



Electric or not? Factors affecting Greek Drivers' Preference when Purchasing a New Vehicle

Kyparissis I., Kontaxi A., Deliali K. & Yannis G.

Objective

Understand which factors affect driver choice in purchasing an electric vehicle (EV) compared to a hybrid-electric vehicle (HEV) or an internal combustion engine one (ICE), through an online **questionnaire survey**.

Methodology

By analyzing the questionnaire survey data, two types of models were developed to describe drivers' choice: binary logistic regression and multinomial regression.

Results

- The majority of the respondents were **in favor of EVs and HEVs**.
- Current **monetary incentives** were perceived as an important and positive factor, while the **absence of charging infrastructure** was perceived as a concern.
- Annual income, education level, time spent driving per day were additional factors that were found to affect drivers' choice.

