



**News Release 09 September 2010**

### **Consumer survey points to green transport revolution**

A new study\* has found that 82%<sup>1</sup> of the public believe that by 2030 the majority of cars manufactured will run on sustainable fuels including electricity, hydrogen or biofuels.

The survey by leading energy and climate change consultancy AEA also found that the public's perception appears to be changing to embrace more sustainable forms of transport such as electric vehicles, bikes and greater use of public transport. In August<sup>2</sup> it was reported that sales of hybrid and other alternative fuelled vehicles had achieved an all-time high of 1.4% after a 52.6% rise. Diesel car sales had also overtaken petrol car sales for the first time; diesel cars are often up to 20 per cent more efficient than their petrol equivalents

Nearly half the respondents in the AEA survey (47%) said they would be motivated to use alternative fuels if there were plenty of convenient fuelling points to fill the car up with alternative fuels, while 45% said they would be motivated by subsidies for cars run on environmentally friendly fuels. Both of these options were most attractive to respondents in the Midlands. 18-24 year olds were most likely (35%) to be motivated by more stylishly designed electric and hydrogen cars.

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<sup>1</sup> The breakdown of the data is as follows: 54% of respondents said this would be quite likely, 28% said it would be very likely. Just 2% said it would be very unlikely and 9% said it would be unlikely.

<sup>2</sup> Survey of new car registrations from The Society of Motor Manufacturers and Traders (SMMT).

Commenting on the survey, Gwen Ventris, AEA's Chief Operating Officer for Europe said:

“The research highlights that the tide is really beginning to turn for alternative fuel sources. It shows that consumers realise alternative technologies exist that can provide a low carbon, affordable and practical method of transport – and that consumers can be motivated to adopt them if given the right incentives and infrastructure.”

The research comes as Prince Charles' Start initiative begins its eco-tour of Great Britain and the Eco Car Challenge comes to The Mall on 12 September for a day of innovative electric vehicles complete with pit stops and stunts.

*\* Populus interviewed 2,040 adults in Britain online between 27th and 30th August 2010. The results have been weighted to be representative of all British adults. Populus is a member of the British Polling Council and abides by its rules. For more details please go to [www.populus.co.uk](http://www.populus.co.uk).*

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**About AEA**

AEA is a leading energy, environment and information management consultancy. The company operates in the UK, Europe, the US and China advising the UK Government, the EU and major private sector organisations in energy and climate change, air and water quality, risk management, resources and waste, sustainable transport and knowledge transfer.

AEA was recently selected by the Department for Transport to deliver the Office for Low Emission Vehicles' 'Plug-in Car Grant' scheme from January 2011.

AEA leads the [EEMS Accelerate](#) consortium, which is running a twelve-month real-world demonstration of high performance electric vehicles. EEMS Accelerate is part-funded by the Technology Strategy Board, and will have a stand at the [LCV 2010](#) event at Millbrook on 15<sup>th</sup> & 16<sup>th</sup> September, displaying the Ecotricity 'Nemesis' car from the project.

For further information please visit [www.aeat.co.uk](http://www.aeat.co.uk).