

# Nordic EV Barometer 2018

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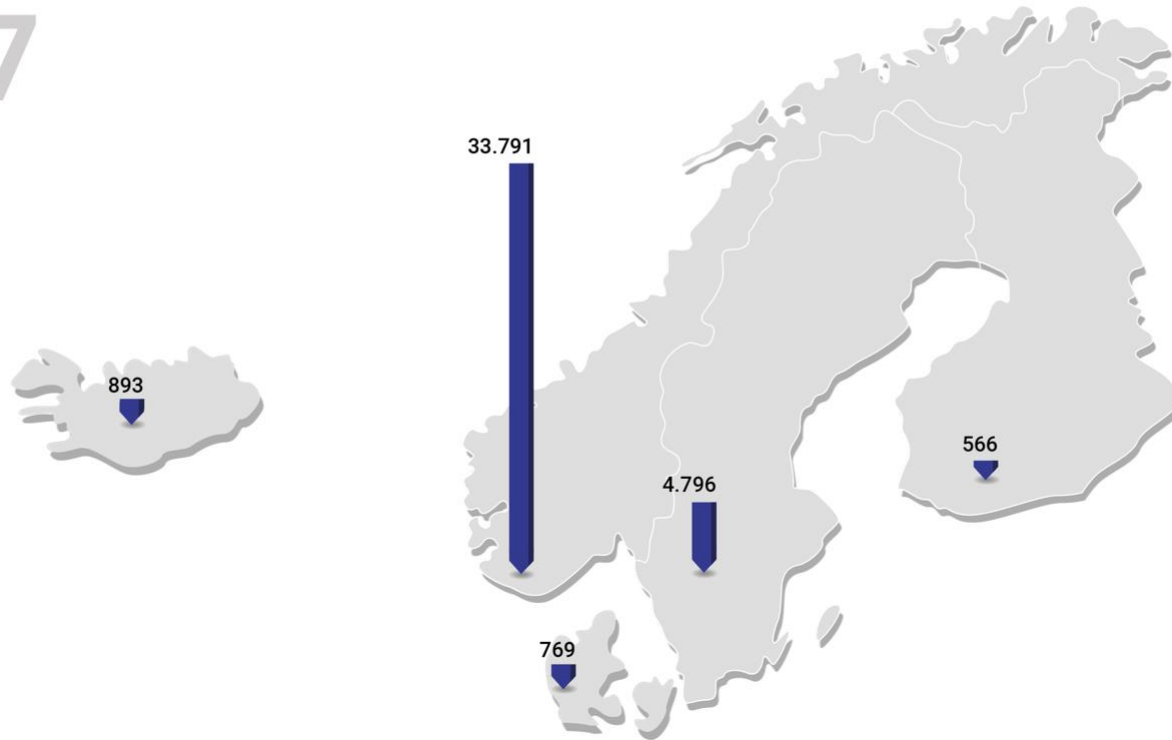
# Sweden – September 3, 1967



# NORDIC

BEV sales

2017





# About the EV Barometer 2018 - partners



Norwegian **EV** Association



Nordic Energy  
Research



# About the EV Barometer 2018 – survey design



Methodology  
**Web-based  
questionnaires**



Sample source  
and -  
methodology:  
**Norstat/Gallup**  
National  
representative  
samples,  
weighed by  
**age, gender  
and geography**



Sample size:  
**Total: 4872**  
Norway: 1001  
Sweden: 1011  
Denmark: 1064  
Finland: 1000  
Iceland: 796



Margins of error:  
**+/- 1,1-  
3,2%**  
at n=1000

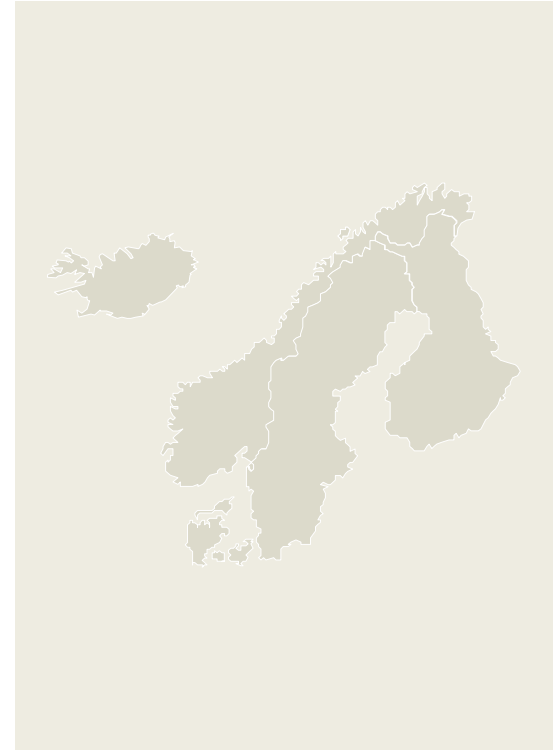
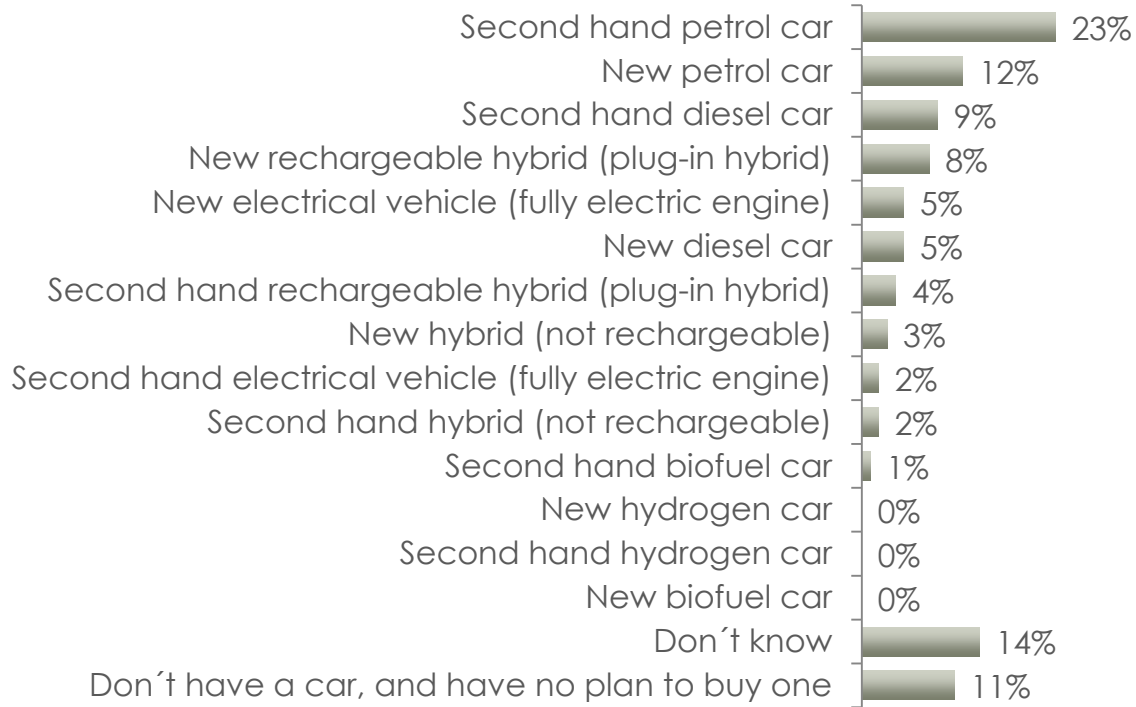


Conducted  
**January  
2018**

## Results Nordic region



# Plans for next car - Nordic



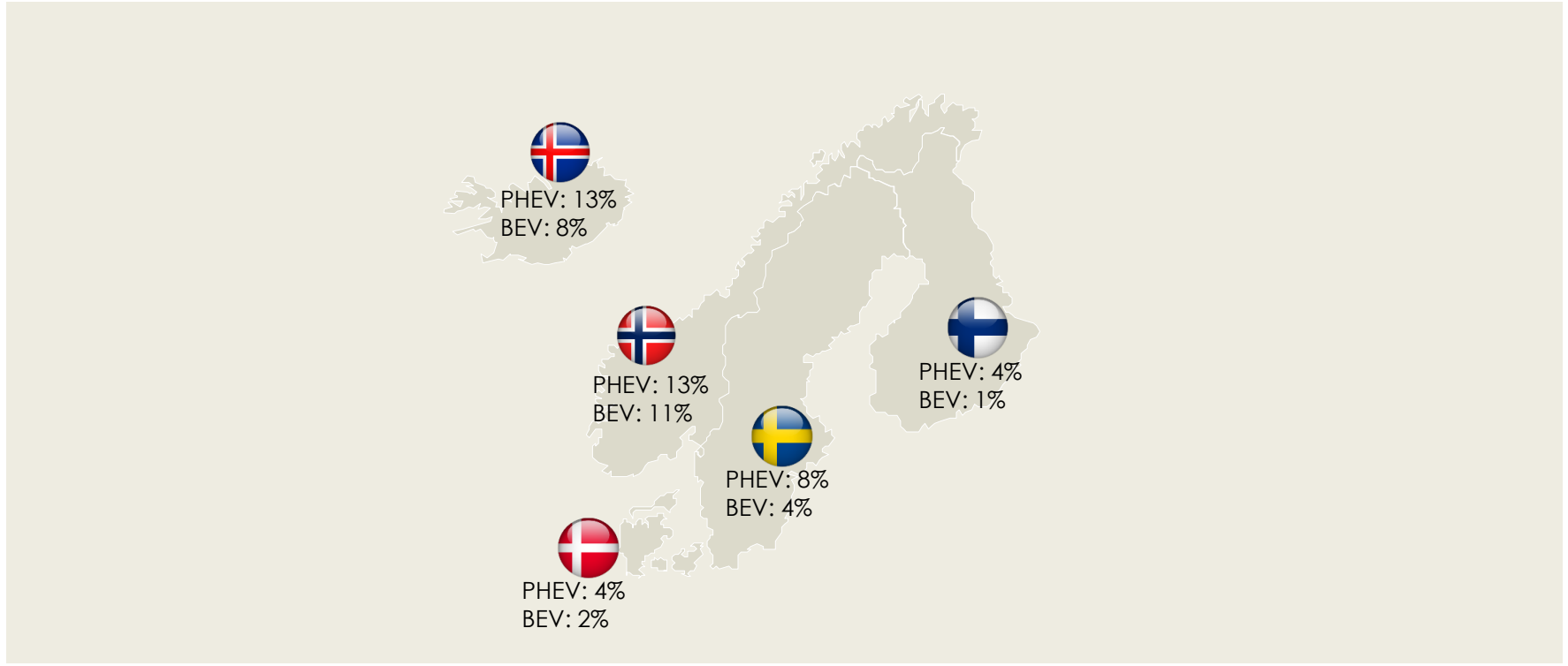
The next time you buy a car, either new or second hand , what kind of car will you most likely choose?

n=

4872



# Plans for new BEV/PHEV as next car - Nordic



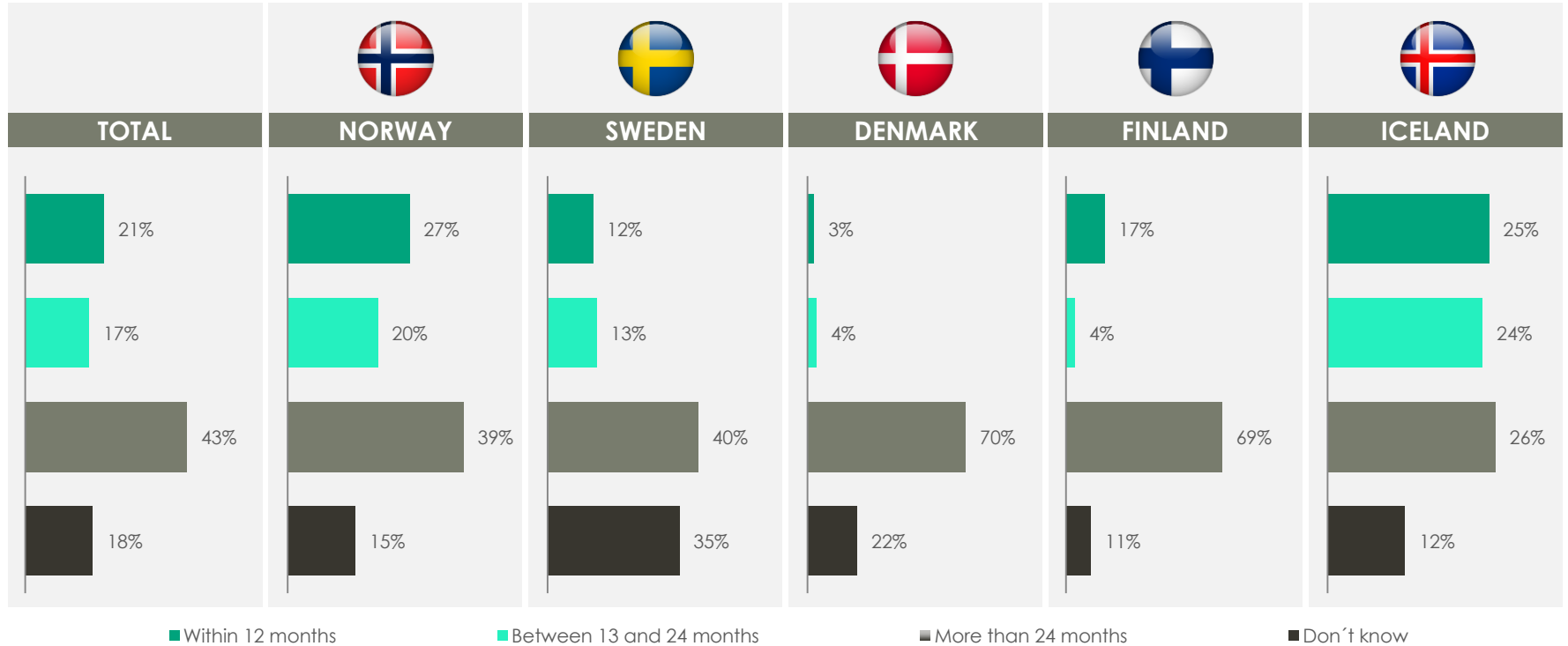
The next time you buy a car, either new or second hand , what kind of car will you most likely choose?

n=

4872



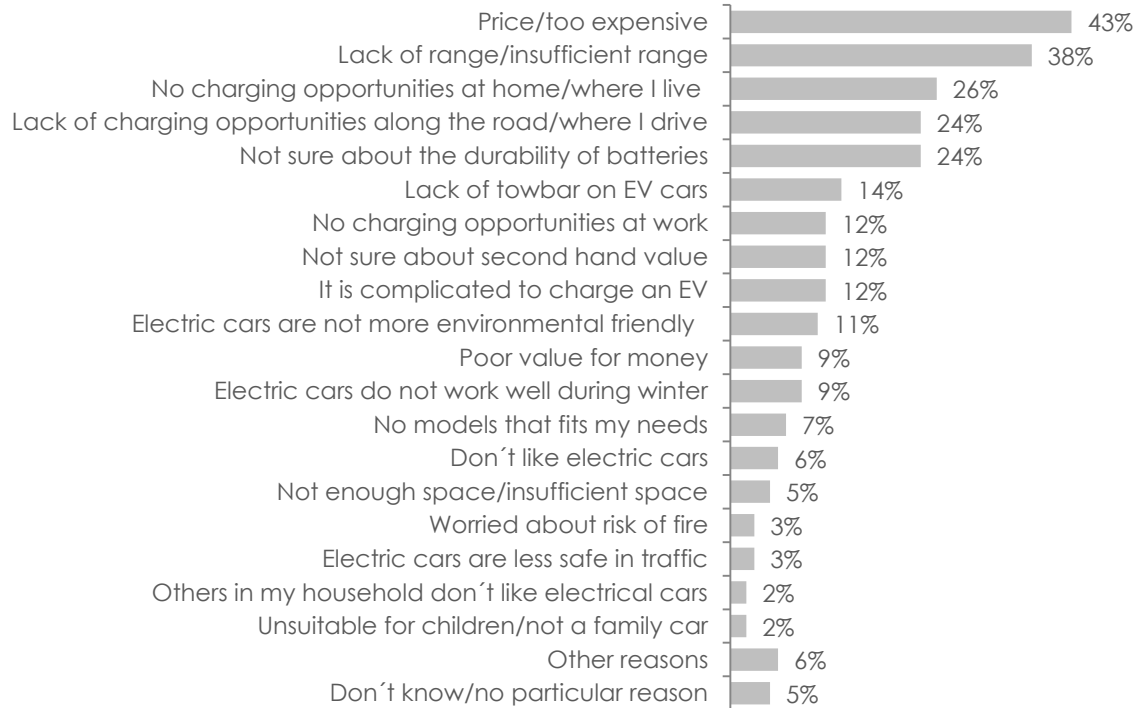
# 2 out of 10 who say they plan to buy a BEV, will do it within the next 12 months



?
 When do you plan to buy an BEV? Filter: If answered plan to buy an BEV
 n=
146/56/30/24/89



# Barriers for not buying an BEV - Nordic



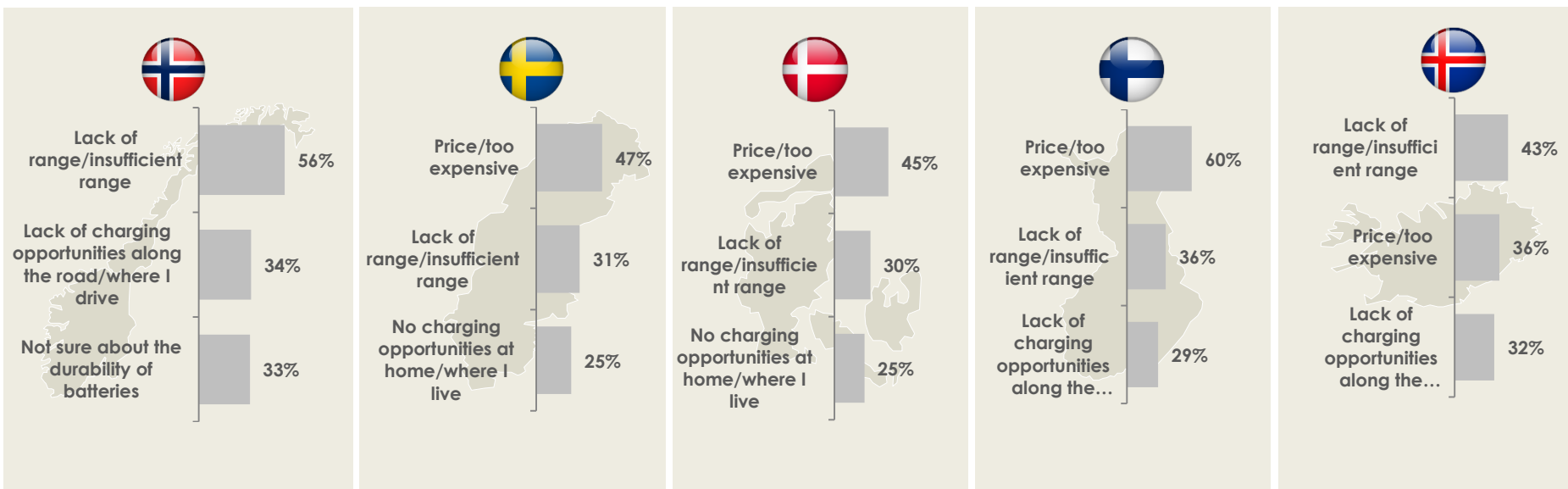
What are the main reasons for you not to buy an electrical vehicle the next time you plan to buy a car?  
Multiple answers possible. Filter: Those who don't plan to buy an BEV, don't have a car or don't know

n=

3284



# 3 most important barriers for not buying an BEV



What are the main reasons for you not to buy an electrical vehicle the next time you plan to buy a car?  
Multiple answers possible. Filter: Those who don't plan to buy an EV, don't have a car or don't know

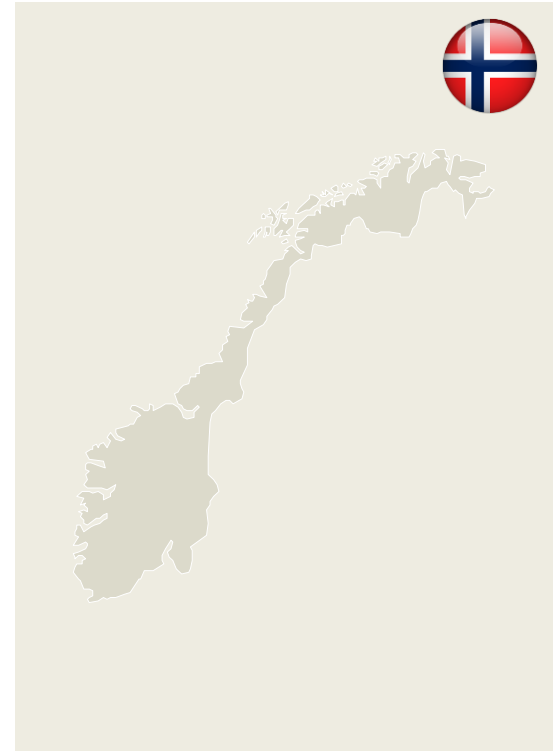
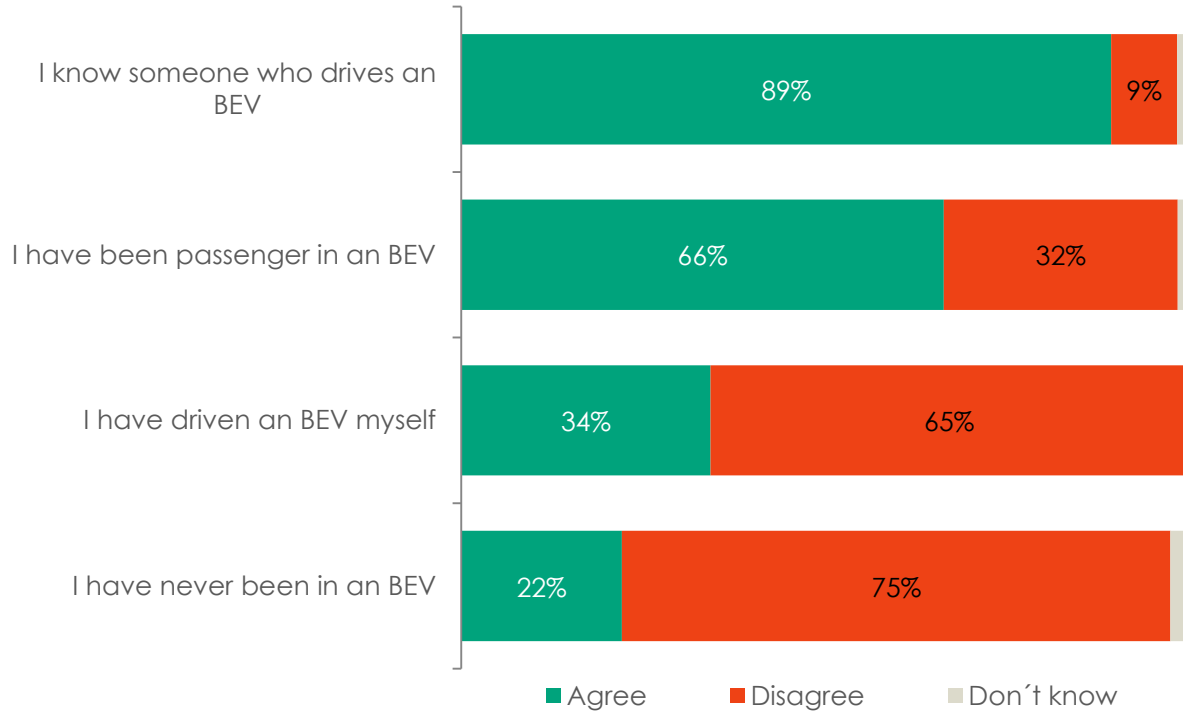
n=

561/673/760  
/747/543

## **Selected results from Norway**



# Norwegians are familiar with the BEV concept

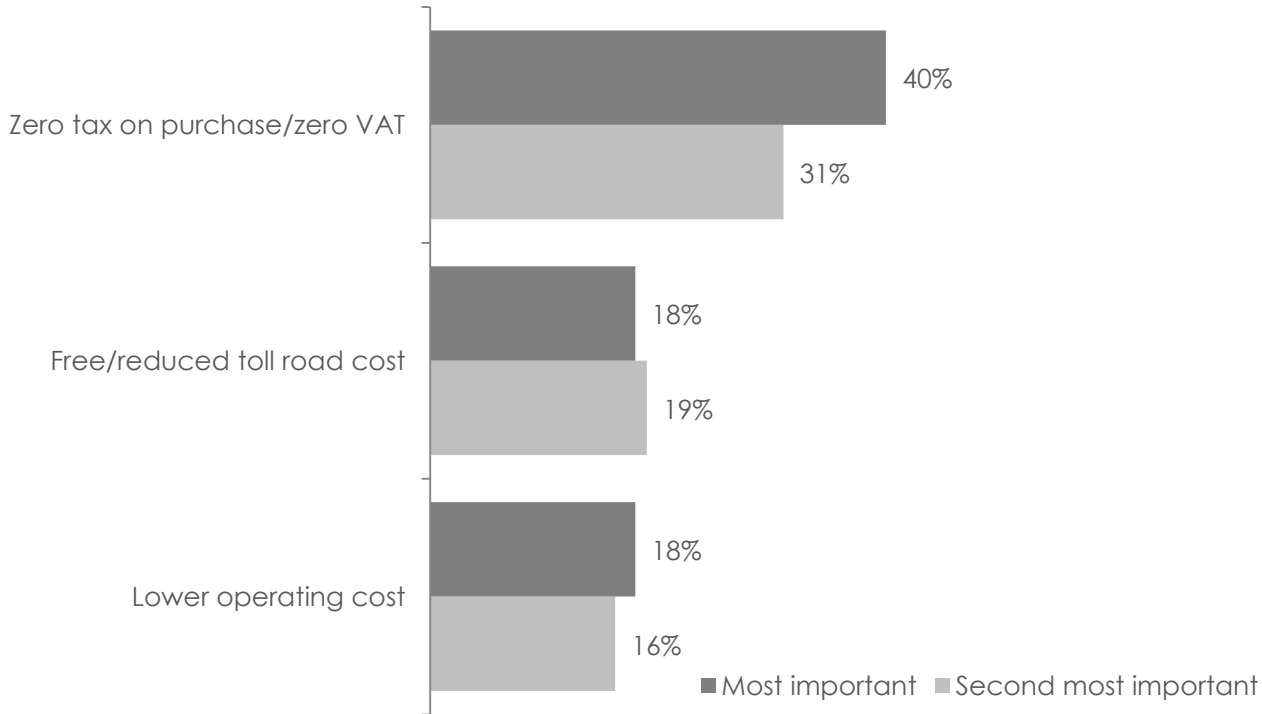


Please answer agree or disagree on the following statements:

n=

822

# Zero tax on purchase and VAT are the most important elements to get people to consider BEV

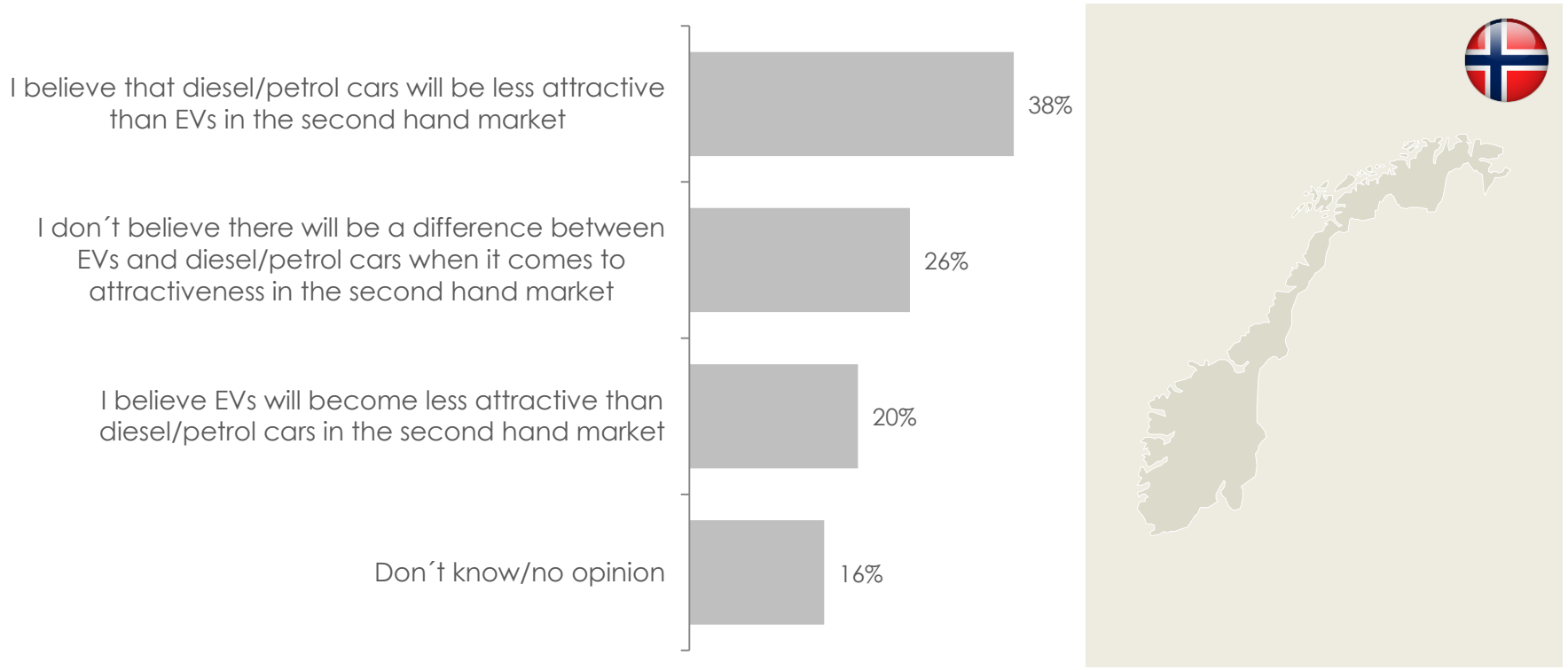


Which of the following elements would you say is important for you if you were to choose an BEV?  
CHOSE MOST IMPORTANT AND SECOND MOST IMPORTANT

n=

822

# 4 out of 10 believe diesel/petrol cars will be less attractive in the second hand market than EVs



Which of the following statements do you agree with the most?

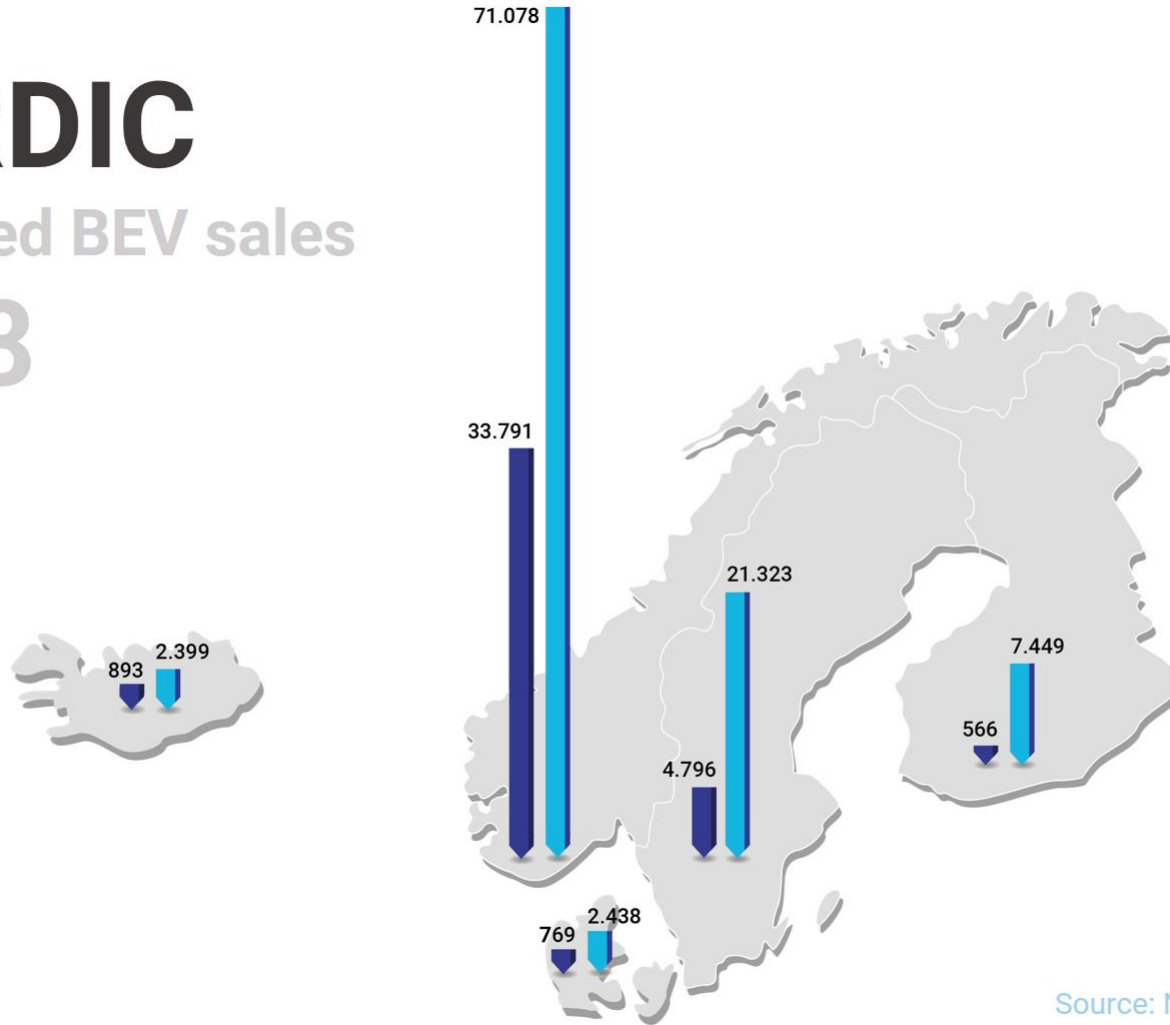
n=

822

# NORDIC

Estimated BEV sales

# 2018

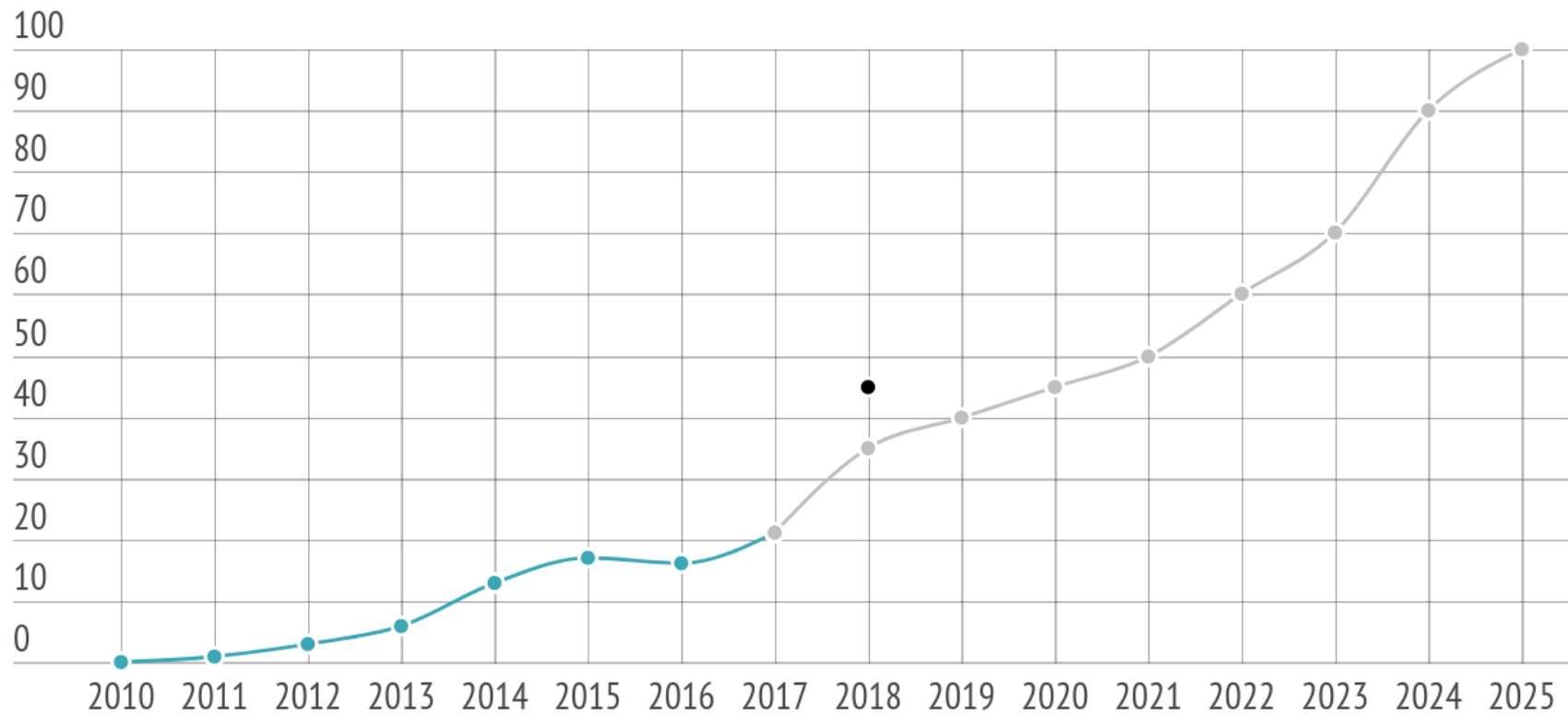


Source: Nordic EV Barometer 2018





## Summary and conclusions



● Market share new BEVs ● Estimated ● EV Barometer 2018

# Nordic EV Barometer 2018

[www.elbilbarometer.no](http://www.elbilbarometer.no)