

International Hybrid and Electric Study
Abstract
German Results
2008/2009



Question:

You drive ... kilometres per year. How many of those do you drive on short distances / in the city (up to 50 km max.), and how many do you drive on long distances (motorways / freeways – more than 50 km)? Please give the percentage. If you don't know exactly give an estimate.

| | Total | | Nielsen areas | | | | | | | | | | | | | | | | |
|--------------------------------|-------|------|---------------|------|------|------|------|------|------|------|------|------|---------|------|------|------|------|------|--|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | |
| less than 5,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 68 | 72 | 9 | 10 | 12 | 12 | 7 | 10 | 10 | 10 | 6 | 9 | 5 | 7 | 13 | 4 | 6 | 9 | |
| Short distance/city | 77.4 | 71.9 | 73.5 | 67.5 | 80.4 | 76.9 | 65.7 | 79.3 | 80.6 | 84.0 | 93.6 | 58.2 | 54.0 | 69.3 | 79.6 | 78.6 | 82.4 | 61.4 | |
| Long distances | 22.6 | 28.3 | 26.5 | 32.5 | 19.6 | 23.1 | 34.3 | 20.8 | 19.4 | 16.0 | 6.4 | 41.8 | 46.0 | 30.7 | 20.4 | 21.4 | 17.6 | 38.6 | |
| 5,000 up to 10,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 216 | 230 | 29 | 25 | 58 | 50 | 26 | 33 | 30 | 33 | 24 | 25 | 7 | 11 | 18 | 30 | 23 | 24 | |
| Short distance/city | 71.7 | 70.6 | 69.3 | 65.9 | 70.5 | 67.5 | 80.6 | 72.9 | 75.6 | 74.7 | 70.6 | 71.2 | 66.6 | 79.1 | 73.8 | 64.8 | 63.6 | 76.0 | |
| Long distances | 28.4 | 29.4 | 30.7 | 34.1 | 29.8 | 32.5 | 19.4 | 27.1 | 24.4 | 25.3 | 29.4 | 28.8 | 33.4 | 20.9 | 26.2 | 35.2 | 36.4 | 24.0 | |
| 10,000 up to 15,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 259 | 238 | 46 | 38 | 61 | 54 | 29 | 34 | 32 | 33 | 37 | 30 | 7 | 11 | 22 | 16 | 24 | 24 | |
| Short distance/city | 62.4 | 64.1 | 59.9 | 62.4 | 65.7 | 69.4 | 59.9 | 60.4 | 63.5 | 64.7 | 60.4 | 60.3 | 63.6 | 57.9 | 59.9 | 66.0 | 65.6 | 66.2 | |
| Long distances | 37.6 | 35.9 | 40.1 | 37.6 | 34.3 | 30.6 | 40.1 | 40.1 | 36.5 | 35.3 | 39.6 | 39.7 | 36.4 | 42.1 | 40.1 | 34.0 | 34.4 | 33.8 | |
| 15,000 up to 30,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 307 | 324 | 54 | 68 | 60 | 53 | 49 | 41 | 39 | 33 | 47 | 68 | 15 | 9 | 18 | 28 | 26 | 23 | |
| Short distance/city | 55.8 | 55.3 | 56.4 | 54.4 | 58.6 | 50.4 | 56.8 | 61.0 | 59.5 | 58.5 | 59.3 | 57.1 | 49.6 | 52.0 | 47.7 | 51.9 | 43.2 | 54.1 | |
| Long distances | 44.2 | 44.8 | 43.6 | 45.5 | 41.4 | 49.6 | 43.2 | 39.0 | 40.5 | 42.0 | 40.7 | 42.9 | 50.4 | 48.0 | 52.3 | 48.1 | 56.8 | 45.9 | |
| 30,000 up to 50,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 98 | 84 | 15 | 15 | 19 | 22 | 19 | 10 | 7 | 11 | 19 | 13 | 4 | 5 | 8 | 5 | 7 | 3 | |
| Short distance/city | 41.9 | 41.0 | 38.6 | 42.8 | 38.6 | 36.3 | 36.2 | 59.8 | 37.9 | 46.6 | 40.6 | 32.8 | 52.0 | 39.6 | 61.1 | 35.5 | 39.5 | 27.2 | |
| Long distances | 58.1 | 59.6 | 61.4 | 57.2 | 63.8 | 63.7 | 62.1 | 40.2 | 59.4 | 53.4 | 48.0 | 70.5 | 38.9 | 60.4 | 60.5 | 64.5 | 58.3 | 72.8 | |
| 50,000 up to 100,000 km | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 32 | 31 | 7 | 3 | 6 | 10 | 2 | 5 | 4 | 3 | 6 | 2 | 1 | 3 | 4 | 4 | 2 | 1 | |
| Short distance/city | 23.1 | 36.0 | 25.0 | 42.5 | 22.1 | 31.5 | 35.0 | 20.0 | 24.2 | 40.0 | 12.8 | 50.1 | 20.0 | 34.3 | 18.6 | 62.9 | 47.8 | 30.0 | |
| Long distances | 76.9 | 64.0 | 75.0 | 57.5 | 77.9 | 68.5 | 65.0 | 80.0 | 75.8 | 60.0 | 87.2 | 49.9 | 80.0 | 65.7 | 81.4 | 37.1 | 52.2 | 70.0 | |
| 100,000 km and more | | | | | | | | | | | | | | | | | | | |
| Basis 100% | 2 | 5 | - | 1 | - | 1 | 1 | - | 1 | - | - | - | - | 1 | - | 1 | - | 1 | |
| Short distance/city | 30.0 | 37.2 | - | 40.0 | - | 10.0 | 30.0 | - | 30.0 | - | - | - | - | 60.0 | - | 25.0 | - | 95.0 | |
| Long distances | 70.0 | 62.8 | - | 60.0 | - | 90.0 | 70.0 | - | 70.0 | - | - | - | - | 40.0 | - | 75.0 | - | 5.0 | |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You drive ... kilometres per year. How many of those do you drive on short distances / in the city (up to 50 km max.), and how many do you drive on long distances (motorways / freeways – more than 50 km)? Please give the percentage. If you don't know exactly give an estimate.

| | Total | | Men | | Women | |
|--------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| less than 5,000 km | | | | | | |
| Basis 100% | 68 | 72 | 24 | 37 | 44 | 35 |
| Short distance/city | 77.4 | 71.9 | 69.9 | 71.1 | 81.5 | 72.7 |
| Long distances | 22.6 | 28.3 | 30.4 | 28.9 | 18.5 | 27.6 |
| 5,000 up to 10,000 km | | | | | | |
| Basis 100% | 216 | 230 | 99 | 118 | 117 | 112 |
| Short distance/city | 71.7 | 70.6 | 69.9 | 65.1 | 73.3 | 76.7 |
| Long distances | 28.4 | 29.4 | 30.1 | 34.9 | 26.9 | 23.3 |
| 10,000 up to 15,000 km | | | | | | |
| Basis 100% | 259 | 238 | 151 | 142 | 107 | 96 |
| Short distance/city | 62.4 | 64.1 | 60.4 | 61.9 | 65.3 | 67.4 |
| Long distances | 37.6 | 35.9 | 39.6 | 38.1 | 34.7 | 32.8 |
| 15,000 up to 30,000 km | | | | | | |
| Basis 100% | 307 | 324 | 235 | 213 | 72 | 111 |
| Short distance/city | 55.8 | 55.3 | 55.0 | 53.2 | 58.5 | 59.2 |
| Long distances | 44.2 | 44.8 | 45.0 | 46.9 | 41.5 | 40.8 |
| 30,000 up to 50,000 km | | | | | | |
| Basis 100% | 98 | 84 | 78 | 63 | 20 | 21 |
| Short distance/city | 41.9 | 41.0 | 39.0 | 40.2 | 53.5 | 43.6 |
| Long distances | 58.1 | 59.6 | 61.0 | 60.6 | 46.5 | 56.4 |
| 50,000 up to 100,000 km | | | | | | |
| Basis 100% | 32 | 31 | 26 | 28 | 6 | 3 |
| Short distance/city | 23.1 | 36.0 | 21.0 | 32.2 | 32.8 | 91.7 |
| Long distances | 76.9 | 64.0 | 79.0 | 67.8 | 67.3 | 8.3 |
| 100,000 km and more | | | | | | |
| Basis 100% | 2 | 5 | 2 | 3 | - | 2 |
| Short distance/city | 30.0 | 37.2 | 30.0 | 36.4 | - | 38.3 |
| Long distances | 70.0 | 62.8 | 70.0 | 63.6 | - | 61.7 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you changed your driving behaviour because of increased fuel cost, trying to save fuel when driving?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------------------|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Yes, always | 283 | 289 | 56 | 51 | 55 | 62 | 34 | 42 | 35 | 30 | 36 | 36 | 10 | 13 | 27 | 30 | 29 | 23 |
| | 28.4 | 28.9 | 34.1 | 31.5 | 25.4 | 29.7 | 24.9 | 31.4 | 28.1 | 24.8 | 24.8 | 24.7 | 26.2 | 26.9 | 32.5 | 33.7 | 33.5 | 27.3 |
| Yes, most of the time | 267 | 249 | 35 | 41 | 67 | 45 | 43 | 36 | 30 | 38 | 41 | 38 | 10 | 8 | 21 | 19 | 20 | 24 |
| | 26.8 | 24.9 | 21.2 | 25.2 | 30.9 | 21.3 | 32.1 | 26.9 | 24.0 | 30.9 | 27.9 | 26.2 | 25.5 | 15.8 | 25.6 | 21.5 | 22.8 | 28.0 |
| Yes, sometimes | 155 | 147 | 24 | 17 | 35 | 35 | 22 | 27 | 16 | 12 | 27 | 21 | 7 | 11 | 8 | 16 | 16 | 8 |
| | 15.5 | 14.7 | 14.7 | 10.3 | 16.0 | 16.7 | 16.3 | 20.1 | 12.6 | 9.9 | 18.6 | 14.1 | 17.1 | 22.5 | 9.8 | 18.4 | 18.4 | 9.4 |
| Yes, rarely | 64 | 50 | 10 | 4 | 14 | 9 | 10 | 7 | 11 | 6 | 8 | 11 | 1 | 6 | 5 | 4 | 4 | 3 |
| | 6.4 | 5.0 | 6.0 | 2.6 | 6.4 | 4.2 | 7.2 | 5.6 | 9.2 | 4.5 | 5.3 | 7.4 | 3.7 | 13.2 | 6.5 | 4.5 | 5.2 | 3.0 |
| No, not yet | 220 | 256 | 40 | 49 | 45 | 55 | 25 | 22 | 31 | 36 | 31 | 38 | 11 | 9 | 21 | 19 | 16 | 28 |
| | 22.1 | 25.6 | 24.1 | 30.1 | 20.8 | 26.3 | 18.4 | 16.1 | 25.2 | 28.9 | 21.1 | 26.2 | 27.5 | 18.9 | 25.6 | 21.8 | 18.4 | 32.3 |
| Don't know / no answer | 9 | 9 | - | 1 | 1 | 4 | 1 | - | 1 | 1 | 3 | 2 | - | 1 | - | - | 1 | - |
| | 0.9 | 0.9 | - | 0.3 | 0.5 | 1.8 | 1.1 | - | 0.9 | 1.0 | 2.3 | 1.3 | - | 2.6 | - | - | 1.7 | - |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you changed your driving behaviour because of increased fuel cost, trying to save fuel when driving?

| | Total | | Men | | Women | |
|-------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 620 | 607 | 378 | 392 |
| Yes, always | 283 | 289 | 192 | 180 | 91 | 108 |
| | 28.4 | 28.9 | 31.0 | 29.7 | 24.0 | 27.6 |
| Yes, most of the time | 267 | 249 | 158 | 135 | 109 | 114 |
| | 26.8 | 24.9 | 25.5 | 22.2 | 28.8 | 29.2 |
| Yes, sometimes | 155 | 147 | 85 | 82 | 70 | 65 |
| | 15.5 | 14.7 | 13.7 | 13.5 | 18.5 | 16.6 |
| Yes, rarely | 64 | 50 | 39 | 27 | 25 | 23 |
| | 6.4 | 5.0 | 6.2 | 4.4 | 6.7 | 5.9 |
| No, not yet | 220 | 256 | 138 | 180 | 82 | 76 |
| | 22.1 | 25.6 | 22.2 | 29.7 | 21.8 | 19.3 |
| Don't know / no answer | 9 | 9 | 8 | 4 | 1 | 5 |
| | 0.9 | 0.9 | 1.3 | 0.6 | 0.2 | 1.3 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|---|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-------------|-----------|-----------|-----------|-----------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Natural gas | 274 | 250 | 50 | 40 | 56 | 46 | 43 | 34 | 21 | 32 | 40 | 39 | 11 | 13 | 24 | 25 | 29 | 21 |
| | 27.5 | 25.0 | 30.2 | 24.3 | 25.9 | 22.0 | 32.0 | 25.5 | 16.7 | 26.4 | 27.4 | 26.6 | 27.6 | 27.8 | 28.3 | 28.0 | 33.6 | 24.1 |
| Liquefied gas LPG | 201 | 234 | 32 | 39 | 49 | 50 | 31 | 29 | 14 | 27 | 28 | 40 | 10 | 15 | 18 | 14 | 18 | 20 |
| | 20.1 | 23.4 | 19.3 | 24.0 | 22.9 | 23.9 | 23.1 | 21.8 | 11.0 | 21.7 | 18.9 | 27.5 | 24.6 | 30.4 | 22.1 | 15.8 | 21.1 | 23.1 |
| Liquid gas LG fuel | 77 | 56 | 14 | 8 | 29 | 18 | 6 | 13 | 1 | 4 | 13 | 7 | 2 | 3 | 7 | 2 | 5 | 2 |
| | 7.7 | 5.6 | 8.7 | 4.7 | 13.2 | 8.5 | 4.2 | 9.4 | 0.6 | 3.1 | 8.8 | 4.8 | 4.7 | 5.7 | 9.0 | 2.2 | 6.0 | 2.2 |
| Biofuel | 59 | 40 | 9 | 9 | 9 | 11 | 8 | 2 | 6 | 2 | 15 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |
| | 5.9 | 4.0 | 5.4 | 5.8 | 4.2 | 5.4 | 5.7 | 1.6 | 4.9 | 1.6 | 10.4 | 3.1 | 10.5 | 8.8 | 4.0 | 4.3 | 4.9 | 3.0 |
| Bio ethanol | 25 | 23 | 8 | 4 | 2 | 2 | 3 | 6 | 3 | 1 | 4 | 6 | - | 1 | 2 | 2 | 2 | 1 |
| | 2.5 | 2.3 | 4.7 | 2.7 | 1.0 | 1.1 | 2.4 | 4.5 | 2.4 | 1.0 | 3.1 | 4.1 | - | 1.32 | 2.2 | 2.2 | 2.6 | 0.5 |
| Fuel biodiesel | 123 | 80 | 21 | 14 | 23 | 20 | 22 | 10 | 15 | 9 | 21 | 10 | 4 | 4.0 | 5 | 9 | 12 | 7 |
| | 12.3 | 8.0 | 12.6 | 8.6 | 10.7 | 9.4 | 16.2 | 7.2 | 12.0 | 7.1 | 14.5 | 6.7 | 9.4 | 2 | 6.1 | 9.8 | 13.2 | 8.2 |
| Fuel cell | 64 | 63 | 12 | 14 | 12 | 12 | 9 | 6 | 12 | 11 | 7 | 10 | 3 | 4.0 | 2 | 2 | 6 | 6 |
| | 6.4 | 6.3 | 7.5 | 8.4 | 5.5 | 5.6 | 6.4 | 4.8 | 9.6 | 9.0 | 5.1 | 7.1 | 7.6 | 8 | 2.7 | 2.6 | 6.9 | 6.4 |
| Hydrogen fuel | 159 | 163 | 38 | 31 | 34 | 27 | 15 | 15 | 20 | 22 | 26 | 38 | 2 | 17.2 | 8 | 13 | 16 | 8 |
| | 16.0 | 16.3 | 23.0 | 19.1 | 15.6 | 13.0 | 11.3 | 11.5 | 16.3 | 17.5 | 17.7 | 26.0 | 5.7 | 11 | 9.8 | 15.1 | 17.8 | 9.4 |
| Solar cell | 110 | 137 | 23 | 21 | 17 | 31 | 22 | 13 | 10 | 22 | 13 | 20 | 4 | 22.9 | 8 | 10 | 12 | 8 |
| | 11.0 | 13.7 | 14.1 | 12.8 | 7.7 | 14.9 | 16.4 | 9.9 | 8.2 | 18.2 | 9.0 | 13.7 | 10.5 | 24 | 9.3 | 10.8 | 14.0 | 9.7 |
| Electric powered | 233 | 478 | 30 | 82 | 52 | 102 | 32 | 58 | 30 | 69 | 40 | 68 | 12 | 49.3 | 18 | 40 | 20 | 36 |
| | 23.3 | 47.8 | 18.2 | 50.2 | 23.9 | 48.7 | 23.4 | 43.3 | 23.9 | 55.8 | 27.1 | 46.1 | 30.6 | - | 21.7 | 44.5 | 22.7 | 41.9 |
| Synthetic fuel | 3 | 2 | - | - | 1 | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - |
| | 0.3 | 0.2 | - | - | 0.7 | - | - | 1.0 | 0.9 | 0.3 | - | - | - | - | - | - | - | - |
| Gasoline-electric power train (hybrid) | 346 | 406 | 53 | 78 | 67 | 99 | 54 | 64 | 46 | 72 | 57 | 75 | 15 | 24 | 28 | 35 | 27 | 35 |
| | 34.7 | 40.6 | 32.0 | 47.7 | 30.9 | 47.2 | 40.0 | 47.6 | 36.8 | 58.9 | 38.8 | 50.9 | 37.7 | 50.2 | 33.2 | 38.7 | 30.8 | 40.5 |
| Hybrid-diesel power train (hybrid) | 213 | 244 | 33 | 69 | 53 | 86 | 25 | 51 | 30 | 62 | 34 | 63 | 9 | 20 | 15 | 24 | 14 | 32 |
| | 21.3 | 24.4 | 19.8 | 42.2 | 24.7 | 40.8 | 18.9 | 37.9 | 23.8 | 50.3 | 23.0 | 42.9 | 22.9 | 41.4 | 17.8 | 27.3 | 16.0 | 37.0 |
| Gasoline / petrol | 99 | 78 | 19 | 11 | 21 | 18 | 7 | 9 | 12 | 17 | 18 | 11 | 5 | 1 | 7 | 7 | 9 | 5 |
| | 9.9 | 7.8 | 11.6 | 6.7 | 9.6 | 8.6 | 5.2 | 6.8 | 9.7 | 14.0 | 12.4 | 7.4 | 13.4 | 0.9 | 9.0 | 7.7 | 9.8 | 5.7 |
| Super gasoline / petrol | 35 | 13 | 6 | 3 | 7 | 2 | 5 | 2 | 3 | 3 | 6 | 2 | 1 | - | 7 | 1 | - | - |
| | 3.5 | 1.3 | 3.5 | 1.8 | 3.2 | 0.8 | 3.6 | 1.7 | 2.2 | 2.1 | 4.3 | 1.2 | 2.9 | - | 8.3 | 1.4 | - | - |
| Diesel | 237 | 189 | 40 | 33 | 50 | 41 | 33 | 22 | 35 | 28 | 40 | 31 | 8 | 8 | 17 | 12 | 14 | 14 |
| | 23.8 | 19.0 | 24.3 | 20.0 | 23.1 | 19.8 | 24.4 | 16.6 | 27.8 | 22.9 | 27.4 | 21.1 | 20.9 | 16.3 | 20.4 | 13.9 | 16.5 | 16.1 |
| Bluemotion | 5 | 6 | - | 1 | 4 | 1 | 1 | - | - | 1 | - | 2 | - | - | - | - | - | 1 |
| | 0.5 | 0.6 | - | 0.8 | 1.9 | 0.6 | 0.8 | - | - | 0.1 | - | 1.3 | - | - | - | - | - | 0.7 |
| Bluetec | 7 | 1 | 1 | - | 1 | - | 5 | - | - | 1 | - | - | - | - | - | - | - | - |
| | 0.7 | 0.1 | 0.7 | - | 0.7 | - | 3.6 | - | - | 0.1 | - | - | - | - | - | - | - | - |
| Hybrid in general | 45 | 41 | 10 | 5 | 7 | 8 | 6 | 6 | 4 | 7 | 10 | 6 | 1 | 3 | 2 | 5 | 4 | 2 |
| | 4.5 | 4.1 | 6.3 | 3.0 | 3.4 | 3.9 | 4.4 | 4.6 | 3.1 | 5.5 | 6.9 | 3.9 | 2.9 | 5.3 | 2.7 | 5.7 | 4.1 | 2.0 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|---|------------|------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|-----------|----------|-----------|-----------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Gasoline in general | 38 | 39 | 7 | 5 | 5 | 12 | 8 | 3 | 4 | 8 | 6 | 1 | 2 | 1 | 4 | 1 | 2 | 8 |
| | 3.8 | 3.9 | 4.5 | 2.9 | 2.1 | 5.6 | 6.0 | 2.2 | 3.4 | 6.6 | 4.2 | 0.9 | 4.3 | 0.9 | 1.5 | 1.4 | 2.6 | 9.7 |
| Allow to stand the car / controlling manner of driving | 18 | 13 | 4 | 2 | 2 | 1 | 1 | 5 | 5 | 1 | 3 | - | - | 2 | 1 | 1 | 2 | - |
| | 1.8 | 1.3 | 2.2 | 1.2 | 1.1 | 0.6 | 0.5 | 4.0 | 3.7 | 1.0 | 2.3 | - | - | 4.0 | 1.7 | 1.4 | 2.1 | - |
| Air pressure | 8 | - | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | - | 2 | - | 1 | - |
| | 0.8 | - | 0.7 | - | 0.7 | - | - | - | - | - | 0.6 | - | 2.9 | - | 2.6 | - | 0.8 | - |
| Start stop technology | - | 13 | - | 5 | - | 2 | - | - | - | 1 | - | 4 | - | 1 | - | - | - | - |
| | - | 1.3 | - | 3.1 | - | 0.8 | - | - | - | 1.0 | - | 2.6 | - | 2.6 | - | - | - | - |
| FSI system | - | 3 | - | 1 | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - |
| | - | 0.3 | - | 0.8 | - | - | - | - | - | - | - | 0.4 | - | - | - | 1.4 | - | - |
| Downsizing | - | 4 | - | 1 | - | - | - | - | - | 1 | - | 1 | - | 1 | - | - | - | - |
| | - | 0.4 | - | 0.8 | - | - | - | - | - | 1.0 | - | 0.9 | - | 1.3 | - | - | - | - |
| Recovery of braking efforts | - | 4 | - | 2 | - | - | - | - | - | - | - | 3 | - | - | - | - | - | - |
| | - | 0.4 | - | 1.0 | - | - | - | - | - | - | - | 1.7 | - | - | - | - | - | - |
| Direct injection technology | - | 6 | - | 2 | - | 2 | - | - | - | 1 | - | 1 | - | - | - | - | - | - |
| | - | 0.6 | - | 1.2 | - | 0.8 | - | - | - | 1.0 | - | 0.9 | - | - | - | - | - | - |
| Others | 40 | 26 | 10 | 1 | 7 | 5 | 4 | 2 | 5 | 5 | 7 | 3 | 2 | 1 | 1 | 1 | 4 | 1 |
| | 4.0 | 2.6 | 6.2 | 0.8 | 3.2 | 2.4 | 2.9 | 1.4 | 3.9 | 4.2 | 4.5 | 2.2 | 5.7 | 2.6 | 1.3 | 2.6 | 4.5 | 1.2 |
| Not at all | 145 | 114 | 19 | 21 | 37 | 24 | 15 | 16 | 13 | 15 | 21 | 11 | 7 | 8 | 18 | 8 | 14 | 5 |
| | 14.5 | 11.5 | 11.7 | 12.8 | 17.1 | 11.4 | 11.2 | 12.1 | 10.7 | 12.3 | 14.6 | 7.3 | 16.7 | 15.9 | 22.1 | 15.9 | 15.8 | 6.2 |
| Don't know / no answer | 127 | 107 | 22 | 14 | 30 | 26 | 18 | 17 | 21 | 9 | 10 | 18 | 5 | 2 | 6 | 2 | 14 | 12 |
| | 12.7 | 10.7 | 13.2 | 8.9 | 14.0 | 12.2 | 13.5 | 13.1 | 16.5 | 7.5 | 7.1 | 12.1 | 12.3 | 4.4 | 7.3 | 4.4 | 16.3 | 13.4 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

| | Total | | Men | | Women | |
|---|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| | | | | | | |
| Basis 100% | 998 | 999 | 620 | 607 | 378 | 392 |
| Natural gas | 274 | 250 | 206 | 171 | 68 | 79 |
| | 27.5 | 25.0 | 33.2 | 28.2 | 18.0 | 20.1 |
| Liquefied gas LPG | 201 | 234 | 152 | 164 | 49 | 70 |
| | 20.1 | 23.4 | 24.5 | 26.9 | 12.8 | 17.9 |
| Liquid gas LG fuel | 77 | 56 | 66 | 45 | 11 | 10 |
| | 7.7 | 5.6 | 10.7 | 7.4 | 2.8 | 2.7 |
| Biofuel | 59 | 40 | 40 | 20 | 19 | 19 |
| | 5.9 | 4.0 | 6.5 | 3.4 | 5.0 | 4.9 |
| Bio ethanol | 25 | 23 | 19 | 15 | 6 | 8 |
| | 2.5 | 2.3 | 3.0 | 2.5 | 1.6 | 2.1 |
| Fuel biodiesel | 123 | 80 | 86 | 38 | 36 | 42 |
| | 12.3 | 8.0 | 13.9 | 6.2 | 9.6 | 10.7 |
| Fuel cell | 64 | 63 | 57 | 50 | 7 | 13 |
| | 6.4 | 6.3 | 9.2 | 8.3 | 1.8 | 3.3 |
| Hydrogen fuel | 159 | 163 | 137 | 129 | 22 | 35 |
| | 16.0 | 16.3 | 22.1 | 21.2 | 5.9 | 8.8 |
| Solar cell | 110 | 137 | 85 | 88 | 25 | 49 |
| | 11.0 | 13.7 | 13.7 | 14.4 | 6.5 | 12.5 |
| Electric powered | 233 | 478 | 176 | 333 | 56 | 145 |
| | 23.3 | 47.8 | 28.4 | 54.8 | 14.9 | 36.9 |
| Synthetic fuel | 3 | 2 | 3 | 2 | - | - |
| | 0.3 | 0.2 | 0.4 | 0.3 | - | - |
| Gasoline-electric power train (hybrid) | 346 | 406 | 288 | 315 | 58 | 91 |
| | 34.7 | 40.6 | 46.5 | 51.8 | 15.3 | 23.2 |
| Hybrid-diesel power train (hybrid) | 213 | 244 | 176 | 192 | 37 | 52 |
| | 21.3 | 24.4 | 28.4 | 31.6 | 9.8 | 13.2 |
| Gasoline / petrol | 99 | 78 | 77 | 56 | 22 | 22 |
| | 9.9 | 7.8 | 12.4 | 9.2 | 5.8 | 5.7 |
| Super gasoline / petrol | 35 | 13 | 22 | 5 | 13 | 8 |
| | 3.5 | 1.3 | 3.6 | 0.8 | 3.3 | 2.0 |
| Diesel | 237 | 189 | 183 | 138 | 54 | 51 |
| | 23.8 | 19.0 | 29.6 | 22.7 | 14.3 | 13.1 |
| Bluemotion | 5 | 6 | 5 | 4 | - | 2 |
| | 0.5 | 0.6 | 0.8 | 0.7 | - | 0.5 |
| Bluetec | 7 | 1 | 7 | 1 | - | - |
| | 0.7 | 0.1 | 1.2 | 0.1 | - | - |
| Hybrid in general | 45 | 41 | 38 | 30 | 7 | 11 |
| | 4.5 | 4.1 | 6.1 | 4.9 | 1.8 | 2.8 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

| | Total | | Men | | Women | |
|---|------------|------------|-----------|-----------|------------|-----------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| | | | | | | |
| Gasoline in general | 38 | 39 | 24 | 20 | 14 | 19 |
| | 3.8 | 3.9 | 3.9 | 3.2 | 3.8 | 4.9 |
| Allow to stand the car / controlling manner of driving | 18 | 13 | 6 | 8 | 12 | 5 |
| | 1.8 | 1.3 | 1.0 | 1.3 | 3.1 | 1.3 |
| Air pressure | 8 | - | 5 | - | 2 | - |
| | 0.8 | - | 0.8 | - | 0.6 | - |
| Start stop technology | - | 13 | - | 13 | - | - |
| | - | 1.3 | - | 2.2 | - | - |
| FSI system | - | 3 | - | 3 | - | - |
| | - | 0.3 | - | 0.5 | - | - |
| Downsizing | - | 4 | - | 4 | - | 1 |
| | - | 0.4 | - | 0.6 | - | 0.2 |
| Recovery of braking efforts | - | 4 | - | 4 | - | - |
| | - | 0.4 | - | 0.7 | - | - |
| Direct injection technology | - | 6 | - | 6 | - | - |
| | - | 0.6 | - | 1.0 | - | - |
| Others | 40 | 26 | 27 | 18 | 12 | 8 |
| | 4.0 | 2.6 | 4.4 | 3.0 | 3.3 | 2.0 |
| Not at all | 145 | 114 | 40 | 41 | 105 | 73 |
| | 14.5 | 11.5 | 6.5 | 6.8 | 27.8 | 18.7 |
| Don't know / no answer | 127 | 107 | 42 | 31 | 84 | 76 |
| | 12.7 | 10.7 | 6.8 | 5.1 | 22.3 | 19.4 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you ever heard or read of hybrid technology or hybrid engines for cars?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------|-------|------|---------------|------|------|------|------|------|------|------|------|------|---------|------|------|------|------|------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Yes | 867 | 888 | 139 | 152 | 194 | 191 | 119 | 113 | 108 | 114 | 126 | 127 | 37 | 45 | 66 | 74 | 78 | 73 |
| | 86.9 | 88.9 | 84.2 | 93.2 | 89.6 | 91.1 | 88.3 | 84.2 | 86.4 | 92.7 | 85.6 | 86.8 | 93.5 | 93.0 | 79.7 | 83.0 | 89.4 | 85.1 |
| No | 131 | 110 | 26 | 11 | 23 | 19 | 16 | 21 | 17 | 9 | 21 | 19 | 3 | 3 | 17 | 15 | 9 | 13 |
| | 13.1 | 11.0 | 15.8 | 6.8 | 10.4 | 8.9 | 11.7 | 15.5 | 13.6 | 7.3 | 14.4 | 13.2 | 6.5 | 7.0 | 20.3 | 17.0 | 10.6 | 14.9 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you ever heard or read of hybrid technology or hybrid engines for cars?

| | Total | | Men | | Women | |
|-------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 620 | 607 | 378 | 392 |
| Yes | 867 | 888 | 582 | 579 | 285 | 309 |
| | 86.9 | 88.9 | 93.8 | 95.4 | 75.4 | 78.9 |
| No | 131 | 110 | 38 | 25 | 93 | 82 |
| | 13.1 | 11.0 | 6.2 | 4.6 | 24.6 | 20.9 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:
Do you drive a car with a hybrid engine yourself?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Yes | 8 | 11 | 1 | 0 | 1 | 3 | 3 | 1 | - | - | - | 3 | - | 1 | 1 | 0 | 1 | 3 |
| | 0.8 | 1.2 | 0.6 | 0.3 | 0.7 | 1.5 | 1.9 | 0.8 | - | - | - | 1.7 | - | 2.6 | 1.3 | 0.5 | 1.7 | 3.0 |
| No | 990 | 988 | 164 | 163 | 215 | 207 | 132 | 133 | 125 | 123 | 147 | 144 | 39 | 47 | 82 | 89 | 86 | 83 |
| | 99.2 | 98.8 | 99.4 | 99.7 | 99.3 | 98.5 | 98.1 | 99.2 | 100.0 | 100.0 | 100.0 | 98.3 | 100.0 | 97.4 | 98.7 | 99.5 | 98.3 | 97.0 |

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:
Do you drive a car with a hybrid engine yourself?

| | Total | | Men | | Women | |
|-------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis 100% | 998 | 999 | 620 | 607 | 378 | 392 |
| Yes | 8 | 11 | 5 | 3 | 2 | 9 |
| | 0.8 | 1.2 | 0.8 | 0.5 | 0.6 | 2.2 |
| No | 990 | 988 | 615 | 604 | 376 | 383 |
| | 99.2 | 98.8 | 99.2 | 99.8 | 99.4 | 97.8 |

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:

Please think of the next time you are buying a car: How likely are you to buy a car with a hybrid engine?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|--|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| I am definitely going to buy a hybrid vehicle | 23 | 40 | 5 | 5 | 6 | 11 | 1 | 6 | 2 | 3 | 2 | 5 | 2 | 1 | 1 | 5 | 4 | 4 |
| | 2.3 | 4.0 | 3.3 | 3.3 | 3.0 | 5.2 | 0.8 | 4.1 | 1.3 | 2.4 | 1.1 | 3.5 | 4.7 | 2.6 | 1.3 | 5.5 | 4.7 | 4.5 |
| I am very probably going to buy a hybrid vehicle | 250 | 244 | 46 | 42 | 52 | 62 | 35 | 41 | 28 | 24 | 36 | 30 | 14 | 9 | 16 | 16 | 20 | 19 |
| | 25.1 | 24.4 | 28.0 | 25.6 | 24.2 | 29.7 | 25.9 | 30.4 | 22.4 | 19.9 | 24.2 | 20.7 | 36.1 | 19.4 | 23.3 | 17.7 | 22.4 | 22.3 |
| I am probably not going to buy a hybrid vehicle | 416 | 446 | 55 | 73 | 88 | 87 | 63 | 56 | 60 | 61 | 64 | 71 | 14 | 21 | 32 | 42 | 41 | 35 |
| | 41.7 | 44.6 | 33.2 | 44.7 | 40.6 | 41.4 | 46.4 | 42.0 | 47.9 | 49.7 | 43.5 | 48.8 | 36.1 | 42.7 | 38.4 | 46.7 | 47.2 | 40.9 |
| I am definitely not going to buy a hybrid vehicle | 201 | 182 | 46 | 33 | 46 | 32 | 22 | 22 | 15 | 22 | 31 | 29 | 8 | 9 | 20 | 14 | 13 | 21 |
| | 20.2 | 18.2 | 27.7 | 20.4 | 21.3 | 15.2 | 16.0 | 16.6 | 12.1 | 18.0 | 20.9 | 19.6 | 21.3 | 19.4 | 24.3 | 15.5 | 15.3 | 24.1 |
| Don't know / no answer | 107 | 88 | 13 | 10 | 24 | 18 | 15 | 9 | 20 | 12 | 15 | 11 | 1 | 8 | 11 | 13 | 9 | 7 |
| | 10.7 | 8.0 | 7.8 | 6.0 | 10.9 | 8.5 | 10.9 | 6.8 | 16.3 | 9.9 | 10.3 | 7.4 | 1.8 | 15.9 | 12.7 | 14.6 | 10.4 | 8.2 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Please think of the next time you are buying a car: How likely are you to buy a car with a hybrid engine?

| | Total | | Men | | Women | |
|--|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 620 | 607 | 378 | 392 |
| I am definitely going to buy a hybrid vehicle | 23 | 40 | 10 | 26 | 13 | 14 |
| | 2.3 | 4.0 | 1.7 | 4.3 | 3.4 | 3.5 |
| I am very probably going to buy a hybrid vehicle | 250 | 244 | 142 | 127 | 108 | 117 |
| | 25.1 | 24.4 | 22.9 | 20.8 | 28.6 | 29.9 |
| I am probably not going to buy a hybrid vehicle | 416 | 446 | 262 | 267 | 154 | 178 |
| | 41.7 | 44.6 | 42.3 | 44.0 | 40.7 | 45.6 |
| I am definitely not going to buy a hybrid vehicle | 201 | 182 | 149 | 131 | 52 | 51 |
| | 20.2 | 18.2 | 24.0 | 21.5 | 13.8 | 13.1 |
| Don't know / no answer | 107 | 88 | 56 | 57 | 51 | 31 |
| | 10.7 | 8.0 | 9.1 | 9.4 | 13.5 | 7.8 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You are not planning to buy a hybrid car. Would your attitude change if the government provided tax benefits for the purchase of hybrid vehicles?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------------------|------------|------------|---------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 617 | 628 | 101 | 106 | 134 | 119 | 84 | 78 | 75 | 83 | 95 | 100 | 22 | 30 | 52 | 55 | 55 | 56 |
| Yes | 392 | 364 | 60 | 58 | 80 | 75 | 55 | 43 | 52 | 47 | 58 | 51 | 15 | 12 | 36 | 42 | 36 | 36 |
| | 63.6 | 58.0 | 59.8 | 54.2 | 60.1 | 63.3 | 65.2 | 55.1 | 69.2 | 56.8 | 61.1 | 51.1 | 67.1 | 41.1 | 69.8 | 75.4 | 65.5 | 63.7 |
| No | 184 | 235 | 30 | 44 | 45 | 39 | 25 | 26 | 22 | 32 | 33 | 45 | 5 | 18 | 14 | 14 | 10 | 17 |
| | 29.7 | 37.7 | 29.6 | 41.8 | 33.9 | 32.6 | 29.6 | 33.4 | 29.3 | 38.9 | 34.6 | 45.1 | 21.2 | 58.9 | 27.5 | 24.6 | 17.8 | 30.5 |
| Don't know / no answer | 41 | 29 | 11 | 4 | 8 | 5 | 4 | 9 | 1 | 4 | 4 | 4 | 3 | - | 1 | - | 9 | 3 |
| | 6.7 | 4.6 | 10.6 | 4.0 | 5.9 | 4.1 | 5.2 | 11.4 | 1.5 | 4.3 | 4.3 | 3.8 | 11.7 | - | 2.7 | - | 16.7 | 5.7 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You are not planning to buy a hybrid car. Would your attitude change if the government provided tax benefits for the purchase of hybrid vehicles?

| | Total | | Men | | Women | |
|-------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 617 | 628 | 411 | 398 | 206 | 230 |
| Yes | 392 | 364 | 247 | 213 | 145 | 151 |
| | 63.6 | 58.0 | 60.2 | 53.6 | 70.3 | 65.5 |
| No | 184 | 235 | 134 | 167 | 49 | 68 |
| | 29.7 | 37.7 | 32.7 | 42.0 | 23.9 | 29.6 |
| Don't know / no answer | 41 | 29 | 29 | 17 | 12 | 11 |
| | 6.7 | 4.6 | 7.1 | 4.4 | 5.9 | 4.9 |
| | | | | | | |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:
What type of hybrid engine would be most interesting for you?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|--|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| A hybrid engine with lower fuel consumption but also lower acceleration than a conventional engine/technology | 146 | 140 | 37 | 26 | 31 | 33 | 20 | 22 | 21 | 18 | 12 | 17 | 3 | 4 | 10 | 7 | 11 | 13 |
| | 14.6 | 14.0 | 22.6 | 16.1 | 14.2 | 15.5 | 15.0 | 16.1 | 17.2 | 14.4 | 8.0 | 11.7 | 8.5 | 8.4 | 12.1 | 8.4 | 12.7 | 15.6 |
| A hybrid engine with the same fuel consumption but better acceleration than a conventional engine/technology | 43 | 37 | 8 | 4 | 7 | 6 | 4 | 5 | 6 | 6 | 3 | 6 | 3 | 4 | 4 | 3 | 7 | 2 |
| | 4.3 | 3.7 | 5.1 | 2.7 | 3.1 | 2.8 | 3.2 | 3.8 | 5.1 | 5.2 | 2.3 | 4.1 | 8.2 | 7.5 | 4.6 | 3.8 | 7.9 | 2.2 |
| A hybrid engine with lower fuel consumption and the same acceleration than a conventional engine/technology | 359 | 399 | 49 | 74 | 86 | 84 | 45 | 43 | 43 | 58 | 52 | 55 | 19 | 23 | 37 | 25 | 28 | 37 |
| | 35.9 | 39.9 | 29.4 | 45.4 | 39.6 | 40.2 | 33.1 | 32.2 | 34.5 | 47.0 | 35.3 | 37.3 | 49.6 | 46.7 | 44.8 | 28.5 | 32.3 | 43.4 |
| A hybrid engine with lower fuel consumption but better acceleration than a conventional engine/technology | 406 | 392 | 65 | 56 | 81 | 81 | 62 | 60 | 51 | 39 | 74 | 64 | 10 | 15 | 27 | 46 | 36 | 31 |
| | 40.7 | 39.2 | 39.3 | 34.5 | 37.6 | 38.6 | 45.7 | 44.7 | 40.9 | 31.4 | 50.4 | 43.5 | 26.21 | 31.3 | 32.8 | 52.1 | 40.9 | 36.5 |
| I am not interested in hybrid engines | 20 | 19 | 3 | 1 | 6 | 3 | 2 | 1 | 2 | 3 | 2 | 4 | 1 | 3 | 3 | 4 | 1 | 1 |
| | 2.0 | 1.9 | 1.9 | 0.8 | 2.6 | 1.4 | 1.4 | 1.0 | 1.5 | 2.1 | 1.1 | 2.6 | 3.7 | 6.2 | 4.0 | 4.3 | 1.7 | 0.7 |
| Don't know / no answer | 24 | 12 | 3 | 1 | 6 | 3 | 2 | 3 | 1 | - | 4 | 1 | 1 | - | 1 | 3 | 4 | 1 |
| | 2.4 | 1.2 | 1.7 | 0.5 | 3.0 | 1.4 | 1.7 | 2.2 | 0.8 | - | 2.8 | 0.9 | 3.8 | - | 1.8 | 2.9 | 4.4 | 1.5 |

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:
What type of hybrid engine would be most interesting for you?

| | Total | | Men | | Women | |
|--|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 620 | 607 | 378 | 392 |
| A hybrid engine with lower fuel consumption but also lower acceleration than a conventional engine/technology | 146 | 140 | 95 | 85 | 51 | 55 |
| | 14.6 | 14.0 | 15.3 | 13.9 | 13.6 | 14.1 |
| A hybrid engine with the same fuel consumption but better acceleration than a conventional engine/technology | 43 | 37 | 22 | 19 | 21 | 17 |
| | 4.3 | 3.7 | 3.5 | 3.2 | 5.6 | 4.5 |
| A hybrid engine with lower fuel consumption and the same acceleration than a conventional engine/technology | 359 | 399 | 213 | 248 | 145 | 151 |
| | 35.9 | 39.9 | 34.4 | 40.8 | 38.5 | 38.6 |
| A hybrid engine with lower fuel consumption but better acceleration than a conventional engine/technology | 406 | 392 | 265 | 234 | 141 | 158 |
| | 40.7 | 39.2 | 42.8 | 38.6 | 37.3 | 40.3 |
| I am not interested in hybrid engines | 20 | 19 | 14 | 13 | 6 | 6 |
| | 2.0 | 1.9 | 2.3 | 2.1 | 1.6 | 1.6 |
| Don't know / no answer | 24 | 12 | 10 | 9 | 13 | 3 |
| | 2.4 | 1.2 | 1.7 | 1.4 | 3.5 | 0.9 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

No matter if you would be willing to pay more for a hybrid engine: Within what period of time would additional cost when purchasing a hybrid car have to pay off for you?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|---|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Within one year | 183 | 165 | 29 | 30 | 40 | 36 | 32 | 14 | 24 | 14 | 20 | 26 | 6 | 7 | 16 | 19 | 17 | 20 |
| | 18.4 | 16.5 | 17.3 | 18.2 | 18.5 | 17.2 | 23.5 | 10.2 | 19.6 | 11.6 | 13.8 | 17.5 | 14.9 | 14.5 | 19.2 | 21.5 | 19.0 | 23.1 |
| Within two years | 253 | 249 | 40 | 43 | 64 | 53 | 30 | 41 | 24 | 18 | 39 | 40 | 10 | 13 | 22 | 16 | 23 | 25 |
| | 25.3 | 24.9 | 24.4 | 26.3 | 29.5 | 25.3 | 22.3 | 30.9 | 19.7 | 14.4 | 26.5 | 27.5 | 24.8 | 26.4 | 26.7 | 17.7 | 26.4 | 29.0 |
| Within three years | 216 | 221 | 29 | 39 | 47 | 48 | 27 | 24 | 30 | 37 | 33 | 34 | 10 | 12 | 15 | 16 | 25 | 11 |
| | 21.6 | 22.1 | 17.4 | 23.7 | 21.7 | 22.8 | 20.2 | 18.3 | 23.9 | 30.0 | 22.6 | 23.6 | 24.6 | 24.2 | 18.2 | 17.7 | 28.5 | 13.2 |
| Within four years | 61 | 69 | 13 | 10 | 13 | 18 | 9 | 10 | 9 | 10 | 7 | 9 | 3 | 1 | 4 | 5 | 2 | 4 |
| | 6.2 | 6.9 | 7.8 | 6.3 | 6.2 | 8.6 | 6.8 | 7.6 | 7.4 | 8.5 | 4.8 | 6.3 | 8.2 | 2.6 | 5.1 | 5.5 | 2.6 | 5.2 |
| Within five or more years | 186 | 185 | 31 | 28 | 32 | 39 | 22 | 25 | 24 | 33 | 39 | 23 | 7 | 6 | 19 | 13 | 13 | 19 |
| | 18.6 | 18.6 | 18.7 | 17.0 | 14.9 | 18.4 | 16.4 | 18.5 | 19.3 | 26.9 | 26.2 | 15.7 | 17.2 | 13.2 | 23.0 | 14.6 | 14.4 | 22.1 |
| It does not have to pay off, environmental and climate protection are important for me | 13 | 26 | 3 | 6 | 2 | 1 | 2 | 2 | 5 | 4 | - | 5 | 1 | 3 | - | 5 | - | - |
| | 1.3 | 2.6 | 1.5 | 3.9 | 1.0 | 0.6 | 1.8 | 1.4 | 4.1 | 2.9 | - | 3.5 | 1.8 | 5.3 | - | 5.7 | - | - |
| Don't know / no answer | 86 | 84 | 21 | 8 | 18 | 15 | 12 | 17 | 8 | 7 | 9 | 9 | 3 | 7 | 6 | 15 | 8 | 6 |
| | 8.6 | 8.4 | 12.9 | 4.7 | 8.1 | 7.1 | 9.0 | 13.1 | 6.1 | 5.7 | 6.2 | 6.0 | 8.5 | 13.7 | 7.8 | 17.2 | 9.3 | 7.4 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

No matter if you would be willing to pay more for a hybrid engine: Within what period of time would additional cost when purchasing a hybrid car have to pay off for you?

| | Total | | Men | | Women | |
|---|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 620 | 607 | 378 | 392 |
| Within one year | 183 | 165 | 81 | 76 | 102 | 89 |
| | 18.4 | 16.5 | 13.1 | 12.5 | 27.0 | 22.8 |
| Within two years | 253 | 249 | 157 | 138 | 96 | 110 |
| | 25.3 | 24.9 | 25.3 | 22.8 | 25.4 | 28.2 |
| Within three years | 216 | 221 | 146 | 154 | 70 | 67 |
| | 21.6 | 22.1 | 23.5 | 25.4 | 18.5 | 17.1 |
| Within four years | 61 | 69 | 46 | 53 | 15 | 16 |
| | 6.2 | 6.9 | 7.5 | 8.7 | 4.0 | 4.1 |
| Within five or more years | 186 | 185 | 138 | 126 | 48 | 60 |
| | 18.6 | 18.6 | 22.3 | 20.7 | 12.7 | 15.2 |
| It does not have to pay off, environmental and climate protection are important for me | 13 | 26 | 6 | 18 | 7 | 8 |
| | 1.3 | 2.6 | 1.0 | 2.9 | 1.8 | 2.1 |
| Don't know / no answer | 86 | 84 | 45 | 43 | 40 | 41 |
| | 8.6 | 8.4 | 7.3 | 7.1 | 10.7 | 10.5 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

The development of high-performance battery systems for cars is developing significantly. To what extent could you imagine purchasing a car which is only developed for driving in the city and which does not cause any emissions and is battery powered?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------------------|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Definitely | 83 | 92 | 17 | 14 | 18 | 27 | 12 | 13 | 11 | 9 | 10 | 13 | 4 | 4 | 3 | 8 | 8 | 4 |
| | 8.3 | 9.2 | 10.3 | 8.8 | 8.3 | 12.9 | 8.8 | 9.4 | 9.2 | 7.6 | 6.5 | 8.9 | 9.3 | 8.8 | 3.6 | 8.6 | 9.2 | 4.2 |
| Very probably | 113 | 133 | 16 | 24 | 25 | 27 | 16 | 20 | 19 | 18 | 19 | 10 | 6 | 5 | 6 | 14 | 6 | 14 |
| | 11.3 | 13.3 | 10.0 | 14.5 | 11.4 | 13.0 | 11.6 | 15.1 | 15.3 | 14.9 | 12.6 | 7.0 | 15.2 | 9.7 | 7.6 | 16.3 | 6.8 | 16.6 |
| Rather likely | 235 | 290 | 44 | 49 | 49 | 58 | 25 | 46 | 26 | 25 | 39 | 39 | 7 | 12 | 21 | 27 | 22 | 33 |
| | 23.5 | 29.0 | 26.7 | 30.1 | 22.6 | 27.6 | 18.7 | 34.2 | 20.9 | 20.3 | 26.8 | 26.9 | 18.5 | 25.6 | 25.5 | 30.1 | 25.7 | 39.0 |
| Rather unlikely | 214 | 207 | 31 | 27 | 48 | 40 | 35 | 31 | 33 | 33 | 27 | 33 | 8 | 13 | 16 | 14 | 14 | 17 |
| | 21.4 | 20.8 | 19.1 | 16.3 | 22.1 | 19.2 | 26.0 | 22.9 | 26.6 | 26.7 | 18.7 | 22.9 | 21.4 | 27.3 | 19.3 | 15.3 | 16.6 | 19.6 |
| Very unlikely | 134 | 115 | 18 | 20 | 32 | 20 | 22 | 11 | 10 | 13 | 22 | 26 | 3 | 5 | 11 | 13 | 16 | 7 |
| | 13.4 | 11.6 | 11.0 | 12.3 | 14.6 | 9.7 | 16.1 | 8.6 | 8.3 | 10.7 | 14.8 | 17.6 | 7.6 | 10.1 | 13.0 | 14.4 | 18.5 | 7.9 |
| Definitely not | 200 | 152 | 37 | 27 | 36 | 35 | 23 | 12 | 22 | 22 | 29 | 23 | 9 | 9 | 25 | 14 | 19 | 10 |
| | 20.1 | 15.2 | 22.4 | 16.3 | 16.7 | 16.8 | 16.9 | 9.2 | 17.6 | 17.7 | 20.0 | 15.9 | 24.3 | 18.5 | 29.7 | 15.3 | 21.6 | 11.9 |
| Don't know / no answer | 20 | 10 | 1 | 3 | 9 | 2 | 3 | 1 | 3 | 3 | 1 | 1 | 1 | - | 1 | - | 1 | 1 |
| | 2.0 | 1.0 | 0.6 | 1.7 | 4.3 | 0.8 | 1.9 | 0.5 | 2.1 | 2.1 | 0.6 | 0.9 | 3.8 | - | 1.3 | - | 1.6 | 0.7 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

The development of high-performance battery systems for cars is developing significantly. To what extent could you imagine purchasing a car which is only developed for driving in the city and which does not cause any emissions and is battery powered?

| | Total | | Men | | Women | |
|-------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 620 | 607 | 378 | 392 |
| Definitely | 83 | 92 | 49 | 63 | 34 | 29 |
| | 8.3 | 9.2 | 7.9 | 10.3 | 8.9 | 7.5 |
| Very probably | 113 | 133 | 73 | 88 | 40 | 45 |
| | 11.3 | 13.3 | 11.8 | 14.6 | 10.4 | 11.4 |
| Rather likely | 235 | 290 | 126 | 158 | 109 | 132 |
| | 23.5 | 29.0 | 20.3 | 26.0 | 28.8 | 33.7 |
| Rather unlikely | 214 | 207 | 135 | 121 | 79 | 87 |
| | 21.4 | 20.8 | 21.8 | 19.8 | 20.8 | 22.2 |
| Very unlikely | 134 | 115 | 89 | 83 | 44 | 33 |
| | 13.4 | 11.6 | 14.4 | 13.6 | 11.6 | 8.4 |
| Definitely not | 200 | 152 | 134 | 87 | 66 | 65 |
| | 20.1 | 15.2 | 21.7 | 14.3 | 17.5 | 16.6 |
| Don't know / no answer | 20 | 10 | 13 | 9 | 7 | 1 |
| | 2.0 | 1.0 | 2.1 | 1.4 | 1.9 | 0.3 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

And to what extent could you imagine purchasing a car which is only developed for driving in the city and which is battery-powered, if in the city centres only those cars were allowed and if they were exempt from tax?

| | Total | | Nielsen areas | | | | | | | | | | | | | | | |
|-------------------------------|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-------------|
| | | | I | | II | | IIIa | | IIIb | | IV | | Va + Vb | | VI | | VII | |
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 165 | 163 | 216 | 210 | 135 | 134 | 125 | 123 | 147 | 146 | 39 | 48 | 83 | 89 | 87 | 86 |
| Definitely | 194 | 215 | 37 | 30 | 40 | 56 | 26 | 24 | 23 | 22 | 30 | 26 | 9 | 13 | 15 | 16 | 14 | 29 |
| | 19.4 | 21.5 | 22.4 | 18.6 | 18.4 | 26.9 | 19.1 | 17.7 | 18.7 | 18.0 | 20.5 | 17.5 | 22.8 | 26.4 | 18.2 | 17.5 | 15.7 | 33.2 |
| Very probably | 179 | 186 | 28 | 33 | 41 | 43 | 23 | 28 | 27 | 22 | 28 | 25 | 8 | 6 | 10 | 18 | 13 | 13 |
| | 18.0 | 18.7 | 16.9 | 20.1 | 19.0 | 20.3 | 17.0 | 20.7 | 21.4 | 17.5 | 19.3 | 16.9 | 21.5 | 12.8 | 12.5 | 20.1 | 15.3 | 15.1 |
| Rather likely | 203 | 221 | 32 | 39 | 46 | 49 | 23 | 34 | 32 | 24 | 28 | 30 | 6 | 9 | 14 | 17 | 21 | 18 |
| | 20.4 | 22.1 | 19.3 | 23.7 | 21.5 | 23.4 | 17.1 | 25.8 | 25.9 | 19.8 | 19.2 | 20.7 | 14.4 | 18.9 | 17.3 | 19.6 | 24.6 | 20.9 |
| Rather unlikely | 140 | 164 | 12 | 27 | 37 | 23 | 19 | 23 | 16 | 28 | 23 | 30 | 7 | 9 | 11 | 11 | 15 | 13 |
| | 14.1 | 16.4 | 7.5 | 16.3 | 17.0 | 10.9 | 14.3 | 17.4 | 12.6 | 23.1 | 15.8 | 20.8 | 17.0 | 17.6 | 13.6 | 12.0 | 17.0 | 15.1 |
| Very unlikely | 95 | 97 | 25 | 17 | 18 | 18 | 20 | 10 | 6 | 19 | 13 | 16 | - | 4 | 9 | 10 | 5 | 3 |
| | 9.5 | 9.7 | 15.0 | 10.3 | 8.2 | 8.6 | 15.0 | 7.8 | 5.1 | 15.4 | 8.8 | 10.8 | - | 8.8 | 10.2 | 11.2 | 5.3 | 3.0 |
| Definitely not | 170 | 107 | 27 | 18 | 32 | 20 | 19 | 14 | 19 | 8 | 22 | 18 | 9 | 7 | 24 | 12 | 19 | 10 |
| | 17.0 | 10.7 | 16.1 | 11.0 | 14.7 | 9.6 | 14.2 | 10.7 | 15.3 | 6.2 | 15.1 | 12.1 | 22.4 | 15.4 | 28.3 | 13.4 | 21.2 | 11.9 |
| Don't know / no answer | 16 | 9 | 5 | - | 2 | 1 | 4 | - | 1 | - | 2 | 2 | 1 | - | - | 6 | 1 | 1 |
| | 1.6 | 0.9 | 2.8 | - | 1.1 | 0.3 | 3.3 | - | 0.9 | - | 1.3 | 1.3 | 1.8 | - | - | 6.2 | 0.8 | 0.7 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

And to what extent could you imagine purchasing a car which is only developed for driving in the city and which is battery-powered, if in the city centres only those cars were allowed and if they were exempt from tax?

| | Total | | Men | | Women | |
|-------------------------------|------------|------------|------------|------------|------------|------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| Basis (100%) | 998 | 999 | 620 | 607 | 378 | 392 |
| Definitely | 83 | 92 | 114 | 132 | 80 | 83 |
| | 8.3 | 9.2 | 18.4 | 21.7 | 21.1 | 21.2 |
| Very probably | 113 | 133 | 110 | 106 | 70 | 80 |
| | 11.3 | 13.3 | 17.7 | 17.5 | 18.4 | 20.5 |
| Rather likely | 235 | 290 | 127 | 124 | 77 | 97 |
| | 23.5 | 29.0 | 20.4 | 20.5 | 20.3 | 24.7 |
| Rather unlikely | 214 | 207 | 84 | 109 | 56 | 55 |
| | 21.4 | 20.8 | 13.5 | 17.9 | 14.9 | 14.0 |
| Very unlikely | 134 | 115 | 65 | 69 | 30 | 28 |
| | 13.4 | 11.6 | 10.6 | 11.3 | 7.9 | 7.2 |
| Definitely not | 200 | 152 | 109 | 62 | 61 | 46 |
| | 20.1 | 15.2 | 17.6 | 10.1 | 16.1 | 11.7 |
| Don't know / no answer | 20 | 10 | 11 | 6 | 5 | 3 |
| | 2.0 | 1.0 | 1.8 | 1.0 | 1.3 | 0.7 |

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

In the light of high oil prices on the global market and high gasoline/diesel prices in recent weeks, as well as debates on CO₂ emissions and CC>2 tax, intensive discussion is now going on in the automotive industry and among political decision-makers about alternative drive technologies, including the electric car. To what extent could you envisage purchasing a car with an electric motor the next time you buy a car? I could envisage that being ...

| | Total | Nielsen areas | | | | | | | |
|-------------------------------|------------|---------------|------------|------------|------------|------------|-----------|-----------|-----------|
| | | I | II | IIIa | IIIb | IV | Va + Vb | VI | VII |
| Basis (100%) | 999 | 163 | 210 | 134 | 123 | 146 | 48 | 89 | 86 |
| Definitely the case | 109 | 19 | 27 | 15 | 8 | 13 | 7 | 9 | 10 |
| | 10.9 | 11.5 | 12.9 | 11.3 | 6.8 | 9.0 | 14.1 | 10.0 | 12.2 |
| Rather likely | 104 | 20 | 25 | 16 | 9 | 18 | 4 | 5 | 7 |
| | 10.4 | 12.0 | 11.9 | 11.9 | 7.3 | 12.1 | 8.8 | 5.7 | 8.7 |
| Half and half true | 271 | 51 | 56 | 32 | 31 | 34 | 10 | 32 | 24 |
| | 27.1 | 31.5 | 26.8 | 23.7 | 25.5 | 23.3 | 20.2 | 35.9 | 28.3 |
| Rather unlikely | 264 | 39 | 49 | 38 | 45 | 38 | 14 | 20 | 22 |
| | 26.4 | 23.9 | 23.2 | 28.2 | 36.6 | 26.2 | 28.2 | 22.0 | 25.6 |
| Not at all likely | 249 | 34 | 51 | 33 | 29 | 43 | 14 | 23 | 21 |
| | 24.9 | 21.0 | 24.3 | 24.8 | 23.9 | 29.4 | 28.6 | 26.3 | 24.6 |
| Don't know / no answer | 3 | - | 2 | - | - | - | - | - | 1 |
| | 0.3 | - | 0.9 | - | - | - | - | - | 0.7 |

Survey period 2009: March 9-27, 2009

Question:

In the light of high oil prices on the global market and high gasoline/diesel prices in recent weeks, as well as debates on CO₂ emissions and CC>2 tax, intensive discussion is now going on in the automotive industry and among political decision-makers about alternative drive technologies, including the electric car. To what extent could you envisage purchasing a car with an electric motor the next time you buy a car? I could envisage that being ...

| | Total | Men | Women |
|-------------------------------|------------|------------|------------|
| Basis (100%) | 999 | 607 | 392 |
| Definitely the case | 109 | 78 | 31 |
| | 10.9 | 12.8 | 7.9 |
| Rather likely | 104 | 51 | 53 |
| | 10.4 | 8.4 | 13.4 |
| Half and half true | 271 | 147 | 124 |
| | 27.1 | 24.1 | 31.7 |
| Rather unlikely | 264 | 163 | 101 |
| | 26.4 | 26.8 | 25.8 |
| Not at all likely | 249 | 167 | 82 |
| | 24.9 | 27.6 | 20.9 |
| Don't know / no answer | 3 | 2 | 1 |
| | 0.3 | 0.3 | 0.2 |

Survey period 2009: March 9-27, 2009

Question:

What do you think: When will marketable electric cars be available for purchase in Germany in your opinion?

| | Total | Nielsen areas | | | | | | | |
|-----------------------------------|------------|---------------|------------|------------|------------|------------|-----------|-----------|-----------|
| | | I | II | IIIa | IIIb | IV | Va + Vb | VI | VII |
| Basis (100%) | 999 | 163 | 210 | 134 | 123 | 146 | 48 | 89 | 86 |
| They are already available | 88 | 16 | 10 | 11 | 10 | 12 | 9 | 6 | 13 |
| | 8.8 | 10.1 | 4.6 | 8.6 | 8.3 | 8.0 | 18.5 | 7.2 | 15.6 |
| Within the next 1-2 years | 94 | 9 | 25 | 12 | 10 | 12 | 5 | 12 | 7 |
| | 9.4 | 5.8 | 12.0 | 9.1 | 8.5 | 8.4 | 11.0 | 13.2 | 8.2 |
| Within the next 3-5 years | 371 | 67 | 79 | 49 | 44 | 56 | 12 | 34 | 29 |
| | 37.1 | 41.2 | 37.8 | 36.5 | 35.5 | 38.4 | 25.6 | 38.3 | 34.2 |
| Within the next 6-10 years | 272 | 45 | 66 | 32 | 35 | 38 | 14 | 22 | 19 |
| | 27.2 | 27.8 | 31.3 | 24.0 | 28.1 | 25.9 | 29.9 | 24.9 | 22.6 |
| Later | 115 | 17 | 17 | 17 | 19 | 19 | 5 | 8 | 12 |
| | 11.5 | 10.5 | 8.3 | 13.1 | 15.6 | 12.8 | 10.1 | 8.8 | 14.1 |
| Don't know / no answer | 60 | 8 | 13 | 12 | 5 | 9 | 2 | 7 | 4 |
| | 6.0 | 4.7 | 6.1 | 8.8 | 4.0 | 6.4 | 4.8 | 7.7 | 5.2 |

Survey period 2009: March 9-27, 2009

Question:

What do you think: When will marketable electric cars be available for purchase in Germany in your opinion?

| | Total | Men | Women |
|-----------------------------------|------------|------------|------------|
| Basis (100%) | 999 | 607 | 392 |
| They are already available | 88 | 42 | 46 |
| | 8.8 | 7.0 | 11.7 |
| Within the next 1-2 years | 94 | 47 | 47 |
| | 9.4 | 7.7 | 11.9 |
| Within the next 3-5 years | 371 | 228 | 143 |
| | 37.1 | 37.6 | 36.4 |
| Within the next 6-10 years | 272 | 192 | 80 |
| | 27.2 | 31.6 | 20.3 |
| Later | 115 | 70 | 45 |
| | 11.5 | 11.5 | 11.4 |
| Don't know / no answer | 60 | 28 | 32 |
| | 6.0 | 4.6 | 8.2 |

Survey period 2009: March 9-27, 2009

Question:

Do you believe that electric cars have a viable future versus cars with conventional or other alternative drives? I believe the future viability of electric cars to be ...

| | Total | Nielsen areas | | | | | | | |
|--------------------------------|------------|---------------|------------|------------|------------|------------|-----------|-----------|-----------|
| | | I | II | IIIa | IIIb | IV | Va + Vb | VI | VII |
| Basis (100%) | 999 | 163 | 210 | 134 | 123 | 146 | 48 | 89 | 86 |
| Exceedingly good | 95 | 21 | 30 | 4 | 10 | 7 | 4 | 10 | 9 |
| | 9.5 | 12.9 | 14.1 | 3.2 | 8.0 | 4.9 | 9.3 | 11.2 | 9.9 |
| Very good | 223 | 47 | 45 | 22 | 34 | 32 | 10 | 20 | 12 |
| | 22.3 | 28.9 | 21.3 | 16.7 | 27.9 | 22.0 | 20.2 | 22.7 | 14.4 |
| Rather good | 164 | 25 | 36 | 32 | 19 | 24 | 6 | 9 | 13 |
| | 16.4 | 15.4 | 17.0 | 24.2 | 15.1 | 16.4 | 11.5 | 10.0 | 15.4 |
| Part good/part poor | 364 | 48 | 76 | 49 | 39 | 55 | 20 | 35 | 42 |
| | 36.5 | 29.3 | 36.5 | 36.5 | 31.9 | 37.8 | 41.0 | 39.5 | 48.6 |
| Rather poor | 87 | 13 | 13 | 19 | 13 | 15 | 4 | 4 | 7 |
| | 8.7 | 7.8 | 6.1 | 14.0 | 10.9 | 10.0 | 7.9 | 4.1 | 7.9 |
| Very poor | 38 | 3 | 8 | 6 | 3 | 6 | 4 | 6 | 3 |
| | 3.8 | 1.8 | 4.0 | 4.1 | 2.1 | 4.4 | 7.9 | 6.2 | 3.7 |
| Absolutely non-existent | 14 | 2 | 2 | - | 4 | 4 | 1 | 2 | - |
| | 1.4 | 1.4 | 1.0 | - | 3.1 | 2.6 | 0.9 | 1.9 | - |
| Don't know / no answer | 14 | 4 | - | 2 | 1 | 3 | 1 | 4 | - |
| | 1.4 | 2.4 | - | 1.3 | 1.0 | 1.7 | 1.3 | 4.3 | - |

Survey period 2009: March 9-27, 2009

Question:

Do you believe that electric cars have a viable future versus cars with conventional or other alternative drives? I believe the future viability of electric cars to be ...

| | Total | Men | Women |
|--------------------------------|------------|------------|------------|
| Basis (100%) | 999 | 607 | 392 |
| Exceedingly good | 95 | 70 | 25 |
| | 9.5 | 11.5 | 6.4 |
| Very good | 223 | 151 | 72 |
| | 22.3 | 24.9 | 18.3 |
| Rather good | 164 | 99 | 64 |
| | 16.4 | 16.3 | 16.4 |
| Part good/part poor | 364 | 206 | 158 |
| | 36.5 | 34.0 | 40.3 |
| Rather poor | 87 | 43 | 43 |
| | 8.7 | 7.1 | 11.1 |
| Very poor | 38 | 16 | 22 |
| | 3.8 | 2.7 | 5.6 |
| Absolutely non-existent | 14 | 13 | 1 |
| | 1.4 | 2.1 | 0.4 |
| Don't know / no answer | 14 | 8 | 6 |
| | 1.4 | 1.4 | 1.4 |
| | | | |

Survey period 2009: March 9-27, 2009

Question:

Looking to the future, what would you expect the share of electric cars to be among new car registrations in Germany in 10-15 years from now?
Please give your answer as a percentage. I would estimate the electric car share of new car registrations in 10-15 years' time to be about...

| | Total | Nielsen areas | | | | | | | |
|-------------------------------|------------|---------------|------------|------------|------------|------------|-----------|-----------|-----------|
| | | I | II | IIIa | IIIb | IV | Va + Vb | VI | VII |
| Basis (100%) | 999 | 163 | 210 | 134 | 123 | 146 | 48 | 89 | 86 |
| 1 up to 9 % | 121 | 20 | 31 | 13 | 17 | 18 | 3 | 11 | 8 |
| | 12.1 | 12.3 | 14.8 | 9.4 | 14.2 | 12.1 | 6.2 | 12.0 | 9.4 |
| 10 up to 19 % | 188 | 29 | 39 | 28 | 32 | 26 | 11 | 16 | 9 |
| | 18.8 | 17.9 | 18.4 | 20.9 | 25.6 | 17.5 | 22.5 | 17.5 | 10.7 |
| 20 up to 29 % | 189 | 34 | 36 | 27 | 16 | 28 | 13 | 16 | 18 |
| | 18.9 | 20.9 | 17.2 | 20.5 | 12.8 | 19.2 | 27.3 | 17.7 | 21.3 |
| 30 up to 39 % | 128 | 28 | 25 | 18 | 9 | 17 | 6 | 12 | 14 |
| | 12.8 | 17.1 | 12.1 | 13.2 | 7.1 | 11.9 | 11.5 | 13.4 | 15.9 |
| 40 up to 49 % | 63 | 8 | 16 | 7 | 8 | 11 | 7 | 1 | 4 |
| | 6.3 | 5.1 | 7.6 | 5.6 | 6.4 | 7.6 | 14.6 | 1.4 | 4.2 |
| 50 up to 59 % | 79 | 14 | 13 | 12 | 13 | 8 | 1 | 9 | 9 |
| | 7.9 | 8.8 | 6.0 | 8.8 | 10.2 | 5.5 | 2.6 | 9.8 | 10.9 |
| 60 up to 100 % | 44 | 7 | 11 | 4 | 6 | 7 | 2 | 4 | 3 |
| | 4.4 | 4.1 | 5.3 | 3.3 | 5.2 | 4.5 | 4.8 | 4.1 | 3.7 |
| Don't know / no answer | 188 | 23 | 39 | 24 | 23 | 32 | 5 | 22 | 20 |
| | 18.8 | 13.8 | 18.7 | 18.3 | 18.4 | 21.7 | 10.6 | 24.2 | 23.8 |

Survey period 2009: March 9-27, 2009

Question:

Looking to the future, what would you expect the share of electric cars to be among new car registrations in Germany in 10-15 years from now?
Please give your answer as a percentage. I would estimate the electric car share of new car registrations in 10-15 years' time to be about...

| | Total | Men | Women |
|-------------------------------|------------|------------|------------|
| Basis (100%) | 999 | 607 | 392 |
| 1 up to 9 % | 121 | 86 | 35 |
| | 12.1 | 14.2 | 8.8 |
| 10 up to 19 % | 188 | 113 | 75 |
| | 18.8 | 18.6 | 19.1 |
| 20 up to 29 % | 189 | 112 | 77 |
| | 18.9 | 18.4 | 19.7 |
| 30 up to 39 % | 128 | 76 | 53 |
| | 12.8 | 12.4 | 13.4 |
| 40 up to 49 % | 63 | 38 | 25 |
| | 6.3 | 6.2 | 6.3 |
| 50 up to 59 % | 79 | 41 | 37 |
| | 7.9 | 6.8 | 9.5 |
| 60 up to 100 % | 44 | 29 | 16 |
| | 4.4 | 4.7 | 4.0 |
| Don't know / no answer | 188 | 113 | 75 |
| | 18.8 | 18.6 | 19.1 |

Survey period 2009: March 9-27, 2009

Question:

Electricity is needed for cars with an electric motor. How do you rate the ecological benefits of cars with electric motors?

| | Total | Nielsen areas | | | | | | | |
|--|------------|---------------|------------|------------|------------|------------|-----------|-----------|-----------|
| | | I | II | IIIa | IIIb | IV | Va + Vb | VI | VII |
| Basis (100%) | 999 | 163 | 210 | 134 | 123 | 146 | 48 | 89 | 86 |
| Highly positive | 62 | 13 | 22 | 6 | 3 | 9 | 1 | 1 | 7 |
| | 6.2 | 8.1 | 10.7 | 4.3 | 2.6 | 6.1 | 3.1 | 0.5 | 8.2 |
| Positive | 243 | 45 | 52 | 26 | 25 | 28 | 11 | 30 | 26 |
| | 24.3 | 27.4 | 24.7 | 19.6 | 20.4 | 19.4 | 23.4 | 33.5 | 29.8 |
| There are both positive and negative aspects, but the positive aspects outweigh the negative ones | 474 | 75 | 91 | 65 | 66 | 74 | 22 | 36 | 45 |
| | 47.5 | 46.0 | 43.2 | 48.7 | 54.1 | 50.8 | 44.5 | 40.4 | 52.4 |
| There are both positive and negative aspects, but the negative aspects outweigh the positive ones | 132 | 13 | 29 | 20 | 18 | 26 | 11 | 11 | 5 |
| | 13.2 | 7.7 | 13.8 | 15.1 | 14.4 | 17.5 | 22.0 | 12.2 | 6.0 |
| Negative | 33 | 6 | 6 | 5 | 4 | 4 | 1 | 5 | 1 |
| | 3.3 | 3.7 | 2.6 | 3.7 | 3.5 | 3.1 | 2.6 | 5.7 | 1.5 |
| Highly negative | 7 | 2 | 3 | - | - | 2 | 1 | 1 | - |
| | 0.7 | 1.0 | 1.5 | - | - | 1.2 | 0.9 | 0.5 | - |
| neither positive nor negative | 19 | 3 | 3 | 4 | 3 | 2 | 1 | 3 | - |
| | 1.9 | 2.0 | 1.4 | 2.9 | 2.4 | 1.2 | 2.6 | 2.9 | - |
| Don't know / no answer | 29 | 7 | 4 | 8 | 3 | 1 | 1 | 4 | 2 |
| | 2.9 | 4.1 | 2.0 | 5.7 | 2.6 | 0.9 | 0.9 | 4.3 | 2.2 |
| | | | | | | | | | |

Survey period 2009: March 9-27, 2009

Question:

Electricity is needed for cars with an electric motor. How do you rate the ecological benefits of cars with electric motors?

| | Total | Men | Women |
|--|------------|------------|------------|
| Basis (100%) | 999 | 607 | 392 |
| Highly positive | 62 | 44 | 19 |
| | 6.2 | 7.2 | 4.8 |
| Positive | 243 | 161 | 81 |
| | 24.3 | 26.6 | 20.8 |
| There are both positive and negative aspects, but the positive aspects outweigh the negative ones | 474 | 279 | 195 |
| | 47.5 | 45.9 | 49.8 |
| There are both positive and negative aspects, but the negative aspects outweigh the positive ones | 132 | 70 | 62 |
| | 13.2 | 11.5 | 15.7 |
| Negative | 33 | 19 | 14 |
| | 3.3 | 3.1 | 3.6 |
| Highly negative | 7 | 6 | 1 |
| | 0.7 | 1.0 | 0.3 |
| neither positive nor negative | 19 | 13 | 5 |
| | 1.9 | 2.2 | 1.3 |
| Don't know / no answer | 29 | 15 | 14 |
| | 2.9 | 2.5 | 3.6 |

Survey period 2009: March 9-27, 2009

Explanation Nielsen areas

Nielsen area I – Bremen, Hamburg, Lower Saxony, Schleswig-Holstein

Nielsen area II – North Rhine-Westphalia

Nielsen area IIIa – Hesse, Rhineland-Palatinate, Saarland

Nielsen area IIIb – Baden-Württemberg

Nielsen area IV – Bavaria

Nielsen area Va + Vb – Berlin

Nielsen area VI – Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt

Nielsen area VII – Saxony, Thuringia