

Germany: High propensity to buy electric cars

NUREMBERG, GERMANY: For their next vehicle purchase, 10% of German adults (aged 18+) with an internet connection are considering an electric car as an option. This is the finding of a recent survey conducted by GfK Panel Services Germany.



Those interested in buying or renting an electrically powered car see this as a good ecological alternative to a regular fuel-powered car. The propensity to buy an electric car does not vary with age, but rises with the highest level of education achieved and the net household income. With regard to those who are intending to purchase a car in the next two years, this generates a maximum sales potential of 823 000 electric vehicles. The majority of respondents who would consider an electric car are even prepared to pay an average of €1000 (about R9400) more than they would for a fuel-powered car.

Short range quite sufficient

They would primarily use this electric car for inner city shopping trips and the daily commute to work. A range of up to 400km per fully charged battery and maximum speed of 150km per hour would therefore be sufficient for the majority of those interested.

However, not everyone considers this new technology ready to be put into practice yet. The main reason for not buying an electric car in the near future is the assumed limited range. A fully charged battery must guarantee a range of at least 400km before it will be approved by this consumer group.

But there is one aspect on which all respondents are in agreement: it must be possible to recharge the car battery using a normal plug socket at home.

The survey

In August 2010, GfK Panel Services conducted an online survey of 6199 individuals aged 18 and over who have an internet connection. The data can be linked to comprehensive information from the GfK mobility monitor on general mobility trends and respondents' car ownership.