

Polling - Electric vehicles in South Australia

February 2023

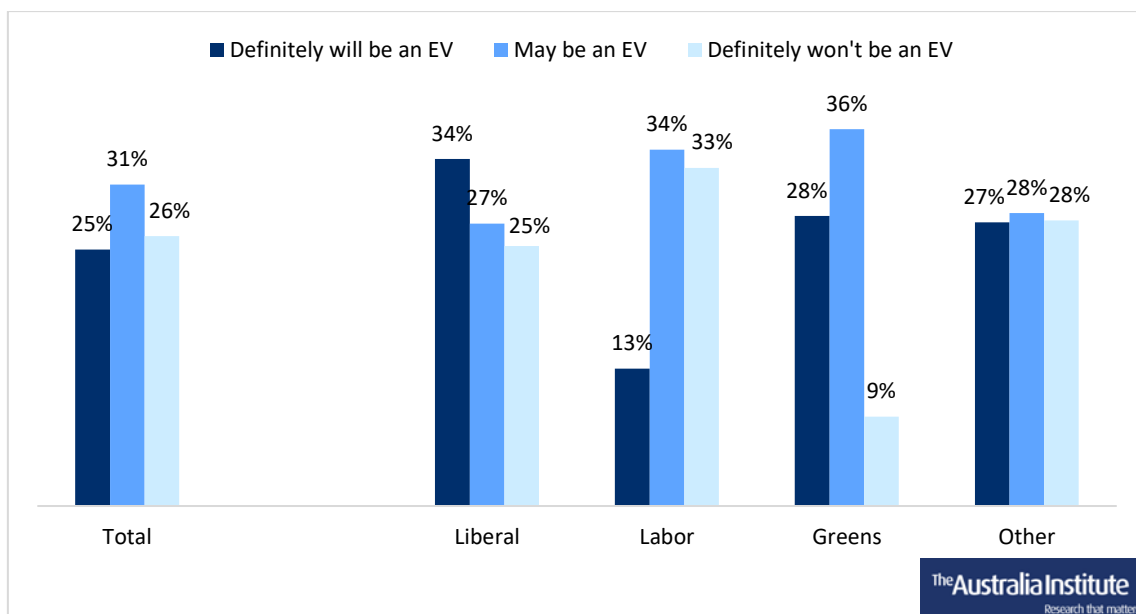
Key results

The Australia Institute surveyed a representative sample of 616 South Australians about electric vehicles (EVs). Respondents were asked how likely it was that their next car would be an EV and their reasons for considering such a purchase.

Results show that interest in purchasing an EV has increased significantly among South Australians in the last year.

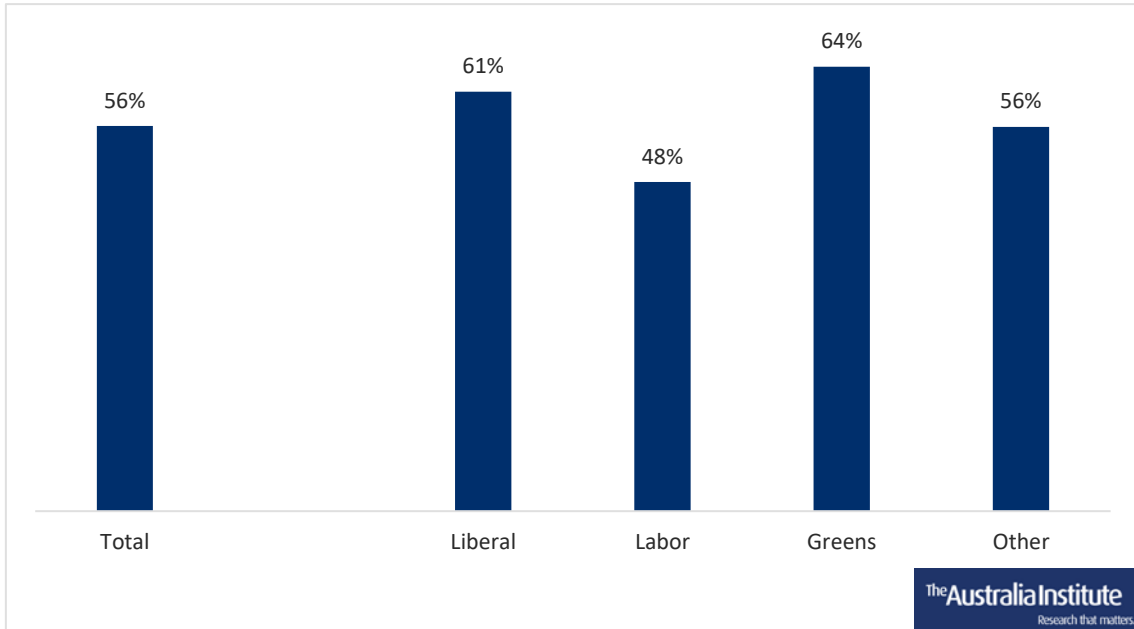
- More than half (56%) of South Australians are currently considering purchasing an EV as their next vehicle, which is 14% higher than a year ago.
 - This includes one in four (25%) who say their next car definitely will be an EV and one in three (31%) who say their next car may be an EV.
- One in three Liberal voters say their next car definitely will be an EV (34%), compared with one in four Greens voters (28%) and one in eight Labor voters (13%).

Figure 1: South Australians' next car, by voting intention



- Three out of five Liberal voters (61%), half of Labor voters (48%) and 64% of Greens voters are considering purchasing an EV.

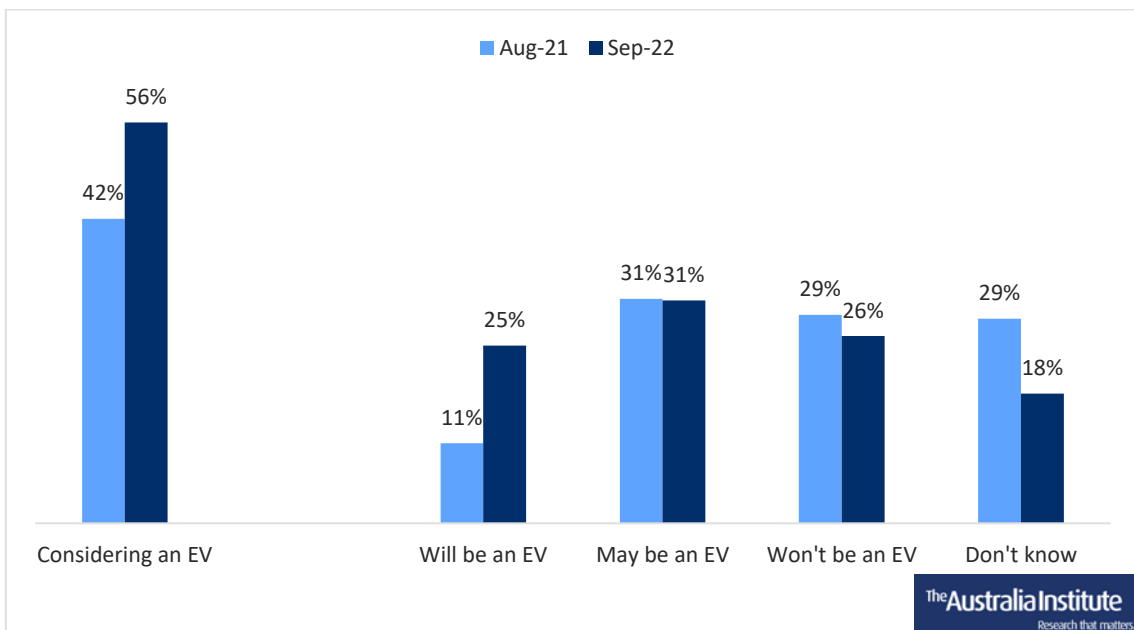
Figure 2: South Australians considering purchasing an EV, by voting intention



This represents a significantly higher interest in purchasing an EV compared to August 2021, when the same question was asked.

- In 2021, one in 10 South Australians (11%) said their next car definitely will be an EV. In 2022, this has more than doubled to one in four South Australians (25%).

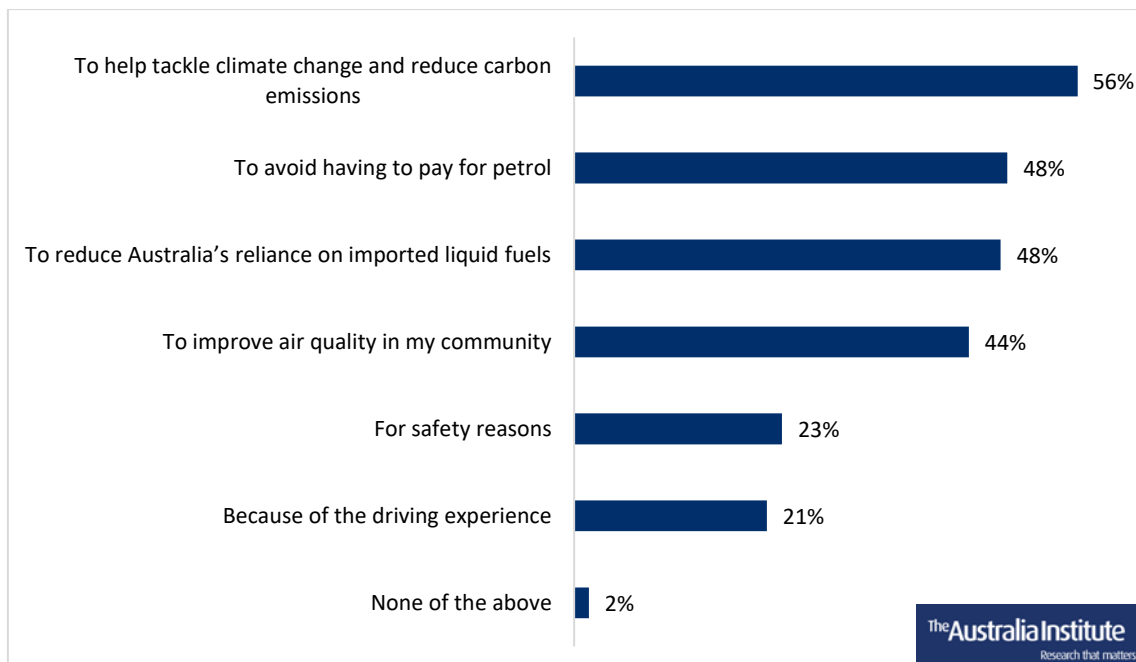
Figure 3: South Australians' next car, 2021–2022



Respondents whose next car ‘definitely will be’ or ‘may be’ an EV were then asked why they were considering purchasing an EV.

- To help tackle climate change (56%), to avoid having to pay for petrol (48%) and to reduce Australia’s reliance on imported liquid fuels (48%) are the top three reasons why South Australians are considering purchasing an EV.
- One in four South Australians (23%) are considering purchasing an EV for safety reasons and one in five South Australians (21%) are considering purchasing an EV due to the driving experience.

Figure 4: Why are you considering making your next vehicle an EV?



Method

The Australia Institute surveyed 616 adults living in South Australia between the 11th and 20th of September 2022, online through Dynata’s panel, with representative samples by gender and age.

The research is compliant with the [Australian Polling Council Quality Mark standards](#). The long methodology disclosure statement follows.

Long disclosure statement

The results were weighted by two variables (gender and age group) based on Australian Bureau of Statistics [“National, state and territory population”](#) data, using the raking method. This resulted in an effective sample size of 596.

The margin of error (95% confidence level) for the results is 4%.

Voting intention questions appeared just after the initial demographic questions, before policy questions. Lower house voting intention was asked first, followed by upper house voting intention.

Respondents who answered “Don’t know / Not sure” for voting intention questions were then asked a leaning question. These leanings are included in the voting intention crosstabs. “Other” refers to Independent/Other and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs.



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Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

Thinking about the next car you may buy, which is closest:

	<i>Total</i>	Male	Female	18-29	30-39	40-49	50-59	60+
It definitely will be an electric vehicle	25%	34%	16%	34%	49%	37%	20%	3%
It may be an electric vehicle	31%	32%	31%	35%	26%	29%	28%	34%
It definitely will not be an electric vehicle	26%	21%	31%	18%	9%	19%	33%	39%
Don't know / Not sure	18%	13%	23%	12%	15%	16%	19%	23%

	<i>Total</i>	Liberal	Labor	Greens	Other
It definitely will be an electric vehicle	25%	34%	13%	28%	27%
It may be an electric vehicle	31%	27%	34%	36%	28%
It definitely will not be an electric vehicle	26%	25%	33%	9%	28%
Don't know / Not sure	18%	14%	20%	27%	17%

Those who responded 'It definitely will be an electric vehicle' or 'It may be an electric vehicle' were then asked the following question.

Why are you considering making your next vehicle an EV?

Responses were presented in random order and respondents were able to select all that apply.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
To help tackle climate change and reduce carbon emissions	56%	52%	62%
To avoid having to pay for petrol	48%	48%	49%
To reduce Australia's reliance on imported liquid fuels	48%	47%	49%
To improve air quality in my community	44%	47%	40%
For safety reasons	23%	27%	18%
Because of the driving experience	21%	26%	16%
None of the above	2%	2%	1%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
To help tackle climate change and reduce carbon emissions	56%	49%	54%	51%	52%	73%
To avoid having to pay for petrol	48%	36%	45%	54%	57%	54%
To reduce Australia's reliance on imported liquid fuels	48%	48%	43%	39%	46%	60%
To improve air quality in my community	44%	45%	51%	36%	39%	46%
For safety reasons	23%	40%	30%	29%	10%	1%
Because of the driving experience	21%	36%	32%	22%	10%	2%
None of the above	2%	0%	2%	2%	3%	2%

	<i>Total</i>	<i>Liberal</i>	<i>Labor</i>	<i>Greens</i>	<i>Other</i>
To help tackle climate change and reduce carbon emissions	56%	49%	66%	62%	49%
To avoid having to pay for petrol	48%	47%	52%	53%	50%
To reduce Australia's reliance on imported liquid fuels	48%	43%	57%	48%	39%
To improve air quality in my community	44%	42%	42%	52%	46%
For safety reasons	23%	29%	12%	28%	25%
Because of the driving experience	21%	24%	15%	30%	18%
None of the above	2%	2%	0%	3%	4%