EV & Hybrid Vehicle
Wave 3 Insights Report

Prepared by: Nick Dawes

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Research Objectives

The objectives for this research can be summarised as to…

> “ …update our understanding of beliefs and perspectives on EVs and hybrid vehicles among Australian vehicle drivers ”

This research focuses on understanding Australian drivers, with a specific focus on understanding …

- The **type of vehicle they currently drive** (body style, age, fuel type);
- Their **willingness to purchase an electric vehicle** when replacing any of their current household vehicles;
- Specific **perspectives on electric and hybrid vehicles** (willingness to consider, drivers/barriers of consideration and price point analysis);
- **Attitudes towards EVs** and the role of individuals in driving uptake.

We know that the EV space is shifting rapidly, so after conducting initial research in September 2022 and then another wave in January 2024, it was timely to once again test the market to see how things have shifted, if any.

To follow up on our previous wave (conducted in January 2024), we once again collected feedback from a sample of 2,000 Australian drivers (representative by age, gender and household location across Australia).

The results from this stage of research are detailed in this document.

Research Approach

THE RESEARCH PROCESS…

We sought to review and update the January 2024 survey, to ensure it slightly to covers the most relevant issues

A professional market research programmer, panel supplier and host was used to access respondents

A survey taking 10 minutes was administered between 22nd and 29th November 2024

A nationally representative sample of 2,000 vehicle drivers was the target audience

The following report was developed to highlight findings from the research process

This report primarily features results **from the November 2024 stage of research**, but there are times throughout where we also include the corresponding figures from the first research stages (from September 2022 and January 2024).

Where no significant differences between time periods are noted, we have at times not included the previous wave's figure.

Executive Summary

An overview of our key research findings…

Key Research Headlines

NEW CAR PURCHASE INTENTION REMAINS SOLID...

In spite of the challenging economic times, we've noticed strong ongoing intention to replace existing vehicles with brand new (rather than used).

In addition, we haven't noted any shift to delaying the next vehicle purchase (one in five remain likely to replace their main vehicle in the coming 12 months).

AN ONGOING CONSUMER TREND TOWARDS MEDIUM SUVs.

Building on insights gathered for AADA since 2022, there again appears to be a future vehicle purchase trend towards Medium SUVs.

32% are considering buying a medium SUV in future. It suggests that product innovation in this segment (including for EVs) would likely be engaging.

INTENTION FOR EVs HAS STAGNATED.

After showing some modest growth between 2022 and early 2024, intention for EVs as a next main (or other) vehicle has remained flat over the past 10 months. Intention for EVs was at 38% in September 2022 and is now 39%.

It suggests that there are ongoing barriers to adoption or intention that need to be addressed in order for uptake to occur.

CONSUMERS CHALLENGING RETURN ON INVESTMENT.

When reviewing barriers to considering an EV, we've noted growth since January on consumer concern around EV resale value and costs of repair for EVs.

There's less overall alignment with the idea that cost of petrol/diesel makes EVs more attractive at the moment. In general, the value of EVs is being weighed up.

THE PRICE VS. COST OF OWNERSHIP DYNAMIC…

Again, the strongest barrier for not considering an EV is the purchase price being seen as 'too high', yet one of the key drivers of consideration is knowledge that EVs are cheaper to run and recharge than ICE vehicles.

The purchase price of EVs relative to ICE vehicles makes it hard for many consumers to justify the cost unless they know how much they might save in the long run.

Overview | Feedback On Electric Vehicles

39% WOULD CONSIDER AN EV FOR THEIR NEXT MAIN VEHICLE [vs. 37% in Jan '24]

6% AVERAGE PRICE PREMIUM CONSUMERS WOULD PAY FOR AN EV [vs. 8% in Jan '24]

KEY DRIVERS FOR EVs…

1. 'Better for the environment' [58%, down from 67% in Jan '24]
2. 'Represent 'the future' of vehicles' [50%, down from 63% in Jan '24]
3. 'Cheaper to run and recharge'

BARRIERS TO EVs…

1. 'Are too expensive' [55%, down from 62% in Jan '24]
2. 'Not enough charging infrastructure'
3. 'I don't have the right setup at home'

EV PRICING…

- There is some acceptance of a price premium for an EV over another fuel type of around 6%, although this is down from January (8% price premium). It suggests that the broader market is still grappling with return on investment for EVs given their higher sticker price.
- In November, 64% agree that 'given the current economic times, I'm less willing to pay more for an EV over other fuel types'. It suggests that economic pressures are also hindering uptake of EVs.

What Has Changed Over Time?

	DEC '22	JAN '24	NOV '24	CHANGE (Jan-Nov '24)
Considering **replacing my main vehicle in the next 3 years**	53%	62%	59%	-3%
Consideration **of an EV on my next main vehicle purchased**	21%	25%	23%	-2%
Not open to an EV due to perception that **EVs cost too much to purchase**	62%	57%	55%	-2%
% Agree 'Governments **should be incentivising more customers** to transition to EVs'	71%	69%	62%	-7% ⬇
% Agree 'I'm less willing to pay more for an EV over other fuel types **due to the current economic times**'	60%	62%	64%	+2%
% **price premium I'm willing to pay** for an EV over a similar vehicle with a traditional fuel type	+6%	+8%	+6%	-2%

In general, the sentiment around EVs hasn't shifted significantly since late 2022, despite new EV stock and ongoing Government initiatives to encourage uptake.

We've seen **some decline in overall openness to EVs** for the next main vehicle purchased, reversing some of the growth we noted between 2022 and early 2024.

Interestingly, while **purchase price continues to decline in importance as a barrier to purchase**, we've seen a **lower willingness to pay more for EVs** (and growth in concern around the cost to repair EVs and their resale value).

It's clear that many consumers are considering the possible return on investment they'd be making in buying an EV and this is hindering uptake.

Results that are significantly higher (⬆) and lower (⬇) at the 95% confidence level between January & November 2024.

ATTITUDES TO EVs…

62%
vs. 69%

"Governments should be incentivising customers more to transition to EV"

66%
vs. 67%

"I expect to keep my current car for longer due to the current cost of living pressures"

64%
vs. 62%

"I'm less willing to pay more for an EV over other fuel types due to the current economic times"

56%
vs. 56%

"I'm concerned I won't be able to afford a vehicle if govts ban the sale of conventional fuel vehicle"

53%
vs. 54%

"EVs don't have enough driving range for me to consider one"

24%
vs. 24%

"Now is the best time to buy an EV, as they will hold their resale value better"

Current Vehicles

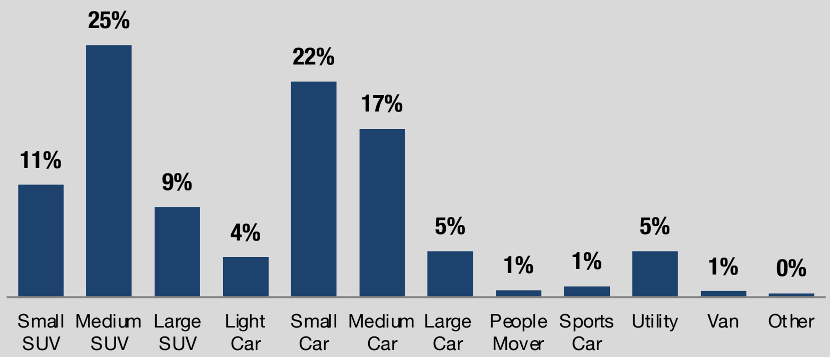
An update on our respondents' current vehicle ownership status…

Current Vehicle Profile…

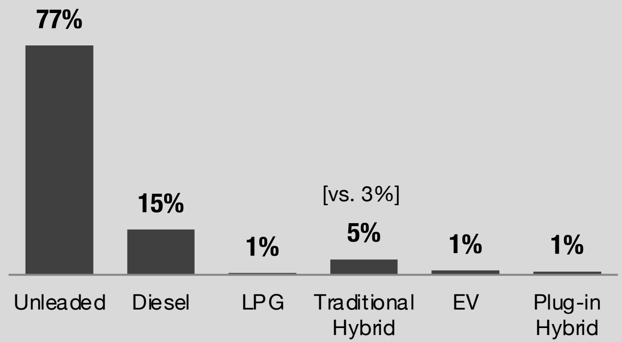
The most commonly driven vehicle types within our sample is **medium SUVs** (25%, stable from Jan '24). Presence of **small cars** has dropped slightly wave-to-wave (from 25% in January to 22% in November), but otherwise the mix of main vehicles driven remains steady.

We saw a **slight drop in main vehicles using unleaded** from January (81%) to November (77%), with a slight **uptick in use of traditional hybrid vehicles** (5%, up from 3%). Neither of these shifts are statistically significant.

What sort of vehicle is the one you mainly drive right now?



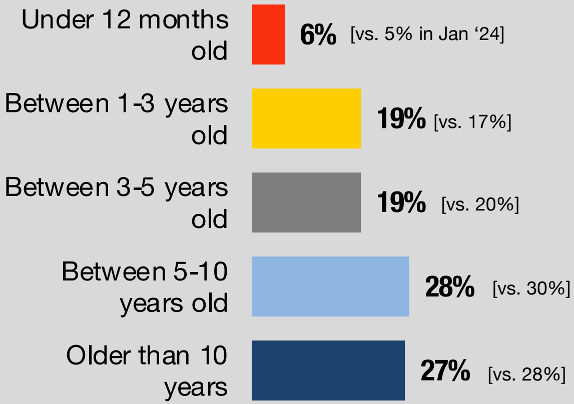
What fuel type does the vehicle you mainly drive currently use?



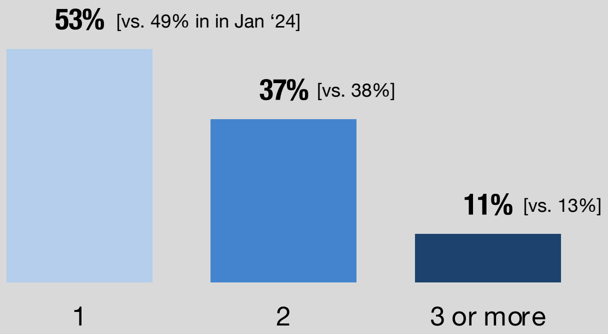
Q10. & Q11. Base: total respondents (n=2,000)

Vehicle Age & Other Household Vehicles

How old is the vehicle you mainly drive?



In total, how many vehicles are there in your household?



The **age profile of drivers' main vehicle has remained consistent** between January and November 2024. Once again, over half of our sample suggest the vehicle they mainly drive is **older than 5 years old** (55%), with 27% of this driving a main vehicle that is **more than 10 years old.**

Just under half (47%) **have more than one vehicle in their household at present**, with 36% having 2 vehicles and 11% having 3 or more vehicles across their household. None of these findings have shifted significantly since our initial research in September 2022.

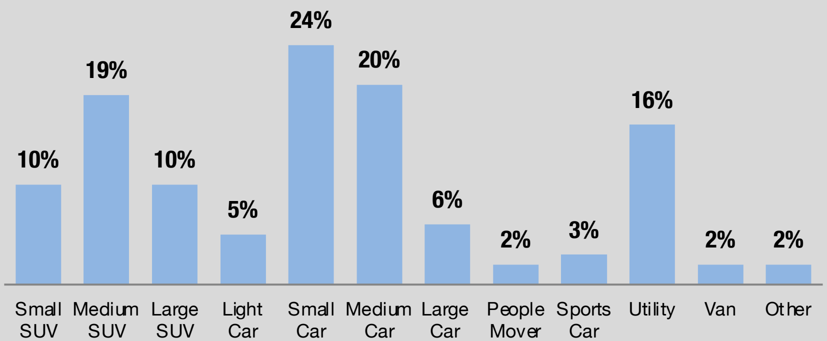
Q9. & Q12. Base: total respondents (n=2,000)

Other Household Vehicle Profile…

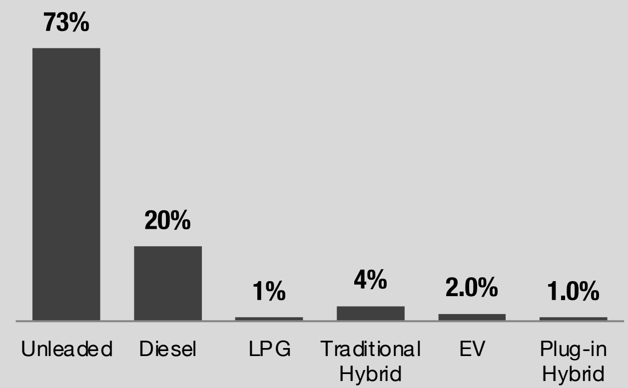
Among the 47% of respondents who have more than one vehicle in their household, the mix of other vehicles in the household generally reflect those that are driven as a main vehicle. Once again, **Small Cars** and **Medium SUVs** are among the most-listed 'other vehicles'. Use of **medium cars** are more prominently driven as an 'other vehicle" than a 'main vehicle' (20% vs. 17%). Similarly, the **second vehicle in the household is much more likely to be a utility** (16%) than a main vehicle (5%).

In terms of fuel types of other vehicles in the household, there have been no shifts from January to November 2024, with these vehicles most likely to be running on **unleaded** (73%) or **diesel** (20%).

Beside the one you mainly drive, what other vehicle types are currently in your household?



What fuel type do these other vehicles in your household currently use?



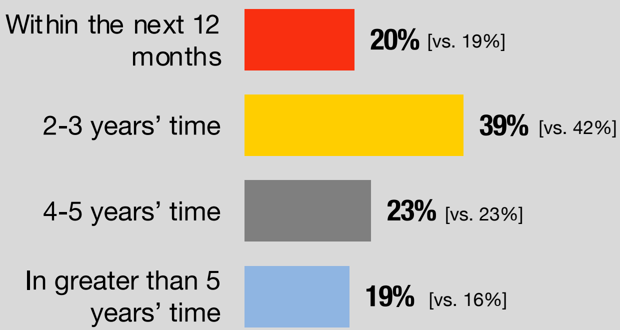
Q17. & Q18. Base: total respondents (n=2,000)

Replacing Vehicles In Future

Reviewing plans for replacing their household vehicle/s, and to what extent EVs might play a role in this…

Replacing Current Vehicle/s…

When do you plan on replacing the vehicle you mainly drive?



When replacing the vehicle/s in your household, is your intention to buy…?

	Brand New	Used
VEHICLE MAINLY DRIVEN	71%	29%
OTHER VEHICLES IN HOUSEHOLD	55%	45%

The timeline for vehicle replacement **has remained steady** between January and November 2024, with the majority remaining willing to replace their main vehicle within the next three years (59% in November vs. 61% in January).

As per previous waves, main vehicles are notionally going to be **replaced with a brand new** (rather than used) **vehicle** (71% new / 29% used), up slightly on January 2024 results (69% intended new).

When findings from both questions are taken together, it's interesting to note that consumer appetite for buying brand new vehicles hasn't diminished in spite of tightening economic conditions over the past couple of years.

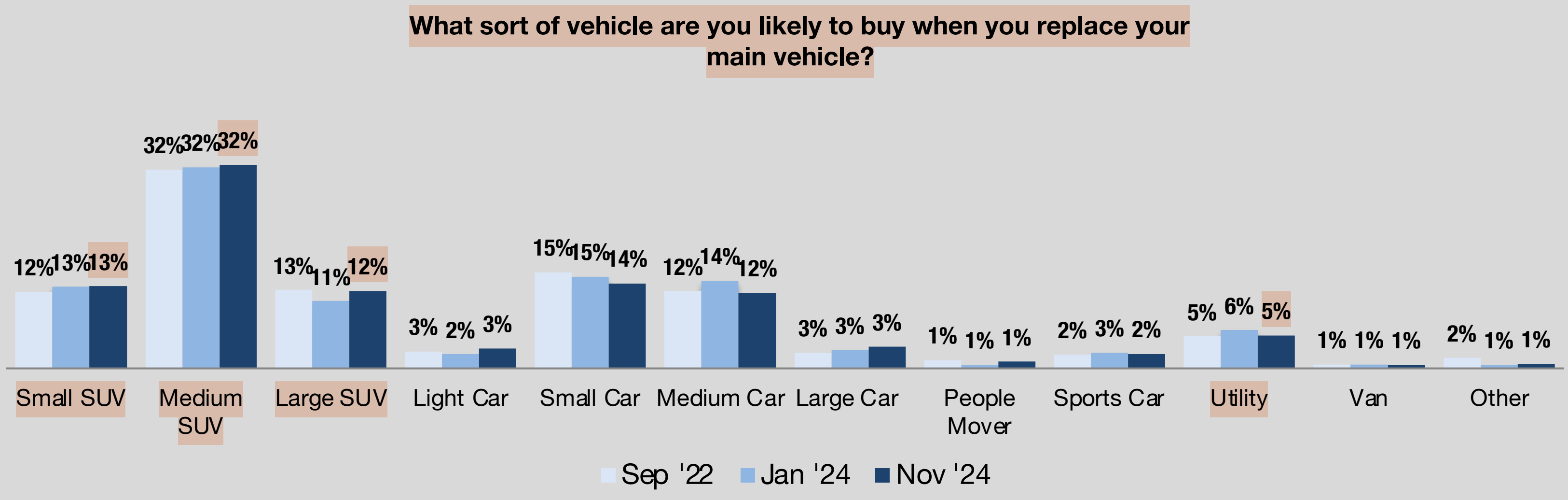
Q14. & Q19 Base: total respondents (n=2,000)

Results that are significantly higher (⬆) and lower (⬇) at the 95% confidence level between January and November 2024

Type Of Vehicle Intended Next…

Medium SUVs are the most sought-after vehicle type for the next main household vehicle (32%), followed by **small cars** (14%), **small SUVs** (13%) and **medium cars** (12%).

None of these vehicle types have grown or declined significantly in popularity since the first research wave in September 2022.

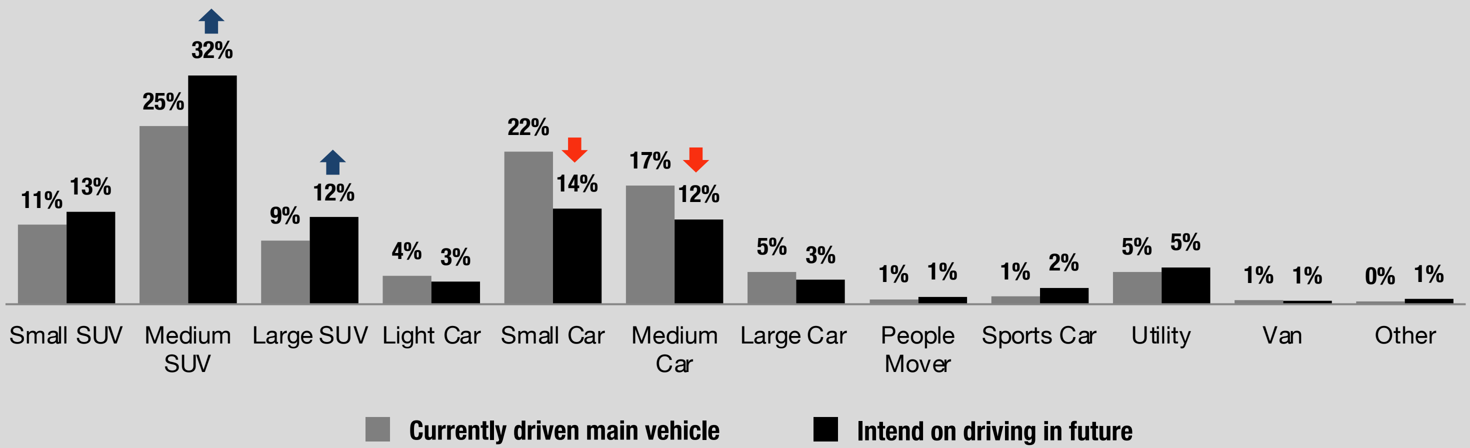


Q15. & Q17 Base: total respondents (n=2,000)

Main Vehicle | Current vs. Future…

Similarly to the last wave of research, we note that compared to what's being driven as a main household vehicle now, future purchase intentions indicate a trend **towards medium SUVs** (from 25% owned to 32% intended in future) **and large SUVs** (from 9% to 12%), and **away from small cars** (22% owned down to 14% intended) and **medium cars** (17% down to 12%).

What sort of vehicle are you likely to buy when you replace the vehicle/s in your household now?



Q15. & Q17 Base: total respondents (n=2,000)

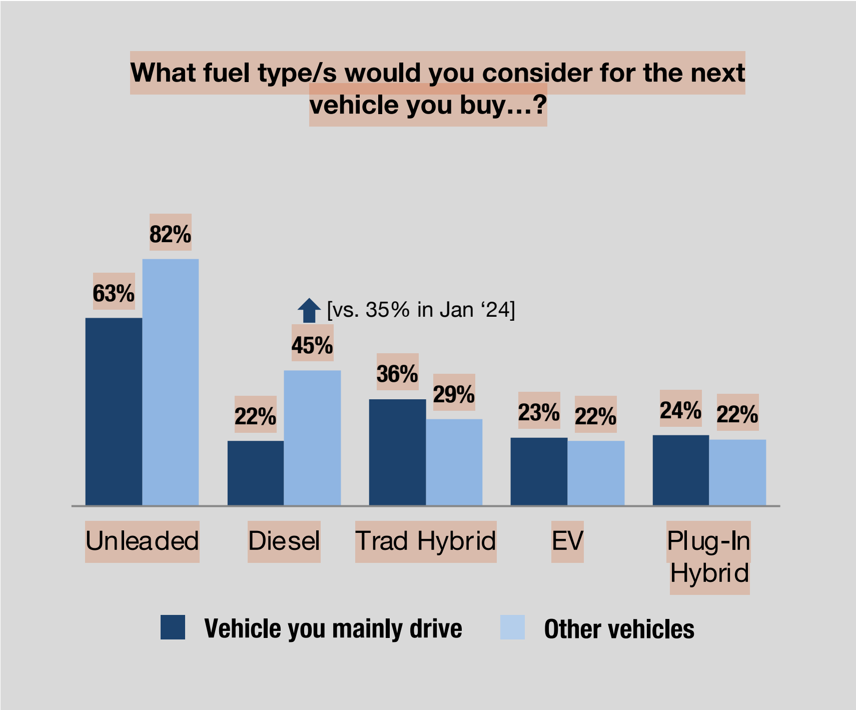
denotes vehicle types which are significantly more/less likely to be driven in future compared to driven now, at the 95% statistical confidence level

Overall Willingness To Buy An EV Next…

Once again, **unleaded engines** are most likely to be the expected 'next fuel types' for both the main vehicle driven (63%) and other vehicles to be replaced in the household (82%). This consideration of unleaded fuel has not shifted over time.

Around two in five are open to **traditional hybrid vehicles** for their next main vehicle (36%, stable from January), while just on one in four (24%) are open to a **plug-in hybrid**.

Consideration of EVs for a next main vehicle is at 23% of the market, which is **down slightly from January** (25%). Despite the softening, openness to EVs for a next main vehicle still sits above consideration of diesel engines (22%).

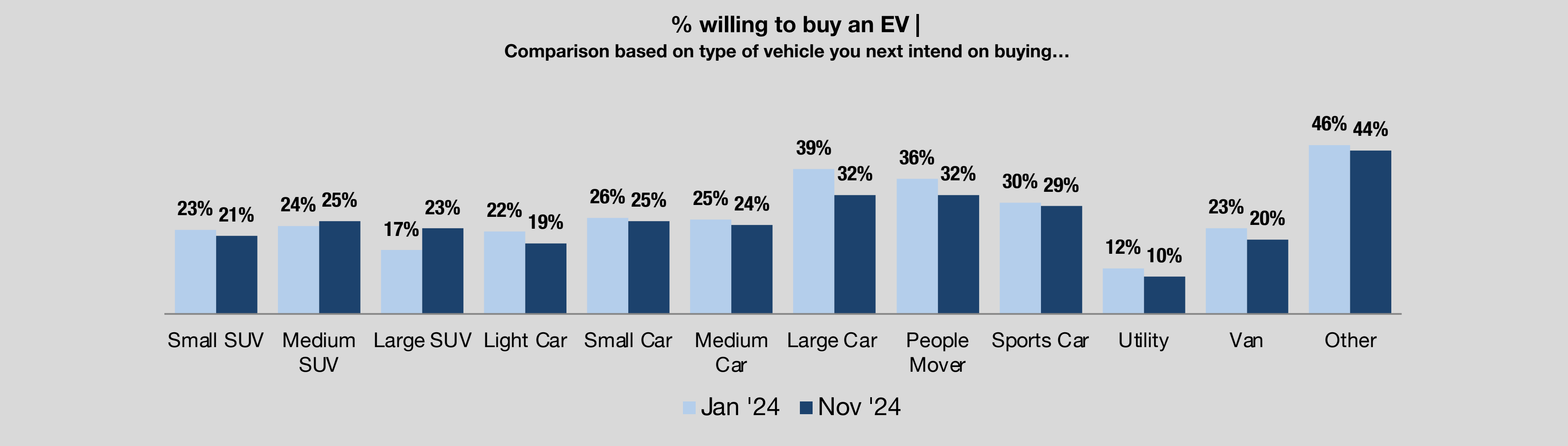


Q16. & Q20 Base: total respondents (n=2,000)

Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

Willingness To Buy EV | By Vehicle Type Intended

Most commonly, intention to consider an EV on the next main vehicle driven is higher when replacing a **large car**, **people mover** or **sports car**, and is again less prevalent when it comes to large SUVs and utes.
There have been no statistically significant shifts in openness to EVs by vehicle type intended next over time.

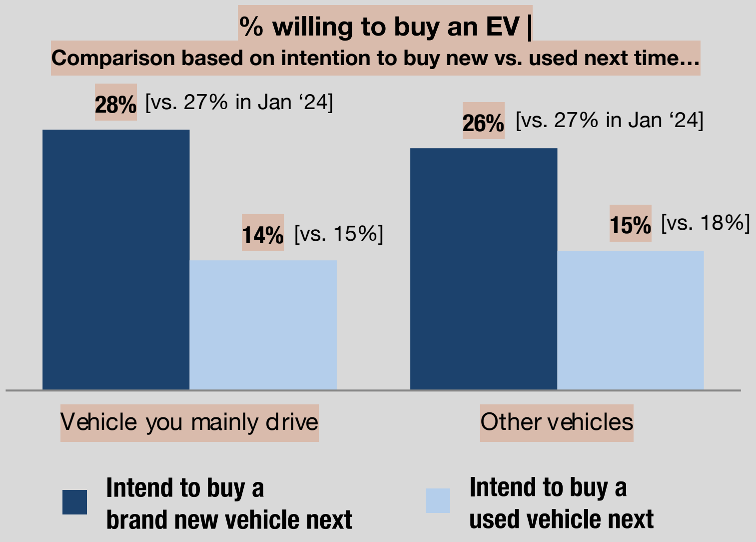


Q16. & Q20 Base: total respondents (n=2,000)

Willingness To Buy EV | By Intention For New vs. Used

Those who are likely to replace either their main vehicle or another household vehicle **with a brand new vehicle** are again more likely to be considering an EV than those who are looking to replace **with a used vehicle.**

We've **noticed a slight but not significant softening** (mostly of around 1% in magnitude) of openness to EVs across all different next vehicle profiles from January to November 2024.



Q16. & Q20 Base: total respondents (n=2,000)

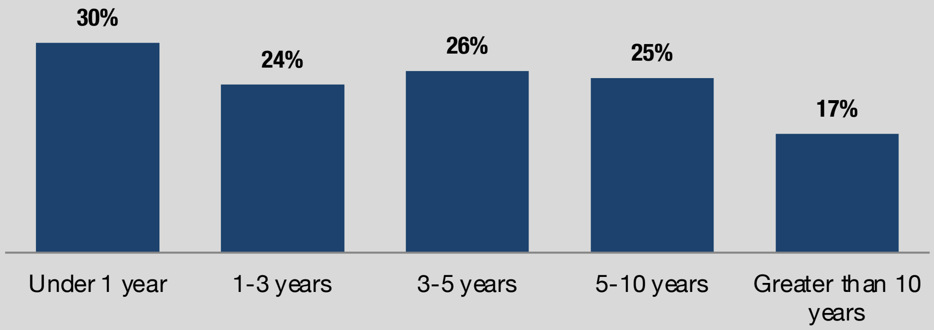
Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

Willingness To Buy EV | By Age Of Current Vehicle

Willingness to buy an EV on the next main vehicle purchase remains slightly **higher among those whose current vehicle is newer** (30% of those with a vehicle under 1 year old are willing to buy an EV when they next replace this vehicle).

Openness to EVs drops off to just 17% among those who are currently driving a vehicle greater than 10 years old.

% willing to buy an EV |
Comparison based on age of current vehicle…



Q16. & Q20 Base: total respondents (n=2,000)

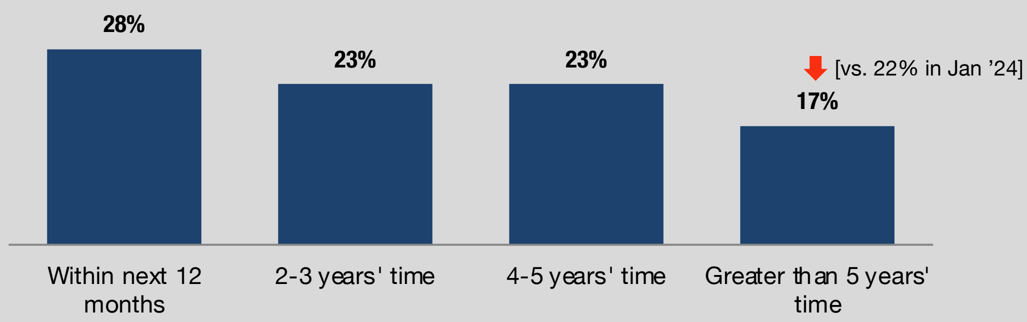
Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

Willingness To Buy EV | By Timeline For Replacement

Linked to the findings on the previous slide, we've once again determined that **EVs are more likely to be in the consideration set of those who are after a new vehicle in the short term** compared to those with a longer-term replacement timeline.

Openness to EVs among those replacing their main vehicle **within the next 12 months** is at 28%, and this drops to 17% among those who are replacing their main vehicle **in greater than 5 years' time.**

% willing to buy an EV |
Comparison based on timeframe for replacing your main vehicle…



Q16. & Q20 Base: total respondents (n=2,000)

Results that are significantly higher (↑) and lower (↓) at the 95% confidence level between January & November 2024

Observations | Replacing Vehicles…

CURRENT + FUTURE PROFILES REMAIN STEADY

After some shifts between 2022 and January 2024, the **profile of current vehicles driven and intended next has stabilised** over the past 12 months.

THE TREND TOWARDS MEDIUM SUVs LOOKS SET TO CONTINUE

The biggest gap between current vehicles driven and future vehicles considered is an increased propensity for **Medium SUVs**. It suggests that EV sales will be influenced by new and competitive options available in this segment

SOFTENING IN CONSIDERATION OF EVs…

After some growth between 2022 (21%) and January 2024 (25%), consideration of an EV for the next vehicle purchase in the household **has softened in the November 2024 wave** (23%).

CONSIDERATION OF EVs IS MORE THE DOMAIN OF NEW CAR INTENDERS

Openness to EVs for a future vehicle type is much more prevalent among **those who are likely to buy a brand new vehicle** (main or other). It suggests some possible negative impacts on demand in the used EV market moving forward.

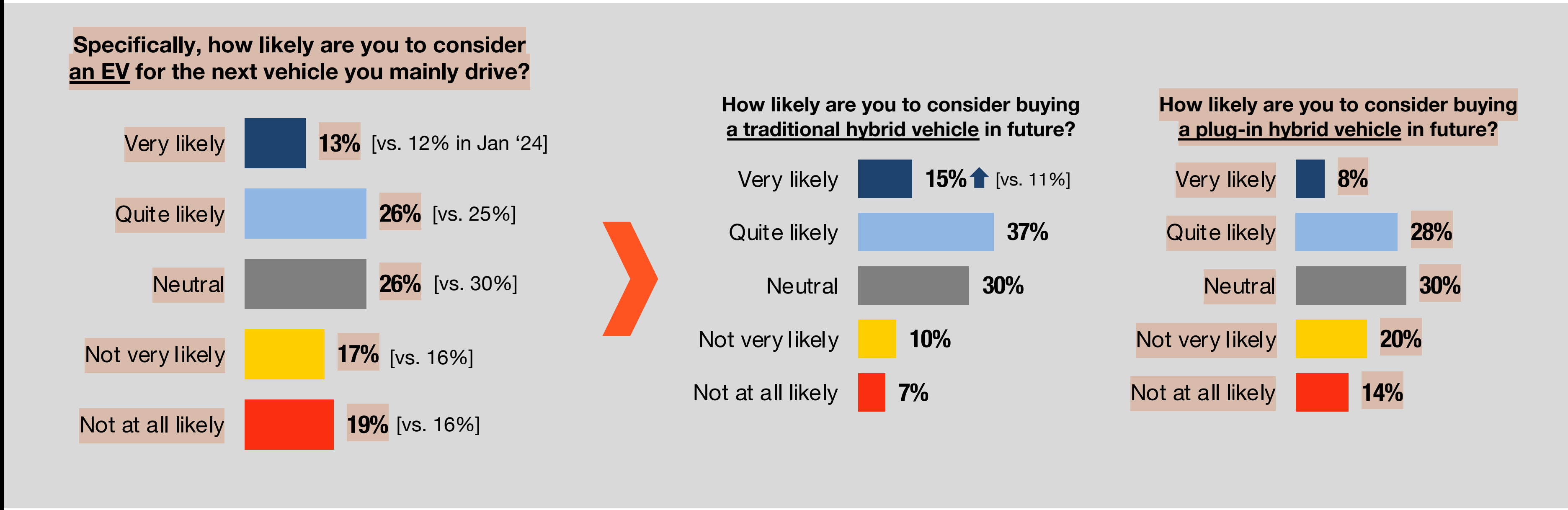
EVs ARE ALSO FOR MORE NEAR-TERM INTENDERS

Where once EV consideration was for those thinking of replacing their main vehicle in greater than 5 years' time, this has changed significantly. Now, it's **those who are looking to buy in the coming 12 months** who are most open to considering an EV.

Focus On EVs

Specific feedback on drivers/barriers to EVs and the status quo of beliefs around EVs…

Consideration Of Hybrid & Electric



Consideration of an EV for the next vehicle they mainly drive **has remained steady** in the Australian market since 2022. 39% now say they're very or quite likely to consider buying an EV, which is **about the same as the September 2022 result** (38%).

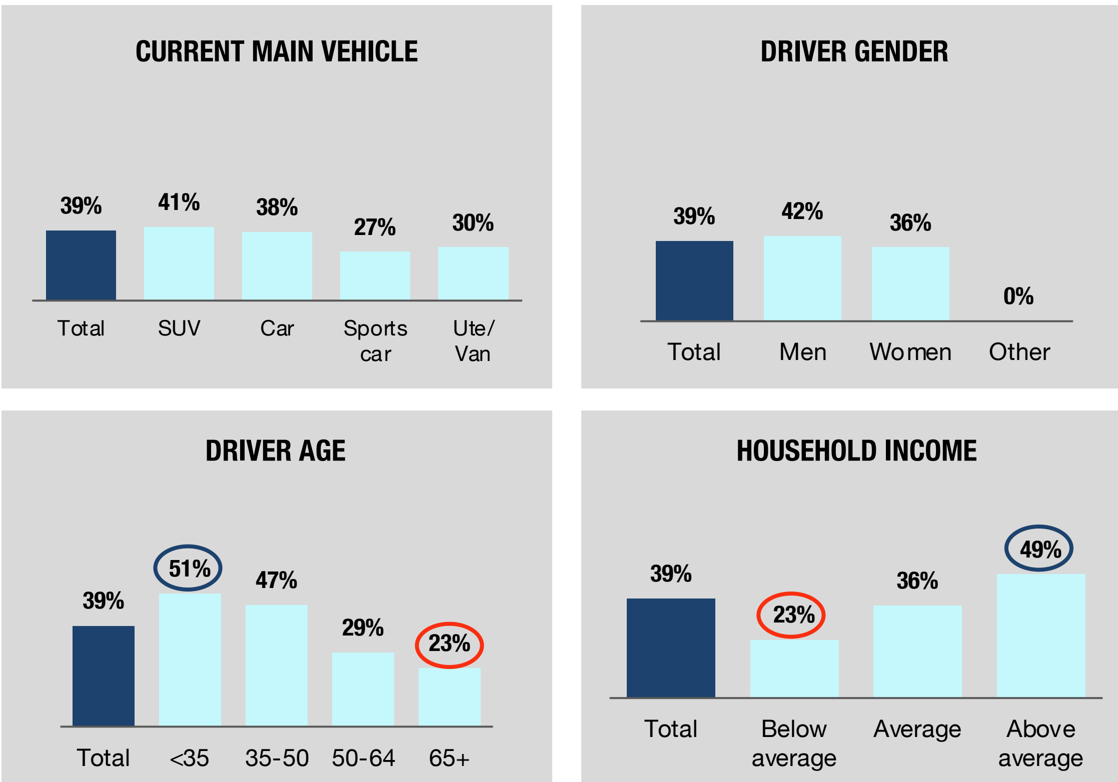
Openness to a traditional hybrid is higher (52%, up from 49% in January 2024), while consideration of **plug-in hybrids** is at 36% (just below the level of consideration of an EV).

Q21. & Q24. Base: total respondents (n=2,000)

Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

Profiling | Consideration Of Electric Vehicles

% ARE VERY/QUITE LIKELY TO CONSIDER AN EV IN FUTURE



Men, **higher income households** and **younger drivers** (aged under 50 years) remain more likely than their respective comparison demographics of women, lower-income households and older drivers to be open to considering an EV.

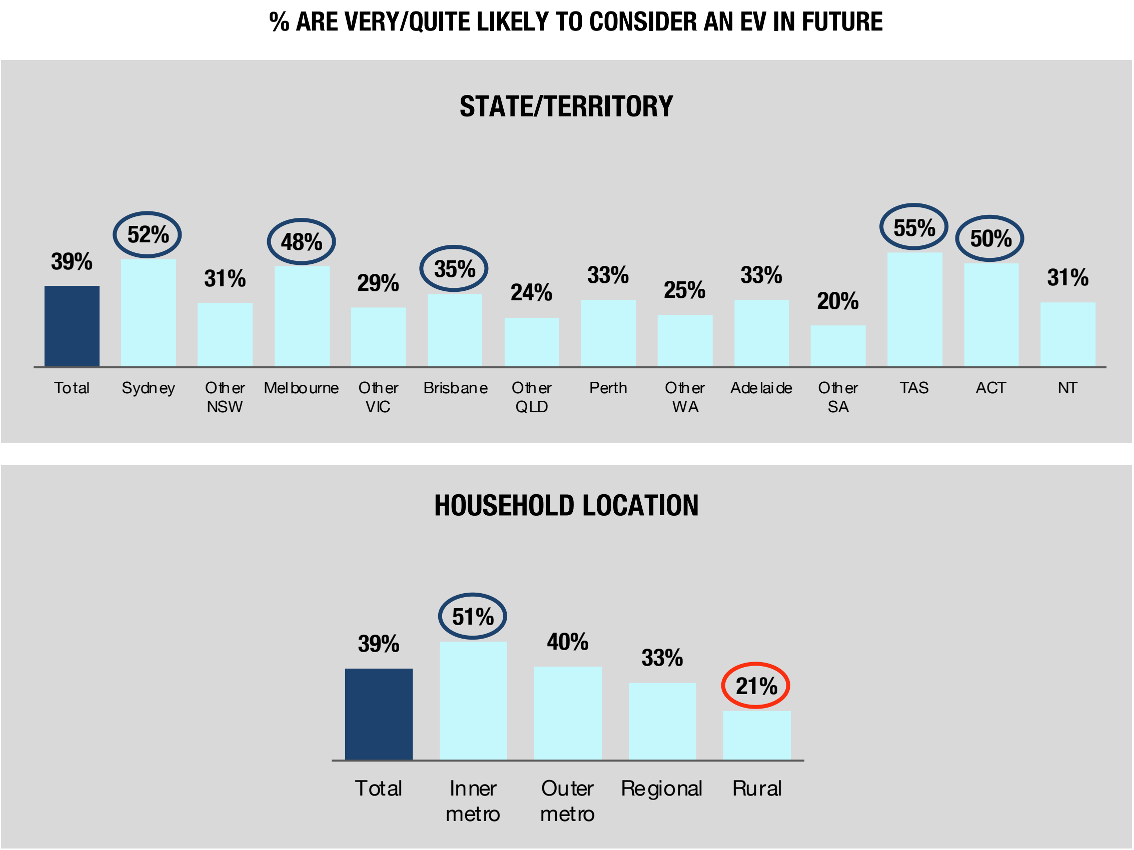
After some increases in consideration between 2022 and January 2024 (among 65+ year-olds and those who currently drive a sports car), we've seen a reversion to figures more reflective of 2022 data.

It suggests that there's simply been no significant growth in willingness to buy an EV over the past couple of years among any cohort.

Q21. Base: respondents who are very/quite likely to consider an EV in future (n=1,030)

denotes results which are significantly higher/lower than comparative sub-groups at the 95% confidence level

Profiling | Consideration Of Electric Vehicles



In almost all cases, **consideration of EVs within states is always stronger among residents of the State/Territory capital city** than those in **regional areas.**

Specifically, consideration of EVs remains highest among those in **Sydney**, **Melbourne**, **Tasmania** and the **ACT**.

When we map current household location by regions/metro areas, we see consideration **at its highest in inner-metropolitan areas** (51%, up from 47% in January 2024) and at its lowest among those in **rural** (21%) or **regional** (33%) areas.

Q21. Base: respondents who are very/quite likely to consider an EV in future (n=1,030)

denotes results which are significantly higher/lower than comparative sub-groups at the 95% confidence level

Drivers Of Considering An EV…

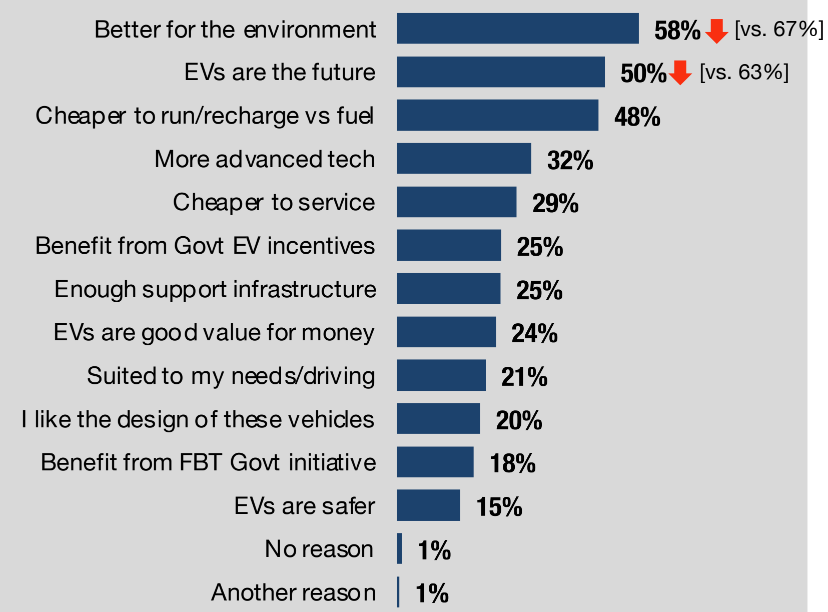
The most common reasons for being open to considering an electric vehicle continues to include being **better for the environment** (58%) and representing an inevitable **step into the future** (50%).

However, belief in each of these attributes has dropped significantly between January and November 2024, indicating that they may not be such clear drawcards in context of a more price-sensitive consumer environment.

Consumers note that EVs are **cheaper to run and maintain** (48%), with a maintained sense of representing strong value from a total cost of ownership pint of view.

As was the case last time, the draw of **Government benefits/incentives** remain relatively low (18% recall the FBT initiatives and 25% more general Government incentives for buying an EV).

Why is it that you're likely to consider buying an electric vehicle in future?



Q23. Base: those who are likely to buy an EV in future (n=1,030)

Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

Barriers To Considering An EV…

The most common reason for being unlikely to consider an electric vehicle remains a concern around **them costing too much** (55%). However, compared to September 2022 results (62%), this concern has dropped substantially. It indicates that price is less singularly a barrier.

Other perceived barriers include charging infrastructure – 49% say there's **not enough charging stations/infrastructure generally**, while 44% are concerned that they **don't have the right setup at home** to charge their vehicle.

Compared to January, we've seen significant growth in concern about the **costs of EV repairs** and concerns around **poor resale values** for EVs in future.

It's interesting to note that **the overall sense of potential value on offer from buying an EV** (to help justify an increased sales price) is eroding slightly over time. This may well be putting a handbrake on overall consideration of EVs.

Q22. Base: those who are unlikely to buy/unsure about buying an EV in future (n=970)

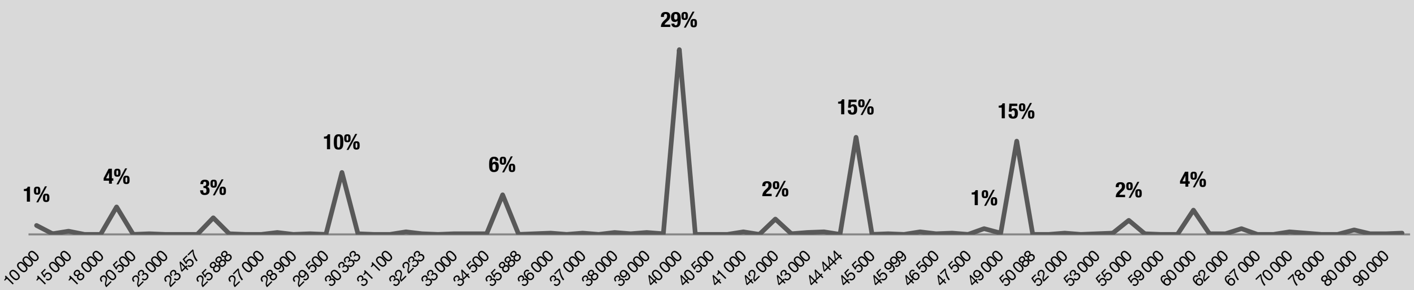
Results that are significantly higher ( ) and lower ( ) at the 95% confidence level between January & November 2024

EV Price Point…

We again posed a hypothetical for respondents whereby a petrol vehicle priced at $40k could be made available in an EV variant - we asked them how much they'd be prepared to pay for an EV variant of that same vehicle. 4.5% said they'd pay 'nothing' (which is consistent with both previous waves).

Overall, 44% (down from 47% in January) **are willing to pay more for an EV than a petrol variant –** 15% would be willing to pay $5k more and 15% would pay $10k more. On balance, the overall average price drivers are willing to pay is **$42,400** (which represents a 6% price premium). This **price premium has declined from 8% in January 2024**, reinforcing the notion that consumers are increasingly unsure about the return on investment for EVs (and whether paying more is justified in the long-term)

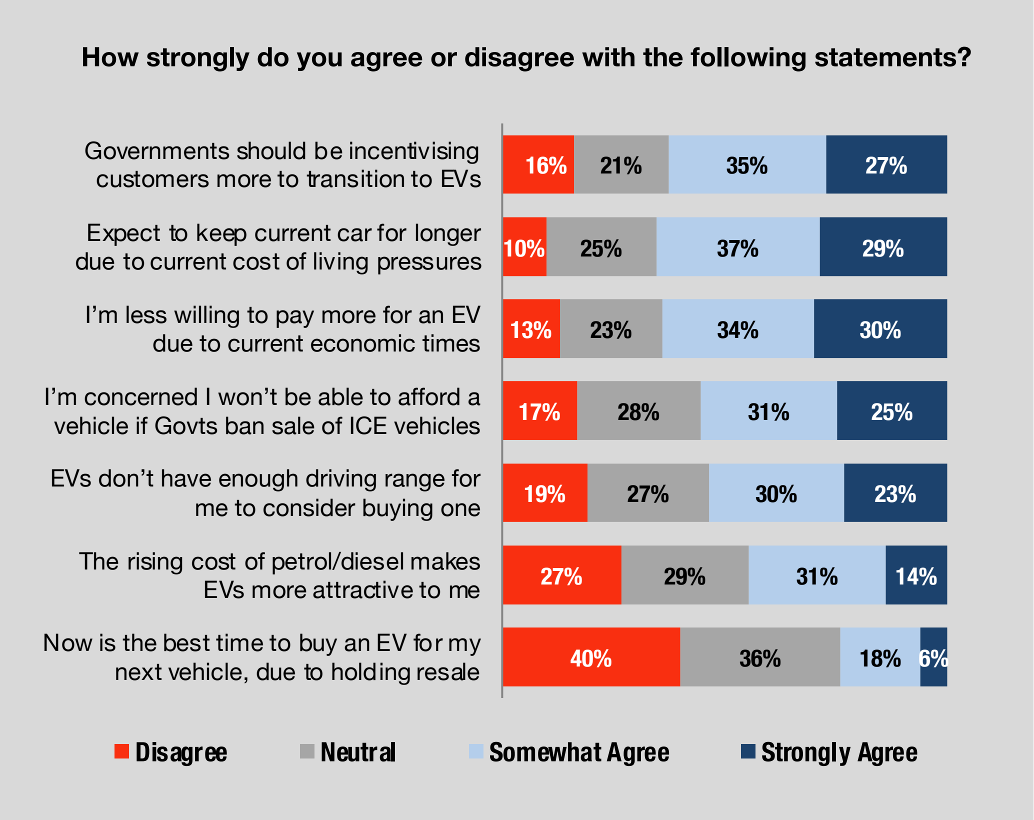
Imagine you were in the market for a petrol vehicle that is available for $40,000. What price would you be prepared to pay for an electric version of this same vehicle?



Ave. price	**$42,400**
% would pay more than $40k	**44%**
% would pay $40k	**29%**
% would pay less than $40k	**27%**

Q25. Base: total respondents (n=2,000)

Attitudes To EVs



The overall mood towards EVs has slightly dampened over the past two waves.

Australian drivers generally remain in solid **support for the idea of Government incentivisation for customers transitioning to EVs** (62% agree, although agreement has slipped significantly from September 2022 findings (71%).

Declining proportions also suggest that **buying an EV is made more attractive due to rising costs of petrol/diesel** (45%, down from 51% in January 2024).

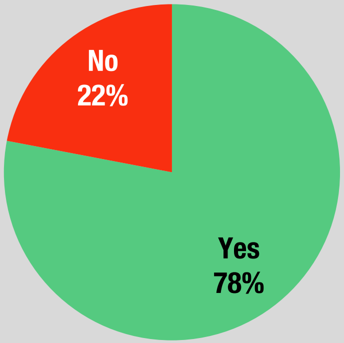
A similar proportion to 2022 figures (62%) agree that **the current economic times make them less willing to pay more for an EV** (64%).

From this, we can infer that it's not just the broader economic climate impacting openness to considering an EV. Rather, it's the combination of factors underlining the notion of overall value for money which appear to be playing a key role in keeping a lid on purchase intention.

Q26. Base: total respondents (n=2,000)

Support For A Fuel Efficiency Standard (FES)

The Federal Government is considering the introduction of a new FES for all new vehicles sold in Australia. Are you in support of this idea?



After providing a brief description of what the upcoming launch of the new Australian Government FES might entail, we asked whether the market is generally in support or against the idea.

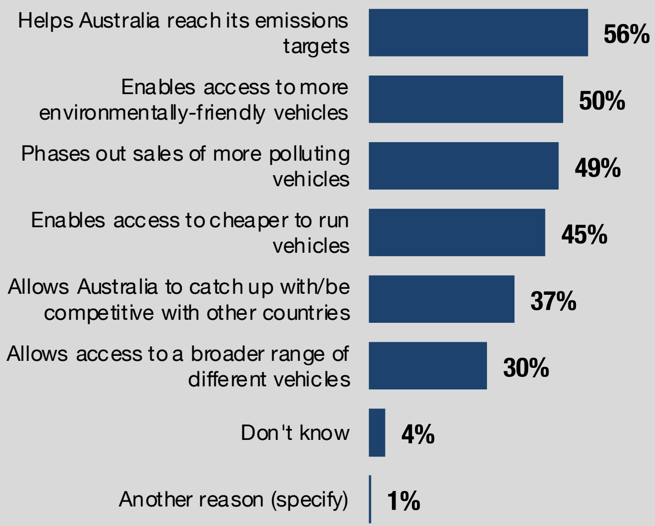
On principal, **78% are supportive of the idea of an FES for all new vehicles sold in Australia**, with 22% unsupportive. This level of support remains steady from January (when the idea was being discussed) – 75%.

Q29. Base: total respondents (n=2,000)

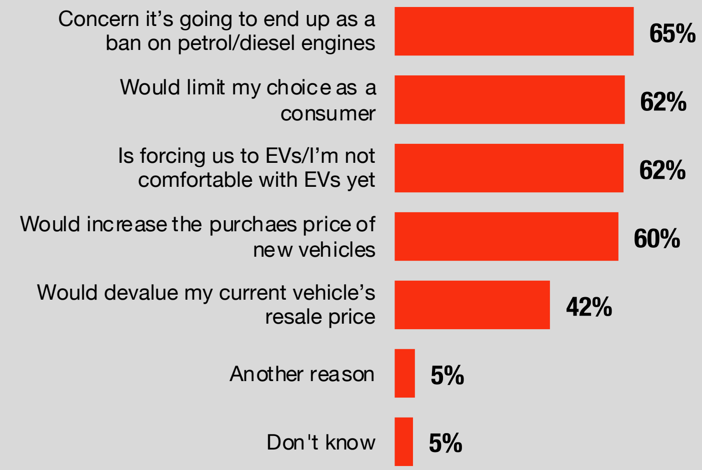
Reasons For/Against Supporting A FES

The primary drivers of notional support for an FES is the idea that such a move would **help Australia to reach its emissions targets**, and enable **access to more environmentally-friendly vehicles**. Those who don't support a FES hold concerns that it's going to **lead to an eventual ban on ICE vehicles**, that it's **forcing them into an EV** (when they're not ready) and that it would **limit their choice** as a consumer. None of these drivers or barriers to support have changed significantly from January 2024 to now.

Why is it that you're in support of a FES?



Why is it that you're not in support of a FES?

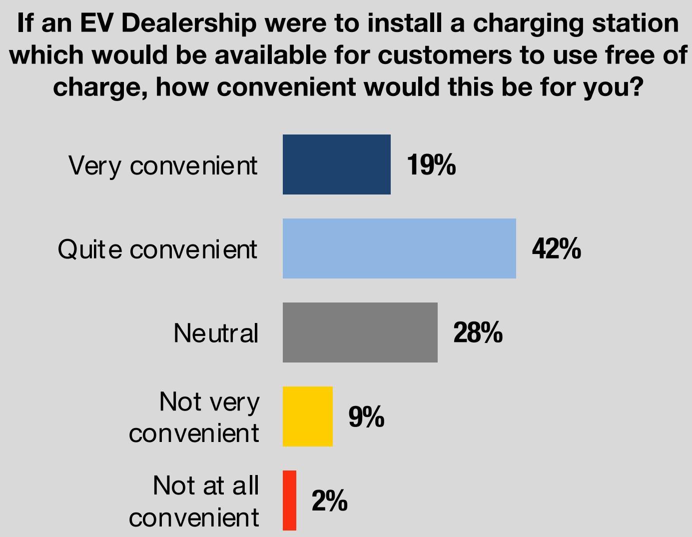


Q30. Base: those in support of a FES (n=1,597)
Q31. Base: those not in support of a FES (n=403)

EV Dealership Charging Stations

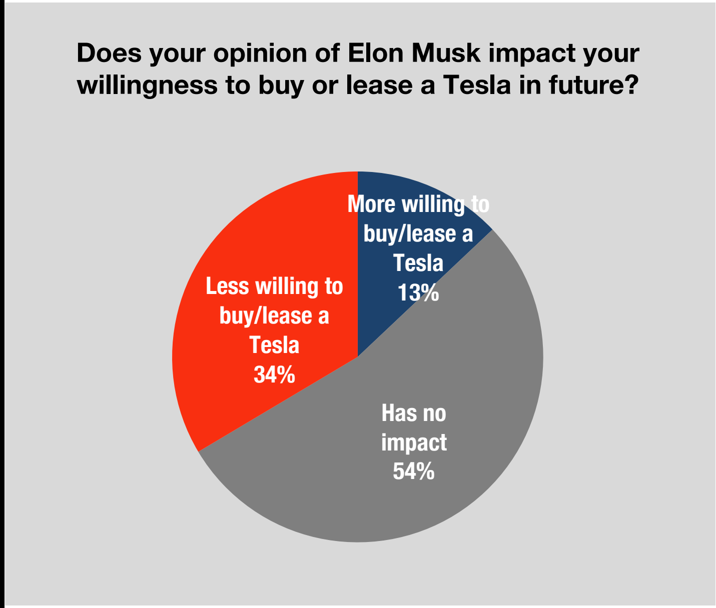
Among those who are open to buying an EV or plug-in hybrid for their next main vehicle, we sought to understand how convenient the offer of their dealership installing a charging station and allowing customers to utilise it at no cost would be.

Overall, just over three in five (61%) would find this convenient, indicating that this may be a solid opportunity to drive uptake or interest in EVs from a dealer standpoint.



Q28. Base: those open to buying an EV or Plug-In Hybrid for their next main vehicle (n=2,000)

Elon Musk & Tesla



This wave, we sought insight into whether drivers' personal views of Elon Musk have impacted their desire to buy or lease a Tesla-branded vehicle.

Overall, **Elon's reputation is having a nett negative effect of -21%** on consideration of a Tesla (34% are less likely to consider one vs. 13% being more likely to consider one).

Just over half of all drivers (54%) say that his reputation has no impact on their consideration of leasing/buying a Tesla-branded vehicle.

Q32. Base: total respondents (n=2,000)

Observations | EV Focus…

GENERAL OPENNESS TO EVs IS STAGNANT

39% are now open to considering an EV specifically for their next vehicle, which is **reflective of 2022 data** (38%).

The growth in intention we might have expected is yet to materialise.

GREATER QUESTIONING OF ROI FOR EVs

Compared to January 2024, **concern around EV resale value and costs of repair has grown** significantly.
It suggests that more consumers are questioning the total cost of ownership for EVs.

EVs COMMANDING A LOWER ACCESPTED PRICE PREMIUM

In January, consumers indicated a willingness to pay an 8% price premium for an EV over an equivalent ICE vehicle. **This has dropped to 6%** in November, further implying a sense of lacking value for money overall.

CONSIDERATION OF TRADITIONAL HYBRID SITS ABOVE PURE EV

Perhaps an indication of consumer wariness to completely let go of traditional ICE vehicles, **consideration of traditional hybrid vehicles** (52%) remains higher than consideration of EVs (39%).

Appendix: Sample Profile

Demographic profile of sample

Demographic Profile Of Sample

AGE	n=	%
17-29	374	19%
30-39	380	19%
40-49	358	18%
50-59	335	17%
60+	553	28%

GENDER	n=	%
Male	989	49%
Female	1010	51%
Other	1	0%

LIFE STAGE	n=	%
Single	531	27%
Couples, no kids	247	12%
Young Families	383	19%
Middle Families	178	9%
Mature Families	342	17%
Empty Nesters	319	16%

HOUSEHOLD LOCATION	n=	%
Within 10km of CBD	564	28%
Metro >10km from CBD	784	39%
Regional	352	18%
Rural	300	15%

Demographic Profile Of Sample

HOUSEHOLD LOCATION	n=	%
Sydney	411	21%
Other NSW	211	11%
Melbourne	385	19%
Other VIC	126	6%
Brisbane	205	10%
Other QLD	206	10%
Perth	160	8%
Other WA	40	2%
Adelaide	120	6%
Other SA	40	2%
TAS	40	2%
ACT	40	2%
NT	16	1%

HOUSEHOLD INCOME	n=	%
Less than $20 000	37	2%
$20 000 - $39 999	158	8%
$40 000 - $59 999	213	11%
$60 000 - $79 999	218	11%
$80 000 - $99 999	224	11%
$100 000 - $124,999	265	13%
$125,000 - $149,999	247	12%
$150,000 - $199,999	282	14%
$200,000+	232	12%
Don’t know	17	1%
Prefer not to say	107	5%