

# Australian EV Sentiments Survey 2026

What 1,121 Australians really think about electric vehicles.

Third Edition | 2021 · 2023 · 2026

# Key Findings at a Glance

01

## The gap between pro- and anti-EV is growing.

28% now prefer fuel-based cars vs 16% in 2023.

02

## Affordability concerns are easing.

49% cite price as the top barrier in 2026, down from 79% in 2021 and 76% in 2023.

03

## Range anxiety is declining.

29% cite range as a concern in 2026, down from 41% in 2021.

04

## The \$25k-\$50k price range is the sweet spot.

41% of Australians plan to spend in this range on their next car.

05

## Tesla slides to third among the most desirable EV brands.

Hyundai, first in 2021, slumped to fifth.

06

## 77% don't know what it costs to charge an EV.

Almost half think it costs \$31 or more. The actual average is ~\$20.40.

07

## 43% of renters can't install a home charger.

58% of apartment owners also face this barrier.

08

## Trust in autonomous driving is falling.

63% are uncomfortable or doubtful - up from 47% in 2023.



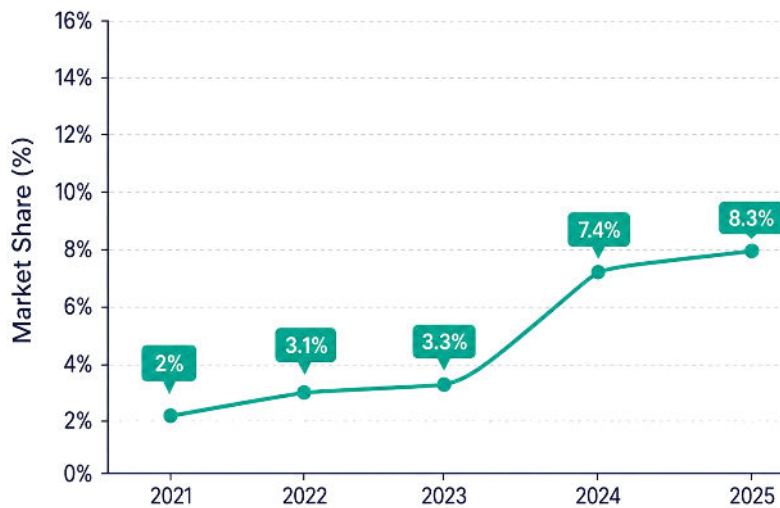
# The EV Moment Has Arrived.

Welcome to the third edition of Savvy's Australian EV Sentiments Survey. Having run the poll previously in 2021 and 2023, it's clear to see that the everyday Aussie's views on electric vehicles have shifted significantly over the years.

That's no surprise, of course, with EV popularity surging in recent months and drawing more eyes around the nation. March and April saw electric cars account for 14.6% and 16.4% of new cars sold, respectively. For context, 2025 was a record year for EVs, with a market share of 8.3%.

With the Middle East conflict still affecting the Strait of Hormuz, petrol prices show no signs of dropping anytime soon. That's expected to continue driving EV adoption across Australia.

## EV Market Share - Australia



Source: Electric Vehicle Council. EV market share of new car sales, Australia.

### ABOUT THIS SURVEY

A nationally representative survey of 1,121 adult Australians aged 18 and over, conducted by Savvy. April - May 2026.

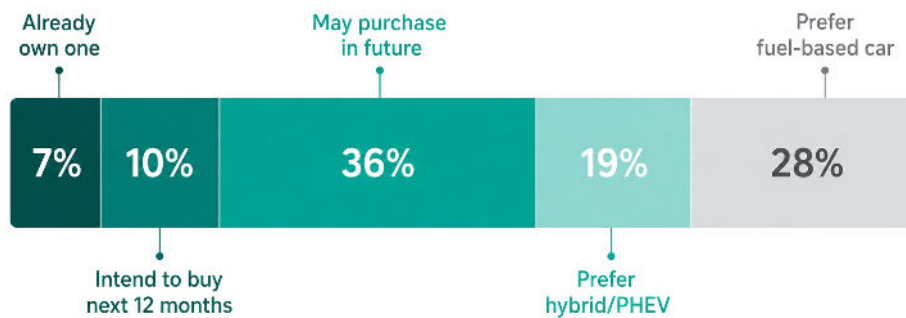


Amid the growing popularity of EVs, divisions between the pro-EV and anti-EV crowds are becoming more pronounced. Only 7% of survey respondents already owned an EV, while another 10% intend to buy one in the next 12 months.

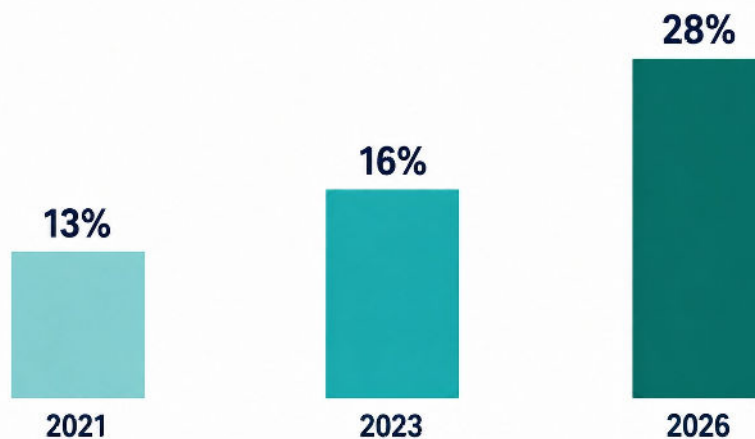
By contrast, 28% are firmly against EV ownership and prefer fuel-based cars. That's significantly more than in previous years. In 2021, that number sat at 13%, before rising slightly to 16% in 2023. This suggests that while more Australians are open to EVs, resistance among those who aren't interested is actually hardening.

There's also a growing shift towards hybrids and PHEVs. 19% of respondents aren't ready to go fully electric, but are happy to explore an electric-lite option. Another 36% are still sitting on the fence, considering a future purchase but not committed.

### What best describes your attitude toward EVs?

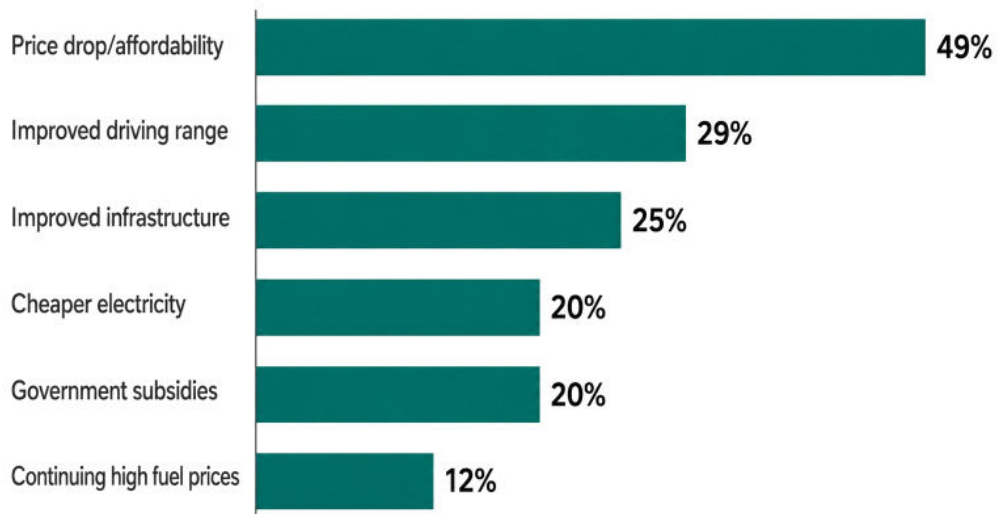


### Preference for Fuel-Based Cars — 2021 vs 2023 vs 2026



Once again, affordability of new vehicles is the number one issue consumers raised when asked what changes would make EV ownership more popular. However, the figure has dropped significantly compared to previous years - 49% of respondents flagged it as the main barrier in 2026, down from 76% in both 2021 and 2023. The arrival of sub-\$30,000 EVs like the BYD Atto 1 is clearly shifting perceptions.

## What Would Make EV Ownership More Accessible?



## Affordability Concerns Are Easing.



Respondents who said a price drop would make EVs more accessible.

Range anxiety fears have also continued to decline. In 2021, 41% of respondents cited driving range as a concern. That dropped only marginally to 40% in 2023, but in 2026 it has fallen more meaningfully to 29% - a reflection of improved real-world range across the newer models now available in Australia.

### Range Anxiety Is Declining.

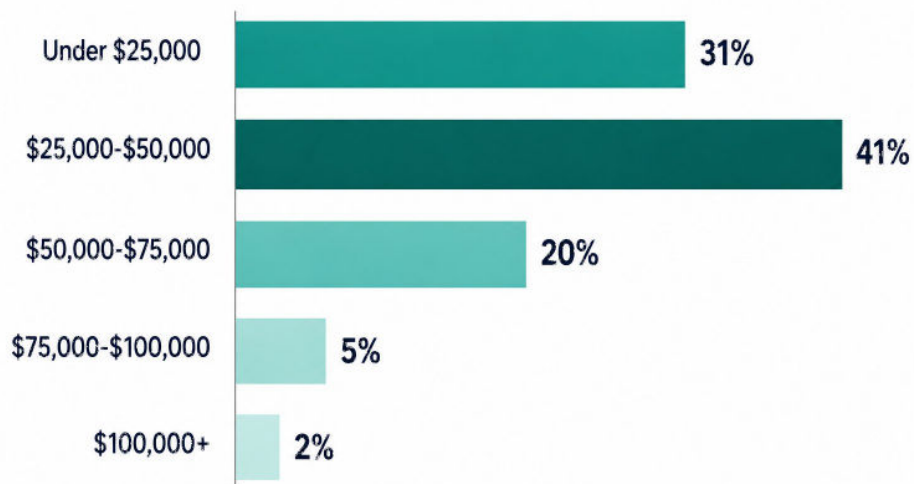


Respondents who cited range anxiety as a barrier to EV ownership.

The largest share of Australians surveyed (41%) are hoping to spend between \$25,000 and \$50,000 on their next car. That rules out manufacturers that only produce EVs above that price point, like Tesla and Polestar, for the majority of buyers.

It does, however, speak to the momentum BYD has been able to build. The Chinese automaker now has the cheapest new EV on the market, the BYD Atto 1 at \$23,990 before on-road costs. It also has three other models sitting entirely within the \$25,000 to \$50,000 range: the Atto 2, Dolphin and Sealion 5. Additionally, other BYD models, including the Seal and Sealion 7, start under \$50,000.

### How Much Would You Spend on Your Next Car?



Five years on, the EVs Australians want to get behind the wheel of have changed significantly. When Savvy first ran this survey in 2021, Toyota had no electric vehicles and wasn't included in our survey. Although it only currently has the bZ4X available and an electric HiLux on the way, its superior name recognition was enough to place it at #1 with 43% of respondent preferences.

BYD hadn't even arrived on our shores back in 2021. In 2026, 28% of respondents picked it as the brand they'd most like to drive. That was enough to beat out Tesla, which has seen its preferences fall to third overall compared to 2021.

In 2021, the EV brand most Australians wanted to drive was Hyundai. However, the South Korean automaker ranked fifth this time around. Notably, Chery entered the top 10 for the first time in 2026, reflecting the growing presence of Chinese EV brands in the Australian market.

## How Brand Preferences Have Shifted.

2021	2026
1 Hyundai	1 Toyota
2 Tesla	2 BYD
3 Mazda	3 Tesla
4 MG	4 Kia
5 Nissan	5 Hyundai
6 Kia	6 Mazda
7 Lexus	7 BMW
8 Mercedes-Benz	8 Mercedes-Benz
9 BMW	9 Audi
10 Audi	10 Chery



What the survey also revealed is that most Australians have no idea what it costs to charge an EV. More than three quarters of respondents (77%) stated that they didn't know what the cost of EV charging was. SA residents claimed to have the most confidence in charging costs, with 33% saying they were aware of the cost of home charging.

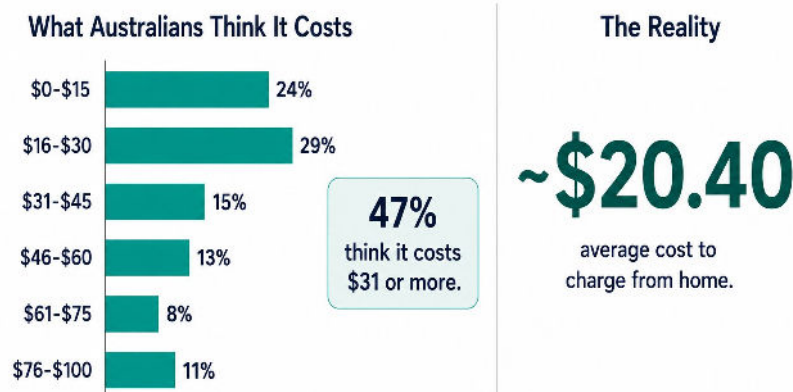
## The Charging Cost Knowledge Gap.

# 77%

of Australians don't know  
what it costs to charge  
an EV at home.

When asked to estimate what an EV costs to charge at home, nearly half of respondents (47%) thought it costs \$31 or more. 19% believed it costs \$61 or more, representing one in five Aussies being well and truly off the mark in this area. The true average cost to charge an EV from home is closer to \$20.40, and that's without a solar or home battery system which would reduce the cost further.

## Estimated Charging Cost vs Reality.

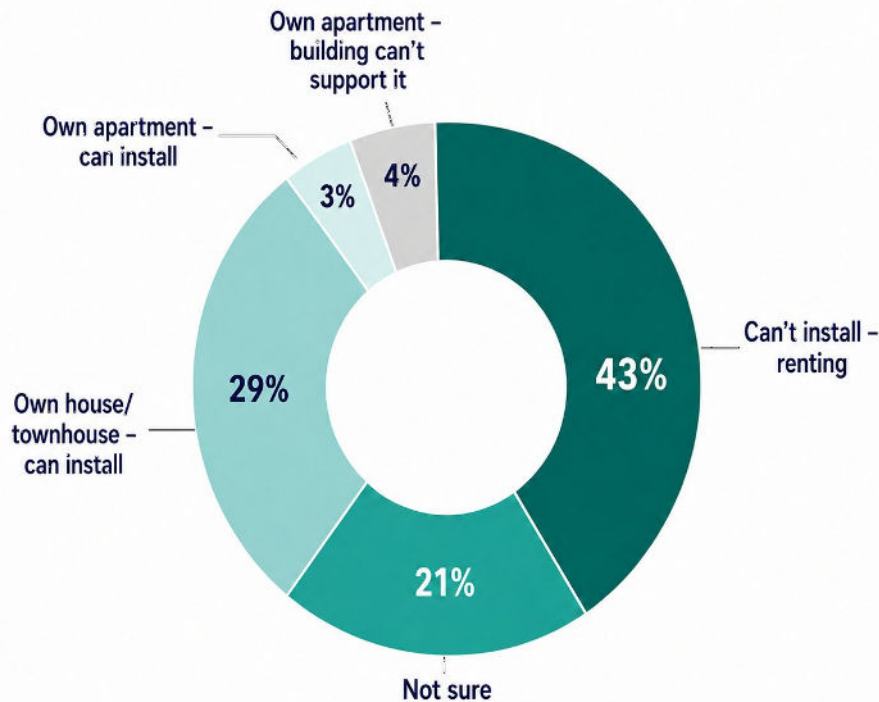


These results show that **education is a clear issue** when it comes to EV charging costs. If Australians believe topping up their EV costs between \$31 to \$100 per charge, the case for going electric becomes much weaker. **The perception gap is a real barrier** for plenty of Aussies, which is a challenge EV manufacturers will need to overcome to take the number of electric cars on the road to new heights.

Charger installation remains a stubborn structural barrier to EV adoption in Australia. The most common reason people can't install a home EV charger is because they're renting, with 43% of respondents finding themselves in that boat. A further 22% aren't sure whether they can get one installed.

Apartments and units present an even greater problem. Of apartment owners surveyed, 58% said they can't get a charger installed at all. Unlike freestanding homes, apartments typically lack electrical infrastructure in parking areas, while the need for body corporate approval adds another layer of complexity.

## Can Australians Install a Home EV Charger?



**58%** of apartment owners cannot get a charger installed.

**Policy note:** Australia's rental market represents approximately 31% of households. Until renters can negotiate or mandate EV charger installation with landlords, a significant portion of the population remains locked out of the most cost-effective EV charging option.

Technology has changed a lot in the last few years. AI has moved from curiosity to a daily reality, and autonomous driving has moved from concept to a commercial product in parts of the world. Tesla's Full Self-Driving (FSD) is in active use in the United States. However, despite greater exposure to the technology, Australians' trust in autonomous driving is actually declining.

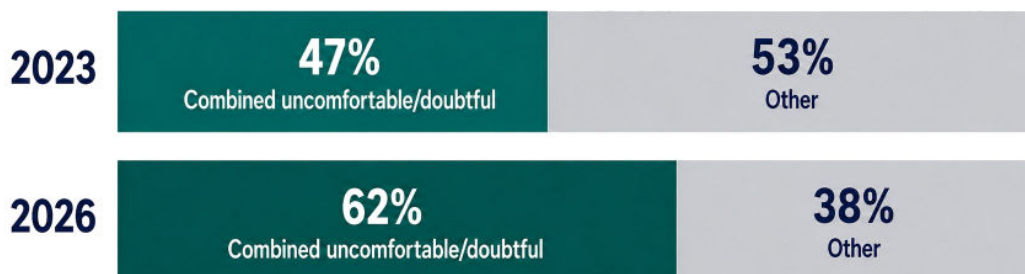
## To What Extent Do Australians Trust Autonomous Driving?



34% of respondents said they don't trust and/or feel uncomfortable with autonomous driving. A further 28% have concerns, but may consider it. That's 62% of Aussies who are doubtful, up from 47% in 2023, despite greater public exposure to autonomous technology and AI.

The number of people who are fully comfortable with autonomous driving has also dropped from 9% in 2023 to just 5% in 2026. FSD isn't yet legal in Australia, but awareness of it overseas doesn't appear to be building confidence locally.

## Trust in Autonomous Driving Is Falling.



Those fully comfortable with autonomous driving dropped from 9% in 2023 to 5% in 2026.

