



# Driven Sustainability Survey 2024



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The Driven Consumer Attitudes to Sustainability survey has been conducted for the last 3 years, with 2024 being the third wave.

The survey is sent out to the Driven database and this year, we achieved a sample size of 1,000 within just a few days.

Very few changes have been made to the survey year on year, with a few re-worded questions this year around the feebate scheme & the inclusion of 'hybrid' everywhere EV was mentioned.

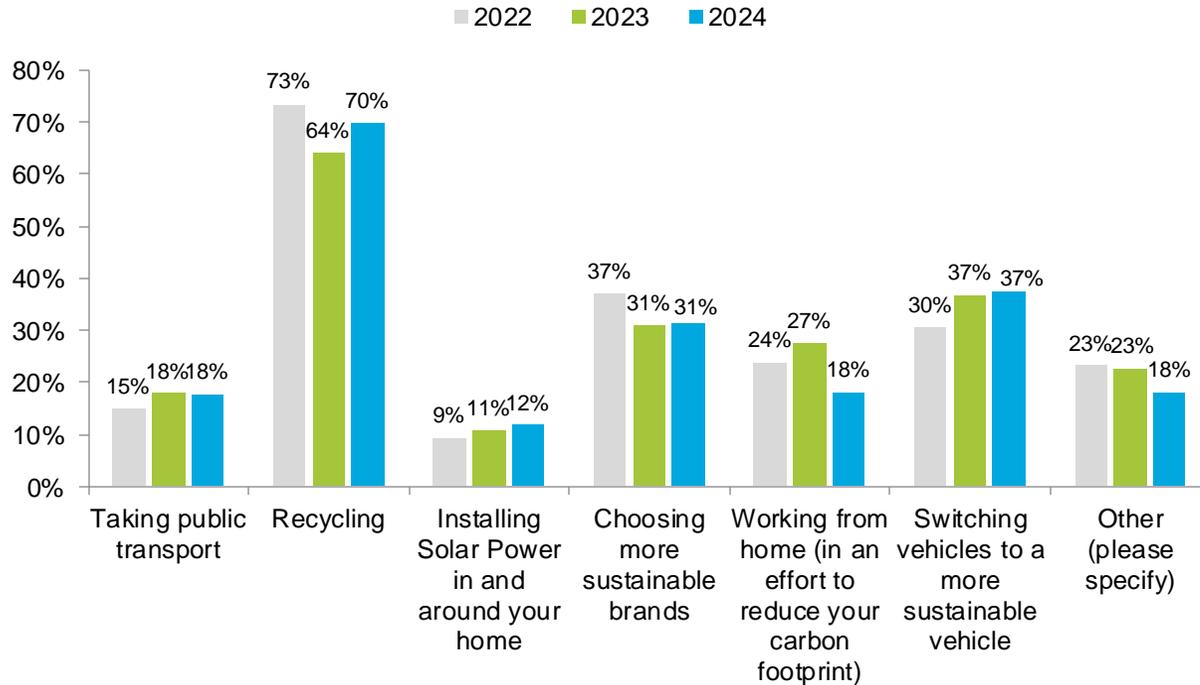
Questions asked included:

- Changes to Lifestyle
- Current Vehicle
- Electric/ Hybrid Vehicle Consideration
- Sustainable Transport Habits
- Awareness of EV terms
- Motivations & Deterrents of EV/ Hybrid Vehicles
- Importance of Factors when owning an EV/ Hybrid
- Feebate Scheme Influence
- Other Support/ Subsidies
- Where go for EV info

# Those switching to a more sustainable vehicle has remained the same YOY, with 37% saying they have made this change

Changes in the effort to live a more sustainable lifestyle include a decrease in those working from home and a slight increase in recycling efforts YOY

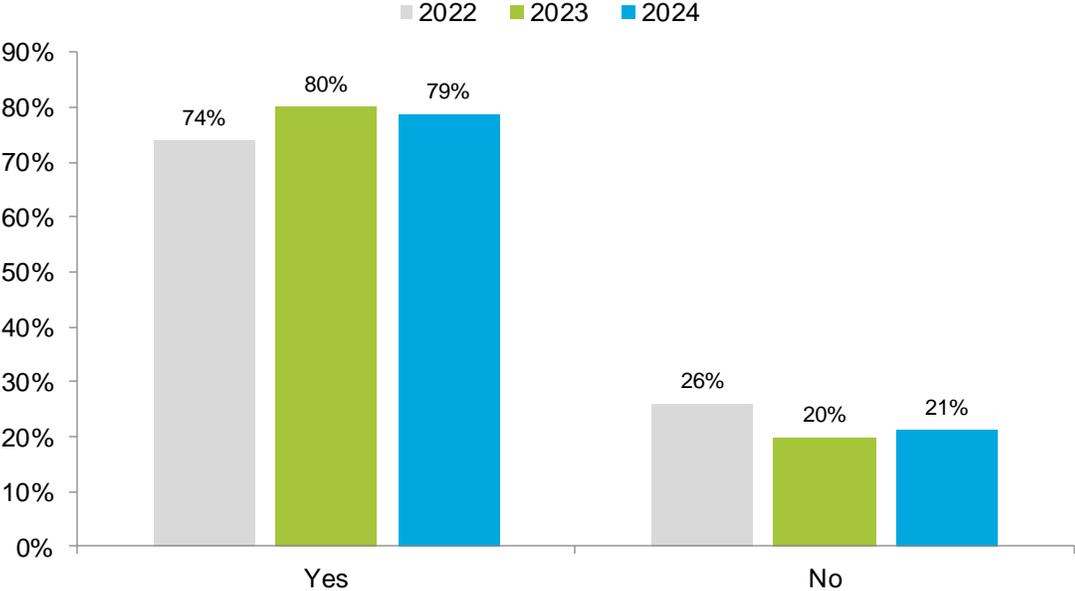
In the last two years, have you made any changes to your lifestyle in an effort to be more sustainable?



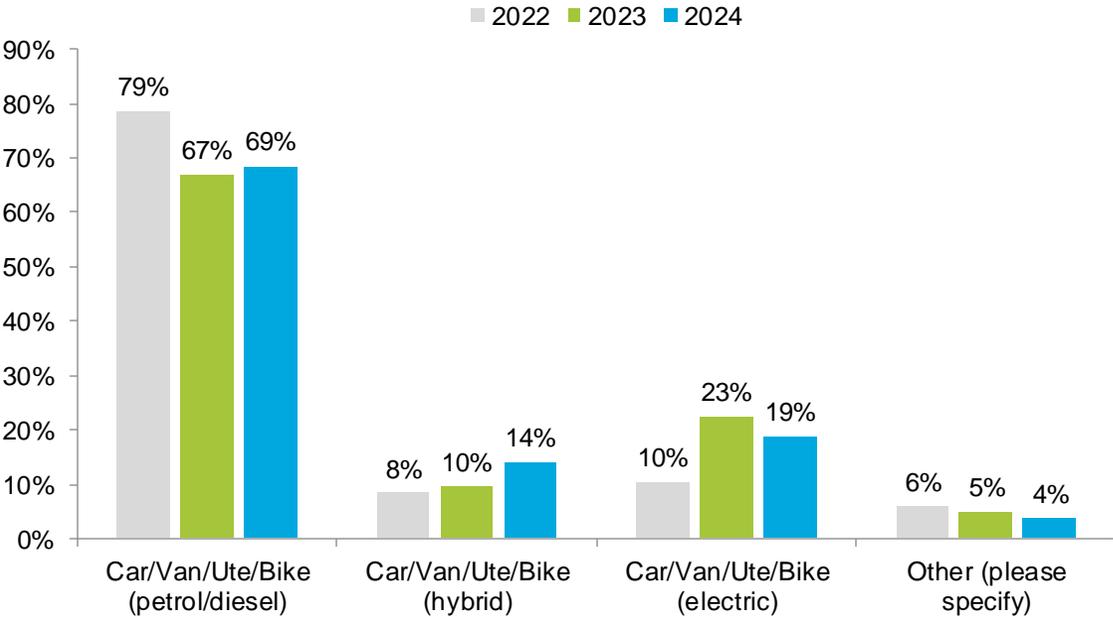
# 1 in 3 currently own a hybrid or electric vehicle

With hybrid vehicle ownership up +4% and electric vehicle ownership down -4%

When thinking about your current vehicle, do you see it as your main form of transport over the next five years?



Which of the following would best describe your current vehicle?

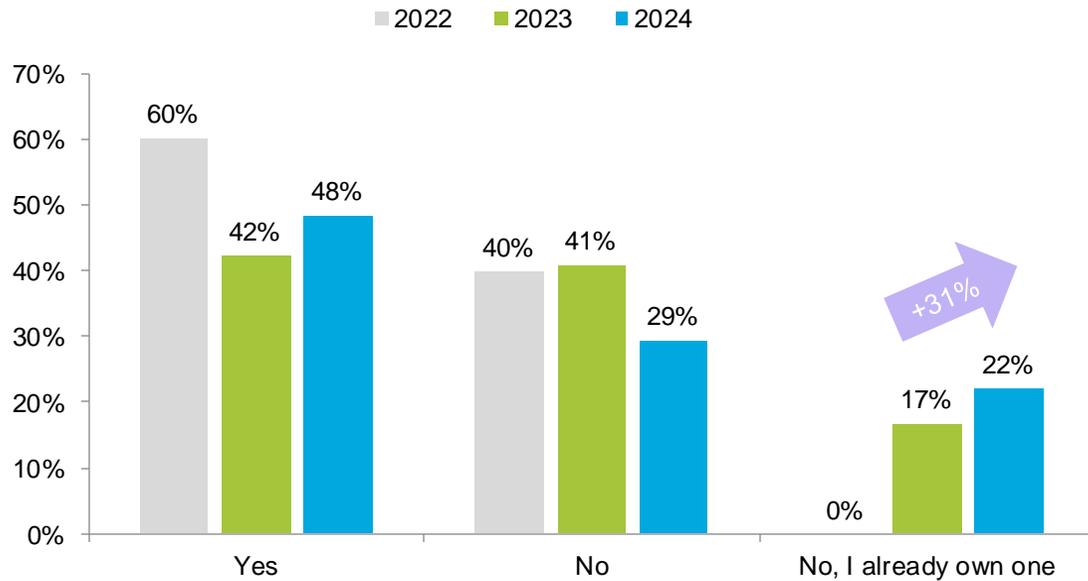


4 in 5 intend to stay with the same main form of transport for the next 5 years

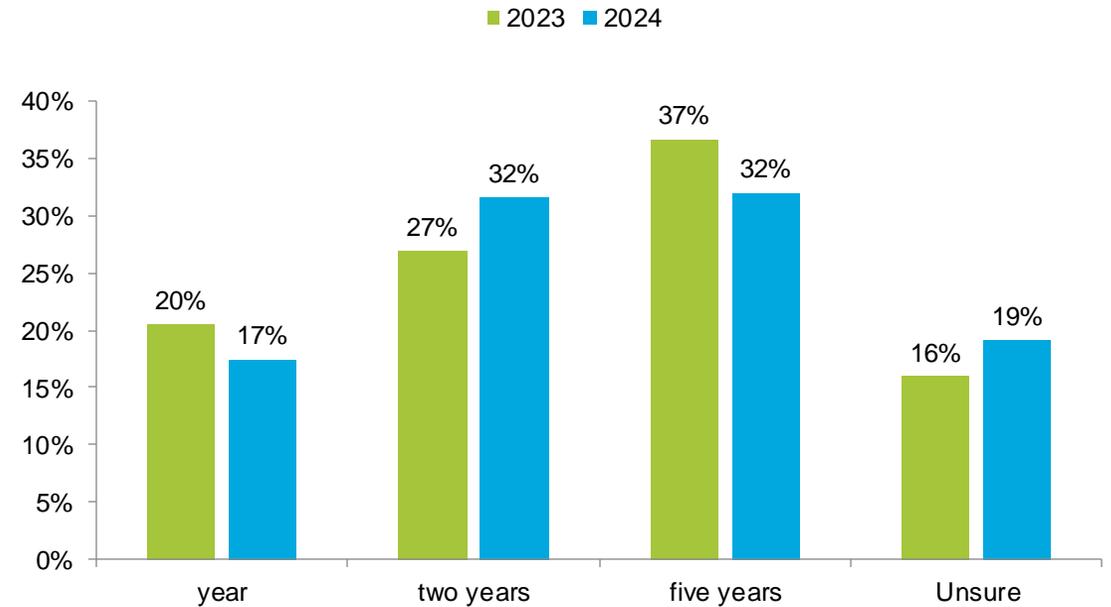
# Almost half (48%) would consider a hybrid/ EV vehicle as their next car, with actual ownership now at over 1 in 5

And of those considering a hybrid/ EV purchase, 49% would be considering within the next 2 years

Do you intend to or would you consider buying an electric vehicle as your next car?



Would you consider buying an electrical vehicle in the next...

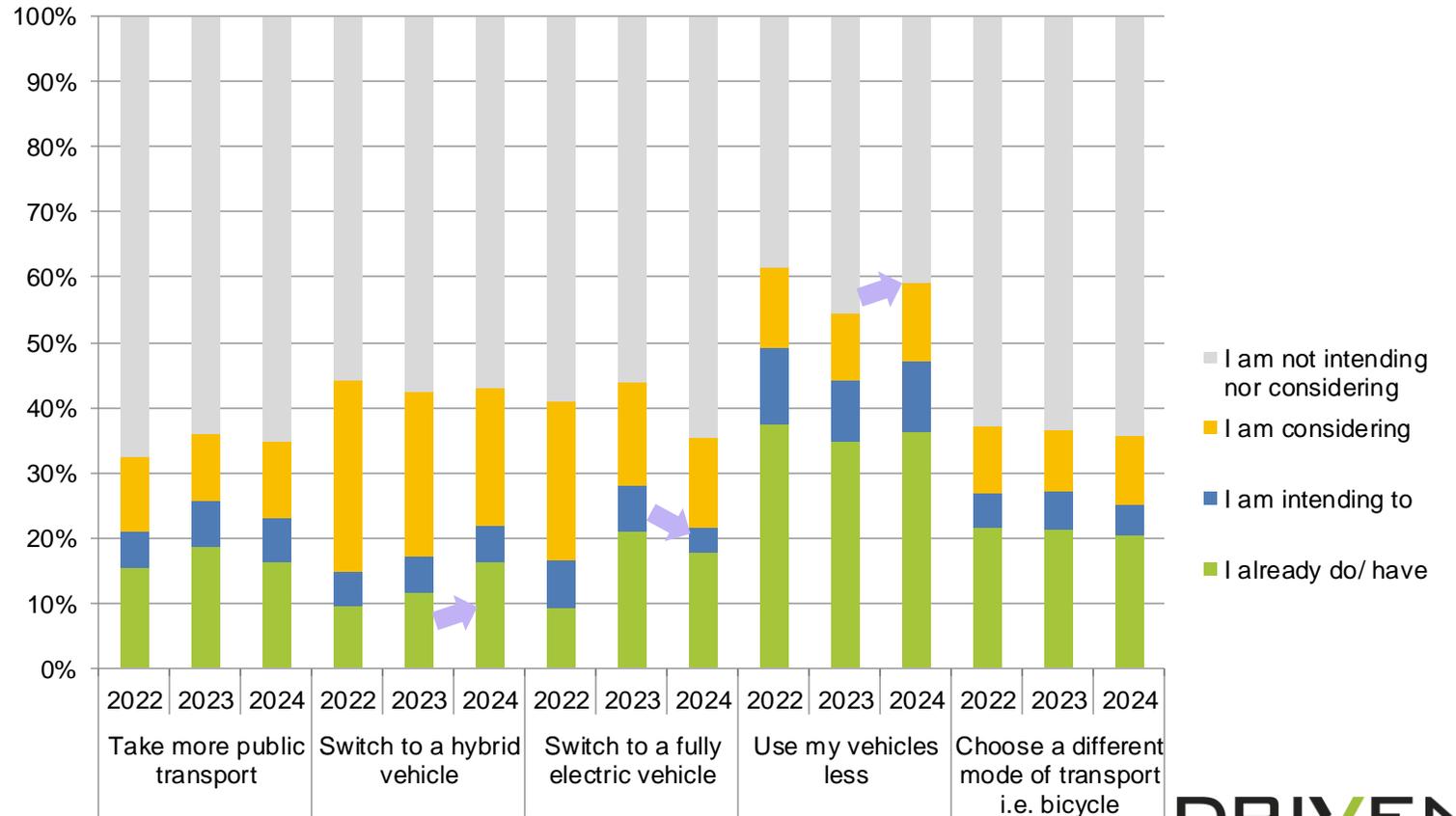




# Consumers are already, considering or intending to use their vehicles less than last year

Hybrid vehicle ownership is up on the previous two years

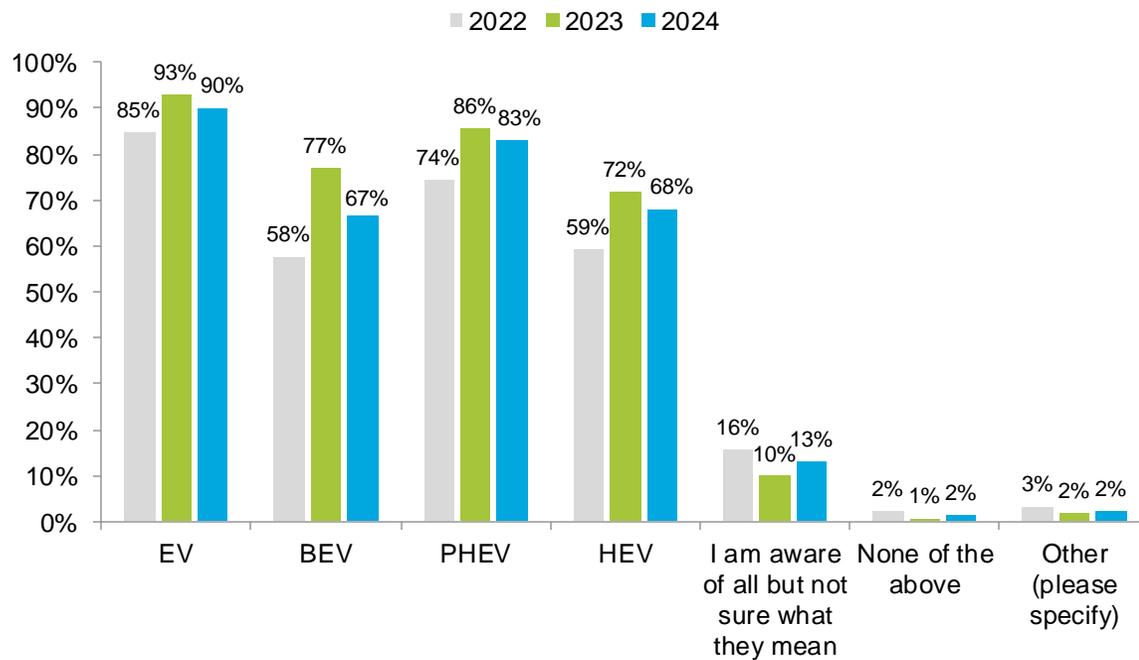
In the next 12 months, do you intend to or are you considering changing your transportation habits to be more sustainable?



# Awareness of EV terms remains high

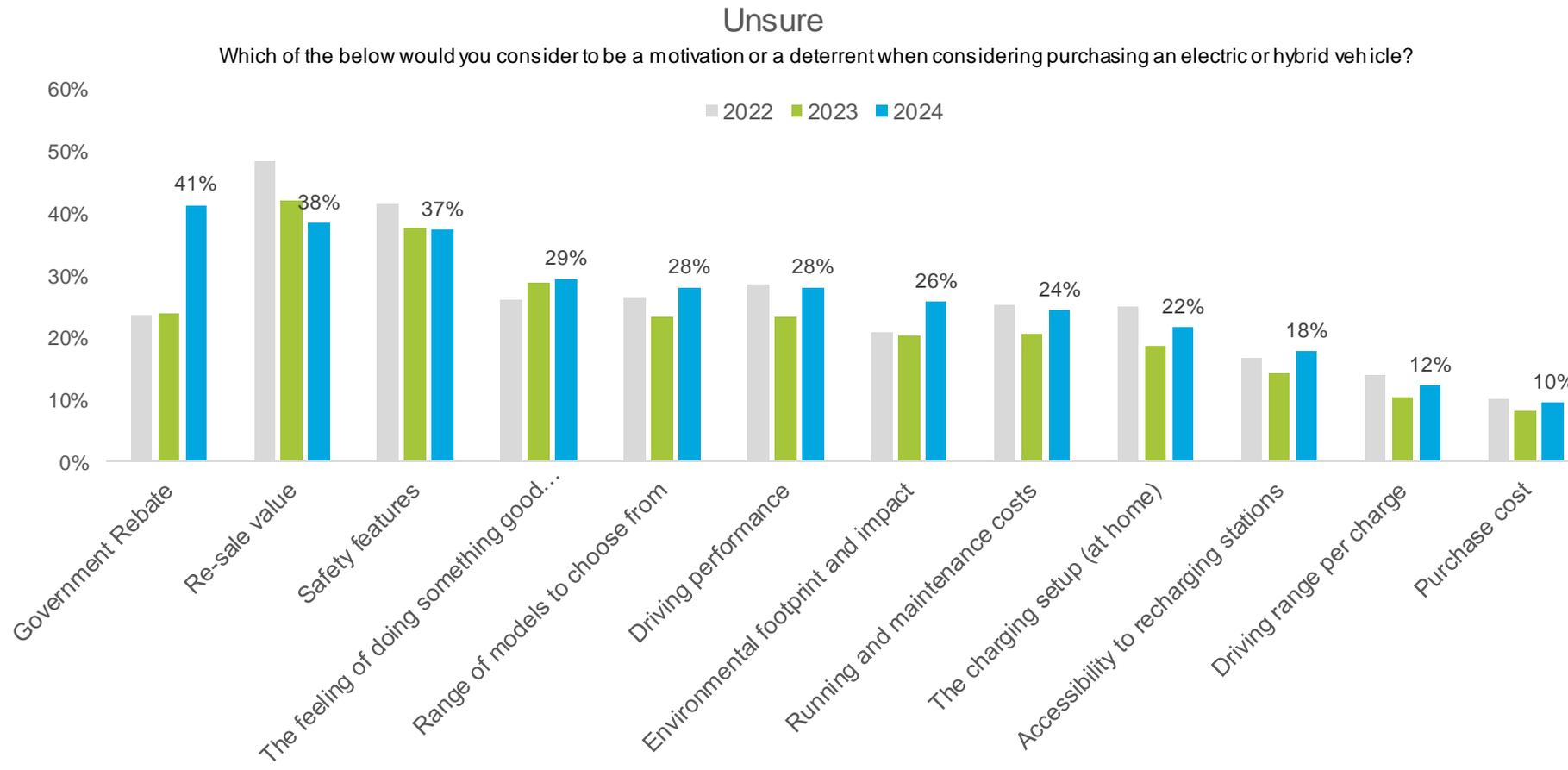
With the only significant drop in the awareness of BEV, now at 67%

Are you aware of any of the following and know what they mean?



# With changes to the Government rebate comes more uncertainty around Hybrid/ EV consideration

Most factors had an increase in those answering 'unsure' about whether they were a motivation or deterrent in considering a Hybrid/ EV vehicle purchase, with the Government rebate now the top factor that consumers are unsure about.

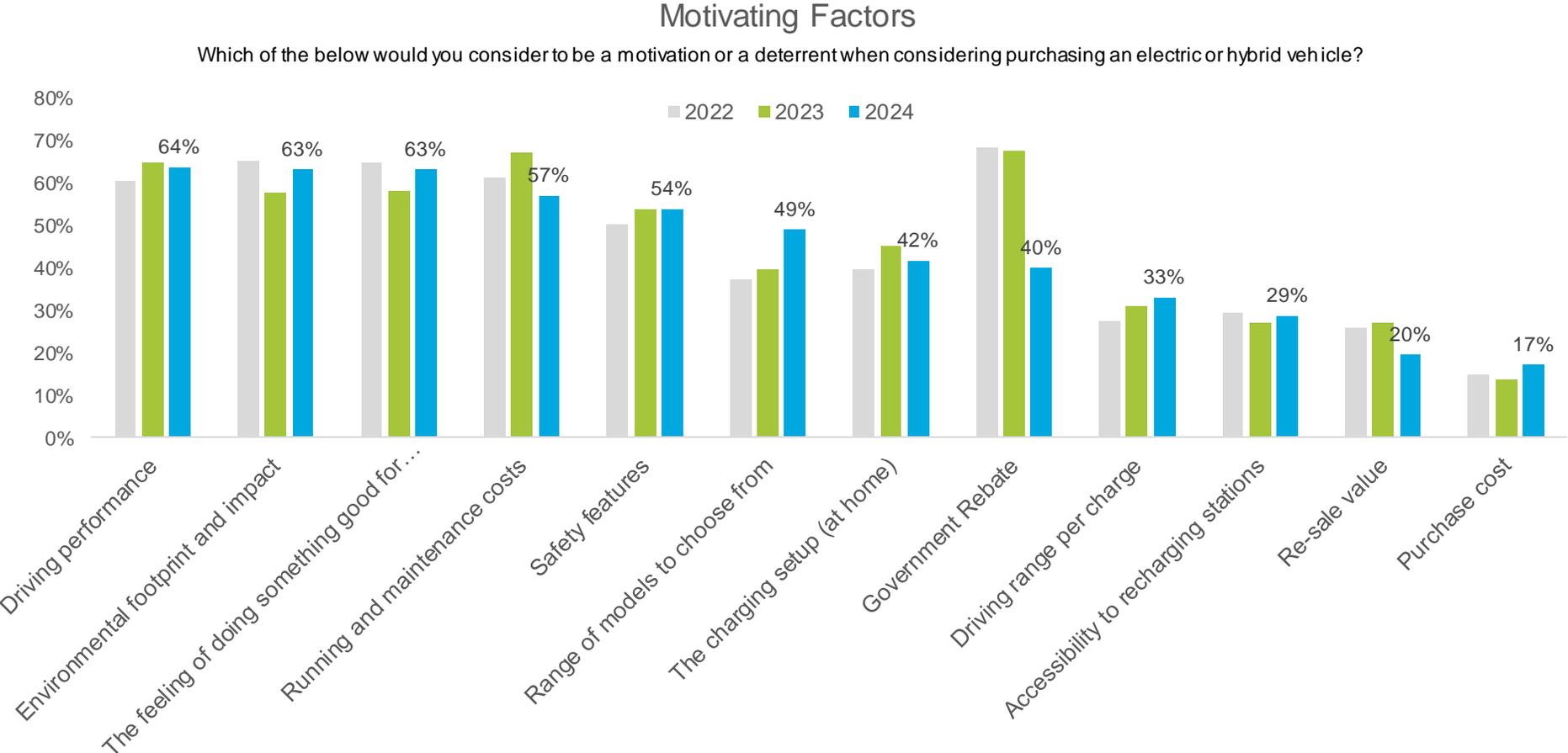


Unsure

# Driving performance & environmental factors are the top motivators when considering an EV/ hybrid vehicle purchase

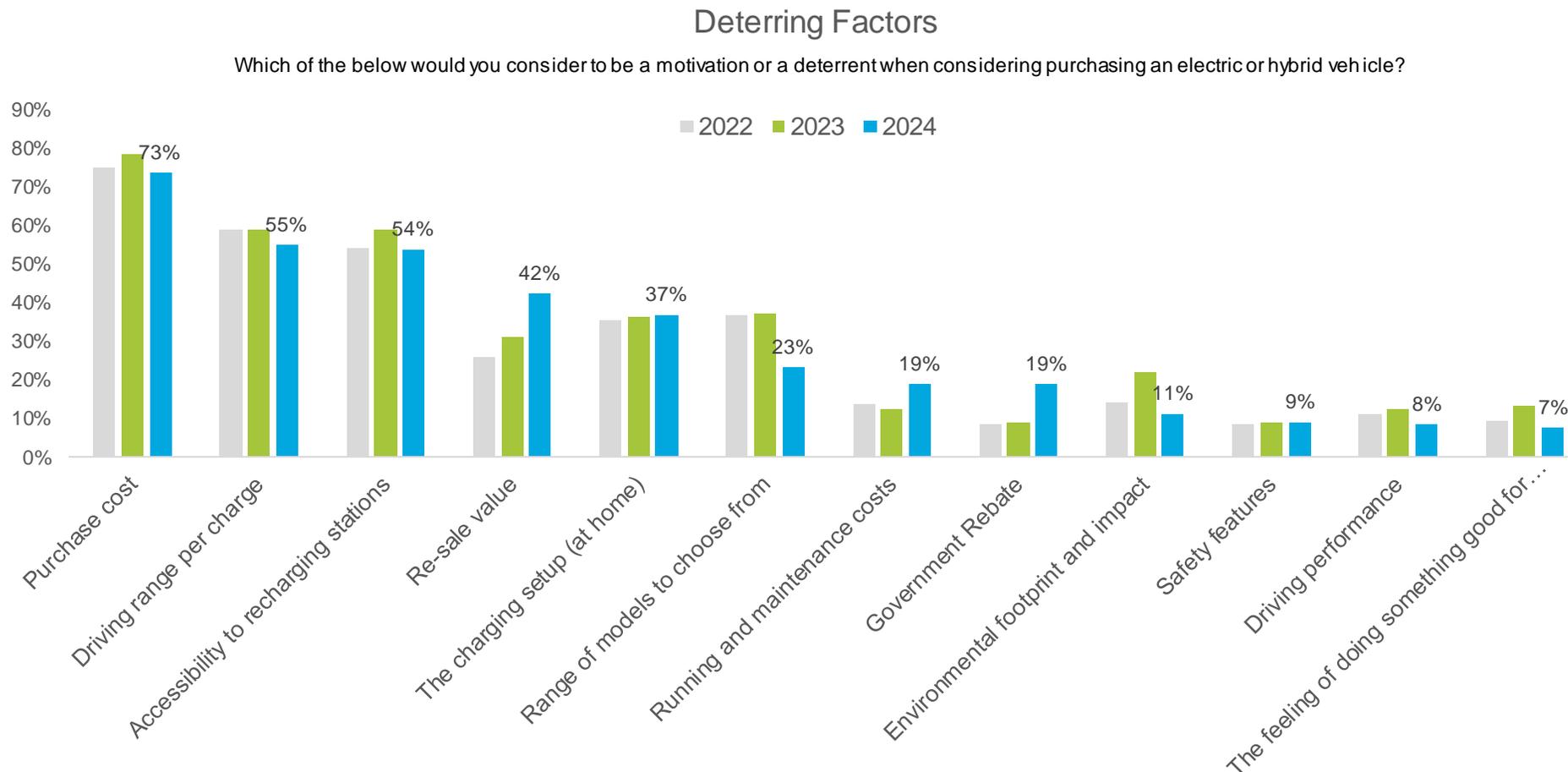
With the government rebate, re-sale value & running & maintenance costs significantly decreasing as motivators this year and the range of models to choose from significantly increasing as a motivating factor

Motivation



# Purchase cost, driving range & accessibility to charging stations are the top 3 deterrents when considering an EV/hybrid purchase

With the re-sale value, running & maintenance costs & government rebate (or lack thereof) significantly increasing as deterring factors this year



Deterrent



# The driving range per charge remains the #1 important factor

With purchase cost #2 & the charging set up back to #3

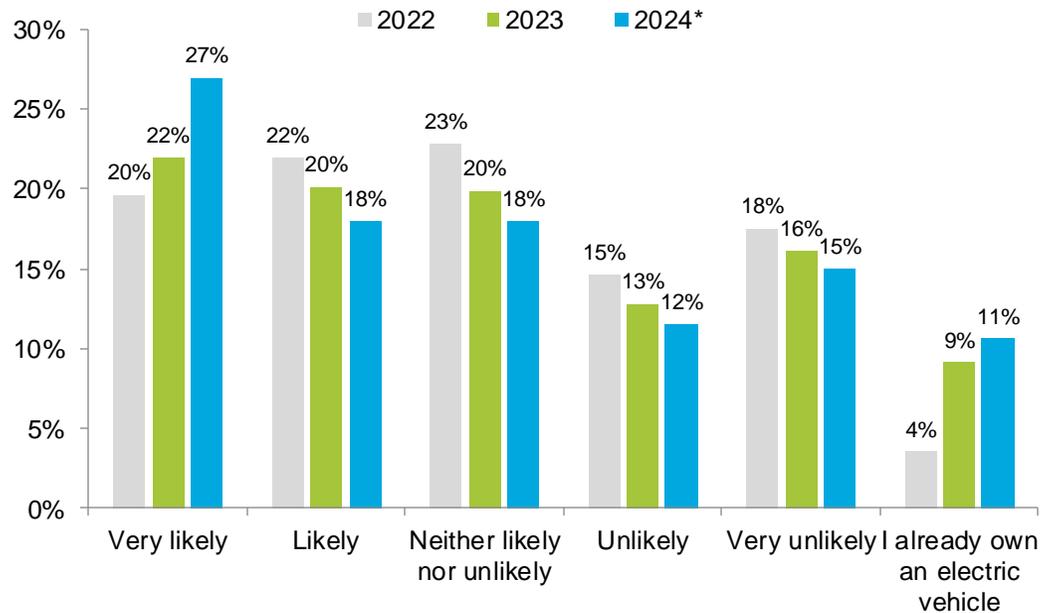
Please rank the below factors of owning an electric or hybrid vehicle in terms of importance. (Where 1 is the most important and 12 is the least important)

	2022 ranking	2023 ranking	YOY change	2024 ranking	YOY change
Driving range per charge	1	1	=	1	=
Purchase cost	2	2	=	2	=
The charging setup (at home)	3	4	-1	3	+1
Lower running and maintenance costs	4	3	+1	4	-1
Current accessibility to recharging stations	5	5	=	5	=
Range of models to choose from	6	7	-1	6	+1
Safety features	8	8	=	7	+1
Driving performance	7	6	+1	8	-2
Environmental footprint and impact	9	9	=	9	=
Re-sale value	11	11	=	10	+1
Government Rebate	10	10	=	11	-1
The feeling of doing something good for the environment	12	12	=	12	=

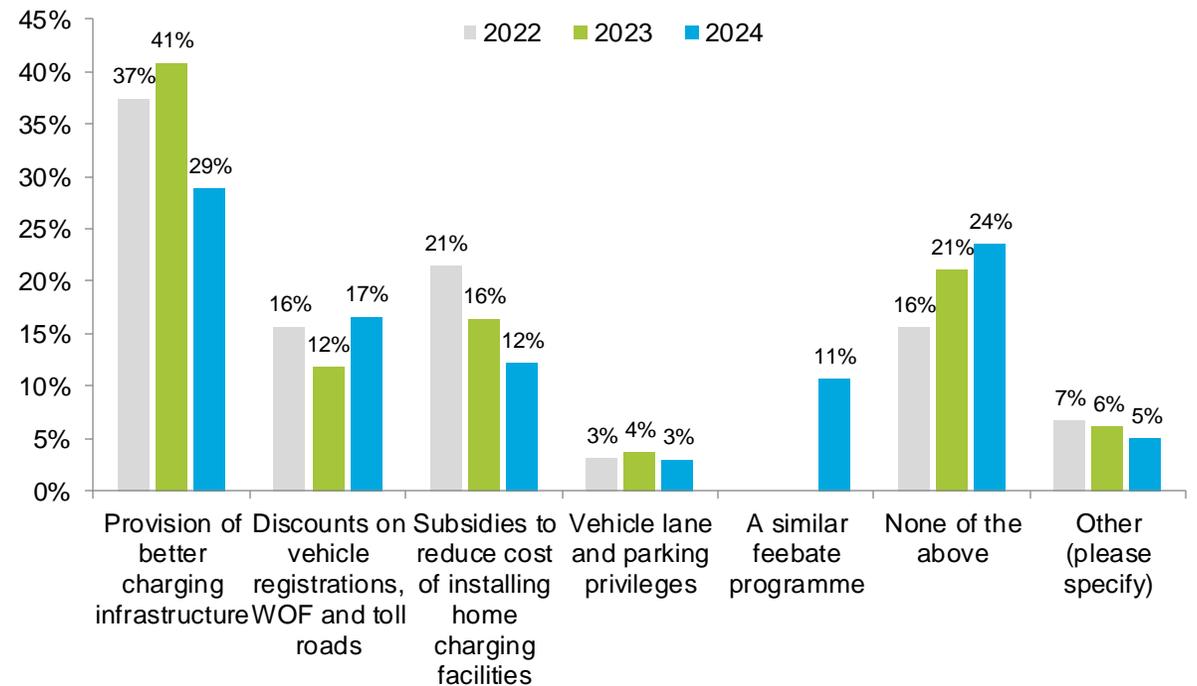
# A future feebate-style scheme likely to influence the next vehicle purchase for 45%

With the provision of better charging infrastructure remaining the second most important support that would influence an electric or hybrid vehicle purchase

How likely would a future Clean Car Feebate-style scheme influence the purchase of your next vehicle?



In addition to the Feebate, what further government support or subsidies would influence an electric or hybrid vehicle purchase?



\*prior to 2024 this question was asked "How likely will the clean car feebate scheme influence the purchase of your next vehicle"

# Online search remains the top place when looking for information on electric or hybrid vehicles

With a decline in the use of Youtube and a slight increase in use of car magazines (since last year)

When looking for information on electric or hybrid vehicles, where do you look?

