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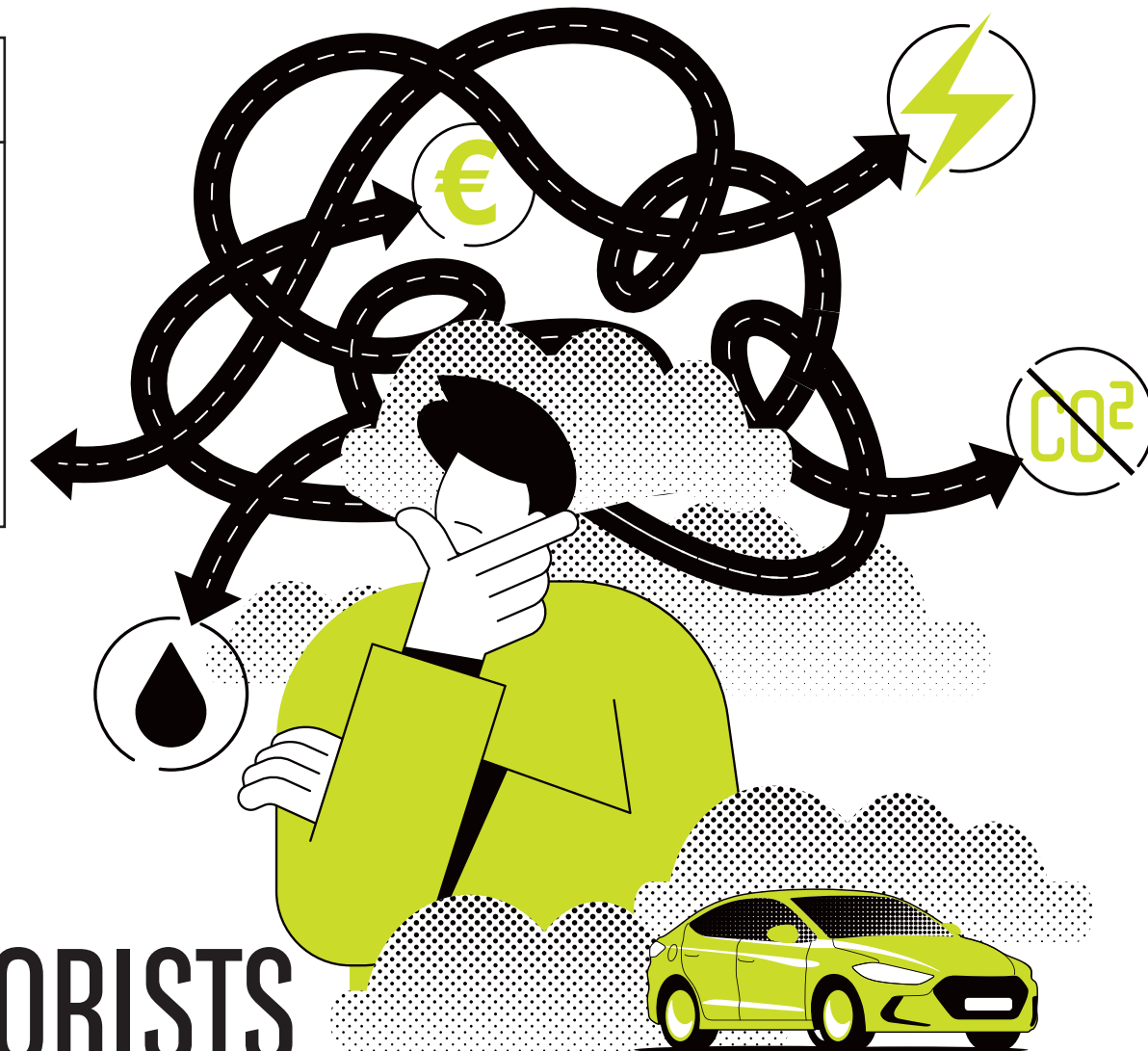


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#BNPPARIBASMOBILITY MOTORISTS ARE IN A FOG



MOTORISTS ARE IN A FOG

Regulations, energy sources, pricing

—
An international survey carried out in 16 countries



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METHODOLOGY



The economic and marketing analyses, as well as the forecasts, were performed in conjunction with the survey and consulting firm **C-Ways**, a specialist in Anticipation Marketing.

Quantitative consumer interviews were conducted by **Harris Interactive** between **28 June and 17 July 2023 in 16 countries**: Austria, Belgium, China, France, Germany, Italy, Japan, Mexico, Netherlands, Norway, Poland, Portugal, Spain, United Kingdom, United States and Turkey.

In total, **15,000** individuals were interviewed online (CAWI method). These individuals, aged 18 to 65, were drawn from national samples representative of each country. The quota method was employed to ensure that the sample was representative (gender and age). 3,000 interviews were conducted in France and 800 in each of the other countries.

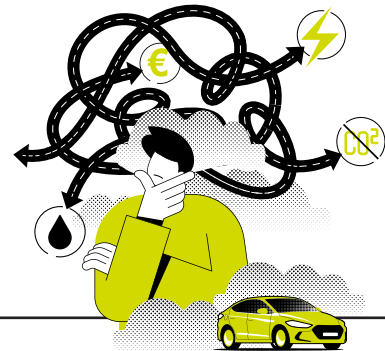
Note: the European average indicated in the charts is calculated based on the following 11 countries: Austria, Belgium, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain, United Kingdom. It therefore does not include Turkey.

Co-authored by: Luc Charbonnier and C-Ways

Editorial coordination: Patricia Bosc

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Illustrations: Altavia Cosmic, Shutterstock



Rising prices, new technologies and strong competition from Asia are currently posing enormous challenges for more than just the traditional car industry. Our study this year shows that an increasingly complex car world is also causing problems for consumers. They are literally groping in the dark.

#FinancialDilemma

In particular, the currently unpredictable development of car prices and maintenance costs is depressing the mood of drivers worldwide. The purchase of a car is seen by more and more consumers as a cost risk. The reluctance to buy is therefore high.

#TechnologicalUncertainty

The transformation to e-mobility brings further uncertainty. For the first time, electric cars are at the top of the worldwide list regarding purchase intentions. But the electric vehicle is not perceived everywhere as a savior. In Europe in particular, consumers continue to view the technology with a certain degree of skepticism.

#StrongChineseCompetition

At the same time, e-mobility is causing Chinese manufacturers to shake the European car industry's previous supremacy. China is now the undisputed world market

leader in electric vehicles and is also becoming increasingly present in Europe. According to the results of our study, the new models from the Far East score points with new functions, powerful batteries and, above all, an attractive price-performance ratio. As a result, consumers' brand loyalty to domestic models is beginning to crumble - Chinese brands are being perceived as a real purchasing option for the first time.

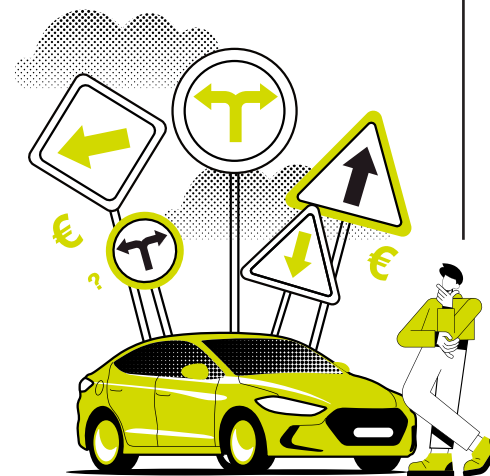
#ClarityDesired

Everything keeps changing. New things are emerging and slowly changing perceptions and attitudes in people's minds. However, our study also shows that the longing for more clarity and orientation is great among car buyers. As a financial services provider, we see this as our responsibility. With our financing solutions for all needs, we want to offer consumers the safest possible framework to try out something new. In this way, we can help drive the transformation (in the automotive market).

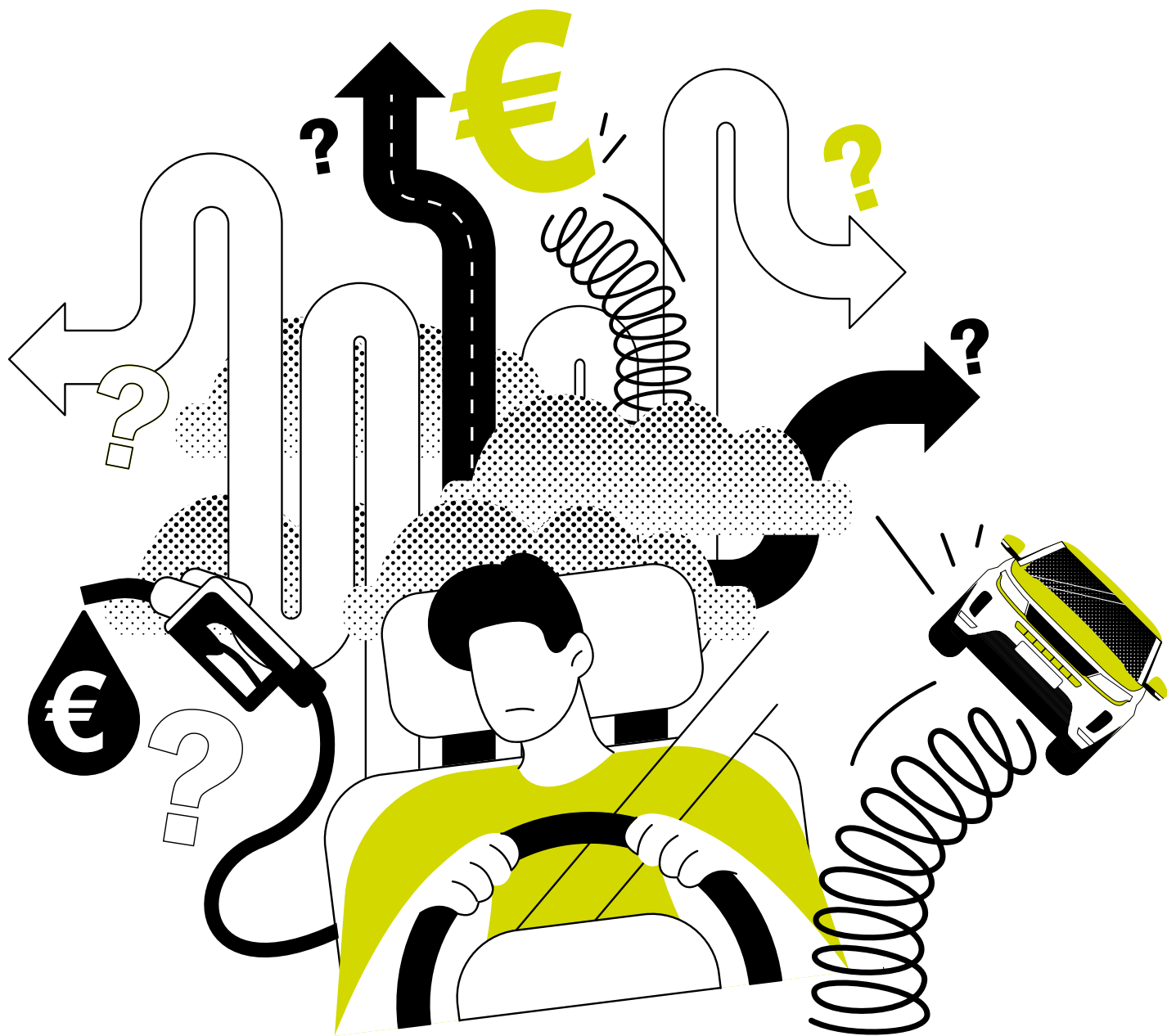
I hope you enjoy reading and wish you many interesting insights.

Michel Thebault
CEO Consors Finanz

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A SHIFTING CONTEXT THAT IS DIFFICULT TO GRASP

Like all consumer goods, car sales are heavily dependent on price, which is the main factor that future buyers take into account. As we are all aware, this is a criterion that has become even more salient and crucial in these highly inflationary times. Against this backdrop of economic and financial uncertainty, the difficulty involved in making a purchasing decision cannot be reduced to economic factors alone, and this is ultimately not a choice that can be made lightly.

Price, first and foremost

AUTOMOBILE MY DEAR

In the previous Observatoire Cetelem, entitled “Cars: whatever it takes”, we took a detailed look at the impact of price on the automotive market. Here, price was described by many as a glass ceiling, and its impact was felt both when buying and using a vehicle. As a reminder, 6 out of 10 people said that the cost of vehicles, when it came to both their purchase and their use, was too high.

“
After energy,
vehicle maintenance is
the expense hit hardest
by inflation.

BRANDS HAVE CAPITALISED

This sense that prices were too high reflected the fact that most brands had gambled on achieving high margins, to the detriment of sales volumes, which allowed them to make record profits.

Today, the price war seems to have resumed. Ever the disruptor, Tesla recently lowered the prices of its cars by several thousand euros overnight. Chinese manufacturers, including MG and BYD, are gearing up to launch entry-level models that will compete directly with the most popular European offerings. With their war chests now bolstered, some manufacturers say they are relatively confident about the upcoming battle. In the first half of the year, Stellantis posted profits of €10.9 billion, up 37% on 2022, with an operating margin of 14.4%, higher than Tesla’s and the highest of all the carmakers.

Energy costs, but that’s not all

COST INCREASES ACROSS THE BOARD

To make matters worse, inflation is still high in most countries, sitting above the acceptable level set by central banks. This has negatively impacted the economic perceptions of motorists, particularly with regard to energy costs. Almost 9 out of 10 motorists point to a rise in the price of petrol, diesel and electricity (Fig. 1). The Turks and Italians are the most vocal on this issue, while the Chinese are more measured.

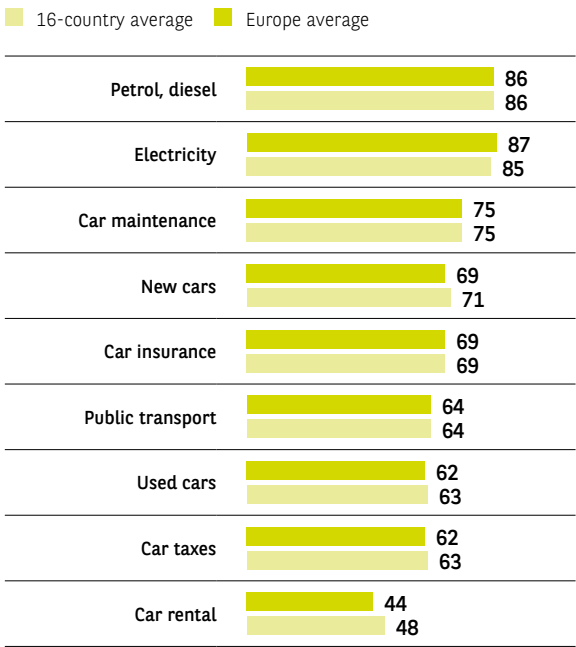
There is also a sense that running a vehicle is becoming more and more expensive, more so even than buying one. Indeed, after energy, vehicle maintenance is the expense hit hardest by inflation.

3 out of 4 respondents make this point, with the Turks and Mexicans again topping the list, while the Japanese and Norwegians are at the other end of the scale. The rising cost of new cars comes fourth in this ranking, only just ahead of the price of used cars, with 7 out of 10 people underlining this factor.

Fig. 1

Have you noticed an increase in the price of the following goods and services over the last 12 months?

Share of respondents who answered “Yes, a significant increase” or “Yes, a moderate increase”. To all respondents. In %.

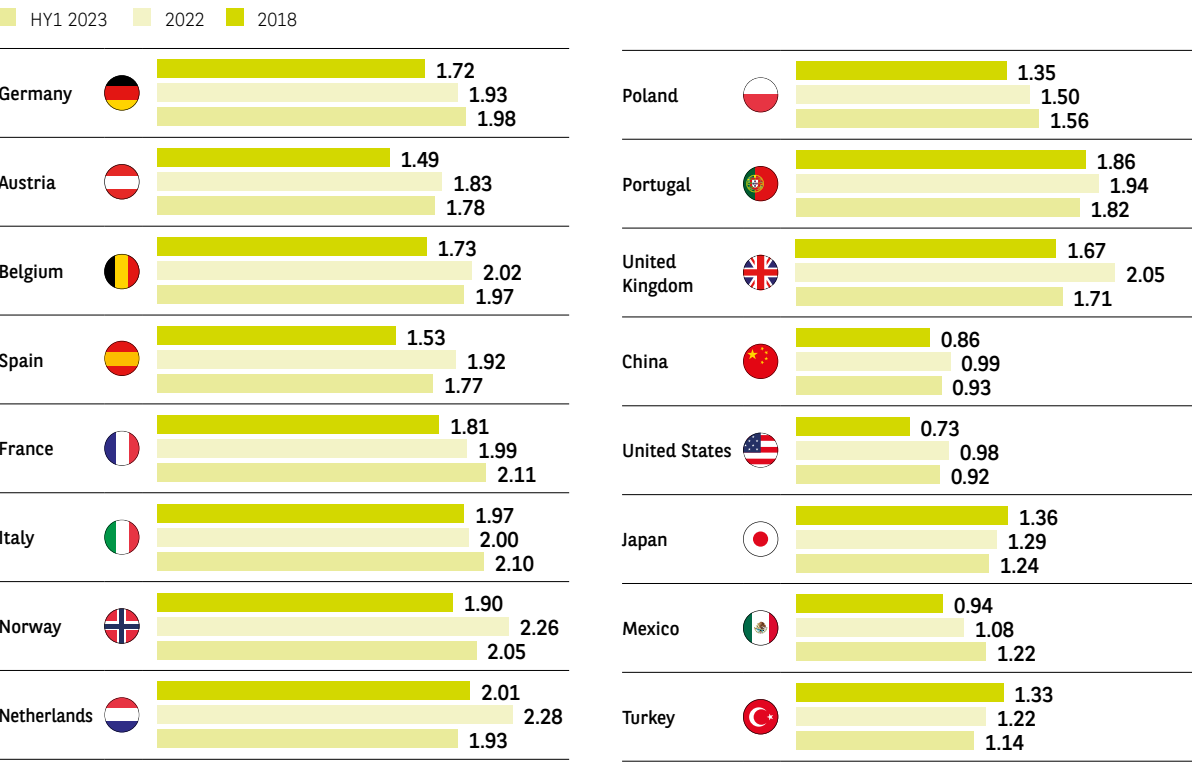


Source: L’Observatoire Cetelem de l’Automobile 2024.

ENERGY: A MAJOR EXPENSE

One of the consequences of the war in Ukraine has been the soaring price of all forms of energy, something that cannot be overlooked. The volatility of fuel itself is matched only by that of its cost, which fluctuates by its very nature, exacerbating the uncertainty felt by motorists. From one country to the next and from one year to the next, it is hard to know what to expect

Fig. 2 / Context
Price of a litre of petrol at the pump. In dollars.



Sources: Trading Economics, Europe Energy Portal, National Bureau of Statistics of China, Türkiye Petrolleri, Direcção geral de energia e geologia, Statistics Norway, RAC Motoring Services UK, US Energy Information Administration, Agency for Natural Resources and Energy, Statistics Belgium.

and therefore how to budget for fuel expenses (Fig. 2). What's more, consumers are more likely to see prices at the pump rise than to see them fall. The measures put in place to rein in costs, including in France, are often short lived and quickly fall into a state of consumer limbo, before disappearing from the economic landscape. In addition, deliberate production cuts in Saudi Arabia and Russia are pushing prices back up.

A future marked by price hikes

Price rises are not just an issue today, as these look set to continue in the future. For consumers, there is little hope of the situation improving over the next few years as far as motoring costs are concerned. However, a slight shift in opinion can be noted, with car maintenance becoming the expense about which they are most concerned when it comes to price rises. 8 out of 10 people are of this view, with the Turks and Mexicans once again being the most fearful of this possibility, while the Chinese



remain the most relaxed. It is quite paradoxical to see maintenance at the top of this list, given that we will be looking at an entirely electric automotive world in the not-too-distant future. Indeed, electric vehicles are said to have inherently lower maintenance costs. Either motorists are not fully aware of this, or this electric future does not seem to them to be quite so close (see part 3). In any case, there appears to be a certain amount of confusion on this issue.

Having been struck by recent price increases across the board, three-quarters of motorists place rising car prices as their second biggest worry. Consumers in Turkey and Mexico are again the most likely to express concern in this area, while the Chinese once more demonstrate the greatest degree of serenity. A similar proportion of people also expect an increase in the cost of fuel, with the Netherlands joining the traditionally more pessimistic countries in this respect.

Lastly, we should note that the rise in the price of used cars sits at the bottom of the ranking (Fig. 3). However, on this question, the French share the concerns of the Turks and Mexicans, albeit to a more moderate degree.

Fig. 3

Do you believe that the following goods and services will see their prices rise, fall or remain stable over the next five years?

Share of respondents who answered “Yes, a significant increase” or “Yes, a moderate increase”. To all respondents. In %.



Source: L’Observatoire Cetelem de l’Automobile 2024.

Buying a car: a difficult decision

Against this backdrop of economic and financial instability, the question of whether or not to buy a car is not an easy one to answer. Nearly 6 out of 10 people say that it is a difficult or very difficult decision (Fig. 4). This view is held particularly strongly in Turkey, where almost 8 out of 10 people are in a state of uncertainty. The Portuguese and Belgians are the next most likely to find themselves in the same quandary.

Conversely, the Chinese are by far the least likely to be wracked by doubt on this matter, with three-quarters of motorists believing that making the decision to buy a car is easy. A majority of people in the USA, Norway and the UK also share this belief. Yet in many countries, this decision is not an easy one to make.

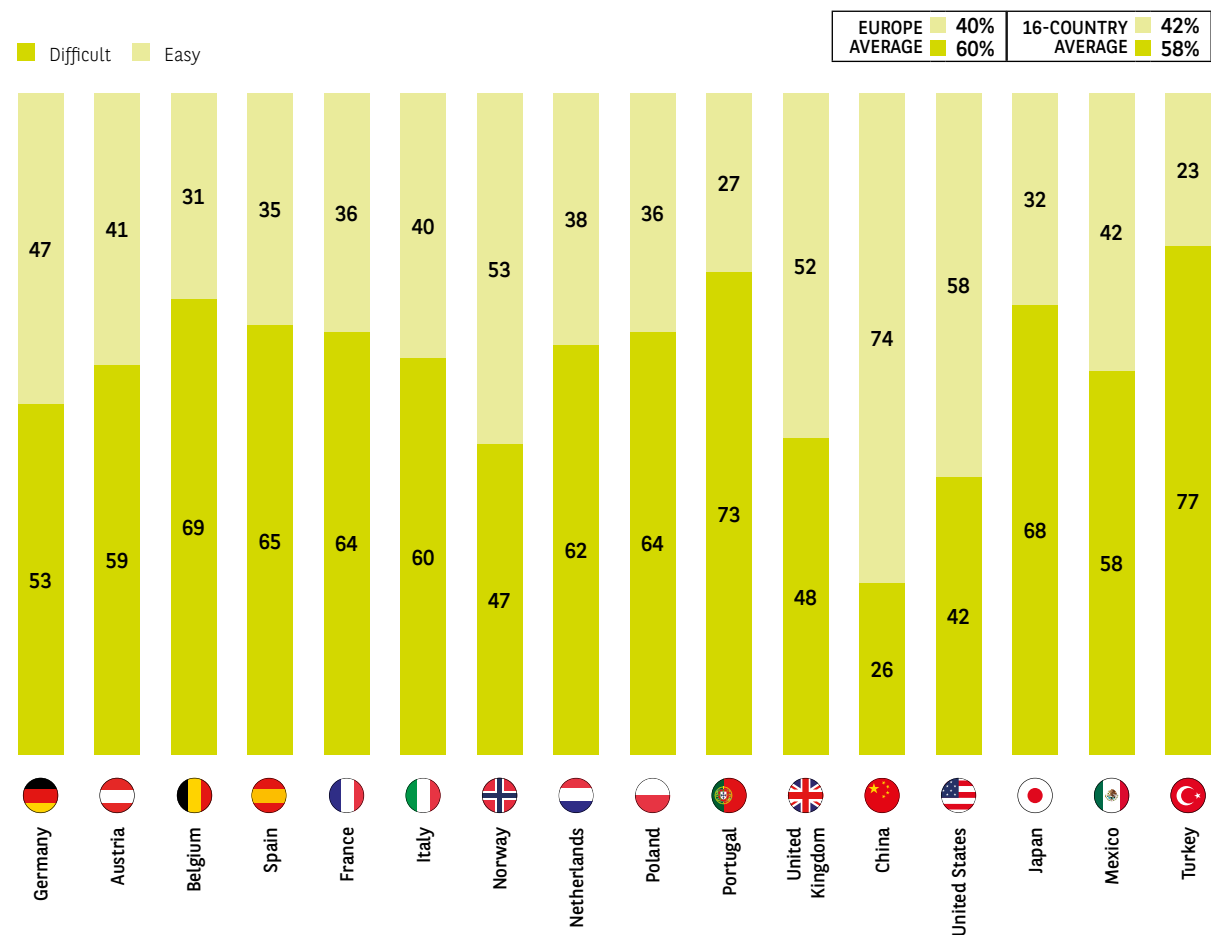
Beyond the issue of price, which remains the main factor when deciding to make a purchase, this latest edition of the L’Observatoire Cetelem looks at the reasons why motorists may be unsure, hesitant or even sceptical about the merits of buying a new car.

“
For 6 out of 10 people
the decision to buy a car
is a difficult one.

Fig. 4

Today, do you feel that buying a car is an easy or a difficult decision?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE ESSENTIAL

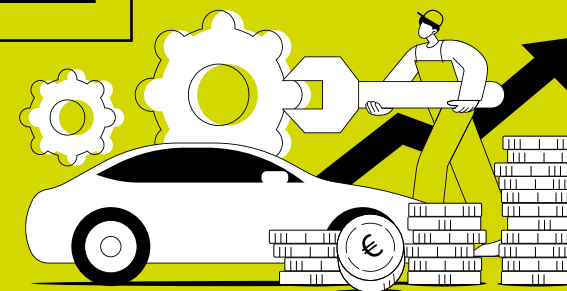
6 OUT OF 10 PEOPLE

believe that it is difficult to buy a car



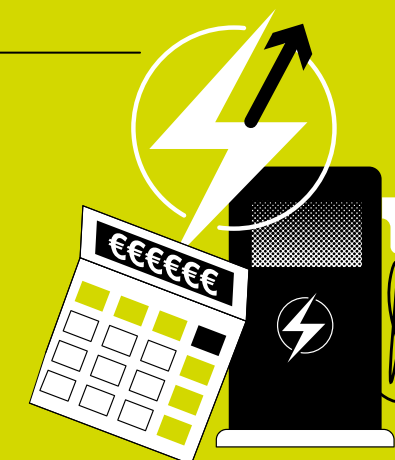
8 OUT OF 10 PEOPLE

fear that car maintenance costs will rise in the future



76%

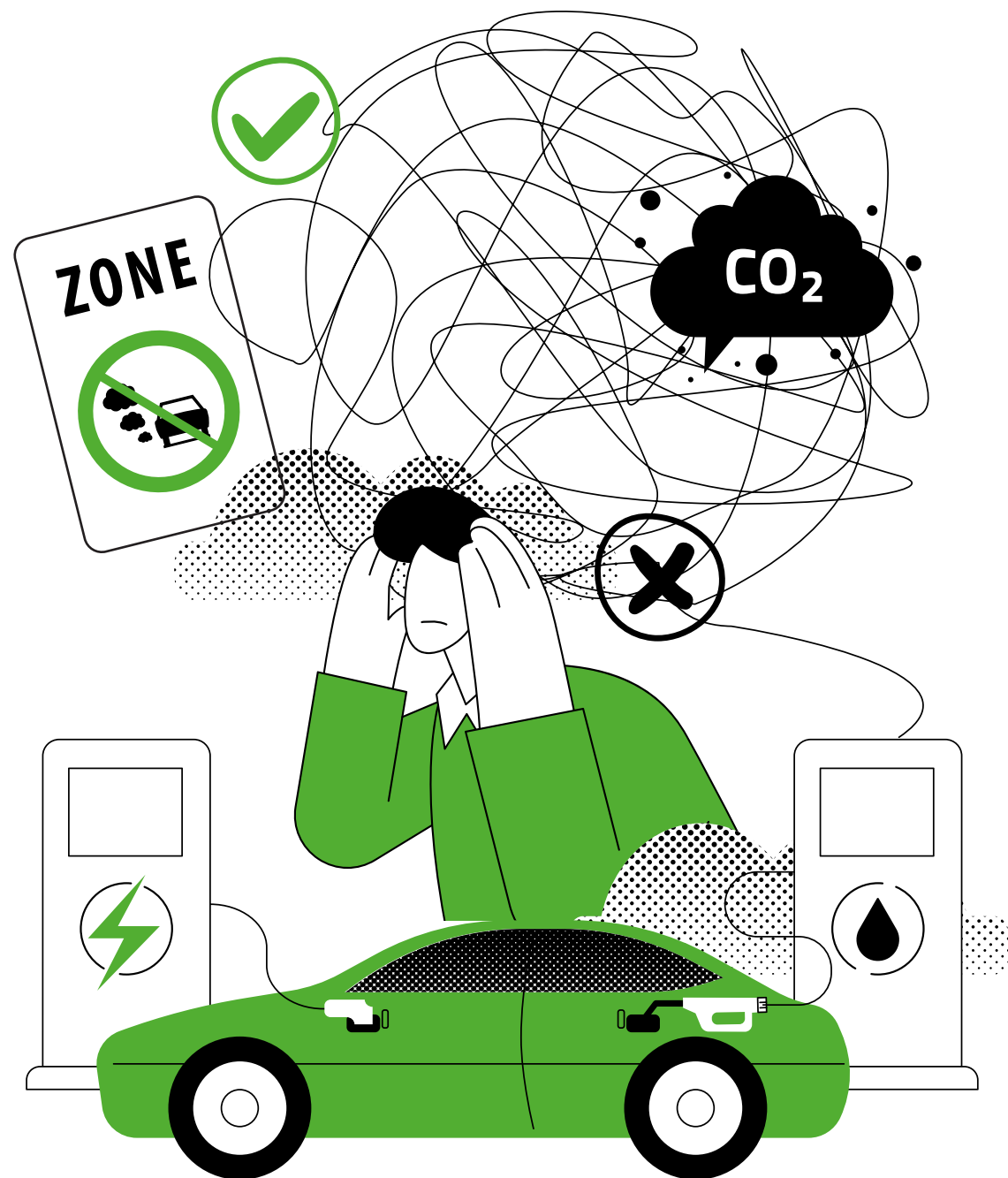
OF MOTORISTS EXPECT NEW-CAR PRICES TO RISE IN THE FUTURE



4 OUT OF 10 MOTORISTS

BELIEVE THAT THE POTENTIAL FOR ENERGY COSTS TO RISE IS A BARRIER TO MAKING A PURCHASE





A BLURRING OF THE LINES

2

The fog in which we find ourselves is materialised not just by a total lack of visibility regarding the future, but also by our struggle to comprehend what we are presented with. This is starkly reflected in the opinions of those surveyed as part of this latest Observatoire Cetelem. Whether it be information about the automotive industry, restricted traffic zones or engine regulations, their views highlight the lack of clarity, the complexity and the volatility surrounding these issues. The result is the emergence from this general haze of a strong sense of injustice.

Vague information is hampering decision making

PRICES, REGULATIONS AND BRANDS: THREE TOPICS ON WHICH INFORMATION IS LACKING

A glittering symbol of the American way of life, an iconic product in Europe's more established nations and an indicator of development in Asian countries, China in particular, the automobile is a topic of huge importance in social and economic spheres. Whether we are "pro" or "anti", everyone has an opinion on cars, a topic that seems to trigger contrasting emotions like no other. However, the certainty that cars will remain omnipotent and omnipresent partially masks a relative dearth of information, making it difficult for motorists to make informed choices.

Paradoxically, information does not appear to circulate best where one would expect it to. Generally speaking, Europeans display a lack of knowledge on most topics. Japan, in particular, suffers from a far more opaque information environment than all the other countries in this Observatoire Cetelem, with scores that consistently exceed 70%. Also worth noting is that women, seniors and those on the lowest incomes are more likely to declare that they are poorly informed.

More specifically, 1 in 2 people cite a lack of information regarding new regulations on engine types and traffic restrictions. This confusion is particularly acute in Japan, of course, but also in Norway. Conversely, the Italians, as well as the Chinese and the Spanish, believe they are well informed on this issue.

In second place, information about the newest brands is inadequate in the eyes of 48% of respondents. Japan once again, but also Norway, Poland and Austria, all post above-average results. Once more, the Italians, together with the Americans, Mexicans, Turks and Chinese believe themselves to be more erudite on such matters.

An almost equal proportion of motorists feel that they do not have all the information they need regarding price trends (45%). The usual quartet comprising the Americans, Chinese, Turks and Mexicans express this view most vehemently, contrary to the Japanese, Norwegians, Poles and French.

If we had to illustrate the fog in which motorists currently find themselves, we would put forward their level of awareness of regulations, brands and prices as tangible evidence. We will be broaching each of these topics in greater detail later on.

While still somewhat vague, information regarding technology as a whole seems to be communicated more effectively. Only 4 out of 10 people consider themselves to be poorly informed on this topic. There are as many Japanese consumers who are of this view as there are Chinese and Mexicans who believe the opposite (**Fig. 5**).



Fig. 5

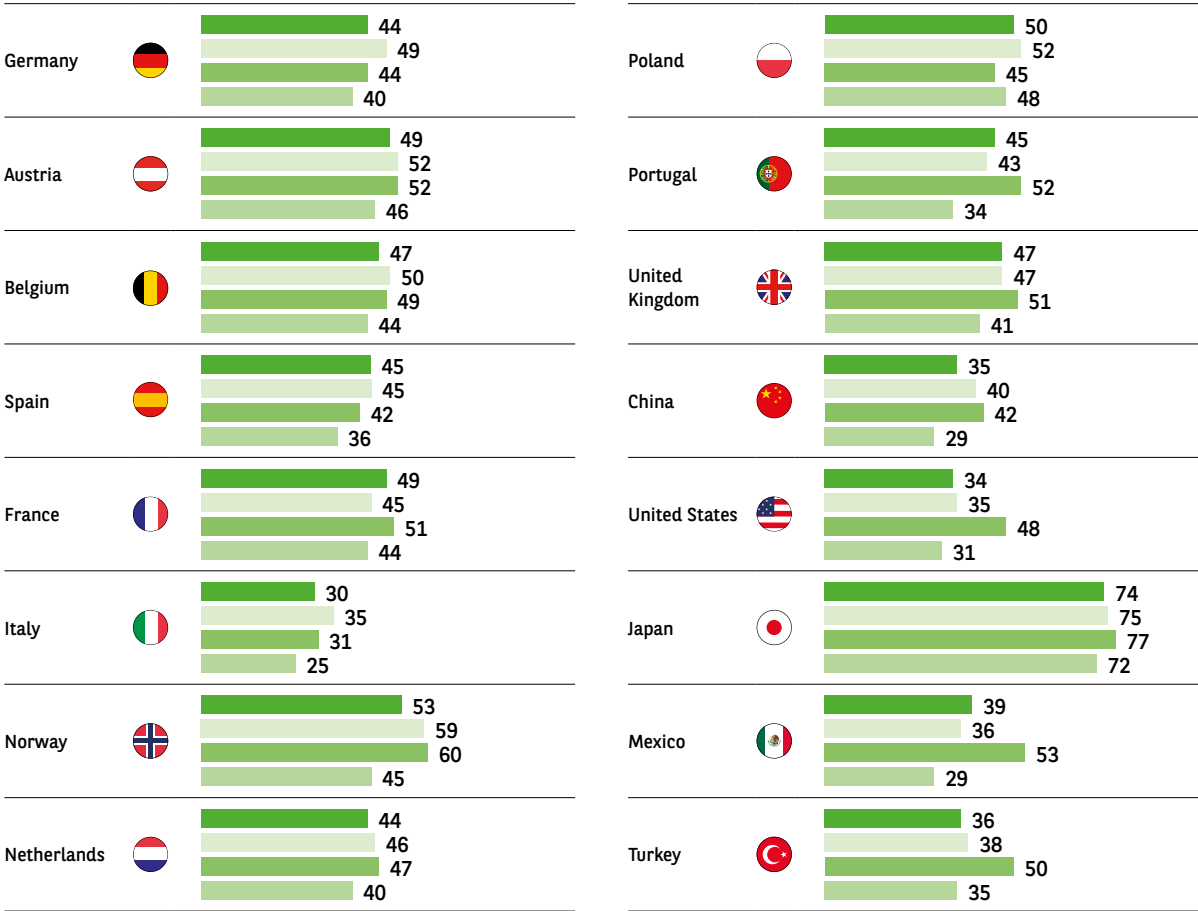
How well informed are you on each of the following automotive topics?

Share of respondents who replied “Not sufficiently well informed”.

To all respondents. In %.

- Price trends
- New brands
- New regulations (bans on internal combustion vehicles in some regions of the world and traffic restrictions)
- New technologies (energy sources, connected vehicles)

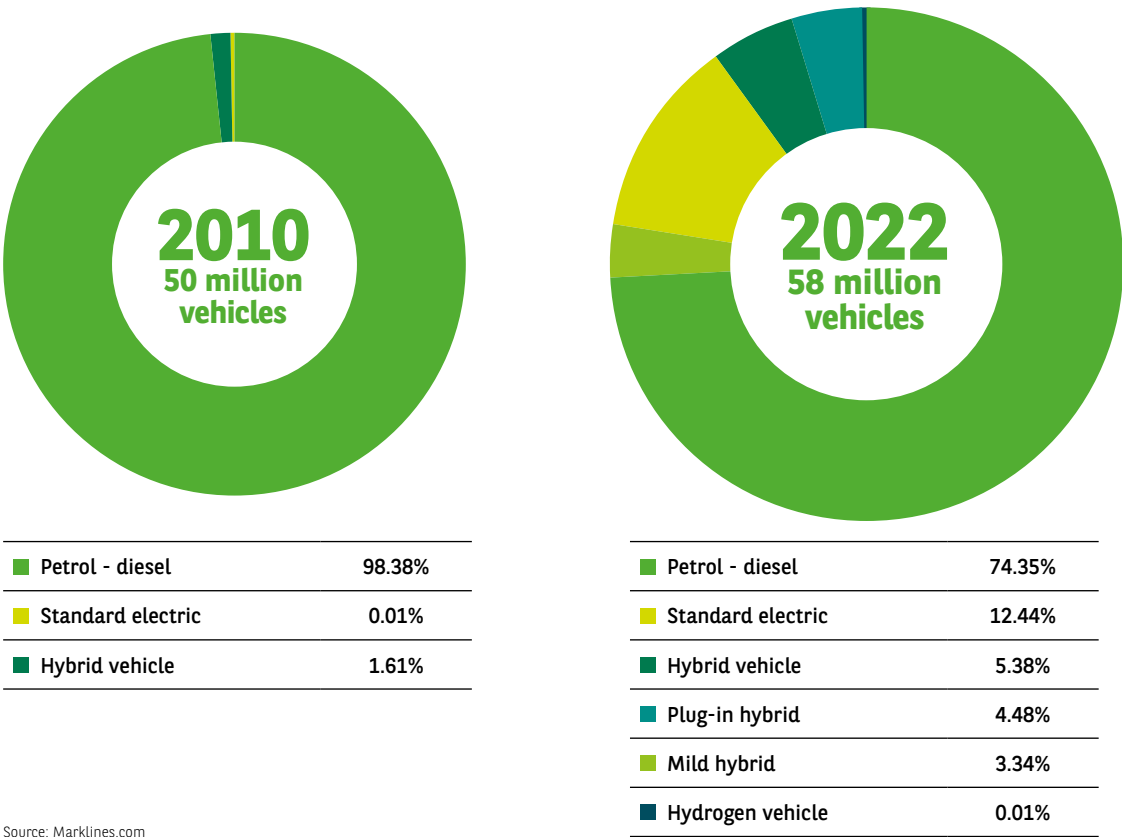
	45%	45%
EUROPE AVERAGE	48%	47%
	48%	50%
	40%	40%



Source: L'Observatoire Cetelem de l'Automobile 2024.

Fig. 6 / Context

Breakdown of global annual sales of passenger cars by energy source



Source: Marklines.com

A GROWING VARIETY OF POWERTRAINS

There was a time when the automotive world was simple and split into two camps, with petrol fans on one side and diesel fans on the other. In 2010, these two engine types accounted for 90% of sales. Thirteen years on, with overall sales having increased by almost 20%, everything has become

more complicated. With electric, fully hybrid and plug-in hybrid vehicles, not to mention biofuel and hydrogen power, whose presence is current limited but which could emerge in the long term, the variety of powertrains has expanded to the point that it is now much more difficult for motorists to make the right choice (Fig. 6).

Motorists face diverse and complex regulations



With the introduction of these LEZs, motorists are now faced with a shifting reality, a kind of regulatory chameleon.

LEZS: CONFUSION REIGNS

With ZFEs in France (Zone à Faibles Émissions), ZTLs in Italy (Zona Traffico Limitato), LEZs (Low Emission Zones) and ULEZs (Ultra Low Emission Zones) in the UK, or even ZEZs (Zero Emission Zones), all kinds of acronyms are now fighting it out to describe the same reality. These are urban areas to which access is granted only to the least polluting vehicles, according to criteria defined by the government, in the aim of improving air quality and public health. Regardless of the name they are given, they differ from RTZs (Restricted Traffic Zones), which are not contingent on pollutant emissions. Sweden was a pioneer in this field in the late 1990s and other European countries later followed suit.

With the introduction of these LEZs, motorists are now faced with a shifting reality, a kind of regulatory chameleon that is constantly adapting to its environment. The underlying principles and implementation of LEZs vary greatly from country to country. What's more, regulations within a country can differ from one city to the next and at any time.

Out of all the countries covered by this survey, only four have not yet set up LEZs: China (only applicable to heavy goods vehicles), the United States (one such zone is being trialled in Santa Monica, California), Turkey and Mexico (where projects are under discussion).

LEZS, FOLLOW THE GUIDE!

NORWAY: three zones, in Bergen, Kristiansand and Oslo. Toll rates are calculated based on each vehicle's pollutant emissions.

NETHERLANDS: low-emission zones target diesel vehicles only. The rules are enforced by cameras and by the police.

PORTUGAL: the Lisbon area is divided into two zones, one where the minimum requirement is Euro 2 and the other where it is Euro 3.

UNITED KINGDOM: 22 low-emission zones in the United Kingdom, with varying requirements and timetables.

GERMANY: 82 environmental zones in Germany, with different rules and timetables.

SPAIN: the "Distintivo Ambiental" environmental badge must be affixed to the windcreens of Spanish and foreign vehicles if they wish to enter such zones.

FRANCE: a Crit'Air sticker, of which there are six different categories, is required for French or foreign vehicles to enter LEZs.

ITALY: there are several zones in Italy, with requirements and timetables that differ from region to region, and even from one city to the next.

BELGIUM: Antwerp and Brussels city centres are designated environmental zones.

JAPAN: five prefectures have introduced a low-emissions policy, resulting in a ban on high-polluting diesel lorries and buses entering certain zones.

TECHNICAL REGULATIONS: AN EU MEASURE THAT HAS CREATED A FOG

When it comes to engine regulations, a strong technical background is needed to keep up with all the subtleties. While these requirements have naturally evolved in step with scientific knowledge, manufacturers have also applied as much pressure as possible to delay their implementation or steer them in their preferred direction, as illustrated by the so-called Ferrari

amendment* to EU regulations, which was recently adopted. Others have chosen to bend the rules, or even circumnavigate them entirely in the case of Volkswagen.

A quick glance at these European examples is enough to realise the complexity facing motorists.

*This amendment passed by the European Parliament gives manufacturers of ultra-luxury cars additional time to go all-electric and reduce their CO₂ emissions

EUROS VISION, NAME THAT TUNE!

Euro 1: vehicles are only tested for hydrocarbons, nitrogen oxides and particulates in the case of diesel engines. Switch to unleaded petrol.

Euro 2: reduction of carbon monoxide and the unburnt hydrocarbons + nitrogen oxide combination. Catalytic converters mandatory on diesel engines.

Euro 3: warm-up period removed from the test procedure. Splits hydrocarbon and nitrogen oxide limits. Applies NOx limits to diesels for the first time.

Euro 5: diesel vehicles are subject to a new limit on particulate emissions. Emission of the equivalent of one grain of sand per kilometre travelled. Introduction of particle filters for new diesel vehicles.

Euro 6: exhaust gas recirculation. A portion of these gases is mixed with the intake air to lower the combustion temperature.

Euro 6a / 6b: limits on NOx gas emissions. Selective catalytic reduction, in which a liquid reducing agent is injected through a catalyst into the exhaust of a diesel vehicle.

Euro 7: vehicles are required to remain compliant for longer. Brakes and tyres are taken into account in limiting particulate emissions from combustion and electric vehicles.

MOTORISTS APPARENTLY UNDERSTAND THIS WELL

Faced with this regulatory jungle, the clear-sightedness of motorists can only be applauded. 6 out of 10 respondents consider them to be a decent solution to current problems. The Turks, Mexicans and Chinese are once again the most likely to display this level of understanding, along with the Spanish, Portuguese and Italians (around 80%). Conversely, the Japanese sharply disagree on this point (72% do not understand). In fact, Japan is the only country, along with Norway, where negative views outweigh positive opinion. In France, the “yes” camp achieves a slim majority.

An almost identical proportion of motorists also feel that they understand what is prohibited and what is permitted. On this question, a largely similar geographical split is apparent, although the Portuguese seem slightly less convinced. Once again, the Japanese are by far the most likely to express confusion (75%).

Above all, however, just over 7 out of 10 respondents understand the reasons behind these regulations, with the Mexicans and Turks again emerging as the undisputed champions of regulatory intelligence while the Japanese remain stubbornly entrenched at the foot of the ranking. It should be noted here that Japan is the only country where a majority of people claim not to understand anything (**Fig. 7**).



Rural dwellers are also less convinced than urbanites when it comes to the effectiveness of these measures in solving environmental problems.

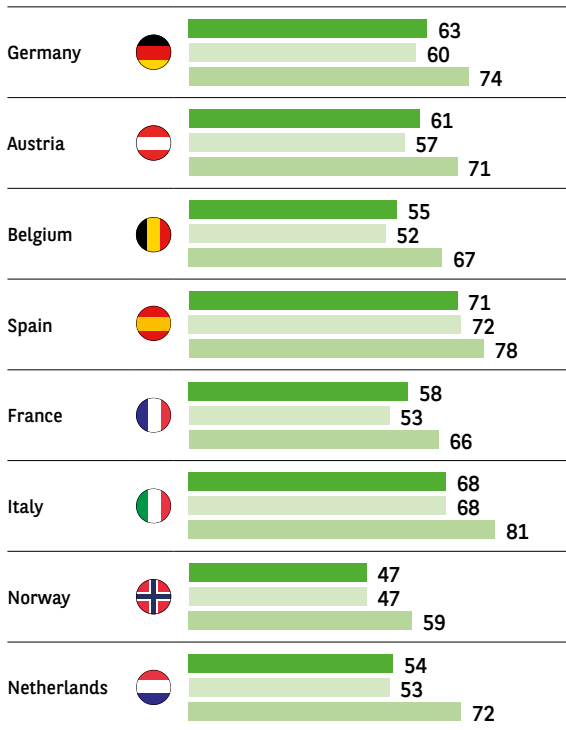
So, is a comprehensive understanding of these complex measures relating to traffic and engine types enough for them to be accepted wholesale? Not especially, because the reasons behind the concerns and worries of motorists are not confined to the regulatory framework they inhabit.

Fig. 7

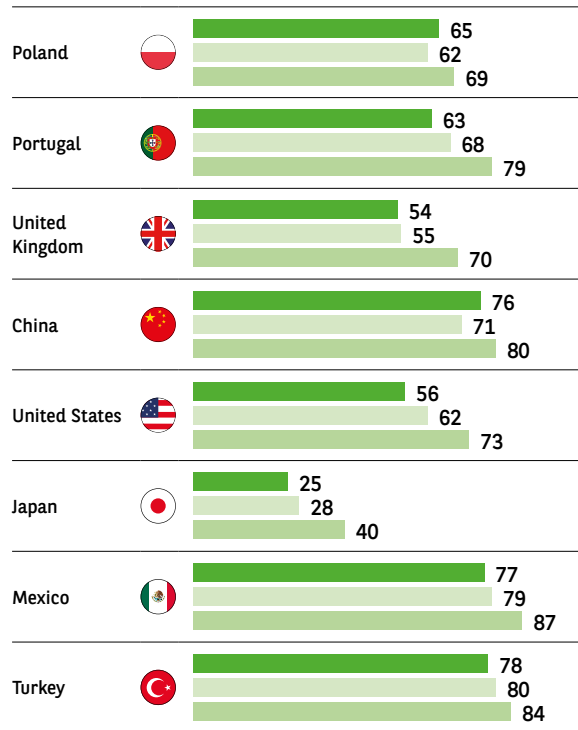
Do you feel that you understand these regulations well (restricted zones set up to improve air quality, LEZs / bans on the sale of internal combustion vehicles)?

Share of respondents who answered “YES”. To all respondents. In %.

What is prohibited and what is permitted under these regulations
How do these regulations help to address current problems?
The reasons behind these regulations



EUROPE AVERAGE 60% 59% 71%
16-COUNTRY AVERAGE 61% 60% 72%



Source: L'Observatoire Cetelem de l'Automobile 2024.

LEZs: an overarching sense of injustice

INFORMATION IS OFTEN POORLY UNDERSTOOD

Indeed, the reality of people’s level of understanding is more complex and offers contrasting lessons when studied in detail.

On the subject of LEZs, while more than 7 out of 10 people are aware of their existence, only a third know exactly what they are. That’s almost the same as the proportion of people who are completely ignorant of their meaning. This split into three almost equal blocs underlines the uncertainty that surrounds these regulations, with their shifting names and definitions. LEZ is a term full of significance... but what does it actually mean? Well, that’s precisely the problem.

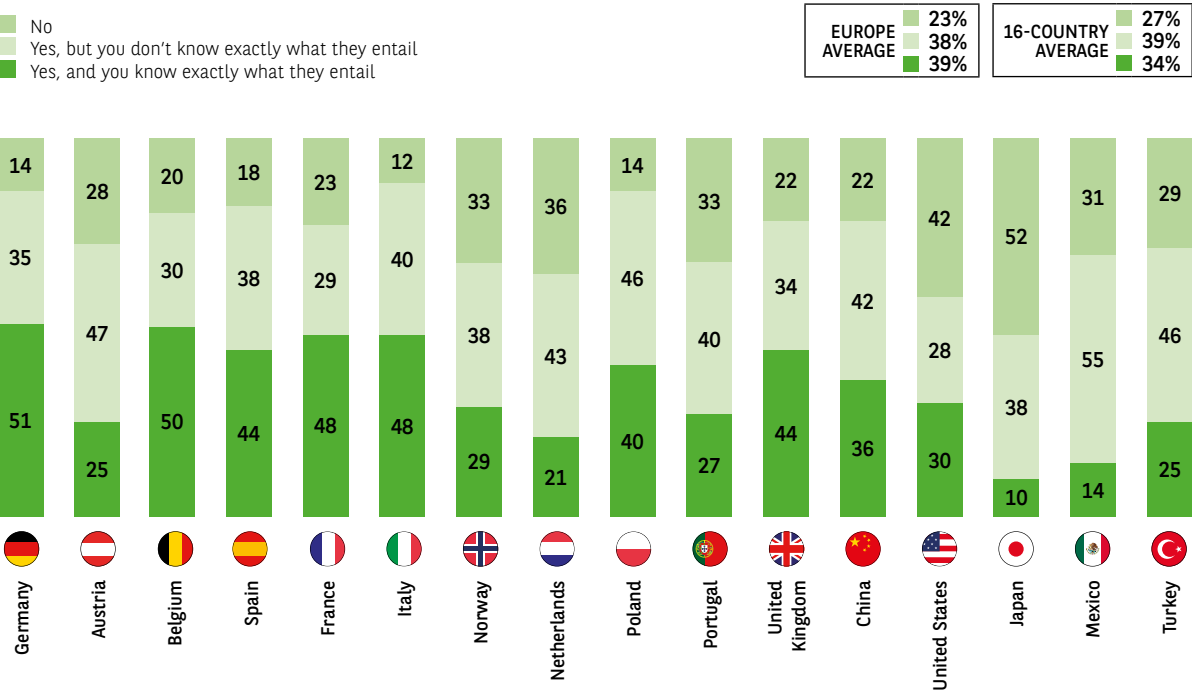
An examination of the geographical breakdown of the opinions gathered reveals a relative reversal of the trends that had prevailed up until now. Today, most of the European countries surveyed, particularly those where LEZs are in place, rank highly when it comes to the proportion of motorists with specific awareness of their existence. This is particularly true for Germany, Belgium, Italy and France, which post scores of 50% or close to it. Meanwhile, in Mexico and Turkey (which are not affected by these measures), but also in the Netherlands and Austria, the level of knowledge regarding LEZs is low. For instance, only 14% of Mexicans claim to understand what they entail. Once again, Japan stands out. Only 10% of Japanese respondents have precise knowledge of these zones, while more than half plead complete ignorance, making them the only population for which this is the case (Fig. 8).

“
When it comes to LEZs, only 1 in 3 people know exactly what they are.

Fig. 8

Were you aware of the existence of these regulations around the world (LEZs)?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

NEGATIVE RESPONSES

However, an individual's relative familiarity with LEZs does not mean that they will agree with them in practice.

It is true that 66% of those surveyed believe them to be a positive measure. But the countries in which LEZs are widespread and have been established the longest are home to the highest proportion of

naysayers, which include more than half of French and Belgian respondents. Conversely, almost half of the Turks and Mexicans surveyed strongly agree with the concept, whereas the smallest proportion of individuals who have a clear opinion on the topic can also be found in Turkey and Mexico, a sign of the level of interest in these measures in two countries where LEZs do not yet exist.

So, are these measures viewed positively? Not especially, if we are to believe a set of results that cast LEZs in a highly negative light and reflect suspicion, if not a complete rejection. First and foremost, 8 out of 10 people consider such measures to be unfair to low-income households, once again underlining the importance of financial aspects when it comes to motoring. As if to echo the Yellow Vests crisis, which was born out of a political decision that affected people's cars and wallets alike, the French are the most likely to condemn the financial impact of LEZs (85%).

The second biggest source of criticism is the speed with which such measures are implemented. 7 out of 10 people feel that the timetable is too strict. On this topic, the Belgians and the French are the most critical.

Paradoxically, while LEZs are considered fair from a conceptual perspective, they are also deemed insufficient. Once again, we find the Turks at the top of the ranking (85%), followed most closely by the Chinese and Italians. In the neighbouring countries of the Netherlands and Belgium, this opinion is only half as common.

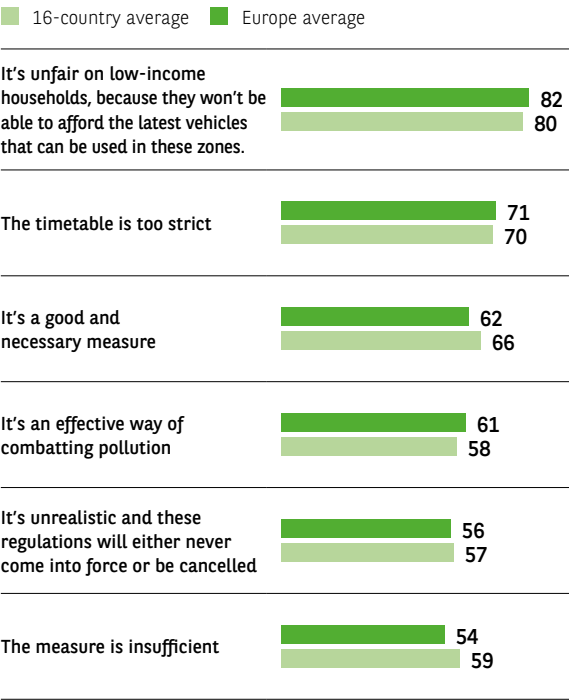
The measures are considered insufficient and therefore ineffective in fighting pollution. Nearly 6 out of 10 people are of this belief. Once again, the European countries surveyed, led by Germany and France, stand as one in sharing this opinion, while China and Japan are also united for once, with a majority believing that LEZs are effective.

Finally, almost 6 out of 10 people go as far as to say that LEZs are unrealistic and that they hope they will never see the light of day. This is a viewpoint held by a majority of respondents in all countries, even those in which they have been a reality for some time now (Fig. 9).

Fig. 9

Do you agree or disagree with each of the following statements regarding the restricted zones set up to improve air quality (LEZs)?

Share of respondents who answered "Strongly agree" or "Somewhat agree". In %.



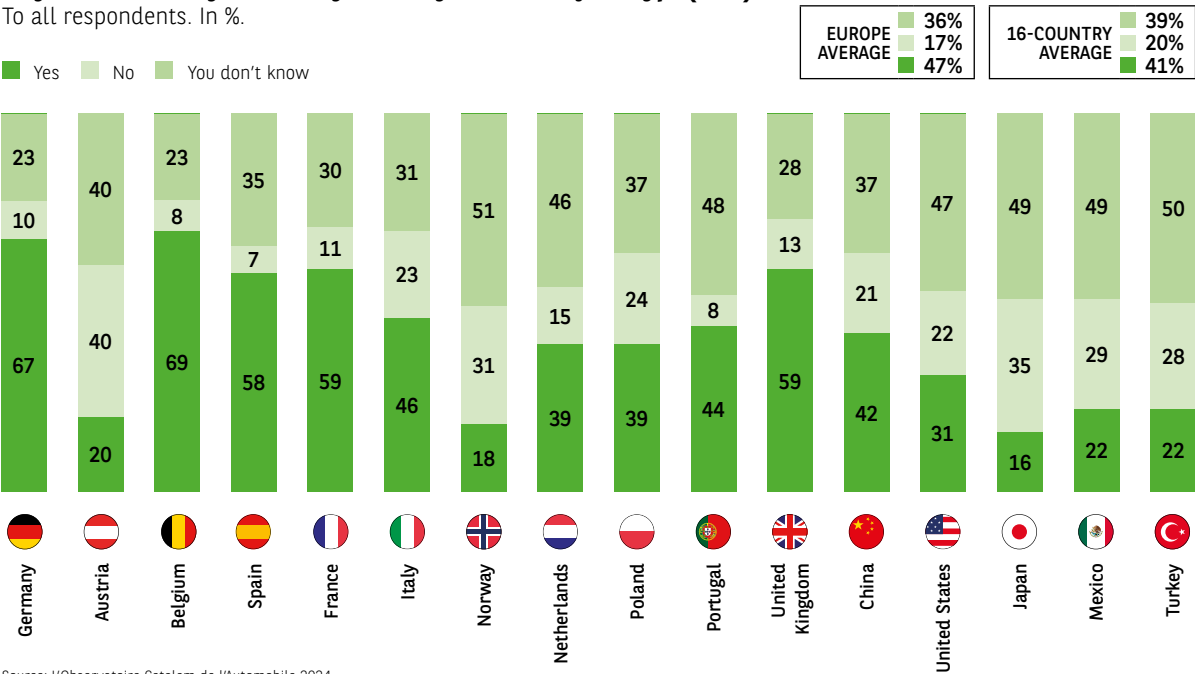
Source: L'Observatoire Cetelem de l'Automobile 2024.

LEZS, A MATTER FOR THE PRESENT OR THE FUTURE?

But do motorists think that these LEZs actually exist? Here again, motorists are slightly mystified. Only 4 out of 10 respondents say that they are in place in their country. But a sense of reason prevails. The highest scores can be observed in Germany, Belgium, the United Kingdom and France, all of which have introduced LEZs or are planning to do so. And where do negative answers account for the majority? In Japan, of course (Fig. 10).

Fig. 10

Do you believe that your country currently has zones of this type (LEZs)? To all respondents. In %.

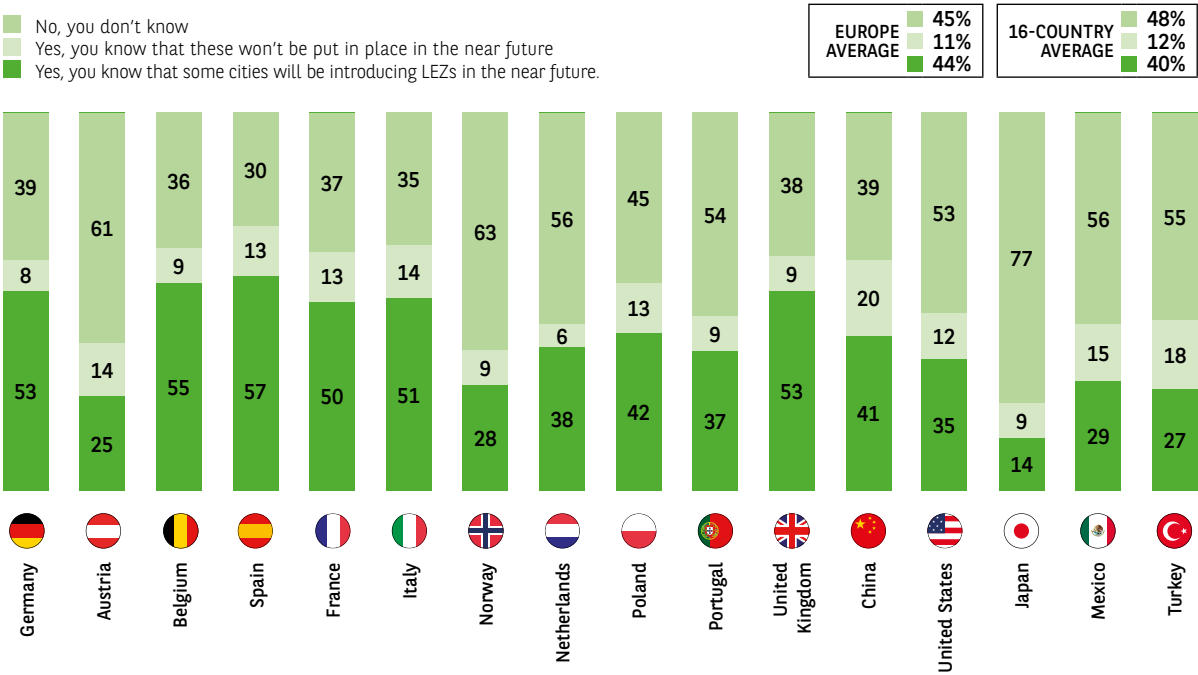


Source: L'Observatoire Cetelem de l'Automobile 2024.

Things are even more opaque when it comes to predicting the future. 1 in 2 motorists do not know whether LEZs will be put in place in their country. In half the countries surveyed, the proportion of people who admit that they do not know actually exceeds 50%, with the Norwegians, the Austrians and, once more, the Japanese pleading ignorance regarding future LEZs. Much like previously, the more established European countries are home to the highest proportions of respondents who state that the future of LEZs is written (Fig. 11).

Fig. 11

Do you know whether your country has any plans for such zones (LEZs) in the near future? To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

Both of these points only serve to highlight the genuine scepticism of motorists, who sometimes flirt with reality denial by refusing to believe in the possibility of implementing measures that are already in place in their country. Alternatively, this could be viewed as a blinkered and selfish stance: "they don't exist because they don't affect me".

“ 1 in 2 motorists do not know whether LEZs will be put in place in their country. ”

DRIVING IN LEZS IS POSSIBLE

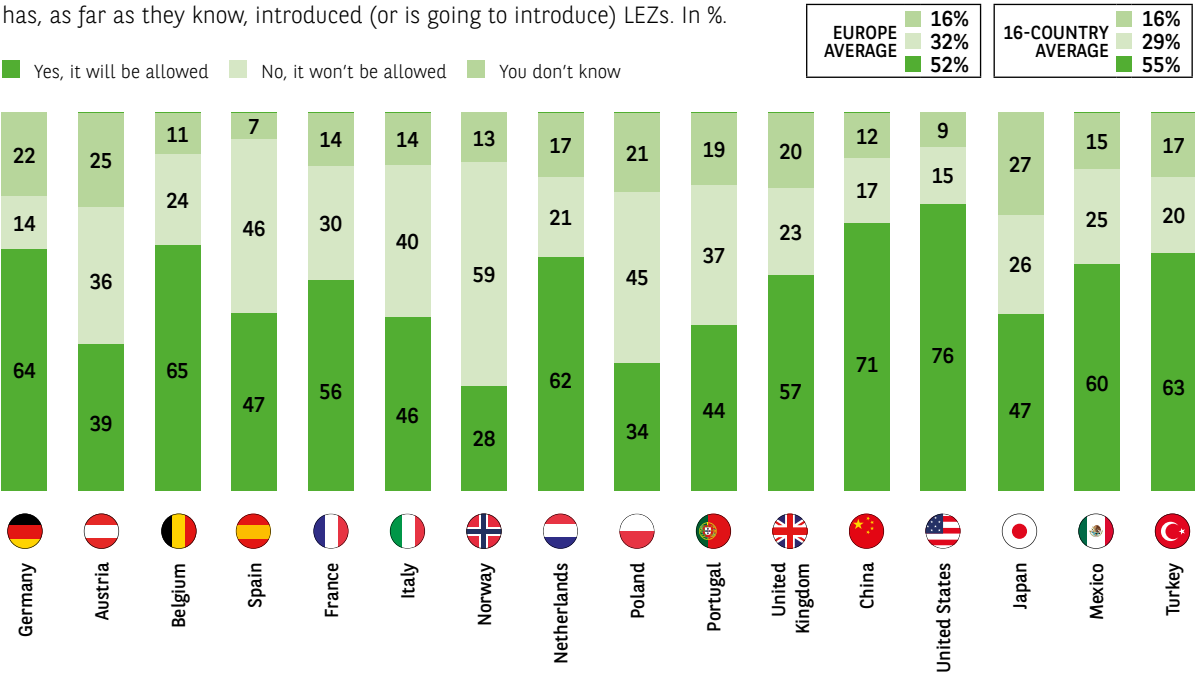
Whether or not LEZs are in place, a narrow majority of respondents (55%) are confident that their vehicle will be able to enter these zones. But on this topic, the blocs of opinion formed previously fragment. For once, China and the USA are united in stating this most confidently, followed by Belgium and Germany. Surprisingly, in the highly electrified

country of Norway, 6 out of 10 respondents believe that their vehicle will be excluded from LEZs. This score is head and shoulders above the rest. More astonishing still, 10% of those who own an electric vehicle do not know whether they will be able to drive it in LEZs (Fig. 12).

Fig. 12 As far as you know, will your current vehicle be allowed into these zones (LEZs) in the near future?

To those who have at least one car in their household and whose country has, as far as they know, introduced (or is going to introduce) LEZs. In %.

Yes, it will be allowed No, it won't be allowed You don't know



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE BIGGER, THE BETTER

Its dimensions are gargantuan: 4.90 m long, 1.93 m wide, over 2 m high.

Its 6-cylinder engine produces 285 bhp in its petrol version and 249 bhp in its diesel version. It consumes 14 litres of fuel per 100 km and emits 336 grams of CO₂ per kilometre.

And yet it will be able to enter France's LEZs, with a Crit'Air 1 sticker for the petrol version and a Crit'Air 2 sticker for the diesel. We are talking about the Ineos Grenadier 4x4.

A CAPACITY TO ADAPT

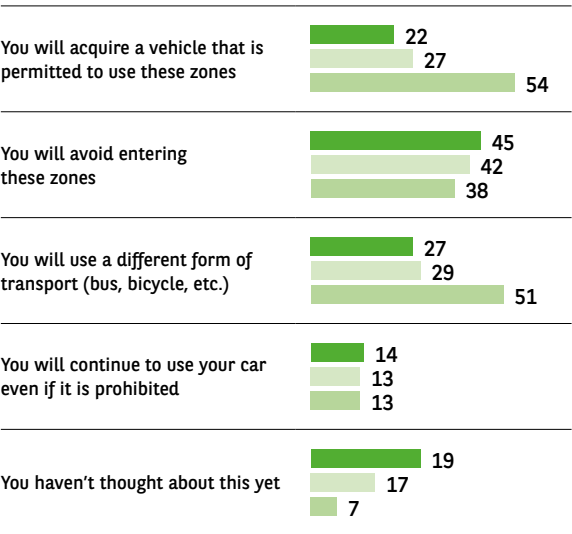
Faced with the possibility that they will not be able to drive in these zones, motorists are organising themselves in a very pragmatic and flexible way. In China, the emphasis is on finding strategies to avoid or bypass LEZs, both literally and figuratively. More than 1 in 2 Chinese respondents would buy an authorised vehicle or switch to soft mobility. On average, around 30% of those surveyed are in favour of these two solutions. The Turks and Mexicans, and to a lesser extent the Italians, also favour the former. The latter is most popular in Mexico, but also in Japan. Both options are preferred by a majority of women and seniors.

Fig. 13

If such zones were introduced near you, which would be your preferred solutions?

To those who think that their vehicle will not be allowed in LEZs or do not know. Select one or more answers. In %.

China 16-country average Europe average



Source: L'Observatoire Cetelem de l'Automobile 2024.

The French spirit of opposition (and resistance) is alive and well. 1 in 2 will continue to drive their banned vehicle in LEZs. This rebellious attitude is shared by the Germans.

It should also be noted that only a quarter of those surveyed would consider replacing their vehicle (Fig. 13).

Technical regulations that are indeed very technical

LACK OF KNOWLEDGE IS GEOGRAPHICALLY DEPENDENT

As we have already seen, confusion and scepticism reign on the topic of LEZs, regarding both their existence and their implications. The same is true of engine regulations and possibly even more so.

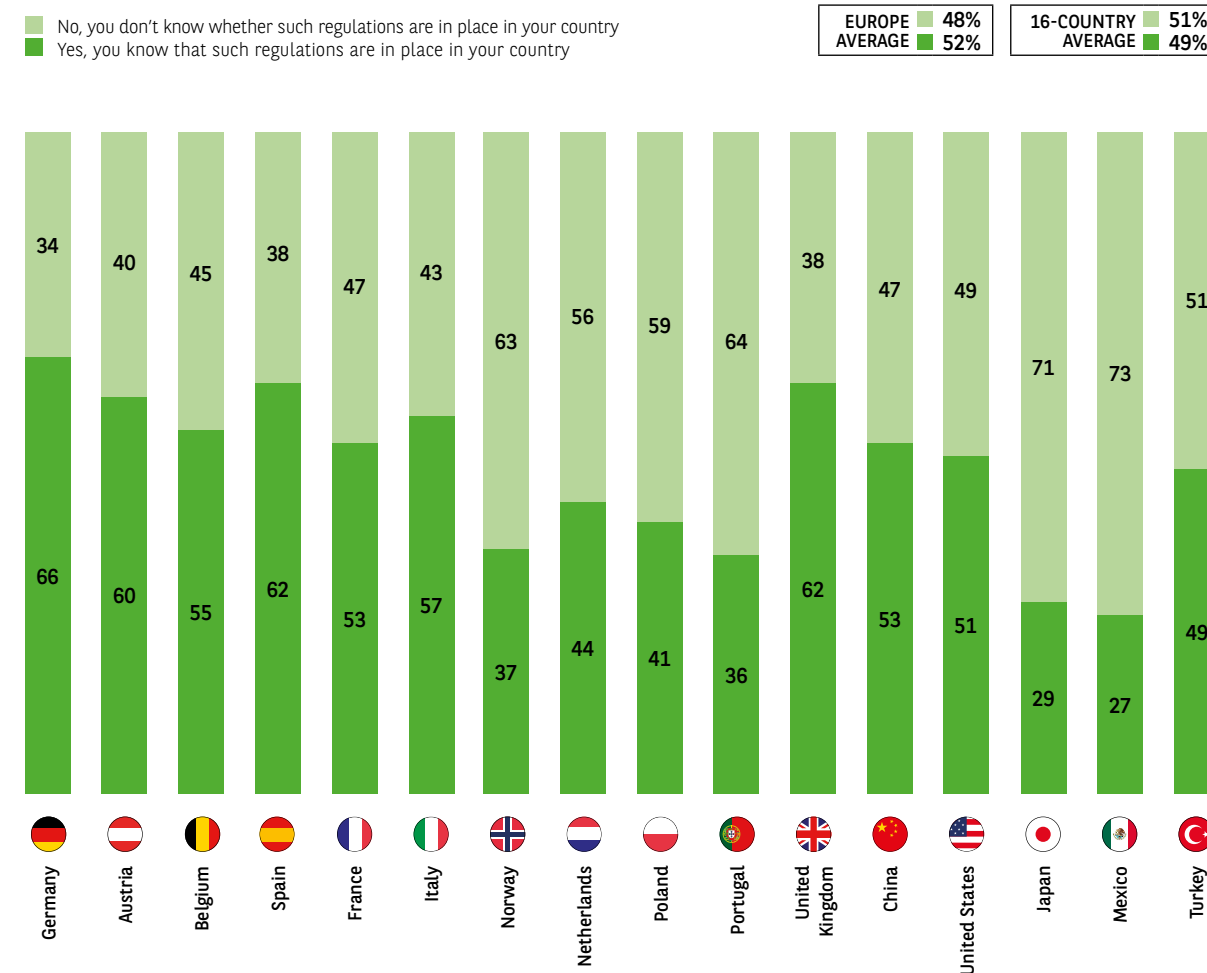


Opinion is split between those who say they are aware of the ban on the sale of internal combustion vehicles and those who are not.

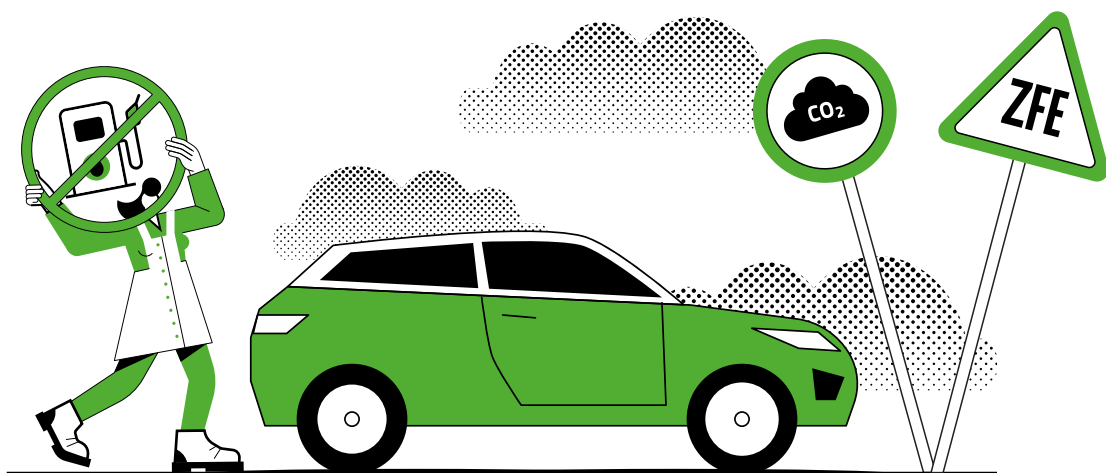
Opinion is split almost equally between those who say they are aware of the ban on the sale of combustion engine vehicles as of 2035 and those who are not. European countries, where manufacturers have lobbied hard against these regulations, are home to the largest number of motorists who have knowledge of these measures. Germany tops the list, with the highest proportion of individuals who bemoan such regulations. The level of knowledge is lowest in Mexico and Japan, where 7 out of 10 people are unaware of these measures. Turkey, the United States, China and France rank somewhere in the middle (Fig. 14).

Fig. 14

In some countries, there are regulations that will ban the sale of internal combustion vehicles (petrol, diesel, hybrid) within the next 10 to 15 years, so as to combat air pollution. Do you know whether such regulations are in place in your country? To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.



A REJECTION OF ENGINE REGULATIONS

In keeping with their contrasting opinions on LEZs, motorists express similarly contradictory views when it comes to regulations for internal combustion vehicles.

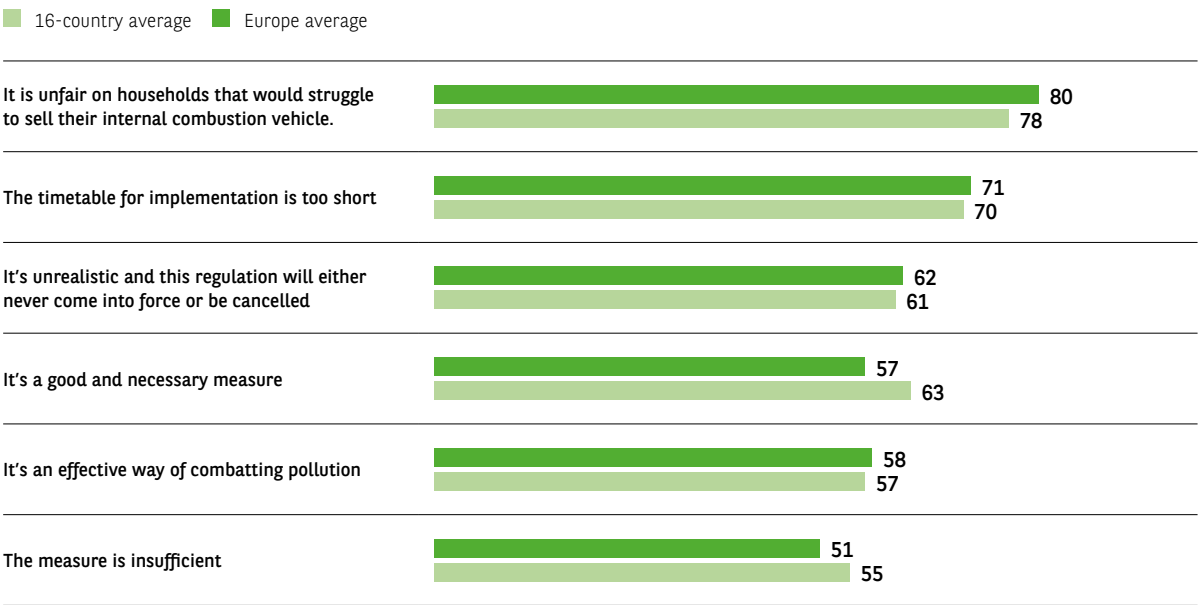
More than 6 out of 10 people believe that these measures are sound, but 1 in 2 consider them insufficient. Like in the case of LEZs, the Turks, Mexicans and Chinese, but also the Portuguese, say that they are justified. Even a significant majority of Americans extol the virtues of such regulations. A large bloc of European countries – albeit one that excludes Spain, Portugal and Italy – disapprove of them, spearheaded by France.

As with LEZs, the main criticism is that the regulations will not affect everyone in equal measure, but will have a greater impact on certain individuals and families. 8 out of 10 people state that households would be the first to suffer if they were unable to sell their internal combustion vehicle, which would make it impossible for them to get around. Once again, it is in France, but also in Belgium, that this sense of injustice is most keenly felt.

Although the most coercive measures, at least in Europe, are not set to come into force until 2035, 7 out of 10 motorists feel that the timetable for their implementation is too tight. The French and Belgians, once again, criticise the brevity of this timeframe, with the Spanish being similarly disparaging (**Fig. 15**).

Fig. 15

In some countries, there are regulations that will ban the sale of internal combustion vehicles (petrol, diesel, hybrid) within the next 10 to 15 years, so as to combat air pollution. Do you agree or disagree with each of the following statements regarding the ban on the sale of internal combustion vehicles?
Share of respondents who answered “Strongly agree” or “Somewhat agree”. To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

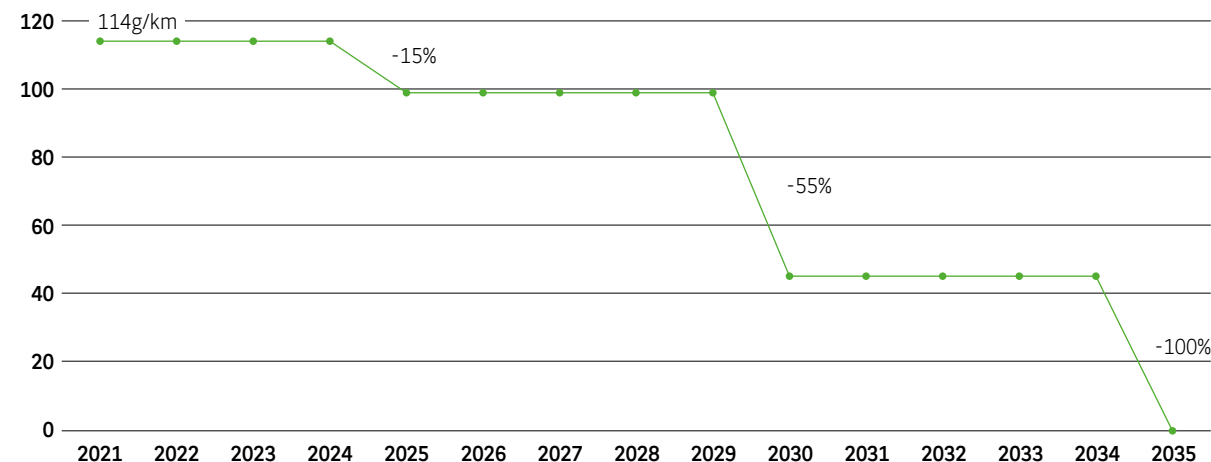
These attitudes are emerging in a context where some European governments, and not just carmakers, are calling for a postponement of the zero-CO₂ emissions deadline. This does nothing but add to people's hesitation and thicken the prevailing fog.

Similarly, 6 out of 10 respondents point to both the unrealistic nature of engine regulations and their ineffectiveness in combatting pollution. As ever, the French and Belgians are the most likely to express this view, but the Poles are equally as vehement.

One sign that not everything is clear in the minds of motorists, however, is the fact that half of them feel that this type of measure is insufficient, with the Turks, Chinese and Italians in particular stating this opinion. Naturally, the Belgians are not particularly concerned about this, much like their Dutch neighbours **(Fig. 16)**.

Fig. 16 / Context

Maximum CO₂ emissions per kilometre permitted for new cars
In grammes of CO₂ per kilometre.



Source: C-Ways.

THE ESSENTIAL

7 OUT OF 10 PEOPLE

are aware of the existence of LEZs, of which 1/3 know exactly what they are



27%

OF EUROPEANS ARE PREPARED TO SWITCH TO A DIFFERENT MODE OF TRANSPORT TO ACCESS LEZS



1 IN 2 PEOPLE

ARE AWARE OF THE BAN ON THE SALE OF INTERNAL COMBUSTION VEHICLES AS OF 2035



8 OUT OF 10 PEOPLE

believe that these regulations are unfair to the lowest-income households, because they will not be able to replace their vehicle



57%

BELIEVE THAT IT'S AN EFFECTIVE WAY OF COMBATTING POLLUTION



BUYING A CAR CAN WAIT

3

The rise of the electric vehicle seems inevitable. And yet the idea still arouses a degree of suspicion. The energy crisis, particularly as it relates to electricity, has raised doubts as to whether this alternative to internal combustion vehicles will be a complete success, since the raw material needed to power these cars could one day be in short supply. And once again, the price factor prompts fears of a short circuit. People are not against going electric, as long as they receive support. They must also mull over the question of whether to choose a more expensive traditional brand or a cheap Chinese brand with which they are unfamiliar. So, buying electric is something to consider, but perhaps not just yet. This stance is creating even more uncertainty in the market.

Faith in the future and innovation

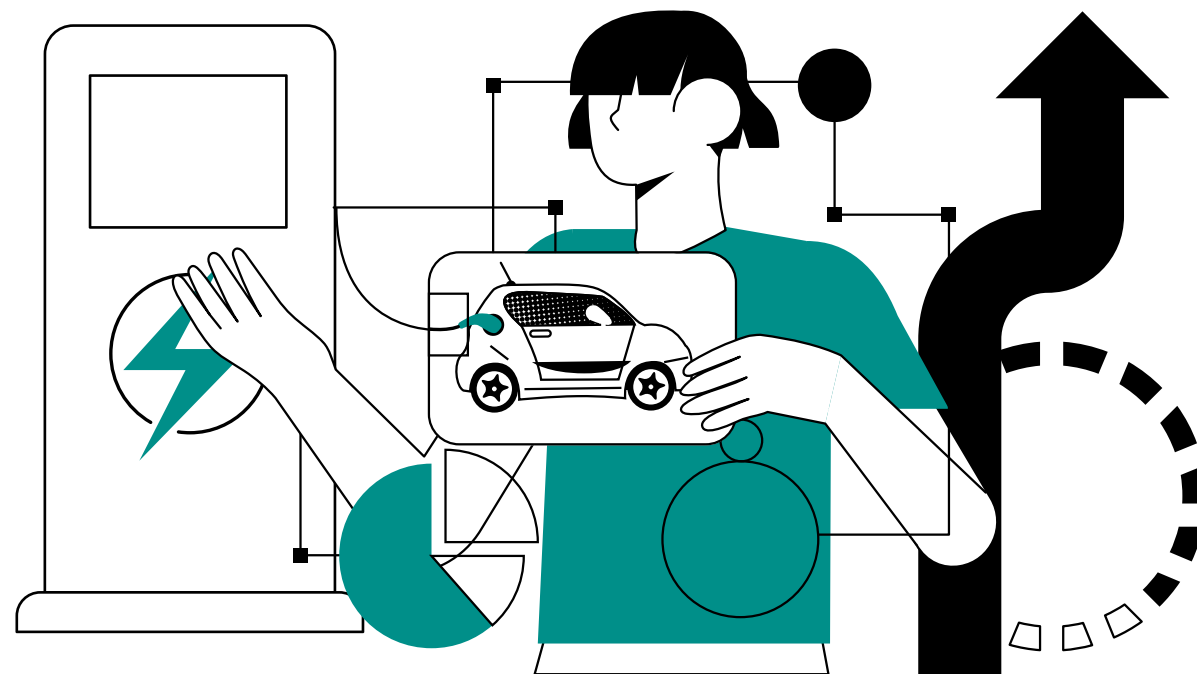
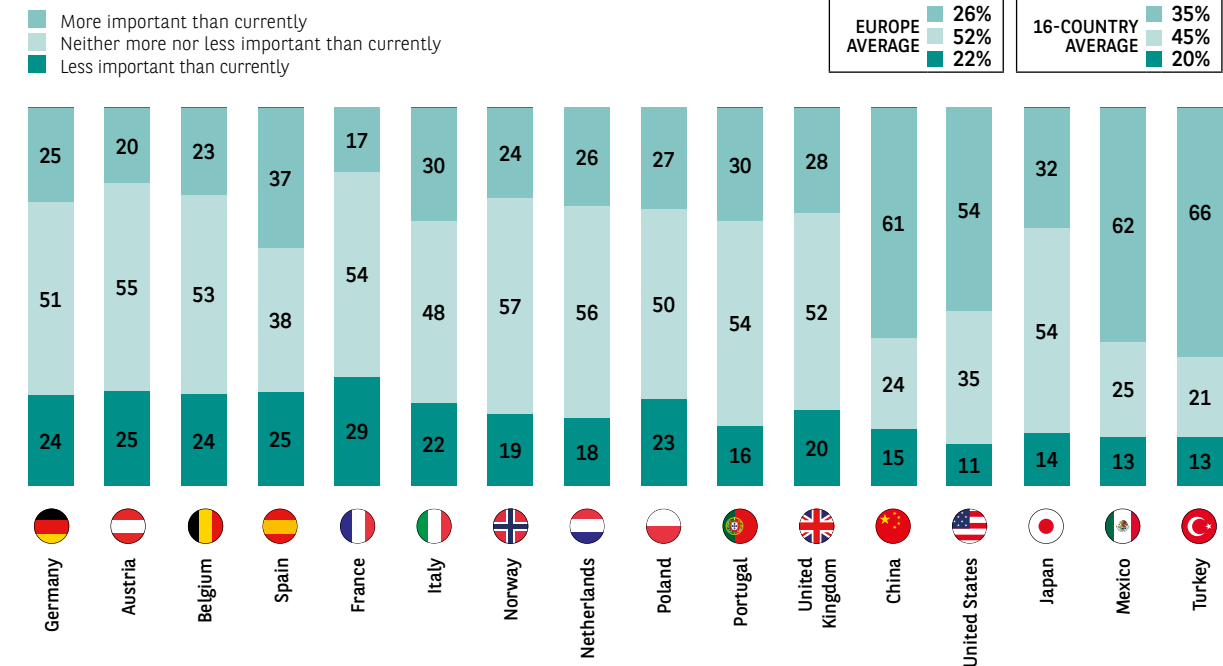


Fig. 17

In five years' time, how important a role do you think cars will play in your country?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE FUTURE OF CARS IS ASSURED

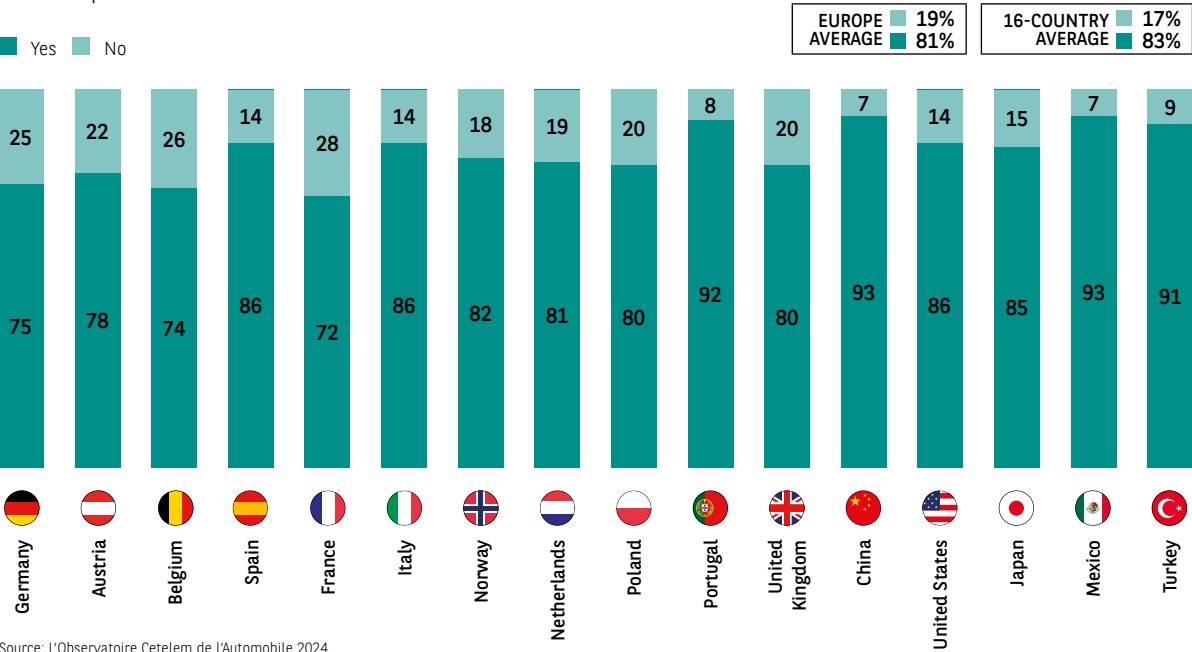
Despite a tough economic climate and a tightening of regulations, most people cannot imagine a world without cars. Only 1 in 5 people expect them to play a less important role in the future than they do today, an opinion expressed most strongly in Europe, particularly by the French (29%).

Those who believe in the resilience and omnipresence of cars are represented chiefly by the usual quartet of China, the United States, Mexico and Turkey, the only countries in which more than 50% of respondents expect cars to have a greater presence in the future (**Fig. 17**).

Fig. 18

Do you believe that technological advances will reduce the environmental impact of cars?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

A SOURCE OF PROGRESS

In the minds of motorists, the omnipotent automobile is not confined to a glorious, ancient past, but also possesses virtues that make it a natural part of the future, despite the environmental challenges we face. More than 8 out of 10 respondents think that technological advances will result in greener cars. This finding must be music to the ears of manufacturers,

who argue that the solution is rooted in innovation, rather than restrictive regulations. This faith in technological progress is particularly prevalent in China, Mexico and Turkey, as well as in Portugal (Fig. 18).

THE ELECTRIC CAR, A SYMBOL OF INNOVATION...

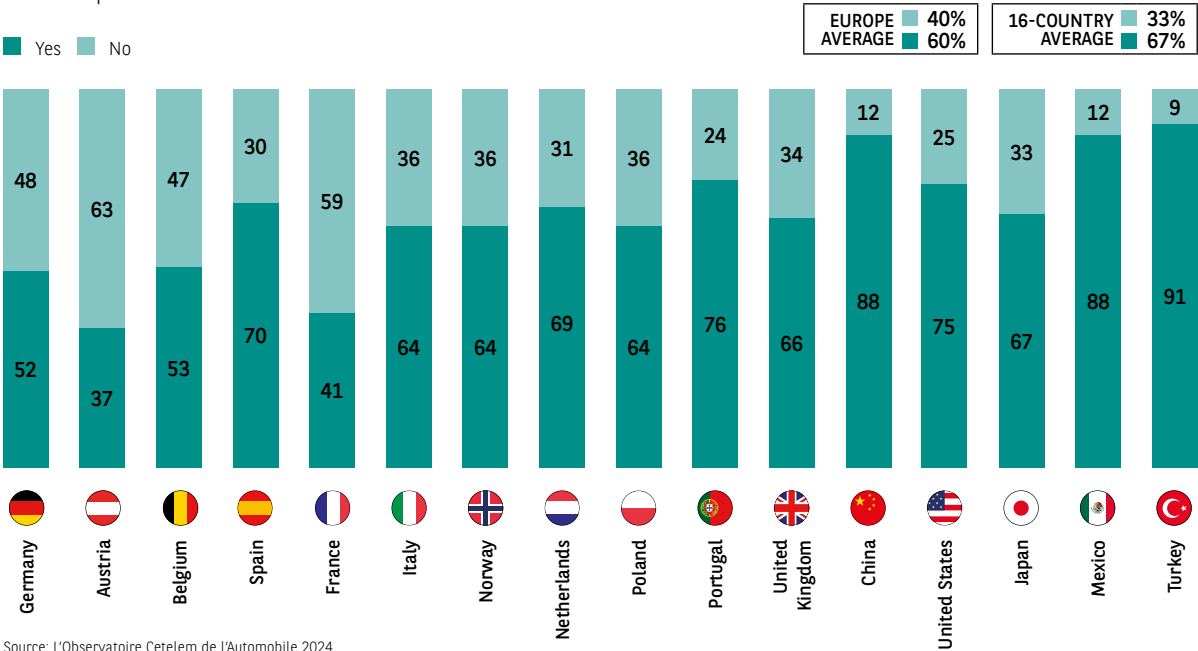
And what better way to benefit from virtuous advances while enjoying guaranteed access to all roads than by driving an electric car? Nearly 7 out of 10 people view this type of vehicle as the epitome of technological progress. However, this overall score conceals pronounced differences between the countries, to an extent rarely seen before in this survey, underlining the fact that electric vehicles are far from a self-evident solution in everyone's eyes.

It is hardly surprising that the two countries in which electric cars have been the most widely adopted are among the closest aligned with this statement, with 88% sharing this view in China and Norway. But the enthusiastic Turks are even further ahead, with 91% finding themselves in agreement. In contrast to this pro-electric movement, several European countries are reluctant to believe that these vehicles are the embodiment of progress. The proportion of respondents who back this statement in Austria and France is half that of the aforementioned countries (Fig. 19).

Fig. 19

Do you believe that electric cars can embody this technological progress?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

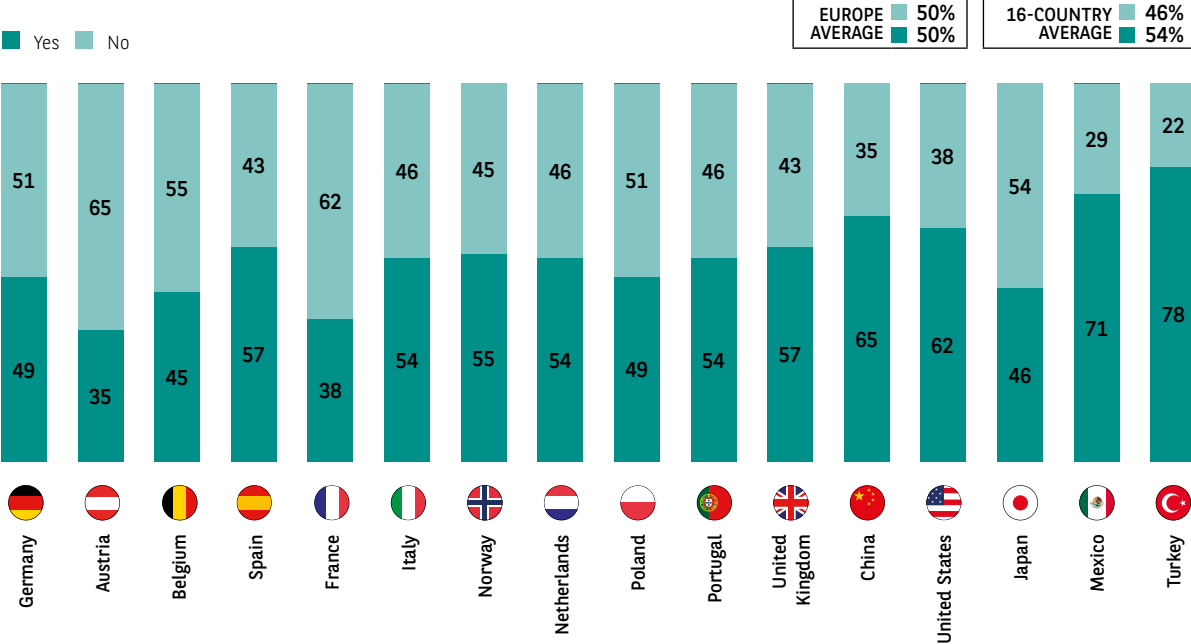
...BUT THIS IS BY NO MEANS CLEAR CUT

This “resistance” to electricity in certain countries is confirmed when motorists are asked to project themselves into a totally electric automotive future, which once more produces wide disparities. Again the Austrians and the French are cautious on this matter, with fewer than 4 out of 10 people considering making the switch. Generally speaking,

European respondents are not entirely convinced, whereas those in “emerging” countries such as Turkey, Mexico and China tend to be seriously considering this option (Fig. 20).

Will the development of battery gigafactories, not least in Europe, have any impact on the situation?

Fig. 20
Do you believe that electric vehicles will eventually completely replace combustion-powered cars?
To all respondents. In %.

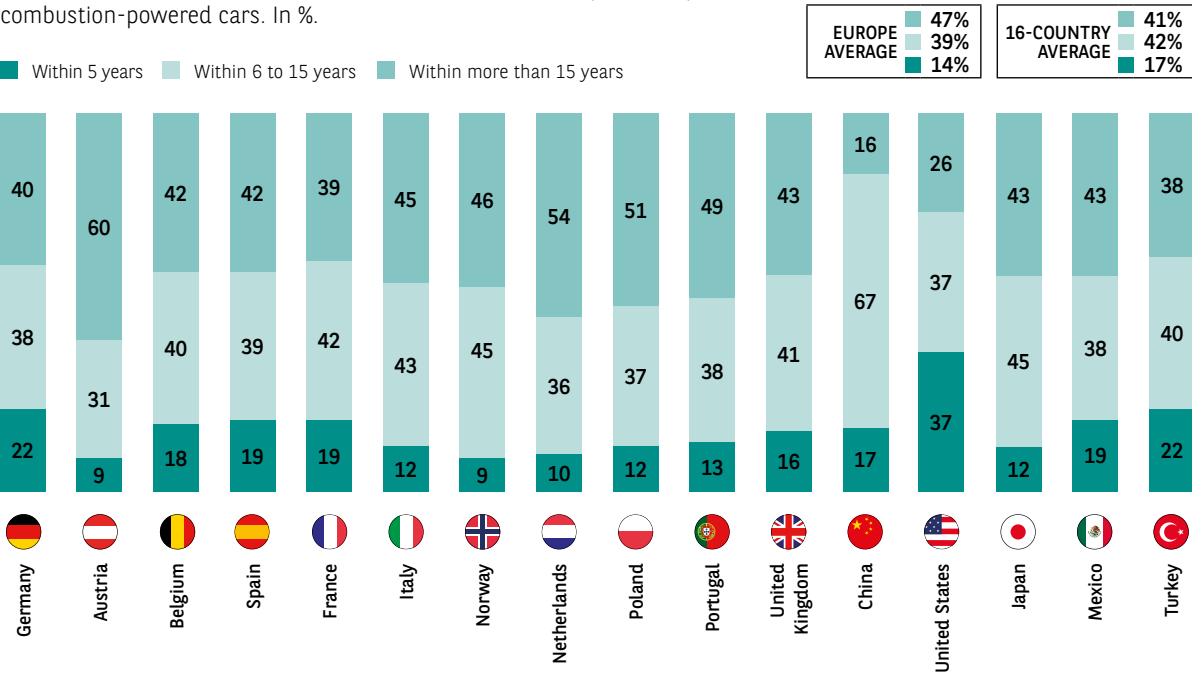


Source: L'Observatoire Cetelem de l'Automobile 2024.

Fig. 21

In what timeframe do you believe electric cars will completely replace internal combustion engine cars in your country?

To those who believe that electric cars will eventually completely replace combustion-powered cars. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE CONQUEST COULD BE DELAYED

Internal combustion engine cars still appear to have a few good years ahead of them. Only 2 out of 10 people surveyed expect electric vehicles to completely replace them within the next five years. 4 out of 10 motorists cannot see this happening for another 15 years, which is the timeframe set by the European Union (Fig. 21). This is another way

for them to express genuine scepticism on the issue, while also highlighting their clear-sightedness and ability to take the long view of the automotive sector, both in terms of innovation and range renewal. Although the differences between the countries are less pronounced in this instance, the segmentation observed for the previous two items is broadly the same.

Electric cars are taking centre stage... but raise new questions

ELECTRIC LEADS THE WAY

L'Observatoire Cetelem has long paid close attention to electric vehicles, and was among the first to announce their advent. However, this edition should be seen as something of a milestone, since this type of powertrain now tops the list of purchasing intentions for the very first time. This is a significant breakthrough for electric cars, but combustion engine vehicles are putting up a good fight. 1 in 3 people will opt to buy an electric car (**Fig. 22**). If we add to this figure the number of respondents who state their intention to buy a hybrid car (plug-in or other), it is safe to say that there has been a real shift in the market.

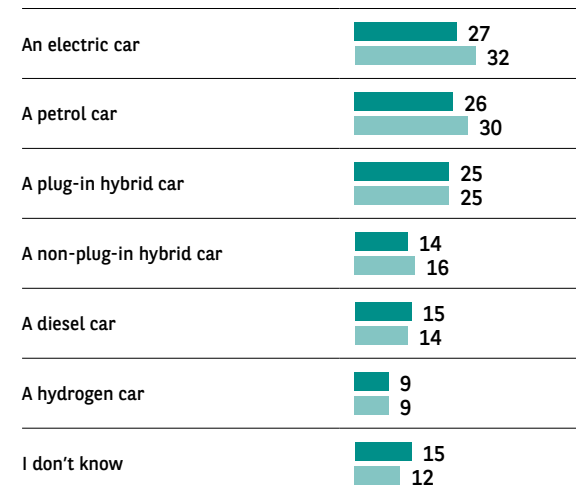
The Chinese and, to a lesser extent, the Norwegians consolidate their lead on matters electric, with purchasing intentions of 65% and 43% respectively. At the other end of the scale, France, Belgium, Austria and Poland are again the countries in which these intentions are the least pronounced, at around 20%.

Fig. 22

What type of car are you thinking of buying?

To those who wish to buy a car.
Select one or more answers. In %.

16-country average Europe average

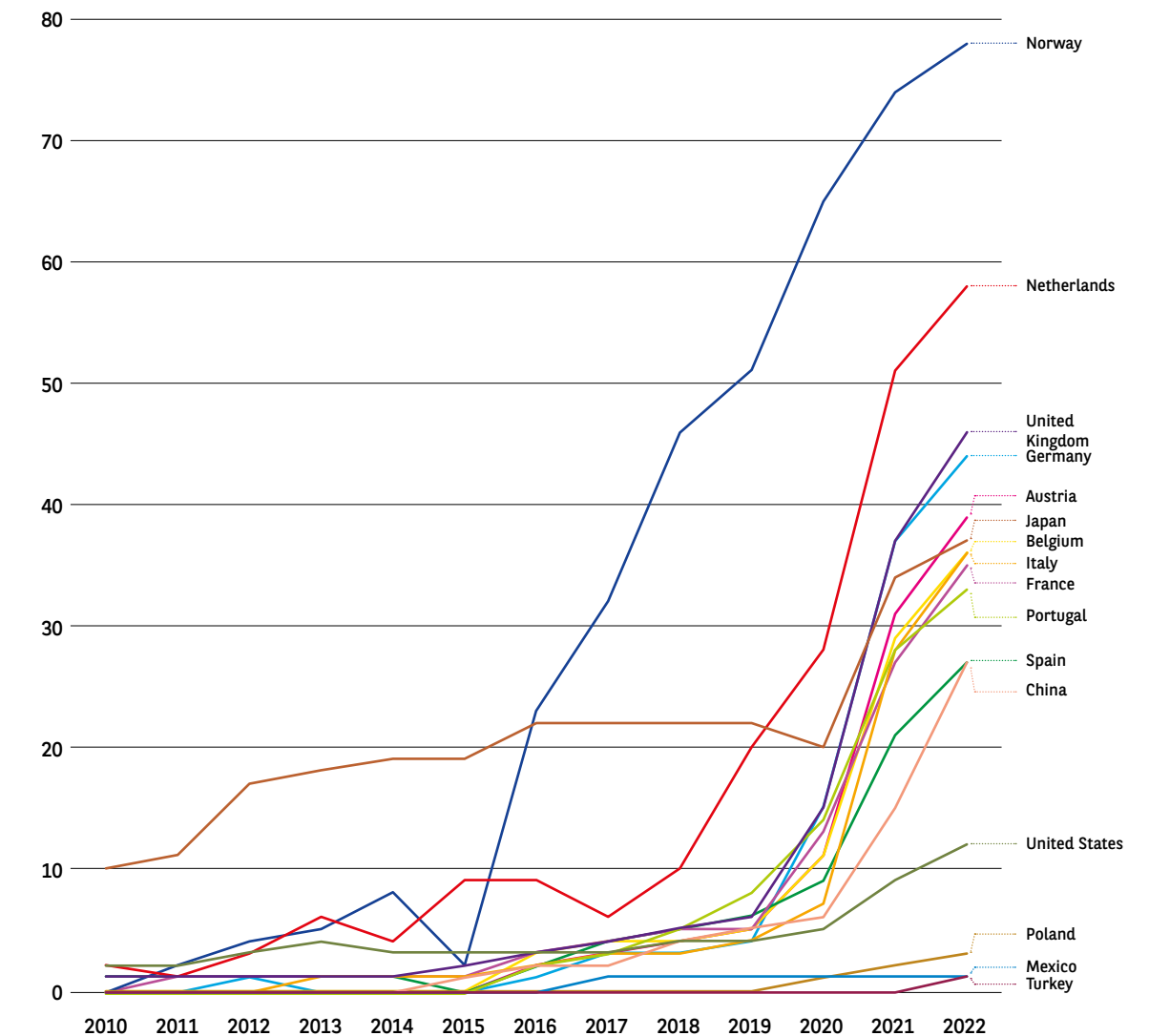


Source: L'Observatoire Cetelem de l'Automobile 2024.

Fig. 23 / Context

Change in the number of electric vehicles sold as a share of total new passenger car sales

In %.



Source: Marklines.com

THE PROBLEM IS (STILL)
THE PRICE

However, the world of electric cars is not exactly a utopia towards which motorists are blissfully careering. Because if there is one thing that hasn't changed, it's all the negative factors that prompt potential buyers to put on the brakes.

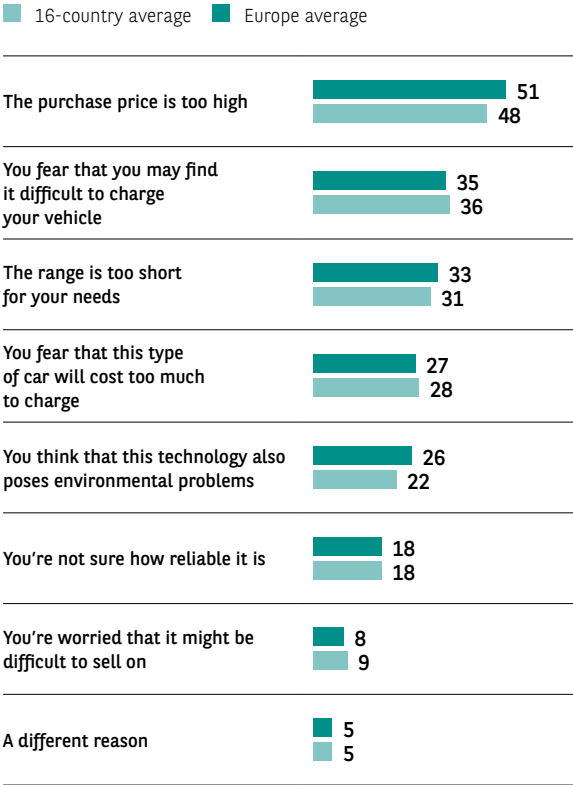
As always, the main obstacle is financial. Almost half of those surveyed believe that the price of electric vehicles is too high, with the Dutch and French the most likely to stress this point. This is a view held by only 13% of respondents in China, which is home to many long-standing converts.

There is also reticence due to potential charging difficulties and range limitations. Both of these issues are a worry for around 3 in 10 people. Surprisingly, these issues are of greatest concern in China, in contrast to Mexico where they are seen as less of a problem. It should be noted that vehicle range is also a major concern in France.

However, one result will be a source of great reassurance for manufacturers. Barely 10% of motorists fear that they will struggle to resell an electric vehicle. This suggests that there is a real opportunity for electric cars to become a permanent fixture on the automotive landscape (Fig. 24).

Fig. 24

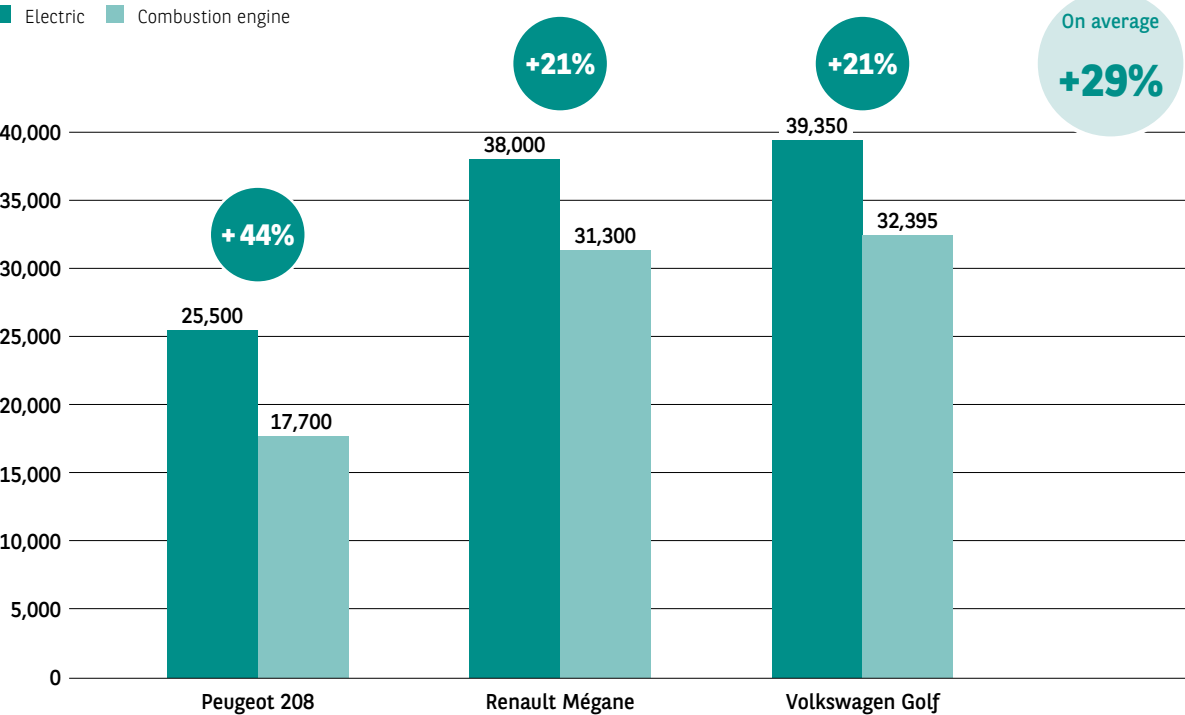
Why don't you want to buy an electric vehicle?
To those who do not want to buy an electric vehicle. Select up to three answers. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

Fig. 25 / Context

Retail price comparison of the electric and combustion engine versions of three models
In euros.



Source: Manufacturer websites.

BATTERIES: A TRICKY CHOICE

Motorists are not the only ones who are in a fog. Uncertainty also reigns among manufacturers when it comes to choosing which batteries will equip their cars. Currently, the two options are LPF (lithium-iron-phosphate) batteries and NMC (nickel-manganese-cobalt) batteries. The former are relatively cheap and allow the cost

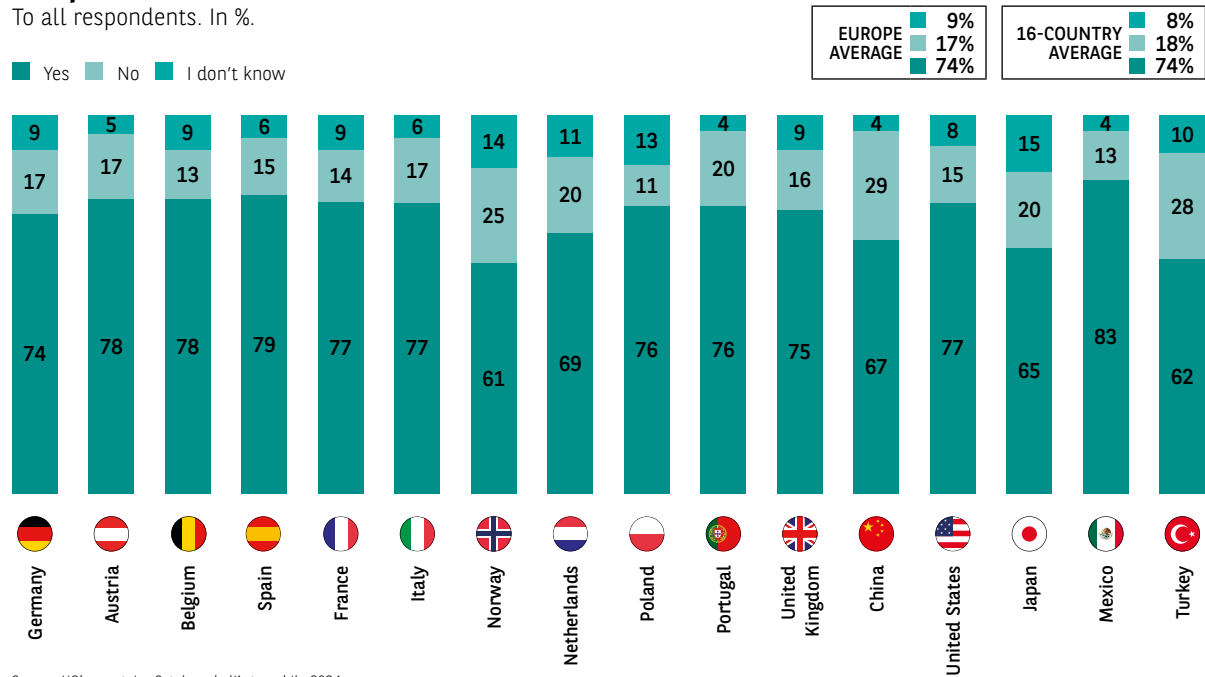
of vehicles to be reduced, but they are difficult to recycle. The latter are more expensive, but better integrated into the circular economy. They will also be able to use sodium and solid-state batteries within the next few years (Fig. 25). What to choose? That is the question...

Fig. 26

Do you think that the rising price of electricity could make using an electric car too expensive when compared with petrol or diesel cars?

To all respondents. In %.

Yes No I don't know



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE COST OF USE COULD POTENTIALLY BE HIGH

The cost issue is not just confined to the initial purchase of an electric vehicle, but also extends to its day-to-day use. Having witnessed the recent rises in electricity prices and with the potential

for more in the future, motorists are in a quandary. Three quarters of motorists believe they will be more expensive to run than a vehicle with a conventional engine. In European countries, particularly Spain, this fear is very real (Fig. 26).

A FUTURE LACKING IN ENERGY

Not only could electricity become more expensive, there are also question marks over its supply. Indeed, more even than the planned pre-eminence of electric vehicles, motorists question their very use, as they suspect that power generation will be inadequate in the future. Three-quarters of respondents take this view, no doubt influenced by the recent energy crises. This seems to exceed the boundaries of mere scepticism.

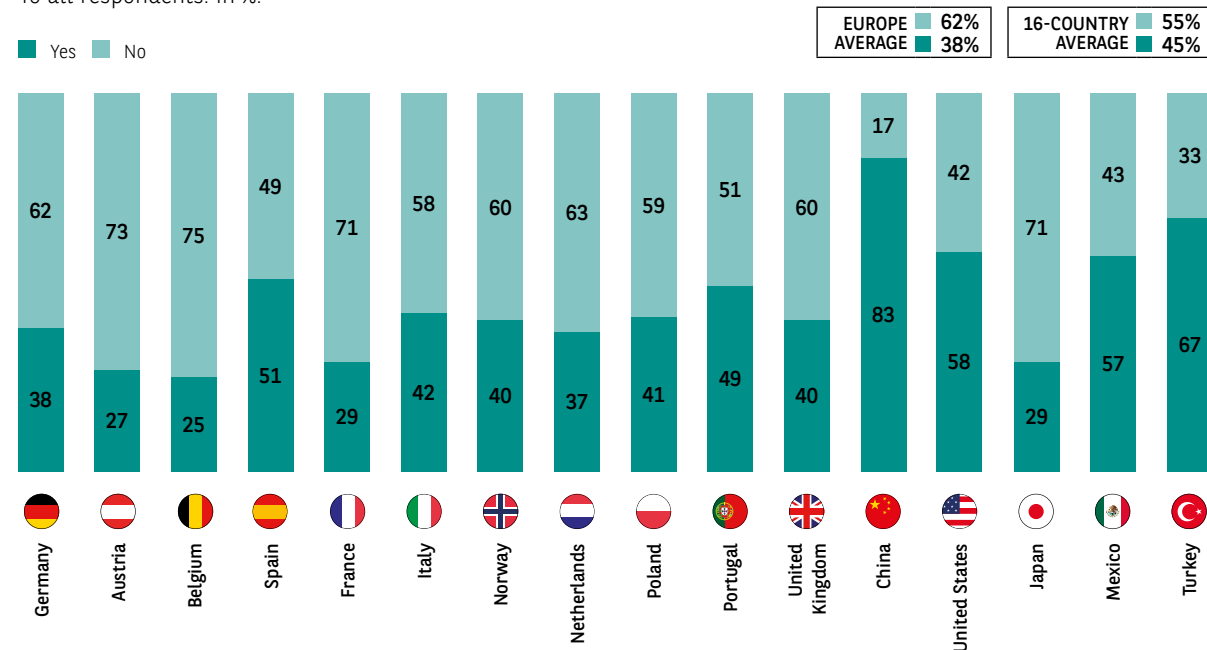
But if we look at the detail, opinions are again extremely variable. The Chinese, and to a lesser extent the Turks, are in very little doubt about the availability of electricity to power their cars. In Europe meanwhile, the concern is palpable, particularly in Austria and Belgium, with the Spanish and their Portuguese neighbours occupying the middle ground. The energy crisis triggered by the war in Ukraine has clearly left its mark (Fig. 27).

Fig. 27

Do you believe we will be able to produce enough electricity to meet the requirements of all electric cars?

To all respondents. In %.

Yes No

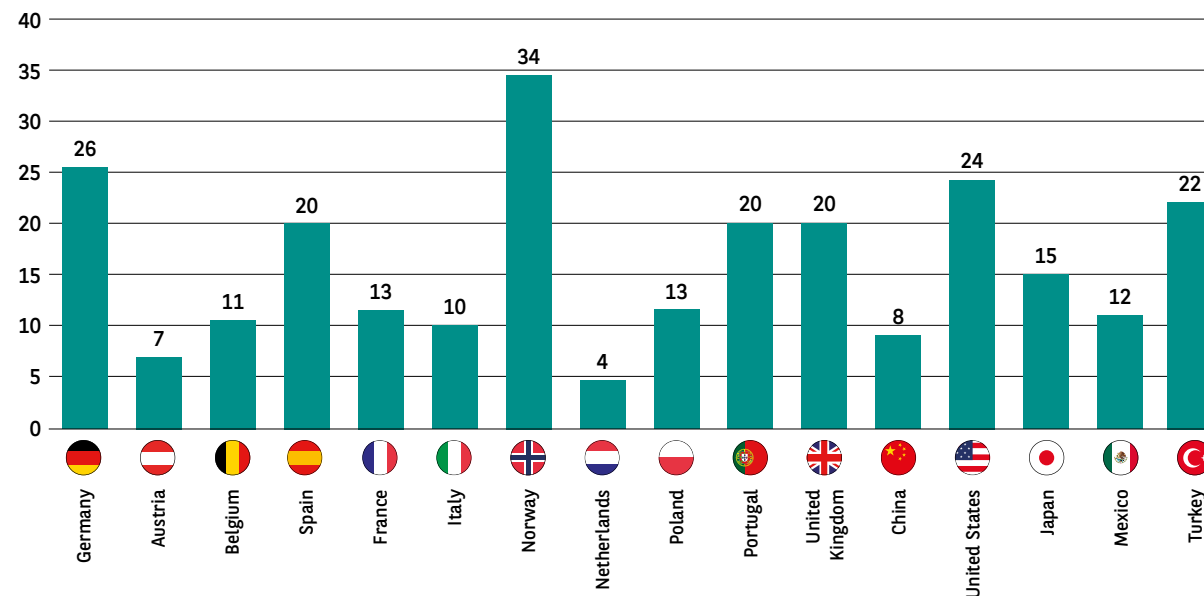


Source: L'Observatoire Cetelem de l'Automobile 2024.

Fig. 28 / Context

Number of public charging points and kW per electric light vehicle

In 2022.



Source: OICA, Marklines.com

“

Motorists are today questioning the use of EVs, because they fear that energy generation may be inadequate.

In many countries, charging points are being rolled out at an ever faster pace. In France, the milestone of 100,000 charging points has recently been reached. The fact remains that, in the minds of many motorists, the ability to easily charge an electric vehicle remains an issue that makes it hard for them to decide (Fig. 28 and 29).

Motorists would like support to switch to electric vehicles

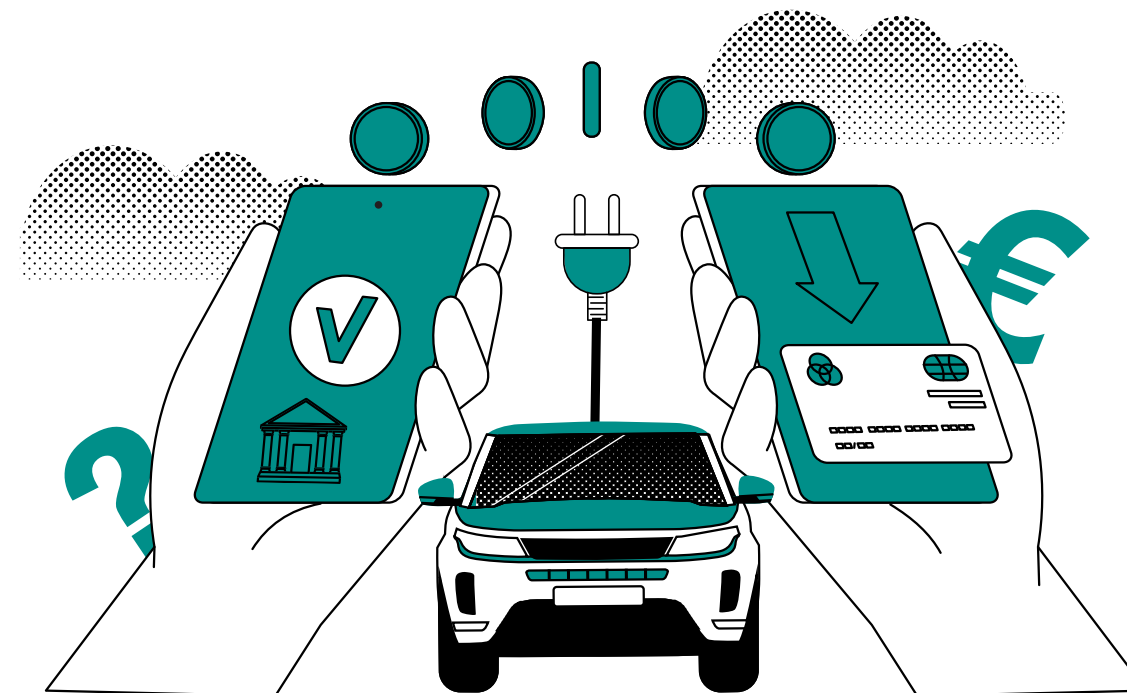
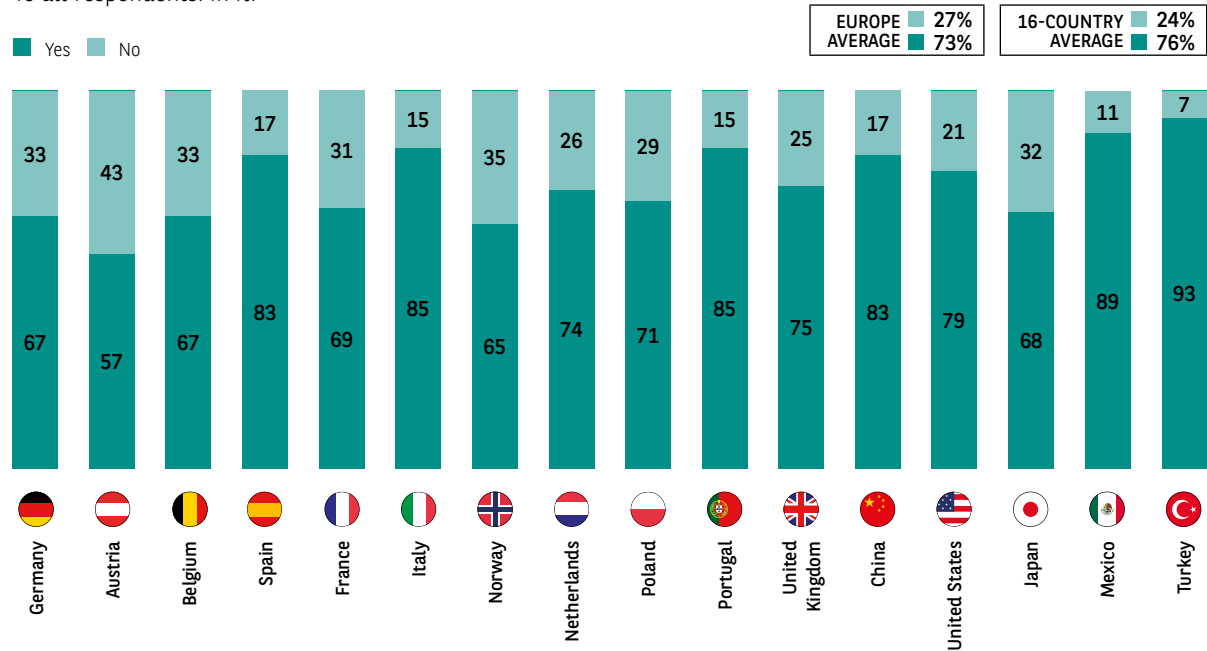


Fig. 30

Do you think the government should provide subsidies to motorists who want to replace their combustion-powered car with an electric car?

To all respondents. In %.



Source: L'Observatoire Cetelem de L'Automobile 2024.

GOVERNMENT SUPPORT IS CALLED FOR ACROSS THE BOARD

The desire is there, but there are also obstacles. All that is missing is the nudge that could make all the difference. Almost 3 in 4 of those surveyed would like this nudge to take the form of government subsidies to help them switch from internal combustion engines to electric vehicles.

The countries most enthusiastic about electric vehicles are those that are the keenest to receive such support, with Turkey leading the way thanks to an almost unanimous response from its citizens. Even in the United States, a land known for its spirit of free enterprise, such subsidies would be welcomed. Might the Biden plan* have something to do with it? In Austria, and to a lesser extent in Norway and Belgium, demand for measures of this kind is less acute (**Fig. 30**).

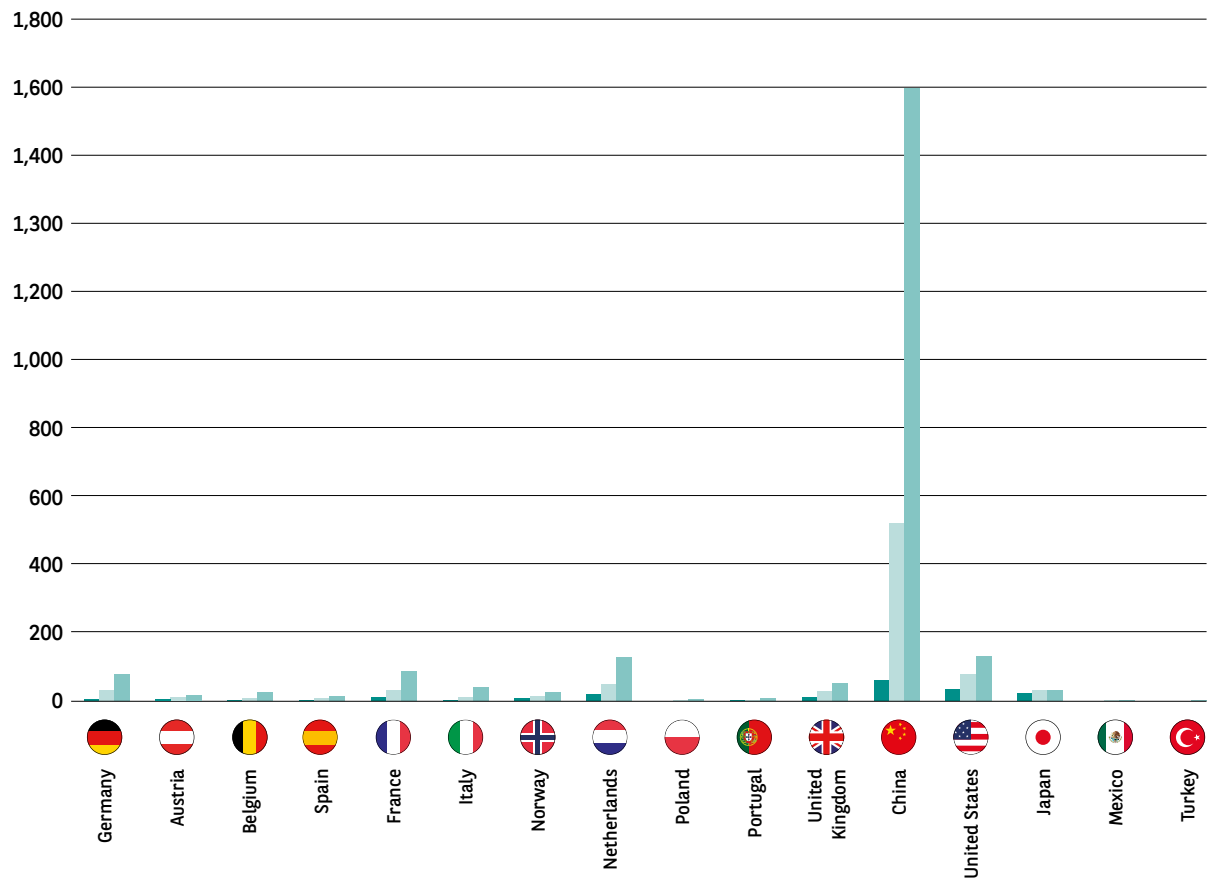
* The Biden plan provides for \$370 billion in funding to reduce greenhouse gas emissions by 40% between now and 2030.

Fig. 29 / Context

Number of charging points in the country

In thousands.

Legend: 2015 (Dark Teal), 2019 (Light Teal), 2022 (Medium Teal)

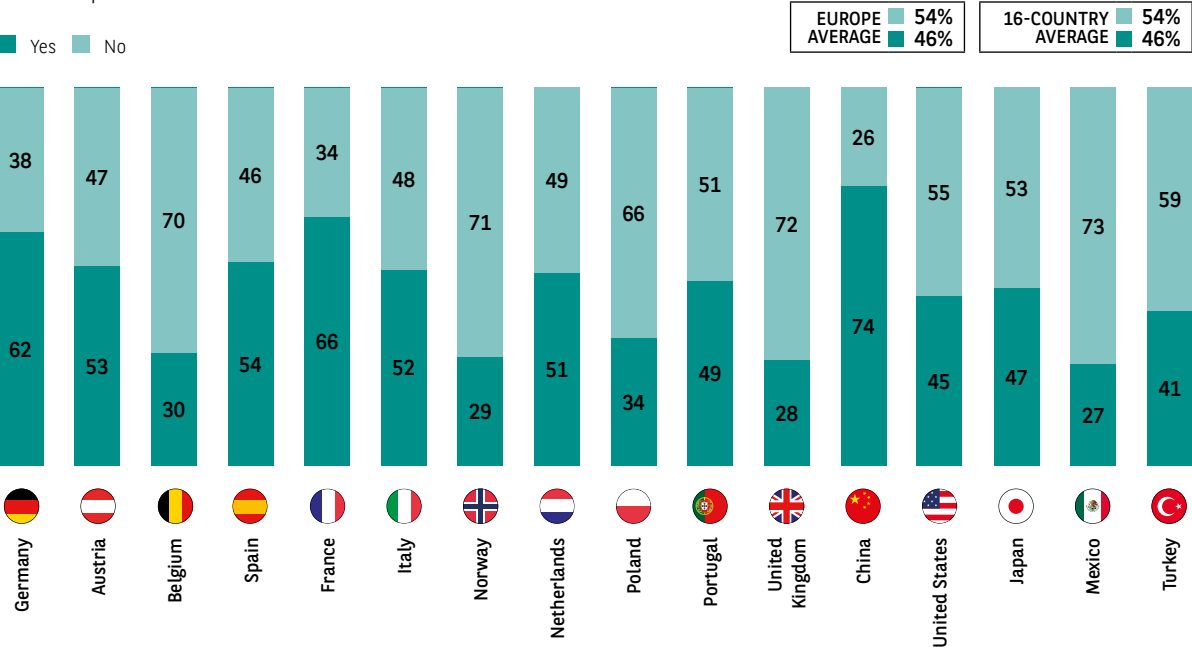


Sources: OICA, Marklines.com

Fig. 31

Do you know whether government subsidies are available in your country to help motorists replace their combustion-powered car with an electric vehicle?

To all respondents. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

“ Just over half of the motorists surveyed have no idea whether government subsidies are available in their country.

KNOWLEDGE ABOUT SUBSIDIES IS LACKING

As we saw previously on the question of cars in general, there is also quite a clear lack of awareness when it comes to the existence of local subsidies. Just over half of the motorists surveyed have no idea whether any are available in their country. Individuals in the leading European Union countries, with the exception of Belgium, tend to be well informed, unlike in Mexico, Norway and the United Kingdom, where subsidies have been available since 2011 (Fig. 31).

ESSENTIAL AND COMPLEX

The necessity of these subsidies is unquestionable. 8 out of 10 people consider them essential. The Chinese, Turks, French, Spanish and Americans are their most vocal supporters. But the fog returns to render the detail behind these measures opaque, once again leaving motorists with doubts and questions.

More than 7 out of 10 respondents find them too confusing. The French and Poles are the most likely to bemoan this complexity, which is often of an administrative nature. They are seen in equal measure as confusing and marred by inadequate communication that hinders awareness. This time, a majority of Turks and Mexicans voice their dissatisfaction on these points.

The fact that this support is only accessible to a limited number of motorists generates a similarly high level of disapproval, the sense being that only the rich benefit, since they alone can afford to buy electric vehicles, which are more expensive than average.

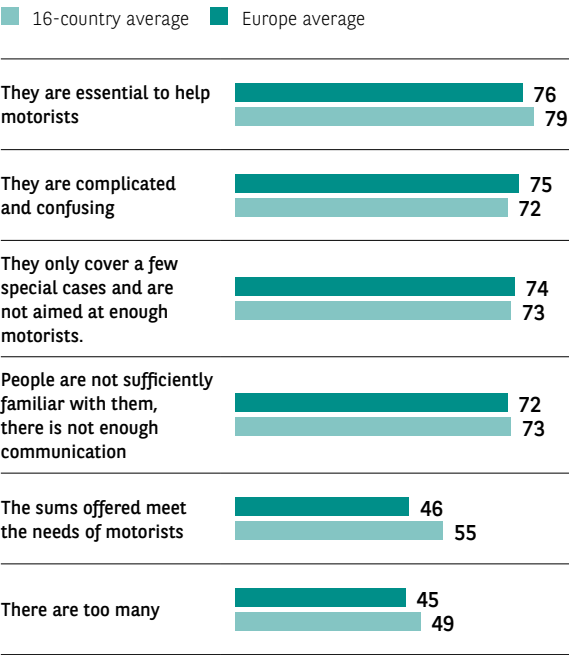
This result echoes the feeling of injustice prompted by LEZs, which are seen as penalising low-income households first and foremost. This is a stance that is particularly prevalent in Mexico, the UK, Italy, France and Poland. Setting aside the factors that cause the fog to thicken, the issue of price is the dominant one in most people's minds.

Lastly, 55% deem the subsidies to be high enough in value. 45% go so far as to say that they are too high (Fig. 32).

Fig. 32

Regarding these government subsidies, would you say that...?

To those who believe that there are government subsidies in their country to help them replace their combustion engine vehicle with an electric one. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

SUBSIDIES BY COUNTRY

FRANCE: under the Bonus/Penalty system, vehicles that emit less than 20g/km of CO₂ benefit from a one-off bonus of €7,000. For vehicles between 21 and 50 g/km, the bonus is €5,000.

UNITED KINGDOM: Since 2011, motorists who buy a new electric car (BEV or PHEV emitting less than 75g CO₂/km, or a fuel cell vehicle) receive a one-off bonus worth 25% of the price of their car, up to a maximum of £5,000 (around €5,800).

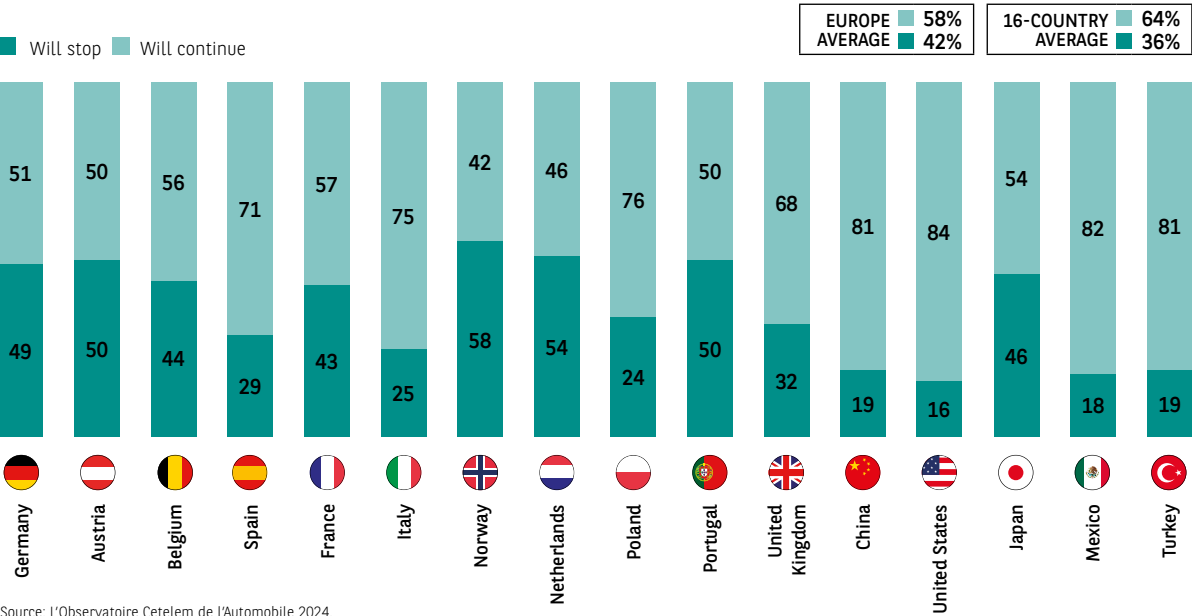
SWEDEN: Since 2012, cars that emit 50g/km of CO₂ or less receive a one-off bonus of SEK 40,000 (around €4,500). The programme will run until 2014 and will be available to a maximum of 5,000 cars.

U.S.A.: the average incentive offered to buyers of PHEVs and BEVs in the United States is less than \$1,000 per vehicle. States such as Colorado, Illinois, Louisiana and California offer between \$2,000 and \$6,000 per vehicle.

Fig. 33

In the future, do you believe that the government subsidies available to help motorists replace their combustion engine car with an electric vehicle...?

To those who think that government subsidies are available in their country to help them replace their combustion engine car with an electric vehicle. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

LET'S HOPE IT LASTS

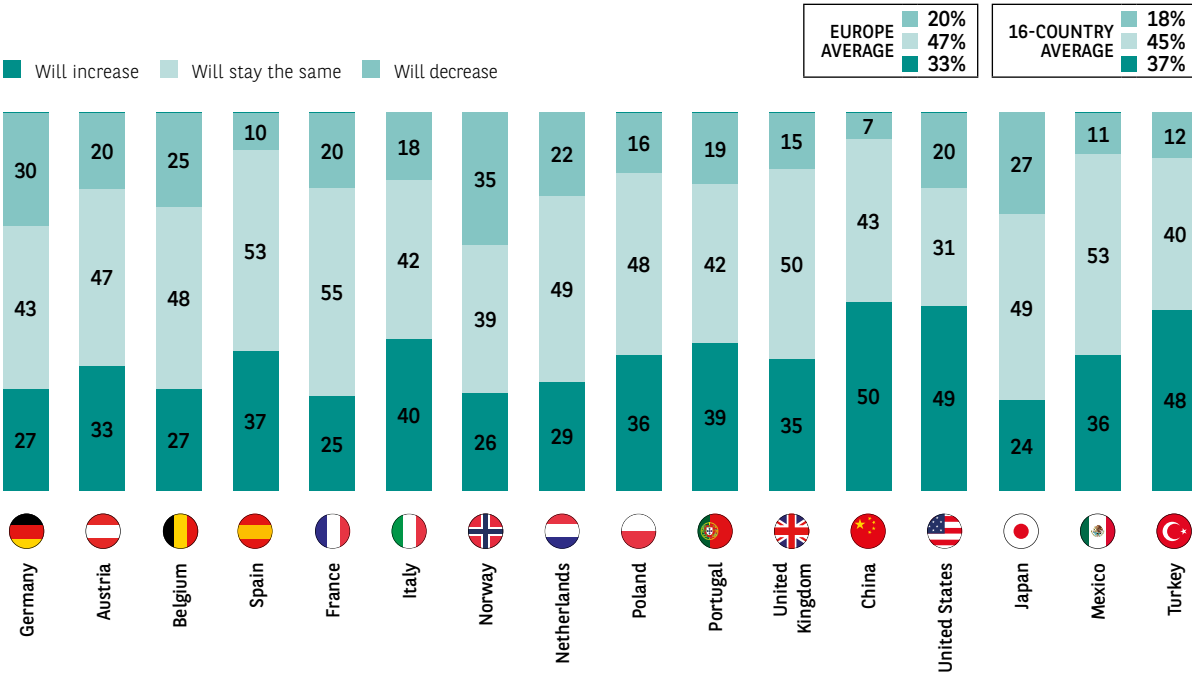
These subsidies will be just as useful in the future as they are today Just 1 in 5 of those who believe they will remain in force think that they will be reduced. Twice as many are hopeful that they will increase.

This hope is expressed by 1 in 2 respondents in China, the United States and Turkey. 45% believe that their value will remain the same, with France, Spain and Mexico being the only countries where this is the majority view (Fig. 33 and 34).

Fig. 34

Do you believe that the government subsidies available to help motorists replace their combustion engine car with an electric vehicle...?

To those who think the subsidies will remain in place. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

China versus the rest of the world



A number of brands are intent on shaking up the market and winning over motorists with low-cost electric vehicles.

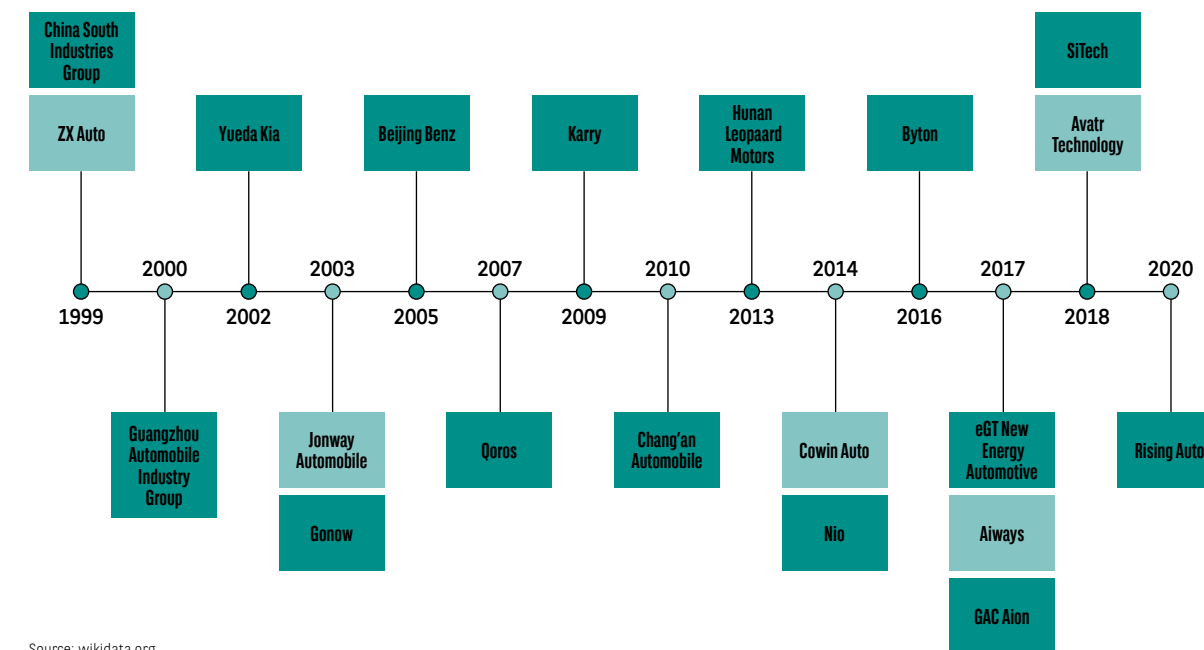
ELECTRICITY IS MAKING ITS MARK, THANKS TO CHINA

With the switch to an electric world now in full swing, motorists will no longer be able to rely on their usual points of reference and the trust they have traditionally placed in historic brands. The energy transition is impacting the automotive industry like no other innovation before it. What they now have in front of them is a contrasting and shifting automotive market. But this is only the beginning.

The exponential growth of the Chinese market and its brands is striking proof of this transformation. In just over two decades, more than 20 new brands have seen the light of day (**Fig. 35**). Most of these brands are developing electric vehicles. And that's without counting the brands that were already present on the market which, as in the case of MG and even more so BYD, a premium all-electric

Fig. 35 / Context

Chinese manufacturers listed on Wikidata by launch date



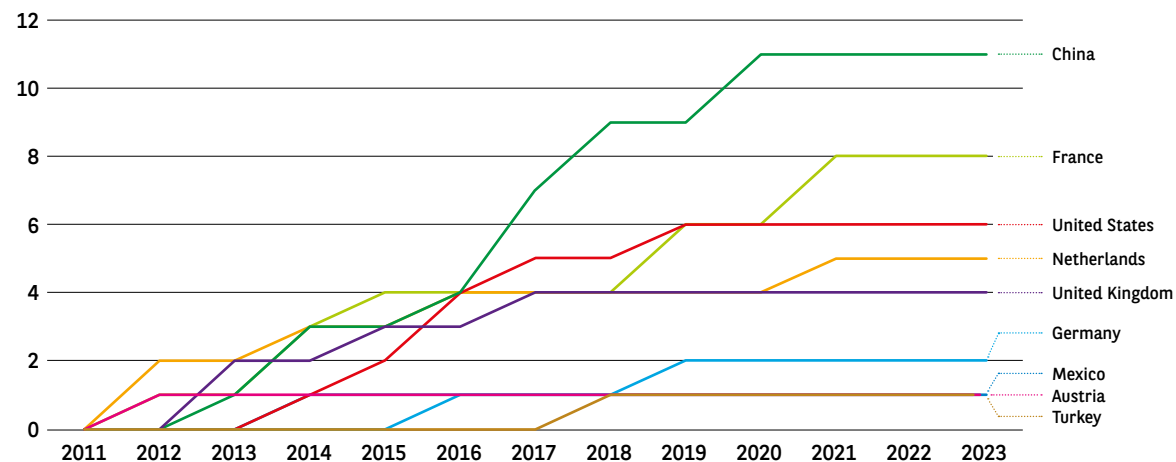
Source: wikidata.org

brand, intend to shake things up and appeal to motorists with low-cost electric vehicles (until now an oxymoron) sold at prices comparable to those of combustion engine vehicles.

Their potential and likely success is so concerning for historic brands and governments alike that on 13 September the European Union launched an investigation to determine whether Chinese brands benefit from public subsidies that distort competition and enable them to offer vehicles at irresistible prices.

Fig. 36 / Context

New OEMs (car manufacturers listed on Wikidata) launched since 2010



Source: Wikidata.com

ELECTRICITY: A CRUCIAL DEVELOPMENT

The first Tesla Model S was launched in 2012. A crazy gamble by Elon Musk, par for the course in his case, which has turned into a stunning success story. A little over a decade later, in the first half of 2023, the Tesla Model Y electric SUV became the best-selling passenger car in Europe across all categories, ahead of its philosophical and technological antithesis, the Dacia Sandero. This success owes a great deal to a drastic reduction in its price.

Electric mobility seems to exert such appeal that it is even generating interest in nations

where car manufacturing is non-existent. Thus, as part of its Vision 2030 plan, Saudi Arabia plans to launch electric car production, notably with the creation of the Ceer brand, in conjunction with Foxconn, and a joint venture with the Chinese start-up Human Horizons, whose HiPhi brand will soon be landing in Europe. Public Investment Fund, the Saudi sovereign wealth fund, has also invested in Tesla and Lucid, in which it holds a 61% stake. Lucid is now planning to build a factory in the country (Fig. 36).

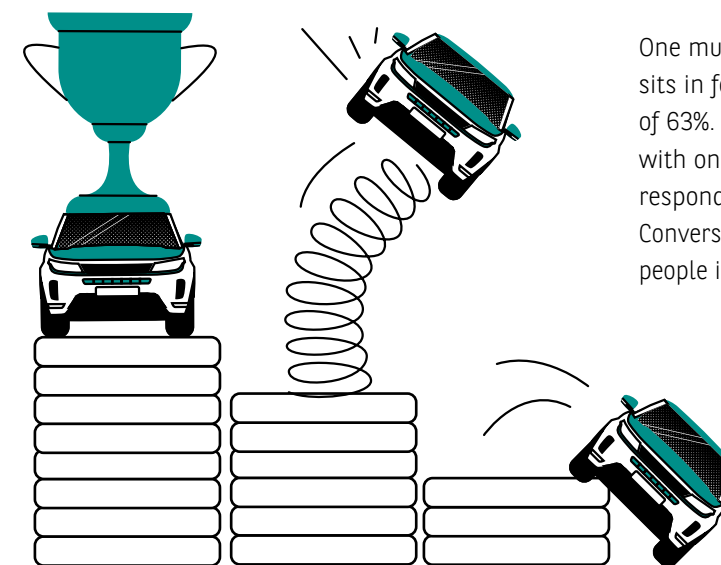
A STILL FRAGILE IMAGE

Of all the factors that can influence a brand's success, image is one of the most crucial. And when we ask motorists, it is clear that this is not one of the strengths they associate with Chinese brands.

Meanwhile, European carmakers benefit from an impressive reputation, not least due to their longstanding presence in all markets. Indeed, their image is positive in the minds of 9 out of 10 respondents. On this point, the differences between the countries are naturally less pronounced, even if the Americans, Chinese and Japanese are somewhat more measured in their praise, given that their industries are in competition with these European players.

Not to be too outdone by this overwhelming score, Japanese brands come out very well, securing a positive opinion in 82% of cases. Naturally, it is in Japan that motorists are the most enthusiastic about the country's brands, but they are just as popular in Mexico, Poland and Portugal. In China, geopolitical logic dictates that positive opinions barely reach 70%.

American brands come third in the ranking with a score of 73%. American nationalism shines through here, with 9 out of 10 people expressing a positive opinion, a figure that is just as high in neighbouring Mexico, where motorists are big fans of US-made pick-ups and saloon cars. This enthusiasm is much more subdued in two other neighbouring countries, Germany and Austria, which award a modest score of 60%.

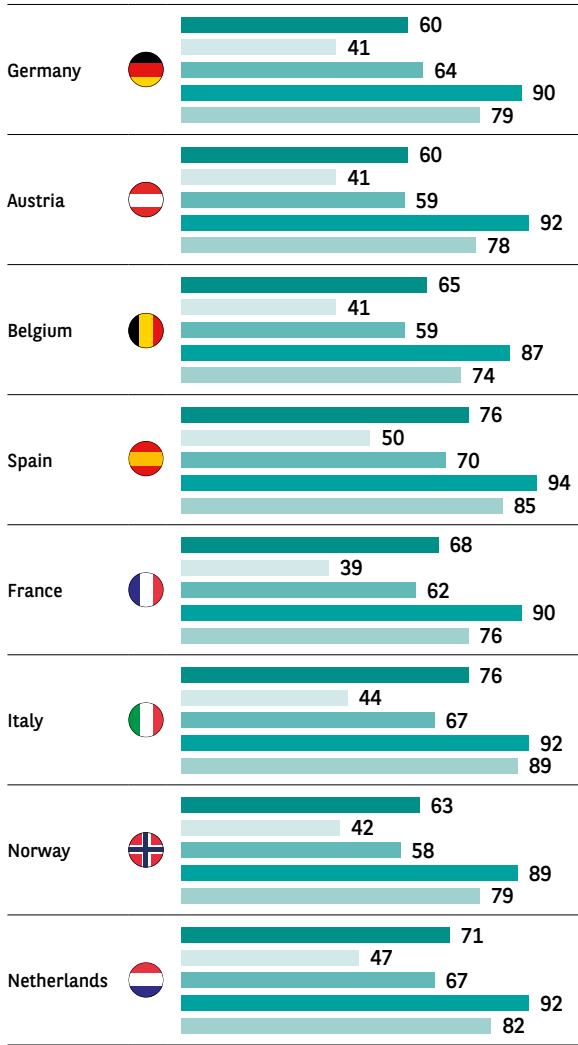


One must cross the Pacific to find the country that sits in fourth place, with Korea achieving a score of 63%. Local rivalries are clearly apparent here, with only 34% of Japanese and 50% of Chinese respondents viewing Korean brands positively. Conversely, they are popular among almost 8 out of 10 people in Mexico, Poland and Portugal.

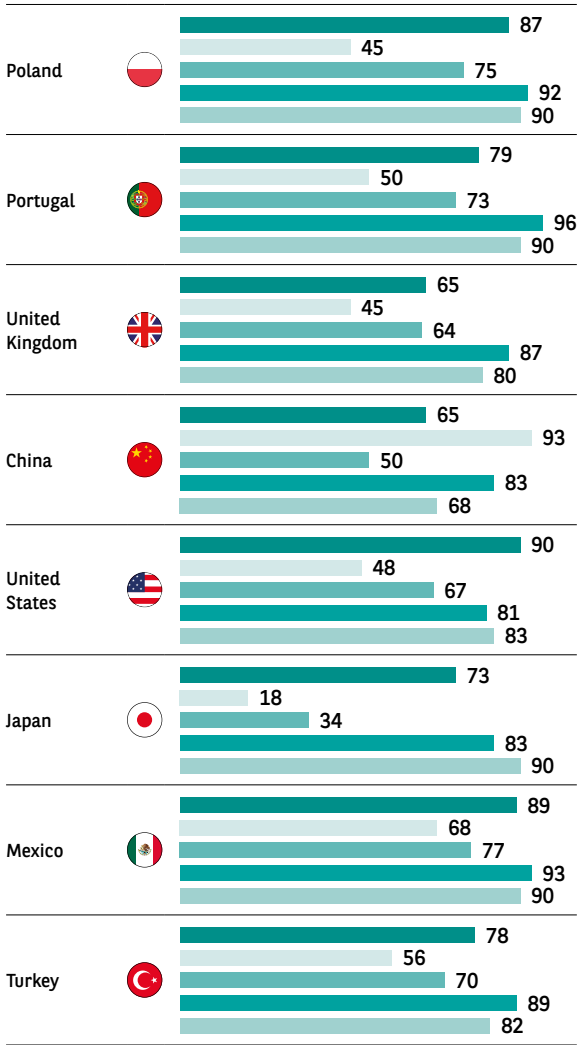
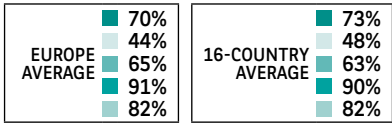
Fig. 37

Do you have a positive or negative opinion of carmakers based in...?
Share of respondents whose opinion is positive. To all respondents. In %.

Japan Europe Korea China USA



Source: L'Observatoire Cetelem de l'Automobile 2024.



Bottom of the pile is the world’s top carmaking nation, China, whose achievements in the electric sector are impressive, not to say preoccupying. With just under 1 in 2 people expressing a favourable opinion of them, one might think that the country’s brands still have a lot of work to do in terms of image and recognition. One could also argue that this score is quite honourable for what are relatively new brands that are yet to build up a strong presence in many markets, and which have not benefited from word-of-mouth communication developed over a period of many years. This result provides a solid basis for growth, particularly in view of the efforts they have made to improve the quality of their vehicles and meet the expectations of Western customers. It is no surprise to see that the Chinese are totally on board and that the Japanese are very much at the other end of the scale, with scores of 93% and 18% respectively. In between these two extremes, most European countries score below the overall average, highlighting a certain mistrust of Chinese brands.

It should be noted that young people and higher earners have a more positive view of carmakers than average, regardless of the brand’s country of origin **(Fig. 37)**.

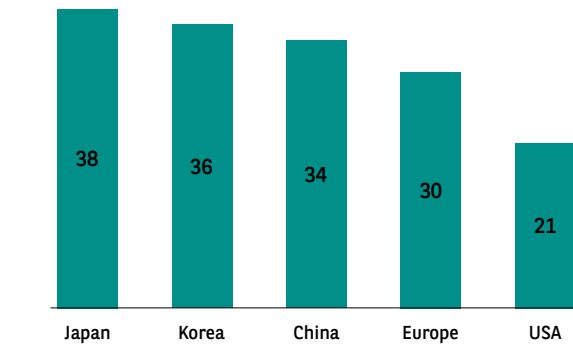
A FAVOURABLE QUALITY-PRICE RATIO MIGHT ELIMINATE ANY HESITATION

Aside from its geographical origin, on what does a brand’s reputation hinge? When it comes to European brands, the factors of quality, aesthetics, safety and performance win the day. It goes without saying that Europeans are the keenest on these qualities. The Japanese express less enthusiasm about each of these factors, barring the aesthetic appeal of the vehicles, which they do acknowledge.

Brands from Japan are naturally the most likely to appeal to the nation’s consumers. Indeed, their reliability, safety, performance and value for money are widely recognised **(Fig. 38)**.

Fig. 38

In your opinion, do cars from each of the following regions offer good value for money?
To all respondents. In % who answered “Yes”.



Source: L'Observatoire Cetelem de l'Automobile 2024.

On that final crucial point – remember the enduring importance of price when buying a car – the Korean and Chinese brands hold their own against the Japanese. As for Chinese brands, this is by far the most frequently cited criterion and the main attraction they hold for motorists, even if they still have a long way to go before people are convinced of their performance, aesthetics and safety. None of these criteria obtain a score of more than 20%.

When it comes to value for money, American brands score the lowest, with the European brands not far ahead, outstripped by all the Asian brands.

“
More than 8 out of 10 respondents express a preference for European brands

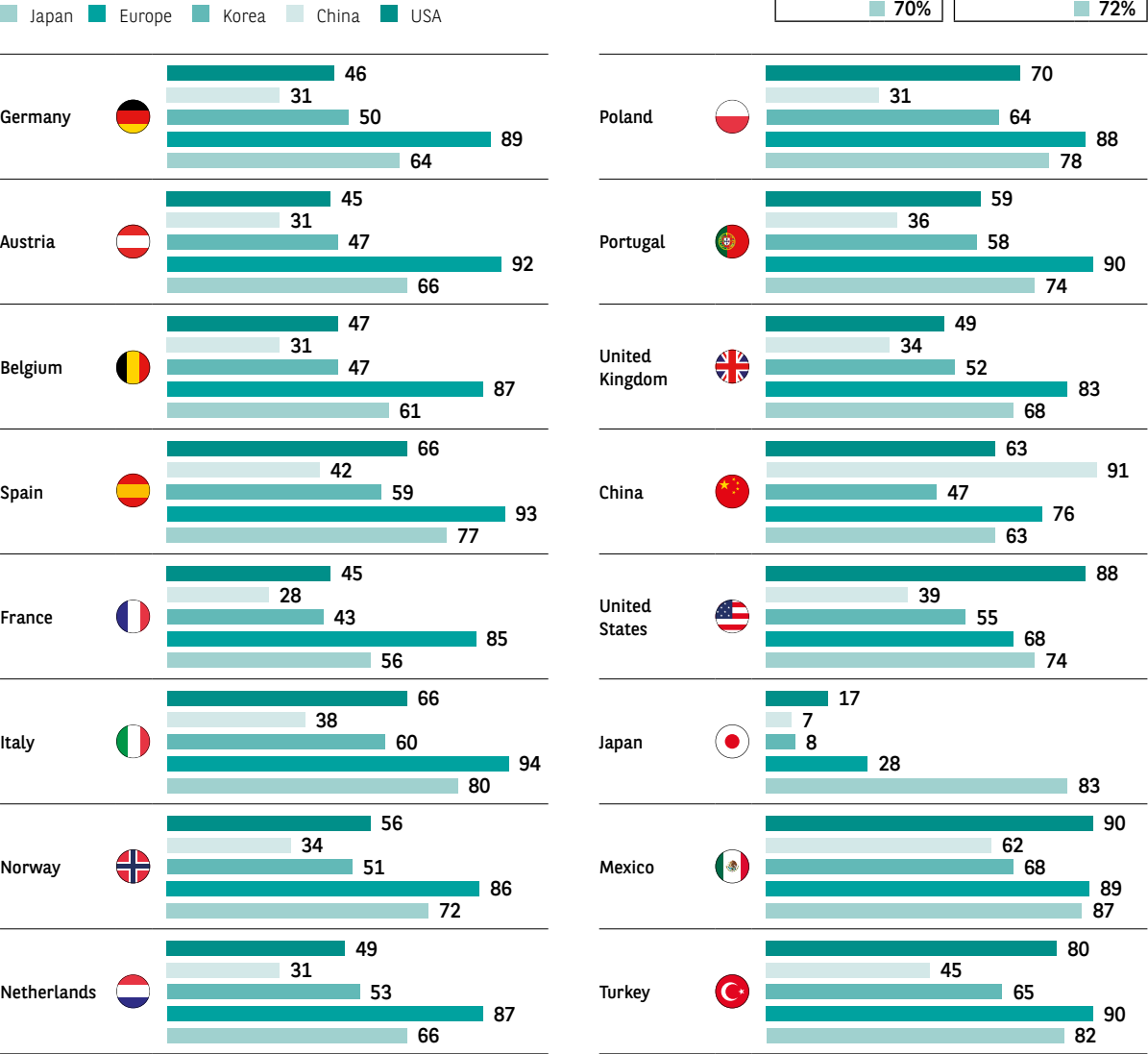
PURCHASING DESIRES REMAIN TO BE CONVERTED

Now that we have established the respective reputations and qualities of the world’s brands, the main question is whether motorists are prepared to buy a vehicle. The responses gathered do not upset the established order, with the same brands securing people’s preferences in descending order. Just over 8 out of 10 respondents express a preference for buying European brands, while the Japanese remain firmly opposed to the idea (and generally to anything that isn’t “Made in Japan”).

Then come the Japanese, American and Korean brands, in that order. The Chinese brands again bring up the rear, with only 4 out of 10 people being prepared to buy one of their vehicles. There are two ways of looking at this result. This score could either be considered low, or it could be viewed as encouraging, considering the lack of penetration these brands sometimes suffer from outside their country of origin. Once they have achieved greater success outside their borders, this score is likely to change rapidly. And the sales volumes generated will be great enough to trigger a knock-on effect that will be harder to counter (Fig. 39).

Fig. 39

Would you be prepared to buy a car from a brand based in...? Share of respondents who answered “Yes”. In %.



Source: L'Observatoire Cetelem de l'Automobile 2024.

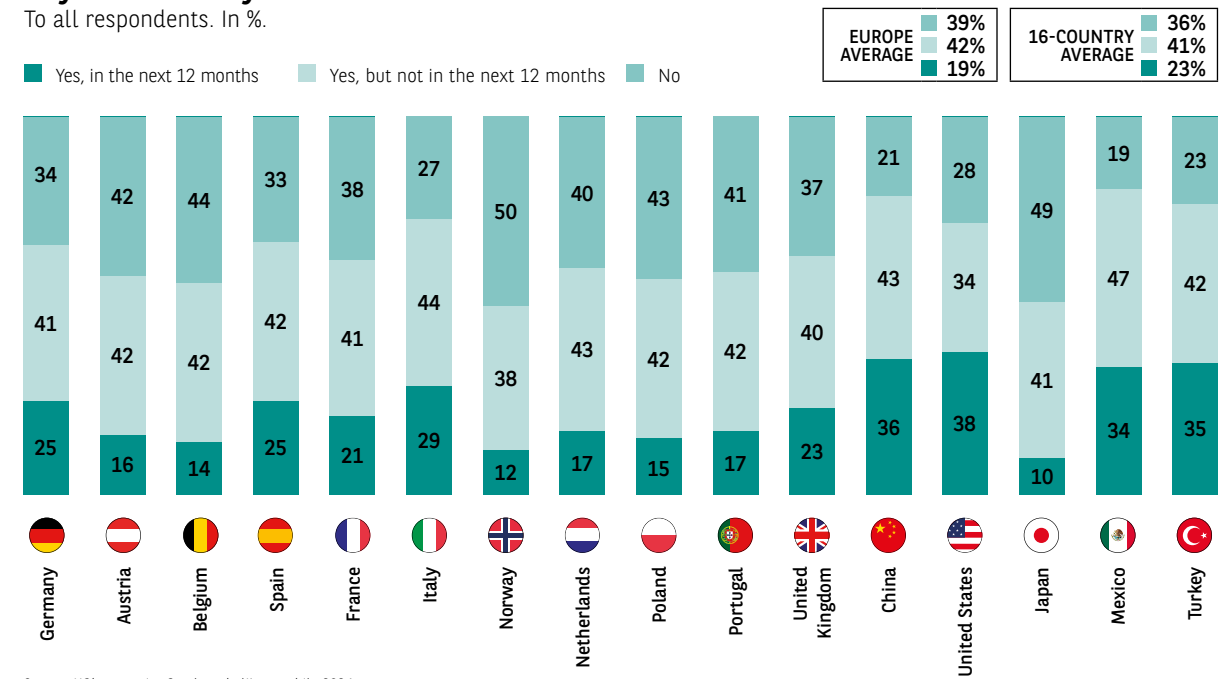
The time to buy... or not

Fig. 40

Do you intend to buy a car?

To all respondents. In %.

■ Yes, in the next 12 months ■ Yes, but not in the next 12 months ■ No



Source: L'Observatoire Cetelem de l'Automobile 2024.

PURCHASING INTENTIONS VARY IN THEIR TIMEFRAMES

Having an idea of the brands one might buy does not necessarily mean that this will translate into an actual purchase. The pervading uncertainty is reflected in motorists' purchasing intentions, if the overall results are anything to go by. Only 1 in 4 respondents plan to succumb to temptation in the next 12 months, a decidedly tepid score that nevertheless represents a substantial number of new cars. In roughly equal proportions, around 4 in 10 respondents do not intend to buy a new vehicle at all, or not for at least a year (Fig. 40).

Based on the previous results, one might have expected inflationary pressures to have generated a degree of timidity in the countries that were most vocal about the issue. The reality is more complex. While the highest proportions of motorists who intend to replace their vehicle can be found in the world's largest markets, China and the United States (around 4 out of 10 respondents), a comparable number can be found in Turkey and Mexico. The leading European countries, including France, fall within the overall average. Norway and Japan trail behind, with motorists remaining hesitant, not to say reluctant.

ENERGY IS COSTLY AND MONEY IS SCARCE

There are several reasons why consumers might be wary of making a purchase today, with the main ones relating to the current economic climate. 4 out of 10 people are hesitant because of the cost of energy, while almost a third are worried that their purchasing power will fall, a sign that inflation is taking its toll. With regard to both of these items, the French express the most concern, in direct contrast to the Americans.

Maintenance costs also weigh heavily on motorists' willingness to buy a new vehicle, particularly in Japan and Mexico. Because they are not yet in full effect or particularly widespread, only a quarter of those questioned are concerned about traffic restrictions (Fig. 41).

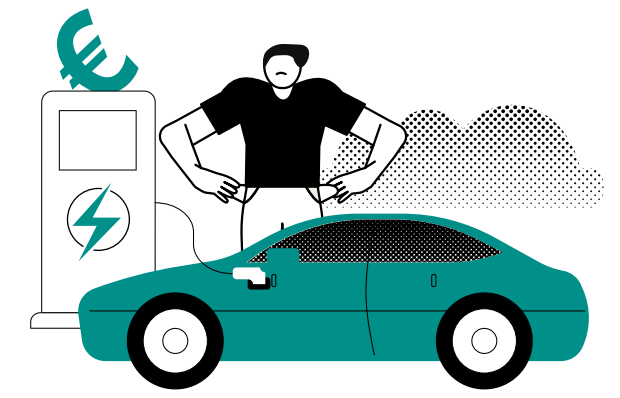
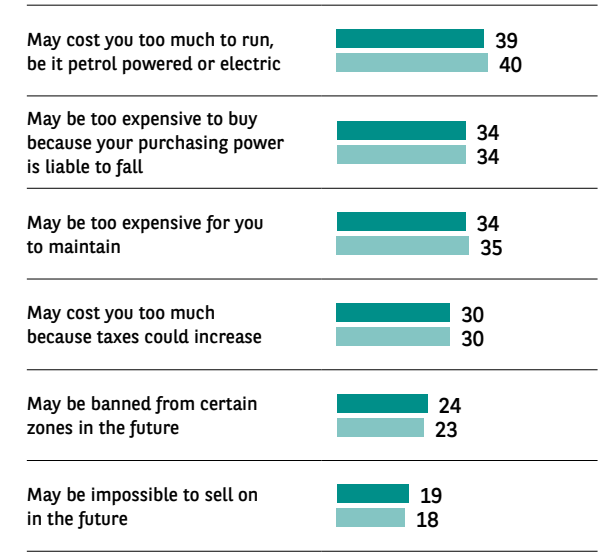


Fig. 41

If you had to buy a car today, what would be your main reasons to hesitate? The fact that the car you might buy...

To all respondents. Select up to three answers. In %.

■ 16-country average ■ Europe average



Source: L'Observatoire Cetelem de l'Automobile 2024.

NOT EVERYONE FEELS THAT OWNING A CAR IS A NECESSITY

Almost half of those who do not want to buy a new car, be it today or in the future, put one main reason forward: they simply do not need one. This is particularly true in the UK and Austria. In Turkey, only 22% state that they can do without a car.

However, this is also the country in which the lack of financial resources to buy a car is most acute. 7 out of 10 Turks who do not intend to buy a vehicle mention this factor, whereas the overall average for this item is less than 40%. Once again, the Mexicans agree with them on this point. Conversely, the Chinese, and even more so the Belgians, Germans and Austrians, are less concerned about potential financial struggles.

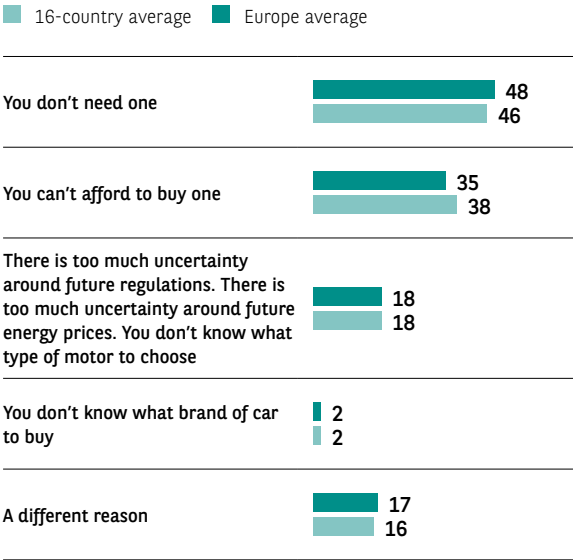
Uncertainty over regulations, engine types and energy costs is cited by 1 in 5 people **(Fig. 42)**.

NOW IS THE TIME TO WAIT

Those who are playing a waiting game give similar reasons for not making a purchase in the near future. Once again, the fact that they have no particular need for a car is the main reason put forward by nearly 4 out of 10 people, a view shared by a majority of respondents in Japan (58%). A current lack of financial resources to buy a car is cited by almost a third of motorists. True to form, the Turks and Mexicans also highlight

Fig. 42

Why don't you want to buy a car?
To those who do not want to buy a car.
Select up to two answers. In %.

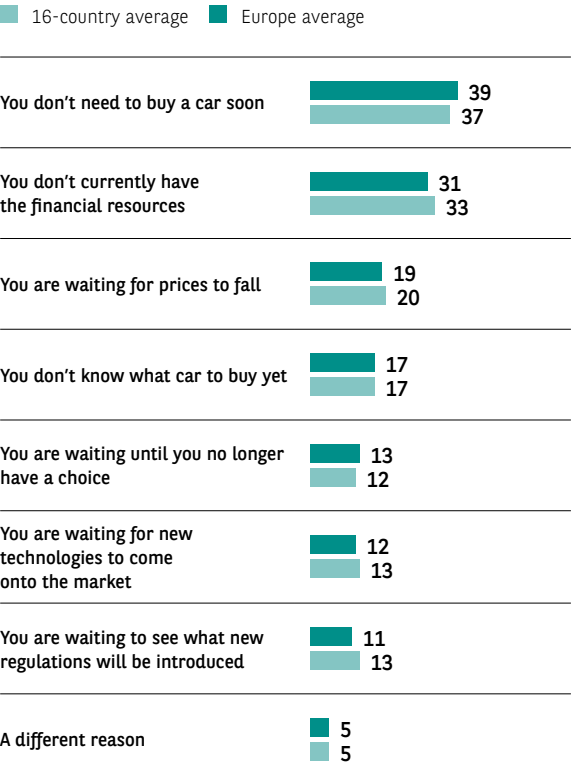


Source: L'Observatoire Cetelem de L'Automobile 2024.

these financial difficulties, followed closely by the Portuguese, but also the Norwegians, two populations that mention this factor in almost identical proportions. Despite leading the world in the adoption of electric vehicles, along with the Chinese, the Norwegians also seem fearful of the high cost of these cars compared with other types of powertrain **(Fig. 43)**.

Fig. 43

For what reasons are you waiting to buy a car?
To those who want to buy a car, but not in the next 12 months. Select up to two answers. In %.



Source: L'Observatoire Cetelem de L'Automobile 2024.

PRICE OVER PROGRESS

Progress is all very well, but we should not ignore a reality that is more prosaic. And no particular insight is needed to highlight once again what is most important in the minds of motorists: price. As underlined at the start of this report, this is people's number one preoccupation year after year, particularly in Poland and France, where this issue scores over 50%. The fact that electric vehicles cost more than internal combustion vehicles does little to reassure motorists or offer them a clearer picture, much like the price increases applied by carmakers in recent years. The price war predicted will likely plunge them further into uncertainty and exacerbate their hesitation.

Aware of the uncertainty surrounding future energy supplies, they are also looking for guarantees that the energy source their vehicle uses will remain available. This is a view expressed most strongly in Mexico and Germany, but with relatively little vigour in Japan.

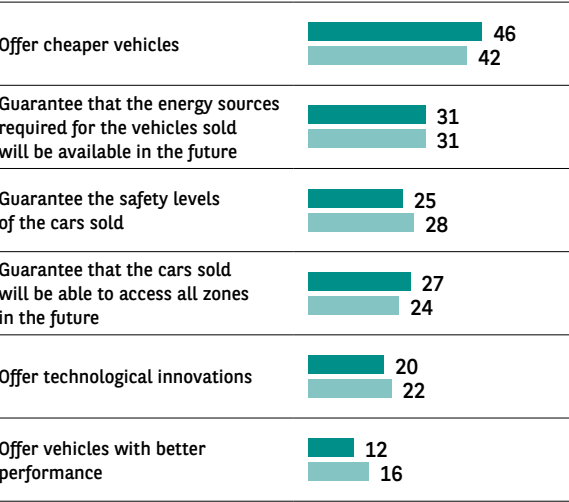
Motorists are also keen to receive guarantees in terms of vehicle safety and road access. While manufacturers are not entirely responsible for the latter of the two, this indicates that motorists would like the model ranges on offer to invariably comply with the regulations. This is a topic that is particularly close to the hearts of Germans and Austrians **(Fig. 44)**.

Fig. 44

Do you think that the car industry should be doing more to...

To all respondents. Select up to two answers. In %.

16-country average Europe average



Source: L'Observatoire Cetelem de l'Automobile 2024.

THE CAR MARKET IS STILL ON TENTERHOOKS

Since its inception, the car industry has enjoyed a sense of long-term confidence and certainty, which has translated into reasonably predictable sales volumes. The last few years have seen the waters muddied somewhat, with trends becoming more erratic across all regions. After sales peaked in 2017, the Covid-19 crisis revealed an economic and market situation that was less buoyant than it had previously appeared. Europe is still not quite sure where it stands, despite the possibility of a slight upturn in 2023. Over the last two years, China has experienced an identical pattern, illustrated by a marked downturn in sales.

In response to this faltering market, most brands have opted to focus on profit margins and premium segments, to the detriment of sales volumes, achieving record profits in the process. But this will have been merely an interlude, since the price war has now resumed.

THE ESSENTIAL

4 OUT OF 10 PEOPLE

believe that electric cars will not replace combustion engine cars

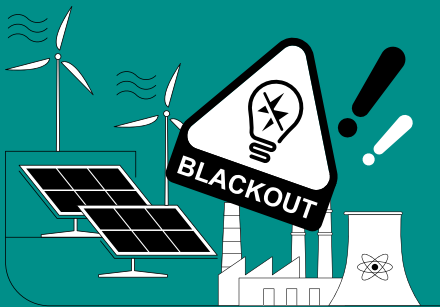
50%

OF RESPONDENTS WHO DO NOT WANT TO GO ELECTRIC BELIEVE THAT THE PRICE OF THESE VEHICLES IS TOO HIGH



1 IN 4 PEOPLE

SAY THAT THEIR NEXT CAR WILL BE FULLY ELECTRIC



1/2 OF THE PEOPLE SURVEYED

believe that the electricity generated will not be enough to power all electric vehicles

8 OUT OF 10 PEOPLE

believe that subsidies are essential if people are to buy electric vehicles

9 OUT OF 10 PEOPLE

have a good image of European brands, compared with just under 1 in 2 in the case of Chinese brands

4 OUT OF 10 PEOPLE

are prepared to buy a car from a Chinese brand

23%

PLAN TO BUY A CAR IN THE NEXT 12 MONTHS

EPILOGUE

Major technological breakthroughs often occur in times of turmoil and when hitherto unknown horizons are discovered. They prompt questions, hesitation and doubt. They force us to trust our imaginations rather than our reasoning. This was the case for printing technologies. The same can be said for the emergence of electricity in the automotive world, although we should not forget that this form of energy was already in use in the early days of the automobile, only to be subsequently neglected for decades.

This latest edition of L'Observatoire Cetelem reveals that, in many respects, motorists have adopted a wait-and-see approach, which in some cases veers into suspicion and scepticism. The fog we refer to in this edition's title is far from exaggerated, and it is also clear that it is not influencing all concerned parties in the same way, whether they be motorists or manufacturers.

The uncertainty expressed by motorists, 6 out of 10 of whom believe it is difficult to be in a position to buy a vehicle, has a varying impact on manufacturers depending on the country in which they are based. Many of them will need to clarify their industrial and commercial strategies, as well as their communication, if they are to avoid being permanently left behind by competitors who are often one step ahead when it comes to electric vehicles. Similarly, it is up to governments to adopt a clear and stable course, one unencumbered by complacency, so as to facilitate the automotive industry's energy transition.

Lastly, and this is even more crucial given the planned dominance of electric cars in the future, the price variable must not be ignored since it remains the automotive industry's key driver, something that Chinese brands have clearly taken on board.

We shall see over the coming years whether the fog lifts and once more allows the sun to shine on the automotive world in a durable way.

AUTO 2024

COUNTRY FACT SHEETS

AUSTRIA
 BELGIUM
 CHINA
 FRANCE
 GERMANY
 ITALY
 JAPAN
 MEXICO
 NETHERLANDS
 NORWAY
 POLAND
 PORTUGAL
 SPAIN
 TURKEY
 UNITED KINGDOM
 UNITED STATES





Austria

AUSTRIA VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



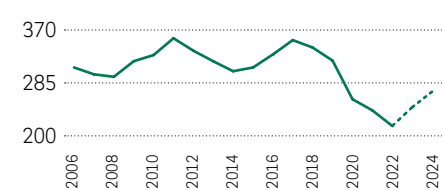
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

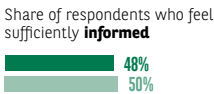
2022 **0.22** | 2023 **0.25** (+14%) | 2024 **0.27** (+10%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

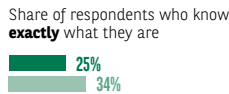
AUSTRIA VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

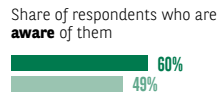
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is **unfair**



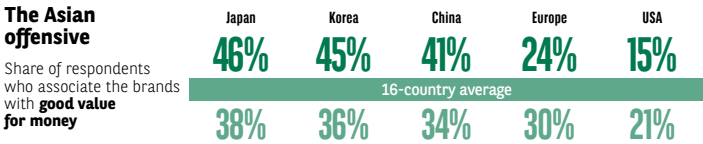
Government subsidies are essential

Share of respondents who view them as **“essential”**



The Asian offensive

Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

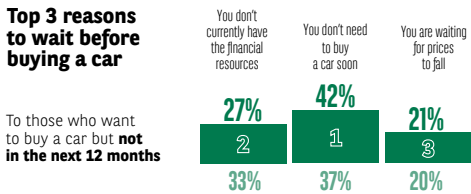
A decision deemed “difficult”

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**



SUMMARY

The Austrians find themselves in a real fog when it comes to regulations. A majority do not know exactly what these entail. When it comes to assessing the different carmakers, they are very positive about the value for money that they perceive is offered by Asian brands, whether Chinese, Japanese or Korean.



Belgium

BELGIUM VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



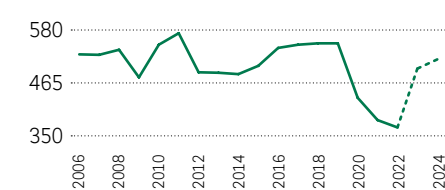
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 **0.37** | 2023 **0.5** (+35%) | 2024 **0.52** (+4%)

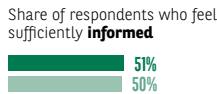
The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

MOTORISTS ARE IN A FOG | 2024

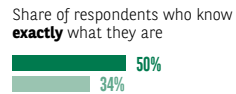
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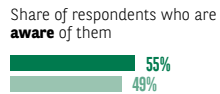
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is **unfair**



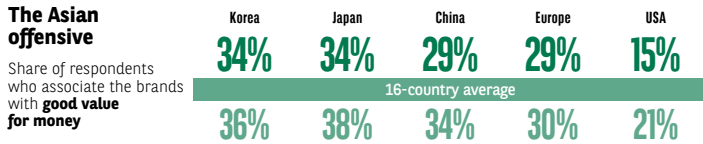
Government subsidies are essential

Share of respondents who view them as **“essential”**



The Asian offensive

Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

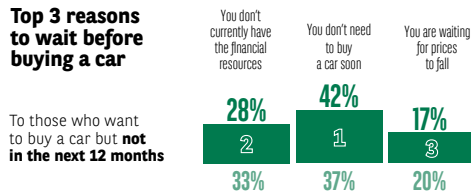
A decision deemed “difficult”

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**



SUMMARY

Buying a car is not a decision that Belgians take lightly. In fact, this is the country where this attitude is the most prevalent. But the difficulty in making such a decision is not contingent on a possible fall in prices, something that they are the least likely to anticipate. Regarding every kind of regulation, the Belgians appear very clear sighted, with a large proportion claiming to see exactly what these measures entail.



China

CHINA VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



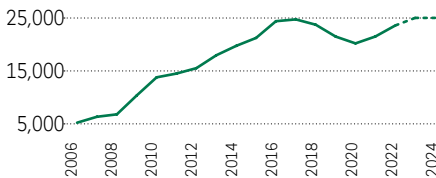
Number of charging points
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Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



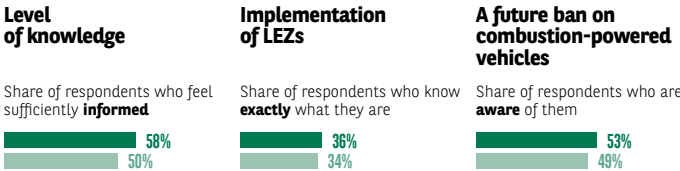
Market forecasts⁵ (In millions of new cars)

2022 **23.56** | 2023 **25** (+6%) | 2024 **25** (+0%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

CHINA VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood



A transition to electric under certain conditions

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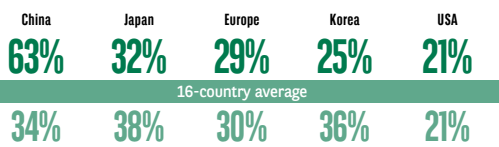
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Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

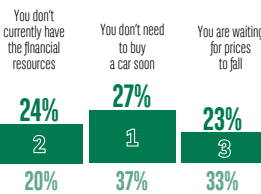
A decision deemed **“difficult”**

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**



SUMMARY

The Chinese claim to be well informed about cars, to know exactly what the relevant regulations entail, and to know whether or not they are in place in their country. Whilst they believe that subsidies to help people switch to electric vehicles are essential, they do not feel that the way in which they are allocated is unfair. Setting aside the Chinese carmakers, no other region of origin stands out in their eyes in terms of the value for money offered by its brands. They also differ from the rest in thinking that the decision to buy a vehicle is not a difficult one.



France

FRANCE VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



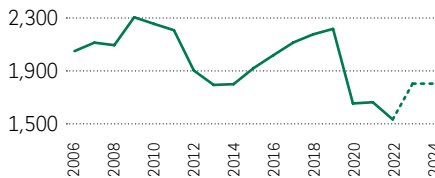
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

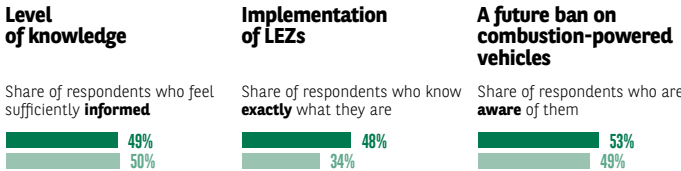
2022 **1.53** | 2023 **1.8** (+18%) | 2024 **1.8** (+0%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

MOTORISTS ARE IN A FOG | 2024

FRANCE VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is **unfair**



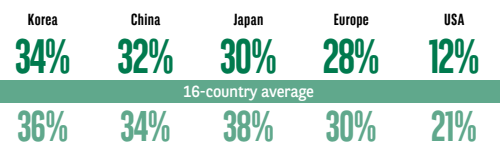
Government subsidies are essential

Share of respondents who view them as **“essential”**



The Asian offensive

Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

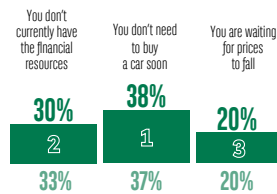
A decision deemed **“difficult”**

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**



SUMMARY

The French find it difficult to decide to buy a car. They claim to have good knowledge of the regulations on internal combustion engines and traffic restrictions. But they are particularly critical of such measures and believe them to be unfair, especially on low-income households. They also highlight the necessity of subsidies to enable them to go electric. As far as brands are concerned, they are among the least likely to laud American and Japanese carmakers for their value for money.



Germany

GERMANY VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



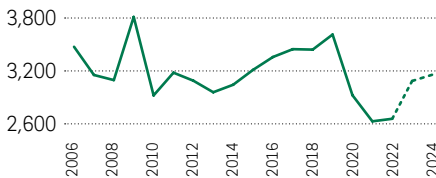
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 **2.65** | 2023 **3.08** (+16%) | 2024 **3.15** (+2%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

GERMANY VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

Level of knowledge

Share of respondents who feel sufficiently informed



Implementation of LEZs

Share of respondents who know exactly what they are



A future ban on combustion-powered vehicles

Share of respondents who are aware of them



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



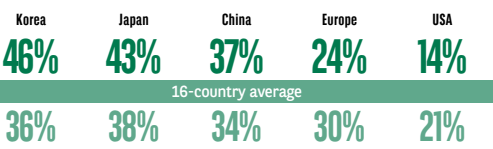
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months



You don't currently have the financial resources



You don't need to buy a car soon



You are waiting for prices to fall



SUMMARY

The majority of Germans feel sufficiently well informed about the latest vehicle regulations, which they believe unfairly penalise lower-income households. Although the second most common reason for delaying a purchase is a lack of financial resources, the Germans are less likely than other populations to consider government subsidies essential. They believe that Korean, Japanese and Chinese brands offer better value for money. On average, they find it easier to make the decision to buy a car than those in other countries.



Italy

ITALY VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



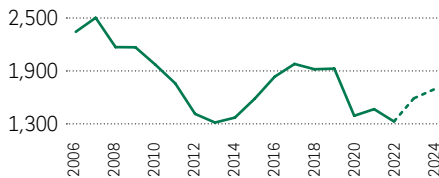
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 **1.32** | 2023 **1.58** (+20%) | 2024 **1.68** (+6%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

MOTORISTS ARE IN A FOG | 2024

ITALY VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

Level of knowledge

Share of respondents who feel sufficiently informed



Implementation of LEZs

Share of respondents who know exactly what they are



A future ban on combustion-powered vehicles

Share of respondents who are aware of them



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



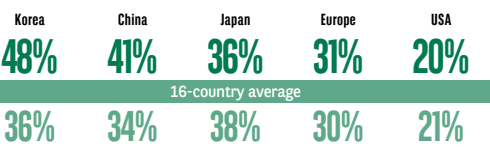
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months



You don't currently have the financial resources



You don't need to buy a car soon



You are waiting for prices to fall



SUMMARY

Not only are the Italians aware of the existence of regulations on engine types and traffic restrictions, they also claim to know exactly what they entail. More generally, they feel sufficiently well informed about motoring issues. They award high scores to Chinese and Korean brands, which they feel offer good value for money. Despite Italy having a high level of car ownership, it has one of the lowest levels of electric vehicle ownership in Europe.

¹ ACEA & OICA. ² IEA & Marklines. ³ IAE. ⁴ GlobalEconomy. ⁵ OICA, Marklines & C-Ways.



Japan

JAPAN VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



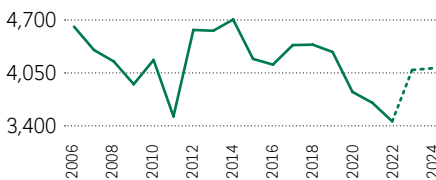
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

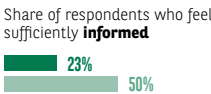
2022 3.45 | 2023 4.08 (+18%) | 2024 4.1 (+0%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

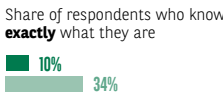
JAPAN VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

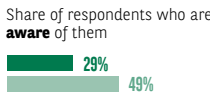
Level of knowledge



Implementation of LEZs

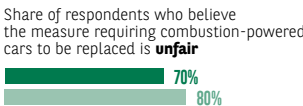


A future ban on combustion-powered vehicles

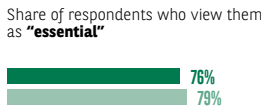


A transition to electric under certain conditions

Low-income households are penalised

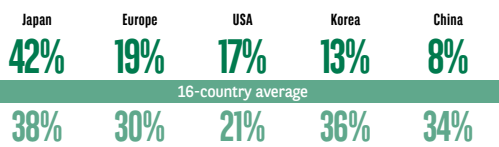


Government subsidies are essential



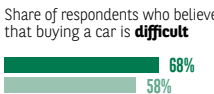
The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months



SUMMARY

Although Japan boasts the highest car ownership rate in the survey, it also has the lowest proportion of electric vehicles, with sales of the latter only growing very slowly. The Japanese are not well informed on the topic of regulations. They tend not to know what they entail and are unaware of their existence in their country. In their opinion, not all foreign brands offer good value for money, especially those based in China. If they are holding off on buying a vehicle, that's because they don't need one and believe prices could fall.



Mexico

MEXICO VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



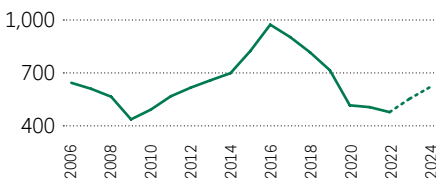
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 0.49 | 2023 0.58 (+18%) | 2024 0.65 (+13%)

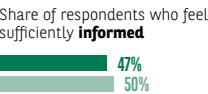
The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

MOTORISTS ARE IN A FOG 2024

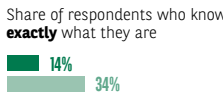
MEXICO VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

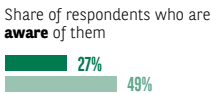
Level of knowledge



Implementation of LEZs

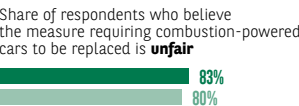


A future ban on combustion-powered vehicles

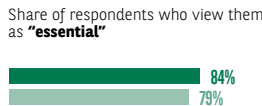


A transition to electric under certain conditions

Low-income households are penalised

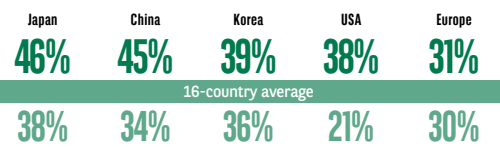


Government subsidies are essential



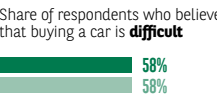
The Asian offensive

Share of respondents who associate the brands with good value for money



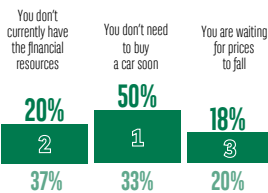
Buying a car... can wait

A decision deemed "difficult"



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months



SUMMARY

Mexicans are extremely critical of the new regulations. They don't know whether these measures are in place in their country, are unaware of exactly what they entail and, in any case, consider them to be unfair. They lack the financial resources to buy a car and are keen to receive subsidies to help them switch to electric vehicles. In terms of brands, they have a particular fondness for Chinese and Japanese cars because they offer good value for money.

NETHERLANDS VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



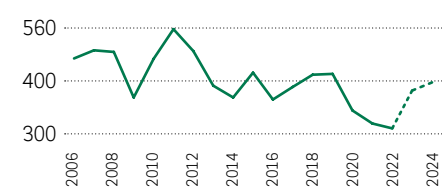
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

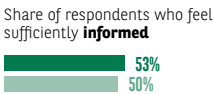
2022 0.31 | 2023 0.41 (+30%) | 2024 0.43 (+5%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

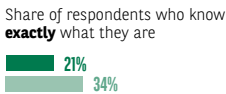
NETHERLANDS VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

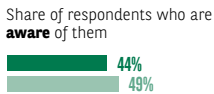
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



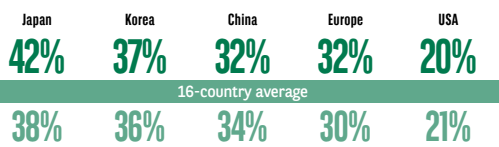
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months

You don't currently have the financial resources



You don't need to buy a car soon



You are waiting for prices to fall



SUMMARY

The Netherlands is one step ahead in the roll-out of electric vehicles, with the highest number of charging points per capita of any country in this survey. When it comes to regulations, their knowledge is particularly vague, since they don't tend to understand what they entail and are the least likely to know whether they exist in their country.

NORWAY VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



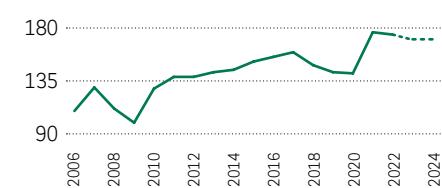
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

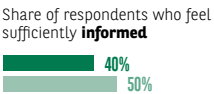
2022 0.174 | 2023 0.170 (-2%) | 2024 0.170 (0%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

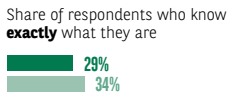
NORWAY VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

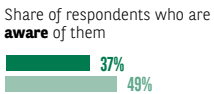
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



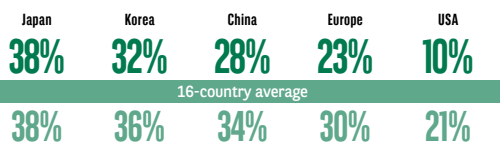
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months

You don't currently have the financial resources



You don't need to buy a car soon



You are waiting for prices to fall



SUMMARY

Norway boasts by far the highest rate of electric vehicle ownership, together with the largest number of charging points. The Norwegians are not entirely sure whether regulations exist in their country. What's more, they don't feel sufficiently informed and don't see exactly what they entail. In their view, American brands do not offer good value for money. They don't believe that buying a car is a difficult decision and they are not waiting for prices to fall before they do so.



Poland

POLAND VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



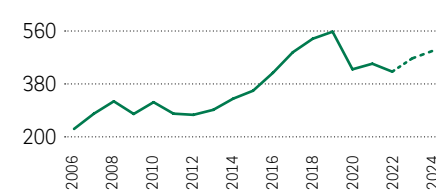
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

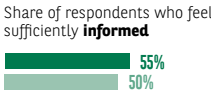
2022 0.42 | 2023 0.47 (+11%) | 2024 0.49 (+5%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

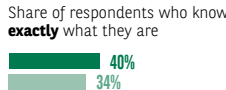
POLAND VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

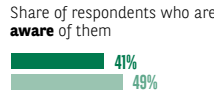
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is **unfair**



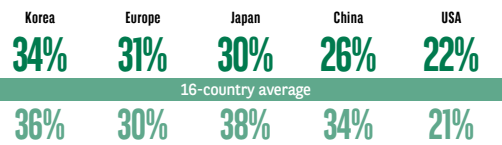
Government subsidies are essential

Share of respondents who view them as **“essential”**



The Asian offensive

Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

A decision deemed “difficult”

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**

You don't currently have the financial resources

30%

2

33%

You don't need to buy a car soon

37%

1

37%

You are waiting for prices to fall

26%

3

20%

SUMMARY

In Poland, the high car ownership rate is inversely proportional to the number of charging points in the country. The Poles claim to be sufficiently well informed on the topic of cars. Many of them understand what the new regulations state, but they are also unsure as to whether they exist in their country. They are also the least likely to state that Chinese and Japanese brands offer good value for money. They find the decision to buy a car a difficult one and are delaying such a purchase due to a lack of funds.



Portugal

PORTUGAL VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



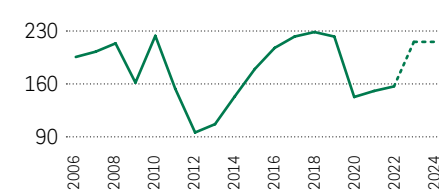
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 0.16 | 2023 0.22 (+38%) | 2024 0.21 (-5%)

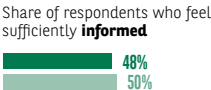
The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

MOTORISTS ARE IN A FOG 2024

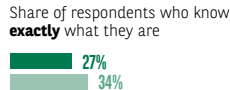
PORTUGAL VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

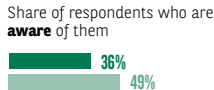
Level of knowledge



Implementation of LEZs



A future ban on combustion-powered vehicles



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is **unfair**



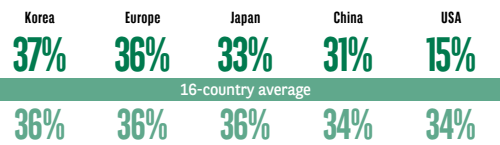
Government subsidies are essential

Share of respondents who view them as **“essential”**



The Asian offensive

Share of respondents who associate the brands with **good value for money**



Buying a car... can wait

A decision deemed “difficult”

Share of respondents who believe that buying a car is **difficult**



Top 3 reasons to wait before buying a car

To those who want to buy a car but **not in the next 12 months**

You don't currently have the financial resources

41%

2

33%

You don't need to buy a car soon

42%

1

37%

You are waiting for prices to fall

16%

3

20%

SUMMARY

When it comes to regulations, the Portuguese find themselves in the dark. They don't understand what these measures entail and are unsure whether they exist in their country. In their eyes, European brands offer good value for money. Buying a new vehicle is a tough decision for them to make. A lack of financial resources means that they will have to wait before taking the plunge, and any price reductions are unlikely to encourage them to buy a car any sooner.

¹ ACEA & OICA. ² IEA & Marklines. ³ IAE ⁴ GlobalEconomy. ⁵ OICA, Marklines & C-Ways.



Spain

SPAIN VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



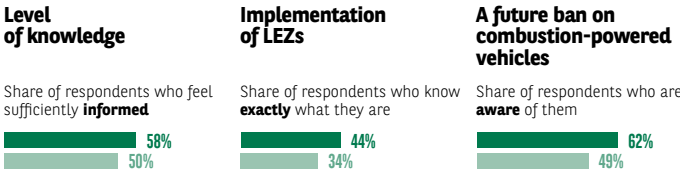
Market forecasts⁵ (In millions of new cars)

2022 0.81 | 2023 0.98 (+20%) | 2024 1.05 (+8%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

SPAIN VS. 16-COUNTRY AVERAGE

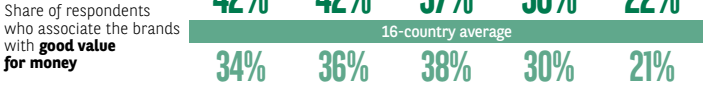
The new regulations are poorly understood



A transition to electric under certain conditions



The Asian offensive



Buying a car... can wait



SUMMARY

Spain and Italy share similarly low levels of electric vehicle ownership, coupled with equally small numbers of charging points on their road networks. The Spanish believe that it is absolutely essential that subsidies are offered to help people go electric, posting the highest score in the survey on this topic. And like the Italians, once again, they consider themselves sufficiently well-informed on automotive issues. However, this does not make the decision to buy a car any easier.



Turkey

TURKEY VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



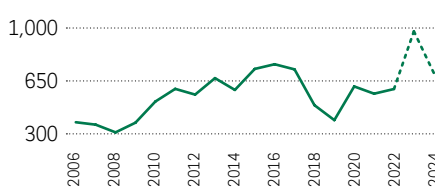
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

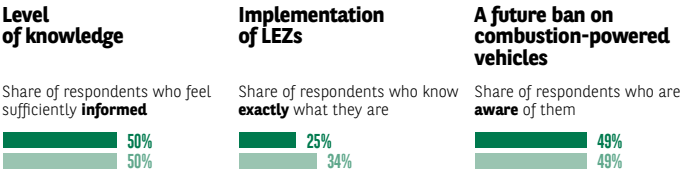
2022 0.59 | 2023 0.98 (+65%) | 2024 0.75 (-23%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

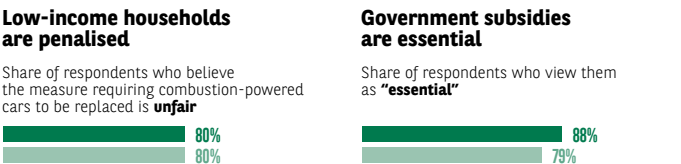
MOTORISTS ARE IN A FOG 2024

TURKEY VS. 16-COUNTRY AVERAGE

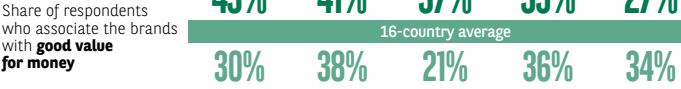
The new regulations are poorly understood



A transition to electric under certain conditions



The Asian offensive



Buying a car... can wait



SUMMARY

Of all the countries surveyed, Turkey is the nation where people find the decision to buy a car the most difficult. And if they delay such a purchase, it is often due to a lack of financial resources. Naturally, they believe that subsidies are essential to encourage people to switch to electric cars. While they are not particularly impressed by the value for money offered by Chinese carmakers, the opposite is true when it comes to American brands. They seem quite oblivious to what the new regulations entail.

¹ ACEA & OICA. ² IEA & Marklines. ³ IAE ⁴ GlobalEconomy. ⁵ OICA, Marklines & C-Ways.

UNITED KINGDOM VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



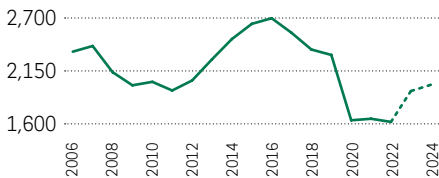
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 1.61 | 2023 0.22 (+38%) | 2024 0.21 (-5%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

UNITED KINGDOM VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

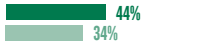
Level of knowledge

Share of respondents who feel sufficiently informed



Implementation of LEZs

Share of respondents who know exactly what they are



A future ban on combustion-powered vehicles

Share of respondents who are aware of them



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



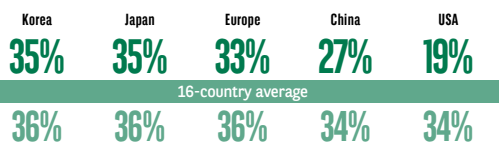
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

To those who want to buy a car but not in the next 12 months



SUMMARY

The British don't appear to find the decision to buy a car particularly difficult. And they are not waiting for a possible fall in prices to make the move. Many of them consider that Chinese brands offer good value for money. They also claim to have a good awareness and understanding of local regulations, which are the subject of intense public debate in the country, particularly when it comes to traffic restrictions.

UNITED STATES VS. WORLD

The passenger car situation

Car ownership rate
per 1,000 inhabitants¹ 2022



EPC market share²
Electric or plug-in hybrid 2022



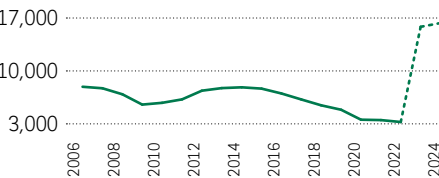
Number of charging points
per 1,000 inhabitants³ 2022



Price of petrol⁴
2022



Annual variation of the NPC market⁵
(In thousands of vehicles)



Market forecasts⁵ (In millions of new cars)

2022 3.1 | 2023 15.7 (+407%) | 2024 16.5 (+5%)

The catch-up process still in effect in 2023, after the supply chain issues of the Covid years, is likely to gradually run out of steam in 2024. Moreover, it looks set to be further impacted by persistently high prices and interest rates.

UNITED STATES VS. 16-COUNTRY AVERAGE

The new regulations are poorly understood

Level of knowledge

Share of respondents who feel sufficiently informed



Implementation of LEZs

Share of respondents who know exactly what they are



A future ban on combustion-powered vehicles

Share of respondents who are aware of them



A transition to electric under certain conditions

Low-income households are penalised

Share of respondents who believe the measure requiring combustion-powered cars to be replaced is unfair



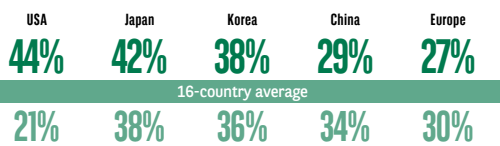
Government subsidies are essential

Share of respondents who view them as "essential"



The Asian offensive

Share of respondents who associate the brands with good value for money



Buying a car... can wait

A decision deemed "difficult"

Share of respondents who believe that buying a car is difficult



Top 3 reasons to wait before buying a car

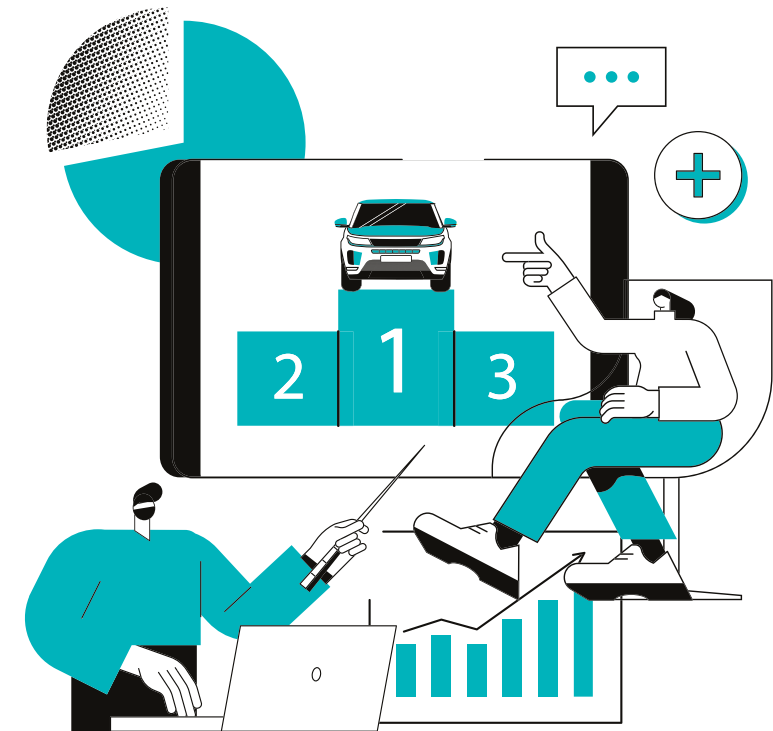
To those who want to buy a car but not in the next 12 months



SUMMARY

In the country where the car is king, motorists find the decision to buy a vehicle easier than any other population. Americans favour local brands when it comes to value for money, while being dismissive of Chinese brands. They consider subsidies essential in nudging people towards electric cars. When it comes to knowledge about regulations, Americans score close to the average.

AUTO 2024 APPENDICES



How is your car powered?
To those who have at least one car in their household.

	Subtotal Petrol or Diesel	Petrol	Diesel	Subtotal Electric or Hybrid	Electric	Hybrid, non- rechargeable	Hybrid rechargeable	Other
Germany	85%	63%	22%	14%	6%	5%	3%	1%
Austria	92%	46%	46%	8%	4%	2%	2%	0%
Belgium	90%	55%	35%	9%	4%	3%	2%	1%
Spain	87%	40%	47%	13%	3%	7%	3%	0%
France	88%	48%	40%	11%	4%	5%	2%	1%
Italy	81%	48%	33%	15%	2%	8%	5%	4%
Norway	71%	33%	38%	28%	17%	6%	5%	1%
Netherlands	88%	80%	8%	12%	5%	5%	2%	0%
Poland	92%	68%	24%	6%	1%	3%	2%	2%
Portugal	91%	40%	51%	8%	3%	2%	3%	1%
United-Kingdom	86%	61%	25%	14%	4%	7%	3%	0%
China	74%	71%	3%	26%	10%	3%	13%	0%
United-States	83%	72%	11%	17%	7%	6%	4%	0%
Japan	76%	74%	2%	24%	2%	19%	3%	0%
Mexico	97%	95%	2%	3%	0%	2%	1%	0%
Turkey	95%	51%	44%	3%	1%	1%	1%	2%
16-COUNTRY AVERAGE	86%	59%	27%	13%	5%	5%	3%	1%
EUROPE AVERAGE (WHITOUT TURKEY)	87%	53%	34%	12%	4%	5%	3%	1%

Are you sufficiently informed on each of the following car-related subjects?
To all.

	New regulations*		Price trends		New technologies (fuel type, smart vehicles)		New brands	
	Sufficiently informed	Not sufficiently informed	Sufficiently informed	Not sufficiently informed	Sufficiently informed	Not sufficiently informed	Sufficiently informed	Not sufficiently informed
Germany	56%	44%	56%	44%	60%	40%	51%	49%
Austria	48%	52%	51%	49%	54%	46%	48%	52%
Belgium	51%	49%	53%	47%	56%	44%	50%	50%
Spain	58%	42%	55%	45%	64%	36%	55%	45%
France	49%	51%	51%	49%	56%	44%	55%	45%
Italy	69%	31%	70%	30%	75%	25%	65%	35%
Norway	40%	60%	47%	53%	55%	45%	41%	59%
Netherlands	53%	47%	56%	44%	60%	40%	54%	46%
Poland	55%	45%	50%	50%	52%	48%	48%	52%
Portugal	48%	52%	55%	45%	66%	34%	57%	43%
United-Kingdom	49%	51%	53%	47%	59%	41%	53%	47%
China	58%	42%	65%	35%	71%	29%	60%	40%
United-States	52%	48%	66%	34%	69%	31%	65%	35%
Japan	23%	77%	26%	74%	28%	72%	25%	75%
Mexico	47%	53%	61%	39%	71%	29%	64%	36%
Turkey	50%	50%	64%	36%	65%	35%	62%	38%
16-COUNTRY AVERAGE	50%	50%	55%	45%	60%	40%	53%	47%
EUROPE AVERAGE (WHITOUT TURKEY)	52%	48%	55%	45%	60%	40%	52%	48%

(*ban on internal combustion vehicles in certain regions of the world and traffic restrictions)

Do you have a good or poor opinion of cars of brands from...?

To all.

	Europe						The US						China						Korea					
	Subtotal good opinion	Very good opinion	Somewhat good opinion	Subtotal poor opinion	Somewhat poor opinion	Very poor opinion	Subtotal good opinion	Very good opinion	Somewhat good opinion	Subtotal poor opinion	Somewhat poor opinion	Very poor opinion	Subtotal good opinion	Very good opinion	Somewhat good opinion	Subtotal poor opinion	Somewhat poor opinion	Very poor opinion	Subtotal good opinion	Very good opinion	Somewhat good opinion	Subtotal poor opinion	Somewhat poor opinion	Very poor opinion
Germany	90%	39%	51%	10%	6%	4%	60%	12%	48%	40%	31%	9%	41%	8%	33%	59%	42%	17%	64%	15%	49%	36%	29%	7%
Austria	92%	42%	50%	8%	7%	1%	60%	10%	50%	40%	33%	7%	41%	4%	37%	59%	45%	14%	59%	9%	50%	41%	33%	8%
Belgium	87%	28%	59%	13%	9%	4%	65%	10%	55%	35%	30%	5%	41%	6%	35%	59%	43%	16%	59%	11%	48%	41%	33%	8%
Spain	94%	52%	42%	6%	5%	1%	76%	25%	51%	24%	19%	5%	50%	11%	39%	50%	38%	12%	70%	20%	50%	30%	23%	7%
France	90%	29%	61%	10%	7%	3%	68%	14%	54%	32%	26%	6%	39%	6%	33%	61%	45%	16%	62%	10%	52%	38%	30%	8%
Italy	92%	36%	56%	8%	6%	2%	76%	16%	60%	24%	20%	4%	44%	6%	38%	56%	43%	13%	67%	11%	56%	33%	27%	6%
Norway	89%	40%	49%	11%	7%	4%	63%	14%	49%	37%	29%	8%	42%	6%	36%	58%	39%	19%	58%	13%	45%	42%	30%	12%
Nether-lands	92%	38%	54%	8%	7%	1%	71%	11%	60%	29%	23%	6%	47%	6%	41%	53%	39%	14%	67%	13%	54%	33%	26%	7%
Poland	92%	31%	61%	8%	7%	1%	87%	25%	62%	13%	11%	2%	45%	5%	40%	55%	44%	11%	75%	15%	60%	25%	21%	4%
Portugal	96%	33%	63%	4%	3%	1%	79%	14%	65%	21%	18%	3%	50%	6%	44%	50%	42%	8%	73%	11%	62%	27%	25%	2%
United-Kingdom	87%	29%	58%	13%	9%	4%	65%	15%	50%	35%	29%	6%	45%	8%	37%	55%	38%	17%	64%	14%	50%	36%	25%	11%
China	83%	31%	52%	17%	15%	2%	65%	17%	48%	35%	27%	8%	93%	55%	38%	7%	7%	0%	50%	10%	40%	50%	40%	10%
United-States	81%	36%	45%	19%	14%	5%	90%	55%	35%	10%	8%	2%	48%	16%	32%	52%	32%	20%	67%	25%	42%	33%	24%	9%
Japan	83%	19%	64%	17%	14%	3%	73%	14%	59%	27%	24%	3%	18%	3%	15%	82%	43%	39%	34%	4%	30%	66%	42%	24%
Mexico	93%	49%	44%	7%	7%	0%	89%	45%	44%	11%	9%	2%	68%	22%	46%	32%	26%	6%	77%	27%	50%	23%	21%	2%
Turkey	89%	43%	46%	11%	6%	5%	78%	28%	50%	22%	15%	7%	56%	14%	42%	44%	30%	14%	70%	22%	48%	30%	20%	10%
16-COUNTRY AVERAGE	90%	36%	54%	10%	8%	2%	73%	20%	53%	27%	22%	5%	48%	11%	37%	52%	37%	15%	63%	14%	49%	37%	28%	9%
EUROPE AVERAGE (WHITOUT TURKEY)	91%	36%	55%	9%	7%	2%	70%	15%	55%	30%	24%	6%	44%	7%	37%	56%	42%	14%	65%	13%	52%	35%	28%	7%

Do you have a good or poor opinion of cars of brands from...?

To all.

	Japan					
	Subtotal good opinion	Very good opinion	Somewhat good opinion	Subtotal poor opinion	Somewhat poor opinion	Very poor opinion
Germany	79%	24%	55%	21%	16%	5%
Austria	78%	23%	55%	22%	17%	5%
Belgium	74%	23%	51%	26%	22%	4%
Spain	85%	39%	46%	15%	12%	3%
France	76%	19%	57%	24%	19%	5%
Italy	89%	30%	59%	11%	9%	2%
Norway	79%	34%	45%	21%	15%	6%
Netherlands	82%	28%	54%	18%	15%	3%
Poland	90%	35%	55%	10%	8%	2%
Portugal	90%	34%	56%	10%	9%	1%
United-Kingdom	80%	28%	52%	20%	15%	5%
China	68%	21%	47%	32%	20%	12%
United-States	83%	45%	38%	17%	12%	5%
Japan	90%	48%	42%	10%	8%	2%
Mexico	90%	51%	39%	10%	8%	2%
Turkey	82%	35%	47%	18%	11%	7%
16-COUNTRY AVERAGE	82%	32%	50%	18%	14%	4%
EUROPE AVERAGE (WHITOUT TURKEY)	82%	29%	53%	18%	14%	4%

Which words in the following list describe car brands from...?

To all. Several answers possible per line.

	Europe						
	Reliable	Aesthetically pleasing	Safe	High-performance	Environmentally friendly	Good value for money	None
Germany	56%	36%	57%	53%	33%	24%	9%
Austria	60%	43%	59%	52%	30%	24%	8%
Belgium	46%	28%	45%	35%	24%	29%	13%
Spain	52%	42%	53%,0%	42%	40%	36%	4%
France	48%	39%	43%	40%	28%	28%	12%
Italy	54%	46%	46%	39%	32%	31%	4%
Norway	46%	26%	53%	22%	28%	23%	17%
Netherlands	56%	30%	48%	36%	30%	32%	11%
Poland	29%	37%	44%	28%	32%	32%	11%
Portugal	48%	46%	48%	38%	30%	36%	7%
United-Kingdom	48%	34%	45%	35%	27%	33%	13%
China	40%	36%	41%	47%	31%	29%	6%
United-States	38%	38%	38%	40%	31%	27%	12%
Japan	27%	44%	26%	31%	25%	19%	20%
Mexico	38%	56%	49%	38%	35%	31%	3%
Turkey	46%	42%	48%	47%	34%	43%	5%
16-COUNTRY AVERAGE	46%	39%	46%	39%	31%	30%	10%
EUROPE AVERAGE (WHITOUT TURKEY)	49%	37%	49%	38%	30%	30%	10%

Which words in the following list describe car brands from...?

To all. Several answers possible per line.

	The US							China						
	Reliable	Aesthetically pleasing	Safe	High-performance	Environmentally friendly	Good value for money	None	Reliable	Aesthetically pleasing	Safe	High-performance	Environmentally friendly	Good value for money	None
Germany	22%	25%	21%	40%	8%	14%	28%	14%	14%	11%	15%	12%	37%	36%
Austria	22%	28%	22%	40%	5%	15%	28%	12%	12%	9%	16%	7%	41%	38%
Belgium	25%	21%	21%	26%	7%	15%	32%	12%	10%	10%	10%	7%	29%	45%
Spain	30%	41%	33%	38%	15%	22%	13%	15%	21%	14%	17%	11%	42%	29%
France	28%	30%	24%	38%	8%	12%	25%	14%	12%	10%	14%	10%	32%	41%
Italy	39%	28%	29%	36%	13%	20%	15%	13%	12%	9%	9%	9%	41%	33%
Norway	22%	22%	21%	25%	7%	10%	36%	12%	10%	9%	10%	10%	28%	47%
Netherlands	31%	20%	27%	26%	10%	20%	29%	15%	13%	12%	11%	9%	32%	43%
Poland	25%	41%	37%	23%	16%	22%	15%	7%	18%	11%	12%	10%	26%	43%
Portugal	29%	29%	27%	32%	9%	15%	22%	17%	13%	9%	11%	10%	31%	39%
United-Kingdom	27%	22%	28%	34%	12%	19%	28%	21%	14%	14%	14%	11%	27%	40%
China	35%	31%	35%	43%	21%	21%	13%	52%	43%	51%	40%	43%	63%	2%
United-States	53%	41%	51%	49%	37%	44%	6%	21%	17%	16%	16%	17%	29%	36%
Japan	14%	35%	14%	25%	9%	17%	33%	2%	6%	2%	6%	5%	8%	79%
Mexico	37%	52%	48%	36%	26%	38%	3%	17%	37%	21%	21%	22%	45%	13%
Turkey	35%	34%	35%	49%	22%	37%	10%	18%	27%	20%	21%	19%	27%	26%
16-COUNTRY AVERAGE	30%	31%	30%	35%	14%	21%	21%	16%	17%	14%	15%	13%	34%	37%
EUROPE AVERAGE (WHITOUT TURKEY)	27%	28%	27%	33%	10%	17%	25%	14%	14%	11%	13%	10%	33%	39%

Which words in the following list describe car brands from...?

To all. Several answers possible per line.

	Korea						
	Reliable	Aesthetically pleasing	Safe	High-performance	Environmentally friendly	Good value for money	None
Germany	27%	20%	24%	23%	16%	46%	25%
Austria	25%	16%	18%	21%	12%	45%	28%
Belgium	23%	14%	17%	16%	10%	34%	35%
Spain	28%	26%	26%	23%	19%	42%	20%
France	25%	19%	20%	21%	14%	34%	29%
Italy	30%	21%	19%	15%	19%	48%	19%
Norway	22%	12%	16%	10%	15%	32%	39%
Netherlands	30%	16%	25%	18%	16%	37%	30%
Poland	20%	31%	27%	24%	19%	34%	21%
Portugal	29%	23%	21%	17%	13%	37%	24%
United-Kingdom	33%	19%	26%	16%	17%	35%	29%
China	31%	27%	25%	22%	25%	37%	23%
United-States	21%	32%	22%	24%	26%	25%	22%
Japan	5%	10%	8%	10%	6%	13%	66%
Mexico	26%	42%	30%	28%	28%	39%	11%
Turkey	33%	28%	33%	26%	28%	35%	15%
16-COUNTRY AVERAGE	25%	22%	22%	19%	18%	36%	27%
EUROPE AVERAGE (WHITOUT TURKEY)	26%	20%	22%	18%	16%	39%	27%

Japan						
Reliable	Aesthetically pleasing	Safe	High-performance	Environmentally friendly	Good value for money	None
42%	25%	35%	34%	23%	43%	18%
41%	25%	32%	32%	17%	46%	17%
37%	19%	30%	28%	17%	34%	22%
45%	32%	41%	39%	30%	37%	8%
37%	26%	29%	32%	21%	30%	20%
47%	25%	37%	30%	34%	36%	8%
46%	17%	32%	17%	21%	38%	22%
43%	19%	33%	31%	21%	42%	20%
44%	37%	38%	36%	32%	30%	10%
45%	29%	36%	35%	22%	33%	12%
45%	28%	37%	30%	22%	35%	17%
34%	25%	32%	37%	33%	32%	13%
47%	30%	38%	36%	33%	42%	12%
61%	24%	62%	50%	33%	42%	8%
40%	50%	45%	33%	39%	44%	4%
48%	32%	41%	46%	35%	41%	6%
44%	28%	37%	34%	27%	38%	13%
43%	26%	35%	31%	24%	37%	16%

Would you be prepared to buy a car brand from... ?

To all.

	Europe						The US					
	Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not	Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not
Germany	89%	53%	36%	11%	5%	6%	46%	14%	32%	54%	31%	23%
Austria	92%	55%	37%	8%	5%	3%	45%	12%	33%	55%	36%	19%
Belgium	87%	41%	46%	13%	8%	5%	47%	12%	35%	53%	33%	20%
Spain	93%	55%	38%	7%	4%	3%	66%	22%	44%	34%	23%	11%
France	85%	42%	43%	15%	8%	7%	45%	12%	33%	55%	32%	23%
Italy	94%	54%	40%	6%	4%	2%	66%	20%	46%	34%	25%	9%
Norway	86%	43%	43%	14%	8%	6%	56%	16%	40%	44%	31%	13%
Netherlands	87%	49%	38%	13%	7%	6%	49%	14%	35%	51%	33%	18%
Poland	88%	41%	47%	12%	6%	6%	70%	22%	48%	30%	19%	11%
Portugal	90%	49%	41%	10%	6%	4%	59%	17%	42%	41%	28%	13%
United-Kingdom	83%	35%	48%	17%	9%	8%	49%	15%	34%	51%	31%	20%
China	76%	22%	54%	24%	15%	9%	63%	13%	50%	37%	22%	15%
United-States	68%	33%	35%	32%	20%	12%	88%	61%	27%	12%	8%	4%
Japan	28%	5%	23%	72%	39%	33%	17%	2%	15%	83%	44%	39%
Mexico	89%	47%	42%	11%	9%	2%	90%	48%	42%	10%	7%	3%
Turkey	90%	55%	35%	10%	5%	5%	80%	38%	42%	20%	12%	8%
16-COUNTRY AVERAGE	83%	42%	41%	17%	10%	7%	58%	21%	37%	42%	26%	16%
EUROPE AVERAGE (WHITOUT TURKEY)	89%	47%	42%	11%	6%	5%	54%	16%	38%	46%	29%	17%

China						Korea					
Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not	Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not
31%	9%	22%	69%	35%	34%	50%	16%	34%	50%	30%	20%
31%	5%	26%	69%	40%	29%	47%	13%	34%	53%	34%	19%
31%	5%	26%	69%	37%	32%	47%	11%	36%	53%	32%	21%
42%	8%	34%	58%	36%	22%	59%	18%	41%	41%	27%	14%
28%	6%	22%	72%	35%	37%	43%	10%	33%	57%	31%	26%
38%	8%	30%	62%	36%	26%	60%	15%	45%	40%	29%	11%
34%	6%	28%	66%	40%	26%	51%	10%	41%	49%	33%	16%
31%	8%	23%	69%	39%	30%	53%	15%	38%	47%	28%	19%
31%	5%	26%	69%	38%	31%	64%	17%	47%	36%	22%	14%
36%	7%	29%	64%	39%	25%	58%	14%	44%	42%	31%	11%
34%	8%	26%	66%	34%	32%	52%	13%	39%	48%	29%	19%
91%	55%	36%	9%	6%	3%	47%	11%	36%	53%	30%	23%
39%	16%	23%	61%	28%	33%	55%	22%	33%	45%	25%	20%
7%	1%	6%	93%	20%	73%	8%	1%	7%	92%	26%	66%
62%	18%	44%	38%	27%	11%	68%	23%	45%	32%	25%	7%
45%	15%	30%	55%	33%	22%	65%	23%	42%	35%	22%	13%
38%	11%	27%	62%	33%	29%	52%	15%	37%	48%	28%	20%
34%	7%	27%	66%	37%	29%	53%	14%	39%	47%	30%	17%

Would you be prepared to buy a car brand from... ?

To all.

	Japan					
	Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not
Germany	64%	24%	40%	36%	22%	14%
Austria	66%	24%	42%	34%	22%	12%
Belgium	61%	23%	38%	39%	24%	15%
Spain	77%	30%	47%	23%	16%	7%
France	56%	17%	39%	44%	25%	19%
Italy	80%	31%	49%	20%	15%	5%
Norway	72%	27%	45%	28%	17%	11%
Netherlands	66%	26%	40%	34%	21%	13%
Poland	78%	36%	42%	22%	14%	8%
Portugal	74%	29%	45%	26%	18%	8%
United-Kingdom	68%	26%	42%	32%	19%	13%
China	63%	19%	44%	37%	19%	18%
United-States	74%	39%	35%	26%	16%	10%
Japan	83%	50%	33%	17%	10%	7%
Mexico	87%	48%	39%	13%	10%	3%
Turkey	82%	42%	40%	18%	11%	7%
16-COUNTRY AVERAGE	72%	31%	41%	28%	17%	11%
EUROPE AVERAGE (WHITOUT TURKEY)	70%	27%	43%	30%	19%	11%

Have you noticed an increase in prices for the following goods

and services over the last twelve months?

To all.

	Public transport					Petrol and diesel				
	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know
Germany	65%	24%	41%	14%	21%	86%	61%	25%	6%	8%
Austria	63%	18%	45%	18%	19%	88%	63%	25%	5%	7%
Belgium	63%	19%	44%	12%	25%	84%	56%	28%	6%	10%
Spain	54%	19%	35%	36%	10%	85%	53%	32%	10%	5%
France	60%	23%	37%	13%	27%	88%	67%	21%	5%	7%
Italy	75%	24%	51%	11%	14%	94%	63%	31%	4%	2%
Norway	58%	22%	36%	15%	27%	81%	68%	13%	5%	14%
Netherlands	62%	24%	38%	9%	29%	86%	64%	22%	5%	9%
Poland	80%	38%	42%	8%	12%	85%	63%	22%	7%	8%
Portugal	66%	27%	39%	14%	20%	95%	74%	21%	2%	3%
United-Kingdom	55%	19%	36%	20%	25%	78%	49%	29%	10%	12%
China	36%	10%	26%	53%	11%	81%	30%	51%	11%	8%
United-States	49%	17%	32%	17%	34%	80%	41%	39%	11%	9%
Japan	62%	10%	52%	12%	26%	81%	48%	33%	3%	16%
Mexico	82%	36%	46%	14%	4%	91%	57%	34%	7%	2%
Turkey	93%	61%	32%	4%	3%	96%	79%	17%	2%	2%
16-COUNTRY AVERAGE	64%	24%	40%	17%	19%	86%	58%	28%	6%	8%
EUROPE AVERAGE (WHITOUT TURKEY)	64%	24%	40%	15%	21%	86%	62%	24%	6%	8%

Have you noticed an increase in prices for the following goods and services over the last twelve months?

To all.

	Electricity					New cars				
	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know
Germany	90%	65%	25%	6%	4%	66%	40%	26%	6%	28%
Austria	95%	72%	23%	2%	3%	70%	44%	26%	4%	26%
Belgium	84%	57%	27%	7%	9%	68%	41%	27%	6%	26%
Spain	86%	53%	33%	9%	5%	81%	48%	33%	5%	14%
France	87%	56%	31%	6%	7%	73%	47%	26%	6%	21%
Italy	92%	65%	27%	4%	4%	81%	47%	34%	6%	13%
Norway	89%	72%	17%	3%	8%	49%	30%	19%	6%	45%
Netherlands	78%	48%	30%	9%	13%	57%	29%	28%	7%	36%
Poland	84%	57%	27%	5%	11%	77%	52%	25%	3%	20%
Portugal	89%	55%	34%	7%	4%	77%	51%	26%	2%	21%
United-Kingdom	87%	67%	20%	5%	8%	58%	33%	25%	7%	35%
China	55%	15%	40%	32%	13%	51%	14%	37%	36%	13%
United-States	79%	36%	43%	11%	10%	80%	47%	33%	7%	13%
Japan	85%	58%	27%	4%	11%	58%	23%	35%	4%	38%
Mexico	86%	44%	42%	11%	3%	91%	61%	30%	2%	7%
Turkey	94%	69%	25%	4%	2%	95%	84%	11%	3%	2%
16-COUNTRY AVERAGE	85%	55%	30%	8%	7%	71%	43%	28%	7%	22%
EUROPE AVERAGE (WHITOUT TURKEY)	87%	60%	27%	6%	7%	69%	42%	27%	5%	26%

Used cars					Car hire				
Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know
61%	34%	27%	7%	32%	43%	20%	23%	5%	52%
65%	42%	23%	6%	29%	37%	17%	20%	6%	57%
55%	28%	27%	8%	37%	40%	19%	21%	6%	54%
70%	34%	36%	8%	22%	62%	26%	36%	7%	31%
67%	41%	26%	8%	25%	46%	23%	23%	7%	47%
65%	34%	31%	9%	26%	54%	24%	30%	6%	40%
37%	16%	21%	12%	51%	28%	6%	22%	8%	64%
53%	26%	27%	10%	37%	72%	31%	41%	8%	20%
74%	41%	33%	6%	20%	27%	15%	12%	5%	68%
71%	41%	30%	6%	23%	33%	14%	19%	8%	59%
58%	32%	26%	10%	32%	55%	27%	28%	5%	40%
29%	7%	22%	44%	27%	50%	9%	41%	25%	25%
70%	37%	33%	12%	18%	51%	21%	30%	10%	39%
48%	23%	25%	7%	45%	55%	30%	25%	4%	41%
80%	32%	48%	10%	10%	35%	17%	18%	9%	56%
96%	84%	12%	2%	2%	88%	72%	16%	3%	9%
63%	35%	28%	10%	27%	48%	23%	25%	8%	44%
62%	34%	28%	8%	30%	44%	21%	23%	6%	50%

Have you noticed an increase in prices for the following goods and services over the last twelve months?

To all.

	Car insurance					Car maintenance					Car-related taxes				
	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know	Subtotal Yes	Yes, a large increase	Yes, a modest increase	No, no increase	I don't know
Germany	58%	18%	40%	23%	19%	67%	27%	40%	11%	22%	44%	16%	28%	31%	25%
Austria	70%	22%	48%	13%	17%	73%	34%	39%	8%	19%	59%	23%	36%	17%	24%
Belgium	68%	23%	45%	13%	19%	69%	29%	40%	8%	23%	66%	28%	38%	10%	24%
Spain	78%	28%	50%	13%	9%	82%	35%	47%	7%	11%	68%	27%	41%	17%	15%
France	72%	27%	45%	15%	13%	76%	37%	39%	7%	17%	61%	31%	30%	10%	29%
Italy	79%	28%	51%	15%	6%	85%	38%	47%	5%	10%	64%	22%	42%	21%	15%
Norway	55%	20%	35%	12%	33%	59%	32%	27%	7%	34%	63%	34%	29%	5%	32%
Netherlands	58%	16%	42%	17%	25%	66%	25%	41%	9%	25%	54%	16%	38%	16%	30%
Poland	77%	38%	39%	8%	15%	83%	56%	27%	4%	13%	71%	36%	35%	8%	21%
Portugal	77%	33%	44%	13%	10%	86%	51%	35%	3%	11%	76%	36%	40%	9%	15%
United-King-dom	69%	29%	40%	13%	18%	68%	26%	42%	10%	22%	58%	20%	38%	17%	25%
China	59%	14%	45%	27%	14%	69%	17%	52%	20%	11%	52%	12%	40%	30%	18%
United-States	74%	31%	43%	16%	10%	78%	34%	44%	10%	12%	62%	26%	36%	14%	24%
Japan	44%	10%	34%	15%	41%	62%	18%	44%	7%	31%	40%	10%	30%	22%	38%
Mexico	84%	37%	47%	6%	10%	89%	44%	45%	5%	6%	81%	40%	41%	10%	9%
Turkey	92%	77%	15%	2%	6%	93%	72%	21%	2%	5%	94%	77%	17%	2%	4%
16-COUNTRY AVERAGE	69%	28%	41%	14%	17%	75%	36%	39%	8%	17%	63%	28%	35%	15%	22%
EUROPE AVERAGE (WHITOUT TURKEY)	69%	26%	43%	14%	17%	74%	36%	38%	7%	19%	62%	26%	36%	15%	23%

Do you think the prices of the following goods and services will increase, decrease or remain stable over the next five years?

To all.

	Public transport								Petrol and diesel						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot		Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
Germany	74%	26%	48%	20%	6%	4%	2%		75%	34%	41%	19%	6%	4%	2%
Austria	69%	15%	54%	26%	5%	4%	1%		69%	29%	40%	22%	9%	8%	1%
Belgium	71%	20%	51%	24%	5%	3%	2%		75%	30%	45%	18%	7%	5%	2%
Spain	61%	16%	45%	33%	6%	5%	1%		74%	32%	42%	20%	6%	5%	1%
France	69%	21%	48%	26%	5%	3%	2%		75%	36%	39%	19%	6%	5%	1%
Italy	68%	20%	48%	30%	2%	2%	0%		69%	26%	43%	21%	10%	9%	1%
Norway	66%	19%	47%	27%	7%	5%	2%		71%	34%	37%	22%	7%	6%	1%
Netherlands	79%	29%	50%	18%	3%	2%	1%		84%	45%	39%	13%	3%	2%	1%
Poland	75%	28%	47%	20%	5%	3%	2%		73%	38%	35%	19%	8%	6%	2%
Portugal	69%	20%	49%	25%	6%	4%	2%		82%	41%	41%	11%	7%	5%	2%
United-Kingdom	68%	21%	47%	27%	5%	4%	1%		68%	26%	42%	22%	10%	8%	2%
China	34%	6%	28%	60%	6%	5%	1%		66%	26%	40%	24%	10%	9%	1%
United-States	63%	20%	43%	31%	6%	4%	2%		73%	32%	41%	20%	7%	5%	2%
Japan	72%	13%	59%	24%	4%	2%	2%		78%	29%	49%	15%	7%	5%	2%
Mexico	83%	30%	53%	15%	2%	2%	0%		86%	47%	39%	11%	3%	3%	0%
Turkey	94%	59%	35%	4%	2%	1%	1%		93%	73%	20%	4%	3%	2%	1%
16-COUNTRY AVERAGE	70%	23%	47%	26%	4%	3%	1%		76%	36%	40%	18%	6%	5%	1%
EUROPE AVERAGE (WHITOUT TURKEY)	70%	21%	49%	25%	5%	3%	2%		75%	34%	41%	19%	6%	6%	0%

Do you think the prices of the following goods and services will increase, decrease or remain stable over the next five years?

To all.

	Electricity								New cars						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot		Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
Germany	74%	32%	42%	19%	7%	6%	1%		76%	34%	42%	19%	5%	3%	2%
Austria	65%	26%	39%	22%	13%	11%	2%		75%	31%	44%	17%	8%	6%	2%
Belgium	71%	30%	41%	21%	8%	6%	2%		77%	34%	43%	18%	5%	4%	1%
Spain	72%	30%	42%	22%	6%	5%	1%		79%	33%	46%	17%	4%	3%	1%
France	78%	37%	41%	17%	5%	3%	2%		76%	34%	42%	20%	4%	3%	1%
Italy	70%	29%	41%	21%	9%	8%	1%		76%	29%	47%	21%	3%	3%	0%
Norway	69%	33%	36%	22%	9%	8%	1%		73%	29%	44%	20%	7%	6%	1%
Netherlands	75%	28%	47%	18%	7%	6%	1%		79%	32%	47%	17%	4%	3%	1%
Poland	77%	44%	33%	18%	5%	3%	2%		77%	42%	35%	17%	6%	4%	2%
Portugal	78%	33%	45%	15%	7%	6%	1%		82%	38%	44%	12%	6%	4%	2%
United-Kingdom	67%	31%	36%	19%	14%	12%	2%		74%	32%	42%	21%	5%	4%	1%
China	54%	13%	41%	40%	6%	5%	1%		45%	9%	36%	33%	22%	20%	2%
United-States	75%	33%	42%	19%	6%	4%	2%		78%	39%	39%	17%	5%	4%	1%
Japan	78%	35%	43%	17%	5%	3%	2%		75%	23%	52%	20%	5%	3%	2%
Mexico	83%	38%	45%	14%	3%	3%	0%		90%	51%	39%	8%	2%	2%	0%
Turkey	92%	66%	26%	6%	2%	2%	0%		95%	76%	19%	3%	2%	2%	0%
16-COUNTRY AVERAGE	74%	34%	40%	19%	7%	6%	1%		76%	35%	41%	19%	5%	4%	1%
EUROPE AVERAGE (WHITOUT TURKEY)	73%	32%	41%	19%	8%	7%	1%		77%	34%	43%	18%	5%	4%	1%

Do you think the prices of the following goods and services will increase, decrease or remain stable over the next five years?

To all.

	Used cars						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
Germany	66%	25%	41%	25%	9%	6%	3%
Austria	66%	22%	44%	24%	10%	8%	2%
Belgium	66%	22%	44%	26%	8%	6%	2%
Spain	67%	23%	44%	25%	8%	7%	1%
France	70%	28%	42%	24%	6%	4%	2%
Italy	61%	20%	41%	31%	8%	7%	1%
Norway	56%	14%	42%	33%	11%	8%	3%
Netherlands	69%	22%	47%	24%	7%	5%	2%
Poland	69%	29%	40%	22%	9%	6%	3%
Portugal	68%	25%	43%	23%	9%	7%	2%
United-Kingdom	61%	24%	37%	30%	9%	6%	3%
China	29%	5%	24%	44%	27%	22%	5%
United-States	65%	26%	39%	26%	9%	7%	2%
Japan	64%	15%	49%	29%	7%	4%	3%
Mexico	76%	23%	53%	20%	4%	3%	1%
Turkey	93%	69%	24%	5%	2%	2%	0%
16-COUNTRY AVERAGE	65%	24%	41%	26%	9%	7%	2%
EUROPE AVERAGE (WHITOUT TURKEY)	65%	23%	42%	26%	9%	7%	2%

	Car hire						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
	69%	22%	47%	24%	7%	3%	4%
	68%	18%	50%	24%	8%	4%	4%
	69%	20%	49%	25%	6%	3%	3%
	71%	22%	49%	23%	6%	4%	2%
	68%	23%	45%	26%	6%	3%	3%
	66%	23%	43%	29%	5%	4%	1%
	66%	19%	47%	28%	6%	3%	3%
	72%	20%	52%	23%	5%	2%	3%
	67%	27%	40%	25%	8%	4%	4%
	73%	26%	47%	20%	7%	5%	2%
	63%	20%	43%	31%	6%	3%	3%
	43%	9%	34%	44%	13%	10%	3%
	64%	25%	39%	30%	6%	2%	4%
	63%	9%	54%	32%	5%	2%	3%
	79%	29%	50%	18%	3%	2%	1%
	93%	65%	28%	5%	2%	1%	1%
	69%	24%	45%	25%	6%	3%	3%
	69%	22%	47%	25%	6%	3%	3%

Do you think the prices of the following goods and services will increase, decrease or remain stable over the next five years?

To all.

	Car insurance								Car maintenance						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot		Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
Germany	69%	19%	50%	27%	4%	2%	2%		76%	26%	50%	19%	5%	2%	3%
Austria	77%	21%	56%	20%	3%	2%	1%		79%	26%	53%	18%	3%	2%	1%
Belgium	73%	23%	50%	23%	4%	2%	2%		76%	23%	53%	21%	3%	2%	1%
Spain	74%	22%	52%	21%	5%	4%	1%		75%	25%	50%	21%	4%	3%	1%
France	76%	29%	47%	20%	4%	3%	1%		76%	30%	46%	20%	4%	3%	1%
Italy	71%	23%	48%	26%	3%	2%	1%		75%	25%	50%	23%	2%	2%	0%
Norway	70%	18%	52%	26%	4%	3%	1%		77%	27%	50%	20%	3%	2%	1%
Netherlands	77%	23%	54%	20%	3%	2%	1%		82%	26%	56%	16%	2%	1%	1%
Poland	77%	34%	43%	19%	4%	2%	2%		79%	41%	38%	17%	4%	2%	2%
Portugal	77%	24%	53%	19%	4%	3%	1%		83%	34%	49%	14%	3%	2%	1%
United-Kingdom	71%	28%	43%	24%	5%	4%	1%		71%	24%	47%	25%	4%	3%	1%
China	55%	10%	45%	38%	7%	6%	1%		62%	14%	48%	31%	7%	6%	1%
United-States	75%	27%	48%	20%	5%	3%	2%		77%	31%	46%	19%	4%	3%	1%
Japan	64%	11%	53%	31%	5%	2%	3%		73%	17%	56%	23%	4%	2%	2%
Mexico	85%	36%	49%	13%	2%	2%	0%		86%	37%	49%	13%	1%	1%	0%
Turkey	95%	70%	25%	4%	1%	1%	0%		92%	66%	26%	5%	3%	3%	0%
16-COUNTRY AVERAGE	74%	26%	48%	22%	4%	3%	1%		78%	30%	48%	19%	3%	2%	1%
EUROPE AVERAGE (WHITOUT TURKEY)	74%	24%	50%	22%	4%	3%	1%		77%	28%	49%	19%	4%	2%	2%

Do you think the prices of the following goods and services will increase, decrease or remain stable over the next five years?

To all.

	Car-related taxes						
	Subtotal Increase	Increase a lot	Increase a little	Remain stable	Subtotal Decrease	Decrease a little	Decrease a lot
Germany	66%	20%	46%	30%	4%	2%	2%
Austria	75%	24%	51%	21%	4%	3%	1%
Belgium	75%	25%	50%	20%	5%	3%	2%
Spain	72%	24%	48%	24%	4%	3%	1%
France	74%	29%	45%	22%	4%	2%	2%
Italy	65%	20%	45%	31%	4%	3%	1%
Norway	75%	29%	46%	21%	4%	3%	1%
Netherlands	78%	28%	50%	19%	3%	2%	1%
Poland	75%	34%	41%	21%	4%	2%	2%
Portugal	79%	31%	48%	17%	4%	3%	1%
United-Kingdom	70%	25%	45%	25%	5%	4%	1%
China	48%	11%	37%	43%	9%	7%	2%
United-States	71%	25%	46%	25%	4%	1%	3%
Japan	64%	12%	52%	32%	4%	2%	2%
Mexico	85%	36%	49%	14%	1%	1%	0%
Turkey	95%	72%	23%	4%	1%	1%	0%
16-COUNTRY AVERAGE	73%	28%	45%	23%	4%	3%	1%
EUROPE AVERAGE (WHITOUT TURKEY)	73%	26%	47%	23%	4%	3%	1%

Have you recently forgone buying a car owing to rising prices?

To all.

	Yes	No
Germany	36%	64%
Austria	37%	63%
Belgium	25%	75%
Spain	40%	60%
France	35%	65%
Italy	33%	67%
Norway	31%	69%
Netherlands	22%	78%
Poland	40%	60%
Portugal	38%	62%
United-Kingdom	28%	72%
China	32%	68%
United-States	39%	61%
Japan	19%	81%
Mexico	58%	42%
Turkey	67%	33%
16-COUNTRY AVERAGE	36%	64%
EUROPE AVERAGE (WHITOUT TURKEY)	33%	67%

Were you aware of the existence of this type of regulation in the world (ULEZ)?

To all.

	Subtotal Yes	Yes, and I know exactly what it is	Yes, but I don't know exactly what it is	No
Germany	86%	51%	35%	14%
Austria	72%	25%	47%	28%
Belgium	80%	50%	30%	20%
Spain	82%	44%	38%	18%
France	77%	48%	29%	23%
Italy	88%	48%	40%	12%
Norway	67%	29%	38%	33%
Nether-lands	64%	21%	43%	36%
Poland	86%	40%	46%	14%
Portugal	67%	27%	40%	33%
United-Kingdom	78%	44%	34%	22%
China	78%	36%	42%	22%
United-States	58%	30%	28%	42%
Japan	48%	10%	38%	52%
Mexico	69%	14%	55%	31%
Turkey	71%	25%	46%	29%
16-COUNTRY AVERAGE	73%	34%	39%	27%
EUROPE AVERAGE (WHITOUT TURKEY)	77%	39%	38%	23%

In your opinion, are there currently any of these zones (ULEZs) in your country?

To all.

	SubTotal Knows the situation in its country (Yes or No)	Yes	No	I don't know
Germany	77%	67%	10%	23%
Austria	60%	20%	40%	40%
Belgium	77%	69%	8%	23%
Spain	65%	58%	7%	35%
France	70%	59%	11%	30%
Italy	69%	46%	23%	31%
Norway	49%	18%	31%	51%
Netherlands	54%	39%	15%	46%
Poland	63%	39%	24%	37%
Portugal	52%	44%	8%	48%
United-Kingdom	72%	59%	13%	28%
China	63%	42%	21%	37%
United-States	53%	31%	22%	47%
Japan	51%	16%	35%	49%
Mexico	51%	22%	29%	49%
Turkey	50%	22%	28%	50%
16-COUNTRY AVERAGE	61%	41%	20%	39%
EUROPE AVERAGE (WHITOUT TURKEY)	64%	47%	17%	36%

Do you know whether your country has any plans for such zones (ULEZs) in the near future?

To all.

	Subtotal Knows the situation in its country (Yes or No)	Yes, I know that some cities will have ULEZs in the near future	Yes, I know that there won't be any in the near future	No, I don't know
Germany	61%	53%	8%	39%
Austria	39%	25%	14%	61%
Belgium	64%	55%	9%	36%
Spain	70%	13%	57%	30%
France	63%	50%	13%	37%
Italy	65%	51%	14%	35%
Norway	37%	28%	9%	63%
Netherlands	44%	38%	6%	56%
Poland	55%	42%	13%	45%
Portugal	46%	37%	9%	54%
United-Kingdom	62%	53%	9%	38%
China	61%	41%	20%	39%
Unit-ed-States	47%	35%	12%	53%
Japan	23%	14%	9%	77%
Mexico	44%	29%	15%	56%
Turkey	45%	27%	18%	55%
16-COUNTRY AVERAGE	52%	37%	15%	48%
EUROPE AVERAGE (WHITOUT TURKEY)	55%	40%	15%	45%

As far as you know, will your current vehicle be permitted in these zones (ULEZs) in the near future?

To those who have at least one car in their household and whose country has introduced (or will introduce) EPZs.

	Yes, it will be permitted	No, it won't be permitted	I don't know
Germany	64%	14%	22%
Austria	39%	36%	25%
Belgium	65%	24%	11%
Spain	47%	46%	7%
France	56%	30%	14%
Italy	46%	40%	14%
Norway	28%	59%	13%
Netherlands	62%	21%	17%
Poland	34%	45%	21%
Portugal	44%	37%	19%
United-Kingdom	57%	23%	20%
China	71%	17%	12%
United-States	76%	15%	9%
Japan	47%	26%	27%
Mexico	60%	25%	15%
Turkey	63%	20%	17%
16-COUNTRY AVERAGE	55%	29%	16%
EUROPE AVERAGE (WHITOUT TURKEY)	52%	32%	16%

Do you agree or disagree with each of the following statements about these restricted zones set up to improve air quality (ULEZs)?

To all.

	It is a good and necessary measure						The schedule is too demanding					
	Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree	Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree
Germany	61 %	22 %	39 %	39 %	25 %	14 %	67 %	25 %	42 %	33 %	24 %	9 %
Austria	58 %	19 %	39 %	42 %	28 %	14 %	67 %	25 %	42 %	33 %	24 %	9 %
Belgium	49 %	12 %	37 %	51 %	32 %	19 %	74 %	34 %	40 %	26 %	21 %	5 %
Spain	72 %	28 %	44 %	28 %	18 %	10 %	72 %	26 %	46 %	28 %	21 %	7 %
France	50 %	12 %	38 %	50 %	32 %	18 %	75 %	33 %	42 %	25 %	19 %	6 %
Italy	70 %	24 %	46 %	30 %	22 %	8 %	68 %	22 %	46 %	32 %	25 %	7 %
Norway	59 %	19 %	40 %	41 %	24 %	17 %	72 %	27 %	45 %	28 %	20 %	8 %
Netherlands	57 %	14 %	43 %	43 %	29 %	14 %	70 %	25 %	45 %	30 %	25 %	5 %
Poland	64 %	20 %	44 %	36 %	26 %	10 %	70 %	22 %	48 %	30 %	25 %	5 %
Portugal	81 %	33 %	48 %	19 %	14 %	5 %	70 %	22 %	48 %	30 %	25 %	5 %
United-Kingdom	59 %	16 %	43 %	41 %	28 %	13 %	73 %	28 %	45 %	27 %	22 %	5 %
China	87 %	35 %	52 %	13 %	11 %	2 %	71 %	19 %	52 %	29 %	24 %	5 %
United-States	71 %	28 %	43 %	29 %	19 %	10 %	70 %	28 %	42 %	30 %	24 %	6 %
Japan	59 %	9 %	50 %	41 %	32 %	9 %	64 %	12 %	52 %	36 %	30 %	6 %
Mexico	86 %	48 %	38 %	14 %	10 %	4 %	71 %	25 %	46 %	29 %	21 %	8 %
Turkey	85 %	49 %	36 %	15 %	11 %	4 %	65 %	23 %	42 %	35 %	27 %	8 %
16-COUNTRY AVERAGE	66 %	24 %	42 %	34 %	23 %	11 %	70 %	25 %	45 %	30 %	24 %	6 %
EUROPE AVERAGE (WHITOUT TURKEY)	62 %	20 %	42 %	38 %	25 %	13 %	71 %	26 %	45 %	29 %	23 %	6 %

Do you agree or disagree with each of the following statements about these restricted zones set up to improve air quality (ULEZs)?

To all.

	It doesn't go far enough						It is ineffective in the fight against pollution					
	Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree	Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree
Germany	49 %	17 %	32 %	51 %	28 %	23 %	64 %	27 %	37 %	36 %	24 %	12 %
Austria	53 %	17 %	36 %	47 %	29 %	18 %	63 %	26 %	37 %	37 %	28 %	9 %
Belgium	39 %	11 %	28 %	61 %	36 %	25 %	62 %	27 %	35 %	38 %	29 %	9 %
Spain	71 %	26 %	45 %	29 %	22 %	7 %	60 %	24 %	36 %	40 %	27 %	13 %
France	54 %	17 %	37 %	46 %	30 %	16 %	63 %	24 %	39 %	37 %	28 %	9 %
Italy	75 %	27 %	48 %	25 %	19 %	6 %	54 %	16 %	38 %	46 %	36 %	10 %
Norway	47 %	14 %	33 %	53 %	30 %	23 %	60 %	20 %	40 %	40 %	27 %	13 %
Netherlands	35 %	7 %	28 %	65 %	42 %	23 %	61 %	19 %	42 %	39 %	32 %	7 %
Poland	69 %	22 %	47 %	31 %	24 %	7 %	61 %	19 %	42 %	39 %	29 %	10 %
Portugal	60 %	17 %	43 %	40 %	33 %	7 %	59 %	20 %	39 %	41 %	28 %	13 %
United-Kingdom	45 %	12 %	33 %	55 %	36 %	19 %	58 %	19 %	39 %	42 %	33 %	9 %
China	75 %	18 %	57 %	25 %	21 %	4 %	45 %	13 %	32 %	55 %	42 %	13 %
United-States	58 %	21 %	37 %	42 %	27 %	15 %	57 %	25 %	32 %	43 %	33 %	10 %
Japan	66 %	13 %	53 %	34 %	28 %	6 %	48 %	9 %	39 %	52 %	44 %	8 %
Mexico	67 %	27 %	40 %	33 %	25 %	8 %	61 %	24 %	37 %	39 %	24 %	15 %
Turkey	81 %	37 %	44 %	19 %	15 %	4 %	54 %	22 %	32 %	46 %	31 %	15 %
16-COUNTRY AVERAGE	59 %	19 %	40 %	41 %	28 %	13 %	58 %	21 %	37 %	42 %	31 %	11 %
EUROPE AVERAGE (WHITOUT TURKEY)	54 %	17 %	37 %	46 %	30 %	16 %	61 %	22 %	39 %	39 %	29 %	10 %

Do you agree or disagree with each of the following statements about these restricted zones set up to improve air quality (ULEZs)?

To all.

	It is unfair to low-income households, who will not be able to get modern vehicles permitted in these zones							It is unrealistic and will either never happen or will be scrapped					
	Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree		Subtotal agree	Completely agree	Somewhat agree	Subtotal disagree	Somewhat disagree	Completely disagree
Germany	80 %	43%	37%	20%	14%	6%		57%	21%	36%	43%	33%	10%
Austria	82 %	48%	34%	18%	14%	4%		63%	19%	44%	37%	30%	7%
Belgium	83 %	45%	38%	17%	13%	4%		52%	17%	35%	48%	36%	12%
Spain	84 %	44%	40%	16%	13%	3%		58%	17%	41%	42%	31%	11%
France	85 %	50%	35%	15%	11%	4%		57%	18%	39%	43%	34%	9%
Italy	77 %	38%	39%	23%	19%	4%		55%	16%	39%	45%	37%	8%
Norway	83 %	49%	34%	17%	12%	5%		62%	20%	42%	38%	27%	11%
Netherlands	81 %	42%	39%	19%	15%	4%		49%	12%	37%	51%	38%	13%
Poland	79 %	35%	44%	21%	17%	4%		60%	16%	44%	40%	32%	8%
Portugal	83 %	43%	40%	17%	13%	4%		52%	13%	39%	48%	36%	12%
United-Kingdom	83 %	41%	42%	17%	13%	4%		54%	16%	38%	46%	36%	10%
China	74 %	23%	51%	26%	21%	5%		45%	12%	33%	55%	41%	14%
United-States	79 %	40%	39%	21%	15%	6%		63%	26%	37%	37%	29%	8%
Japan	70 %	20%	50%	30%	25%	5%		57%	11%	46%	43%	36%	7%
Mexico	83 %	41%	42%	17%	13%	4%		65%	22%	43%	35%	26%	9%
Turkey	80 %	37%	43%	20%	14%	6%		58%	20%	38%	42%	31%	11%
16-COUNTRY AVERAGE	80 %	40%	40%	20%	15%	5%		57%	17%	40%	43%	33%	10%
EUROPE AVERAGE (WHITOUT TURKEY)	82 %	44%	38%	18%	14%	4%		56%	17%	39%	44%	34%	10%

If such zones were set up near you, which solutions would you prefer?

To those who think or don't know that their vehicle won't be allowed in the EPZs.
Please select all that apply.

	I will get a vehicle that is permitted in these zones	I will avoid travelling in these zones	I will change my mode of transport (bus, bike, etc.)	I have not yet thought about it	I will continue to use my car even if it is prohibited
Germany	23%	47%	21%	19%	19%
Austria	19%	47%	28%	19%	16%
Belgium	20%	43%	20%	15%	19%
Spain	31%	52%	28%	11%	14%
France	16%	49%	22%	20%	18%
Italy	37%	38%	36%	6%	11%
Norway	23%	52%	28%	18%	16%
Netherlands	25%	43%	24%	17%	16%
Poland	18%	42%	33%	13%	24%
Portugal	12%	40%	31%	8%	25%
United-Kingdom	20%	47%	19%	10%	25%
China	54%	38%	51%	13%	7%
United-States	35%	40%	16%	18%	13%
Japan	34%	16%	42%	10%	19%
Mexico	52%	39%	46%	4%	11%
Turkey	54%	15%	23%	17%	10%
16-COUNTRY AVERAGE	27%	43%	29%	13%	17%
EUROPE AVERAGE (WHITOUT TURKEY)	22%	45%	27%	14%	19%

In some countries, regulations have been introduced that will ban the sale of combustion vehicles (petrol, diesel, hybrid) in 10 to 15 years' time to combat air pollution.
Do you know whether similar regulations exist in your country?

To all.

	Yes, I know whether these regulations exist in my country	No, I don't know whether these regulations exist in my country
Germany	66%	34%
Austria	60%	40%
Belgium	55%	45%
Spain	62%	38%
France	53%	47%
Italy	57%	43%
Netherlands	44%	56%
Poland	41%	59%
Portugal	36%	64%
United-Kingdom	62%	38%
China	53%	47%
United-States	51%	49%
Japan	29%	71%
Mexico	27%	73%
Norway	37%	63%
Turkey	49%	51%
16-COUNTRY AVERAGE	49%	51%
EUROPE AVERAGE (WHITOUT TURKEY)	52%	48%

In some countries, regulations have been introduced that will ban the sale of combustion vehicles (petrol, diesel, hybrid) in 10 to 15 years’ time to combat air pollution.

Do you agree or disagree with each of the following statements about this ban on the sale of combustion vehicles?

To all.

	It is a good and necessary measure					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	56 %	21 %	35 %	44 %	24 %	20 %
Austria	47 %	18 %	29 %	53 %	31 %	22 %
Belgium	48 %	13 %	35 %	52 %	28 %	24 %
Spain	66 %	26 %	40 %	34 %	22 %	12 %
France	47 %	12 %	35 %	53 %	31 %	22 %
Italy	67 %	23 %	44 %	33 %	23 %	10 %
Norway	52 %	19 %	33 %	48 %	28 %	20 %
Netherlands	55 %	13 %	42 %	45 %	29 %	16 %
Poland	54 %	15 %	39 %	46 %	29 %	17 %
Portugal	78 %	32 %	46 %	22 %	15 %	7 %
United-Kingdom	63 %	17 %	46 %	37 %	22 %	15 %
China	79 %	32 %	47 %	21 %	18 %	3 %
United-States	69 %	29 %	40 %	31 %	18 %	13 %
Japan	56 %	10 %	46 %	44 %	35 %	9 %
Mexico	84 %	42 %	42 %	16 %	13 %	3 %
Turkey	86 %	47 %	39 %	14 %	11 %	3 %
16-COUNTRY AVERAGE	63 %	23 %	40 %	37 %	24 %	13 %
EUROPE AVERAGE (WHITOUT TURKEY)	57 %	19 %	38 %	43 %	26 %	17 %

	The implementation schedule is too tight					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
	68 %	32 %	36 %	32 %	22 %	10 %
	70 %	36 %	34 %	30 %	21 %	9 %
	74 %	33 %	41 %	26 %	20 %	6 %
	73 %	31 %	42 %	27 %	18 %	9 %
	74 %	35 %	39 %	26 %	19 %	7 %
	71 %	27 %	44 %	29 %	24 %	5 %
	69 %	28 %	41 %	31 %	23 %	8 %
	69 %	20 %	49 %	31 %	25 %	6 %
	73 %	27 %	46 %	27 %	21 %	6 %
	67 %	21 %	46 %	33 %	26 %	7 %
	72 %	29 %	43 %	28 %	22 %	6 %
	68 %	29 %	39 %	32 %	24 %	8 %
	68 %	18 %	50 %	32 %	25 %	7 %
	68 %	18 %	50 %	32 %	28 %	4 %
	67 %	25 %	42 %	33 %	25 %	8 %
	66 %	24 %	42 %	34 %	27 %	7 %
	70 %	27 %	43 %	30 %	23 %	7 %
	71 %	29 %	42 %	29 %	22 %	7 %

In some countries, regulations have been introduced that will ban the sale of combustion vehicles (petrol, diesel, hybrid) in 10 to 15 years’ time to combat air pollution.

Do you agree or disagree with each of the following statements about this ban on the sale of combustion vehicles?

To all.

	It doesn't go far enough					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	44 %	17 %	27 %	56 %	30 %	26 %
Austria	44 %	15 %	29 %	56 %	32 %	24 %
Belgium	38 %	9 %	29 %	62 %	35 %	27 %
Spain	68 %	26 %	42 %	32 %	23 %	9 %
France	54 %	17 %	37 %	46 %	30 %	16 %
Italy	69 %	23 %	46 %	31 %	23 %	8 %
Norway	40 %	12 %	28 %	60 %	36 %	24 %
Netherlands	35 %	7 %	28 %	65 %	40 %	25 %
Poland	67 %	22 %	45 %	33 %	25 %	8 %
Portugal	54 %	14 %	40 %	46 %	35 %	11 %
United-Kingdom	44 %	11 %	33 %	56 %	37 %	19 %
China	70 %	21 %	49 %	30 %	23 %	7 %
United-States	51 %	18 %	33 %	49 %	33 %	16 %
Japan	63 %	14 %	49 %	37 %	31 %	6 %
Mexico	67 %	29 %	38 %	33 %	25 %	8 %
Turkey	79 %	34 %	45 %	21 %	16 %	5 %
16-COUNTRY AVERAGE	55 %	18 %	37 %	45 %	30 %	15 %
EUROPE AVERAGE (WHITOUT TURKEY)	51 %	16 %	35 %	49 %	31 %	18 %

It is ineffective in the fight against pollution					
Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
59 %	27 %	32 %	41 %	27 %	14 %
61 %	28 %	33 %	39 %	26 %	13 %
60 %	26 %	34 %	40 %	31 %	9 %
57 %	23 %	34 %	43 %	28 %	15 %
63 %	25 %	38 %	37 %	27 %	10 %
55 %	20 %	35 %	45 %	33 %	12 %
57 %	23 %	34 %	43 %	29 %	14 %
57 %	20 %	37 %	43 %	33 %	10 %
63 %	24 %	39 %	37 %	28 %	9 %
52 %	16 %	36 %	48 %	31 %	17 %
55 %	20 %	35 %	45 %	34 %	11 %
42 %	13 %	29 %	58 %	40 %	18 %
57 %	24 %	33 %	43 %	30 %	13 %
49 %	10 %	39 %	51 %	42 %	9 %
61 %	25 %	36 %	39 %	25 %	14 %
55 %	22 %	33 %	45 %	26 %	19 %
57 %	22 %	35 %	43 %	30 %	13 %
58 %	23 %	35 %	42 %	30 %	12 %

In some countries, regulations have been introduced that will ban the sale of combustion vehicles (petrol, diesel, hybrid) in 10 to 15 years’ time to combat air pollution.
Do you agree or disagree with each of the following statements about this ban on the sale of combustion vehicles?
To all.

	It is unfair to households who will not be able to sell their combustion engine vehicles					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	79 %	46 %	33 %	21 %	14 %	7 %
Austria	80 %	44 %	36 %	20 %	15 %	5 %
Belgium	83 %	45 %	38 %	17 %	14 %	3 %
Spain	80 %	44 %	36 %	20 %	15 %	5 %
France	84 %	50 %	34 %	16 %	12 %	4 %
Italy	78 %	36 %	42 %	22 %	18 %	4 %
Norway	80 %	45 %	35 %	20 %	14 %	6 %
Netherlands	80 %	38 %	42 %	20 %	16 %	4 %
Poland	78 %	39 %	39 %	22 %	17 %	5 %
Portugal	81 %	41 %	40 %	19 %	16 %	3 %
United-Kingdom	79 %	39 %	40 %	21 %	16 %	5 %
China	70 %	22 %	48 %	30 %	26 %	4 %
United-States	78 %	41 %	37 %	22 %	16 %	6 %
Japan	70 %	20 %	50 %	30 %	25 %	5 %
Mexico	79 %	41 %	38 %	21 %	16 %	5 %
Turkey	73 %	31 %	42 %	27 %	20 %	7 %
16-COUNTRY AVERAGE	78 %	39 %	39 %	22 %	17 %	5 %
EUROPE AVERAGE (WHITOUT TURKEY)	80 %	42 %	38 %	20 %	15 %	5 %

It is unrealistic and will either never happen or will be scrapped					
Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
60 %	24 %	36 %	40 %	30 %	10 %
67 %	27 %	40 %	33 %	26 %	7 %
62 %	22 %	40 %	38 %	31 %	7 %
64 %	23 %	41 %	36 %	25 %	11 %
65 %	25 %	40 %	35 %	27 %	8 %
61 %	17 %	44 %	39 %	30 %	9 %
62 %	20 %	42 %	38 %	26 %	12 %
55 %	15 %	40 %	45 %	35 %	10 %
68 %	22 %	46 %	32 %	25 %	7 %
53 %	13 %	40 %	47 %	34 %	13 %
62 %	18 %	44 %	38 %	30 %	8 %
49 %	15 %	34 %	51 %	36 %	15 %
63 %	26 %	37 %	37 %	28 %	9 %
56 %	13 %	43 %	44 %	38 %	6 %
64 %	22 %	42 %	36 %	25 %	11 %
61 %	22 %	39 %	39 %	26 %	13 %
61 %	20 %	41 %	39 %	29 %	10 %
62 %	21 %	41 %	38 %	29 %	9 %

In your opinion, is the part played by vehicles in environmental damage...?

To all.

	Overestimated	Underestimated	Estimated correctly	I don't know
Germany	37%	23%	28%	12%
Austria	45%	21%	21%	13%
Belgium	29%	26%	24%	21%
Spain	27%	32%	29%	12%
France	30%	26%	26%	18%
Italy	25%	33%	34%	8%
Norway	35%	14%	29%	22%
Netherlands	27%	24%	27%	22%
Poland	29%	20%	29%	22%
Portugal	23%	36%	28%	13%
United-Kingdom	24%	23%	31%	22%
China	22%	26%	42%	10%
United-States	29%	25%	32%	14%
Japan	18%	21%	21%	40%
Mexico	30%	24%	39%	7%
Turkey	12%	40%	43%	5%
16-COUNTRY AVERAGE	28%	26%	30%	16%
EUROPE AVERAGE (WHITOUT TURKEY)	30%	25%	28%	17%

With regard to these regulations (restricted zones established to improve air quality (ULEZs)/ban on the sale of combustion vehicles), do you feel that you have understood the following properly or not?

To all.

	The reasons for these regulations		What is prohibited and what is permitted under these regulations		How these regulations are an appropriate solution to current problems	
	Yes	No	Yes	No	Yes	No
Germany	74%	26%	63%	37%	60%	40%
Austria	71%	29%	61%	39%	57%	43%
Belgium	67%	33%	55%	45%	52%	48%
Spain	78%	22%	71%	29%	72%	28%
France	66%	34%	58%	42%	53%	47%
Italy	81%	19%	68%	32%	68%	32%
Norway	59%	41%	47%	53%	47%	53%
Netherlands	72%	28%	54%	46%	53%	47%
Poland	69%	31%	65%	35%	62%	38%
Portugal	79%	21%	63%	37%	68%	32%
United-Kingdom	70%	30%	54%	46%	55%	45%
China	80%	20%	76%	24%	71%	29%
United-States	73%	27%	56%	44%	62%	38%
Japan	40%	60%	25%	75%	28%	72%
Mexico	87%	13%	77%	23%	79%	21%
Turkey	84%	16%	78%	22%	80%	20%
16-COUNTRY AVERAGE	72%	28%	61%	39%	60%	40%
EUROPE AVERAGE (WHITOUT TURKEY)	71%	29%	60%	40%	59%	41%

Do you think that technological progress will improve cars’ environmental performance?

To all.

	Yes	No
Germany	75%	25%
Austria	78%	22%
Belgium	74%	26%
Spain	86%	14%
France	72%	28%
Italy	86%	14%
Norway	82%	18%
Netherlands	81%	19%
Poland	80%	20%
Portugal	92%	8%
United-Kingdom	80%	20%
China	93%	7%
United-States	86%	14%
Japan	85%	15%
Mexico	93%	7%
Turkey	91%	9%
16-COUNTRY AVERAGE	83%	17%
EUROPE AVERAGE (WHITOUT TURKEY)	81%	19%

Do you think that electric cars could represent this technological progress?

To all.

	Yes	No
Germany	52%	48%
Austria	37%	63%
Belgium	53%	47%
Spain	70%	30%
France	41%	59%
Italy	64%	36%
Norway	64%	36%
Netherlands	69%	31%
Poland	64%	36%
Portugal	76%	24%
United-Kingdom	66%	34%
China	88%	12%
United-States	75%	25%
Japan	67%	33%
Mexico	88%	12%
Turkey	91%	9%
16-COUNTRY AVERAGE	67%	33%
EUROPE AVERAGE (WHITOUT TURKEY)	60%	40%

Do you think that electric cars will eventually completely replace combustion cars?

To all.

	Yes	No
Germany	49%	51%
Austria	35%	65%
Belgium	45%	55%
Spain	57%	43%
France	38%	62%
Italy	54%	46%
Norway	55%	45%
Netherlands	54%	46%
Poland	49%	51%
Portugal	54%	46%
United-Kingdom	57%	43%
China	65%	35%
United-States	62%	38%
Japan	46%	54%
Mexico	71%	29%
Turkey	78%	22%
16-COUNTRY AVERAGE	54%	46%
EUROPE AVERAGE (WHITOUT TURKEY)	50%	50%

When do you think electric cars will completely replace combustion cars in your country?

To all.

	Subtotal Within 15 years	Subtotal In more than 5 years	Within 5 years	In 6 to 15 years	In more than 15 years
Germany	59%	78%	22%	38%	41%
Austria	40%	91%	9%	31%	60%
Belgium	58%	82%	18%	40%	42%
Spain	59%	81%	19%	39%	41%
France	60%	81%	19%	42%	40%
Italy	55%	88%	12%	43%	45%
Norway	54%	91%	9%	45%	46%
Netherlands	46%	90%	10%	36%	54%
Poland	49%	88%	12%	37%	51%
Portugal	51%	87%	13%	38%	49%
United-Kingdom	57%	84%	16%	41%	43%
China	83%	83%	17%	67%	17%
United-States	74%	63%	37%	37%	26%
Japan	58%	88%	12%	45%	42%
Mexico	57%	81%	19%	38%	43%
Turkey	62%	78%	22%	40%	38%
16-COUNTRY AVERAGE	59%	83%	17%	42%	41%
EUROPE AVERAGE (WHITOUT TURKEY)	54%	86%	14%	39%	46%

In your opinion, will we be able to produce enough electricity to meet the needs of all electric cars?

To all.

	Yes	No
Germany	38%	62%
Austria	27%	73%
Belgium	25%	75%
Spain	51%	49%
France	29%	71%
Italy	42%	58%
Norway	40%	60%
Netherlands	37%	63%
Poland	41%	59%
Portugal	49%	51%
United-Kingdom	40%	60%
China	83%	17%
United-States	58%	42%
Japan	29%	71%
Mexico	57%	43%
Turkey	67%	33%
16-COUNTRY AVERAGE	45%	55%
EUROPE AVERAGE (WHITOUT TURKEY)	38%	62%

Do you think that rising electricity prices could make electric cars too expensive to run compared with petrol or diesel cars?

To all.

	Subtotal Yes	Yes, definitely	Yes, probably	Subtotal No	No, probably not	No, definitely not	I don't know
Germany	74%	36%	38%	17%	14%	3%	9%
Austria	78%	41%	37%	17%	14%	3%	5%
Belgium	78%	41%	37%	13%	11%	2%	9%
Spain	79%	35%	44%	15%	13%	2%	6%
France	77%	37%	40%	14%	11%	3%	9%
Italy	77%	34%	43%	17%	16%	1%	6%
Norway	61%	27%	34%	25%	22%	3%	14%
Netherlands	69%	29%	40%	20%	17%	3%	11%
Poland	76%	40%	36%	11%	9%	2%	13%
Portugal	76%	30%	46%	20%	17%	3%	4%
United-Kingdom	75%	36%	39%	16%	13%	3%	9%
China	67%	16%	51%	29%	21%	8%	4%
United-States	77%	40%	37%	15%	13%	2%	8%
Japan	65%	15%	50%	20%	18%	2%	15%
Mexico	83%	38%	45%	13%	11%	2%	4%
Turkey	62%	31%	31%	28%	20%	8%	10%
16-COUNTRY AVERAGE	74%	33%	41%	18%	15%	3%	8%
EUROPE AVERAGE (WHITOUT TURKEY)	74%	35%	39%	17%	14%	3%	9%

Do you think the government should give motorists financial assistance to replace their combustion cars with electric cars?

To all.

	Yes	No
Germany	67%	33%
Austria	57%	43%
Belgium	67%	33%
Spain	83%	17%
France	69%	31%
Italy	85%	15%
Norway	65%	35%
Netherlands	74%	26%
Poland	71%	29%
Portugal	85%	15%
United-Kingdom	75%	25%
China	79%	21%
United-States	83%	17%
Japan	68%	32%
Mexico	89%	11%
Turkey	93%	7%
16-COUNTRY AVERAGE	76%	24%
EUROPE AVERAGE (WHITOUT TURKEY)	73%	27%

Do you know if there are any government grants in your country to help motorists replace their combustion cars with electric cars?

To all.

	Yes	No
Germany	62%	38%
Austria	53%	47%
Belgium	30%	70%
Spain	54%	46%
France	66%	34%
Italy	52%	48%
Norway	29%	71%
Netherlands	51%	49%
Poland	34%	66%
Portugal	49%	51%
United-Kingdom	28%	72%
China	74%	26%
United-States	45%	55%
Japan	47%	53%
Mexico	27%	73%
Turkey	41%	59%
16-COUNTRY AVERAGE	46%	54%
EUROPE AVERAGE (WHITOUT TURKEY)	46%	54%

With regard to these government grants, would you say that...?
To those who believe that public subsidies exist in their country to replace their thermal car with an electric one.

	They are complicated and confusing						They are essential to help motorists					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	76%	32%	44%	24%	18%	6%	70%	29%	41%	30%	21%	9%
Austria	74%	29%	45%	26%	21%	5%	61%	18%	43%	39%	27%	12%
Belgium	74%	26%	48%	26%	22%	4%	71%	29%	42%	29%	22%	7%
Spain	78%	29%	49%	22%	17%	5%	85%	46%	39%	15%	11%	4%
France	80%	32%	48%	20%	17%	3%	85%	44%	41%	15%	11%	4%
Italy	77%	21%	56%	23%	19%	4%	77%	33%	44%	23%	17%	6%
Norway	52%	15%	37%	48%	34%	14%	71%	32%	39%	29%	19%	10%
Netherlands	74%	25%	49%	26%	23%	3%	74%	27%	47%	26%	17%	9%
Poland	79%	28%	51%	21%	17%	4%	78%	29%	49%	22%	14%	8%
Portugal	76%	28%	48%	24%	19%	5%	78%	34%	44%	22%	17%	5%
United-Kingdom	71%	29%	42%	29%	26%	3%	78%	35%	43%	22%	18%	4%
China	50%	15%	35%	50%	36%	14%	90%	36%	54%	10%	8%	2%
United-States	73%	34%	39%	27%	19%	8%	85%	47%	38%	15%	9%	6%
Japan	76%	24%	52%	24%	21%	3%	76%	24%	52%	24%	19%	5%
Mexico	78%	33%	45%	22%	17%	5%	84%	44%	40%	16%	15%	1%
Turkey	72%	34%	38%	28%	18%	10%	88%	51%	37%	12%	9%	3%
16-COUNTRY AVERAGE	72%	27%	45%	28%	22%	6%	79%	35%	44%	21%	15%	6%
EUROPE AVERAGE (WHITOUT TURKEY)	75%	27%	48%	25%	20%	5%	76%	33%	43%	24%	17%	7%

With regard to these government grants, would you say that...?
To those who believe that public subsidies exist in their country to replace their thermal car with an electric one.

	They are not sufficiently well known, they are not publicised enough					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	66 %	29 %	37 %	34 %	25 %	9 %
Austria	67 %	26 %	41 %	33 %	23 %	10 %
Belgium	69 %	23 %	46 %	31 %	21 %	10 %
Spain	81 %	34 %	47 %	19 %	15 %	4 %
France	75 %	29 %	46 %	25 %	20 %	5 %
Italy	77 %	27 %	50 %	23 %	20 %	3 %
Norway	49 %	16 %	33 %	51 %	28 %	23 %
Netherlands	65 %	22 %	43 %	35 %	25 %	10 %
Poland	79 %	34 %	45 %	21 %	15 %	6 %
Portugal	81 %	35 %	46 %	19 %	15 %	4 %
United-Kingdom	76 %	29 %	47 %	24 %	22 %	2 %
China	59 %	19 %	40 %	41 %	33 %	8 %
United-States	79 %	40 %	39 %	21 %	14 %	7 %
Japan	76 %	20 %	56 %	24 %	22 %	2 %
Mexico	88 %	42 %	46 %	12 %	10 %	2 %
Turkey	86 %	47 %	39 %	14 %	11 %	3 %
16-COUNTRY AVERAGE	73 %	29 %	44 %	27 %	21 %	6 %
EUROPE AVERAGE (WHITOUT TURKEY)	72 %	28 %	44 %	28 %	21 %	7 %

They are reserved for a few special cases and do not concern enough motorists					
Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
68 %	28 %	40 %	32 %	24 %	8 %
67 %	23 %	44 %	33 %	25 %	8 %
74 %	29 %	45 %	26 %	21 %	5 %
71 %	27 %	44 %	29 %	22 %	7 %
81 %	37 %	44 %	19 %	16 %	3 %
82 %	25 %	57 %	18 %	16 %	2 %
65 %	25 %	40 %	35 %	20 %	15 %
70 %	27 %	43 %	30 %	25 %	5 %
81 %	28 %	53 %	19 %	14 %	5 %
79 %	31 %	48 %	21 %	18 %	3 %
84 %	32 %	52 %	16 %	13 %	3 %
60 %	17 %	43 %	40 %	30 %	10 %
77 %	36 %	41 %	23 %	17 %	6 %
73 %	18 %	55 %	27 %	26 %	1 %
85 %	34 %	51 %	15 %	11 %	4 %
72 %	36 %	36 %	28 %	19 %	9 %
73 %	28 %	45 %	27 %	21 %	6 %
74 %	28 %	46 %	26 %	20 %	6 %

With regard to these government grants, would you say that...?
To those who believe that public subsidies exist in their country to replace their thermal car with an electric one.

	Their size meets the needs of motorists					
	Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
Germany	44 %	16%	28%	56 %	39%	17%
Austria	37 %	9%	28%	63 %	39%	24%
Belgium	52 %	15%	37%	48 %	33%	15%
Spain	47 %	13%	34%	53 %	31%	22%
France	36 %	10%	26%	64 %	39%	25%
Italy	45 %	12%	33%	55 %	38%	17%
Norway	59 %	20%	39%	41 %	30%	11%
Netherlands	47 %	12%	35%	53 %	37%	16%
Poland	51 %	13%	38%	49 %	29%	20%
Portugal	44 %	10%	34%	56 %	36%	20%
United-Kingdom	61 %	18%	43%	39 %	24%	15%
China	85 %	27%	58%	15 %	14%	1%
United-States	77 %	38%	39%	23 %	15%	8%
Japan	46 %	10%	36%	54 %	43%	11%
Mexico	82 %	38%	44%	18 %	13%	5%
Turkey	74 %	34%	40%	26 %	17%	9%
16-COUNTRY AVERAGE	55 %	18%	37%	45 %	30%	15%
EUROPE AVERAGE (WHITOUT TURKEY)	46 %	13%	33%	54 %	35%	19%

There are too many of them					
Subtotal Agree	Completely agree	Somewhat agree	Subtotal Disagree	Somewhat disagree	Completely disagree
58 %	24%	34%	42 %	34%	8%
55 %	21%	34%	45 %	32%	13%
57 %	22%	35%	43 %	30%	13%
38 %	13%	25%	62 %	30%	32%
33 %	11%	22%	67 %	40%	27%
39 %	12%	27%	61 %	46%	15%
45 %	18%	27%	55 %	32%	23%
48 %	20%	28%	52 %	36%	16%
44 %	17%	27%	56 %	32%	24%
28 %	8%	20%	72 %	31%	41%
57 %	21%	36%	43 %	32%	11%
41 %	11%	30%	59 %	48%	11%
70 %	33%	37%	30 %	19%	11%
58 %	13%	45%	42 %	37%	5%
66 %	28%	38%	34 %	25%	9%
65 %	32%	33%	35 %	23%	12%
49 %	18%	31%	51 %	34%	17%
45 %	17%	28%	55 %	35%	20%

In the future, do you think that government grants to help motorists replace their combustion cars with electric cars...?
To those who believe that public subsidies exist in their country to replace their thermal car with an electric one.

	Will continue	Will disappear
Germany	51%	49%
Austria	50%	50%
Belgium	56%	44%
Spain	71%	29%
France	57%	43%
Italy	75%	25%
Norway	42%	58%
Netherlands	46%	54%
Poland	76%	24%
Portugal	50%	50%
United-Kingdom	68%	32%
China	81%	19%
United-States	84%	16%
Japan	54%	46%
Mexico	82%	18%
Turkey	81%	19%
16-COUNTRY AVERAGE	64%	36%
EUROPE AVERAGE (WHITOUT TURKEY)	58%	42%

And in the future, do you think that the size of government grants to help motorists replace their combustion cars with electric cars...?
To those who believe that public aid will continue.

	Will increase	Will remain the same	Will decrease
Germany	27%	43%	30%
Austria	33%	47%	20%
Belgium	27%	48%	25%
Spain	37%	53%	10%
France	25%	55%	20%
Italy	40%	42%	18%
Norway	26%	39%	35%
Netherlands	29%	49%	22%
Poland	36%	48%	16%
Portugal	39%	42%	19%
United-Kingdom	35%	50%	15%
China	50%	43%	7%
United-States	49%	31%	20%
Japan	24%	49%	27%
Mexico	36%	53%	11%
Turkey	48%	40%	12%
16-COUNTRY AVERAGE	37%	45%	18%
EUROPE AVERAGE (WHITOUT TURKEY)	33%	47%	20%

Today, do you feel that buying a car is an easy or difficult decision?
To all.

	Subtotal Easy	Very easy	Somewhat easy	Subtotal Difficult	Somewhat difficult	Very difficult
Germany	47%	14%	33%	53%	40%	13%
Austria	41%	9%	32%	59%	44%	15%
Belgium	31%	6%	25%	69%	45%	24%
Spain	35%	8%	27%	65%	37%	28%
France	36%	7%	29%	64%	44%	20%
Italy	40%	7%	33%	60%	45%	15%
Norway	53%	16%	37%	47%	34%	13%
Netherlands	38%	9%	29%	62%	44%	18%
Poland	36%	8%	28%	64%	47%	17%
Portugal	27%	7%	20%	73%	49%	24%
United-Kingdom	52%	13%	39%	48%	34%	14%
China	74%	18%	56%	26%	24%	2%
United-States	58%	25%	33%	42%	28%	14%
Japan	32%	6%	26%	68%	42%	26%
Mexico	42%	11%	31%	58%	39%	19%
Turkey	23%	8%	15%	77%	25%	52%
16-COUNTRY AVERAGE	42%	11%	31%	58%	39%	19%
EUROPE AVERAGE (WHITOUT TURKEY)	40%	10%	30%	60%	42%	18%

Are you planning to buy a car?

To all.

	Sous-Total Oui	Yes, in the next 12 months	Yes, but not in the next 12 months	No
Germany	66%	25%	41%	34%
Austria	58%	16%	42%	42%
Belgium	56%	14%	42%	44%
Spain	67%	25%	42%	33%
France	62%	21%	41%	38%
Italy	73%	29%	44%	27%
Norway	50%	12%	38%	50%
Netherlands	60%	17%	43%	40%
Poland	57%	15%	42%	43%
Portugal	59%	17%	42%	41%
United-Kingdom	63%	23%	40%	37%
China	79%	36%	43%	21%
United-States	72%	38%	34%	28%
Japan	51%	10%	41%	49%
Mexico	81%	34%	47%	19%
Turkey	77%	35%	42%	23%
16-COUNTRY AVERAGE	64%	23%	41%	36%
EUROPE AVERAGE (WHITOUT TURKEY)	61%	19%	42%	39%

Why don't you want to buy a car?

For those who do not wish to buy a car.

Please select up to two answers.

	I don't need to	I can't afford to	Another reason	There's too much uncertainty about the future of energy prices	There's too much uncertainty about the future of regulations	I don't know which fuel type to choose	I don't know which brand of car to buy
Germany	49%	27%	20%	10%	14%	4%	2%
Austria	54%	29%	16%	5%	7%	5%	3%
Belgium	41%	26%	23%	12%	12%	5%	2%
Spain	43%	36%	11%	11%	15%	7%	4%
France	39%	39%	18%	15%	12%	7%	3%
Italy	50%	32%	16%	10%	7%	4%	1%
Norway	52%	37%	21%	5%	4%	3%	4%
Netherlands	47%	29%	23%	8%	10%	5%	2%
Poland	50%	48%	10%	7%	5%	2%	3%
Portugal	47%	43%	9%	6%	7%	2%	0%
United-Kingdom	56%	37%	14%	9%	8%	3%	2%
China	44%	30%	13%	18%	11%	6%	4%
United-States	51%	46%	14%	4%	7%	1%	4%
Japan	41%	43%	18%	8%	6%	4%	3%
Mexico	28%	62%	9%	9%	8%	2%	2%
Turkey	22%	69%	6%	8%	3%	3%	1%
16-COUNTRY AVERAGE	46%	38%	16%	9%	8%	4%	2%
EUROPE AVERAGE (WHITOUT TURKEY)	48%	35%	17%	9%	9%	4%	2%

Why are you waiting to buy a car?

For those who want to buy a car, but not within the next 12 months.
Please select up to two answers.

	I don't need to buy a car quickly	I don't currently have the financial resources	I am waiting for prices to fall	I don't yet know which vehicle to buy	I am waiting for new technologies to come onto the market	I am waiting until I am forced into it and no longer have a choice	I am waiting to find out what the new regulations will be	Another reason
Germany	40%	28%	19%	21%	12%	13%	15%	7%
Austria	42%	27%	21%	15%	16%	11%	12%	9%
Belgium	42%	28%	17%	19%	11%	14%	11%	5%
Spain	40%	27%	19%	19%	14%	9%	18%	2%
France	38%	30%	20%	17%	11%	18%	13%	4%
Italy	32%	27%	24%	13%	17%	18%	19%	2%
Norway	45%	39%	14%	15%	9%	13%	5%	9%
Nether-lands	39%	31%	16%	22%	9%	10%	8%	9%
Poland	30%	37%	26%	19%	9%	18%	10%	2%
Portugal	42%	41%	16%	13%	12%	8%	4%	3%
United-Kingdom	38%	31%	17%	15%	11%	14%	10%	7%
China	27%	23%	24%	18%	32%	7%	26%	2%
United-States	39%	32%	23%	13%	16%	16%	14%	5%
Japan	58%	24%	14%	19%	11%	3%	7%	3%
Mexico	20%	50%	18%	19%	14%	11%	10%	2%
Turkey	19%	46%	32%	9%	10%	7%	18%	3%
16-COUNTRY AVERAGE	37%	33%	20%	17%	13%	12%	13%	5%
EUROPE AVERAGE (WHITOUT TURKEY)	39%	31%	19%	17%	12%	13%	11%	5%

What type of purchase do you want to make?

For those who want to buy a car.

	Sub-Total Knows what type of purchase he wants	A new car	A used car	I don't know yet
Germany	82%	48%	34%	18%
Austria	81%	41%	40%	19%
Belgium	80%	49%	31%	20%
Spain	83%	67%	16%	17%
France	78%	42%	36%	22%
Italy	83%	66%	17%	17%
Norway	76%	27%	49%	24%
Netherlands	81%	30%	51%	19%
Poland	83%	36%	47%	17%
Portugal	81%	43%	38%	19%
United-Kingdom	81%	41%	40%	19%
China	97%	93%	4%	3%
United-States	87%	65%	22%	13%
Japan	81%	67%	14%	19%
Mexico	85%	63%	22%	15%
Turkey	89%	60%	29%	11%
16-COUNTRY AVERAGE	83%	54%	29%	17%
EUROPE AVERAGE (WHITOUT TURKEY)	81%	46%	35%	19%

What fuel type do you have in mind?

For those who want to buy a car.
Please select all that apply.

	An electric car	A petrol car	A plug-in hybrid car	A non-plug-in hybrid car	A diesel car	I don't know	A hydrogen car
Germany	30%	32%	24%	10%	16%	12%	11%
Austria	21%	34%	19%	6%	27%	15%	10%
Belgium	22%	28%	21%	14%	13%	18%	10%
Spain	27%	15%	29%	23%	11%	14%	7%
France	21%	25%	27%	18%	19%	17%	9%
Italy	32%	15%	41%	21%	10%	13%	8%
Norway	43%	18%	24%	7%	23%	10%	9%
Netherlands	28%	35%	24%	12%	5%	16%	9%
Poland	19%	36%	22%	14%	15%	15%	11%
Portugal	28%	15%	24%	8%	19%	20%	12%
United-Kingdom	28%	34%	16%	21%	10%	15%	7%
China	65%	28%	35%	16%	5%	2%	11%
United-States	38%	36%	19%	16%	13%	9%	10%
Japan	27%	45%	29%	29%	8%	14%	11%
Mexico	26%	48%	19%	15%	6%	6%	5%
Turkey	35%	29%	22%	16%	29%	7%	7%
16-COUNTRY AVERAGE	32%	30%	25%	16%	14%	12%	9%
EUROPE AVERAGE (WHITOUT TURKEY)	27%	26%	25%	14%	15%	15%	9%

Why don't you want to buy an electric vehicle?

For those who don't want to buy an electric car.
Please select up to three answers.

	The purchase price is too high	I am worried I would have problems charging my vehicle	The range is too limited for my needs	I am worried that this type of car would cost too much in electricity	I think that this engine technology also poses environmental problems	I don't really know how reliable it is	I am worried I wouldn't be able to sell it easily	Another reason
Germany	46%	34%	40%	26%	37%	17%	10%	4%
Austria	49%	32%	38%	34%	42%	18%	10%	4%
Belgium	54%	33%	31%	30%	18%	20%	7%	6%
Spain	46%	45%	37%	26%	23%	15%	8%	3%
France	53%	35%	42%	29%	29%	14%	9%	4%
Italy	52%	41%	35%	22%	19%	19%	5%	4%
Norway	37%	23%	39%	32%	31%	16%	10%	13%
Netherlands	62%	29%	24%	21%	15%	14%	8%	9%
Poland	53%	33%	27%	32%	21%	23%	7%	3%
Portugal	48%	28%	28%	13%	28%	21%	5%	6%
United-Kingdom	54%	41%	24%	36%	19%	15%	8%	6%
China	13%	52%	48%	24%	16%	17%	19%	4%
United-States	45%	39%	28%	32%	20%	20%	11%	6%
Japan	51%	43%	24%	22%	14%	27%	5%	3%
Mexico	49%	36%	18%	38%	15%	16%	9%	5%
Turkey	44%	35%	26%	21%	8%	22%	16%	4%
16-COUNTRY AVERAGE	48%	36%	31%	28%	22%	18%	9%	5%
EUROPE AVERAGE (WHITOUT TURKEY)	51%	35%	33%	27%	26%	18%	8%	5%

Why don't you want to buy a combustion vehicle?

For those who don't want to buy a combustion-powered vehicle.
Please select up to two answers.

	I am worried that the price of petrol/diesel will become too expensive	I find these types of engine polluting	I am worried I wouldn't be able to drive it in certain areas	I am worried I wouldn't be able to sell it easily	Another reason
Germany	44 %	34 %	37 %	19 %	10 %
Austria	34 %	30 %	39 %	23 %	14 %
Belgium	32 %	24 %	37 %	18 %	18 %
Spain	30 %	38 %	46 %	11 %	12 %
France	40 %	25 %	36 %	21 %	12 %
Italy	37 %	37 %	36 %	12 %	11 %
Norway	41 %	31 %	20 %	18 %	24 %
Netherlands	41 %	34 %	19 %	14 %	24 %
Poland	35 %	32 %	38 %	17 %	11 %
Portugal	27 %	40 %	33 %	17 %	18 %
United-Kingdom	36 %	26 %	25 %	27 %	17 %
China	42 %	53 %	32 %	18 %	1 %
United-States	33 %	40 %	24 %	16 %	13 %
Japan	47 %	20 %	28 %	13 %	20 %
Mexico	43 %	45 %	22 %	15 %	10 %
Turkey	29 %	34 %	27 %	14 %	17 %
16-COUNTRY AVERAGE	37 %	35 %	31 %	17 %	14 %
EUROPE AVERAGE (WHITOUT TURKEY)	36 %	32 %	33 %	18 %	16 %

If you had to buy a car today, what would be your biggest sources of hesitation?

The fact that the car you bought...
To all. Please select up to three answers.

	Would cost you too much in petrol or electricity	Would cost you too much because your purchasing power is likely to decrease	Would cost you too much to maintain	Would cost you too much in taxes, which are likely to increase	Might be banned from certain areas in the future	Could not be resold in the future
Germany	45 %	34 %	26 %	27 %	26 %	24 %
Austria	39 %	34 %	28 %	27 %	25 %	22 %
Belgium	39 %	29 %	24 %	34 %	31 %	19 %
Spain	43 %	29 %	39 %	29 %	30 %	15 %
France	42 %	41 %	34 %	32 %	26 %	18 %
Italy	38 %	32 %	26 %	23 %	30 %	23 %
Norway	33 %	38 %	30 %	39 %	15 %	20 %
Netherlands	42 %	27 %	33 %	33 %	19 %	17 %
Poland	36 %	36 %	50 %	23 %	21 %	17 %
Portugal	38 %	38 %	45 %	32 %	20 %	18 %
United-Kingdom	40 %	33 %	34 %	29 %	26 %	15 %
China	39 %	40 %	34 %	31 %	29 %	14 %
United-States	33 %	35 %	35 %	32 %	26 %	14 %
Japan	45 %	34 %	47 %	22 %	11 %	7 %
Mexico	48 %	34 %	45 %	36 %	20 %	19 %
Turkey	37 %	36 %	33 %	36 %	14 %	21 %
16-COUNTRY AVERAGE	40 %	35 %	35 %	30 %	23 %	18 %
EUROPE AVERAGE (WHITOUT TURKEY)	39 %	34 %	34 %	30 %	24 %	19 %

Has your opinion changed recently about whether it’s the right time to buy car?

To all.

	Yes	No
Germany	23%	77%
Austria	17%	83%
Belgium	24%	76%
Spain	32%	68%
France	33%	67%
Italy	29%	71%
Norway	19%	81%
Netherlands	18%	82%
Poland	27%	73%
Portugal	30%	70%
United-Kingdom	28%	72%
China	47%	53%
United-States	40%	60%
Japan	22%	78%
Mexico	41%	59%
Turkey	50%	50%
16-COUNTRY AVERAGE	30%	70%
EUROPE AVERAGE (WHITOUT TURKEY)	26%	74%

Do you think the car industry should focus more on...

To all. Please select up to two answers.

	Offering cheaper vehicles	Guaranteeing that the energy required to run the vehicle sold will be available in the future	Guaranteeing the safety of the cars sold	Guaranteeing that the cars sold will be allowed on the road in the future	Offering technological innovations	Offering higher-performance vehicles
Germany	45%	35%	15%	31%	25%	13%
Austria	40%	39%	16%	35%	25%	9%
Belgium	49%	31%	21%	26%	16%	14%
Spain	38%	33%	30%	28%	19%	20%
France	52%	30%	20%	28%	19%	13%
Italy	46%	30%	27%	27%	26%	11%
Norway	45%	26%	32%	23%	19%	13%
Netherlands	46%	34%	27%	19%	20%	12%
Poland	48%	26%	27%	29%	20%	10%
Portugal	53%	27%	31%	25%	17%	10%
United-Kingdom	41%	34%	27%	28%	20%	10%
China	19%	31%	37%	18%	34%	41%
United-States	36%	32%	33%	23%	23%	20%
Japan	37%	25%	36%	15%	24%	19%
Mexico	32%	38%	33%	21%	20%	29%
Turkey	39%	29%	33%	15%	26%	18%
16-COUNTRY AVERAGE	42%	31%	28%	24%	22%	16%
EUROPE AVERAGE (WHITOUT TURKEY)	46%	31%	25%	27%	21%	12%

In five years' time, how important a role do you think cars will play in your country?
 To all.

	More important than today	Less important than today	Neither more nor less important than today
Germany	25%	24%	51%
Austria	20%	25%	55%
Belgium	23%	24%	53%
Spain	37%	25%	38%
France	17%	29%	54%
Italy	30%	22%	48%
Norway	24%	19%	57%
Netherlands	26%	18%	56%
Poland	27%	23%	50%
Portugal	30%	16%	54%
United-Kingdom	28%	20%	52%
China	61%	15%	24%
United-States	54%	11%	35%
Japan	32%	14%	54%
Mexico	62%	13%	25%
Turkey	66%	13%	21%
16-COUNTRY AVERAGE	35%	20%	45%
EUROPE AVERAGE (WHITOUT TURKEY)	26%	22%	52%