

Friday, 7 April 2017

Tesla more valuable than GM or Ford – and the majority of Australians are on-board

A seminal moment for the global automotive industry was reached this week when pioneering tech-heavy electric car-maker Tesla (which sold just under 80,000 cars globally in 2016) became America's most valuable car company by market capitalisation.

And a snap poll by Roy Morgan Research reveals why.

A majority of Australians (63%) would pay more for a 'Zero Emissions' car like Tesla, including 100% of 18-24yr olds and 72% of 25-34yr olds.

Tesla's market cap topped \$52 billion USD compared to General Motors (\$49.6 billion USD – 10 million cars sold) and Ford (\$44.9 billion – 6.5 million cars sold) this week, and according to Roy Morgan CEO Michele Levine it had nothing to do with April Fools' Day. "Really."

The results were consistent around Australia with significant majorities in all Australian States – both regionally (62%) and in capital cities (62%), and both genders – women (65%) and men (61%) saying they were willing to pay more for a 'Zero Emissions' car.

Michele Levine believes the results reveal that the high valuation Tesla is borne out by the attitudes of Australians.

"There is a significant appetite to move towards zero emissions in Australia.

"The continuing call by Australians – 17% of whom cite Climate Change/ Global Warming as the largest problem facing the World – more than double any other single issue – reveals that the drive towards electric cars like Tesla will continue to strengthen."

Finding No. 7208 – This special Roy Morgan Snap SMS Poll was conducted in mid-March (March 17, 2017) in conjunction with the Roy Morgan State of the Nation Report 27 – Focus on Australia's Automotive Industry with a cross-section of 1,004 Australians aged 18+. Respondents were asked: "How much more would you pay for a car which produces zero emissions?"

Roy Morgan Snap SMS Poll: Would you pay more for a car with zero emissions?*

Australians 18+*: Yes (63%) cf. no (37%).

Analysis by Gender*

- Men: Yes (61%) cf. no (39%).
- Women: Yes (65%) cf. no (35%);

Analysis by Age*

- 18-24yr olds: Yes (100%) cf. no (0%);
- 25-34yr olds: Yes (72%) cf. no (28%);
- 35-49yr olds: Yes (61%) cf. no (39%);
- 50-64yr olds: Yes (59%) cf. no (41%);
- 65+yr olds: Yes (51%) cf. no (49%).

Analysis by State*

- New South Wales: Yes (71%) cf. no (29%);
- Victoria: Yes (62%) cf. no (38%);
- Queensland: Yes (57%) cf. no (43%);
- Western Australia: Yes (51%) cf. no (49%);
- South Australia: Yes (57%) cf. no (43%);
- Tasmania: Yes (62%) cf. no (38%).

Analysis by Capital City/ Country Regions*

- Capital City: Yes (62%) cf. no (38%);
- Country: Yes (62%) cf. no (38%).

Analysis by Socio-Economic Status*

- AB: Yes (69%) cf. no (31%);
- C: Yes (64%) cf. no (36%);
- D: Yes (58%) cf. no (42%);
- E: Yes (53%) cf. no (47%);
- FG: Yes (47%) cf. no (53%).

*Further detail provided in tables below.

Finding No. 7208 – This special Roy Morgan Snap SMS Poll was conducted in mid-March (March 17, 2017) in conjunction with the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry with a cross-section of 1,004 Australians aged 18+. Respondents were asked: “How much more would you pay for a car which produces zero emissions?”

Results analysed by Roy Morgan Helix Personas are available on a subscription basis.
www.HelixPersonas.com.au.

[Click here](#) to see the key findings of the Roy Morgan State of the Nation Report 27 – Focus on Australia’s Automotive Industry.

For further information:

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Question:

Australians were asked: "How much more would you pay for a car which produces zero emissions?" (March 17, 2017):

	Total	Gender		Age				
		Men	Women	18-24	25-34	35-49	50-64	65+
	%	%	%	%	%	%	%	%
0-5%	17	17	17	21	17	17	17	15
6-10%	25	21	29	8	26	27	26	22
11-20%	12	13	11	27	15	10	10	11
20+%	9	10	8	44	14	7	6	3
Total more	63	61	65	100	72	61	59	51
No more	37	39	35	0	28	39	41	49
Total	100	100	100	100	100	100	100	100

	Total	State						Region	
		NSW	VIC	QLD	WA	SA	TAS	City	Country
	%	%	%	%	%	%	%	%	%
0-5%	17	17	14	21	9	20	24	15	19
6-10%	25	31	22	24	25	15	24	24	27
11-20%	12	13	15	5	12	14	10	12	10
20+%	9	10	11	7	5	8	4	11	6
Total more	63	71	62	57	51	57	62	62	62
No more	37	29	38	43	49	43	38	38	38
Total	100	100	100	100	100	100	100	100	100

	Total	Socio-Economic Quintile				
		AB	C	D	E	FG
	%	%	%	%	%	%
0-5%	17	16	17	18	19	11
6-10%	25	26	31	22	18	16
11-20%	12	16	6	13	10	15
20+%	9	11	10	5	6	5
Total more	63	69	64	58	53	47
No more	37	31	36	42	47	53
Total	100	100	100	100	100	100

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)