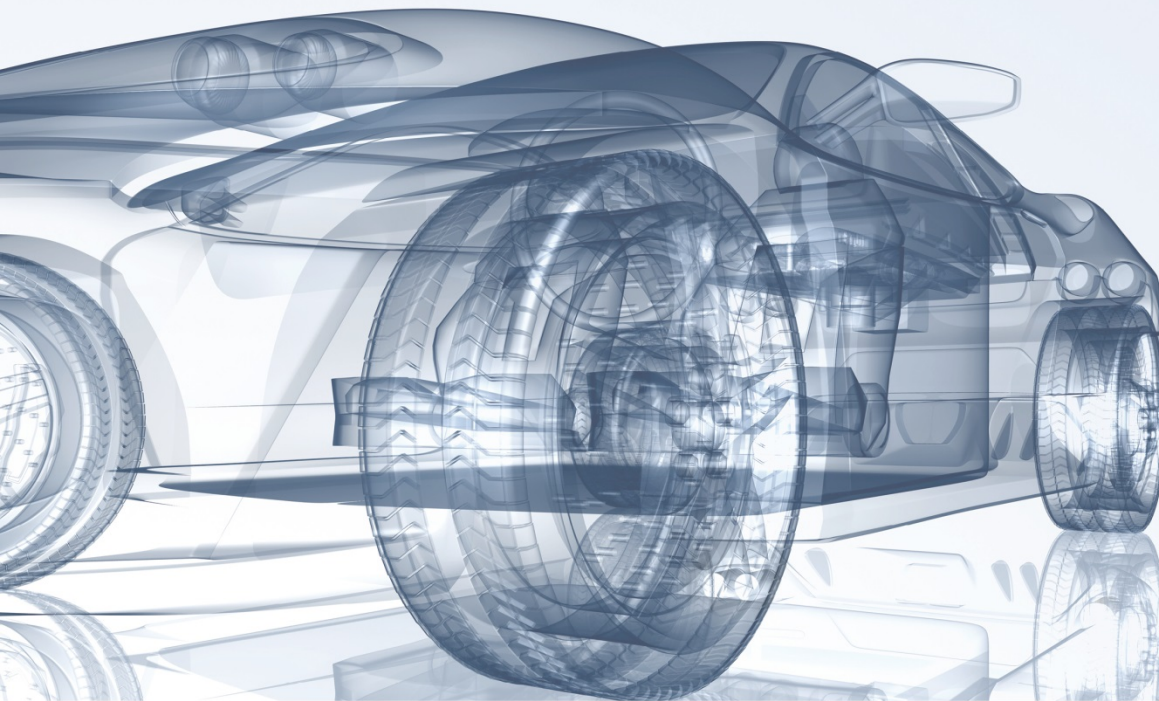


evs 30



The 30th International
Electric Vehicle
Symposium & Exhibition

October 9–11, 2017
Messe Stuttgart, Germany

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From early adopters to mass market : is the French ready for electric mobility?

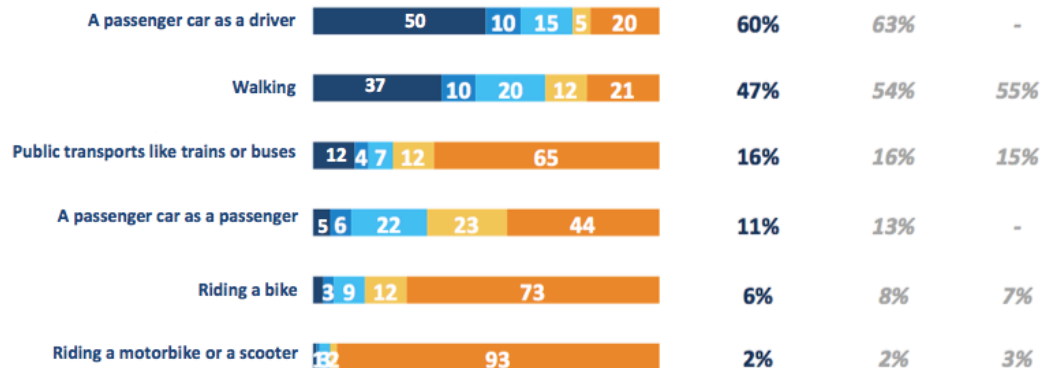
From early adopters to mass market : is the French ready for electric mobility



Driving remains very popular

Base: to all

- Everyday or almost
- 4 to 5 times a week
- 1 to 3 times a week
- 2 to 3 times a month
- Not often or never



4 Could you tell how often you use the following transportation?

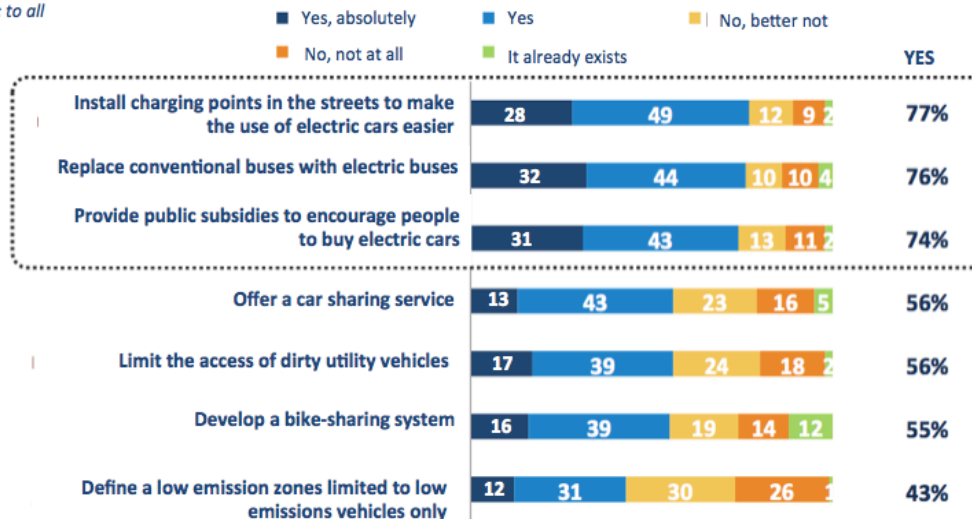
GAME CHANGERS



From early adopters to mass market : is the French ready for electric mobility

The French support the deployment of electric mobility services in their city

Base: to all



8 Would you like your city to:

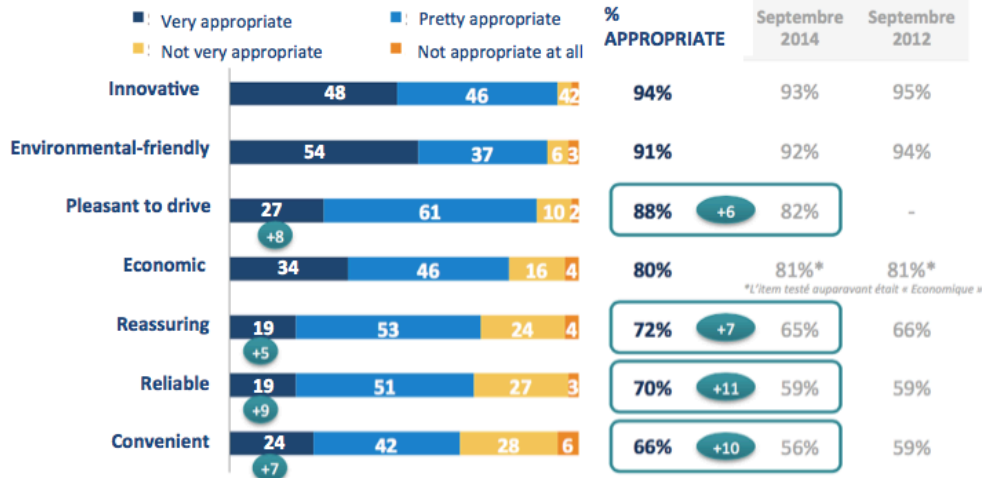
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From early adopters to mass market : is the French ready for electric mobility

The image of the electric car is very positive and has improved on its features connected to its use

Base: to all



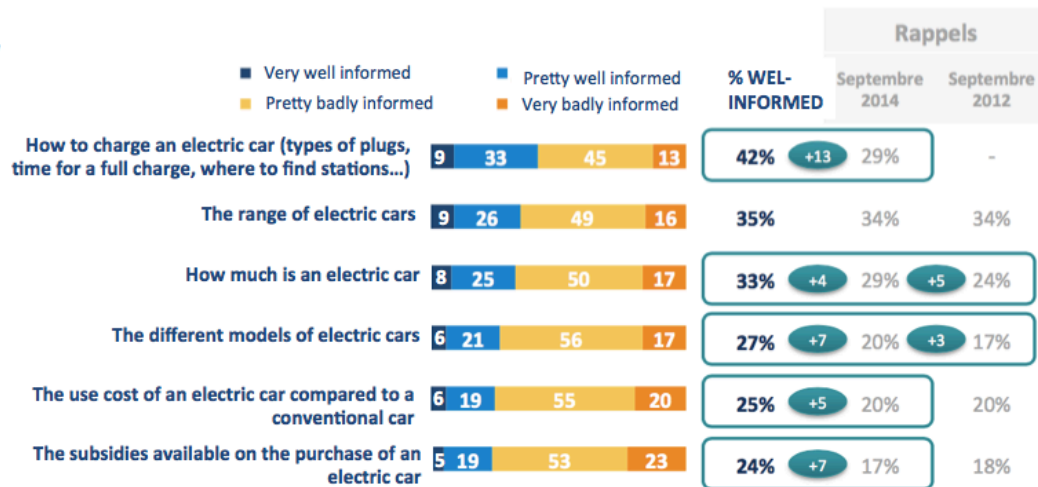
For each of the following adjectives, do you reckon it is appropriate to the idea you have of an electric car

GAME CHANGERS Ipsos

From early adopters to mass market : is the French ready for electric mobility

The feeling of being well informed on electric cars increases

Base: to all



Do you have the feeling of being informed enough on...

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From early adopters to mass market : is the French ready for electric mobility

More and more French have already tried an EV whatever category they belong to

Base: to all



Already tried **18%**

as a driver : 9%
as a passenger 9%

Men: 22% (+4)
Women: 15% (+8)
Executives: 29% (+8)
People living in Paris region: 24% (+10)
High wages: 25% (+8)

Rappel 2014

12%

6%
6%

14 Have you already tried an electric car?

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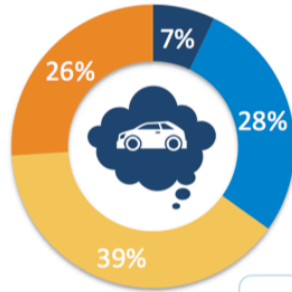


From early adopters to mass market : is the French ready for electric mobility

Intentions of buying an EV increases, especially among those who have already tried one and who know they can recharge it

Base: to all

■ Yes absolutely
 ■ Yes
 ■ No, rather not
 ■ No, not at all



YES
35%

Executives: 48% (+10)
High wages: 42% (+13)

Among those who have already tried an EV: 55% (+16)
Among those who know they can charge: 54% (+12)



20 If you had to buy a car in the coming months, would you be ready to buy an EV rather than a conventional car ?

GAME CHANGERS

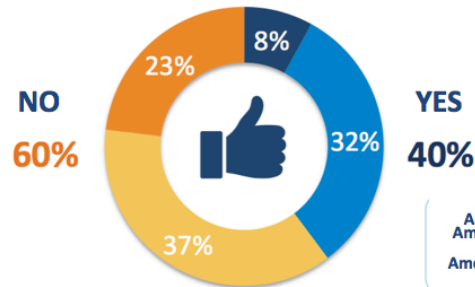


From early adopters to mass market : is the French ready for electric mobility

Electric cars correspond to the demand for mobility of 2 French out of 5

Base: to all

- Yes absolutely
- Yes
- No, rather not
- No, not at all



Rappels % Oui	
Septembre 2014	Septembre 2012
41%	44%

Executives: 50% (=)
 Among the most graduated: 46% (-5)
 Among those who have already tried an EV: 51% (+2)
 Among those who know they can charge: 57% (+6)

! Only 40% (-2) of those who drive less than 50km/a day think an EV can correspond to their needs

16 Do you think an electric car can correspond to your daily personal demand for mobility?

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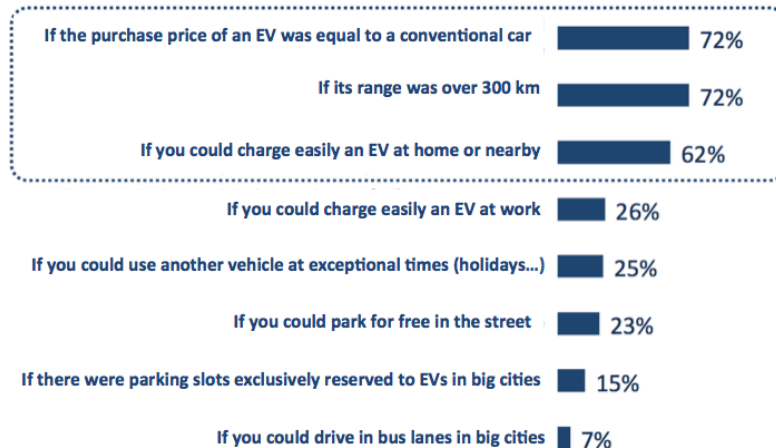


From early adopters to mass market : is the French ready for electric mobility

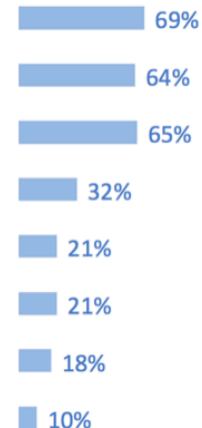
Purchase costs, range and charge are the main priorities to encourage the French buying an electric car

Base: to all

Total above 100, more than one answer possible



among those who are ready to buy an EV



21 Which of the following options would make you want to buy an electric car?

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From early adopters to mass market : is the French ready for electric mobility?