



## EDF Electric Transportation

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### Electric and rechargeable hybrid vehicles : increasing in popularity

EDF Electric Transport and Vehicles has commissioned the Center for Studies and Knowledge of Public Opinion (CECOP) to undertake a survey\* concerning **French perceptions and expectations with regards to clean vehicles**. An analysis of the results has revealed a significant evolution in public opinion, as compared with those from a similar survey undertaken in 2007.

**Awareness of the benefits of electric vehicles continues to intensify, principally influenced by public concern over the exhaustion of petroleum resources.**

Between the end of 2007 and April 2009, the proportion of the French who consider themselves "strongly tempted" to purchase an electric vehicle (even at a 10 to 20% increase in cost) has passed from 19% to 28%. This considerable jump did not benefit any other type of clean vehicle, and the electric car, rather than the hybrid, is now the preferred alternative to the thermal powered vehicle.

42% of the French are convinced that **"we have entered the post-petroleum era"**, which is henceforth perceived as a tangible reality. This group weighed in at 36% in 2007. **Electric vehicles are seen in this light as a credible alternative, but in the longer term.** Paradoxically, a better knowledge of the subject – a consequence of increasing interest – has led the public to expect an effective commercial launch of electric cars along a much longer timeline than had previously been envisaged.

Moreover, the appeal of the electric car is more remarked among **regular drivers**, in men in general (up 13 points) – often at the forefront of all things related to cars – and among **provincial town and city dwellers, who showed the greatest enthusiasm** (40% of those living in towns of 20,000 to 100,000 inhabitants). It is also rising rapidly within the 20 to 24-year-old age group (also up 13 points) and among blue-collar workers (9 points), proof of the strong impact rising gas prices have had on preferences, in the question of vehicle technology.

**In the newly reconfigured auto landscape to come, electric cars are towing hybrids in their wake**, with the two emerging as the principal cars of future, and with **electric power elected as the alternative fuel**. This new configuration is a net detriment to biofuels, victims of the debate surrounding their potential harmful effect on ecology and agriculture. Concerning hybrids, the survey revealed a pressing need for more education on the rechargeable hybrid concept.

<i>In your opinion, which among these vehicles should be given the greatest priority as alternatives to gas or diesel?</i>	<b>First choice</b>	<b>First or second choice</b>
Electric cars	<b>37%</b>	<b>63%</b>
Hybrid electric/fuel driven cars (gasoline or biofuels)	<b>31%</b>	<b>52%</b>
Biofuel cars	<b>15%</b>	<b>33%</b>
Liquidified natural gas or natural gas	<b>8%</b>	<b>25%</b>

**These numbers can be explained in part by electric and hybrid vehicles' benefitting from a positive "price image"**. 43% of those interviewed believe that a year's worth of recharging for an electric battery will cost less purchasing gasoline, with 34% believing that it would not be more expensive.

These statements illustrate the public's ignorance of the economic equations of electric vehicle use, as well as the imperative need to furnish precise payment, technical, and financial details concerning the use of recharging infrastructure, as it is currently conceived.

*\*Survey realized the 22nd and 23rd of April 2009, with a sampling of 1057 participants representative of the French population aged 15 and above, using the quota system. Interviews by telephone to the homes of interviewees, performed by the CSA Institute.*

For additional information: **Laurence Damazie-Edmond** 01 40 42 89 80 - <http://transports.edf.fr>



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