 28%	159 26%	107 25%	123 28%	95 29%	237
Tend to disagree	(2) 14%	280 13%	128 15%	152 14%	32 9%	32 12%	38 17%	59 17%	49 15%	69 11%	64 14%	97 16%	119 14%	74 13%	74 14%	59 15%	74 14%	46 14%	113 14%
Disagree strongly	(1) 10%	201 9%	91 11%	110 5%	11 5%	18 10%	31 9%	32 13%	39 15%	71 5%	28 9%	63 15%	110 8%	40 10%	57 11%	47 11%	57 6%	20 9%	77
NET: Disagree	481 24%	219 22%	263 26%	43 19%	50 14%	69 21%	91 26%	89 30%	140 30%	93 16%	160 24%	229 30%	114 21%	131 23%	106 26%	131 26%	66 19%	191 23%	
Don't know	742 37%	300 31%	442 43%	77 34%	117 34%	138 43%	133 37%	115 39%	162 35%	194 34%	271 40%	277 37%	165 31%	196 35%	169 41%	212 43%	132 39%	280 34%	
Mean	2.63	2.76	2.49	2.89	2.97	2.61	2.64	2.42	2.40	2.94	2.62	2.40	2.82	2.68	2.50	2.45	2.81	2.70	
Standard deviation	0.95	0.94	0.94	0.87	0.85	0.93	0.95	0.97	0.96	0.86	0.94	0.96	0.91	0.97	0.94	0.93	0.89	0.95	
Standard error	0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.07	0.05	0.07	0.04	

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 79

**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**

**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	190	104	1709	82	219	179	158	145	202	244	287	193
Weighted base	2003	176	100	1727	84	230	168	180	150	192	266	278	176
NET: Agree	780 39%	73 41%	37 36%	671 39%	39 46%	90 39%	62 37%	67 37%	62 41%	64 33%	106 40%	113 41%	68 39%
Agree strongly	(4) 221 11%	24 14%	11 11%	186 11%	9 11%	24 10%	20 12%	15 9%	16 11%	13 7%	39 15%	30 11%	17 10%
Tend to agree	(3) 559 28%	49 28%	25 25%	485 28%	29 35%	66 29%	42 25%	51 28%	46 30%	52 27%	66 25%	83 30%	51 29%
Tend to disagree	(2) 280 14%	24 14%	12 12%	244 14%	11 13%	31 14%	19 11%	24 13%	14 9%	35 18%	35 13%	42 15%	33 19%
Disagree strongly	(1) 201 10%	8 4%	15 15%	178 10%	5 6%	20 9%	19 11%	16 9%	15 10%	29 15%	30 11%	22 8%	21 12%
NET: Disagree	481 24%	32 18%	27 27%	422 24%	16 19%	51 22%	38 22%	40 22%	29 19%	65 34%	65 24%	65 23%	55 31%
Don't know	742 37%	71 40%	37 37%	634 37%	29 35%	89 39%	69 41%	74 41%	60 40%	63 33%	96 36%	100 36%	54 30%
Mean	2.63	2.85	2.51	2.62	2.79	2.67	2.64	2.62	2.70	2.37	2.67	2.68	2.52
Standard deviation	0.95	0.86	1.05	0.95	0.84	0.92	1.01	0.91	0.95	0.95	1.02	0.90	0.94
Standard error	0.03	0.08	0.13	0.03	0.12	0.08	0.10	0.09	0.10	0.08	0.08	0.07	0.08



## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 80  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**  
**Base: All respondents**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car	
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely
Unweighted base	2003	420	1583	1005	470	108	454	1025	17	13	18	566	291	1500	575	1231	1016	872
Weighted base	2003	420	1583	813	586	184	482	1040	16	14	18	540	298	1495	588	1208	1035	850
NET: Agree	780 39%	121 29%	660 42%	338 42%	246 42%	76 41%	222 46%	418 40%	12 78%	13 92%	13 71%	155 29%	220 74%	506 34%	328 56%	433 36%	509 49%	249 29%
Agree strongly	(4) 221 11%	35 8%	186 12%	84 10%	78 13%	25 13%	56 12%	128 12%	4 25%	5 36%	6 35%	40 7%	83 28%	122 8%	111 19%	109 9%	151 15%	62 7%
Tend to agree	(3) 559 28%	86 20%	474 30%	255 31%	168 29%	51 28%	166 34%	289 28%	8 53%	8 55%	7 37%	115 21%	137 46%	384 26%	218 37%	324 27%	357 34%	186 22%
Tend to disagree	(2) 280 14%	41 10%	239 15%	117 14%	74 13%	48 26%	79 16%	175 17%	1 5%	- -	2 10%	41 8%	28 9%	238 16%	80 14%	188 16%	164 16%	110 13%
Disagree strongly	(1) 201 10%	33 8%	168 11%	87 11%	68 12%	14 8%	52 11%	113 11%	1 9%	- -	1 5%	46 9%	7 2%	187 13%	50 8%	144 12%	94 9%	103 12%
NET: Disagree	481 24%	74 18%	407 26%	204 25%	142 24%	61 33%	131 27%	287 28%	2 14%	- -	3 15%	87 16%	35 12%	426 28%	129 22%	332 27%	259 25%	213 25%
Don't know	742 37%	226 54%	516 33%	270 33%	199 34%	47 25%	128 27%	335 32%	1 8%	1 8%	2 13%	298 55%	43 14%	563 38%	130 22%	443 37%	268 26%	388 46%
Mean	2.63	2.63	2.64	2.62	2.66	2.63	2.64	2.61	3.02	3.39	3.16	2.62	3.16	2.47	2.85	2.52	2.74	2.45
Standard deviation	0.95	0.97	0.95	0.93	0.99	0.89	0.92	0.96	0.88	0.51	0.88	0.97	0.72	0.96	0.91	0.95	0.91	0.98
Standard error	0.03	0.07	0.03	0.04	0.06	0.10	0.05	0.04	0.22	0.15	0.23	0.06	0.05	0.03	0.04	0.03	0.03	0.05

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 81  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**  
**Base: All respondents (Excl DK)**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1255	696	559	147	204	188	210	192	314	351	398	506	396	363	202	294	182	516
Weighted base	1261	677	584	147	228	184	224	180	299	375	408	479	371	362	243	285	208	534
NET: Agree	780 62%	459 68%	322 55%	104 71%	178 78%	115 63%	133 59%	91 51%	159 53%	282 75%	248 61%	250 52%	257 69%	232 64%	137 57%	154 54%	142 68%	344 64%
Agree strongly	(4) 221 18%	148 22%	73 12%	37 25%	61 27%	28 15%	42 19%	23 13%	31 10%	98 26%	69 17%	54 11%	86 23%	73 20%	31 13%	31 11%	47 22%	107 20%
Tend to agree	(3) 559 44%	310 46%	249 43%	67 45%	117 52%	88 48%	91 41%	68 38%	128 43%	184 49%	179 44%	196 41%	171 46%	159 44%	107 44%	123 43%	95 46%	237 44%
Tend to disagree	(2) 280 22%	128 19%	152 26%	32 22%	32 14%	38 21%	59 26%	49 27%	69 23%	64 17%	97 24%	119 25%	74 20%	74 20%	59 24%	74 26%	46 22%	113 21%
Disagree strongly	(1) 201 16%	91 13%	110 19%	11 7%	18 8%	31 17%	32 14%	39 22%	71 24%	28 8%	63 15%	110 23%	40 11%	57 16%	47 19%	57 20%	20 10%	77 14%
NET: Disagree	481 38%	219 32%	263 45%	43 29%	50 22%	69 37%	91 41%	89 49%	140 47%	93 25%	160 39%	229 48%	114 31%	131 36%	106 43%	131 46%	66 32%	191 36%
Mean	2.63	2.76	2.49	2.89	2.97	2.61	2.64	2.42	2.40	2.94	2.62	2.40	2.82	2.68	2.50	2.45	2.81	2.70
Standard deviation	0.95	0.94	0.94	0.87	0.85	0.93	0.95	0.97	0.96	0.86	0.94	0.96	0.91	0.97	0.94	0.93	0.89	0.95
Standard error	0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.07	0.05	0.07	0.04

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 82

**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**

**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**

**Base: All respondents (Excl DK)**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1255	112	64	1079	51	131	107	95	86	135	155	184	135
Weighted base	1261	105	63	1093	55	141	100	106	91	129	171	178	123
NET: Agree	780 62%	73 69%	37 58%	671 61%	39 71%	90 64%	62 62%	67 63%	62 68%	64 50%	106 62%	113 64%	68 56%
Agree strongly	(4) 221 18%	24 23%	11 18%	186 17%	9 17%	24 17%	20 21%	15 15%	16 18%	13 10%	39 23%	30 17%	17 14%
Tend to agree	(3) 559 44%	49 46%	25 40%	485 44%	29 54%	66 47%	42 42%	51 48%	46 50%	52 40%	66 39%	83 47%	51 41%
Tend to disagree	(2) 280 22%	24 23%	12 18%	244 22%	11 20%	31 22%	19 19%	24 22%	14 15%	35 27%	35 20%	42 24%	33 27%
Disagree strongly	(1) 201 16%	8 7%	15 24%	178 16%	5 9%	20 14%	19 19%	16 15%	15 16%	29 23%	30 18%	22 13%	21 18%
NET: Disagree	481 38%	32 31%	27 42%	422 39%	16 29%	51 36%	38 38%	40 37%	29 32%	65 50%	65 38%	65 36%	55 44%
Mean	2.63	2.85	2.51	2.62	2.79	2.67	2.64	2.62	2.70	2.37	2.67	2.68	2.52
Standard deviation	0.95	0.86	1.05	0.95	0.84	0.92	1.01	0.91	0.95	0.95	1.02	0.90	0.94
Standard error	0.03	0.08	0.13	0.03	0.12	0.08	0.10	0.09	0.10	0.08	0.08	0.07	0.08

## Electric Car Survey

### ONLINE Fieldwork: 13th - 15th April 2018

Absolutes/col percents

Table 83  
**Q.4 The UK Government currently operates a scheme offering subsidies to people buying some electric cars. The scheme means that when you buy a fully-electric or hybrid car, the Government will pay you a grant up to a maximum of £4,500 or £2,500, depending on how environmentally-friendly the car is. To what extent do you agree or disagree with each of the following statements about buying an electric car?**  
**The Government paying the VAT (20%) on purchases of hybrid and fully-electric cars would be a bigger incentive for me than the existing subsidy scheme**  
**Base: All respondents (Excl DK)**

	Cars in household						Current car(s) owned						Likelihood of buying electric car		Previous knowledge of Government scheme		Likelihood of buying any car		
	Total	No cars in the household	NET: Any	1	2	3+	Diesel	Petrol	Plug-in hybrid electric	Fully electric	Other	Don't currently own a car	Likely	Unlikely	Previously aware	Not previously aware	Likely	Unlikely	
Unweighted base	1255	198	1057	666	314	77	329	690	16	12	15	263	246	930	450	771	748	474	
Weighted base	1261	195	1067	542	387	137	354	705	15	13	16	242	255	932	458	765	767	462	
NET: Agree	780 62%	121 62%	660 62%	338 62%	246 63%	76 55%	222 63%	418 59%	12 85%	13 100%	13 82%	155 64%	220 86%	506 54%	328 72%	433 57%	509 66%	249 54%	
Agree strongly	(4) 18%	221 18%	35 18%	186 17%	84 15%	78 20%	25 18%	56 16%	128 18%	4 27%	5 39%	6 40%	40 16%	83 32%	122 13%	111 24%	109 14%	151 20%	62 14%
Tend to agree	(3) 44%	559 44%	86 44%	474 44%	255 47%	168 43%	51 37%	166 47%	289 41%	8 57%	8 61%	7 42%	115 48%	137 54%	384 41%	218 48%	324 42%	357 47%	186 40%
Tend to disagree	(2) 22%	280 22%	41 21%	239 22%	117 22%	74 19%	48 35%	79 22%	175 25%	1 5%	- -	2 12%	41 17%	28 11%	238 26%	80 17%	188 25%	164 21%	110 24%
Disagree strongly	(1) 16%	201 16%	33 17%	168 16%	87 16%	68 17%	14 10%	52 15%	113 16%	1 10%	- -	1 6%	46 19%	7 3%	187 20%	50 11%	144 19%	94 12%	103 22%
NET: Disagree	481 38%	74 38%	407 38%	204 38%	142 37%	61 45%	131 37%	287 41%	2 15%	- -	3 18%	87 36%	35 14%	426 46%	129 28%	332 43%	259 34%	213 46%	
Mean	2.63	2.63	2.64	2.62	2.66	2.63	2.64	2.61	3.02	3.39	3.16	2.62	3.16	2.47	2.85	2.52	2.74	2.45	
Standard deviation	0.95	0.97	0.95	0.93	0.99	0.89	0.92	0.96	0.88	0.51	0.88	0.97	0.72	0.96	0.91	0.95	0.91	0.98	
Standard error	0.03	0.07	0.03	0.04	0.06	0.10	0.05	0.04	0.22	0.15	0.23	0.06	0.05	0.03	0.04	0.03	0.03	0.05	