



Opinion:



Nordic EV Barometer 2021



Norwegian **EV** Association



Nordic Energy
Research

About the EV Barometer 2020 – survey design



Methodology
**Web-based
questionnaires**



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



Sample size:
Total: 4850
Norway: 1000
Sweden: 1000
Denmark: 1000
Finland: 1013
Iceland: 837



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



Conducted
April 2021

Key Questions

Q1: The next time you buy a car, either new or second hand , what kind of car will you most likely choose?

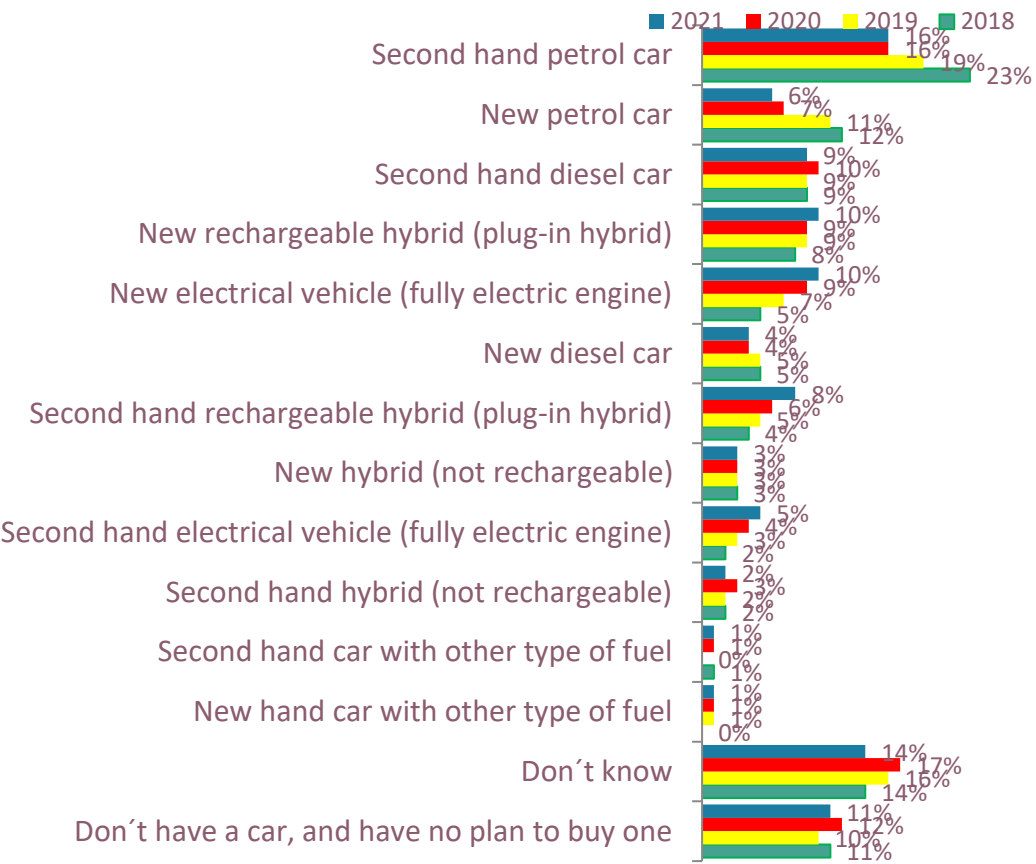
Q2: Have you ordered, or do you plan to order/buy a car in the next 12 months?

Q3: What are the main reasons for you not to buy an electrical vehicle the next time you plan to buy a car?



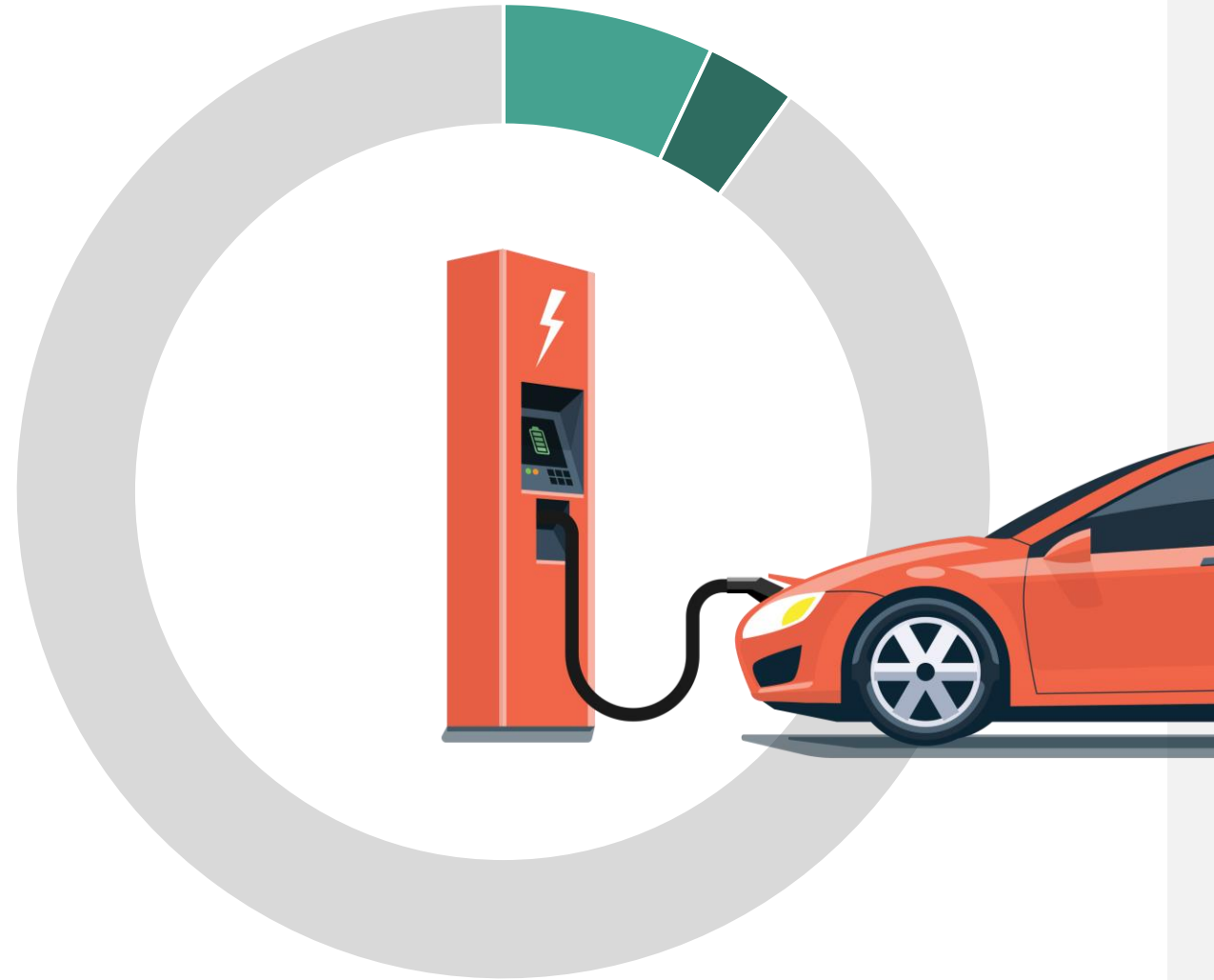
Plans for next car development 2018-2020

Nordic

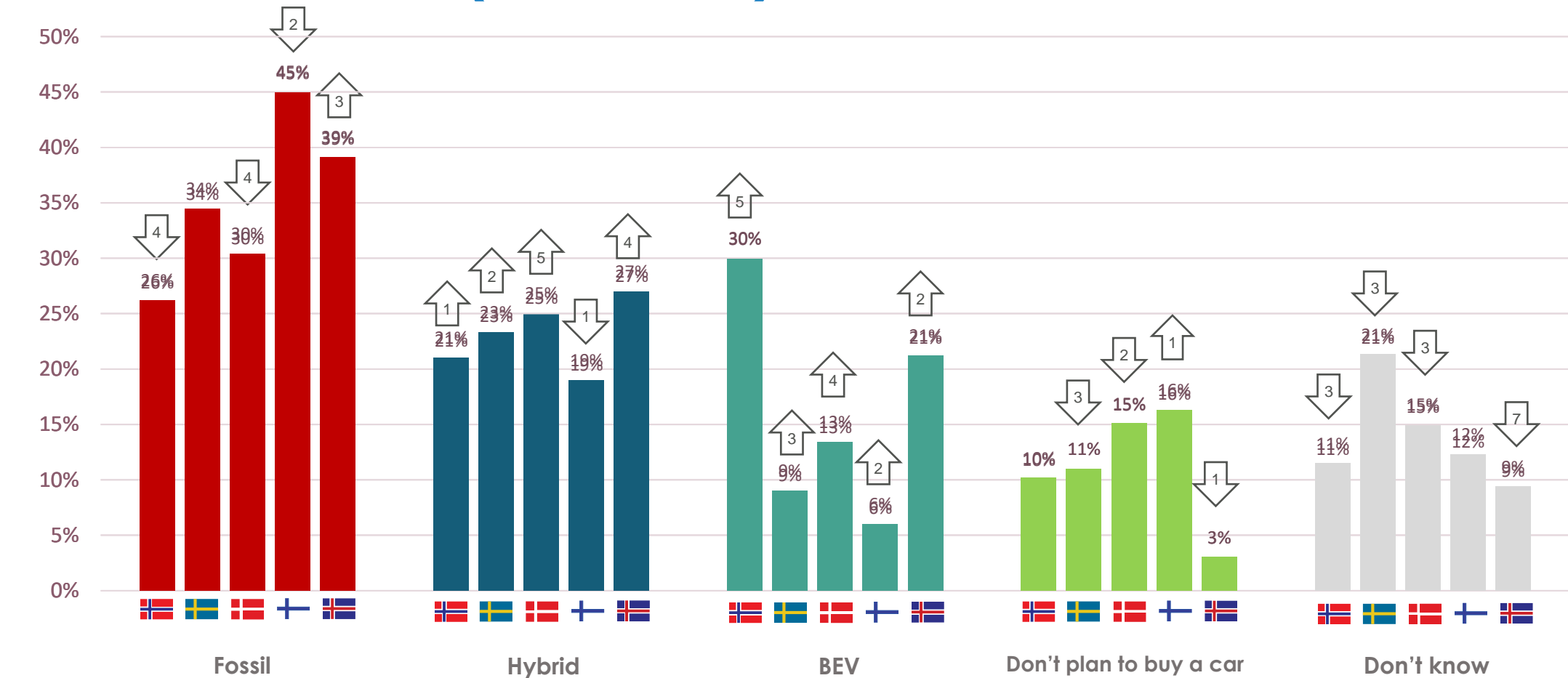


15% plan to buy an electrical vehicle.

- 10% new EV
- 5% secondhand EV
- +2% from 2020
- +5% from 2019
- +8% from 2018



Plans for next car (2021/2020)

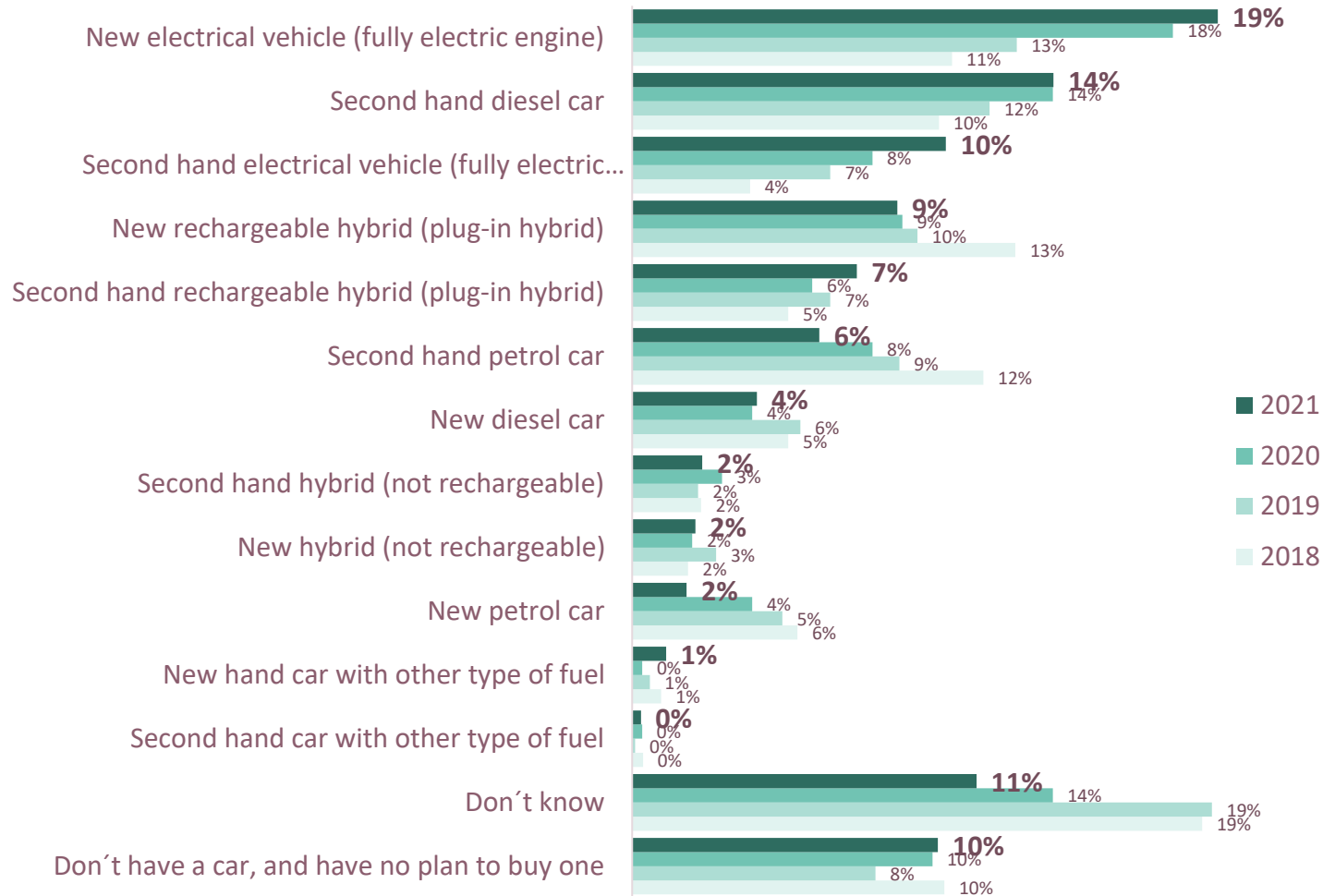


n 4850

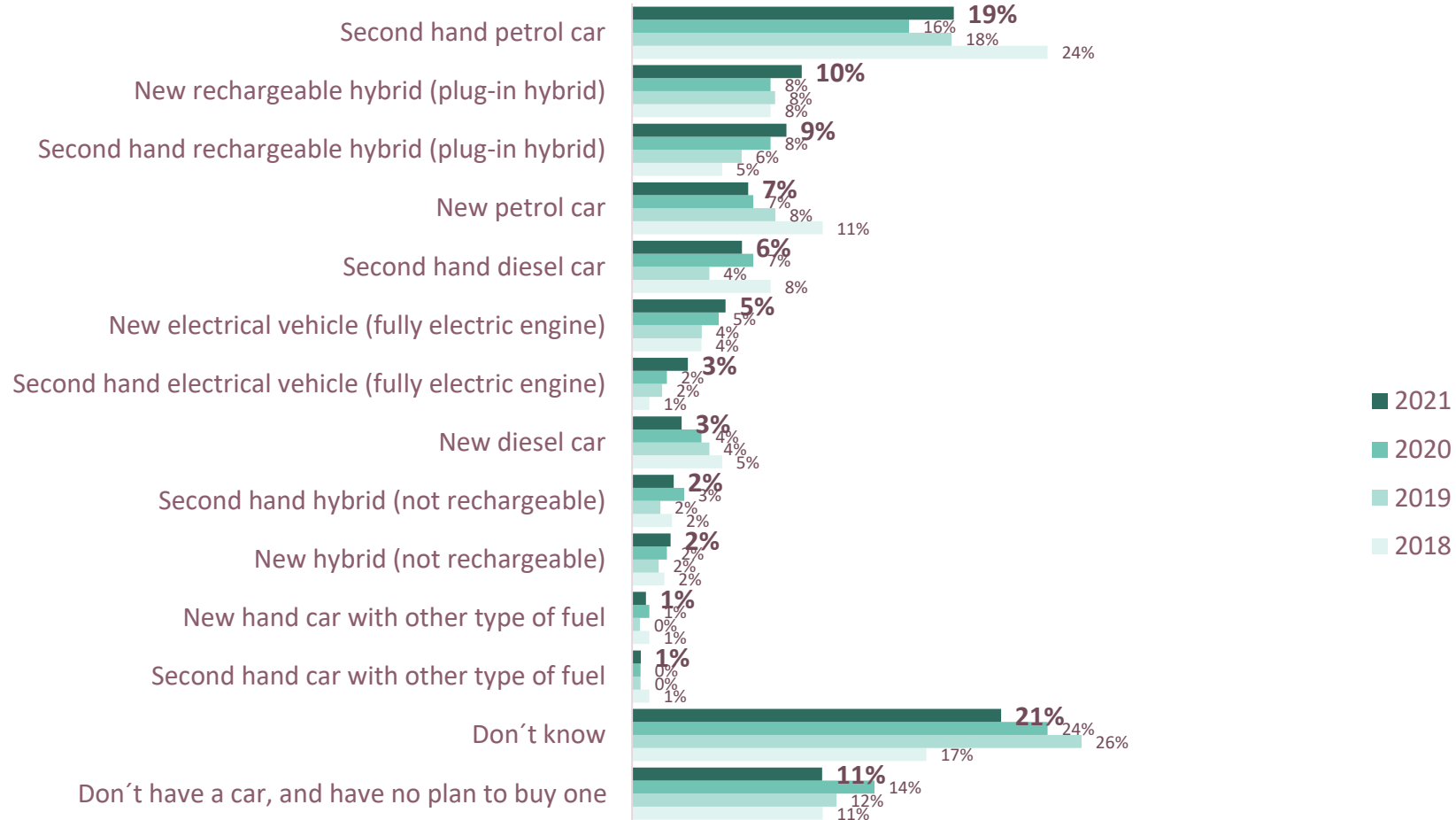
All

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

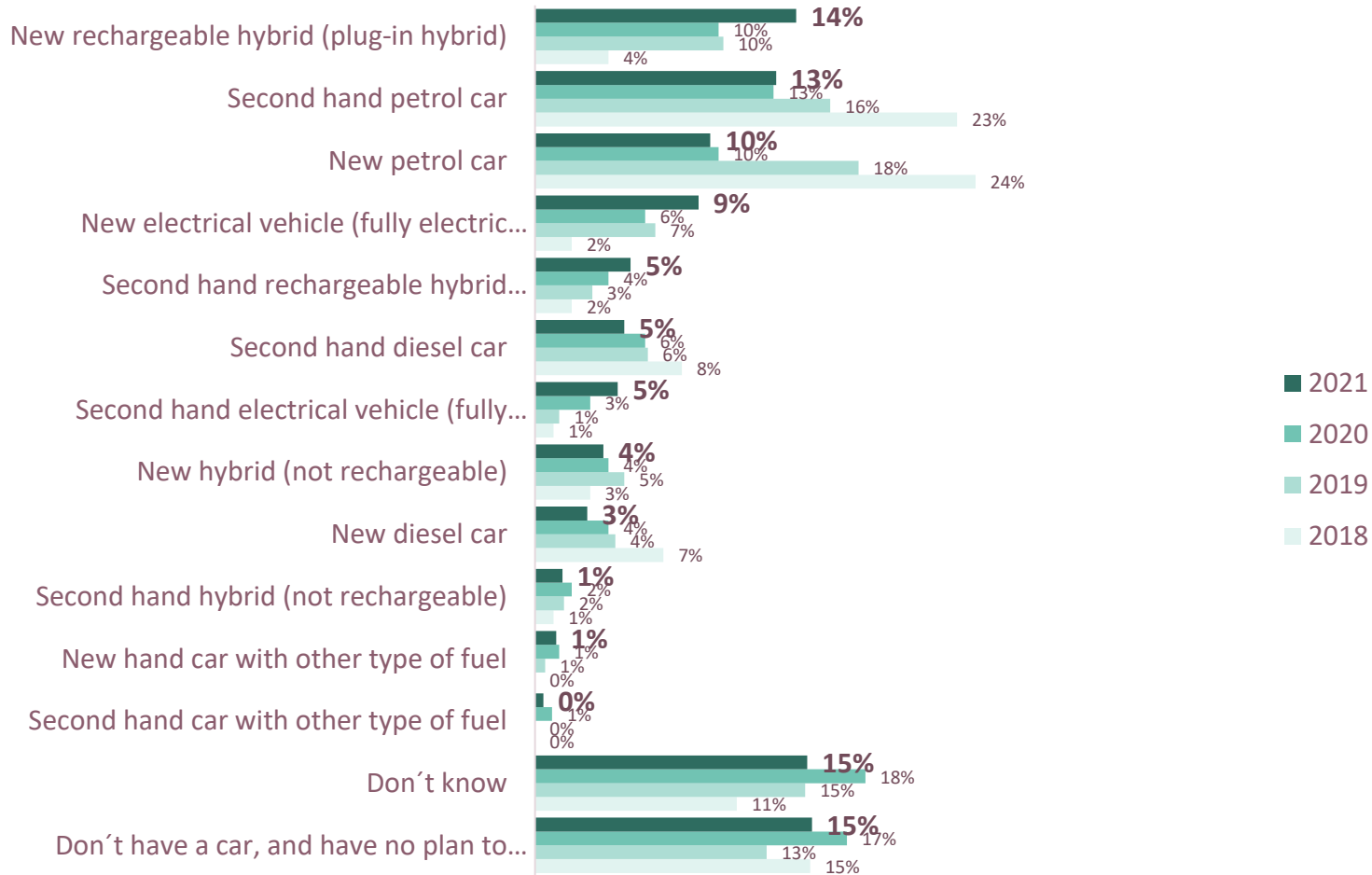
Next car? - Norway



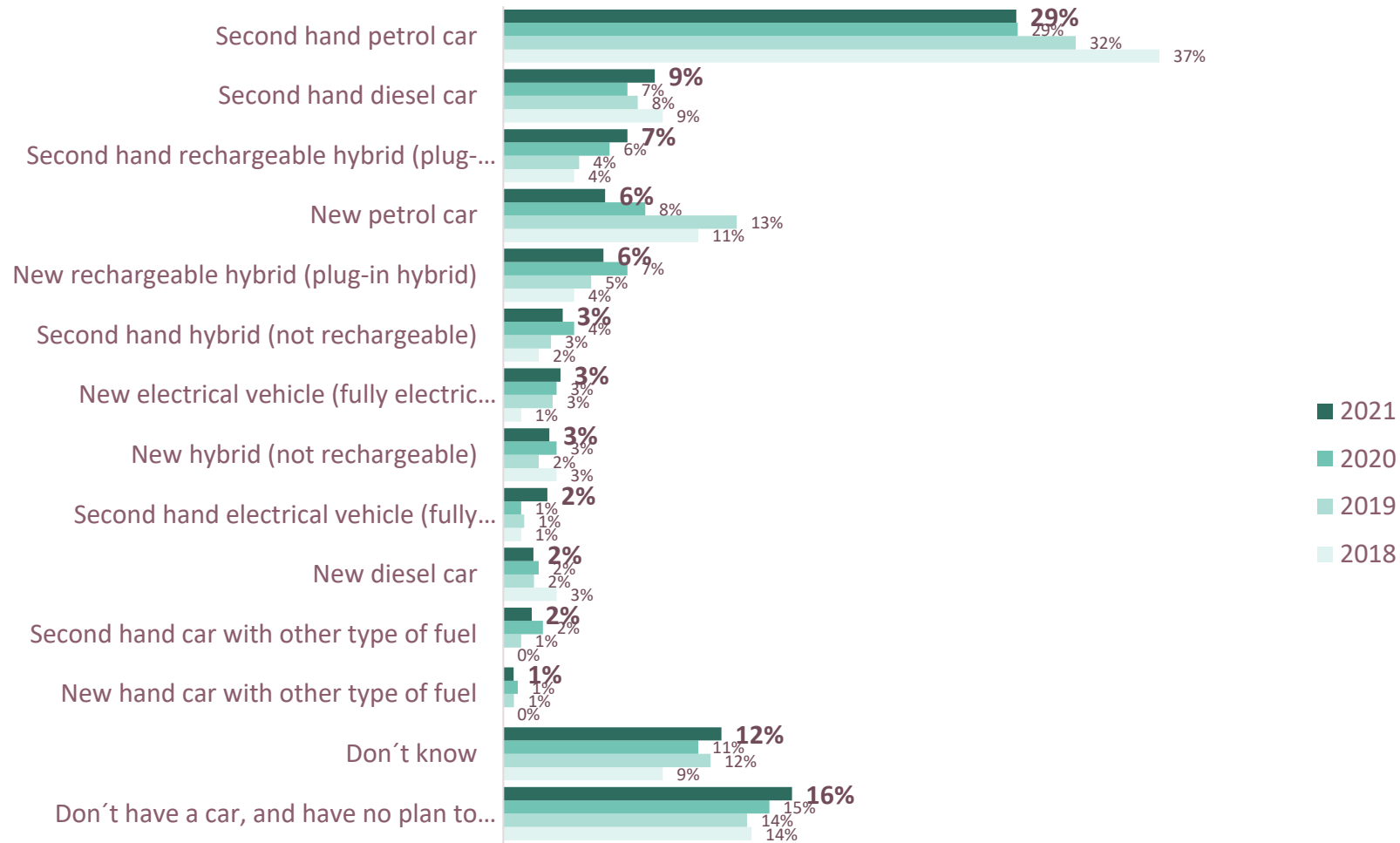
Next car? - Sweden



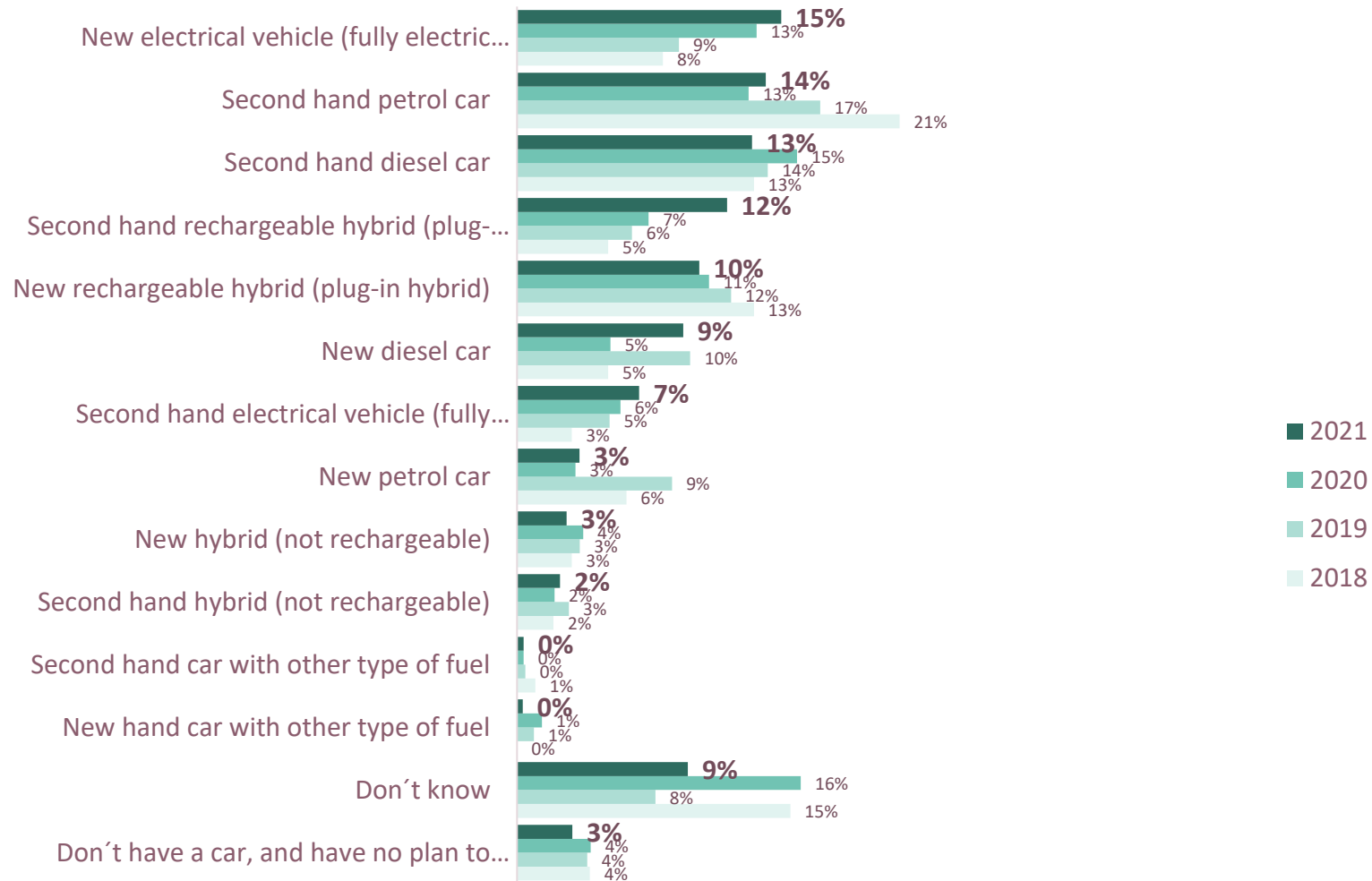
Next car? - Denmark



Next car? - Finland

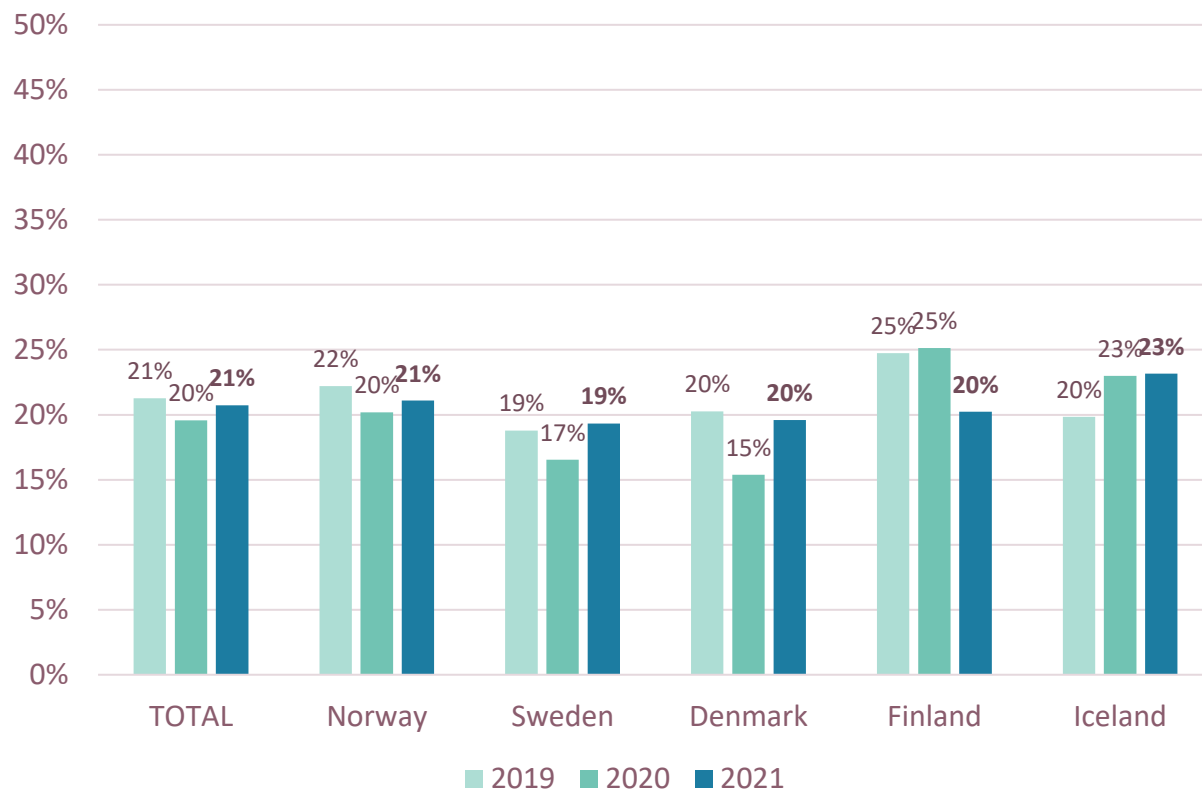


Next car? - Iceland

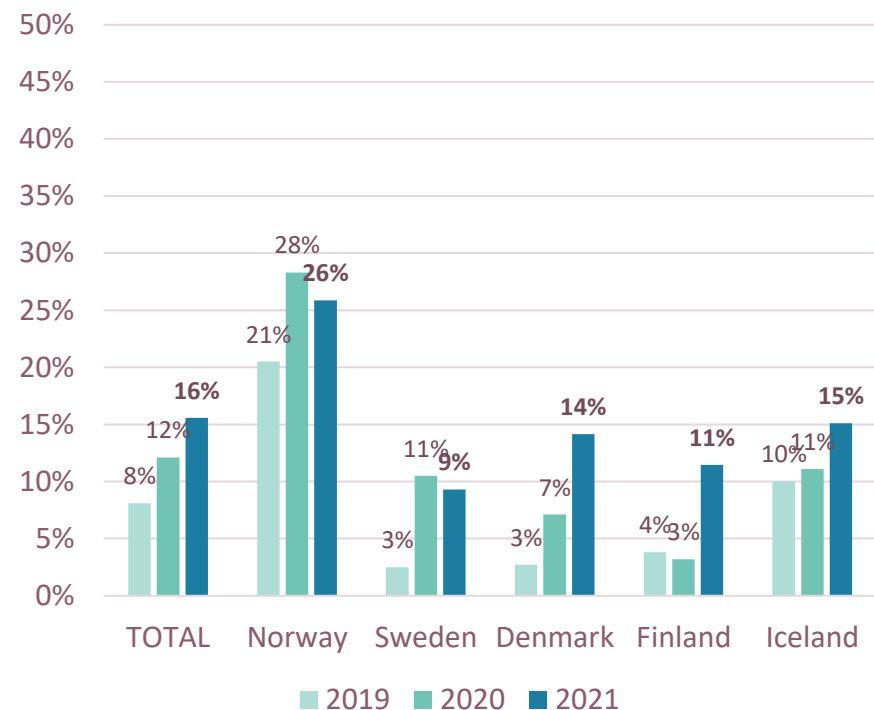


New car next 12 months

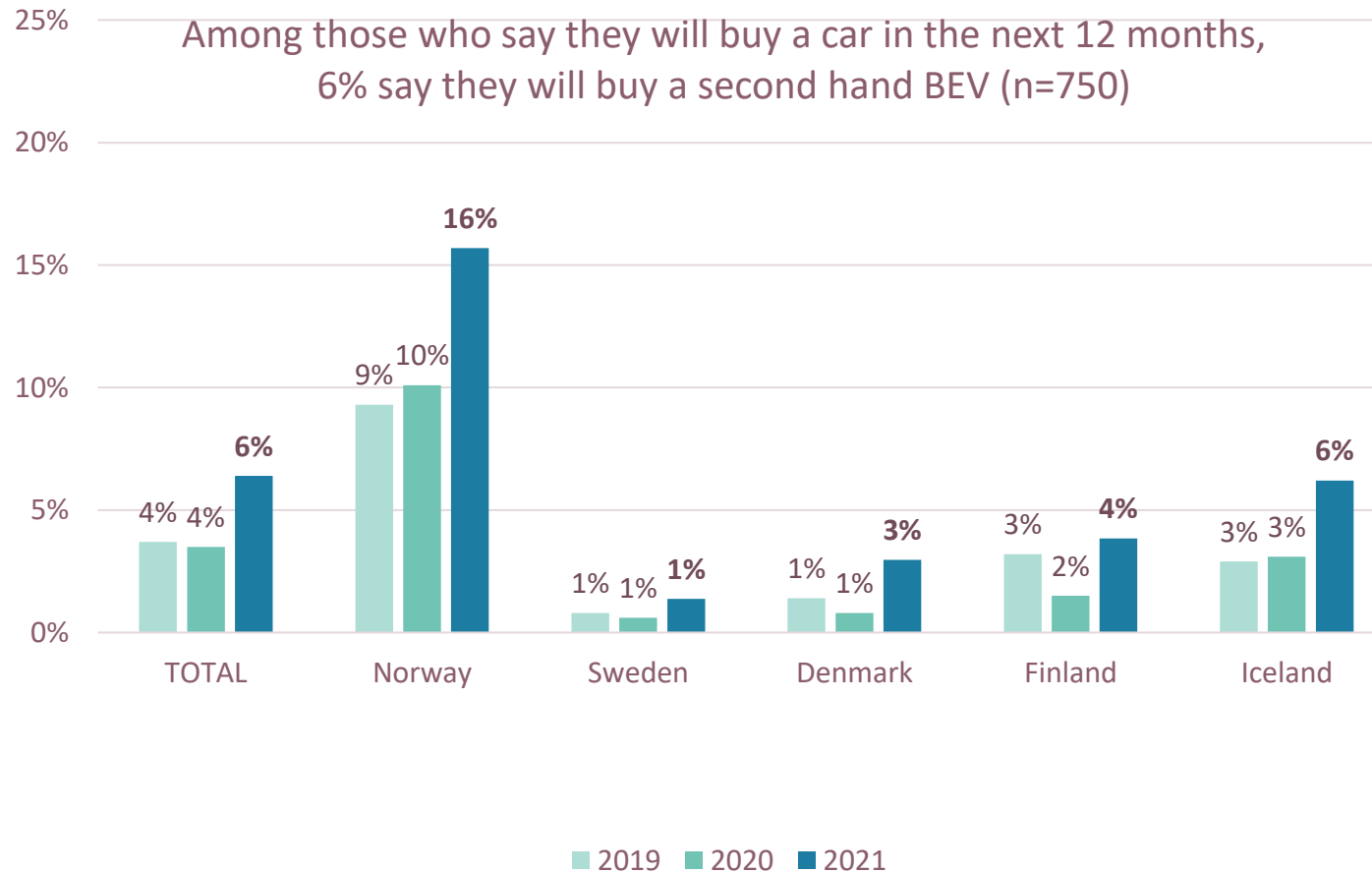
Share of those who say they will buy a car the next 12 months among those who do not reject to buy a car



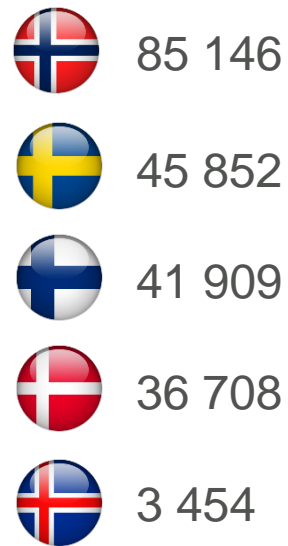
Among those who say they will buy a car in the next 12 months, 16% say they will buy a new BEV (n=750)



Second hand car next 12 months

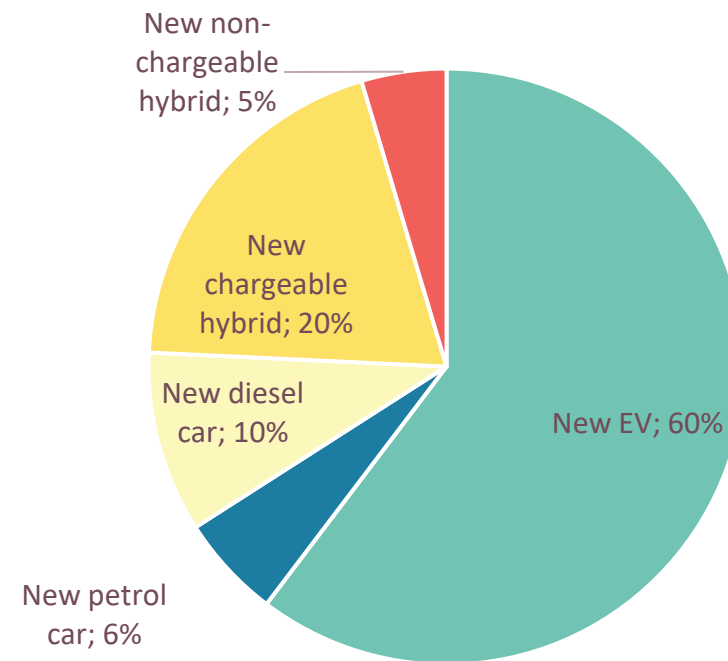


Numbers of new EVs and market share



Estimated sale in Norway in 2020: 85 861
Actual sale in Norway in 2020: 79 789

Market share Norway
among those who intend to
buy a new car within the
next 12 months



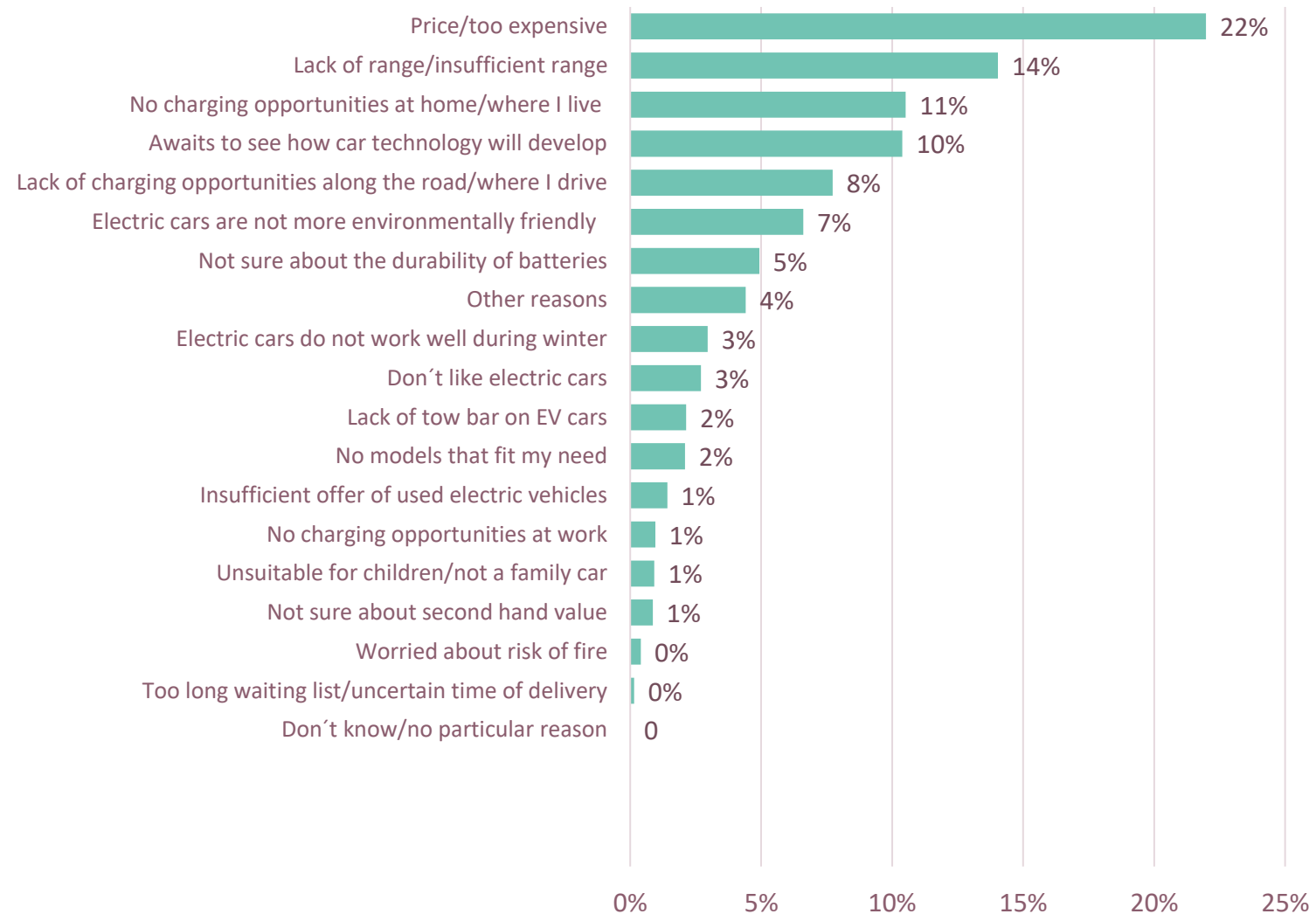
NOTE: The basis for this estimation is 71 respondents. Result needs to be interpreted with caution.



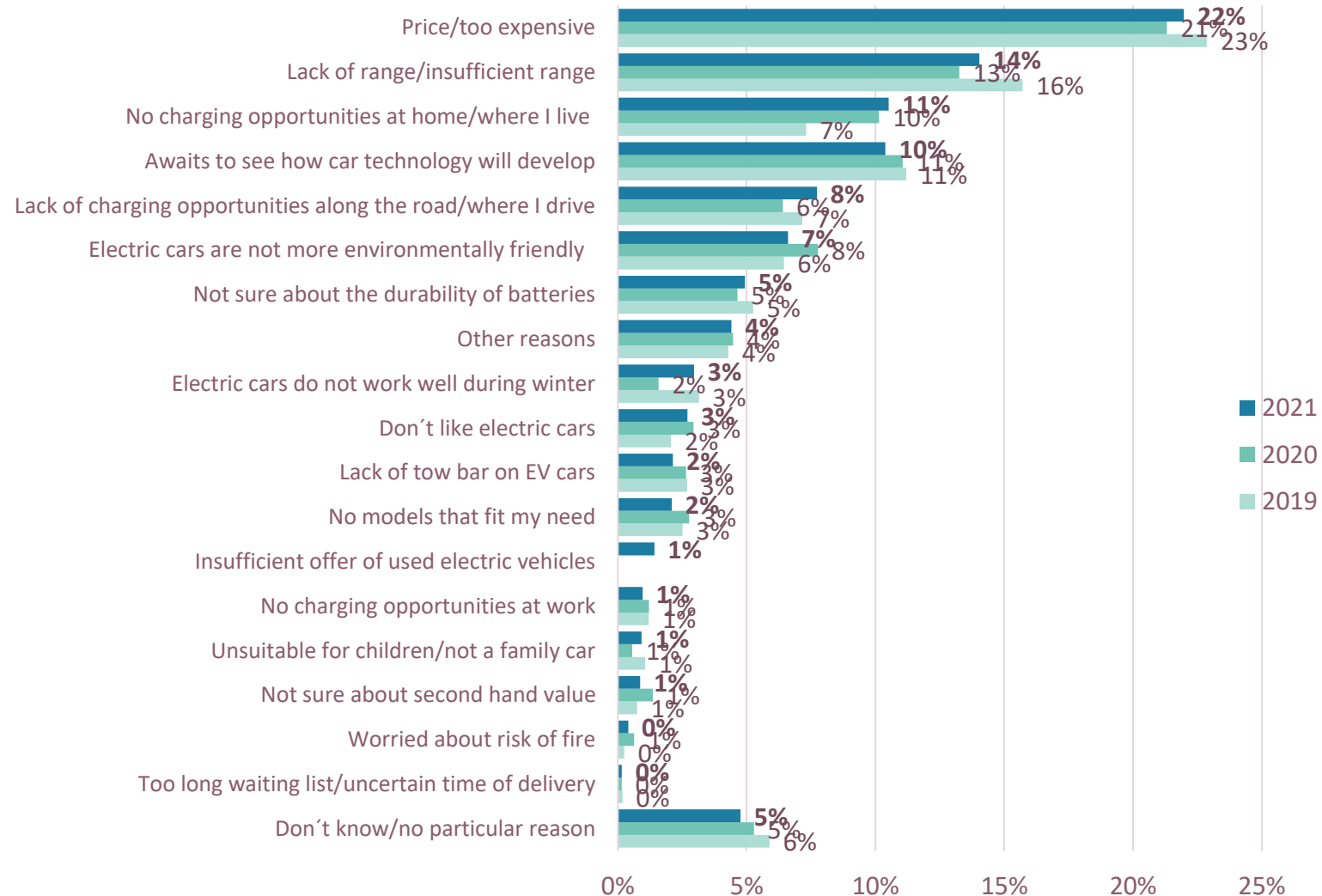
Barriers



Barriers for not buying a BEV – Nordic



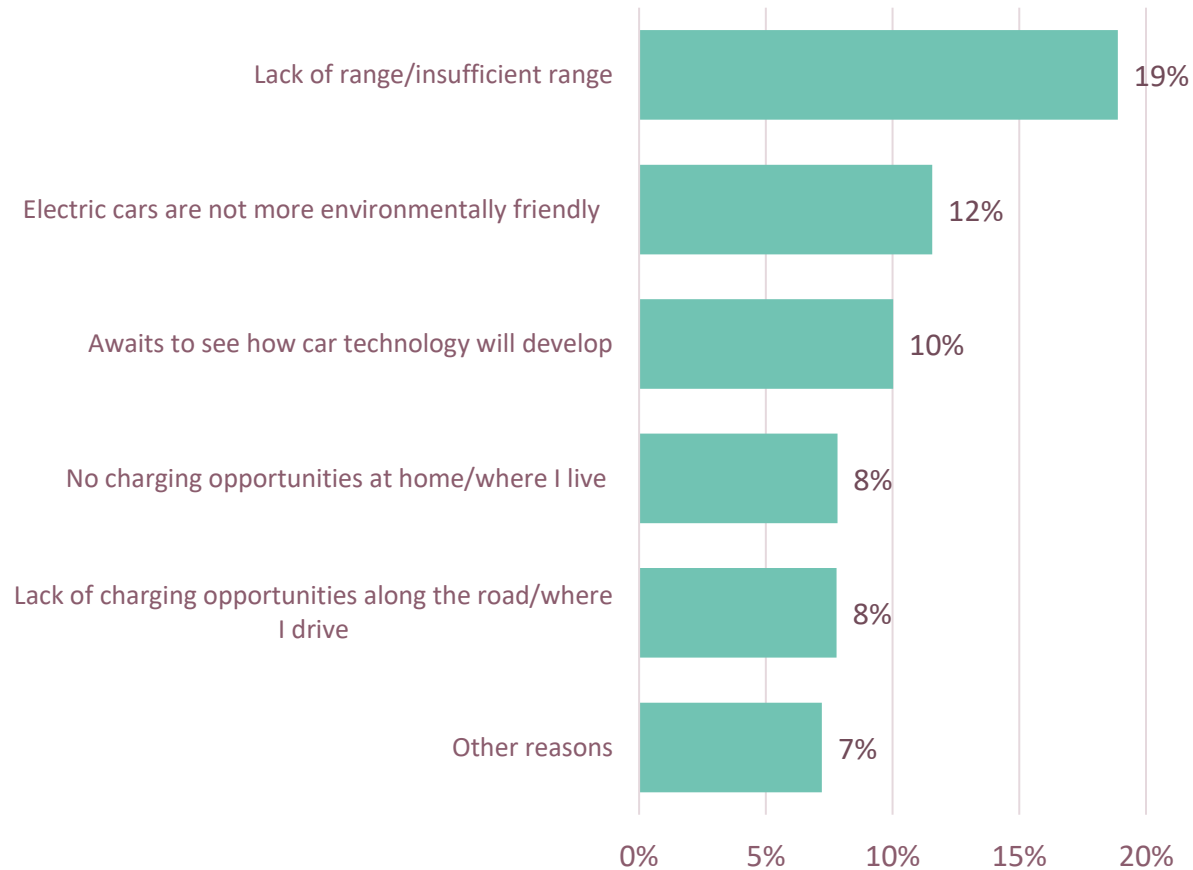
Barriers for not buying a BEV – Nordic



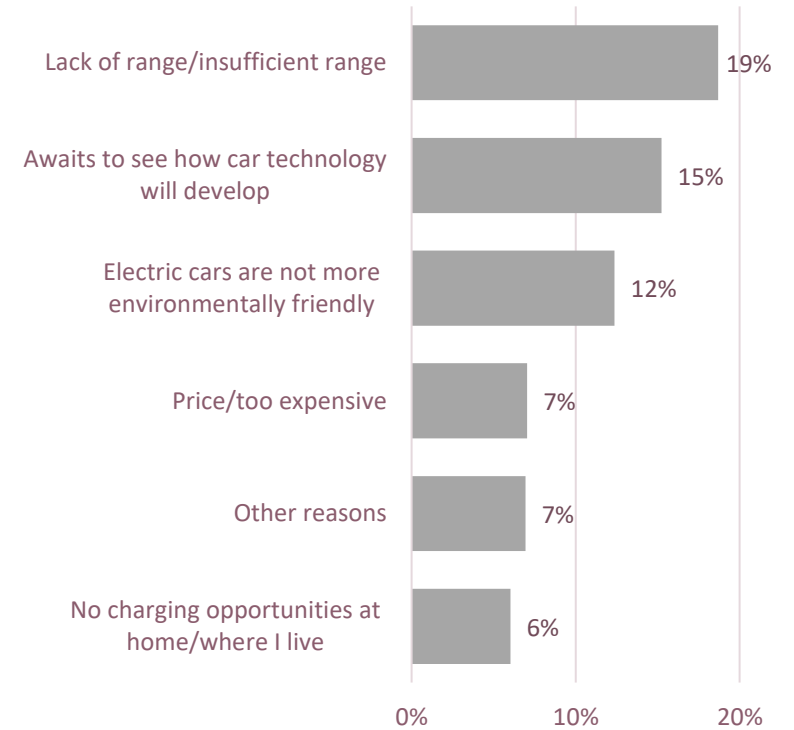
Barriers for not buying a BEV – top 6 Norway



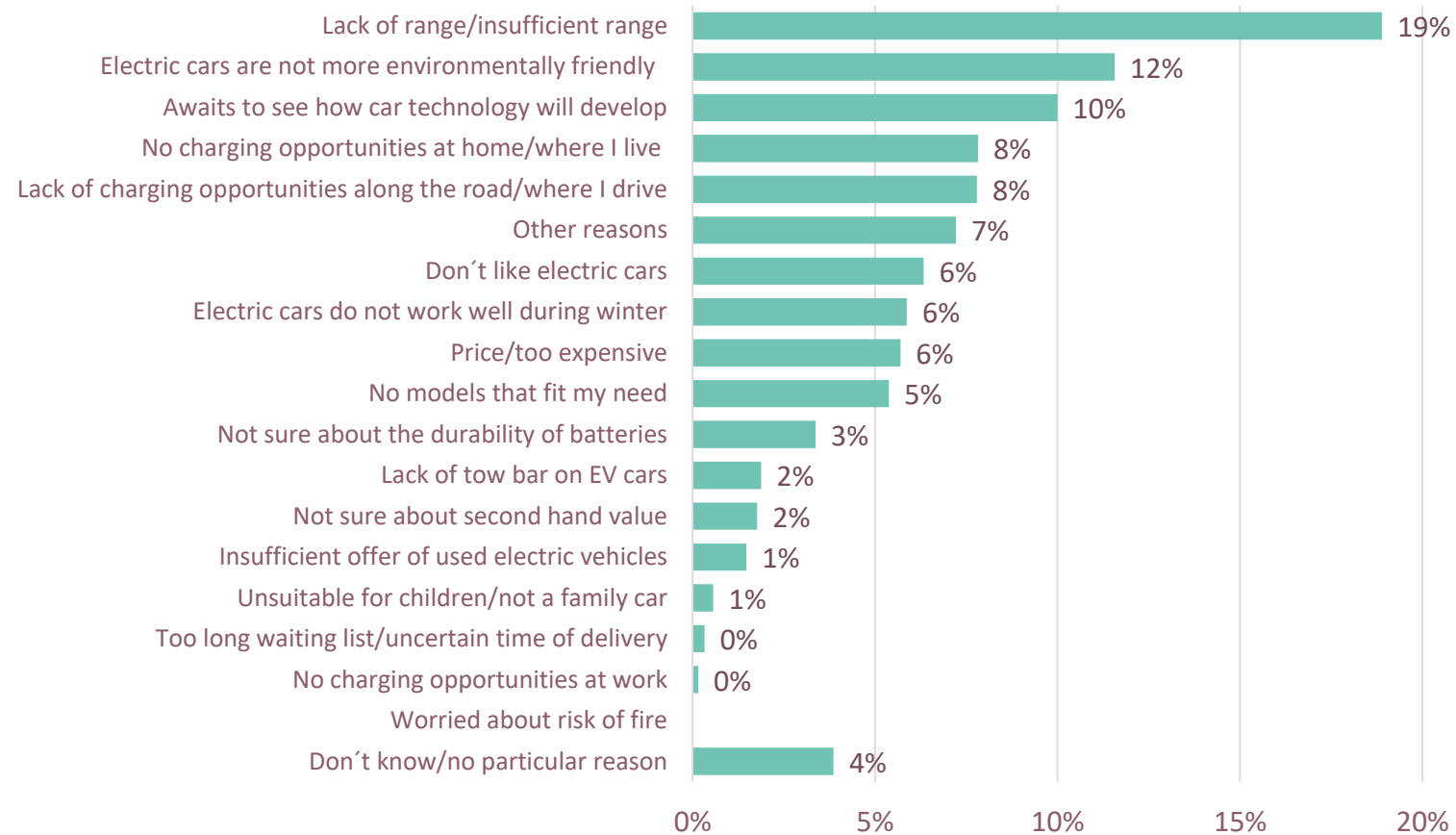
2021



Top 6 - 2020



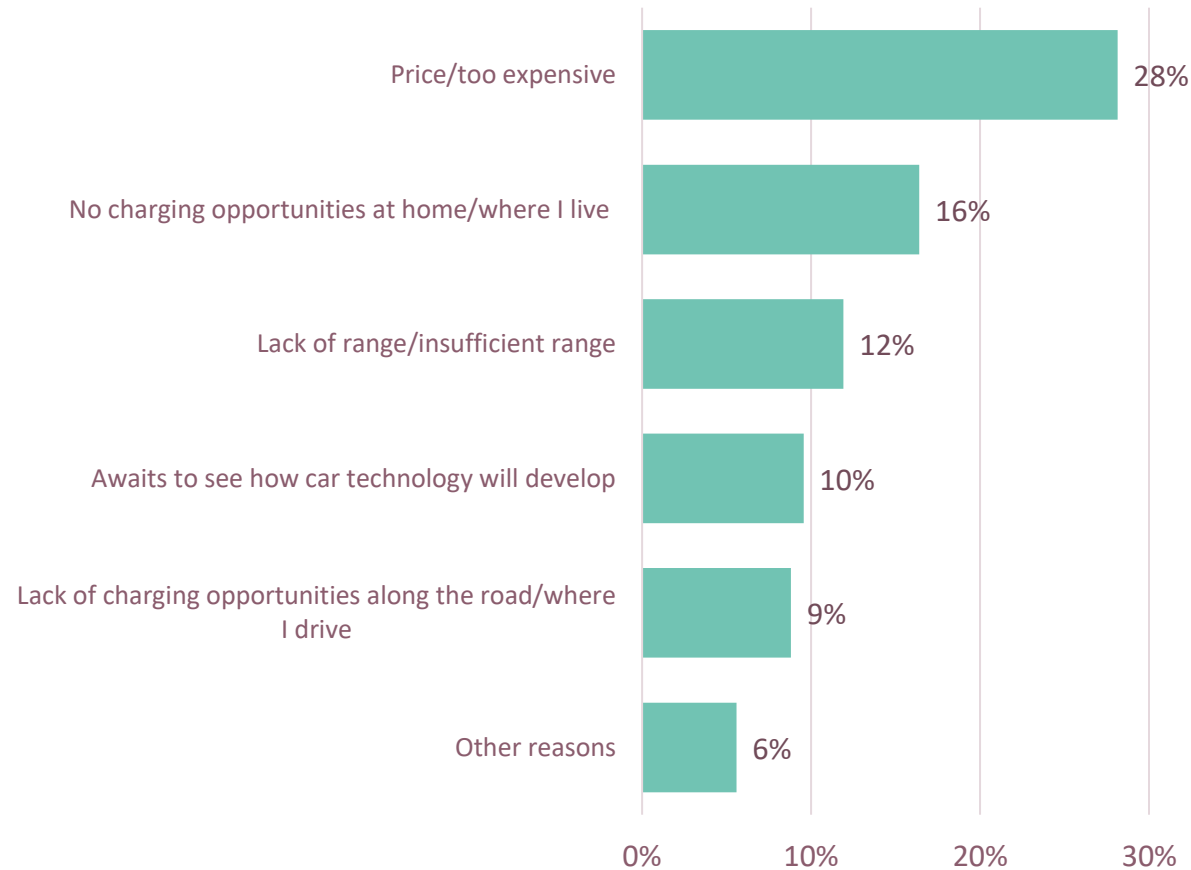
Barrierer towards buying EV – all alternatives



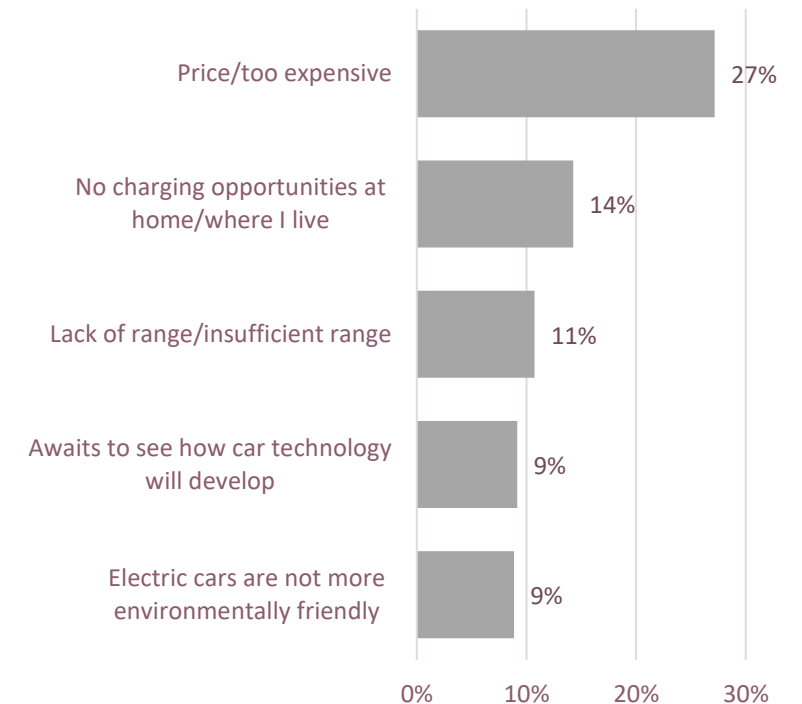
Barriers for not buying a BEV – top 6 Sweden



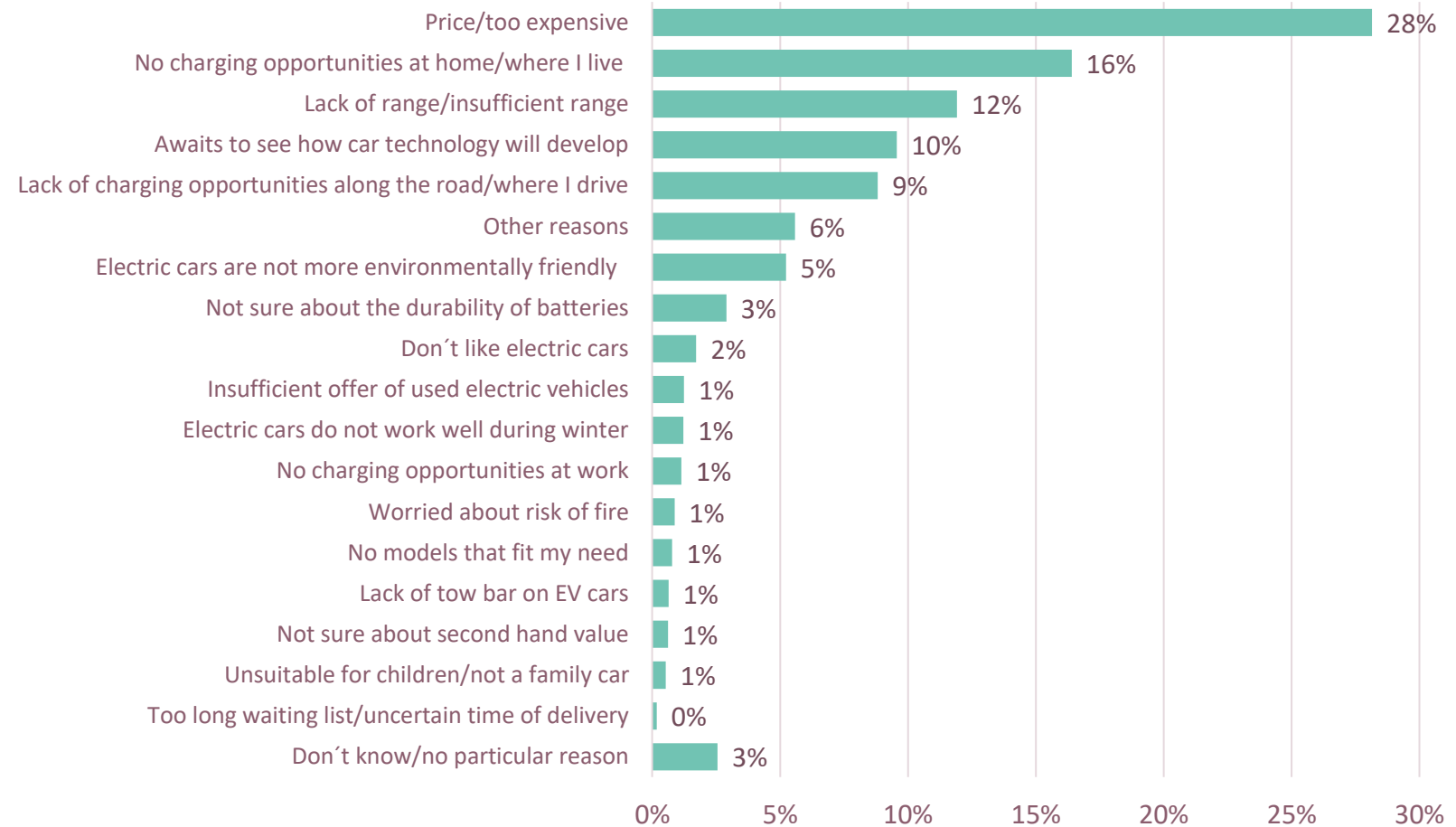
2021



Top 6 - 2020



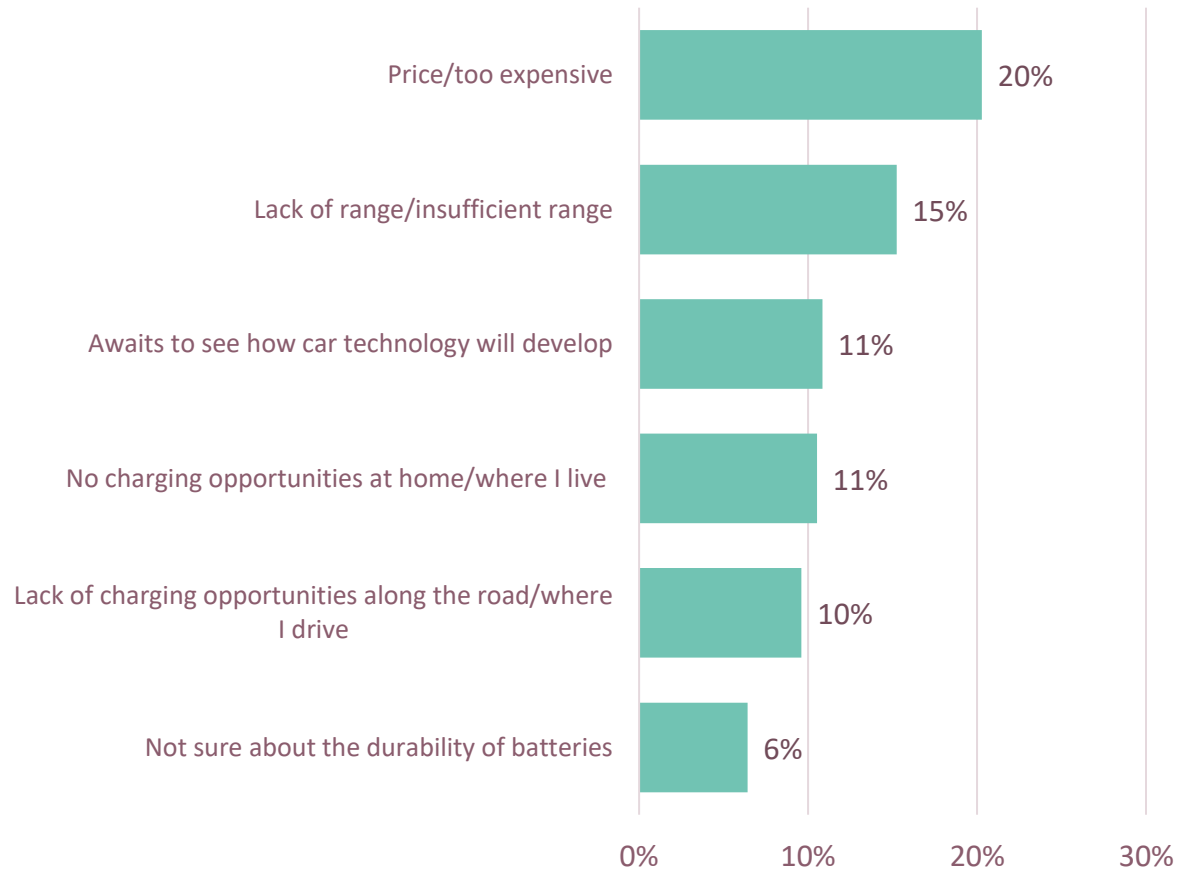
Barrierer towards buying EV – all alternatives



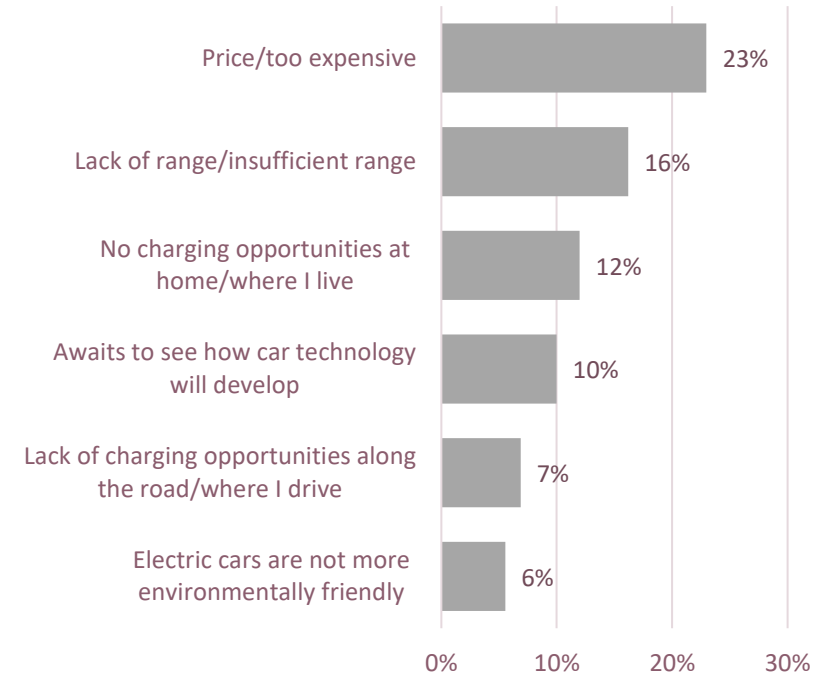
Barriers for not buying a BEV – top 6 Denmark



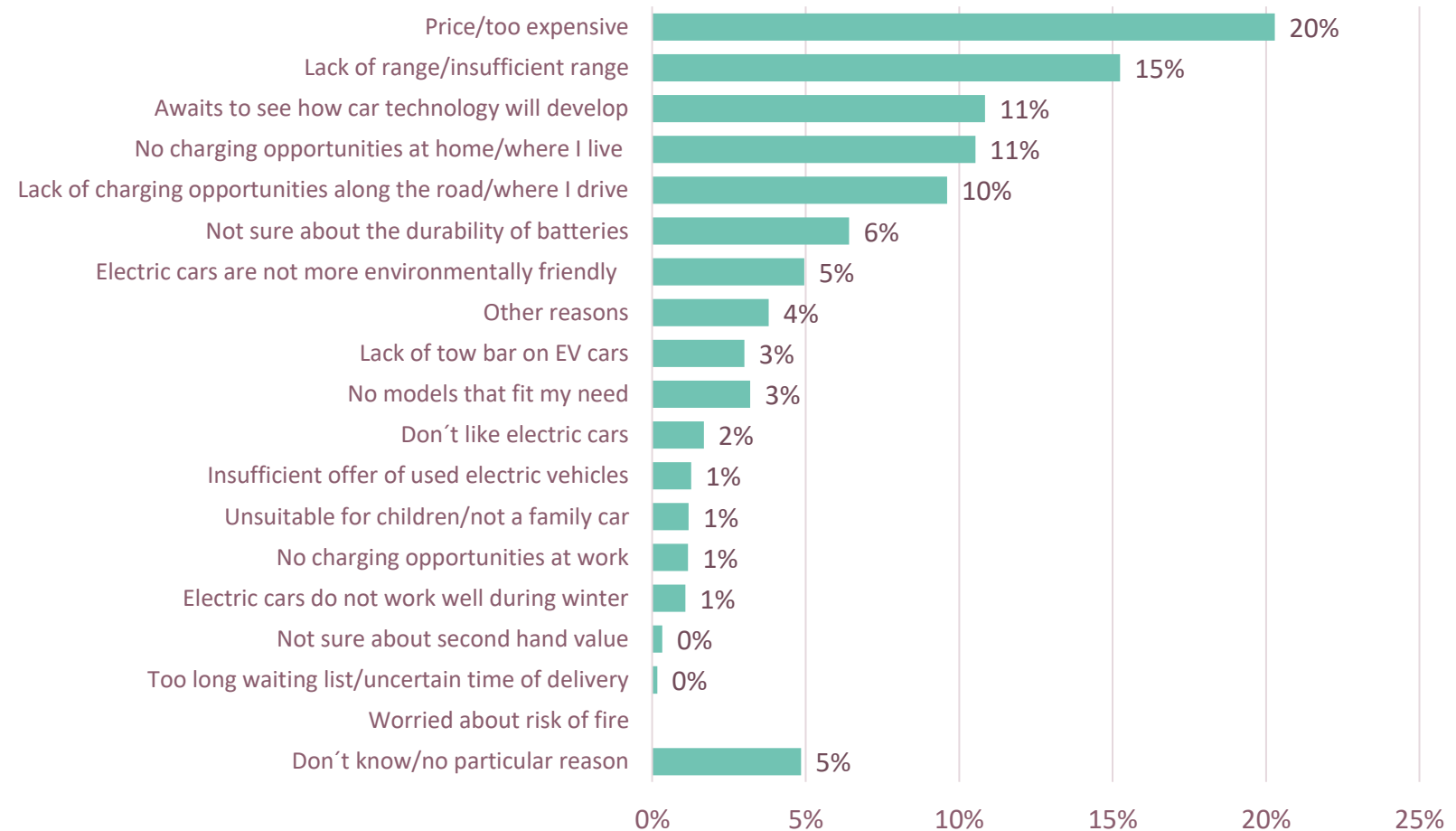
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Top 6 - 2020



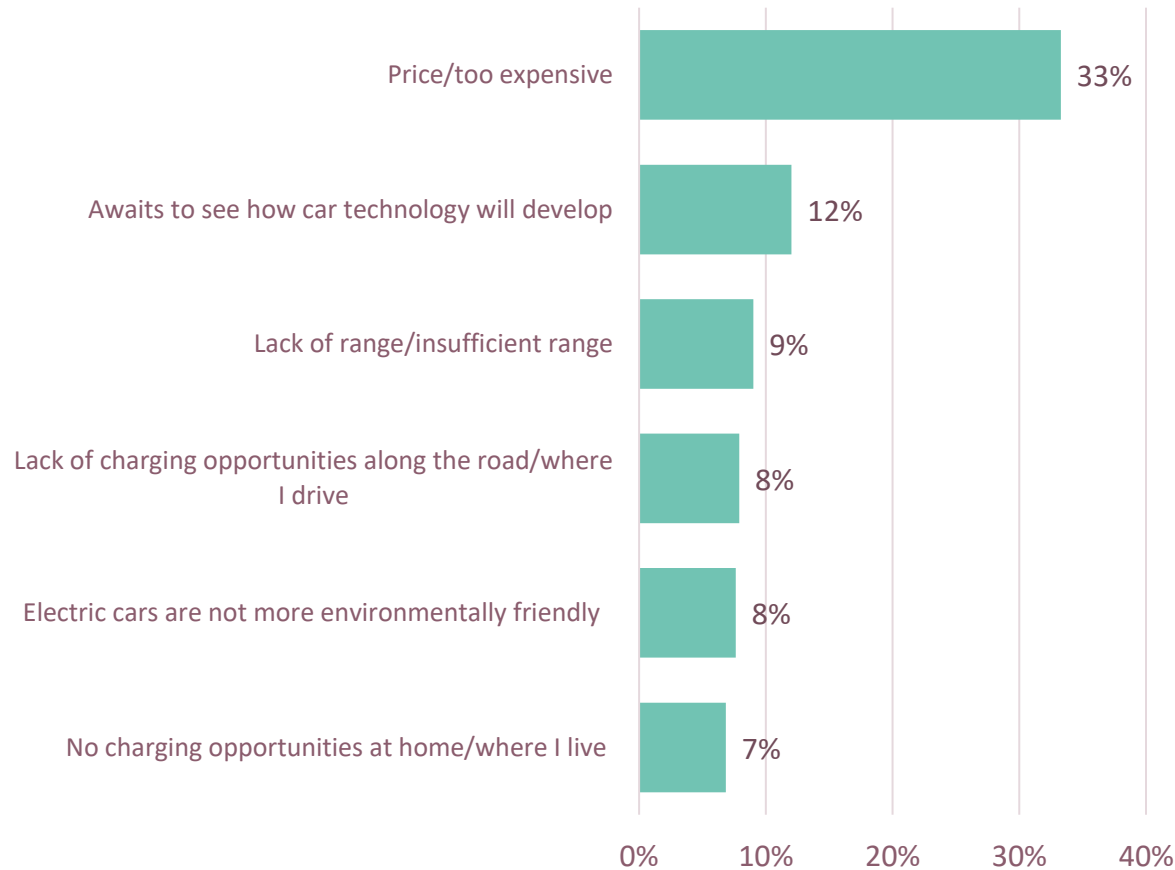
Barrierer towards buying EV – all alternatives



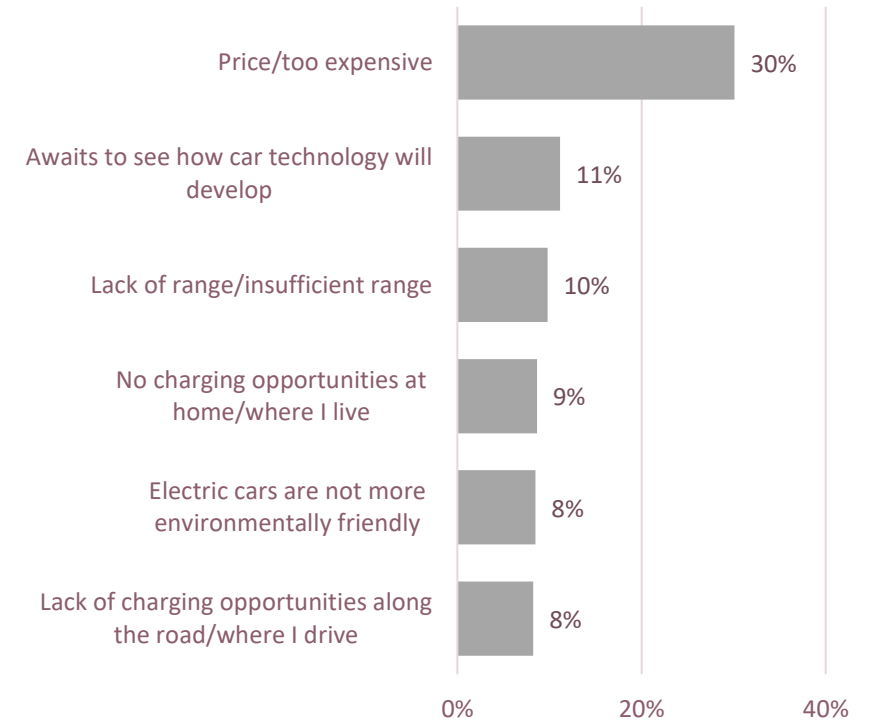
Barriers for not buying a BEV – top 6 Finland



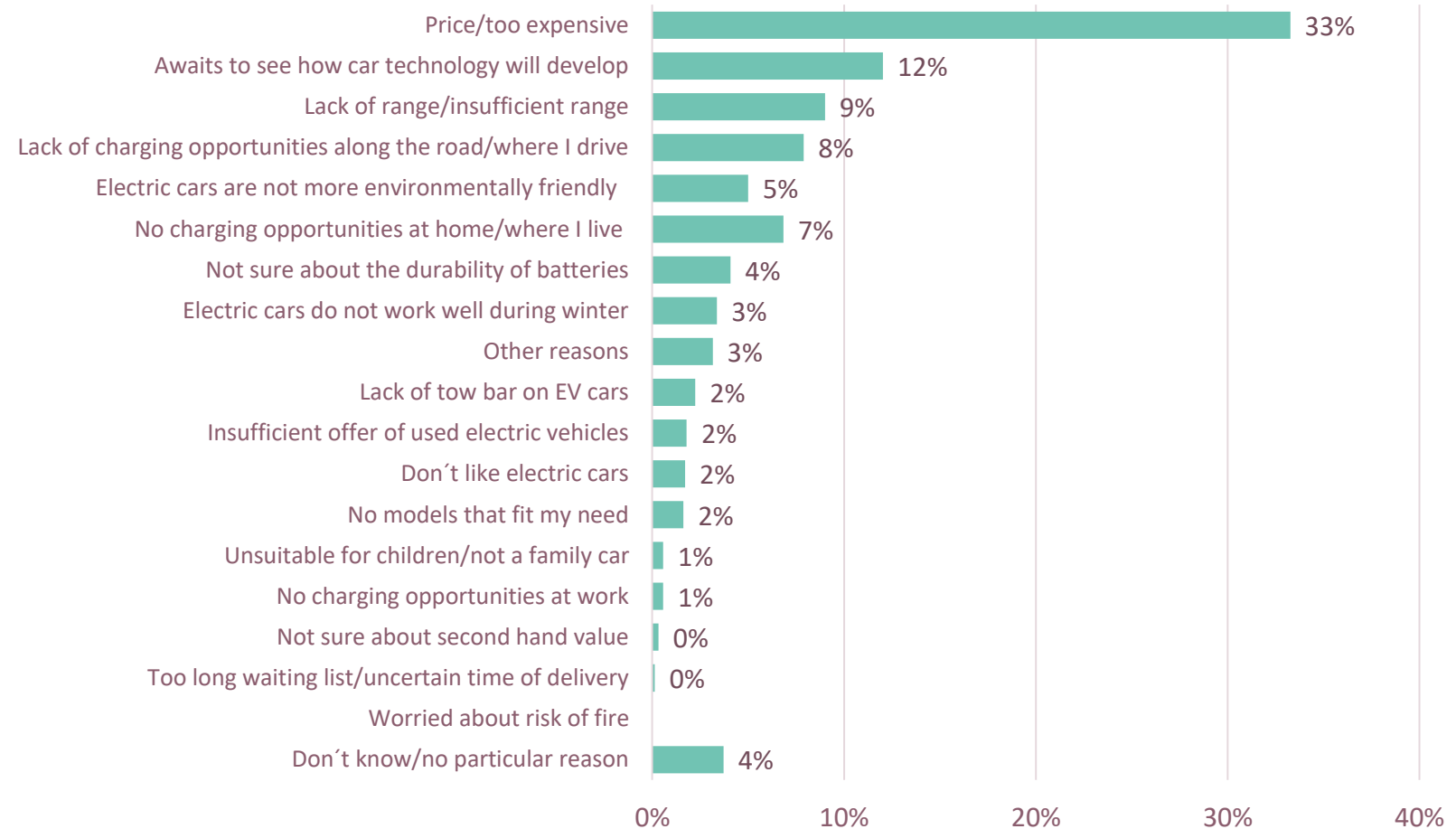
2021



Top 6 - 2020



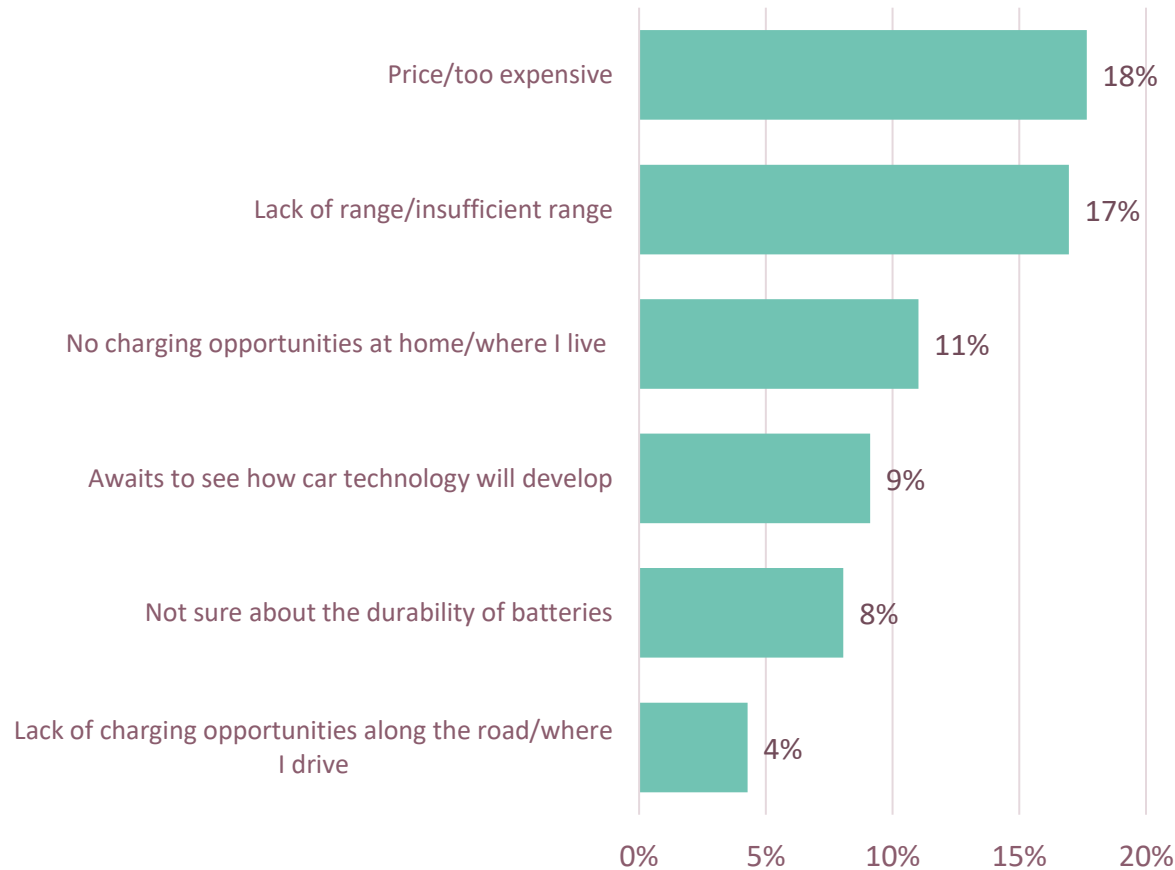
Barrierer towards buying EV – all alternatives



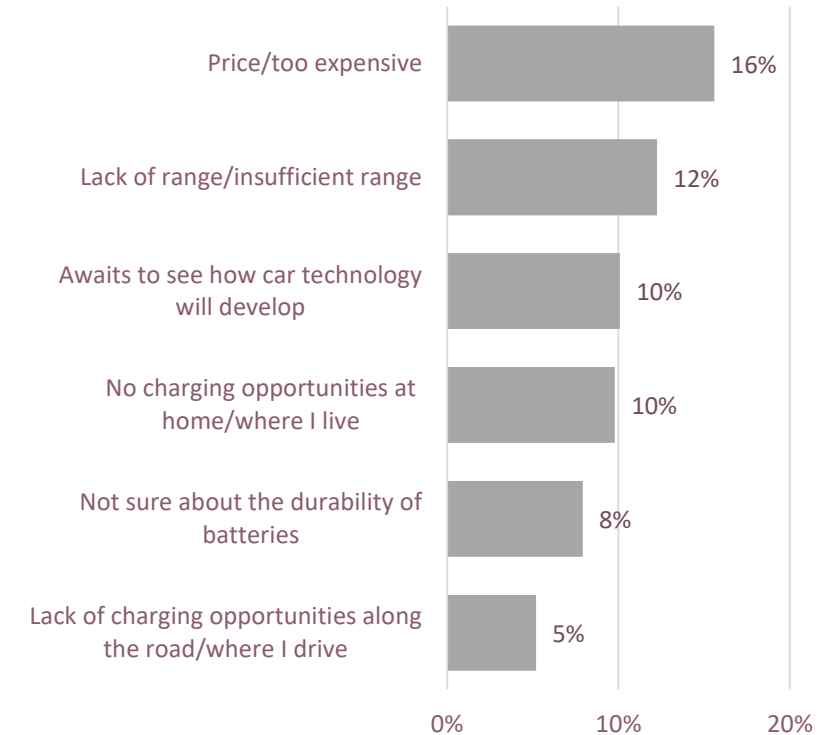
Barriers for not buying a BEV – top 6 Iceland



2021



Top 6 - 2020



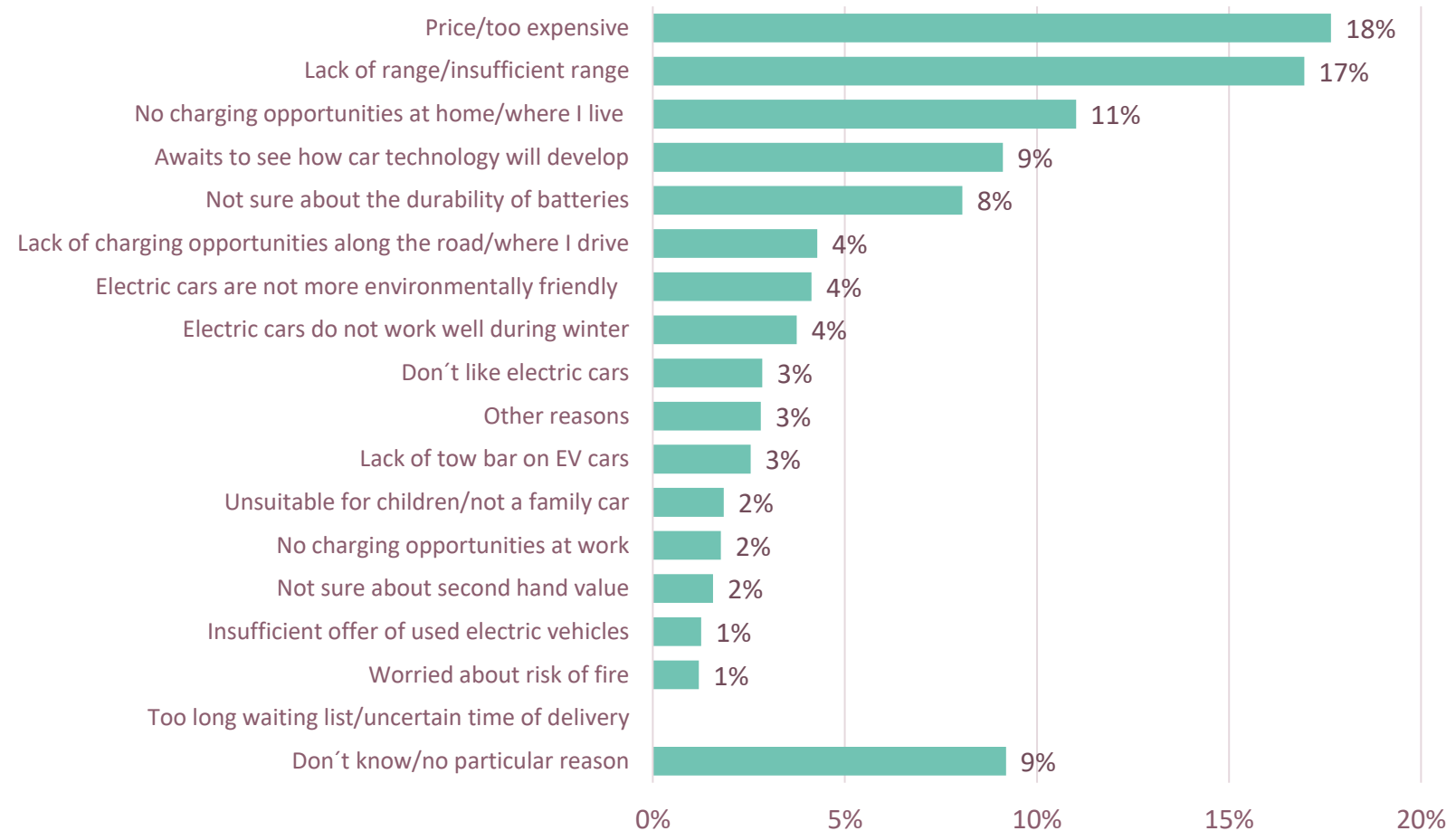
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Skal ikke kjøpe elbil neste gang

? What are the main reasons for you not to buy an electrical vehicle the next time you plan to buy a car?



Barrierer towards buying EV – all alternatives



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