



**To:** Interested Parties  
**From:** Andrew Claster  
**Re:** Electric Vehicle Survey  
**Date:** August 24, 2018

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### Summary

- Drivers and vehicle owners have heard a 'great deal' about electric vehicles (68%), especially in Delhi (81%).
- Drivers and vehicle owners are 'very likely' to consider purchasing an electric vehicle (66%), especially in Delhi (77%).
- By a wide margin, drivers and vehicle owners say that 'reducing air pollution' (87%) is the best reason to purchase an electric vehicle, not because they will 'never pay for petrol or diesel again' (12%).
- Drivers and vehicle owners say that the cost of purchasing an electric vehicle is higher (58%) than the cost of purchasing a traditional petrol or diesel vehicle (32%). This is especially true in Delhi where 73% say the cost of purchasing an electric vehicle is higher and least true in Kolkata where 51% say the cost of purchasing an electric vehicle is higher.
- Drivers and vehicle owners say that the cost per kilometer to drive an electric vehicle is less than the cost of a petrol or diesel vehicle (53%).
- Drivers and vehicle owners don't know whether the annual maintenance and service costs for electric vehicles are higher (44%) or lower (46%) than a petrol or diesel vehicle.
- Drivers and vehicle owners say that electric vehicles have a longer usable life (68%) than petrol or diesel vehicles (24%).
- Drivers and vehicle owners say they are 'much more likely' to consider purchasing an electric vehicle after learning that 'electric vehicles reduce air pollution through zero on-road emissions' (72%) and after learning that 'recharging and driving an electric vehicle costs less per kilometer than fueling and driving a petrol or diesel vehicle' (71%).
- Drivers and vehicle owners are 'very concerned' (74%) about the cost of petrol or diesel fuel. The proportion who are 'very concerned' is highest in Delhi (79%) and lowest in Hyderabad (69%) and among 18-24 year-olds (67%). The proportion who are 'very concerned' is roughly equal among 4-wheel drivers (77%) and 2-wheel drivers (75%).
- Drivers and vehicle owners are even more concerned about air quality than they are about the cost of petrol or diesel fuel. 81% are 'very concerned' about the air they breathe compared with 74% who are 'very concerned' about the cost of petrol or diesel fuel. Drivers and vehicle owners in every category (urban, rural, young, middle-aged, 2-wheel, 4-wheel) are more concerned about the air they breathe than they are about the cost of petrol or diesel fuel.
- Most drivers and vehicle owners are personally affected by poor air quality. 76% say 'my neighbors, nearby family, friends and I suffer from poor air quality every day' (39%) or 'I am slowly starting to feel the effects of poor air quality (37%)'. In Delhi, 91% say 'my neighbors, nearby family, friends and I suffer from poor air quality every day' (60%) or 'I am slowly starting to feel the effects of poor air quality (31%)'.
- The most common symptoms are 'shortness of breath, trouble breathing' (55%), headaches (51%) and coughing (51%). These symptoms are more common in Delhi and urban areas and less common among 18-24 year-olds and in rural areas.
- 75% of drivers and vehicle owners say that the government should set a target that at least 50% of all 2, 3 and 4 wheel vehicles should be electric by 2030.

- Drivers and owners of 2 wheel vehicles and 4 wheel vehicles agree that the government should prioritize 4 wheel electric vehicles first and 2 wheel electric vehicles second. 83% of all drivers and vehicle owners say that the government should prioritize 4 wheel electric vehicles, 60% say the government should prioritize 2 wheel electric vehicles and 32% say the government should prioritize 3 wheel electric vehicles.
- The biggest objections to electric vehicles are:
  - o Electric vehicles do not have enough charging stations or other infrastructure near where I need it (59%)
  - o Electric vehicles do not have enough driving range (46%)
  - o Electric vehicles are too new and they haven't worked out all the problems yet (32%)
  - o Electric vehicles take too long to recharge (31%)
  - o Electric vehicles aren't available with all the same features and styles as traditional petrol or diesel vehicles (26%)
  - o Electric vehicles are too expensive, especially considering their limited driving range (25%)
  - o I don't know enough about electric vehicles, including cost, performance, safety and maintenance (24%)
  - o Electric vehicles cost too much to recharge (17%)
- 49% of drivers and vehicle owners say they would pay more for an electric vehicle than a petrol or diesel vehicle IF the total cost over the life of the electric vehicle were the same or lower than a petrol or diesel vehicle. 35% say they would pay a premium for an electric vehicle because it's better for the environment and the air we breathe while 15% are not interested in owning or purchasing an electric vehicle.
- 59% of drivers and vehicle owners would pay at least 11% more for an electric vehicle than a petrol or diesel vehicle.

## Results

**How much have you seen or heard about electric vehicles? Electric vehicles include cars, buses, auto-rickshaws, taxis, motorcycles or scooters that are plugged in to an electrical charger for energy and run on battery packs.**

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Great deal</b>	68%	68%	65%	69%	81%	69%	64%	60%	65%	61%	60%	75%	71%	57%	75%	66%
<b>Fair amount</b>	25%	25%	21%	25%	15%	24%	32%	33%	26%	28%	27%	20%	23%	36%	21%	26%
<b>Not very much</b>	5%	5%	9%	5%	2%	5%	3%	4%	5%	9%	9%	4%	4%	4%	3%	6%
<b>Never seen or heard anything</b>	2%	2%	5%	2%	1%	1%	0%	3%	5%	3%	5%	1%	2%	3%	1%	2%

If you were looking to purchase a 2-wheel, 3-wheel or 4-wheel motorized vehicle, how likely would you be to consider purchasing an electric vehicle instead of a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Very likely</b>	66%	66%	66%	68%	77%	67%	67%	62%	65%	60%	56%	71%	72%	58%	72%	65%
<b>Somewhat likely</b>	28%	29%	24%	27%	20%	28%	30%	30%	31%	30%	34%	23%	24%	35%	24%	29%
<b>Not very likely</b>	4%	4%	7%	4%	2%	3%	2%	6%	2%	8%	6%	4%	3%	5%	3%	4%
<b>Not at all likely</b>	2%	2%	3%	2%	1%	2%	0%	2%	2%	3%	4%	2%	1%	1%	0%	2%

What do you think is the best reason to purchase an electric vehicle instead of a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Reduce air pollution</b>	87%	88%	80%	87%	92%	90%	84%	86%	78%	87%	83%	88%	88%	89%	89%	86%
<b>Never pay for petrol or diesel again</b>	12%	11%	18%	12%	8%	10%	15%	13%	21%	13%	16%	11%	11%	10%	11%	13%

Do you think purchasing an electric vehicle is more or less expensive than purchasing a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Purchasing an electric vehicle is more expensive</b>	58%	58%	62%	60%	73%	61%	58%	51%	56%	59%	52%	63%	60%	56%	64%	54%
<b>Purchasing an electric vehicle is less expensive</b>	32%	33%	28%	32%	24%	29%	36%	37%	37%	31%	33%	32%	33%	32%	31%	37%
<b>Don't know</b>	10%	9%	10%	8%	3%	9%	6%	12%	7%	9%	15%	5%	7%	11%	6%	9%

Do you think the cost per kilometer to drive an electric vehicle is higher or lower than a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Electric vehicle cost per kilometer is higher</b>	38%	36%	49%	40%	55%	36%	33%	27%	36%	43%	29%	45%	43%	25%	42%	29%
<b>Electric vehicle cost per kilometer is lower</b>	53%	56%	40%	53%	41%	53%	62%	61%	53%	48%	54%	50%	50%	66%	53%	62%
<b>Don't know</b>	9%	8%	11%	8%	4%	11%	5%	12%	11%	8%	17%	5%	7%	9%	5%	9%

Do you think that annual maintenance and service costs are higher or lower for an electric vehicle than a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Electric vehicle annual maintenance and service costs are higher</b>	44%	43%	49%	46%	58%	45%	43%	33%	49%	42%	35%	50%	49%	33%	49%	36%
<b>Electric vehicle annual maintenance and service costs are lower</b>	46%	47%	38%	45%	38%	44%	48%	54%	40%	48%	48%	42%	44%	54%	44%	53%
<b>Don't know</b>	10%	10%	13%	9%	4%	11%	8%	12%	11%	10%	17%	8%	7%	14%	7%	11%

Which do you think will have a longer usable life?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Electric vehicle</b>	68%	68%	68%	69%	74%	71%	70%	66%	62%	67%	57%	73%	74%	63%	72%	66%
<b>Traditional petrol or diesel vehicle</b>	24%	24%	24%	24%	21%	23%	25%	22%	30%	26%	34%	21%	19%	25%	22%	26%
<b>Don't know</b>	8%	8%	8%	8%	4%	6%	6%	12%	9%	7%	9%	6%	7%	13%	6%	8%

Compared to petrol and diesel vehicles, electric vehicles reduce air pollution through zero on-road emissions. If you were looking to purchase a motorized vehicle, how would this information affect your decision about purchasing an electric vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Much more likely to consider purchasing electric vehicle</b>	72%	72%	69%	73%	80%	75%	70%	73%	72%	69%	62%	75%	78%	66%	77%	71%
<b>Somewhat more likely to consider purchasing electric vehicle</b>	23%	23%	23%	22%	18%	20%	27%	21%	23%	23%	28%	21%	19%	30%	20%	24%
<b>Somewhat less likely to consider purchasing electric vehicle</b>	3%	3%	4%	3%	2%	3%	2%	3%	1%	6%	4%	3%	2%	3%	2%	3%

<b>Much less likely to consider purchasing electric vehicle</b>	2%	2%	4%	2%	1%	1%	1%	2%	4%	3%	5%	1%	1%	0%	0%	2%
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Recharging and driving an electric vehicle costs less per kilometer than fueling and driving a petrol or diesel vehicle. If you were looking to purchase a motorized vehicle, how would this information affect your decision about purchasing an electric vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Much more likely to consider purchasing electric vehicle</b>	71%	71%	68%	72%	76%	73%	73%	75%	66%	70%	65%	73%	74%	68%	75%	70%
<b>Somewhat more likely to consider purchasing electric vehicle</b>	24%	24%	23%	23%	21%	24%	25%	19%	26%	21%	26%	23%	21%	27%	22%	24%
<b>Somewhat less likely to consider purchasing electric vehicle</b>	4%	3%	7%	3%	2%	2%	1%	4%	6%	7%	5%	3%	4%	4%	3%	4%
<b>Much less likely to consider purchasing electric vehicle</b>	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	4%	0%	1%	1%	0%	1%

How concerned are you about the cost of petrol or diesel fuel?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Very concerned</b>	74%	75%	67%	74%	79%	73%	71%	76%	71%	69%	67%	77%	76%	75%	77%	75%
<b>Somewhat concerned</b>	21%	20%	24%	21%	19%	24%	25%	20%	20%	23%	24%	19%	19%	22%	20%	21%
<b>Not very concerned</b>	3%	3%	5%	3%	2%	2%	2%	3%	5%	6%	5%	3%	3%	2%	2%	3%
<b>Not at all concerned</b>	2%	2%	4%	2%	1%	1%	1%	1%	4%	2%	4%	1%	2%	1%	1%	1%

How concerned are you about the quality of the air you breathe where you live?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Very concerned</b>	81%	82%	74%	81%	83%	83%	81%	80%	76%	74%	77%	81%	83%	80%	83%	82%
<b>Somewhat concerned</b>	15%	15%	19%	16%	15%	14%	18%	18%	16%	19%	17%	16%	13%	16%	14%	14%
<b>Not very concerned</b>	3%	3%	4%	3%	1%	3%	1%	1%	6%	6%	4%	2%	3%	4%	2%	3%
<b>Not at all concerned</b>	1%	1%	2%	1%	0%	1%	0%	1%	2%	2%	3%	0%	1%	0%	0%	1%

Which of the following best describes the air quality where you live?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>My neighbors, nearby friends, family and I suffer from poor air quality every day</b>	39%	38%	48%	41%	60%	33%	33%	32%	33%	39%	27%	44%	48%	30%	44%	34%
<b>I am slowly starting to feel the effects of poor air quality</b>	37%	38%	32%	38%	31%	41%	38%	38%	42%	39%	40%	36%	35%	39%	35%	41%
<b>I know people are suffering but I am not affected by poor air quality</b>	15%	16%	11%	14%	6%	18%	16%	20%	18%	16%	20%	12%	12%	20%	13%	16%
<b>Air quality is not a problem where I live</b>	9%	9%	10%	8%	3%	8%	13%	10%	6%	6%	14%	7%	5%	11%	8%	9%



If you suffer due to air pollution, what symptoms, if any, do you face? Please select all that apply.

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Shortness of breath, trouble breathing</b>	55%	56%	49%	56%	63%	56%	47%	49%	62%	55%	44%	59%	61%	49%	59%	55%
<b>Headaches</b>	51%	53%	43%	53%	57%	52%	54%	53%	48%	55%	42%	53%	57%	50%	55%	54%
<b>Coughing</b>	51%	52%	44%	53%	53%	58%	55%	47%	57%	55%	45%	49%	53%	59%	54%	54%
<b>Respiratory infections</b>	34%	36%	27%	35%	36%	32%	38%	30%	43%	42%	27%	33%	38%	44%	38%	37%
<b>Nausea</b>	21%	21%	20%	22%	23%	24%	21%	24%	23%	21%	14%	22%	25%	22%	24%	22%
<b>None of the above</b>	11%	11%	12%	10%	6%	13%	12%	13%	6%	7%	16%	10%	8%	11%	9%	10%

If the government were to set a target to increase the number of 2, 3 and 4 wheel electric vehicles in India by 2030, what do you think that target should be? Please choose the number closest to the number you feel is ideal.

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>0% - no electric vehicle target</b>	5%	1%	6%	2%	1%	1%	1%	2%	1%	3%	5%	2%	1%	1%	1%	1%
<b>10%</b>	5%	5%	9%	5%	3%	5%	4%	5%	4%	6%	5%	7%	4%	4%	5%	4%
<b>25%</b>	18%	18%	16%	17%	15%	15%	20%	23%	16%	12%	18%	18%	17%	19%	18%	18%
<b>50%</b>	27%	27%	22%	27%	30%	24%	32%	21%	29%	23%	24%	24%	28%	32%	27%	28%
<b>75%</b>	22%	22%	19%	22%	22%	24%	21%	17%	20%	30%	22%	23%	21%	22%	22%	22%
<b>90%</b>	11%	11%	12%	11%	16%	12%	8%	10%	13%	6%	9%	13%	13%	8%	12%	10%
<b>100% - all 2, 3 and 4 wheel vehicles should be electric by 2030</b>	15%	15%	16%	15%	10%	17%	14%	21%	17%	21%	17%	13%	16%	14%	14%	16%

If the government were to support electric vehicles, which of the following do you think the government should focus on most? Please select all that apply.

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>4 wheel vehicles</b>	83%	84%	74%	83%	86%	83%	88%	87%	79%	77%	77%	84%	85%	83%	88%	83%
<b>2 wheel vehicles</b>	60%	62%	51%	60%	47%	63%	68%	61%	73%	73%	59%	60%	60%	60%	59%	71%
<b>3 wheel vehicles</b>	32%	33%	29%	32%	30%	38%	30%	36%	29%	31%	27%	32%	33%	39%	34%	34%
<b>None of the above</b>	1%	1%	4%	1%	2%	1%	0%	1%	1%	3%	3%	1%	1%	0%	1%	1%

Did you know that 85% of all motorized vehicle sales in India are from 2 and 3 wheel vehicles?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>Yes</b>	78%	77%	84%	79%	85%	74%	74%	71%	86%	86%	71%	80%	82%	76%	81%	77%
<b>No</b>	22%	23%	16%	21%	15%	26%	26%	29%	14%	14%	29%	20%	18%	24%	19%	23%

Which of the following do you feel are the best or most important reasons NOT to purchase an electric vehicle? Please select all that apply.

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
Electric vehicles do not have enough charging stations or other infrastructure near where I need it	59%	60%	53%	59%	58%	63%	57%	57%	60%	59%	56%	59%	57%	65%	60%	62%
Electric vehicles do not have enough driving range	46%	46%	49%	46%	57%	40%	40%	46%	42%	43%	43%	49%	45%	47%	47%	46%
Electric vehicles are too new and they haven't worked out all the problems yet	32%	33%	27%	33%	29%	35%	36%	37%	33%	28%	27%	32%	34%	37%	34%	34%
Electric vehicles take too long to recharge	31%	31%	26%	31%	28%	32%	29%	36%	42%	32%	29%	32%	29%	33%	33%	33%
Electric vehicles aren't available with all the same features and styles as traditional petrol or diesel vehicles	26%	28%	18%	27%	22%	28%	32%	29%	30%	25%	26%	24%	26%	31%	27%	30%

<b>Electric vehicles are too expensive, especially considering their limited driving range</b>	25%	26%	18%	25%	24%	22%	29%	26%	31%	25%	20%	25%	26%	27%	27%	27%
<b>I don't know enough about electric vehicles, including cost, performance, safety and maintenance</b>	24%	23%	29%	24%	24%	23%	24%	22%	26%	26%	24%	23%	24%	24%	23%	23%
<b>Electric vehicles cost too much to recharge</b>	17%	17%	16%	18%	18%	15%	20%	18%	26%	16%	14%	17%	20%	15%	19%	18%
<b>None of the above</b>	4%	4%	4%	4%	3%	8%	4%	5%	3%	4%	5%	3%	4%	5%	4%	5%

Which of the following best describes your willingness to pay more for an electric vehicle than a traditional petrol or diesel vehicle?

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
I would pay more for an electric vehicle if the total cost over the life of the vehicle were the same or lower than a traditional petrol or diesel-fueled vehicle	49%	49%	50%	49%	43%	48%	52%	53%	53%	46%	48%	48%	50%	52%	49%	51%
I would pay a premium for an electric vehicle above and beyond the amount I would save on petrol or diesel because it's better for the environment and the air we breathe	35%	37%	24%	35%	34%	41%	38%	35%	33%	37%	31%	33%	38%	37%	36%	36%
I am not interested in owning or purchasing an electric vehicle	15%	14%	25%	15%	22%	11%	9%	11%	14%	16%	20%	18%	12%	10%	15%	12%

How much more would you be willing to pay for an electric vehicle? Please select the number that is closest to the amount you would be willing to pay.

	All	Urban/Rural		26 Most Polluted Cities	Cities						Age				Own or Drive	
		Urban	Rural		Delhi	Mumbai	Bangalore	Kolkata	Chennai	Hyderabad	18-24	25-29	30-39	40+	4 Wheel	2 Wheel
<b>0% - I would not pay more for an electric vehicle than I would pay for a petrol or diesel vehicle</b>	12%	10%	21%	11%	12%	10%	7%	7%	6%	12%	14%	14%	9%	10%	10%	9%
<b>I would pay 1-10% more for an electric vehicle than I would pay for a petrol or diesel vehicle</b>	30%	30%	30%	29%	29%	28%	32%	30%	23%	29%	28%	29%	30%	31%	28%	31%
<b>I would pay 11-20% more for an electric vehicle than I would pay for a petrol or diesel vehicle</b>	26%	28%	16%	26%	26%	22%	33%	30%	30%	21%	25%	26%	26%	27%	27%	27%
<b>I would pay 21-30% more for an electric vehicle than I would pay for a petrol or diesel vehicle</b>	21%	21%	20%	22%	21%	28%	18%	23%	22%	25%	20%	20%	23%	22%	23%	22%

I would pay more than 30% more for an electric vehicle than I would pay for a petrol/diesel vehicle	12%	12%	13%	12%	12%	12%	10%	10%	19%	14%	13%	11%	13%	10%	12%	12%
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### Methodology

<b>Sample size</b>	n=2,178
<b>Margin of error</b>	+/- 2.1 percentage points
<b>Survey dates</b>	Aug 21-24, 2018
<b>Urban/rural</b>	City, urban or semi-urban 85% / rural 15%
<b>Sex</b>	Men 69% / Women 31%
<b>Age</b>	18-24 23% / 25-29 28% / 30-39 34% / 40+ 14%
<b>State</b>	Delhi 23% / Maharashtra 17% / Karnataka 11% / West Bengal 8% / Tamil Nadu 7% / Telangana 4% / Gujarat 4% / Andhra Pradesh 3% / Uttar Pradesh 3% / Kerala 2% / Haryana 2% / Chandigarh 2% / Rajasthan 2% / Bihar 1% / Madhya Pradesh 1% / Punjab 1% / Odisha 1% / Assam 1% / Jharkhand 1% / Jammu & Kashmir 1% / Himachal Pradesh 1% / Chhattisgarh 1% / Other 4%
<b>Annual income</b>	Under 6 lakhs 36% / 6-9 lakhs 28% / 10-19 lakhs 25% / 20+ lakhs 11%