

Press release

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What do the Swiss think about electric cars?

A representative survey conducted by the YouGov research institute on behalf of AutoScout24 provides insights into attitudes towards electric cars among people in Switzerland. Although electric vehicles became more affordable in 2024, there remain reservations and needs that have an influence on car purchases.

The willingness to buy an electric car within the next two years is significantly higher among men (52%) than among women (29%). It is notable that people aged between 18 and 29 still prefer petrol engines (88%), while hybrid vehicles are in greater demand in the 30 to 59 age group. At 53%, homeowners are more interested in electric vehicles than apartment owners (32%). At the same time, people aged between 60 and 79 are becoming more environmentally conscious: 54% of respondents in this age group cite "environmental friendliness" as the main reason for buying an electric vehicle. In comparison, this figure is just 34% among 18 to 29-year-olds, 38% among 30 to 44-year-olds and around 43% among 45 to 59-year-olds.

Advice and income are key

Advice when buying an electric car is particularly important for people aged between 60 and 79, while buyers aged between 18 and 44 are less likely to say this. Income also influences the choice of drive: in the last two years, 66% of people with an income of under CHF 6,000 have opted for petrol vehicles and only 6% for electric cars. With an income of over CHF 10,000, however, the proportion of purchasers of battery-powered electric cars rose to 22%.

Level of information requires improvement

While 28% of survey participants conduct cost research online, 32% prefer direct contact with retailers. Car manufacturers' websites and recommendations from friends and family are the most popular sources of information. At the same time, around a third of women say they are yet to seek information about electric cars – while this proportion is only 17% for men. According to the survey, the most important factors when using an electric car are access to a home charging point, running costs and the vehicle's ability to schedule charging stops intelligently and independently. On the other hand, a wide selection of different models, access to a workplace charging station and rapid charging are considered less important.

Range and charging infrastructure act as obstacles

The limited range of battery-powered electric cars remains a barrier for 58% of respondents. Other challenges include the problematic disposal of batteries, high acquisition costs and the lack of charging infrastructure. The survey shows that government measures are considered to be pivotal for the breakthrough of electromobility. Overall, 44% of respondents call for support programmes in cities and municipalities, such as charging stations in

blue parking zones. People aged between 60 and 79, in particular, believe there is potential here. Meanwhile, 38% consider support for research and development to be important.

AutoScout24 is committed to promoting electromobility

The AutoScout24 [EV Hub](#) provides car buyers with comprehensive information, tips and recommendations regarding electromobility. Various applications make decision-making easier: the [range calculator](#) shows how many miles an electric car can cover before the battery needs recharging. The [cost calculator](#) can be used to calculate the annual operating costs of an electric car. The [charging time calculator](#) provides information on how long it takes for an electric vehicle to be fully charged. In addition, the AI chatbot "E-Scouty" is on hand to answer any questions regarding electromobility.

Dataset

The survey was conducted in November 2024 among people aged between 18 and 79 from German and French-speaking Switzerland. A total of 600 respondents participated, who all hold a driving licence (category B) and have either bought or leased a car in the last two years or plan to do so in the next two years.

Media contact



Saskia Iten
PR & Communication Manager
saskia.iten@swissmarketplace.group

About SMG Swiss Marketplace Group AG

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