

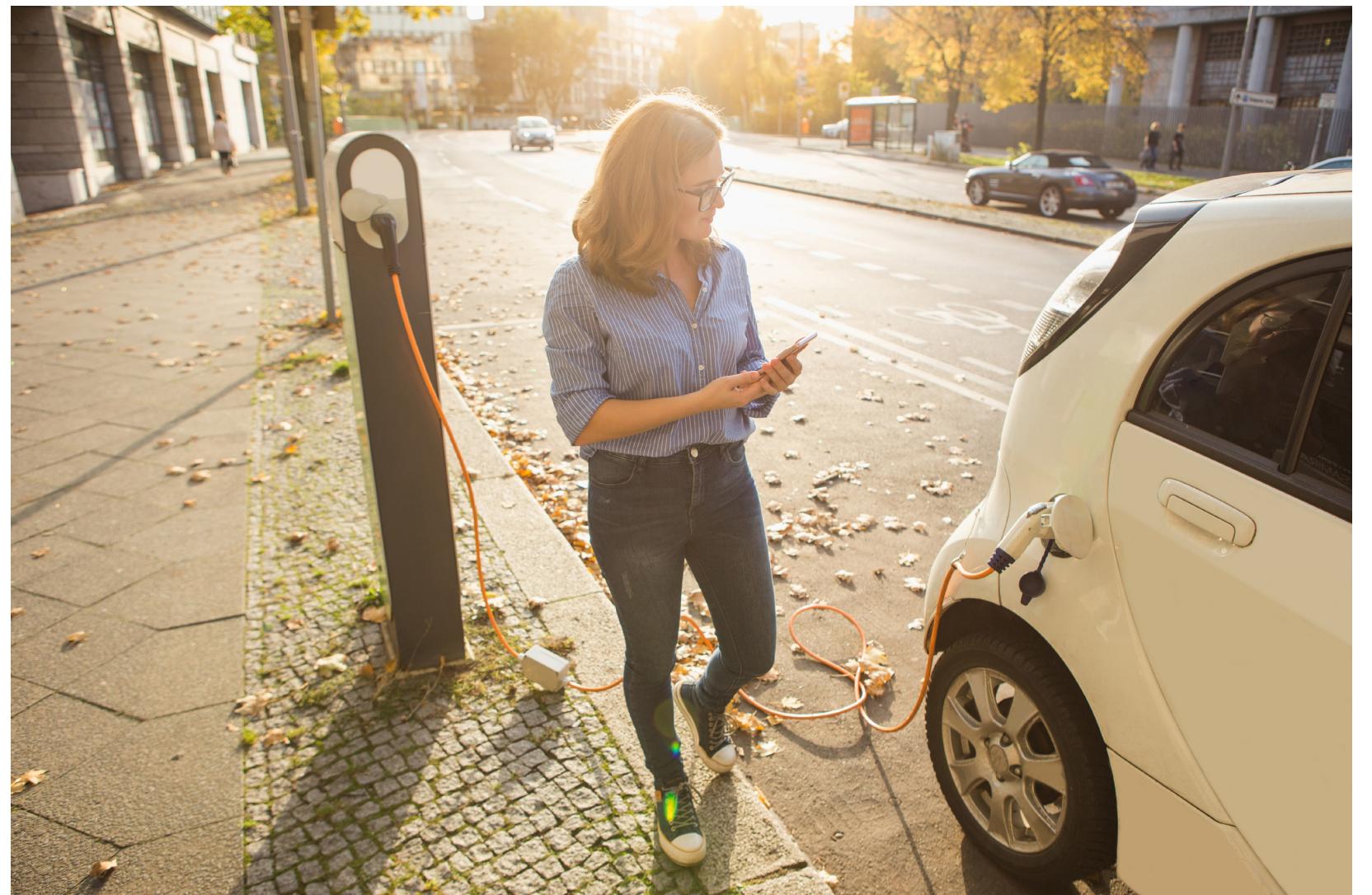


IRISH ATTITUDES TOWARDS ELECTRIC CARS

RURAL/URBAN AND GENERATIONAL DIVIDE CLEAR IN ELECTRIC CAR TRUST

As being environmentally conscientious has now become a part of mainstream culture, Allianz Insurance was eager to find out if this had translated to vehicle preferences by investigating Irish people's attitudes towards electric and hybrid cars.

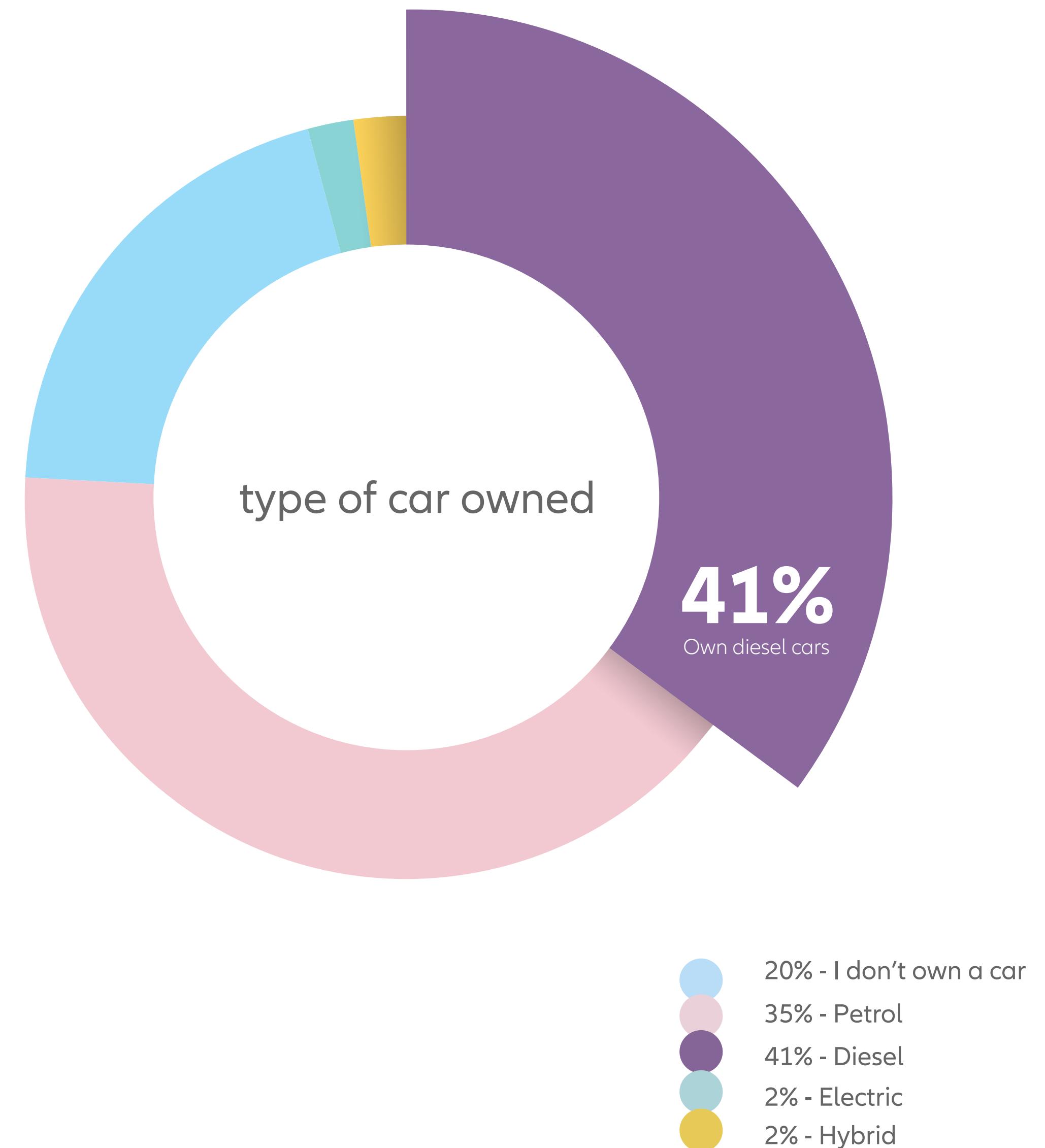
To explore this, Allianz conducted research into the how the public travels. This data contains some interesting findings about Irish attitudes towards daily driving, while also shining a light on some strongly held concerns about electric cars. The study was carried out by Coyne Research who surveyed 1,000 adults in October, 2019.



THE CURRENT STATUS QUO

Despite increased cycling campaigns, only 6% of those surveyed said they used a bike 4-7 days per week. Unsurprisingly, most (62%) drive their car, while 14% take public transport and 35% walk 4-7 days a week for their commute. Dublin had the highest usage of public transport at 3.3 days a week, potentially pointing to a particular interest in environmental impact from Dublin residents.

Of those who drive, diesel cars topped the polls at 41%, especially in Connaught and Ulster (53%). Petrol cars were driven by 35% of those surveyed while only 4% of the total own an electric or hybrid car.





ELECTRIC CAR CONCERNS

Range anxiety is the fear that a vehicle will have insufficient range to reach its destination resulting in the occupants getting stranded.

It's been 22-years since the term was first coined in an article about General Motor's EV1 electric car back in 1997 and according to Allianz's findings, the public's confidence in electric cars is still poor. Only 44% said they would be confident driving an electric car every day, nearly half of the 80% who would be confident driving petrol cars and 77% who would be confident to drive a diesel car daily. Hybrid cars, on the other hand, were considered fit for daily use by a respectable 60%.

Interestingly, men were more confident in hybrid and electric cars, and people based in Dublin and Leinster were the most confident driving an electric or hybrid car daily. Only 24% said they would be confident taking a trip across the country in an electric car with just 20% believing they would be able to find a charging point.

Trust in hybrid cars was more positive as 45% said they would be happy taking a trip across Ireland in one.

Of those surveyed, 18-25 years-olds were the most confident about driving an electric car across Ireland. People from Connacht and Ulster were confident that they could find charging points. There was an overwhelming belief that charging point infrastructure is subpar in Ireland, with 45% believing availability is poor in Irish cities other than Dublin, 61% thinking its poor in all suburban areas, and 79% stating that availability of charging points in rural Ireland is very poor.

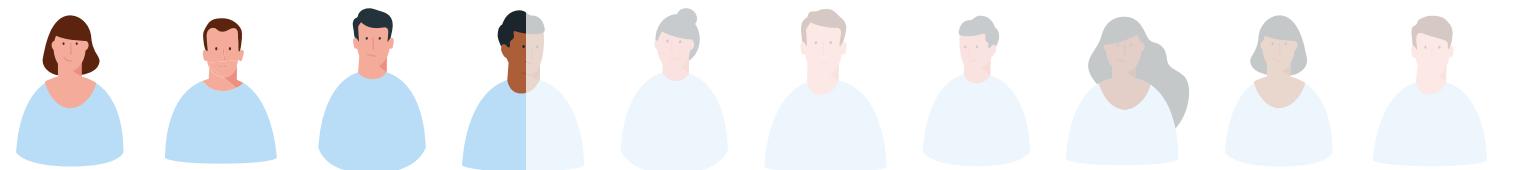
This points to range anxiety remaining a large factor in slow uptake of electric cars in Ireland. Women and those aged over 55-years were the least likely to drive an electric car across Ireland while men from Leinster(excluding Dublin) and aged over 55-years were the most likely to do so.



50% of 18-24 year olds would purchase an electric car



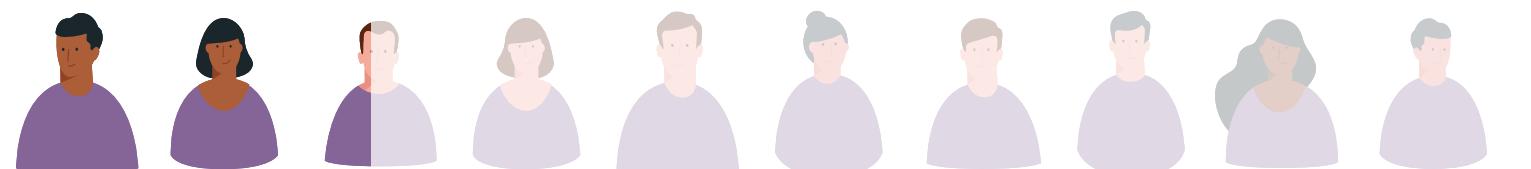
33% of 25+ year olds would purchase an electric car



35% of people would choose a hybrid



29% of people from Connacht and Ulster would still buy diesel



24% of Dubliners would purchase a petrol car



1/5 Irish motorists would buy electric as their next car

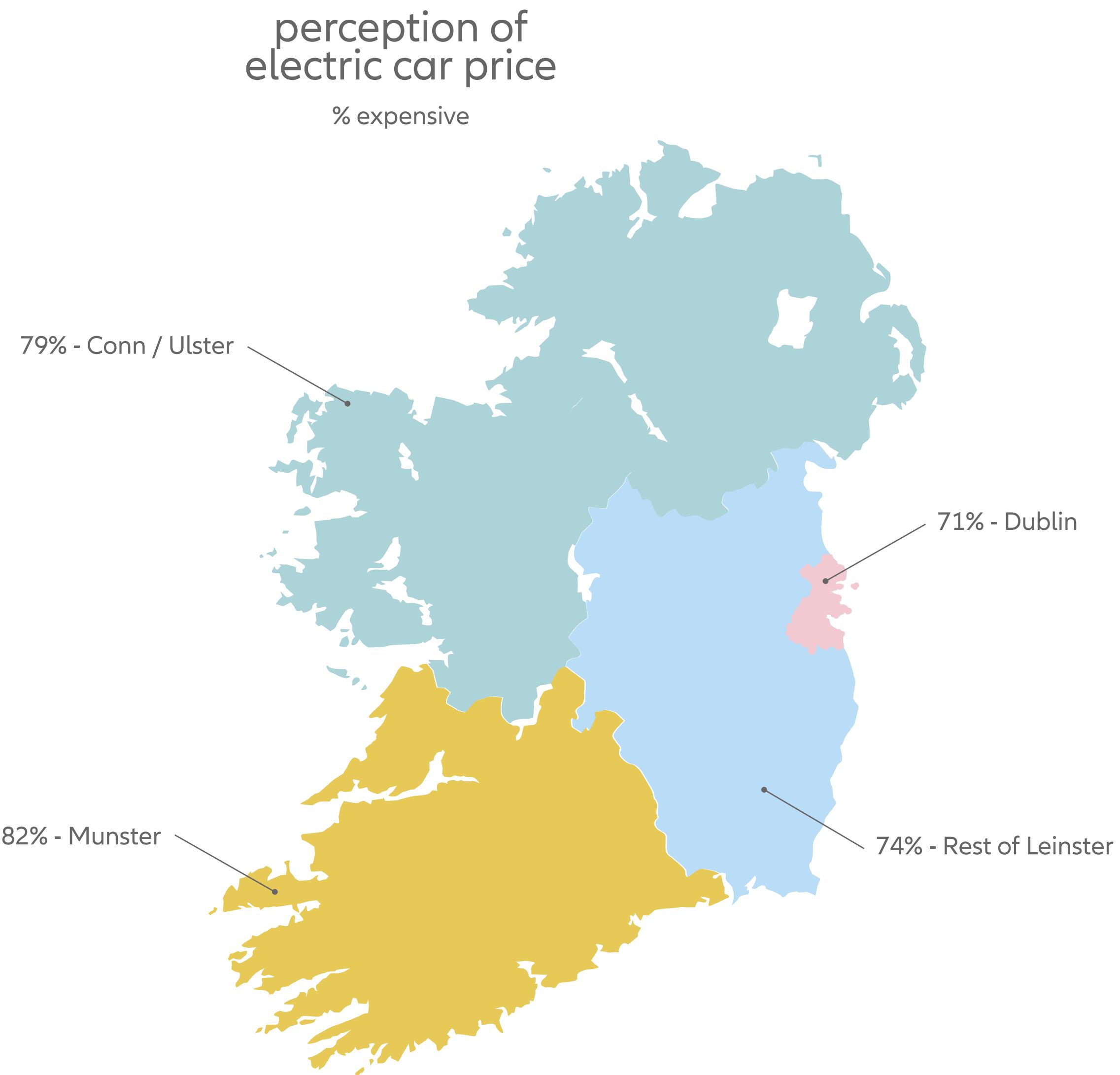


7/10 car owners want to buy a car in the next 4 years

MOVING FORWARD

Almost half of people aged 18-24-years and 1 in 3 adults outside of that demographic said they would likely purchase an electric car sometime in the future. 35% said they would choose a hybrid as their first preference when buying a new car, while 31% of 18-24-year-olds said they would choose an electric car next. Dublin had the highest percentage of people who would buy a petrol car next (24%), while people from Connacht and Ulster would still buy a diesel (38%).

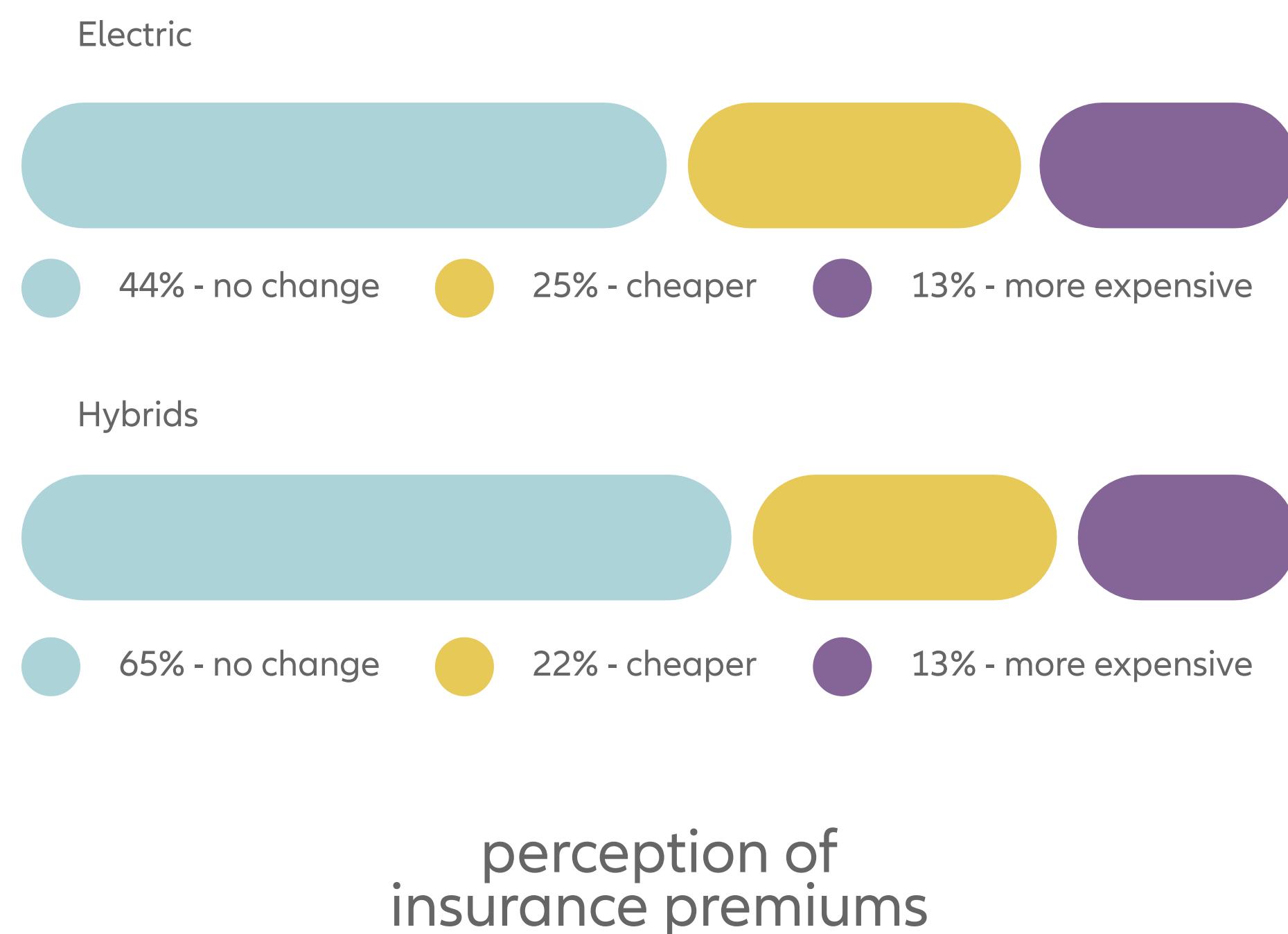
These findings show that Irish motorists are open to hybrids, however they're not quite there when it comes to fully electric cars as less than 1 in 5 said they would buy one as their next car. Of those who own a car, 7 in 10 want to buy a car within in the next 4 years.



POWER OF PRICE PERCEPTIONS

The data from this survey does point to price perception as a factor that may be fuelling people's reluctance to go electric. 8 in 10 people surveyed see electric cars as being expensive and 57% of people said they would be more likely to buy an electric car if the cost decreased; 70% of those aged 18-24 were more likely to purchase if the price decreased, while 62% of those aged 25-34 were more likely. More affluent social class were 61% more likely to buy. 18% of those surveyed said they would still be unlikely to buy an electric car if the cost reduced and with men from Dublin and those aged over 55-years most likely to think electric cars are expensive.

INSURANCE & CARBON TAX



Perceived insurance cost was also examined. 58% were confident that an electric car would make no difference to their premium, 25% believed their premium would be cheaper, and 17% thought it would be more expensive. Younger cohorts and those living in Dublin were the most likely to think their insurance would be more expensive with an electric car. As for hybrids, 65% thought it would have no difference on their policy, 22% believe it would be cheaper and 13% thought it would drive the price up.

Approximately half of all adults are aware that most electric cars can avail of the lowest motor tax rate. 34% of people knew about SEI grants for new electric cars bought from approved dealers. Between 29-33% knew of VRT rebates, the estimated 74% reduction in overall transport costs and home charger grants. And over 3 in 5 adults were aware of the new carbon tax with the highest awareness levels amongst those aged 55+ (83%).

The Irish public still have their reservations about electric cars, especially older generations and those in rural areas. Despite society focusing more on environmental policies, 64% of those polled agreed that "The new carbon taxes will devalue your current car and make it too expensive to run". Diesel car owners aged 35-44 and living in Munster were most likely to feel this way, at between 72-75%.

It is clear that charger infrastructure is needed throughout the island to quell drivers' fears, along with increased education about the versatility and capabilities of fully electric cars.