

International Hybrid and Electric Study
Abstract
German Results
2008/2009



Question:

You drive ... kilometres per year. How many of those do you drive on short distances / in the city (up to 50 km max.), and how many do you drive on long distances (motorways / freeways – more than 50 km)? Please give the percentage. If you don't know exactly give an estimate.

	Total		Nielsen areas																
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII		
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	
less than 5,000 km																			
Basis 100%	68	72	9	10	12	12	7	10	10	10	6	9	5	7	13	4	6	9	
Short distance/city	77.4	71.9	73.5	67.5	80.4	76.9	65.7	79.3	80.6	84.0	93.6	58.2	54.0	69.3	79.6	78.6	82.4	61.4	
Long distances	22.6	28.3	26.5	32.5	19.6	23.1	34.3	20.8	19.4	16.0	6.4	41.8	46.0	30.7	20.4	21.4	17.6	38.6	
5,000 up to 10,000 km																			
Basis 100%	216	230	29	25	58	50	26	33	30	33	24	25	7	11	18	30	23	24	
Short distance/city	71.7	70.6	69.3	65.9	70.5	67.5	80.6	72.9	75.6	74.7	70.6	71.2	66.6	79.1	73.8	64.8	63.6	76.0	
Long distances	28.4	29.4	30.7	34.1	29.8	32.5	19.4	27.1	24.4	25.3	29.4	28.8	33.4	20.9	26.2	35.2	36.4	24.0	
10,000 up to 15,000 km																			
Basis 100%	259	238	46	38	61	54	29	34	32	33	37	30	7	11	22	16	24	24	
Short distance/city	62.4	64.1	59.9	62.4	65.7	69.4	59.9	60.4	63.5	64.7	60.4	60.3	63.6	57.9	59.9	66.0	65.6	66.2	
Long distances	37.6	35.9	40.1	37.6	34.3	30.6	40.1	40.1	36.5	35.3	39.6	39.7	36.4	42.1	40.1	34.0	34.4	33.8	
15,000 up to 30,000 km																			
Basis 100%	307	324	54	68	60	53	49	41	39	33	47	68	15	9	18	28	26	23	
Short distance/city	55.8	55.3	56.4	54.4	58.6	50.4	56.8	61.0	59.5	58.5	59.3	57.1	49.6	52.0	47.7	51.9	43.2	54.1	
Long distances	44.2	44.8	43.6	45.5	41.4	49.6	43.2	39.0	40.5	42.0	40.7	42.9	50.4	48.0	52.3	48.1	56.8	45.9	
30,000 up to 50,000 km																			
Basis 100%	98	84	15	15	19	22	19	10	7	11	19	13	4	5	8	5	7	3	
Short distance/city	41.9	41.0	38.6	42.8	38.6	36.3	36.2	59.8	37.9	46.6	40.6	32.8	52.0	39.6	61.1	35.5	39.5	27.2	
Long distances	58.1	59.6	61.4	57.2	63.8	63.7	62.1	40.2	59.4	53.4	48.0	70.5	38.9	60.4	60.5	64.5	58.3	72.8	
50,000 up to 100,000 km																			
Basis 100%	32	31	7	3	6	10	2	5	4	3	6	2	1	3	4	4	2	1	
Short distance/city	23.1	36.0	25.0	42.5	22.1	31.5	35.0	20.0	24.2	40.0	12.8	50.1	20.0	34.3	18.6	62.9	47.8	30.0	
Long distances	76.9	64.0	75.0	57.5	77.9	68.5	65.0	80.0	75.8	60.0	87.2	49.9	80.0	65.7	81.4	37.1	52.2	70.0	
100,000 km and more																			
Basis 100%	2	5	-	1	-	1	1	-	1	-	-	-	-	1	-	1	-	1	
Short distance/city	30.0	37.2	-	40.0	-	10.0	30.0	-	30.0	-	-	-	-	60.0	-	25.0	-	95.0	
Long distances	70.0	62.8	-	60.0	-	90.0	70.0	-	70.0	-	-	-	-	40.0	-	75.0	-	5.0	

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You drive ... kilometres per year. How many of those do you drive on short distances / in the city (up to 50 km max.), and how many do you drive on long distances (motorways / freeways – more than 50 km)? Please give the percentage. If you don't know exactly give an estimate.

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
less than 5,000 km						
Basis 100%	68	72	24	37	44	35
Short distance/city	77.4	71.9	69.9	71.1	81.5	72.7
Long distances	22.6	28.3	30.4	28.9	18.5	27.6
5,000 up to 10,000 km						
Basis 100%	216	230	99	118	117	112
Short distance/city	71.7	70.6	69.9	65.1	73.3	76.7
Long distances	28.4	29.4	30.1	34.9	26.9	23.3
10,000 up to 15,000 km						
Basis 100%	259	238	151	142	107	96
Short distance/city	62.4	64.1	60.4	61.9	65.3	67.4
Long distances	37.6	35.9	39.6	38.1	34.7	32.8
15,000 up to 30,000 km						
Basis 100%	307	324	235	213	72	111
Short distance/city	55.8	55.3	55.0	53.2	58.5	59.2
Long distances	44.2	44.8	45.0	46.9	41.5	40.8
30,000 up to 50,000 km						
Basis 100%	98	84	78	63	20	21
Short distance/city	41.9	41.0	39.0	40.2	53.5	43.6
Long distances	58.1	59.6	61.0	60.6	46.5	56.4
50,000 up to 100,000 km						
Basis 100%	32	31	26	28	6	3
Short distance/city	23.1	36.0	21.0	32.2	32.8	91.7
Long distances	76.9	64.0	79.0	67.8	67.3	8.3
100,000 km and more						
Basis 100%	2	5	2	3	-	2
Short distance/city	30.0	37.2	30.0	36.4	-	38.3
Long distances	70.0	62.8	70.0	63.6	-	61.7

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you changed your driving behaviour because of increased fuel cost, trying to save fuel when driving?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Yes, always	283	289	56	51	55	62	34	42	35	30	36	36	10	13	27	30	29	23
	28.4	28.9	34.1	31.5	25.4	29.7	24.9	31.4	28.1	24.8	24.8	24.7	26.2	26.9	32.5	33.7	33.5	27.3
Yes, most of the time	267	249	35	41	67	45	43	36	30	38	41	38	10	8	21	19	20	24
	26.8	24.9	21.2	25.2	30.9	21.3	32.1	26.9	24.0	30.9	27.9	26.2	25.5	15.8	25.6	21.5	22.8	28.0
Yes, sometimes	155	147	24	17	35	35	22	27	16	12	27	21	7	11	8	16	16	8
	15.5	14.7	14.7	10.3	16.0	16.7	16.3	20.1	12.6	9.9	18.6	14.1	17.1	22.5	9.8	18.4	18.4	9.4
Yes, rarely	64	50	10	4	14	9	10	7	11	6	8	11	1	6	5	4	4	3
	6.4	5.0	6.0	2.6	6.4	4.2	7.2	5.6	9.2	4.5	5.3	7.4	3.7	13.2	6.5	4.5	5.2	3.0
No, not yet	220	256	40	49	45	55	25	22	31	36	31	38	11	9	21	19	16	28
	22.1	25.6	24.1	30.1	20.8	26.3	18.4	16.1	25.2	28.9	21.1	26.2	27.5	18.9	25.6	21.8	18.4	32.3
Don't know / no answer	9	9	-	1	1	4	1	-	1	1	3	2	-	1	-	-	1	-
	0.9	0.9	-	0.3	0.5	1.8	1.1	-	0.9	1.0	2.3	1.3	-	2.6	-	-	1.7	-

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you changed your driving behaviour because of increased fuel cost, trying to save fuel when driving?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	620	607	378	392
Yes, always	283	289	192	180	91	108
	28.4	28.9	31.0	29.7	24.0	27.6
Yes, most of the time	267	249	158	135	109	114
	26.8	24.9	25.5	22.2	28.8	29.2
Yes, sometimes	155	147	85	82	70	65
	15.5	14.7	13.7	13.5	18.5	16.6
Yes, rarely	64	50	39	27	25	23
	6.4	5.0	6.2	4.4	6.7	5.9
No, not yet	220	256	138	180	82	76
	22.1	25.6	22.2	29.7	21.8	19.3
Don't know / no answer	9	9	8	4	1	5
	0.9	0.9	1.3	0.6	0.2	1.3

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Natural gas	274	250	50	40	56	46	43	34	21	32	40	39	11	13	24	25	29	21
	27.5	25.0	30.2	24.3	25.9	22.0	32.0	25.5	16.7	26.4	27.4	26.6	27.6	27.8	28.3	28.0	33.6	24.1
Liquefied gas LPG	201	234	32	39	49	50	31	29	14	27	28	40	10	15	18	14	18	20
	20.1	23.4	19.3	24.0	22.9	23.9	23.1	21.8	11.0	21.7	18.9	27.5	24.6	30.4	22.1	15.8	21.1	23.1
Liquid gas LG fuel	77	56	14	8	29	18	6	13	1	4	13	7	2	3	7	2	5	2
	7.7	5.6	8.7	4.7	13.2	8.5	4.2	9.4	0.6	3.1	8.8	4.8	4.7	5.7	9.0	2.2	6.0	2.2
Biofuel	59	40	9	9	9	11	8	2	6	2	15	4	4	4	3	4	4	3
	5.9	4.0	5.4	5.8	4.2	5.4	5.7	1.6	4.9	1.6	10.4	3.1	10.5	8.8	4.0	4.3	4.9	3.0
Bio ethanol	25	23	8	4	2	2	3	6	3	1	4	6	-	1	2	2	2	1
	2.5	2.3	4.7	2.7	1.0	1.1	2.4	4.5	2.4	1.0	3.1	4.1	-	1.32	2.2	2.2	2.6	0.5
Fuel biodiesel	123	80	21	14	23	20	22	10	15	9	21	10	4	4.0	5	9	12	7
	12.3	8.0	12.6	8.6	10.7	9.4	16.2	7.2	12.0	7.1	14.5	6.7	9.4	2	6.1	9.8	13.2	8.2
Fuel cell	64	63	12	14	12	12	9	6	12	11	7	10	3	4.0	2	2	6	6
	6.4	6.3	7.5	8.4	5.5	5.6	6.4	4.8	9.6	9.0	5.1	7.1	7.6	8	2.7	2.6	6.9	6.4
Hydrogen fuel	159	163	38	31	34	27	15	15	20	22	26	38	2	17.2	8	13	16	8
	16.0	16.3	23.0	19.1	15.6	13.0	11.3	11.5	16.3	17.5	17.7	26.0	5.7	11	9.8	15.1	17.8	9.4
Solar cell	110	137	23	21	17	31	22	13	10	22	13	20	4	22.9	8	10	12	8
	11.0	13.7	14.1	12.8	7.7	14.9	16.4	9.9	8.2	18.2	9.0	13.7	10.5	24	9.3	10.8	14.0	9.7
Electric powered	233	478	30	82	52	102	32	58	30	69	40	68	12	49.3	18	40	20	36
	23.3	47.8	18.2	50.2	23.9	48.7	23.4	43.3	23.9	55.8	27.1	46.1	30.6	-	21.7	44.5	22.7	41.9
Synthetic fuel	3	2	-	-	1	-	-	1	1	1	-	-	-	-	-	-	-	-
	0.3	0.2	-	-	0.7	-	-	1.0	0.9	0.3	-	-	-	-	-	-	-	-
Gasoline-electric power train (hybrid)	346	406	53	78	67	99	54	64	46	72	57	75	15	24	28	35	27	35
	34.7	40.6	32.0	47.7	30.9	47.2	40.0	47.6	36.8	58.9	38.8	50.9	37.7	50.2	33.2	38.7	30.8	40.5
Hybrid-diesel power train (hybrid)	213	244	33	69	53	86	25	51	30	62	34	63	9	20	15	24	14	32
	21.3	24.4	19.8	42.2	24.7	40.8	18.9	37.9	23.8	50.3	23.0	42.9	22.9	41.4	17.8	27.3	16.0	37.0
Gasoline / petrol	99	78	19	11	21	18	7	9	12	17	18	11	5	1	7	7	9	5
	9.9	7.8	11.6	6.7	9.6	8.6	5.2	6.8	9.7	14.0	12.4	7.4	13.4	0.9	9.0	7.7	9.8	5.7
Super gasoline / petrol	35	13	6	3	7	2	5	2	3	3	6	2	1	-	7	1	-	-
	3.5	1.3	3.5	1.8	3.2	0.8	3.6	1.7	2.2	2.1	4.3	1.2	2.9	-	8.3	1.4	-	-
Diesel	237	189	40	33	50	41	33	22	35	28	40	31	8	8	17	12	14	14
	23.8	19.0	24.3	20.0	23.1	19.8	24.4	16.6	27.8	22.9	27.4	21.1	20.9	16.3	20.4	13.9	16.5	16.1
Bluemotion	5	6	-	1	4	1	1	-	-	1	-	2	-	-	-	-	-	1
	0.5	0.6	-	0.8	1.9	0.6	0.8	-	-	0.1	-	1.3	-	-	-	-	-	0.7
Bluetec	7	1	1	-	1	-	5	-	-	1	-	-	-	-	-	-	-	-
	0.7	0.1	0.7	-	0.7	-	3.6	-	-	0.1	-	-	-	-	-	-	-	-
Hybrid in general	45	41	10	5	7	8	6	6	4	7	10	6	1	3	2	5	4	2
	4.5	4.1	6.3	3.0	3.4	3.9	4.4	4.6	3.1	5.5	6.9	3.9	2.9	5.3	2.7	5.7	4.1	2.0

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Gasoline in general	38	39	7	5	5	12	8	3	4	8	6	1	2	1	4	1	2	8
	3.8	3.9	4.5	2.9	2.1	5.6	6.0	2.2	3.4	6.6	4.2	0.9	4.3	0.9	1.5	1.4	2.6	9.7
Allow to stand the car / controlling manner of driving	18	13	4	2	2	1	1	5	5	1	3	-	-	2	1	1	2	-
	1.8	1.3	2.2	1.2	1.1	0.6	0.5	4.0	3.7	1.0	2.3	-	-	4.0	1.7	1.4	2.1	-
Air pressure	8	-	1	-	1	-	-	-	-	-	1	-	1	-	2	-	1	-
	0.8	-	0.7	-	0.7	-	-	-	-	-	0.6	-	2.9	-	2.6	-	0.8	-
Start stop technology	-	13	-	5	-	2	-	-	-	1	-	4	-	1	-	-	-	-
	-	1.3	-	3.1	-	0.8	-	-	-	1.0	-	2.6	-	2.6	-	-	-	-
FSI system	-	3	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	-	0.3	-	0.8	-	-	-	-	-	-	-	0.4	-	-	-	1.4	-	-
Downsizing	-	4	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-
	-	0.4	-	0.8	-	-	-	-	-	1.0	-	0.9	-	1.3	-	-	-	-
Recovery of braking efforts	-	4	-	2	-	-	-	-	-	-	-	3	-	-	-	-	-	-
	-	0.4	-	1.0	-	-	-	-	-	-	-	1.7	-	-	-	-	-	-
Direct injection technology	-	6	-	2	-	2	-	-	-	1	-	1	-	-	-	-	-	-
	-	0.6	-	1.2	-	0.8	-	-	-	1.0	-	0.9	-	-	-	-	-	-
Others	40	26	10	1	7	5	4	2	5	5	7	3	2	1	1	1	4	1
	4.0	2.6	6.2	0.8	3.2	2.4	2.9	1.4	3.9	4.2	4.5	2.2	5.7	2.6	1.3	2.6	4.5	1.2
Not at all	145	114	19	21	37	24	15	16	13	15	21	11	7	8	18	8	14	5
	14.5	11.5	11.7	12.8	17.1	11.4	11.2	12.1	10.7	12.3	14.6	7.3	16.7	15.9	22.1	15.9	15.8	6.2
Don't know / no answer	127	107	22	14	30	26	18	17	21	9	10	18	5	2	6	2	14	12
	12.7	10.7	13.2	8.9	14.0	12.2	13.5	13.1	16.5	7.5	7.1	12.1	12.3	4.4	7.3	4.4	16.3	13.4

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	620	607	378	392
Natural gas	274	250	206	171	68	79
	27.5	25.0	33.2	28.2	18.0	20.1
Liquefied gas LPG	201	234	152	164	49	70
	20.1	23.4	24.5	26.9	12.8	17.9
Liquid gas LG fuel	77	56	66	45	11	10
	7.7	5.6	10.7	7.4	2.8	2.7
Biofuel	59	40	40	20	19	19
	5.9	4.0	6.5	3.4	5.0	4.9
Bio ethanol	25	23	19	15	6	8
	2.5	2.3	3.0	2.5	1.6	2.1
Fuel biodiesel	123	80	86	38	36	42
	12.3	8.0	13.9	6.2	9.6	10.7
Fuel cell	64	63	57	50	7	13
	6.4	6.3	9.2	8.3	1.8	3.3
Hydrogen fuel	159	163	137	129	22	35
	16.0	16.3	22.1	21.2	5.9	8.8
Solar cell	110	137	85	88	25	49
	11.0	13.7	13.7	14.4	6.5	12.5
Electric powered	233	478	176	333	56	145
	23.3	47.8	28.4	54.8	14.9	36.9
Synthetic fuel	3	2	3	2	-	-
	0.3	0.2	0.4	0.3	-	-
Gasoline-electric power train (hybrid)	346	406	288	315	58	91
	34.7	40.6	46.5	51.8	15.3	23.2
Hybrid-diesel power train (hybrid)	213	244	176	192	37	52
	21.3	24.4	28.4	31.6	9.8	13.2
Gasoline / petrol	99	78	77	56	22	22
	9.9	7.8	12.4	9.2	5.8	5.7
Super gasoline / petrol	35	13	22	5	13	8
	3.5	1.3	3.6	0.8	3.3	2.0
Diesel	237	189	183	138	54	51
	23.8	19.0	29.6	22.7	14.3	13.1
Bluemotion	5	6	5	4	-	2
	0.5	0.6	0.8	0.7	-	0.5
Bluetec	7	1	7	1	-	-
	0.7	0.1	1.2	0.1	-	-
Hybrid in general	45	41	38	30	7	11
	4.5	4.1	6.1	4.9	1.8	2.8

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

What fuel saving engine systems are you familiar with, even if only by name? Please name all that you can think of.

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Gasoline in general	38	39	24	20	14	19
	3.8	3.9	3.9	3.2	3.8	4.9
Allow to stand the car / controlling manner of driving	18	13	6	8	12	5
	1.8	1.3	1.0	1.3	3.1	1.3
Air pressure	8	-	5	-	2	-
	0.8	-	0.8	-	0.6	-
Start stop technology	-	13	-	13	-	-
	-	1.3	-	2.2	-	-
FSI system	-	3	-	3	-	-
	-	0.3	-	0.5	-	-
Downsizing	-	4	-	4	-	1
	-	0.4	-	0.6	-	0.2
Recovery of braking efforts	-	4	-	4	-	-
	-	0.4	-	0.7	-	-
Direct injection technology	-	6	-	6	-	-
	-	0.6	-	1.0	-	-
Others	40	26	27	18	12	8
	4.0	2.6	4.4	3.0	3.3	2.0
Not at all	145	114	40	41	105	73
	14.5	11.5	6.5	6.8	27.8	18.7
Don't know / no answer	127	107	42	31	84	76
	12.7	10.7	6.8	5.1	22.3	19.4

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you ever heard or read of hybrid technology or hybrid engines for cars?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Yes	867	888	139	152	194	191	119	113	108	114	126	127	37	45	66	74	78	73
	86.9	88.9	84.2	93.2	89.6	91.1	88.3	84.2	86.4	92.7	85.6	86.8	93.5	93.0	79.7	83.0	89.4	85.1
No	131	110	26	11	23	19	16	21	17	9	21	19	3	3	17	15	9	13
	13.1	11.0	15.8	6.8	10.4	8.9	11.7	15.5	13.6	7.3	14.4	13.2	6.5	7.0	20.3	17.0	10.6	14.9

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Have you ever heard or read of hybrid technology or hybrid engines for cars?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	620	607	378	392
Yes	867	888	582	579	285	309
	86.9	88.9	93.8	95.4	75.4	78.9
No	131	110	38	25	93	82
	13.1	11.0	6.2	4.6	24.6	20.9

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:
Do you drive a car with a hybrid engine yourself?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Yes	8	11	1	0	1	3	3	1	-	-	-	3	-	1	1	0	1	3
	0.8	1.2	0.6	0.3	0.7	1.5	1.9	0.8	-	-	-	1.7	-	2.6	1.3	0.5	1.7	3.0
No	990	988	164	163	215	207	132	133	125	123	147	144	39	47	82	89	86	83
	99.2	98.8	99.4	99.7	99.3	98.5	98.1	99.2	100.0	100.0	100.0	98.3	100.0	97.4	98.7	99.5	98.3	97.0

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:
Do you drive a car with a hybrid engine yourself?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis 100%	998	999	620	607	378	392
Yes	8	11	5	3	2	9
	0.8	1.2	0.8	0.5	0.6	2.2
No	990	988	615	604	376	383
	99.2	98.8	99.2	99.8	99.4	97.8

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:

Please think of the next time you are buying a car: How likely are you to buy a car with a hybrid engine?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
I am definitely going to buy a hybrid vehicle	23	40	5	5	6	11	1	6	2	3	2	5	2	1	1	5	4	4
	2.3	4.0	3.3	3.3	3.0	5.2	0.8	4.1	1.3	2.4	1.1	3.5	4.7	2.6	1.3	5.5	4.7	4.5
I am very probably going to buy a hybrid vehicle	250	244	46	42	52	62	35	41	28	24	36	30	14	9	16	16	20	19
	25.1	24.4	28.0	25.6	24.2	29.7	25.9	30.4	22.4	19.9	24.2	20.7	36.1	19.4	23.3	17.7	22.4	22.3
I am probably not going to buy a hybrid vehicle	416	446	55	73	88	87	63	56	60	61	64	71	14	21	32	42	41	35
	41.7	44.6	33.2	44.7	40.6	41.4	46.4	42.0	47.9	49.7	43.5	48.8	36.1	42.7	38.4	46.7	47.2	40.9
I am definitely not going to buy a hybrid vehicle	201	182	46	33	46	32	22	22	15	22	31	29	8	9	20	14	13	21
	20.2	18.2	27.7	20.4	21.3	15.2	16.0	16.6	12.1	18.0	20.9	19.6	21.3	19.4	24.3	15.5	15.3	24.1
Don't know / no answer	107	88	13	10	24	18	15	9	20	12	15	11	1	8	11	13	9	7
	10.7	8.0	7.8	6.0	10.9	8.5	10.9	6.8	16.3	9.9	10.3	7.4	1.8	15.9	12.7	14.6	10.4	8.2

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

Please think of the next time you are buying a car: How likely are you to buy a car with a hybrid engine?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	620	607	378	392
I am definitely going to buy a hybrid vehicle	23	40	10	26	13	14
	2.3	4.0	1.7	4.3	3.4	3.5
I am very probably going to buy a hybrid vehicle	250	244	142	127	108	117
	25.1	24.4	22.9	20.8	28.6	29.9
I am probably not going to buy a hybrid vehicle	416	446	262	267	154	178
	41.7	44.6	42.3	44.0	40.7	45.6
I am definitely not going to buy a hybrid vehicle	201	182	149	131	52	51
	20.2	18.2	24.0	21.5	13.8	13.1
Don't know / no answer	107	88	56	57	51	31
	10.7	8.0	9.1	9.4	13.5	7.8

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You are not planning to buy a hybrid car. Would your attitude change if the government provided tax benefits for the purchase of hybrid vehicles?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	617	628	101	106	134	119	84	78	75	83	95	100	22	30	52	55	55	56
Yes	392	364	60	58	80	75	55	43	52	47	58	51	15	12	36	42	36	36
	63.6	58.0	59.8	54.2	60.1	63.3	65.2	55.1	69.2	56.8	61.1	51.1	67.1	41.1	69.8	75.4	65.5	63.7
No	184	235	30	44	45	39	25	26	22	32	33	45	5	18	14	14	10	17
	29.7	37.7	29.6	41.8	33.9	32.6	29.6	33.4	29.3	38.9	34.6	45.1	21.2	58.9	27.5	24.6	17.8	30.5
Don't know / no answer	41	29	11	4	8	5	4	9	1	4	4	4	3	-	1	-	9	3
	6.7	4.6	10.6	4.0	5.9	4.1	5.2	11.4	1.5	4.3	4.3	3.8	11.7	-	2.7	-	16.7	5.7

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

You are not planning to buy a hybrid car. Would your attitude change if the government provided tax benefits for the purchase of hybrid vehicles?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	617	628	411	398	206	230
Yes	392	364	247	213	145	151
	63.6	58.0	60.2	53.6	70.3	65.5
No	184	235	134	167	49	68
	29.7	37.7	32.7	42.0	23.9	29.6
Don't know / no answer	41	29	29	17	12	11
	6.7	4.6	7.1	4.4	5.9	4.9

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:
What type of hybrid engine would be most interesting for you?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
A hybrid engine with lower fuel consumption but also lower acceleration than a conventional engine/technology	146	140	37	26	31	33	20	22	21	18	12	17	3	4	10	7	11	13
	14.6	14.0	22.6	16.1	14.2	15.5	15.0	16.1	17.2	14.4	8.0	11.7	8.5	8.4	12.1	8.4	12.7	15.6
A hybrid engine with the same fuel consumption but better acceleration than a conventional engine/technology	43	37	8	4	7	6	4	5	6	6	3	6	3	4	4	3	7	2
	4.3	3.7	5.1	2.7	3.1	2.8	3.2	3.8	5.1	5.2	2.3	4.1	8.2	7.5	4.6	3.8	7.9	2.2
A hybrid engine with lower fuel consumption and the same acceleration than a conventional engine/technology	359	399	49	74	86	84	45	43	43	58	52	55	19	23	37	25	28	37
	35.9	39.9	29.4	45.4	39.6	40.2	33.1	32.2	34.5	47.0	35.3	37.3	49.6	46.7	44.8	28.5	32.3	43.4
A hybrid engine with lower fuel consumption but better acceleration than a conventional engine/technology	406	392	65	56	81	81	62	60	51	39	74	64	10	15	27	46	36	31
	40.7	39.2	39.3	34.5	37.6	38.6	45.7	44.7	40.9	31.4	50.4	43.5	26.21	31.3	32.8	52.1	40.9	36.5
I am not interested in hybrid engines	20	19	3	1	6	3	2	1	2	3	2	4	1	3	3	4	1	1
	2.0	1.9	1.9	0.8	2.6	1.4	1.4	1.0	1.5	2.1	1.1	2.6	3.7	6.2	4.0	4.3	1.7	0.7
Don't know / no answer	24	12	3	1	6	3	2	3	1	-	4	1	1	-	1	3	4	1
	2.4	1.2	1.7	0.5	3.0	1.4	1.7	2.2	0.8	-	2.8	0.9	3.8	-	1.8	2.9	4.4	1.5

Survey period 2008: January 3-17, 2008
 Survey period 2009: March 9-27, 2009

Question:
What type of hybrid engine would be most interesting for you?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	620	607	378	392
A hybrid engine with lower fuel consumption but also lower acceleration than a conventional engine/technology	146	140	95	85	51	55
	14.6	14.0	15.3	13.9	13.6	14.1
A hybrid engine with the same fuel consumption but better acceleration than a conventional engine/technology	43	37	22	19	21	17
	4.3	3.7	3.5	3.2	5.6	4.5
A hybrid engine with lower fuel consumption and the same acceleration than a conventional engine/technology	359	399	213	248	145	151
	35.9	39.9	34.4	40.8	38.5	38.6
A hybrid engine with lower fuel consumption but better acceleration than a conventional engine/technology	406	392	265	234	141	158
	40.7	39.2	42.8	38.6	37.3	40.3
I am not interested in hybrid engines	20	19	14	13	6	6
	2.0	1.9	2.3	2.1	1.6	1.6
Don't know / no answer	24	12	10	9	13	3
	2.4	1.2	1.7	1.4	3.5	0.9

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

No matter if you would be willing to pay more for a hybrid engine: Within what period of time would additional cost when purchasing a hybrid car have to pay off for you?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Within one year	183	165	29	30	40	36	32	14	24	14	20	26	6	7	16	19	17	20
	18.4	16.5	17.3	18.2	18.5	17.2	23.5	10.2	19.6	11.6	13.8	17.5	14.9	14.5	19.2	21.5	19.0	23.1
Within two years	253	249	40	43	64	53	30	41	24	18	39	40	10	13	22	16	23	25
	25.3	24.9	24.4	26.3	29.5	25.3	22.3	30.9	19.7	14.4	26.5	27.5	24.8	26.4	26.7	17.7	26.4	29.0
Within three years	216	221	29	39	47	48	27	24	30	37	33	34	10	12	15	16	25	11
	21.6	22.1	17.4	23.7	21.7	22.8	20.2	18.3	23.9	30.0	22.6	23.6	24.6	24.2	18.2	17.7	28.5	13.2
Within four years	61	69	13	10	13	18	9	10	9	10	7	9	3	1	4	5	2	4
	6.2	6.9	7.8	6.3	6.2	8.6	6.8	7.6	7.4	8.5	4.8	6.3	8.2	2.6	5.1	5.5	2.6	5.2
Within five or more years	186	185	31	28	32	39	22	25	24	33	39	23	7	6	19	13	13	19
	18.6	18.6	18.7	17.0	14.9	18.4	16.4	18.5	19.3	26.9	26.2	15.7	17.2	13.2	23.0	14.6	14.4	22.1
It does not have to pay off, environmental and climate protection are important for me	13	26	3	6	2	1	2	2	5	4	-	5	1	3	-	5	-	-
	1.3	2.6	1.5	3.9	1.0	0.6	1.8	1.4	4.1	2.9	-	3.5	1.8	5.3	-	5.7	-	-
Don't know / no answer	86	84	21	8	18	15	12	17	8	7	9	9	3	7	6	15	8	6
	8.6	8.4	12.9	4.7	8.1	7.1	9.0	13.1	6.1	5.7	6.2	6.0	8.5	13.7	7.8	17.2	9.3	7.4

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

No matter if you would be willing to pay more for a hybrid engine: Within what period of time would additional cost when purchasing a hybrid car have to pay off for you?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	620	607	378	392
Within one year	183	165	81	76	102	89
	18.4	16.5	13.1	12.5	27.0	22.8
Within two years	253	249	157	138	96	110
	25.3	24.9	25.3	22.8	25.4	28.2
Within three years	216	221	146	154	70	67
	21.6	22.1	23.5	25.4	18.5	17.1
Within four years	61	69	46	53	15	16
	6.2	6.9	7.5	8.7	4.0	4.1
Within five or more years	186	185	138	126	48	60
	18.6	18.6	22.3	20.7	12.7	15.2
It does not have to pay off, environmental and climate protection are important for me	13	26	6	18	7	8
	1.3	2.6	1.0	2.9	1.8	2.1
Don't know / no answer	86	84	45	43	40	41
	8.6	8.4	7.3	7.1	10.7	10.5

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

The development of high-performance battery systems for cars is developing significantly. To what extent could you imagine purchasing a car which is only developed for driving in the city and which does not cause any emissions and is battery powered?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Definitely	83	92	17	14	18	27	12	13	11	9	10	13	4	4	3	8	8	4
	8.3	9.2	10.3	8.8	8.3	12.9	8.8	9.4	9.2	7.6	6.5	8.9	9.3	8.8	3.6	8.6	9.2	4.2
Very probably	113	133	16	24	25	27	16	20	19	18	19	10	6	5	6	14	6	14
	11.3	13.3	10.0	14.5	11.4	13.0	11.6	15.1	15.3	14.9	12.6	7.0	15.2	9.7	7.6	16.3	6.8	16.6
Rather likely	235	290	44	49	49	58	25	46	26	25	39	39	7	12	21	27	22	33
	23.5	29.0	26.7	30.1	22.6	27.6	18.7	34.2	20.9	20.3	26.8	26.9	18.5	25.6	25.5	30.1	25.7	39.0
Rather unlikely	214	207	31	27	48	40	35	31	33	33	27	33	8	13	16	14	14	17
	21.4	20.8	19.1	16.3	22.1	19.2	26.0	22.9	26.6	26.7	18.7	22.9	21.4	27.3	19.3	15.3	16.6	19.6
Very unlikely	134	115	18	20	32	20	22	11	10	13	22	26	3	5	11	13	16	7
	13.4	11.6	11.0	12.3	14.6	9.7	16.1	8.6	8.3	10.7	14.8	17.6	7.6	10.1	13.0	14.4	18.5	7.9
Definitely not	200	152	37	27	36	35	23	12	22	22	29	23	9	9	25	14	19	10
	20.1	15.2	22.4	16.3	16.7	16.8	16.9	9.2	17.6	17.7	20.0	15.9	24.3	18.5	29.7	15.3	21.6	11.9
Don't know / no answer	20	10	1	3	9	2	3	1	3	3	1	1	1	-	1	-	1	1
	2.0	1.0	0.6	1.7	4.3	0.8	1.9	0.5	2.1	2.1	0.6	0.9	3.8	-	1.3	-	1.6	0.7

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

The development of high-performance battery systems for cars is developing significantly. To what extent could you imagine purchasing a car which is only developed for driving in the city and which does not cause any emissions and is battery powered?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	620	607	378	392
Definitely	83	92	49	63	34	29
	8.3	9.2	7.9	10.3	8.9	7.5
Very probably	113	133	73	88	40	45
	11.3	13.3	11.8	14.6	10.4	11.4
Rather likely	235	290	126	158	109	132
	23.5	29.0	20.3	26.0	28.8	33.7
Rather unlikely	214	207	135	121	79	87
	21.4	20.8	21.8	19.8	20.8	22.2
Very unlikely	134	115	89	83	44	33
	13.4	11.6	14.4	13.6	11.6	8.4
Definitely not	200	152	134	87	66	65
	20.1	15.2	21.7	14.3	17.5	16.6
Don't know / no answer	20	10	13	9	7	1
	2.0	1.0	2.1	1.4	1.9	0.3

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

And to what extent could you imagine purchasing a car which is only developed for driving in the city and which is battery-powered, if in the city centres only those cars were allowed and if they were exempt from tax?

	Total		Nielsen areas															
			I		II		IIIa		IIIb		IV		Va + Vb		VI		VII	
	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	165	163	216	210	135	134	125	123	147	146	39	48	83	89	87	86
Definitely	194	215	37	30	40	56	26	24	23	22	30	26	9	13	15	16	14	29
	19.4	21.5	22.4	18.6	18.4	26.9	19.1	17.7	18.7	18.0	20.5	17.5	22.8	26.4	18.2	17.5	15.7	33.2
Very probably	179	186	28	33	41	43	23	28	27	22	28	25	8	6	10	18	13	13
	18.0	18.7	16.9	20.1	19.0	20.3	17.0	20.7	21.4	17.5	19.3	16.9	21.5	12.8	12.5	20.1	15.3	15.1
Rather likely	203	221	32	39	46	49	23	34	32	24	28	30	6	9	14	17	21	18
	20.4	22.1	19.3	23.7	21.5	23.4	17.1	25.8	25.9	19.8	19.2	20.7	14.4	18.9	17.3	19.6	24.6	20.9
Rather unlikely	140	164	12	27	37	23	19	23	16	28	23	30	7	9	11	11	15	13
	14.1	16.4	7.5	16.3	17.0	10.9	14.3	17.4	12.6	23.1	15.8	20.8	17.0	17.6	13.6	12.0	17.0	15.1
Very unlikely	95	97	25	17	18	18	20	10	6	19	13	16	-	4	9	10	5	3
	9.5	9.7	15.0	10.3	8.2	8.6	15.0	7.8	5.1	15.4	8.8	10.8	-	8.8	10.2	11.2	5.3	3.0
Definitely not	170	107	27	18	32	20	19	14	19	8	22	18	9	7	24	12	19	10
	17.0	10.7	16.1	11.0	14.7	9.6	14.2	10.7	15.3	6.2	15.1	12.1	22.4	15.4	28.3	13.4	21.2	11.9
Don't know / no answer	16	9	5	-	2	1	4	-	1	-	2	2	1	-	-	6	1	1
	1.6	0.9	2.8	-	1.1	0.3	3.3	-	0.9	-	1.3	1.3	1.8	-	-	6.2	0.8	0.7

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

And to what extent could you imagine purchasing a car which is only developed for driving in the city and which is battery-powered, if in the city centres only those cars were allowed and if they were exempt from tax?

	Total		Men		Women	
	2008	2009	2008	2009	2008	2009
Basis (100%)	998	999	620	607	378	392
Definitely	83	92	114	132	80	83
	8.3	9.2	18.4	21.7	21.1	21.2
Very probably	113	133	110	106	70	80
	11.3	13.3	17.7	17.5	18.4	20.5
Rather likely	235	290	127	124	77	97
	23.5	29.0	20.4	20.5	20.3	24.7
Rather unlikely	214	207	84	109	56	55
	21.4	20.8	13.5	17.9	14.9	14.0
Very unlikely	134	115	65	69	30	28
	13.4	11.6	10.6	11.3	7.9	7.2
Definitely not	200	152	109	62	61	46
	20.1	15.2	17.6	10.1	16.1	11.7
Don't know / no answer	20	10	11	6	5	3
	2.0	1.0	1.8	1.0	1.3	0.7

Survey period 2008: January 3-17, 2008

Survey period 2009: March 9-27, 2009

Question:

In the light of high oil prices on the global market and high gasoline/diesel prices in recent weeks, as well as debates on CO₂ emissions and CC>2 tax, intensive discussion is now going on in the automotive industry and among political decision-makers about alternative drive technologies, including the electric car. To what extent could you envisage purchasing a car with an electric motor the next time you buy a car? I could envisage that being ...

	Total	Nielsen areas							
		I	II	IIIa	IIIb	IV	Va + Vb	VI	VII
Basis (100%)	999	163	210	134	123	146	48	89	86
Definitely the case	109	19	27	15	8	13	7	9	10
	10.9	11.5	12.9	11.3	6.8	9.0	14.1	10.0	12.2
Rather likely	104	20	25	16	9	18	4	5	7
	10.4	12.0	11.9	11.9	7.3	12.1	8.8	5.7	8.7
Half and half true	271	51	56	32	31	34	10	32	24
	27.1	31.5	26.8	23.7	25.5	23.3	20.2	35.9	28.3
Rather unlikely	264	39	49	38	45	38	14	20	22
	26.4	23.9	23.2	28.2	36.6	26.2	28.2	22.0	25.6
Not at all likely	249	34	51	33	29	43	14	23	21
	24.9	21.0	24.3	24.8	23.9	29.4	28.6	26.3	24.6
Don't know / no answer	3	-	2	-	-	-	-	-	1
	0.3	-	0.9	-	-	-	-	-	0.7

Survey period 2009: March 9-27, 2009

Question:

In the light of high oil prices on the global market and high gasoline/diesel prices in recent weeks, as well as debates on CO₂ emissions and CC>2 tax, intensive discussion is now going on in the automotive industry and among political decision-makers about alternative drive technologies, including the electric car. To what extent could you envisage purchasing a car with an electric motor the next time you buy a car? I could envisage that being ...

	Total	Men	Women
Basis (100%)	999	607	392
Definitely the case	109	78	31
	10.9	12.8	7.9
Rather likely	104	51	53
	10.4	8.4	13.4
Half and half true	271	147	124
	27.1	24.1	31.7
Rather unlikely	264	163	101
	26.4	26.8	25.8
Not at all likely	249	167	82
	24.9	27.6	20.9
Don't know / no answer	3	2	1
	0.3	0.3	0.2

Survey period 2009: March 9-27, 2009

Question:

What do you think: When will marketable electric cars be available for purchase in Germany in your opinion?

	Total	Nielsen areas							
		I	II	IIIa	IIIb	IV	Va + Vb	VI	VII
Basis (100%)	999	163	210	134	123	146	48	89	86
They are already available	88	16	10	11	10	12	9	6	13
	8.8	10.1	4.6	8.6	8.3	8.0	18.5	7.2	15.6
Within the next 1-2 years	94	9	25	12	10	12	5	12	7
	9.4	5.8	12.0	9.1	8.5	8.4	11.0	13.2	8.2
Within the next 3-5 years	371	67	79	49	44	56	12	34	29
	37.1	41.2	37.8	36.5	35.5	38.4	25.6	38.3	34.2
Within the next 6-10 years	272	45	66	32	35	38	14	22	19
	27.2	27.8	31.3	24.0	28.1	25.9	29.9	24.9	22.6
Later	115	17	17	17	19	19	5	8	12
	11.5	10.5	8.3	13.1	15.6	12.8	10.1	8.8	14.1
Don't know / no answer	60	8	13	12	5	9	2	7	4
	6.0	4.7	6.1	8.8	4.0	6.4	4.8	7.7	5.2

Survey period 2009: March 9-27, 2009

Question:

What do you think: When will marketable electric cars be available for purchase in Germany in your opinion?

	Total	Men	Women
Basis (100%)	999	607	392
They are already available	88	42	46
	8.8	7.0	11.7
Within the next 1-2 years	94	47	47
	9.4	7.7	11.9
Within the next 3-5 years	371	228	143
	37.1	37.6	36.4
Within the next 6-10 years	272	192	80
	27.2	31.6	20.3
Later	115	70	45
	11.5	11.5	11.4
Don't know / no answer	60	28	32
	6.0	4.6	8.2

Survey period 2009: March 9-27, 2009

Question:

Do you believe that electric cars have a viable future versus cars with conventional or other alternative drives? I believe the future viability of electric cars to be ...

	Total	Nielsen areas							
		I	II	IIIa	IIIb	IV	Va + Vb	VI	VII
Basis (100%)	999	163	210	134	123	146	48	89	86
Exceedingly good	95	21	30	4	10	7	4	10	9
	9.5	12.9	14.1	3.2	8.0	4.9	9.3	11.2	9.9
Very good	223	47	45	22	34	32	10	20	12
	22.3	28.9	21.3	16.7	27.9	22.0	20.2	22.7	14.4
Rather good	164	25	36	32	19	24	6	9	13
	16.4	15.4	17.0	24.2	15.1	16.4	11.5	10.0	15.4
Part good/part poor	364	48	76	49	39	55	20	35	42
	36.5	29.3	36.5	36.5	31.9	37.8	41.0	39.5	48.6
Rather poor	87	13	13	19	13	15	4	4	7
	8.7	7.8	6.1	14.0	10.9	10.0	7.9	4.1	7.9
Very poor	38	3	8	6	3	6	4	6	3
	3.8	1.8	4.0	4.1	2.1	4.4	7.9	6.2	3.7
Absolutely non-existent	14	2	2	-	4	4	1	2	-
	1.4	1.4	1.0	-	3.1	2.6	0.9	1.9	-
Don't know / no answer	14	4	-	2	1	3	1	4	-
	1.4	2.4	-	1.3	1.0	1.7	1.3	4.3	-

Survey period 2009: March 9-27, 2009

Question:

Do you believe that electric cars have a viable future versus cars with conventional or other alternative drives? I believe the future viability of electric cars to be ...

	Total	Men	Women
Basis (100%)	999	607	392
Exceedingly good	95	70	25
	9.5	11.5	6.4
Very good	223	151	72
	22.3	24.9	18.3
Rather good	164	99	64
	16.4	16.3	16.4
Part good/part poor	364	206	158
	36.5	34.0	40.3
Rather poor	87	43	43
	8.7	7.1	11.1
Very poor	38	16	22
	3.8	2.7	5.6
Absolutely non-existent	14	13	1
	1.4	2.1	0.4
Don't know / no answer	14	8	6
	1.4	1.4	1.4

Survey period 2009: March 9-27, 2009

Question:

Looking to the future, what would you expect the share of electric cars to be among new car registrations in Germany in 10-15 years from now?
Please give your answer as a percentage. I would estimate the electric car share of new car registrations in 10-15 years' time to be about...

	Total	Nielsen areas							
		I	II	IIIa	IIIb	IV	Va + Vb	VI	VII
Basis (100%)	999	163	210	134	123	146	48	89	86
1 up to 9 %	121	20	31	13	17	18	3	11	8
	12.1	12.3	14.8	9.4	14.2	12.1	6.2	12.0	9.4
10 up to 19 %	188	29	39	28	32	26	11	16	9
	18.8	17.9	18.4	20.9	25.6	17.5	22.5	17.5	10.7
20 up to 29 %	189	34	36	27	16	28	13	16	18
	18.9	20.9	17.2	20.5	12.8	19.2	27.3	17.7	21.3
30 up to 39 %	128	28	25	18	9	17	6	12	14
	12.8	17.1	12.1	13.2	7.1	11.9	11.5	13.4	15.9
40 up to 49 %	63	8	16	7	8	11	7	1	4
	6.3	5.1	7.6	5.6	6.4	7.6	14.6	1.4	4.2
50 up to 59 %	79	14	13	12	13	8	1	9	9
	7.9	8.8	6.0	8.8	10.2	5.5	2.6	9.8	10.9
60 up to 100 %	44	7	11	4	6	7	2	4	3
	4.4	4.1	5.3	3.3	5.2	4.5	4.8	4.1	3.7
Don't know / no answer	188	23	39	24	23	32	5	22	20
	18.8	13.8	18.7	18.3	18.4	21.7	10.6	24.2	23.8

Survey period 2009: March 9-27, 2009

Question:

Looking to the future, what would you expect the share of electric cars to be among new car registrations in Germany in 10-15 years from now?
Please give your answer as a percentage. I would estimate the electric car share of new car registrations in 10-15 years' time to be about...

	Total	Men	Women
Basis (100%)	999	607	392
1 up to 9 %	121	86	35
	12.1	14.2	8.8
10 up to 19 %	188	113	75
	18.8	18.6	19.1
20 up to 29 %	189	112	77
	18.9	18.4	19.7
30 up to 39 %	128	76	53
	12.8	12.4	13.4
40 up to 49 %	63	38	25
	6.3	6.2	6.3
50 up to 59 %	79	41	37
	7.9	6.8	9.5
60 up to 100 %	44	29	16
	4.4	4.7	4.0
Don't know / no answer	188	113	75
	18.8	18.6	19.1

Survey period 2009: March 9-27, 2009

Question:

Electricity is needed for cars with an electric motor. How do you rate the ecological benefits of cars with electric motors?

	Total	Nielsen areas							
		I	II	IIIa	IIIb	IV	Va + Vb	VI	VII
Basis (100%)	999	163	210	134	123	146	48	89	86
Highly positive	62	13	22	6	3	9	1	1	7
	6.2	8.1	10.7	4.3	2.6	6.1	3.1	0.5	8.2
Positive	243	45	52	26	25	28	11	30	26
	24.3	27.4	24.7	19.6	20.4	19.4	23.4	33.5	29.8
There are both positive and negative aspects, but the positive aspects outweigh the negative ones	474	75	91	65	66	74	22	36	45
	47.5	46.0	43.2	48.7	54.1	50.8	44.5	40.4	52.4
There are both positive and negative aspects, but the negative aspects outweigh the positive ones	132	13	29	20	18	26	11	11	5
	13.2	7.7	13.8	15.1	14.4	17.5	22.0	12.2	6.0
Negative	33	6	6	5	4	4	1	5	1
	3.3	3.7	2.6	3.7	3.5	3.1	2.6	5.7	1.5
Highly negative	7	2	3	-	-	2	1	1	-
	0.7	1.0	1.5	-	-	1.2	0.9	0.5	-
neither positive nor negative	19	3	3	4	3	2	1	3	-
	1.9	2.0	1.4	2.9	2.4	1.2	2.6	2.9	-
Don't know / no answer	29	7	4	8	3	1	1	4	2
	2.9	4.1	2.0	5.7	2.6	0.9	0.9	4.3	2.2

Survey period 2009: March 9-27, 2009

Question:

Electricity is needed for cars with an electric motor. How do you rate the ecological benefits of cars with electric motors?

	Total	Men	Women
Basis (100%)	999	607	392
Highly positive	62	44	19
	6.2	7.2	4.8
Positive	243	161	81
	24.3	26.6	20.8
There are both positive and negative aspects, but the positive aspects outweigh the negative ones	474	279	195
	47.5	45.9	49.8
There are both positive and negative aspects, but the negative aspects outweigh the positive ones	132	70	62
	13.2	11.5	15.7
Negative	33	19	14
	3.3	3.1	3.6
Highly negative	7	6	1
	0.7	1.0	0.3
neither positive nor negative	19	13	5
	1.9	2.2	1.3
Don't know / no answer	29	15	14
	2.9	2.5	3.6

Survey period 2009: March 9-27, 2009

Explanation Nielsen areas

Nielsen area I – Bremen, Hamburg, Lower Saxony, Schleswig-Holstein

Nielsen area II – North Rhine-Westphalia

Nielsen area IIIa – Hesse, Rhineland-Palatinate, Saarland

Nielsen area IIIb – Baden-Württemberg

Nielsen area IV – Bavaria

Nielsen area Va + Vb – Berlin

Nielsen area VI – Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt

Nielsen area VII – Saxony, Thuringia