



## Lean and green drive car buyers choices, says report

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Environmental factors have become the second most important consideration to prospective car buyers behind only price, according to figures from [comparethemarket.com](http://comparethemarket.com) in its latest Premium Drivers report.

The new figures show that 25% of people consider environmental impacts, such as fuel, carbon efficiency and alternative fuel, as the most important factor when buying a car. With 24% of people potentially looking to buy a car in 2019, this could result in a significant increase in the volume of electric and hybrid cars purchased in the new year.

By contrast, when asked about buying their first car, only 7% of people said they considered environmental factors a top priority.

More generally, the overwhelming majority of drivers are more conscious of their environmental impact than they were five years ago. This has translated into action, with many taking clear steps to reduce the impact of their driving on the environment in 2019. 53% of people said that they would avoid taking unnecessary car journeys and 48% said that they will avoid unnecessary acceleration or heavy braking to minimise emissions.

The drive to becoming greener is also encouraging many drivers to ditch their cars entirely, with 36% of people saying that they will take public transport, walk or cycle instead of driving to be more eco conscious.



Dan Hutson, Head of Motor Insurance at [comparethemarket.com](http://comparethemarket.com), said, “From David Attenborough’s advocacy on plastic, to the rise of environmentally aware eating habits, the issue of climate change and the environment is at the forefront of public consciousness. These statistics are hugely encouraging in showing how this is translating to people’s driving habits as well. 2019 could well be the year of the eco-conscious driver.

“Whilst it’s positive to see that environmental concerns have risen up the ranks of the key considerations and priorities for consumers, one of the barriers to greater adoption of greener cars –such as hybrid and electric – vehicles has always been cost. The government’s recent decision to scrap the financial incentives available to people looking to purchase a hybrid or electric vehicle adds to this issue, so [comparethemarket.com](http://comparethemarket.com) is calling upon the government to reinstate these grants and subsidies to really incentivise people to make greener choices when buying their next car.”

## EV errors

Brits have some weird and wonderful misconceptions about electric cars – including a belief they can’t be driven through puddles, it has emerged in research for Volkswagen.

It also emerged others don’t think they can be used in the rain at all. One in 20 even believe electric cars are fundamentally less safe, and nearly one in five believe an electric car will slow down as the battery depletes.

The poll of 2,000 drivers also found some even worry about electric cars being TOO QUIET – as pedestrians may not hear them approaching.



The Premium Drivers report also showed that the average car insurance premium in Q4 2018 rose marginally over the last quarter and now stands at £744 - an increase of £12 compared to the previous quarter's £732. Premiums rose by over £33 over the past three months, from £727 in September to £744 in October, before reaching £761 in November. Premiums have historically risen in the last three months of the year before falling again in January and February, as insurers compete to win new customers in the New Year.

The small fluctuations between monthly premiums over the past 12 months indicate no meaningful change in either the upwards or downwards direction. The average car insurance premium in November 2017 was £767, only slightly higher than £761 in November 2018.