

Q1 - Do you hold a valid full UK car driving licence, a provisional licence or international (i.e., non-GB/UK) licence that is valid in the UK?

Base: All adults aged 18-75 in the UK

		GE	NDER			AGE			1					DE	SION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN/	/PLIPAL
		- GL	TOUR TOUR			702					YORKS &	WEST	EAST	EAST OF	1						WOMEN	NOT	JOCIAL	UNADE		NON	UPTO	£20000-	£35000-		- Citority	HORE
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS		SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	MI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(h)	(c)	(d)	(e)	(f)	(e)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(n)	(a)	(r)	(4)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(F)	(F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE	2241																															326
	100%																															15%
Yes, full UK car driving licence	1691	883	792	115	330	315	319	611	59	169	129	150	132	167	155	254	214	77	134	52	1225	466	1035	656	662	1029	236	454	416	481	1372	267
	75%	81%	71%	45%	78%	78%	78%	82%	68%	70%	71%	77%	81%	79%	83%	82%	68%	72%	72%	82%	81%	65%	81%	69%	82%	72%	59%	75%	80%	87%	74%	82%
	bcpu	zb			c	c	c	zc					hip	hp	zhij	zhij				hip	zu		zw		zy			A	zA	zABC		zE
	wyAE														pr	pqr																
Yes, provisional UK driving licence for car	187	71	110	76	43	27	31	10	8	21	15	19	7	16	9	22	46	10	11	3	114	74	92	95	56	132	43	58	45	26	167	17
ioi cui	8%	7%	10%	30%	10%	7%	8%	1%	9%	9%	8%	10%	4%	8%	5%	7%	15%	9%	6%	4%	7%	10%	7%	10%	7%	9%	11%	9%	9%	5%	9%	5%
	agyxD		za	zdef	g	g	g										zlmno				.,,	zt		v			D	D	D	5.5	2F	
	F			g													rs															
Yes, an international (i.e., non- GB/UK) licence that is valid in the	30	22	6	10	6	7	2	5	3	4	-	4	2	2	1	1	9	1	3	1	23	6	22	8	14	16	7	5	5	6	27	2
UK	1%	2%	1%	4%	1%	2%		1%	3%	2%	-	2%	1%	1%	1%		3%		2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
	bg	zb		zfg					jo								zjo								z							
Yes (NET)	1908	976	908	202	380	349	351	625	70	194	144	172	141	186	165	277	270	87	149	55	1362	546	1149	758	732	1176	286	517	466	513	1566	286
	85%	89%	81%	79%	90%	86%	85%	84%	79%	80%	80%	89%	87%	87%	88%	90%	86%	82%	80%	87%	90%	76%	89%	79%	91%	82%	72%	85%	90%	93%	85%	88%
	bcuw	zb			zcg	c						hijr				zhij					zu		zw		zy			A	zAB	zABC		
	γA															qr																
No, I do not hold a driving licence that is valid in the UK	328	113	209	52	42	54	57	123	18	47	35	22	21	24	23	31	44	19	37	8	153	175	132	196	72	257	112	89	53	37	282	38
	15%	10%	19%	20%	10%	13%	14%	16%	21%	20%	20%	11%	13%	11%	12%	10%	14%	18%	20%	13%	10%	24%	10%	20%	9%	18%	28%	15%	10%	7%	15%	12%
	adot		za	zdef				d	kmo	kmo	mo								kmo			zt		zv		zx	2BCD	D				
	vxCD																															
Don't know	5	2	3			2	3		-	-	1	-	-	4	-			•	-	-	5		4	2		5		3	2		4	2
			•		-	•	1%	-	-	-	1%	-	-	2%	-	-	-	•	-			-	•	•			-	1%	•	•		1%
	×						g							zop																		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/t/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



Q1 - Do you hold a valid full UK car driving licence, a provisional licence or international (i.e., non-GB/UK) licence that is valid in the UK?

25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Base: All adults aged 18-75 in the UK

		CAR DRIVIN	IG LICENSE				VEHIO	LE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	PRIVING				ΡΔΙ	RKING LOCATI	ONS				ELECTRIC	VEHICLES		INT	TENTION TO I	BUY NEXT VEHI	CLE
		CARDINA	IG EICENSE				1	1				OWNIT	OWNIT	**	IICEL OWNERS					1112501			OFF-STREET	OFF-STREET		ON-STREET DIRECTLY IN	ON-STREET				NOT	NEVER	NEVER	T I	icitiioit io i	T TEXT VEHI	
												OUTRIGHT							SOCIAL/		USE AS PART			NOT NEXT	OFF-STREET						CURRENTLY	DRIVEN,	DRIVEN,				1
											EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/	DOMESTIC/	COMMUTIN	OF MY	RARELY	NEXT TO MY	TO MY	IN A SHARED	NEXT TO MY		1		CURRENTLY	BUT HAVE IN	HAVE BEEN	NOR BEEN A	WITHIN THE	IN THE NEXT		
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS		ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET	DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	())	(k)	(I)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)
UNWEIGHTED BASE	2241	1936										1042											1021					1268							1064	1545	1601
WEIGHTED BASE	2241 100%	1908	328 15%	1131	399			9**	344	1530	336	1044	441		198	39*	1485	330	1559	862	289	67*	968	119*		460	140	1219	600		258		965		1002	1470	1526 68%
Yes, full UK car driving licence	1691	1691	15%	974	220	10%	103	-	15%	1313	286	921	20%	103	150	270	1313	262	1395	772	252	34	868	102	114	200	102	1084	483	189	220	557	709	293	909	1323	1368
res, ruii ok car driving ilcence	75%	89%		86%	85%	84%	97%	58%	25%	86%	85%	88%	89%	70%	120	70%	88%	79%	89%	90%	87%	51%	90%	86%	86%	87%	74%	89%	81%	94%	85%	72%	73%	94%	91%	90%	90%
	bhuF	zb		zh	zh	zh	zh	3070	23%	zh	zh	zmno	zmno	7070	0074	70%	zmno	7374	zu	zu	zu	31,0	zyAC	zA	zA	zC zC	14/4	zvAC	2	zEFG	zFG	72.74	73.0	ZUK	z	zK	2
												9	q				q						1														
Yes, provisional UK driving licence for car	187	187		76	28	17	11		53	103	27	59	23	16	22	3	82	38	78	54	24	16	34	10	12	43	24	56	67	11	13	92	66	15	79	125	133
	8%	10%		7%	7%	8%	9%		15%	7%	8%	6%	5%	12%	11%	7%	6%	11%	5%	6%	8%	24%	3%	8%	9%	9%	17%	5%	11%	5%	5%	12%	7%	5%	8%	9%	9%
	bcik	zb							zcdei					klp	klp			klp			r	zrst		v	vB	v8	zvyBC	v	zvyB			zDEG			н	н	н
	lprsvB GH								1																												
Yes, an international (i.e., non- GB/UK) licence that is valid in the	30	30		9	4	7	1	2	5	13	9	13	5	1	4	1	18	5	15	7	7	2	11	4		4	3	15	7	2	8	11	7	4	15	22	25
	1%	2%	-	1%	1%	3%	1%	20%	1%	1%	3%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	3%	1%	3%		1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%
Yes (NET)	cirG 1908	1908		1059	270	207	115	7	142	1429	322	997	420	120	194	21	1412	305	1488	833	282	52	913	116	176	427	120	1156	557	202	201	660	782	212	1002	1470	1526
its (its)	85%	100%		94%	93%	95%	97%	79%	42%	93%	96%	95%	95%	91%	93%	79%	95%	92%	95%	97%	98%	79%	94%	97%	96%	93%	93%	95%	93%	100%	93%	85%	81%	100%	100%	100%	100%
	bhG	zb		zh	zh	zh	zh			zh	zh	20	zo		ZO		20	zo	zu	zru	zu		z	z	z	z	z	z	z	zEFG	zFG			z	z	z	2
No, I do not hold a driving licence that is valid in the UK	328	-	328	73	25	9	4	2	200	98	13	52	20	11	11	8	71	23	69	27	5	14	54	1	6	33	10	61	43		17	115	183				
	15%		100%	6%	6%	4%	3%	21%	58%	6%	4%	5%	4%	9%	6%	21%	5%	7%	4%	3%	2%	21%	6%	1%	4%	7%	7%	5%	7%		6%	15%	19%				
	acdef		za						zcdef							klmnp			st			rst				w	w		w		D	DE	2DEF				
	ijkinpqr stvwxyAB CDEHUK								4							q																					
Don't know	5				3					3			1		2		1	2	2	2	2		1	2				3				2					
					1%					•					1%			1%			1%			2%													
	D				ci										ko			ko						zvBC													

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/y/h/li/- z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

15 May 2015

O1 - Do vou hold a valid full UK car divinite Kence, a grovisional licence or international it.e., non-GB/UKI Ricence that is valid in the UK?

# Base: All adults aged 18-75 in the UK

						_				_				_																									
						NEXT PU		DBABLY/ DEFINIT	TELY NOT					OVERA	LL OPINION ON		Y/FAIRLY		ED EV / PLUG-																				
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER		CON	NSIDER		OVERALL OP	INION ON VEH	ICLES VERY/FA	AIRLY POSITIVE		NEG	ATIVE		IN H	YBRID				EVER BUY - E	v.			P	OLICY CHANGE -	SWITCH TO E	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES		WITHIN THE NEXT YEAR	1 TO 3 YEARS		10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS		YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING			OWNED OUTRIGHT	RENTED PRIVATE	RENTED LA./	RENTED H.A./TRUST	OTHER		RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	1043 1014		940 851	748 669	290 262			546 546	1261 1273							604 654		1730 1778		308 291	450 414	243 248			1170 1091		788 791		1594 1561	647 680	592 580	930 887	381 386		109 128*		1522 1468	663 714
	100%	45%	24%	38%	30%	12%	33%	17%	24%	57%	33%	50%	40%	11%	33%	16%	29%	19%	79%	6%	13%	18%	11%	19%	38%	49%	34%	35%	28%	70%	30%	26%	40%	17%	9%	6%*	1%**	65%	32%
Yes. full UK car driving licence	1691	925	462	751 88%	585 87%	230 88%	693 93%	347 93%	516 94%	1071	599 81%	844 76%	661	155 61%	597	283 81%	555 85%	364	1297 73%	133	250	361 97%	216 87%	383	744	960 88%	644 84%	601 76%	401 65%	1246	445	495	747	229	105 52%	78	12	1242	412 58%
	75% ImrC EHUM	91% zbcd	87% z	2	2	2	20	20	20	84% ziki	2ki	76%	73%	61%	80% zm	2m	zmno	86% 2r	75%	96% ztuv	2	2	8/% z	2t	2	2	28CD	CE CE	65%	2BCE	65%	85% zHIJ	2HU	59%	52%	61%	79%	85% 2HU	58%
Yes, provisional UK driving licence	187	79	58	85	74	25	44	23	23	80	56	104	96	33	47	21	34	39	147	5	35	47	25	41	88	114	43	61	77	105	83	34	32	60	38	18	1	66	116
for car	8%	8%	11%	10%	11%	9%	6%	6%	4%	6%	8%	9%	11%	13%	6%	6%	5%	9%	8%	4%	12%	11%	10%	9%	10%	10%	6%	8%	13%	7%	12%	6%	4%	16%	19%	14%	4%	5%	16%
	fhinp sADFGL		za	za	za	fh							zij	znop							ZSW	25	s	s	25	25			zABD		zABD			zFGL	2FGL	FGL		G	2FGL
Yes, an international (i.e., non- GB/UK) licence that is valid in the UK	30	10	9	15	10	8	8	4	7	12	10	15	16	10	8	1	5	9	19	1	5	5	7	6	11	18	9	9	11	17	12	3	4	15	4	2	•	7	21
	1% GL	1%	2%	2% a	1%	3% zf	1%	1%	1%	1%	1%	1%	2% i	4% znop	1%	•	1%	2%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	2%	1%	•	4% zFGL	2%	2%	2%	•	3% zFGL
Yes (NET)	1908	1014	528	851	669	262	745	373	546	1164	665	963	773	198	652	305	594	411	1463	139	291	414	248	430	843	1091	696	671	490	1367	540	533	783	304	146	98	13	1316	549
	85%	100%	100%	100%	100%	100%	100%	100%	100%	91%	90%	87%	85%	77%	88%	87%	91%	97%	82%	100%	100%	100%	100%	100%	100%	100%	90%	85%	79%	88%	79%	92%	88%	79%	73%	77%	85%	90%	77%
	mrC EHIJM	2	2	2	2	2	2	2	2	zjkl	zki				zm	m	zmo	21		2	z	2	2	2	2	2	2BCD E	CE		2BCE		zHIJ M	2HU M					2GHI JM	
No, I do not hold a driving licence that is valid in the UK	328	-				-	-			107	74	146	130	56	90	44	59	12	311			-			-		71	118	127	189	140	48	104	78	54	28	2	152	160
	15% abcde	-	-		-	-	-			8%	10%	13%	14%	22% 2nop	12%	13%	9%	3%	17%			-			-		9%	15% AD	21% zABD	12% A	21% zABD	8%	12%	20% zFGL	27% 2FGL	22% zFGL	15%	10%	22% zFGL
	fghijknp qstuvwxy ADFGL											,	,	2.100		,			-44														٠						
Don't know	5					:				2 *	4	4	1	1 1%				:	4	:							4	*		5		:		4 1%	:	1 1%			5 1%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 1/e/l/p/h - 1/l/j/h/1 - 1/l/j/h/1 - 1/e/n/n/o/p - 1/a/r - 2/s/l/u/w/x/y - 2/a/B/C/D/E - 2/F/G/H/N/K/L/M Overlap formulae used. \* small base; \*\* wery small base (under 30) ineligible for sig testing



PUBLIC

15 May 2025

Q1 - Do you hold a valid full UK car driving licence, a provisional licence or international (i.e., non-GB/UK) licence that is valid in the UK?

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN				OT CURRENTLY
,		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION				DRIVING - AGRE	E			<u>D</u>	RIVING DISAGR	EE	
		DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
	TOTAL	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	NEAREST (C)	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	OTHERS	/NOT WORKING	NEAREST	WELL-LIT AREAS	EASY TO USE	OTHERS	/NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194					162				161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Yes, full UK car driving licence	1691	76	150	158	104	91	90	6	15	55	76	125	235	217	176	91	105	20	12	68	114
	75%	90%	90%	92%	90%	89%	94%	100%	93%	98%	97%	69%	75%	77%	72%	71%	76%	77%	66%	85%	81%
		z	z	Z	Z	Z	z			Z	zf			k						zp	
Yes, provisional UK driving licence for car	187	4	8	7	6	6	4	-	1	-	1	33	40	40	41	23	15	4	2	6	14
	8% cij	4%	5%	4%	5%	6%	4%	-	4%	-	1%	18% zi	13% z	14% z	17% zl	18% z	11%	15%	8%	8%	10%
Yes, an international (i.e., non- GB/UK) licence that is valid in the UK	30	*	2	1	*	1	1	-	-	1	*	4	9	5	5	1	6	-	-	2	1
	1%	*	1%	1%	*	1%	1%	-	-	1%	1%	2%	3%	2%	2%	1%	4%	-	-	2%	1%
													zm				zt				
Yes (NET)	1908	80	159	166	110	98	95	6	15	55	77	162	285	262	222	115	126	24	14	76	129
,	85%	95%	95%	97%	96%	96%	99%	100%	98%	99%	99%	90%	91%	92%	92%	89%	91%	92%	75%	95%	92%
		7	z	7	z	7	7			z	z		z	z	z					7	z
No, I do not hold a driving licence that is valid in the UK	328	4	7	5	4	4	1	-	*	*	*	19	28	22	21	14	13	2	5	4	11
	<b>15%</b> abcde fijlmnst	5%	4%	3%	4%	4%	1%	-	2%	1%	1%	10%	9%	8%	8%	11%	9%	8%	25%	5%	8%
Don't know	5 *	* 1%	*	*	*	*	-		-	-	-	-		-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



P505 15 May 2025

Q2 - Do you or your household regularly use or have access to any of the following types of car or van?

Base: All adults aged 18-75 in the UK

		GEI	IDER			AGE								REG	SION						WORKIN	IG STATUS	SOCIAL	L GRADE	EDUC	ATION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75		NORTH WEST	HUMBER	MIDLANDS	MIDLANDS		SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE		GRADUATES		£34999	£54999	£55000+	URBAN	RURAL
UNWEIGHTED BASE	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v) 1444	(w)	(x) 1249	(y)	(A)	(B)	(C)	(D)	(E)	(F) 326
UNWEIGHTED BASE WEIGHTED BASE	2241	1082 1092	1130 1120	268 254		392 405		731 749						199	187	293					1505 1520	/36		797 956	1249 803	992 1438		544		653 551	1800 1852	326 326
WEIGHTED BASE	2241 100%	1092	112U	110/	422	405	411	749	88*	241	180	194	76/	213	188	308	313	100	180	20/*	1520	721	1285	429/	369	1438 64%	398	609	221	221	1852	156
A petrol vehicle	1131	532	586	122	193	203	212	402	44	118	94	92	89	128	105	167	130	60	81	26	780	352	674	457	396	735	167	325	293	260	919	187
	50%	49%	52%	48%	46%	50%	52%	54%	50%	49%	52%	47%	55%	60%	56%	54%	41%	57%	43%	41%	51%	49%	52%	48%	49%	51%	42%	53%	56%	47%	50%	57%
	pA							d			р		ps	zikp	prs	prs		prs					z					A	zAD		Ĺ	zE
														rs																	$\leftarrow$	
A diesel vehicle	399	209	186	47	61	77	78	135	14	43	40	39	39	32	24	67	27	19	36	21	290	109	206	192	128	270	51	116	109	103	299	79
	18%	19%	17%	19%	15%	19%	19%	18%	16%	18%	22%	20%	24%	15%	13%	22%	8%	18%	19%	33%	19%	15%	16%	20%	16%	19%	13%	19%	21%	19%	16%	24%
	puvx AF								р	р	np	р	np	р		np		р	Р	zhik mnopgr	u			V				A	А	А	( /	zE
A hybrid electric vehicle (plug-in or	217	129	85	33	57	41	27	59	4	29	11	27	7	11	14	25	57	8	18	6	161	56	162	56	114	104	26	37	46	92	192	20
self-charging)		1				-			1									-		-					1						1	
	10%	12%	8%	13%	13%	10%	7%	8%	5%	12%	6%	14%	5%	5%	7%	8%	18%	8%	10%	9%	11%	8%	13%	6%	14%	7%	6%	6%	9%	17%	10%	6%
	bflm	zb		fg	zfg					lm		hjlm					zhjlm						zw		zy					zABC	2F	
	uwyABF																nogrs															
A fully electric vehicle (i.e., not a	119	69	49	10	4/	21	16	24	2	,	6	9	8	16	14	14	30	-	9	3	95	23	92	27	71	48	'	16	26	66	103	12
in yorkay	5%	6%	4%	4%	11%	5%	4%	3%	2%	3%	3%	5%	5%	8%	8%	5%	10%		5%	5%	6%	3%	7%	3%	9%	3%	2%	3%	5%	12%	6%	4%
	gguwy				zcefg							q	q	iq	iq	q	zhijo		q	q	zu		zw		zy				A	zABC		
	AB																q															
Another vehicle type (e.g., LPG,	9	2	6	2	1	3	2	2	-	3	-	-	1	-	4	-	1	-	1	-	8	1	4	6	3	6	2	2	-	4	9	-
etc.)			1%	1%		1%				1%			1%		2%						1%			1%						1%		
			170	2,0		170			-	2,0		-	170		70			-		-	1/4			2,00						1/4	1	- '
I/My household do not personally	344	145	192	34	58	60	69	123	22	34	29	26	16	23	26	34	69	18	40	8	178	166	140	204	87	256	135	107	45	23	312	24
use or have access to any type of																															( /	
car or van																															( /	
	15%	13%	17% za	13%	14%	15%	17%	16%	26% zikl	14%	16%	13%	10%	11%	14%	11%	22% zikl	17%	21%	13%	12%	23%	11%	21%	11%	18% zx	34% 2BCD	18% CD	9%	4%	17% 2F	7%
	aotv xCDF		za						mnos								mno		zlmo			zt		zv		zx	ZBCD	CD	D		Dr.	
ICE (NET)	1530	742	772	169	254	279	290	538	58	161	133	130	128	160	129	233	156	79	116	46	1069	461	880	650	525	1006	218	441	402	363	1218	266
	68%	68%	69%	66%	60%	69%	71%	72%	66%	67%	74%	67%	79%	75%	69%	76%	50%	75%	63%	74%	70%	64%	69%	68%	65%	70%	55%	73%	77%	66%	66%	82%
	dpux					d	d	zd	р	р	pr	р	zhik	pr	р	zipr		pr	р	р	zu				1	×		zAD	zAD	A	Ĺ	zE
	AE												pr																			
EV or hybrid (NET)	336 15%	198 18%	134 12%	43 17%	104 25%	62 15%	43 11%	83 11%	7	36 15%	17 9%	36 19%	15 9%	28 13%	28 15%	39 13%	87 28%	8	27 15%	9 14%	257 17%	79 11%	254 20%	82 9%	185 23%	151 11%	32 8%	53 9%	72 14%	159 29%	295 16%	32 10%
	bfgh	2b	1276	fo fo	zcef	13%	1176	1176	/%	1576	576	hjlq	976	1376	13%	1376	zhijk	070	1376	1476	2U	1176	20% ZW	9%	2376 ZV	1176	876	576	14% AB	zABC	2F	10%
	jquwyAB			.0	g							,14					Imnogrs				1		-"									
	F																															
Don't know	22	5	16	6	5	1	7	3	1	8	1	2	3	3	1	2	1	-	2	-	8	14	7	15	4	18	11	5	2	2	18	4
	1%		1%	2%	1%		2%		1%	3%	1%	1%	2%	1%				-	1%	-	1%	2%	1%	2%	1%	1%	3%	1%			1%	1%
	atvx		a	zeg			eg		1	zop											1	zt		v			2BCD				(	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q2 - Do you or your household regularly use or have access to any of the following types of car or van?

Base: All adults aged 18-75 in the UK

	- 1	CAR DRIVIN	NG LICENSE				VEHI	ICLE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	DRIVING		T		PAR	RKING LOCATIO	ONS				ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VEHIC	LE
											EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/			RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT TO MY	OFF-STREET IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN						
	TOTAL (7)	ANY YES	NO (b)	PETROL (c)	DIESEL	HYBRID (a)	EV (f)	OTHER (a)	NO VEHICLE	ICE (I)	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT (n)	FINANCE (a)	PLEASURE (r)	G (c)	WORK (*)	DRIVE	PROPERTY	PROPERTY (w)	CAR PARK	PROPERTY	PROPERTY (A)	OFF-STREET	ON-STREET (C)	DRIVE (D)	THE PAST	PASSENGER (E)	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY
UNWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	1601
WEIGHTED BASE	2241 100%	1908 85%	328 15%	1131 50%	399 18%	217 10%	119 5%	9**	344 15%	1530 68%	336 15%	1044 47%	441 20%	132 6%	198 9%	39* 2%*	1485 66%	330 15%	1559 70%	862 38%	289 13%	67* 3%*	968 43%	119* 5%*	132 6%	460 21%	140 6%	1219 54%	600 27%	202 9%	258 12%	777 35%	965 43%	312 14%	1002 45%	1470 66%	1526 68%
A petrol vehicle	1131 50%	1059 56%	73 22%	1131						1131 74%		642	276 63%	71 54%	111 56%	18 47%	918 62%	182 55%	942 60%	508 59%	141 49%	45 68%	594 61%	59 50%	80 61%	294 64%	71 51%	734 60%	365	27 13%	145 56%	416 54%	533 55%	166 53%	546 54%	825 56%	857 56%
	bdef hjD	zb	22%	zdefh ij						zdefh i		61% z	2	54%	56%	4/%	2Q	55%	zt zt	2t	49%	zt zt	zwA	50%	2	zwAC	51%	2W	61% zwA	13%	D	54% D	2D	53%	54% Z	2	2
A diesel vehicle	399	370	25		399					399		258	85	10	36	9	343	46	337	173	61	13	208	31	32	88	33	270	121	9	48	144	192	53	188	293	303
	18% bcef hjmD	19% zb	8%		100% zcefh					26% zcefh		25% zlmp	19% m	8%	18% ma	22% m	23% zlma	14% m	22% z	20% z	21%	19%	21% z	26% z	24%	19%	23%	22% 2	20%	5%	19% D	18% D	20% D	17%	19%	20% z	20% z
A hybrid electric vehicle (plug-in or self-charging)	217	207	9			217					217	92	53	26	35	7	145	62	179	105	49	8	100	18	11	52	29	129	81	54	39	68	49	48	143	179	184
	10% bcdf hiG	11% zb	3%			100% zcdfh					65% zcdfh	9%	12%	20% zklp	18% zkp	19%	10%	19% zklp	12% z	12% z	17% zrs	12%	10%	15%	8%	11%	21% zvxy	11%	13% zy	27% zEFG	15% zFG	9% G	5%	15% z	14% zJK	12% z	12% z
A fully electric vehicle (i.e., not a hybrid)	119	115	4			- "	119				119	48	27	23	14	5	76	37	95	74	35	1	65	12	7	22	7	84	30	108	2	8	2	35	85	108	109
	5%	6%	1%				100%				35%	5%	6%	17%	7%	13%	5%	11%	6%	9%	12%	1%	7%	10%	5%	5%	5%	7%	5%	53%	1%	1%	•	11%	8%	7%	7%
	bcdeh IEFG	zb					zcdeh ij				zcdeh i			zkino q		zko		zkino	z	zr	zru		z					2		zEFG		G		zJK	zJK	z	Z
Another vehicle type (e.g., LPG, etc.)	9	7	2					9				4		2	2		4	4	5	2	3		2		2	4		3	4		-	6	3		5	6	6
	i		1%			-		100%		-	-		-	2% 	1%		•	1% 		•	1%			•	1%	1%	-	•	1%			1%	•	-		•	
I/My household do not personally use or have access to any type of car or van	344	143	200						344																					4	25	128	180	10	35	55	64
	acdef ijklmnop qrstuvwx yABCDEHI JK	8%	61% za						100% zcdef ij																					2%	10% D	17% DE	19% zDE	3%	3%	4%	4% J
ICE (NET)	1530	1429	98	1131	399					1530		899	361	81	147	27	1260	228	1279	681	203	58	802	90	112	382	103	1004	486	36	193	560	725	219	733	1118	1160
	68% befh	75% zb	30%	100% zef bi	100% zefhi					100% zefhi		86% zmno	82% zmna	61%	74% ma	68%	85% zmno	69% m	82% zst	79% zt	70%	87% zt	83% zA	75%	85% zA	83% zAC	74%	82% zA	81% zA	18%	75% 2D	72% zD	75% zD	70%	73% z	76% zHI	76% zHI
EV or hybrid (NET)	336 15% bcdh	322 17% zb	13 4%	:	:	217 100% 2cd	119 100% zcdhi	:	:	:	336 100%	140 13%	80 18%	49 37% zklo	49 25% 2kn	12 32%	220 15%	99 30% zkin	274 18%	179 21%	84 29%	9 13%	165 17%	30 25%	18 14%	74 16%	36 26%	212 17%	111	162 80% zEFG	40 16% FG	75 10%	51 5%	83 26% zJK	228 23%	288 20%	293 19%
	IFG	20				hi	zcani				zcdh i		*D	pq	zKp	zkp		p p	z	zr	zrsu		z	2x			ZVXV BC	2	zy	2616	rti	9		zaK.	zJK	- 4	
Don't know	22 1% acikp rsvBCIJ K	6	15 4% za	:	:	:	:	:		:	:	:		:	:			:	:	:	:		:	:				:		:	:	7	6 1%	*	*	4	4

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/g/h/i/j - z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

22 - Do you or your boushedd regularly use or have access to saw of the following troos of car or ven?

Base: All adults aged 18-75 in the UK

		NEXT PURC	HASE - PROBAE	ILY/ DEFINITEL	Y CONSIDER	NEXT PUF	CHASE - PROE	BABLY/ DEFINIT	TELY NOT	OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RLY POSITIVE	OVERAL	L OPINION ON NEGA		/FAIRLY	EVER CHARGE IN HY					EVER BUY - EV				PC	DLICY CHANGE -:	SWITCH TO EL	ECTRIC VEHICL	ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
A petrol vehicle	1131 50% bdei klmqtwH JM	677 67% zbcd	218 41%	440 52% bd	308 46% b	71 27%	507 68% 20	246 66% ze	357 65% 20	785 62% zikl	306 41%	518 47% il	386 43%	70 27%	450 61% zm	202 58% zm	396 61% zm	134 32%	980 55% 20	60 43%	125 43%	252 61% zstw xy	137 55% stw	184 43%	436 52% stw	574 53% stw	375 49%	433 55% 2ACD E	297 48%	808 52% A	324 48%	323 56% 2HU M	474 53% zHU M	170 44%	89 44%	51 40%	9 56%	796 54% 2HU M	310 43%
A diesel vehicle	399 18% fkin qswx8M	165 16%	213 40% zacd	137 16%	109 16%	67 26% 2f	38 5%	84 23% 2f	126 23% zf	222 17% kl	262 35% zild	162 15%	134 15%	43 17% n	39 5%	86 25% zmn	148 23% zn	50 12%	339 19% 2q	14 10%	41 14%	71 17% s	69 28% 2stu wxy	55 13%	126 15%	195 18% swx	167 22% 28CD E	115 15%	105 17%	283 18% B	116 17%	124 21% 2IM	160 18%	61 16%	28 14%	17 13%	3 19%	284 19% zM	106 15%
A hybrid electric vehicle (plug-in or self-charging)	217 10% goprC	9%	8%	161 19% zab	119 18% zab	54 20% zfgh	100 13% zgh	2%	41 8% g	9%	10%	192 17% ziji	130 14% 2ij	35 14% 20p	79 11% op	1%	39 6% 0	117 28% 2r	99 6%	35 25% zuvx	61 21% zuvy	47 11%	10%	95 22% zuvx	142 17% zuvy	167 15% zuv	101 13% zBCDE	70 9%	7%	171 11% 28CE	7%	10%	100 11% M	29 8%	18 9%	7%	6%	157 11% 2	56 8%
A fully electric vehicle (i.e., not a hybrid)	119 5% ahipr	40 4%	30 6% a	71 8% zab	99 15% zabc	59 22% 2fgh	70 9% zh	26 7% h	5	50 4%	32 4%	83 7% 2ij	106 12% zijk	34 13% znop	62 8% 20p	14 4% p	5	107 25% 2r	11	27 20% zuvx	48 16% zuvxy	25 6% v	4	75 18% zuvx	100 12% zuvy	103 9% zuv	61 8% zBCDE	36 4%	20 3%	97 6% 28CE	22 3%	36 6% IM	62 7% 2HIM	14 4%	1	5 4%		98 7% ziM	20 3% I
Another vehicle type (e.g., LPG, etc.)	vCEIM 9	3	2	1		1	1	1	2	8	3	4	6	1	3	2	3	1	8			2	3 1%	y	2	5		7	2	7	2	2	2	3		2	:	4	4
I/My household do not personally use or have access to any type of car or van	344	40	21	40	32	11	28	5	12	91	63	147	135	67	106	42	62	11	326	3	16	15	10	19	34	44	65	2AD 123	145	188	156	36	87	101	60	44	3	123	205
Can Of Van	15% abcde fghijkpq stuvwxyA DFGL	4%	4%	5%	5%	4%	4% g	1%	2%	7%	9%	13% ij	15% ijk	26% znop	14% p	12%	9%	3%	18% 2q	2%	6%	4%	4%	4%	4%	4%	8%	16% AD	24% zABD	12% A	23% zABD	6%	10% FL	26% zFGL	30% 2FGL	34% zFGL	19%	8% F	29% 2FGL
ICE (NET)	1530 68% dekl mqstwEH UM	843 83% 20d	431 82% zcd	577 68% d	418 62%	138 53%	545 73% 20	331 89% zef	484 89% zef	1007 79% zjkl	568 77% zkl	680 61% I	520 57%	113 44%	489 66% m	287 82% zmn	544 83% zmn	184 43%	1319 74% zq	74 53%	165 57%	323 78% zstw xy	207 83% 2stw xy	239 56%	562 67% stw	769 70% 2stw x	542 70% E	548 69%	402 65%	1090 70% zE	440 65%	447 77% 2GHI JLM	634 71% 2HU M	230 60%	117 58%	68 53%	12 76%	1081 74% zGHI JM	415 58%
EV or hybrid (NET)	336 15% aghi oprCEHM	127 13%	74 14%	232 27% zab	218 33% zabc	112 43% zfgh	170 23% 28h	35 9%	47 9%	164 13%	105 14%	275 25% 2ij	237 26% 2ij	69 27% 2nop	141 19% zop	16 5%	43 7%	224 53% 2r	110 6%	62 45% zuvx y	109 37% zuvx V	72 17%	28 11%	170 40% zuvx V	242 29% zuvy	270 25% 2uv	162 21% 2BCD E	105 13%	61 10%	268 17% zBCE	68 10%	92 16% M	162 18% 2HIM	44 11%	20 10%	13 10%	1 6%	254 17% zHIM	76 11%
Don't know	22 1% abcdf ikoxyAD	2	*	*	1	-	1	*	2 *	2 *	3	6 1% i	8 1% i	6 2% np	4 *	2 1%	*	4 1%	14 1%	:	1	2 *	*	1	3 *	4	1	7 1%	7 1% A	8 1%	14 2% zACD	3 1%	2 *	8 2% GL	4 2% GL	1 1%		5	13 2% zGL

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/f/g/h - 2/l/j/k/l - 2/m/n/o/p - 2/q/r - 1/s/t/u/w/x/y - 2/a/b/C/D/E - 2/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 3D) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q2 - Do you or your household regularly use or have access to any of the following types of car or van?

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICI E AT	F PUBLIC CHARG	SING LOCATION	I - ΔGRFF	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION .	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		CHARGIN	O VEHICLE AI		III COCATION	OFTEN	CHARGING	VEHICLE AT T	DEIC CHARGII	IG LOCATION -	OFTEN		<u> </u>	JIII VIII VIII VIII VIII VIII VIII VIII		OFTEN			I DISAGR		OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*					4%*					8%					6%				6%
A petrol vehicle	1131	14	40	40	28	23	26	2	2	13	20	90	169	151	122	64	82	12	10	57	78
	50%	17%	24%	23%	24%	23%	27%	26%	13%	23%	26%	50%	54%	53%	50%	49%	59%	45%	53%	71%	55%
	abcd				a												z			zpt	
A diesel vehicle	efij <b>399</b>	12	15	12	12	10	5		5	6	3	35	57	52	47	31	22	5	4	11	22
A diesei veriicie	18%	14%	9%	7%	11%	9%	5%		30%	11%	4%	19%	18%	18%	19%	24%	16%	20%	23%	14%	16%
	bcde	c	3,0	,,,	11/0	370	3,0		5070	fj	-4,0	15%	10,0	2070	1370	2470	10,0	2070	2570	1470	10/0
	fj																				
A hybrid electric vehicle (plug-in or self-charging)	217	32	50	52	40	35	20	3	4	12	22	24	43	43	39	20	21	5	3	10	26
	10%	37%	30%	30%	35%	34%	21%	49%	25%	22%	29%	13%	14%	15%	16%	15%	15%	18%	16%	12%	18%
		Z	z	Z	Z	Z	z			Z	zf		Z	z	Z	Z	z				Z
A fully electric vehicle (i.e., not a hybrid)	119	21	54	59	29	31	43	2	5	24	30	1	3	3	3	3	1	-	-		-
	5%	25%	32%	34%	26%	30%	45%	26%	32%	43%	39%	1%	1%	1%	1%	2%	1%	-	-		-
	klmn pst	Z	Z	zad	Z	Z	Z			Z	Z										
Another vehicle type (e.g., LPG, etc.)	9	-	-	-	-	-	-	-	-	-	-	-	2	3	3	1	2	-	-	-	2
	*	-	-	-	-	-	-	-	-		-	-	1%	1%	1%	1%	1%	-	-		1%
I/My household do not personally use or have access to any type of car or van	344	5	7	7	5	4	2	-	•	*	2	27	37	29	26	10	12	4	-	3	14
	15%	6%	4%	4%	4%	4%	2%	-	-	1%	3%	15%	12%	10%	11%	8%	9%	17%	-	4%	10%
	abcde fijmops											О									S
ICE (NET)	1530	27	55	53	40	33	31	2	7	19	23	125	227	204	169	94	104	17	14	68	100
	68%	32%	33%	31%	35%	32%	32%	26%	43%	33%	30%	69%	72%	72%	70%	73%	75%	65%	76%	84%	71%
	abcd efij																			zpt	
EV or hybrid (NET)	336	53	104	111	69	65	63	5	9	37	53	25	47	47	42	22	21	5	3	10	26
	15%	63%	62%	65%	60%	64%	65%	74%	57%	66%	68%	14%	15%	16%	18%	17%	15%	18%	16%	12%	18%
Dealt Inc.	22	Z	Z	z 1	z 1	Z	z 1			Z	Z	,	2	2	2	2			2		
Don't know	1%		1 1%	1%	1%		1%		-			3 2%	*	2 1%	1%	2 1%		-	8%	-	-
	1/0		1/0	1/0	1/0		1/0					2/0		1/0	1/0	1/0			0/0		

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \\ Overlap formulae used. * small base; ** very small base (under 30) in eligible for sig testing$ 



IPSOS 15 May 2025

Q3 - Do you currently own this vehicle outright, are you leasing the vehicle, are you buying the vehicle on finance, or do you have this vehicle in some other way?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

															ION							G STATUS				ATION			OME			/RURAL
F		GEN	IDER			AGE				_					ION						WORKIN		SOCIAL	GRADE	EDUC						URBAN	/RURAL
	TOTAL			40.24	25.24	25.44	45.54	FF 35	NORTHEACT	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF	SOUTH WEST	COUTUEACT	LONDON	WALES	SCOTLAND	NI	WORKING	NOT WORKING	ABC1	C2DE	CDADUATEC	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	crross.		
	TOTAL (z)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(n)	(n)	(a)	(r)	(e)	(t)	(u)	ABC1 (v)	(w)	(x)	(v)	(A)	£34999 (B)	(C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	1904	050	933	228	261	245	261	600	(11)	101	147	160	136	175	150	250	(p)	104	144	106	1347	(0)	1299	(W)	1110	794	239	445	467	(D)	1499	300
WEIGHTED BASE	1875	942	913	214	301	343	301	623	65*	199		167	144		161	272	244	00*	144	55*	1334	541	1138	738	712	1163	253	406	473	526	1522	298
WEIGHTED BASE	100%	942	49%	11%	109	343 109/	103/	33%	3%*	11%	150	107	06/	187	101	150/	129/	88"	144	3%*	71%	29%	1138 619/	738	38%	62%	13%	496 269	4/3 25%	28%	81%	16%
Own it outright (after buying it outright, or being given the vehicle by someone else)	1044	522	509	101	188	173	162	419	33	105	90	102	78	110	89	167	117	41	80	32	711	333	613	431	379	665	153	284	259	277	841	171
	56%	55%	56%	47%	53%	50%	48%	67%	50%	53%	60%	61%	54%	59%	56%	61%	48%	47%	55%	59%	53%	62%	54%	58%	53%	57%	61%	57%	55%	53%	55%	57%
	cefp							zcde			р	pq				pq						zt										
	tvx							f																								
Own it outright (after initially acquiring it through other means, such as hire purchase, loan, leasing, finance, etc.)	441	232	206	44	98	79	98	122	16	48	27	37	39	42	37	60	71	22	33	9	333	108	291	150	186	255	53	102	117	141	367	22%
	24%	25%	23%	21%	27%	23%	29%	20%	25%	24%	18%	22%	27%	22%	23%	22%	29%	25%	23%	16%	25%	20%	26%	20%	26%	22%	21%	21%	25%	27%	24%	22%
Leasing it (e.g., through 'personal contract hire' where the vehicle is	132	71	61	22	R 18	29	zcg 24	38	4	16	14	6	10	11	14	23	zjs 16	5	9	3	2u 96	36	zw 78	54	2y 42	90	17	36	35	zB 36	109	20
rented, usually for several years)	700	001	700	4007	504	201	707		- COV	201	4007	201	764			001	700	Fee.	6%		70/	700	700	707		001	70/	707	707	760		764
	7% ×	8%	7%	10% d	5%	8%	7%	6%	6%	8%	10%	3%	7%	6%	9%	8%	7%	5%	D76	6%	7%	7%	7%	7%	6%	8%	7%	7%	7%	7%	7%	7%
Buying it on finance (i.e., paying for the vehicle in instalments, such as with a loan, hire purchase, etc.)	x 198	96	99	24	47	52	40	34	11	26	16	16	11	18	15	17	30	13	16	10	166	32	117	81	85	113	16	59	56	55	158	30
	11%	10%	11%	11%	13%	15%	12%	5%	16%	13%	11%	10%	7%	9%	9%	6%	12%	15%	11%	18%	12%	6%	10%	11%	12%	10%	6%	12%	12%	10%	10%	10%
	gouA			g	g	ze	g			0							0	0		zlmn	žu				2			A	Α			
																				0												
I have the vehicle in some other way	39	17	21	9	3	8	10	8	1	1	1	5	3	3	4	4	7	2	7	1	24	15	27	12	14	25	6	10	5	15	34	5
	2%	2%	2%	4% dg	1%	2%	3%	1%	2%	1%	•	3%	2%	1%	3%	2%	3%	3%	5% zij	1%	2%	3%	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%
Own outright (NET)	1485	753	715	146	286	252	260	541	48	153	117	140	117	151	126	228	188	63	112	41	1044	441	904	581	565	920	206	387	376	418	1207	237
	79%	80%	78%	68%	80%	73%	78%	87%	75%	77%	78%	84%	81%	81%	78%	84%	77%	72%	78%	74%	78%	82%	79%	79%	79%	79%	81%	78%	79%	79%	79%	79%
	ce				c		c	zcde f				q				q																
Lease/finance (NET)	330	166	160	46	65	82	64	73	15	42	30	22	21	29	29	40	45	18	25	14	263	67	196	134	127	202	33	95	91	91	267	50
1	18%	18%	18%	21%	18%	24%	19%	12%	23%	21%	20%	13%	15%	16%	18%	15%	19%	20%	17%	25%	20%	12%	17%	18%	18%	17%	13%	19%	19%	17%	18%	17%
	gu			g	g	zg	g													ko	zu											
Don't know	21	4	17	14	3	3	1			2	2	-	3	4	1		3	4	-		4	18	11	11	5	16	8	4	1	2	14	7
	1%		2%	6%	1%	1%			1%	1%	1%	-	2%	2%	1%		1%	5%	-			3%	1%	1%	1%	1%	3%	1%			1%	2%
	agtxC		za	zdefg														zknor				zt					zCD					
	D																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		CAR DRIVII	IG LICENSE				VFH	ICLE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	DRIVING		T		PΔ	RKING LOCAT	IONS				FLECTRIC	VEHICLES		IN	TENTION TO BL	IY NEXT VEHIC	TIE .
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS		BUYING IT ON FINANCE	SOME	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE		USE AS PART	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	NOT NEXT TO MY	OFF-STREET IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/	OFF-STREET	ON-STREET		NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN,		WITHIN THE	IN THE NEXT		
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	())	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)
UNWEIGHTED BASE WEIGHTED BASE	1904 1875 100%	1798 1759 94%	103 113* 6%*	1120 1131 60%	399 399 21%	243 217 12%	135 119 6%	7 9** ***	; ;	1519 1530 82%	378 336 18%	1042 1044 56%	461 441 24%	126 132 7%	209 198 11%	43 39* 2%*	1503 1485 79%	335 330 18%	1591 1559 83%	916 862 46%	316 289 15%	64 67* 4%*	1021 968 52%	115 119* 6%*	132 132 7%	456 460 25%	127 140 7%	1268 1219 65%	583 600 32%	235 199 11%	242 233 12%	669 641 34%	734 779 42%	337 301 16%	1029 966 52%	1490 1411 75%	1536 1459 78%
Own it outright (after buying it outright, or being given the vehicle by someone else)	1044	992	52	642	258	92	48	4		899	140	1044					1044		921	479	130	28	564	57	76	250	71	697	321	94	116	364	460	170	523	770	795
	efjl mnoqtuD	56% zb	46%	57% efj	65% zcef ij	42%	41%	48%		59% zcef j	42%	zimno pq		-			70% zimno q		59% zstu	56% t	45%	42%	58% zw	47%	58%	54%	51%	57%	54%	47%	50%	57% D	59% zDE	56%	54%	55%	54%
Own it outright (after initially acquiring it through other means, such as hire purchase, loan, leasing, finance, etc.)	441	420	20	276	85	53	27			361	80		441				441		349	209	87	17	228	23	27	108	43	277	151	53	66	144	173	69	232	340	356
	24% kmno gr	24%	18%	24%	21%	24%	23%			24%	24%		100% zkmno pq				30% zkmno q		22%	24%	30% zrs	26%	24%	19%	20%	23%	31%	23%	25%	27%	28%	22%	22%	23%	24%	24%	24%
Leasing it (e.g., through 'personal contract hire' where the vehicle is rented, usually for several years)	132	120	11	71	10	26	23	2		81	49			132				132	101	48	28	5	66	10	14	30	11	90	40	24	14	41	52	33	86	112	114
	7% dikin prs	7%	10%	6% di	3%	12% zcdi	19% zcdi	22%	•	5% d	15% zcdi		•	100% zkino pq		•	•	40% zklno p	6%	6%	10% rs	8%	7%	8%	11%	6%	8%	7%	7%	12% zEFG	6%	6%	7%	11% zK	9% zK	8% z	8% z
Buying it on finance (i.e., paying for the vehicle in instalments, such as with a loan, hire purchase, etc.)	198	184	11	111	36	35	14	2		147	49				198			198	157	108	37	6	83	29	15	53	14	126	67	24	30	68	72	24	110	166	170
	11% iklm oov	10%	10%	10%	9%	16% 2cdi	12%	18%		10%	15% zcdi				100% zkimo pa			60% zkim op	10%	13% zr	13%	10%	9%	24% zvxy ABC	11%	12%	10%	10% V	11%	12%	13%	11%	9%	8%	11% H	12% zH	12% zH
I have the vehicle in some other	39	31	8	18	9	7	5			27	12					39			25	15	4	6	18	•	•	17	1	18	18	3	6	16	13	5	13	20	20
wav	2% aklog rBUK	2%	7% za	2%	2%	3%	4%			2%	4% zci					100% zkimn pq			2%	2%	1%	9% zrst	2%	•		4% zB	1%	2%	3%	2%	3%	2%	2%	2%	1%	1%	1%
Own outright (NET)	1485 79% befj mnoquw	1412 80% 2b	71 63%	918 81% zefj	343 86% zefj	145 67%	76 64%	4 48%		1260 82% zefj	220 66%	1044 100% zmn oq	441 100% zmnoq				1485 100% zmnoq		1270 81% ztu	689 80% u	217 75%	45 67%	792 82% zwB	80 67%	103 78%	358 78% w	114 82% w	974 80% w	472 79% w	147 74%	182 78%	508 79%	633 81% D	239 79%	755 78%	1110 79%	1151 79%
Lease/ finance (NET)	330 18% diki oprv	305 17%	23 20%	182 16%	46 12%	62 28% zcdi	37 31% zcdi	4 40%		228 15%	99 29% zcdi	:	:	132 100% zkl	198 100% zklop		:	330 100% zklo	258 17%	156 18%	66 23% 2r	12 18%	149 15%	39 32% zvyA BC	29 22%	83 18%	25 18%	217 18% v	108 18%	48 24% zFG	45 19%	109 17%	124 16%	56 19%	196 20% z	278 20% 2	284 19% z
Don't know	21 1% aklpr sCUK	11 1%	11 9% za	14 1%	*	4 2%	1 1%	1 12%	:	16 1%	5 1%	:	:		:	:	:		6	3	3 1%	4 6% zrst	9 1%	1 1%	:	*	:	10 1%	2 *	:	:	9 1%	9 1%	1	3 *	4	4

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/g/h/i/) - z/k/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x/A/B/C - z/D/E/F/G - z/H/i/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q3 - Do you currently own this vehicle outright, are you leasing the vehicle, are you buying the vehicle on finance, or do you have this vehicle in some other way?



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2025

15 - Do voo currently own this vehicle outfields. are voo leasine the vehicle on finance, or do voo bave this vehicle is some other wav?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

										1										1												1							
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXT PU	RCHASE - PROI	BABLY/ DEFINI SIDER	TELY NOT	OVERALL OP	INION ON VEHIC	LES VERY/FAII	RLY POSITIVE	OVERALI	OPINION ON NEGA	VEHICLES VERY	//FAIRLY	EVER CHARGE IN HY					EVER BUY - EV	,			PC	DLICY CHANGE -	SWITCH TO EL	ECTRIC VEHICE	.ES				TEN	IURE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS		MORE THAN 10 YEARS (v)		IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1904 1875 100%			899 810 43%	715 635 34%		761 716 38%	351 366 20%	534 532 78%	1173 1179 63%	685 676 36%	1031 959 51%	836 762 41%	205 183 10%	663 633 34%	285 305 16%	552 590 31%	465 409 22%	1415 1438 77%		293 274 15%			458 410 22%	890 807 43%	1123 1044 56%	739 704 38%	672 661 35%	454 464 25%	1411 1365 73%		559 541 296	845 798 43%					1404 1339 71%	460 496 26%
Own it outright (after buying it outright, or being given the vehicle by someone else)	1044	553	292	416	319	123	389	206	310	665	398	492	370	92	341	177	366	203	823	66	139	194	144	205	399	542	381	377	260	758	286	257	520	135	63	47	6	777	244
	56% cdek lauwxvF HM	57% cd	58% cd	51%	50%	49%	54%	56%	58% e	56% kl	59% kl	51% I	49%	50%	54%	58%	62% zmn	50%	57% 2q	48%	51%	49%	61% stuw xv	50%	49%	52% x	54%	57%	56%	56%	56%	47%	2FHI LM	49%	46%	56%	51%	58% zFHI M	49%
Own it outright (after initially acquiring it through other means, such as hire purchase, loan, leasing, finance, etc.)	441	234	131	212	172	62	159	89	123	278	161	231	204	40	138	70	122	107	328	40	75	102	50	114	216	266	164	154	114	318	123	137	201	54	22	16	5	338	92
	24% M	24%	26%	26% z	27% z	25%	22%	24%	23%	24%	24%	24%	27% zik	22%	22%	23%	21%	26%	23%	29%	27%	26%	21%	28%	27% 2	26%	23%	23%	25%	23%	24%	25% M	25% M	20%	16%	19%	44%	25% zIM	19%
Leasing it (e.g., through 'personal contract hire' where the vehicle is rented, usually for several years)	132	64	23	71	56	29	74	24	35	88	36	87	67	20	66	17	36	39	91	12	22	38	15	34	72	88	65	39	27	104	28	54	35	24	11	8	•	88	43
	7% hG	7% h	5%	9% 7ah	9% zab	11% zeh	10% zeh	7%	7%	7%	5%	9% 2i	9% zi	11% 200	10%	6%	6%	9%	6%	9%	8%	10%	7%	8%	9%	8%	9% z8DE	6%	6%	8% R	6%	10%	4%	9%	8%	9%	3%	7%	9% G
Buying it on finance (i.e., paying for the vehicle in instalments, such as with a loan, hire purchase, etc.)	198	107	57	98	80	36	82	41	55	115	62	115	93	23	68	35	52	45	151	15	35	53	24	50	103	127	81	70	39	151	47	78	34	50	28	8		112	86
	11% GL	11%	11%	12%	13%	14% z	11%	11%	10%	10%	9%	12% zij	12% ij	13%	11%	12%	9%	11%	10%	11%	13%	13%	10%	12%	13% z	12% z	12%	11%	8%	11%	9%	14% 2GL	4%	18% 2GL	21% zGL	10%		8% G	17% zGL
I have the vehicle in some other way	39	10	2	10	6	2	11	4	7	22	10	22	17	6	16	4	11	10	29	3	4	8	2	7	14	17	10	13	15	24	15	13	7	7	8	3	•	19	18
	2% abcdG L	1%		1% b	1%	1%	2%	1%	1%	2%	2%	2%	2%	3%	3%	1%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	3%	2%	3%	2% G	1%	3% G	6% zGL	4%	2%	1% G	4% zGL
Own outright (NET)	1485 79% efkl mnuxFHI M	787 81% cd	423 83% 2cd	628 78%	491 77%	185 73%	548 77%	295 81% e	433 81% ef	943 80% kl	559 83% ziki	723 75%	574 75%	132 72%	479 76%	247 81% m	489 83% zmn	310 76%	1151 80%	105 77%	214 78%	296 75%	194 82%	319 78%	615 76%	809 78%	546 77%	531 80%	374 81%	1077 79%	408 80%	394 73% I	721 90% 2FHI JLM	189 68%	85 63%	62 75%	12 95%	1115 83% 2FHI M	337 68%
Lease/ finance (NET)	330 18% (GL	171 18%	81 16%	170 21% zab	136 21% zab	65 26% zgh	156 22% zh	65 18%	90 17%	203 17% i	98 15%	202 21% zij	159 21% zij	44 24% 2p	135 21% zp	53 17%	88 15%	84 20%	242 17%	28 20%	57 21%	91 23% 2	39 17%	84 21%	176 22% 2	215 21% 2	146 21% 2CE	108 16%	66 14%	254 19%	75 15%	132 24% 2GL	69 9%	74 27% 2GL	39 28% zGL	16 19% G	3%	200 15% G	128 26% zGL
Don't know	21 1% abcdf hnwxyAD	3 *	1	2 *	*	:	1	2 *	2 *	12 1%	8 1%	12 1%	11 1%	1 1%	3 *	1 .	3 *	5 1%	17 1%	:		2	2 1%		2	3 *	2	8 1%	9 2% AD	10 1%	11 2% zAD	2 *	2	7 2% FGL	5 4% 2FGL	2 2% GL		4	13 3% 2FGL

Proportions/Means: Columns Tested (5% risk level) -1/a/b/c/d - z/e/t/a/h -1/l/l/k/l - z/m/n/o/p - z/a/r - z/s/t/u/w/w/y-z/A/B/C/D/E - z/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PUBLIC

15 May 2025

Q3 - Do you currently own this vehicle outright, are you leasing the vehicle, are you buying the vehicle on finance, or do you have this vehicle in some other way?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

												DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN				T CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -		L .		DRIVING - AGRE	E			D	RIVING DISAGR	E	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1904	100	197	199			116			69		165	305	282		129	148				147
WEIGHTED BASE	1875	80*					94*					150					127				127
	100%	4%*					5%*					8%					7%				7%
Own it outright (after buying it	1044	37	80	83	47	42	50	2	6	35	44	68	147	121	101	53	68	9	9	38	65
outright, or being given the vehicle																					
by someone else)																					
'	56%	46%	50%	50%	43%	42%	53%	30%	36%	64%	58%	46%	53%	48%	47%	45%	53%	42%	52%	49%	51%
1	dekm									f			mn								
	no																				
Own it outright (after initially	441	20	42	41	34	26	23	1	5	13	20	46	77	76	67	37	29	4	5	18	35
acquiring it through other means,																					
such as hire purchase, loan,																					
leasing, finance, etc.)																					
reasing, marice, etc.,	24%	25%	26%	25%	31%	27%	24%	11%	33%	24%	26%	31%	28%	30%	31%	31%	23%	19%	30%	24%	28%
	2470	2570	2070	23,0	5270	2,,0	2470	11/0	3370	2-170	20/0	z	20/0	z	Z Z	51/0	25/0	1370	5070	2470	20,0
Leasing it (e.g., through 'personal	132	9	16	20	15	13	10	2	3	2	6	10	16	16	13	9	7	6	2	5	3
contract hire' where the vehicle is	132		10	20	13	15	10	-	3	-	Ü	1 10	10	10	13	,	l '	0	-	,	,
rented, usually for several years)																					
rented, dadaily for several years)																					
	7%	11%	10%	12%	14%	14%	11%	32%	21%	4%	8%	7%	6%	6%	6%	7%	6%	28%	11%	7%	2%
	1/0	11/0	10/0	1270 Z	2 Z	14/0 Z	11/0	32/0	21/0	4/0	0/0	//0	070	076	078	7.70	0/0	20/0	11/0	7 /0 †	2/0
Buying it on finance (i.e., paying for	198	13	19	17	12	16	9	2	1	4	5	20	31	34	26	15	21	2	-	13	19
	198	15	19	1/	12	10	9	2	1	4	5	20	31	34	20	15	21	2	-	15	19
the vehicle in instalments, such as																					
with a loan, hire purchase, etc.)																					
		450/	420/	440/	440/	4.50/	400/	200/	70/	00/	50/	420/	440/	420/	420/	470/	470/	440/		470/	450/
	11%	16%	12%	11%	11%	16%	10%	28%	7%	8%	6%	13%	11%	13%	12%	13%	17%	11%	-	17%	15%
					_										_		Z				
I have the vehicle in some other	39	2	2	3	2	1	1	-	1	1	1	4	4	4	5	2	2	-	-	2	4
way																					
	2%	2%	2%	2%	1%	1%	1%		3%	2%	1%	3%	1%	2%	2%	1%	1%	-	-	3%	3%
Own outright (NET)	1485	56	121	124	81	68	73	3	11	48	63	115	223	197	169	90	97	13	14	56	100
	79%	71%	76%	76%	74%	69%	78%	41%	70%	87%	84%	76%	81%	78%	79%	76%	76%	61%	82%	73%	79%
	ae									f											
Lease/ finance (NET)	330	22	35	37	27	29	20	4	4	6	11	30	47	50	38	24	28	8	2	18	22
	18%	27%	22%	23%	25%	29%	21%	59%	27%	11%	15%	20%	17%	20%	18%	20%	22%	39%	11%	23%	17%
		Z			Z	Z	ij														
Don't know	21	-	-	-	-	-	-	-	-	-	-	1	1	1	2	2	-	-	1	1	1
	1%	-	-	-	-	-	-	-	-	-	-	1%	*	*	1%	2%	-	-	8%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q4 - Which of the following types of driving do you do with your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

	_																															
_		GEN	DER			AGE									SION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	ME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1904																					557										
WEIGHTED BASE	1875																					541										
	100%																					29%										
For social, domestic and pleasure	1559	784	760	136	290	278	282	573	54	164	122	142	114	155	139	234	193	73	118	51	1090	469	954	605	592	967	207	422	384	444	1253	255
purposes (e.g., at weekends and to																																
visit supermarkets, etc.)																																
	83%	83%	83%	64%	81%	81%	84%	92%	83%	82%	82%	85%	79%	83%	87%	86%	79%	84%	82%	92%	82%	87%	84%	82%	83%	83%	82%	85%	81%	84%	82%	85%
	ct				c	c	c	zcde												zjlp		zt										
								f																								
For commuting to and from work	862	466	388	101	254	185	161	162	28	100	65	67	67	93	67	128	127	40	57	22	798	64	597	265	418	444	65	190	248	317	726	114
	46%	49%	43%	47%	71%	54%	48%	26%	43%	50%	43%	40%	47%	50%	42%	47%	52%	46%	40%	40%	60%	12%	52%	36%	59%	38%	26%	38%	52%	60%	48%	38%
	bguw	zb		g	zcef	zg	g										kr				zu		zw		zy			A	zAB	zABC	2F	
	yABF				g																											
I use my vehicle as part of my work	289	173	113	52	84	75	42	35	7	33	23	26	14	23	24	38	68	8	19	6	266	23	216	73	161	128	25	64	65	124	249	34
(e.g., to visit clients, make																																
deliveries or drive clients to																																
locations, etc.)																																
	15%	18%	12%	24%	23%	22%	13%	6%	11%	17%	15%	16%	9%	12%	15%	14%	28%	9%	13%	11%	20%	4%	19%	10%	23%	11%	10%	13%	14%	24%	16%	11%
	bguw	zb		zfg	zfg	zfg	g										zhijk				žu		zw		zy					zABC	2F	
	yAF																Imnogrs													1		
I rarely drive my vehicle, or it is not	67	22	44	18	12	11	12	14	1	4	3	5	8	8	2	10	10	3	11	1	37	30	27	39	20	47	16	18	20	8	52	13
currently on the road (e.g., kept in																																
a garage, etc.)																																
	4%	2%	5%	8%	3%	3%	3%	2%	1%	2%	2%	3%	6%	4%	1%	4%	4%	3%	7%	3%	3%	6%	2%	5%	3%	4%	6%	4%	4%	2%	3%	4%
	agtvx		za	zdefg									n						zin			zt		zv			2D		D			
	D																															
Don't know	35	9	25	13	5	7	3	8	1	4	5	2	6	5	1	2	3	1	4	-	11	24	23	12	11	24	8	5	5	9	28	7
	2%	1%	3%	6%	1%	2%	1%	1%	2%	2%	3%	1%	4%	3%	1%	1%	1%	2%	3%	-	1%	4%	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%
	at		za	zdefg									0									zt					В					

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



15 May 2025
Q4 - Withish of the following types of driving do you do with your main webide?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

																							_														
		CAR DRIVII	IG LICENSE				VEHIC	LE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	PORIVING					RKING LOCATION					ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VEHI	CLE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT	OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN		NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET	DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	I EVER BUY
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(0)	(0)	(k)	(1)	(m)	(n)	(o)	(p)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	( (0)	(1)	(K)
UNWEIGHTED BASE	1904							7			378						1503	335	1591				1021			456							734			1490	1536
WEIGHTED BASE																							968														1459
																							52%														78%
For social, domestic and pleasure	1559	1488	69	942	337	179	95	5	-	1279	274	921	349	101	157	25	1270	258	1559	723	194	-	854	88	107	376	106	1049	481	161	174	526	686	255	825	1202	1242
purposes (e.g., at weekends and to visit supermarkets, etc.)																																					
	83%	85%	61%	83%	84%	83%	80%	59%		84%	82%	88%	79%	76%	80%	65%	86%	78%	100%	84%	67%		88%	74%	81%	82%	76%	86%	80%	81%	74%	82%	88%	85%	85%	85%	85%
	bloq	zb										zlmn					zlmn		zstu	tu	u		zwxy					zwyA				E	zDEF		z	z	2
	tuwACE											opq					oq						ABC					C									
For commuting to and from work	862	833	27	508	173	105	74	2		681	179	479	209	48	108	15	689	156	723	862	160		425	55	59	245	59	538	305	117	135	338	264	178	510	708	719
	46%	47%	24%	45%	43%	48%	63%	21%		45%	53%	46%	47%	36%	55%	38%	46%	47%	46%	100%	55%		44%	46%	45%	53%	43%	44%	51%	59%	58%	53%	34%	59%	53%	50%	49%
	bimu BG	2b					zcde				zcde		m		zkmq			m	u	zrtu	zru					zvBC			zvB	2G	zG	2G		zIJK	zJK	2K	Z
I use my vehicle as part of my work (e.g., to visit clients, make deliveries or drive clients to locations, etc.)	289	282	5	141	61	49	35	3		203	84	130	87	28	37	4	217	66	194	160	289		127	36	23	69	30	186	99	73	73	78	61	82	184	256	264
	15%	16%	4%	12%	15%	22%	29%	28%		13%	25%	12%	20%	21%	19%	10%	15%	20%	12%	19%	100%		13%	30%	17%	15%	22%	15%	17%	37%	31%	12%	8%	27%	19%	18%	18%
	bcik ruvFG	2b				zcdi	zcdi				zcdi		zkp	k	k		k	zkp	u	zru	zrsu			zvxy			v	v		zFG	2FG	G		zIJK	z	z	z
I rarely drive my vehicle, or it is not currently on the road (e.g., kept in a garage, etc.)	67	53	14	45	13	8	1			58	9	28	17	5	6	6	45	12				67	27	2	8	15	7	38	22	1	5	25	35	4	20	31	32
	4% akprs tDHUK	3%	12% za	4%	3%	4%	•			4%	3%	3%	4%	4%	3%	16% zkimn pq	3%	4%				100% zrst	3%	2%	6% v	3%	5%	3%	4%	1%	2%	4% D	4% D	1%	2%	2%	2%
Don't know	35	13	21	22	5	4	2	1		28	6	11	7	2	2	3	18	4	-				16	2		6		18	6		4	15	10	4	7	7	7
	2% akprs	1%	19% za	2%	1%	2%	2%	12%		2%	2%	1%	2%	2%	1%	7% zklnp	1%	1%	-				2%	1%		1%		1%	1%		2%	2% D	1%	1% JK	1%	•	.
	tUK															q																					

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



O4 - Which of the following types of driving do you do with your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

						NEXT PU	RCHASE - PRO	BABLY/ DEFINIT	ELYNOT					OVERAL	OPINION ON	VEHICLES VERY	/FAIRLY	EVER CHARGE	ED EV / PLUG-																				
		NEXT PURC	HASE - PROBA	BLY/ DEFINITEL	Y CONSIDER		CON	ISIDER		OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RLY POSITIVE		NEGA	ATIVE		IN HY	BRID				EVER BUY - EV				PC	DLICY CHANGE -	SWITCH TO EL	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (e)	EV (b)	PETROL (i)	DIESEL	HYBRID (V)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (a)	EV (n)	YES (a)		WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS		EVER BUY	YES (A)	RECALL HEARING SOMETHING		YES/RECALL HEARING		BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL		OTHER (K)	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1904 1875 100%	1002 972 52%	530 507 27%	899 810 43%	715 635 34%	279 252 13%	761 716 38%	351 366 20%	534 532 28%	1173 1179 63%	685 676 36%	1031 959 51%	836 762 41%	205 183 10%	663 633 34%	285 305 16%	552 590 31%	465 409 22%	1415 1438 77%	165 136 7%	293 274 15%	432 397 21%	233 237 13%	458 410 22%	890 807 43%	1123 1044 56%	739 704 38%	672 661 35%	454 464 25%	1411 1365 73%	493 510 27%	559 541 29%	845 798 43%	273 277 15%	118 136* 7%*	69 83* 4%*		1404 1339 71%	460 496 26%
For social, domestic and pleasure purposes (e.g., at weekends and to visit supermarkets, etc.)	1559	837	413	659	521	213	635	333	488	998	550	772	604	138	545	272	530	319	1220	113	229	317	203	342	659	861	614	552	362	1165	393	451	710	208	92	69	11	1161	370
	83% klmq CEHIM	86% zbcd	82%	81%	82%	85%	89% ze	91% ze	92% zef	85% zjkl	81%	80%	79%	76%	86% zm	89% zm	90% zmn	78%	85% zq	83%	83%	80%	86%	83%	82%	83%	87% 2CE	84% CE	78%	85% 2CE	77%	83% HIM	89% zFHI LM	75%	68%	84%	88%	87% zFHI M	75%
For commuting to and from work	862 46% nprG I	483 50% 2	265 52% 2	433 53% za	374 59% zabc	130 52% fgh	324 45%	158 43%	226 42%	569 48% 2	330 49%	482 50% z	414 54% zijk	86 47% p	266 42%	130 43%	226 38%	239 59% 2r	615 43%	98 72% ztuv wxy	163 60% zuvy	182 46%	100 42%	261 64% ztuv xy	443 55% zuvy	543 52% zuv	314 45%	297 45%	228 49%	610 45%	252 49%	299 55% zGIJ LM	317 40%	151 54% zGIJ LM	45 33%	32 39%	7 53%	616 46% GI	228 46% I
I use my vehicle as part of my work (e.g., to visit clients, make deliveries or drive clients to locations, etc.)	289	182	118	188	163	34	91	42	57	192	142	194	183	29	71	29	64	130	155	50	56	70	38	106	177	215	120	98	66	218	71	78	118	63	21	5	1	196	89
	15% fghn opri	19% 2	23% 2a	23% za	26% zac	13%	13%	11%	11%	16%	21% zi	20% zi	24% zik	16%	11%	10%	11%	32% 2r	11%	37% ztuv wxy	21% 2	18%	16%	26% ztuv xy	22% zu	21% 2	17%	15%	14%	16%	14%	14%	15%	23% zFGJ LM	16%	6%	6%	15%	18% J
I rarely drive my vehicle, or it is not currently on the road (e.g., kept in a garage, etc.)	67	18	15	24	16	6	13	8	11	34	22	37	29	13	25	11	13	9	58	1	7	12	6	7	19	25	16	26	24	42	25	15	17	15	14	2	1	32	30
	4% afswx yAGL	2%	3%	3% a	3%	2%	2%	2%	2%	3%	3%	4%	4%	7% znp	4%	4%	2%	2%	4%	1%	2%	3%	2%	2%	2%	2%	2%	4%	5% A	3%	5% A	3%	2%	5% GL	10% zFGL	2%	12%	2%	6% zFGL
Don't know	35 2% abcde fhiptwx yG	4	*	3 + d	:	:	4 1%	2 1%	2 +	9	7 1%	18 2% i	13 2% i	8 4% znop	10 2%	3 1%	3 1%	3 1%	27 2%		1 *	4 1%	2 1%	1 *	5 1%	7	8 1%	13 2%	11 2%	21 2%	14 3% C	11 2%	9 1%	2 1%	5 4%	4 4% G	:	20 1%	11 2% H

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/l/z/h - 2/hi/h/h - 2/m/n/o/o - 2/o/r - 2/s/t/u/w/w/x/v - 2/A/B/C/O/E - 2/F/G/H/I/J/K/L/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q4 - Which of the following types of driving do you do with your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGIN	NG LOCATION		DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE			DRIVEN EV IN		VE EXPERIENCE, RIVING DISAGR		
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(g)	(r)	(s)	(t)
UNWEIGHTED BASE	1904	100	197	199	134	117	116	9	20	69	97	165	305	282	227	129	148	24	20	94	147
WEIGHTED BASE	1875	80*					94*					150					127				127
	100%	4%*					5%*					8%					7%				7%
For social, domestic and pleasure purposes (e.g., at weekends and to visit supermarkets, etc.)	1559	66	130	139	86	82	84	6	13	51	67	106	215	193	159	80	110	13	9	59	101
	83% klmn o	83%	82%	84%	79%	83%	90%	100%	85%	91%	88%	71%	78% ko	76% o	74%	68%	87% st	62%	57%	76%	79%
For commuting to and from work	862	46	102	110	65	54	67	5	6	37	60	82	168	165	117	62	83	10	6	47	87
	46%	58% z	64% ze	67% zae	60% z	55%	72% z	77%	39%	67% z	79% zfi	55% z	61% zn	65% zkno	55% z	53%	66% z	49%	35%	61% z	69% z
I use my vehicle as part of my work (e.g., to visit clients, make deliveries or drive clients to locations, etc.)	289	30	59	64	42	41	29	1	2	16	21	43	67	68	48	32	27	8	5	19	29
· ·	15%	38%	37%	39%	38%	41%	31%	17%	14%	28%	28%	29%	24%	27%	23%	27%	21%	37%	31%	24%	23%
		z	z	z	z	z	z			z	z	z	z	z	z	z				z	z
I rarely drive my vehicle, or it is not currently on the road (e.g., kept in a garage, etc.)	67	1	2	1	1	1	-	•	-	1	-	11	13	9	12	6	4	-	2	3	6
	4%	1%	2%	1%	1%	1%	-	-	-	2%	-	7%	5%	4%	5%	5%	3%	-	13%	3%	5%
	С		С									zm									
Don't know	35 2%	-	-	-	-		-	-	-	-		1 *	2 1%	2 1%	3 1%	3 2%	-	1 4%	1 5%	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



IP50S 15 May 2015

Q5 - And at which of the following locations, if any, do you usually park your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		GEN	NDER			AGE								REG	ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN/	/RURAL
[											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST		HUMBER		MIDLANDS		SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
UNWEIGHTED BASE	(z) 1904	(a)	(b)	(c) 228	(d)	(e)	(f) 361	(g) 609	(h) 87	(i) 191	(j) 147	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r) 144	(s) 105	(t) 1347	(u)	(v) 1299	(w) 605	(x)	(y) 794	(A) 239	(B) 445	(C) 467	(D)	(E) 1499	(F) 300
WEIGHTED BASE	1875	942	913	214	359	345	335	623		199	150	167	144		161	272	244	88*	144	55*	1334	541	1138	738	712	1163	253	496	473	526	1522	298
WEIGHTED BAGE	100%	50%	49%	11%	19%	18%	18%	33%	3%*	11%	8%	9%	8%	10%	9%	15%	13%	5%*	8%	3%*	71%	29%	61%	39%	38%	62%	13%	26%	25%	28%	81%	16%
Off-street parking (NET)	1219	601	605	98	212	212	231	467	44	120	94	114	90	135	119	186	139	52	86	40	849	370	758	462	473	747	157	325	298	352	961	219
	65%	64%	66%	46%	59%	61%	69%	75%	68%	60%	63%	68%	63%	72%	74%	68%	57%	59%	60%	72%	64%	68%	67%	63%	66%	64%	62%	65%	63%	67%	63%	73%
	cdpE				c	c	cd	zcde				р		ipqr	zipq	р				р											(	zE
Off-street private parking, next to my property (e.g., a driveway or garage, etc.)	968	464	491	62	148	155	196	408	33	95	79	97	84	100	91	148	90	42	77	33	649	319	612	356	374	594	128	249	235	277	740	194
	52% cdep tE	49%	54%	29%	41% c	45% c	58% zcde	66% zcde	51% p	48% p	53% p	58% p	58% p	53% p	57% p	54% p	37%	48%	53% p	60% p	49%	59% zt	54% zw	48%	53%	51%	51%	50%	50%	53%	49%	65% zE
On-street parking (NET)	600	321	273	104	133	122	99	142	20	74	54	46	43	49	38	81	98	31	50	15	449	152	352	248	219	381	88	161	160	157	514	72
	32%	34%	30%	48%	37%	35%	29%	23%	31%	37%	36%	28%	30%	26%	24%	30%	40%	35%	35%	26%	34%	28%	31%	34%	31%	33%	35%	32%	34%	30%	34%	24%
	gnuF			zdef	zg	g	R			mn	n						zkmn				zu										2F	
On-street parking directly in front of or next to my property	460	245	210	78	91	86	87	119	13	51	38	30	34	39	22	73	79	23	44	13	339	121	283	178	174	287	66	124	120	128	390	57
	25% gnF	26%	23%	36% zdef	25% g	25%	26% g	19%	21%	26% n	25% n	18%	24% n	21%	14%	27% n	32% zkmn	27% n	31% kn	23%	25%	22%	25%	24%	24%	25%	26%	25%	25%	24%	26% F	19%
On-street parking that is not in	140	76	63	26	42	37	12	23	7	23	16	16	9	11	16	8	19	8	6	2	109	31	69	71	45	95	22	37	41	29	124	14
front of or next to my property	7%	8%	7%	12%	12%	11%	4%	4%	11%	12%	11%	9%	6%	6%	10%	3%	8%	9%	4%	3%	8%	6%	6%	10%	6%	8%	9%	8%	9%	6%	8%	5%
	fgovx	0.0		zfg	zfg	zfg	472	4/2	0	zors	0	0	0,0	0,4	0	370	0	0	4.2	3,0	0.0	0,0	0,0	zv	0,0	0.4	5/4	0.4	370	0,0	1	3,0
Off-street parking in a shared car	132	63	68	13	33	27	22	37	5	14	6	7	5	22	12	21	27	5	5	3	100	31	81	51	56	76	21	43	27	38	116	13
park	7%	7%	7%	6%	9%	8%	7%	6%	7%	7%	4%	4%	4%	12% ziklr	8%	8%	11% ziklr	5%	4%	5%	8%	6%	7%	7%	8%	7%	8%	9%	6%	7%	8%	4%
Off-street private parking that is not next to my property (e.g., a separate garage building, etc.)	119	74	45	23	31	30	13	22	6	11	9	10	1	13	16	17	22 22	6	4	4	99	20	65	54	43	77	9	34	35	37	104	12
separate garage building, etc.)	6%	8%	5%	11%	9%	9%	4%	4%	10%	6%	6%	6%	1%	7%	10%	6%	9%	6%	3%	7%	7%	4%	6%	7%	6%	7%	3%	7%	7%	7%	7%	4%
	bglu	zb		zfg	fg	fg			lr	1	1	1		1	lr	1	lr	1		1	zu											
None of these	43 2%	13 1%	29 3%	7 3%	10 3%	10 3%	4 1%	13 2%	-	5 2%	2 1%	7 4%	5 4%	3 2%	4 2%	5 2%	5 2%	3 4%	5 3%	1 1%	27 2%	16 3%	21 2%	22 3%	13 2%	30 3%	5 2%	9 2%	13 3%	12 2%	36 2%	6 2%
Don't know	12	7	za c	-			2	-					-				2	2	,		0	,	7	-	7	-	,	-	2	-	- 11	-
DON T KNOW	13 1%	1%	6 1%	6 3%	1%	:	*	1	1%				3%				1%	2 2%	3 2%	1%	1%	3 1%	1%	1%	1%	6	1%		2	1%	11 1%	
	g	-70	***	zefg	176	-			-79	-	-	-	zikmn	-	-	-	4,0	0	0	1/0	-/-	1/0	-/0	1/0	z	-				2/0	-/4	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025 Q5 - And at which of the following locations, if any, do you usually park your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		CAR DRIVIN	IG LICENSE				VEHIC	LE TYPE	_					VEH	ICLE OWNERS	IIP .				TYPES OF	DRIVING			OFF-STREET	PA	ON-STREET					ELECTRIC	VEHICLES		IN	TENTION TO BU	UY NEXT VEHIC	LE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/		USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT	OFF-STREET IN A SHARED	DIRECTLY IN FRONT OF/	NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE REEN	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE			FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY			PROPERTY	OFF-STREET	ON-STREET	DRIVE			PASSENGER	NEXT YEAR		10 YEARS	EVER BUY
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)
UNWEIGHTED BASE																							1021														1536
WEIGHTED BASE	1875 100%	1759		1131	399 21%					1530 82%	336	1044	241		198	39*	1485	330 18%	1559 83%	862	289 15%	67*	968 52%	119*		460 75%		1219	600 32%	199 11%		641 34%	779 42%	301 16%	966 52%	1411 75%	1459 78%
Off-street parking (NET)	1219	1156	61	734	270	129	84	3		1004	212	697	277	90	126	18	974	217	1049	538	186	38	968	119	132			1219		125	151	417	514	201	639	945	974
	65%	66%	54%	65%	68%	59%	70%	37%		66%	63%	67%	63%	68%	64%	47%	66%	66%	67%	62%	64%	57%	100%	100%	100%			100%		63%	65%	65%	66%	67%	66%	67%	67%
	bosy	zb					1					۰		0			0	0	25				zyA	zyA	zyAC			zyAC								2	2
Off-street private parking, next to	AC 968	913				100						564									127	27	C	С						97		322		160			
my property (e.g., a driveway or garage, etc.)			54	594	208		bo	2		802	165		228	ьь	83	18	792	149	854	425			968					968			118		425		498	747	771
	52% nqtw xyAC	52%	48%	53%	52%	46%	55%	19%		52%	49%	54% znq	52% n	50%	42%	46%	53% znq	45%	55% zstu	49%	44%	40%	100% zwxyA BC					79% zwxyA		46%	50%	50%	55% D	53%	52%	53%	53% z
On-street parking (NET)	600	557	43	365	121	81	30	4		486	111	321	151	40	67	18	472	108	481	305	99	22				460	140		600	69	75	205	247	93	307	435	453
	32% rvwx	32%	38%	32%	30%	37% fj	25%	40%		32%	33% f	31%	34%	31%	34%	46%	32%	33%	31%	35% zr	34%	33%				100% zvw	100% zvwxB		100% zvwx	35%	32%	32%	32%	31%	32%	31%	31%
On-street parking directly in front	460	427	33	294	00	52	22	4		207	74	250	108	20	52	17	358	83	376	245	60	15				460			460	4n	65	160	191	72	236	329	341
of or next to my property	25%	24%	29%	26%	22%	24%	19%	40%		25%	22%	24%	24%	23%	27%	44%	24%	25%	24%	28%	24%	23%				100%			77%	20%	28%	25%	25%	24%	24%	23%	23%
	VWXA BJK															zkim pq				zr						zvwxA BC			zvwx AB								
On-street parking that is not in front of or next to my property	140	130	10	71	33	29	7			103	36	71	43	11	14	1	114	25	106	59	30	7					140		140	28	10	44	56	22	71	106	112
front of or next to my property	7% cirvw	7%	9%	6%	8%	13% zcfi	6%			7%	11% zcfi	7%	10%	8%	7%	2%	8%	7%	7%	7%	10%	10%					100% ZVWXV		23% zvwx	14% zEFG	4%	7%	7%	7%	7%	8%	8%
	хуВ																										BC		γB								
Off-street parking in a shared car park	132	126	6	80	32	11	7	2		112	18	76	27	14	15	•	103	29	107	59	23	8			132			132		12	14	56	49	15	63	99	102
	7% vwyAC	7%	5%	7%	8%	5%	6%	18%		7%	5%	7%	6%	10%	8%	1%	7%	9%	7%	7%	8%	13%			100% zvwyA BC			11% zvwyA C		6%	6%	9%	6%	5%	6%	7%	7%
Off-street private parking that is not next to my property (e.g., a separate garage building, etc.)	119	116	1	59	31	18	12			90	30	57	23	10	29	•	80	39	88	55	36	2		119				119	-	21	20	39	40	26	78	99	101
	6% bcprv xyAC	7% b	1%	5%	8%	8%	10%			6%	9% c	5%	5%	8%	14% zklop	1%	5%	12% zklp	6%	6%	12% zrs	4%		100% zvxyA				10% zvxyA		10% 2G	8%	6%	5%	9%	8% zJK	7%	7%
None of these	43 2% rvvBC JK	38 2%	5 5%	28 2%	7 2%	4 2%	3 3%	1 11%	:	35 2%	7 2%	25 2%	6 1%	1 +	4 2%	3 7% Ima	30 2%	5 1%	24 2%	16 2%	3 1%	7 10% zrst	:	BC	:	:	:	:	:	3 1%	6 3%	14 2%	17 2%	5 2%	16 2%	25 2%	25 2%
Don't know	13 1% aikrv BGJK	9	4 4% za	5	1	4 2% cdi	3 2% cdi	1 12%	:	5	6 2% zcdi	2 *	7 2% zkp	1 1%	:	:	9 1% k	*	5 *	3	1	:	:	:	:	:	:	:	:	3 1% G	1 1%	5 1%	*	*	4	6	6

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/z/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/b/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

O5 - And at which of the followine locations. If any, do you usually early your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXT PU	RCHASE - PROI	BABLY/ DEFINIT	TELY NOT	OVERALL OP	INION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OVERAL	L OPINION ON NEG	VEHICLES VER	//FAIRLY	EVER CHARG					EVER BUY - EV	,			PC	LICY CHANGE - S	WITCH TO EL	ECTRIC VEHIC	ES				TENI	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10	MORE THAN 10 YEARS	IN THE NEXT	IN THE NEXT 10 YEARS (x)	EVER BUY		RECALL HEARING SOMETHING (B)		YES/RECALL HEARING (D)			OWNED OUTRIGHT (G)	RENTED PRIVATE (H)	RENTED LA./	RENTED	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1904 1875 100%	1002 972 52%	530 507 27%	899 810 43%	715 635 34%	279 252 13%	761 716 38%	351 366 20%	534 532 28%	1173 1179 63%	685 676 36%	1031 959 51%	836 762 41%	205 183 10%	663 633 34%	285 305 16%	552 590 31%	465 409 22%	1415 1438 77%	165 136 7%	293 274 15%	432 397 21%	233 237 13%	458 410 22%	890 807 43%	1123 1044 56%	739 704 38%	672 661 35%	454 464 25%	1411 1365 73%	493 510 27%	559 541 29%	845 798 43%	273 277 15%	118 136* 7%*	69 83* 4%*		1404 1339 71%	460 496 26%
Off-street parking (NET)	1219 65% ICEH IM	647 67%	324 64%	519 64%	404 64%	171 68%	495 69% 2	256 70%	374 70% 2	784 67% I	431 64%	614 64%	469 62%	115 63%	427 67%	204 67%	416 70% z	269 66%	937 65%	88 65%	164 60%	273 69% twx	179 75% 2stw xy	252 61%	525 65% tw	704 67% ztwx	509 72% zBCD E	426 64% CE	258 56%	935 69% zBCE	284 56%	359 66% HIM	571 72% 2HU M	157 57%	68 50%	45 54%	10 84%	929 69% 2HU M	270 54%
Off-street private parking, next to my property (e.g., a driveway or garage, etc.)	968	514	245	403	312	133	404	200	315	635	326	458	349	82	337	171	345	212	746	67	122	219	137	188	407	545	408	341	197	749	219	308	489	94	37	28	7	797	159
	52% jkit wcehum	53% b	48%	50%	49%	53%	57% 2	55%	59% 2	54% zjkl	48%	48%	46%	45%	53% m	56% m	59% zm	52%	52%	49%	44%	55% twx	58% tw	46%	51% tw	52% tw	58% 2BCD E	52% CE	42%	55% 2BCE	43%	57% zHIJ M	61% zHU M	34%	27%	33%	60%	60% 2HU M	32%
On-street parking (NET)	600 32% hpvA DGL	307 32%	168 33%	271 34%	218 34%	74 29%	209 29%	103 28%	150 28%	369 31%	230 34%	316 33%	274 36% zik	64 35%	194 31%	93 31%	166 28%	128 31%	464 32%	44 32%	105 38% zuvx V	115 29%	57 24%	148 36% zuvx V	263 33% uvy	320 31% v	185 26%	216 33% AD	183 39% zABD	401 29% A	199 39% zAD	166 31%	207 26%	113 41% zFGL	64 47% zFGL	37 45% zFGL	2 16%	373 28%	215 43% zFGL
On-street parking directly in front of or next to my property	460 25%	230	117 23%	197	158 25%	56 22%	157 22%	79 22%	116 22%	282	162 24%	232	207	47 26%	154 24%	76 25%	124 21%	84 20%	369 26%	37 27%	75 27%	89 22%	36 15%	112 27%	201	237	144 20%	172 26%	135	316 23%	145 28%	135 25%	153 19%	83	50 37%	29 35%	2	288	163 33%
	fpqv yADGL												zik						q	٧	v			vy	vy	v		AD	zAD	A	zAD	GL		zGL	2FGL	GL		G	zFGL
On-street parking that is not in front of or next to my property	140 7%	76 8%	51 10%	74 9%	60 9%	18 7%	52 7%	24 6%	34 6%	87 7%	68 10%	84	67 9%	16 9%	40 6%	18	42 7%	11%	94 7%	7 5%	30 11%	26 7%	20	9%	63	83	41 6%	7%	48	85 6%	54 11%	32 6%	54 7%	30	10%	10%		86	52 11%
	rDL	0.0	2	2	2		***	0,0	0,4		zi	2	3.0	270	0,0	0,0		27		3,4	25X	***	3.4	5	0.0	0.0	0,0	1.00	zAD	0,0	zABD	0.0	***	zFGL	2070	2070		0,4	2FGL
Off-street parking in a shared car park	132	66	35	53	40	19	54	33	38	80	50	76	54	17	46	18	45	23	106	6	19	28	23	24	52	75	54	46	29	99	32	28	36	31	16	14	3	64	61
	7% GI	7%	7%	6%	6%	7%	8%	9%	7%	7%	7%	8%	7%	9%	7%	6%	8%	6%	7%	4%	7%	7%	10%	6%	6%	7%	8%	7%	6%	7%	6%	5%	5%	11% 25GI	12% FGI	17% zFGL	22%	5%	12% zFGL
Off-street private parking that is not next to my property (e.g., a separate garage building, etc.)	119	66	43	64	53	19	36	23	22	70	56	79	66	15	43	15	25	35	85	16	23	26	19	39	65	84	48	39	32	86	33	23	45	32	15	3		69	50
	6% hpFL	7%	8% Z	8% Z	8% Z	8% h	5%	6% h	4%	6%	8% zi	8% zi	9% zi	8%	7% p	5%	4%	8%	6%	12%	8%	7%	8%	10% 2	8% Z	8% Z	7%	6%	7%	6%	6%	4%	6%	11% zFGL	11% FGL	4%	2%	5%	10% zFGL
None of these	43 2% afovA D	15 2%	12 2%	17 2%	11 2%	4 2%	9 1%	5 1%	7 1%	22 2%	9	22 2%	13 2%	3 2%	9	5 2%	7 1%	7 2%	31 2%	2 2%	4 1%	7 2%	1	6 2%	14 2%	15 1%	8 1%	16 2%	18 4% zAD	24 2%	20 4% zAD	12 2%	17 2%	6 2%	4 3%	:	:	29 2%	10 2%
Don't know	13 1% cirD	3 *	2	2 +	3	3 1%	3	3 1%	1	:	5 1%	7 1%	6 1%	2 1%	3	3 1%	1.	5 1%	6	2 1%	2 1%	2	:	3 1%	5 1%	5	3	2	5 1%	5 +	8 1% 20	4 1%	3 +	:	:	1%	:	7 1%	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/g/h - z/i/j/k/h - z/m/n/o/p - z/q/r - z/s/t/u/w/w/x/y - z/A/B/C/D/E - z/F/G/H/\/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

# Q5 - And at which of the following locations, if any, do you usually park your main vehicle?

Base: All drivers aged 18-75 in the UK who have access to a vehicle

		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	SING LOCATION	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGI	G LOCATION -	· DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE,		T CURRENTLY
		DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (g)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	1904	100	197	199	134	117	116	9	20	69	97	165	305	282	227	129	148	24	20	94	147
WEIGHTED BASE	1875	80*					94*					150					127				127
	100%	4%*					5%*					8%					7%				7%
Off-street parking (NET)	1219	51	107	108	66	65	67	4	11	39	49	83	169	147	125	67	82	14	13	49	75
	65%	64%	67%	66%	60%	66%	71%	58%	68%	71%	65%	55%	62%	58%	59%	57%	65%	64%	78%	64%	59%
	km																				
Off-street private parking, next to my property (e.g., a driveway or garage, etc.)	968	33	78	77	45	44	57	4	11	35	41	55	120	95	85	50	63	10	11	40	53
	52%	41%	49%	47%	41%	45%	61%	58%	68%	63%	54%	36%	44%	38%	40%	43%	49%	45%	69%	52%	42%
	dklm		d							i			m							t	
	nt																				
On-street parking (NET)	600	28	50	52	41	32	26	2	4	16	24	67	101	100	83	48	44	8	4	28	49
,	32%	35%	31%	32%	37%	32%	28%	33%	28%	29%	32%	44%	37%	40%	39%	41%	34%	36%	22%	36%	39%
												z		z	z						
On-street parking directly in front of or next to my property	460	18	33	36	25	21	22	1	2	14	18	51	83	81	67	36	37	4	3	22	37
, , , , , , , , , , , , , , , , , ,	25%	22%	21%	22%	23%	21%	23%	16%	13%	26%	24%	34%	30%	32%	31%	31%	29%	18%	16%	29%	29%
	-272											z	z	z	z						
On-street parking that is not in front of or next to my property	140	10	17	16	16	11	5	1	2	2	6	15	18	19	16	11	7	4	1	6	12
noncoror next to my property	7%	13%	10%	10%	14% z	12%	5%	17%	15%	4%	8%	10%	7%	7%	8%	10%	5%	19%	6%	7%	10% D
Off-street parking in a shared car	132	5	11	12	7	6	6	-	-	3	5	13	26	26	19	8	14	1	1	5	12
park		_				-					-							-	_		
	7%	7%	7%	7%	7%	6%	7%	_	_	5%	7%	9%	10%	10%	9%	7%	11%	5%	4%	6%	10%
Off-street private parking that is	119	13	18	19	14	14	3		-	1	3	15	23	26	21	9	5	3	1	5	9
not next to my property (e.g., a separate garage building, etc.)																					
	6%	16%	11%	12%	13%	14%	3%	-	-	2%	4%	10%	8%	10%	10%	8%	4%	13%	6%	6%	7%
		z	Z	z	z	z								z							
None of these	43	1	2	2	1	2	1	1	1	-	1	1	4	4	3	1	1	-	-	-	1
	2%	1%	1%	1%	1%	2%	1%	8%	3%	-	1%	1%	2%	1%	1%	1%	1%	-	-	-	1%
Don't know	13	-	-	2	2	-	-	-	-	-	2	-	-	3	3	1	-	-	-	-	2
	1%	-	-	1%	1%	-	-	-	-	-	2%	-	-	1%	1%	1%	-	-	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PSOS 15 May 2025

Q6 - And thinking about all fully electric vehicles (those with a battery and no petrol or diesel-powered engine), which one of the following applies to you?

Base: All adults aged 18-75 in the UK

	1	GEN	IDEB			AGE								95	SION						MODELIN	G STATUS	SOCIAL	CBADE	EDITO	ATION		INCO	NAE.		LIDDAN	/RURAL
1		GEI	IDEN			AGE					YORKS &	WEST	EAST	EAST OF	ION						WORKIN	NOT	JUCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-		UKBAN	NUNAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	MODTH FACT	NORTH WEST			MIDLANDS		SOUTH WEST	COUTUEACT	LONDON	WALES	SCOTLAND	NII.	WORKING	WORKING	ABC1	C2DE	GRADUATES			£34999	£54999	£55000+	URBAN	RURAL
	(a)	(a)	(h)	(e)	(4)	(0)	43-34	33-73	(b)	(i)	(i)	(h)	(I)	(m)	(e)	(e)	(a)	(a)	SCOTEAND (e)	(4)	(A)	(u)	ABCI	(zu)	(-)	6-A	(4)	(0)	L34333	(0)	(E)	KORAL (E)
UNWEIGHTED BASE	2241	1082	1130	260	(d)	202	425	721	116	226	172	101	152	100	107	202	207	122	170	115	1505	726	1444	(W)	1249	002	(A)	(B)	S15	(D)	1900	226
WEIGHTED BASE	2241	1002	1120	200	413	392	455	731	110	220	1/3	101	155		107	293		100		113	1520	730	1285		2249	4430	3/3	544	513	655	1000	320
WEIGHTED BASE	100%	1092	1120 509/	254	109/	405	411	226/	88"	241	180	194	76/	213	188	1.49/	313	100	180	20/*	1520	721	1285	956 439	369	1438	398	909	221	221	1852	150
I currently drive an electric vehicle	202	124	76	20	77	51	20	33	4/0	15	12	14	10	16	22	24	58	4	16	5/0	176	26	154	49	132	71	10.0	29	42	114	175	21
i currently unive an electric verificie	202	124	76	20	"	31	20	33	-	13	13	14	10	10	22	24	30	-	10	0	170	20	134	45	132	/1	10	25	42	114	1/3	21
	9%	11%	7%	8%	18%	13%	5%	4%	4%	6%	7%	7%	6%	7%	12%	8%	19%	4%	9%	9%	12%	4%	12%	5%	16%	5%	3%	5%	8%	21%	9%	7%
	bfgu	zb			zcfg	rfo	3/4	470	4.0	0,0	7,0		0,0		22.0	0,0	zhijk	4,0	3.4	3,0	zu	4,0	7W	370	70/0	3/4	3,0	3/4	AR	zABC	374	7.0
	wvAB				20.6	1.9									ч		Imogrs												740	DADC		
I don't currently drive an electric	258	168	85	35	67	53	45	57	8	21	18	20	20	27	22	38	48	9	21	7	211	47	170	88	115	143	37	61	64	90	214	36
vehicle, but I have driven one in					-			-	_									-														
the past																																
	12%	15%	8%	14%	16%	13%	11%	8%	9%	9%	10%	10%	12%	13%	12%	12%	15%	9%	11%	12%	14%	7%	13%	9%	14%	10%	9%	10%	12%	16%	12%	11%
	bguw	zb		8	zg	g											zi				zu		zw		zy					zAB		
	v																															
I have never driven an electric	777	372	390	120	161	127	145	223	28	71	57	76	54	74	45	126	122	40	67	16	537	240	477	300	304	473	128	201	184	215	654	107
vehicle, but have been a passenger																																
in one																																
	35%	34%	35%	47%	38%	31%	35%	30%	32%	29%	32%	39%	33%	35%	24%	41%	39%	38%	36%	25%	35%	33%	37%	31%	38%	33%	32%	33%	35%	39%	35%	33%
	gnw			zdef	g							ns		n		zins	ins	n	n				zw		zy					zA		
				R																												
I have never driven, nor been a	965	411	547	70	107	167	192	428	46	126	87	81	77	90	96	118	81	48	80	33	574	390	465	500	244	721	207	307	225	130	774	157
passenger, in an electric vehicle																																
	43%	38%	49%	28%	25%	41%	47%	57%	52%	52%	48%	42%	47%	42%	51%	38%	26%	46%	43%	53%	38%	54%	36%	52%	30%	50%	52%	50%	43%	24%	42%	48%
	acdp		za			cd	cd	zcde	op	zop	р	р	р	р	zop	р		р	р	ор		zt		zv		zx	zCD	zCD	D			
	tvxDE							f																								
Don't know	39	16	22	8	10	5	9	7	2	8	5	3	2	5	3	2	3	4	2	1	22	18	20	19	9	30	16	11 2%	6	3	35	4
	2%	2%	2%	3%	2%	1%	2%	1%	2%	4%	3%	1%	1%	2%	2%	1%	1%	3%	1%	1%	1%	2%	2%	2%	1%	2%	4%	2%	1%		2%	1%
	gxD									0								0									zCD					

Proportions/Means: Columns Tested (SM risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/b/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q6 - And thinking about all fully electric vehicles (those with a battery and no petrol or diesel-powered engine), which one of the following applies to you?

Base: All adults aged 18-75 in the UK

Base: All adults aged 18-75 in the I	UK																																				
		CAR DRIVII	NG LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNERS	HIP				TYPES OF	DRIVING				PAI	RKING LOCATIO	INS				ELECTRIC '	VEHICLES		IN	FENTION TO B	UY NEXT VEHIC	LE
	TOTAL	ANY YES	NO.	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK		OFF-STREET PRIVATE NEXT TO MY PROPERTY	TO MY PROPERTY	OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET		CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST		NEVER DRIVEN, NOR BEEN A PASSENGER	WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS		EVER BUY
	(z)	(10)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(*)	(w)	(x)	(y)	(A)	(B)	(c)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	100
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1131 50%	399 399 18%	243 217 10%	119 5%	9**	317 344 15%	1530 68%	378 336 15%	1042 1044 47%	441 20%	132 6%	198 9%	43 39* 2%*	1485 66%	335 330 15%	1591 1559 70%	916 862 38%	289 13%	67* 3%*	1021 968 43%	115 119* 5%*	132 132 6%	456 460 21%	127 140 6%	1268 1219 54%	583 600 27%	202 9%	257 258 12%	777 35%	965 43%	349 312 14%	1064 1002 45%	1545 1470 66%	1601 1526 68%
I currently drive an electric vehicle		202		27	9	54	108		4	36	162	94	53	24	24	3	147	48	161	117	73	1	92	21	12	40	28	125	69	202				62	152	191	197
	9% bcdh IEFG	11% 2b		2%	2%	25% zcdh i	91% zcdeh ij		1%	2%	48% zcdeh i	9%	12% z	18% zko	12%	8%	10%	15% zkp	10% zu	14% zru	25% zrsu	2%	10%	17% zwB	9%	9%	20% zvxv BC	10% z	11% zv	100% zEFG				20% zIJK	15% zJK	13% z	13% z
I don't currently drive an electric vehicle, but I have driven one in the past	258	241	17	145	48	39	2		25	193	40	116	66	14	30	6	182	45	174	135	73	5	118	20	14	65	10	151	75		258			54	149	203	206
	12% bfhD FG	13% 2b	5%	13% fh	12% f	18% zfhij	1%		7% f	13% zfh	12% f	11%	15% z	11%	15%	16%	12%	13%	11%	16% zr	25% zrsu	8%	12%	16% A	10%	14% C	7%	12%	12% A		100% zDFG			17% zK	15% zK	14% z	13% 2
I have never driven an electric vehicle, but have been a passenger in one	777	660	115	416	144	68	8	6	128	560	75	364	144	41	68	16	508	109	526	338	78	25	322	39	56	160	44	417	205			777		113	362	527	543
	35% fjtD EG	35%	35%	37% fj	36% fj	31% fj	6%	69%	37% fi	37% zfj	22% f	35%	33%	31%	34%	41%	34%	33%	34% t	39% zrt	27%	38%	33%	33%	43%	35%	32%	34%	34%	-		100% zDEG		36%	36%	36%	36%
I have never driven, nor been a passenger, in an electric vehicle	965	782	183	533	192	49	2	3	180	725	51	460	173	52	72	13	633	124	686	264	61	35	425	40	49	191	56	514	247				965	82	334	536	566
	43% aefj stDEFHI JK	41%	56% za	47% zefj	48% zefj	23% fj	1%	31%	52% zefj	47% zefj	15% f	44%	39%	39%	37%	34%	43%	38%	44% st	31% t	21%	52% st	44% B	33%	37%	41%	40%	42%	41%				100% 2DEF	26%	33% H	36% HI	37% HU
Don't know	39 2% acikp rsBFGHI JK	22 1%	14 4% za	10	6 1%	7 3% ci	:	:	7 2%	16 1%	7 2%	9 1%	5 1%	1 1%	3 2%	1%	14 1%	4 1%	12	8 1%	4 1%	:	12 1%	:	:	3 1%	2 1%	12 1%	5 1%	:	:	:	:	1 *	6 1%	14 1% I	14 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/y/h/li/- z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

OF - And thinking about all full velectric vehicles ithose with a battery and no actrol or diseast-accepted endine), which one of the following acollies to you?

# Base: All adults aged 18-75 in the UK

						_				_																													
		NEXT PURCHASE - PROBABLY/ DEFINITELY CONSIDER  NEXT PURCHASE - PROBABLY/ DEFINITELY CONSIDER  CONSIDER						ELYNOT					OVERAL	OPINION ON V		Y/FAIRLY		D EV / PLUG-																					
		NEXT PURC	HASE - PROBA	BLY/ DEFINITEL	LY CONSIDER		CON	ISIDER		OVERALL OPI	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE		NEGA	TIVE		IN HY	BRID				EVER BUY - EV				PC	DLICY CHANGE -	SWITCH TO EL	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)		WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)		YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE	2241	1043		940	748	290	788	358	546	1261		1179	977	281		323	604	479	1730	169	308	450	243		927	1170	806	788	594	1594	647	592	930	381		109		1522	663
WEIGHTED BASE	2241 100%	1014 45%	528 24%	851 38%	669 30%		745 33%		546 24%	1273 57%	742 33%	1112 50%	905 40%		742 33%	349 16%	654 29%		1778 79%				248 11%		843 38%	1091 49%				1561 70%	680 30%	580 26%	887 40%			128* 6%*		1468 65%	714 32%
I currently drive an electric vehicle	202	90	73	144	174	73	94	36	15	110	86	156	173	40	68	19	15	182	20	48	80	41	18	128	169	187	105	61	34	166	36	45	111	30	10	6		156	45
	9% hoprC	9%	14% 2a	17% za	26% zabc	28% zfgh	13% zh	10% h	3%	9%	12% zi	14% zi	19% zijk	16% znop	9% op	5% p	2%	43% 2r	1%	35% zuvx	27% zuvx	10%	7%	30% zuvx	20% zuvy	17% zuv	14% zBCDE	8%	6%	11% zBCE	5%	8%	12% zFHU	8%	5%	4%		11% 2FIM	6%
	EM																			y	y			y									LM						
I don't currently drive an electric vehicle, but I have driven one in the past	258	130	75	146	122	37	88	29	50	158	107	155	133	30	63	35	65	121	131	37	53	54	25	90	144	169	88	88	77	176	82	69	95	55	19	12		164	87
	12%	13%	14%	17%	18%	14%	12%	8%	9%	12%	14%	14%	15%	12%	8%	10%	10%	29%	7%	26%	18%	13%	10%	21%	17%	15%	11%	11%	12%	11%	12%	12%	11%	14%	10%	10%	2%	11%	12%
	gnr		2	23	zab	eh	æ				2	2	2	n				2f		2UVW XV	zv			ZUVX V	ZUVV	27													
I have never driven an electric vehicle, but have been a passenger in one	777	361	181	329	247	83	269	111	171	423	230	435	339	87	273	83	185	79	683	40	98	177	97	138	316	412	260	294	209	553	224	214	261	162	71	42	9	475	275
	35% jopq GL	36%	34%	39% zab	37%	32%	36% gh	30%	31%	33%	31%	39% zij	37% zij	34%	37% op	24%	28%	19%	38% 2q	29%	34%	43% zstw xy	39%	32%	37% 25W	38% 25W	34%	37%	34%	35%	33%	37% GL	29%	42% zGL	35%	33%	56%	32% G	38% 2GL
I have never driven, nor been a passenger, in an electric vehicle	965	426	195	221	120	66	285	197	310	570	308	345	240	96	329	210	382	35	920	14	58	137	102	72	209	311	313	333	286	646	318	249	408	128	97	63	6	657	288
	43%	42%	37%	26%	18%	25%	38%	53%	57%	45%	42%	31%	27%	37%	44%	60%	58%	8%	52%	10%	20%	33%	41%	17%	25%	29%	41%	42%	46%	41%	47%	43%	46%	33%	48%	49%	40%	45%	40%
	bcde fklqstu wxyDH	bcd	cd	d			e	zef	zef	iki	kl	1			m	zmn	zmn		zq		SW	stwx V	stwx ¥	s	stw	stwx					zAD	н	zHM		нм	Н		zH	н
Don't know	39	7	5	12	6	3	8	1		11	10	20	19	2	9	2	7	7	24		2	4	6	2	5	12	6	14	11	20	20	3	13	10	4	5		16	19
	2%	1%	1%	1%	1%	1%	1%			1%	1%	2%	2%	1%	1%	1%	1%	2%	1%		1%	1%	3%		1%	1%	1%	2%	2%	1%	3%	1%	1%	3%	2%	4%	2%	1%	3%
	adghi rwxyADF L			3		h	h						_ '										wxy			wx					zACD			FL		FL			FL

Proportions/Means: Columns Tested (5% risk level) - z/a/bi/c/d - z/e/l/a/h - z/l/li/k/h - z/m/n/o/o - z/a/r - z/s/t/u/w/w/x/v - z/a/B/C/D/E - z/F/G/HA/IJ/K/L/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for six testina



15 May 2025

Q6 - And thinking about all fully electric vehicles (those with a battery and no petrol or diesel-powered engine), which one of the following applies to you?

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN	PAST. POSITI	VE EXPERIENCE,	REASONS NO	T CURRENTLY	DRIVEN EV IN	PAST. POSITI	VE EXPERIENCE.	. REASONS NO	T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -	DISAGREE			ORIVING - AGRE	E			D	RIVING DISAGR	EE	
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194									161
WEIGHTED BASE	2241	85*					97*					181									141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
I currently drive an electric vehicle	202 9%	43 51%	91 55%	97 56%	58 51%	60 58%	59 61%	3 47%	6 39%	32 57%	41 53%	-			-	-	-	-	-	-	
	klmn	7	z	7	z	7	7			z	z										
	opst	_	-	-	-	-	-			-	-										
I don't currently drive an electric vehicle, but I have driven one in the past	258	17	43	41	29	24	25	*	3	14	22	60	102	102	77	54	36	7	3	27	38
	12%	21%	26%	24%	25%	23%	26%	6%	20%	24%	28%	33%	33%	36%	32%	42%	26%	26%	16%	34%	27%
		z	z	z	z	z	z			Z	z	z	z	z	z	zkln	z			z	z
I have never driven an electric vehicle, but have been a passenger in one		16	22	26	22	10	11	3	4	6	13	121	211	182	165	74	103	19	15	53	103
	35%	18%	13%	15%	19%	10%	11%	47%	23%	11%	17%	67%	67%	64%	68%	58%	74%	74%	84%	66%	73%
	abcd efij	e			e						f	zo	ZO	z	zo	z	z			z	z
I have never driven, nor been a passenger, in an electric vehicle	965	9	8	6	6	8	1	-	3	4	1	-	-	-	-	-	-	-	-	-	-
	43% abcd efijklm nopst	11% bcd	5%	4%	6%	8% c	2%	-	19%	7% fj	1%	-	-	-	-	-	-	-	-	-	-
Don't know	39 2% Im	-	2 1%	2 1%	-	1 1%	*	-	-	1 2%	*	-	-	-	-	-		-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q7 - Which of the following factors, if any, would be important to you if you were choosing La new or used vehicle (i.e., car or van) to own or lease?

Base: All adults aged 18-75 in the UK with a driving licence

		GEN	IDER			AGE								REG	ION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN/	/RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	MORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	COLITHEACT	LONDON	WALES	SCOTLAND	NI	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE WEIGHTED BASE	1936 1908	978 976	935 908	219 202	380 380	343 349		615 625		188 194	142 144	164 172	135 141	174 186	162 165	265 277	259 270	102 87*	149 149	103 55*	1373 1362	563 546	1309 1149	627 758	1134 732	802 1176	269 286	462 517	464 466	619 513	1543 1566	290 286
	100%	51%	48%	11%	20%	18%	18%	33%	4%*	10%	8%	9%	7%	10%	9%	15%	14%	5%*	8%	3%*	71%	29%	60%	40%	38%	62%	15%	27%	24%	27%	82%	15%
The reliability of the vehicle (i.e., whether or not it's prone to faults,	1170	577	580	91	218	205	220	438	42	116	82	106	97	120	106	176	144	53	95	34	795	375	748	423	463	707	173	289	298	327	935	201
breakdowns. etc.)	61%	59%	64%	45%	57%	59%	62%	70%	61%	60%	57%	61%	69%	65%	64%	64%	53%	61%	64%	62%	58%	69%	65%	56%	63%	60%	60%	56%	64%	64%	60%	70%
	cptw		z		c	c	c	zcde					р	р		р						zt	zw		z				В	В	i	zE
The on-going running costs of the	1085	529	544	86	185	185	216	412	37	110	93	100	83	110	94	169	132	44	81	33	716	368	659	425	418	666	171	288	268	276	864	188
vehicle (such as insurance, taxes and tolls)																																
	57% acdp	54%	60% za	43%	49%	53% c	61% cde	66% zcde	52%	57%	65%	58%	59%	59%	57%	61%	49%	51%	54%	60%	53%	67% zt	57%	56%	57%	57%	60%	56%	57%	54%	55%	66% zE
	tE										,					,																
The up-front cost of the vehicle (e.g., buying, financing or leasing,	1026	496	518	78	179	187	208	373	34	104	84	94	84	95	97	143	123	49	85	35	701	324	631	394	403	623	163	276	245	269	815	175
etc.)	54%	51%	57%	39%	47%	54%	59%	60%	49%	54%	58%	54%	59%	51%	59%	52%	45%	56%	57%	65%	52%	59%	55%	52%	55%	53%	57%	53%	52%	52%	52%	61%
	acdp		za			c	zcd	zcd			р		р		р				р	zhop		zt									1	zE
The safety of the vehicle (in the	918	457	447	68	190	158	166	336	21	90	83	93	70	101	75	135	113	39	73	27	629	289	577	341	382	536	134	244	214	268	743	149
event of an accident)	48%	47%	49%	34%	50%	45%	47%	54%	29%	47%	57%	54%	49%	55%	45%	49%	42%	45%	49%	48%	46%	53%	50%	45%	52%	46%	47%	47%	46%	52%	47%	52%
The format of the vehicle (e.g.,	chpt 850	461	378	40	c 157	c 153	c 160	zce 339	25	h 83	zhp 62	hp 76	h 61	hp 81	h 97	h 118	119	h 37	h 66	h 26	574	zt 276	z 548	302	zy 354	496	126	215	208	2 242	680	145
hatchback, SUV, van, saloon, etc.)																																
	45% bctw	47% zb	42%	20%	41% c	44% c	46% c	54% zcde	35%	43%	43%	44%	44%	44%	59% zhij	43%	44%	43%	44%	47%	42%	51% zt	48% zw	40%	48% zy	42%	44%	42%	45%	47%	43%	51% zE
The reputation of the brand or	818	427	381	69	170	136	150	f 293	25	84	62	78	60	77	klmopqr 76	110	124	32	66	25	564	254	538	280	361	457	109	187	193	264	647	147
manufacturer (e.g., Ford, Kia, Tesla,																																
BMW, etc.)	43%	44%	42%	34%	45%	39%	43%	47%	35%	43%	43%	45%	42%	42%	46%	40%	46%	37%	44%	45%	41%	47%	47%	37%	49%	39%	38%	36%	41%	51%	41%	51%
	cwyB E				c			zce															zw		zy					zABC		zE
Its internal size (e.g., number of seats, boot and storage space, etc.)	813	404	401	70	151	130	164	298	29	73	55	76	70	94	66	131	100	34	62	24	550	263	514	299	329	484	130	194	203	226	645	145
Jeus, Door and Jeorage Space, etc.)																															i	
	43% ctBE	41%	44%	35%	40%	37%	47% ce	48% zcde	42%	37%	39%	44%	50% p	51% zip	40%	47% p	37%	40%	42%	43%	40%	48% zt	45% zw	39%	45% z	41%	45%	38%	44%	44%	41%	51% zE
Its range (how far it can travel on a full tank or charge)	804	448	349	58	151	144	164	287	26	73	54	83	59	76	77	122	115	29	73	17	568	235	493	311	335	469	123	214	187	230	653	134
	42% bcs	46% zb	38%	29%	40%	41%	47%	46%	37%	38%	38%	48%	42%	41%	47%	44%	43%	33%	49%	31%	42%	43%	43%	41%	46% zv	40%	43%	41%	40%	45%	42%	47%
Its driving performance (e.g.,	762	421	331	77	174	137	148	227	28	72	57	71	51	67	62	111	125	30	64	25	545	217	487	275	355	407	110	175	178	248	612	125
responsiveness. power. etc.)	40%	43%	36%	38%	46%	39%	42%	36%	40%	37%	40%	42%	36%	36%	37%	40%	46%	34%	43%	45%	40%	40%	42%	36%	49%	35%	38%	34%	38%	48%	39%	44%
	bgwy B	zb			zg												z						zw		zy					zABC	i	
Its external appearance (e.g., the colour, styling, trim, etc.)	749	381	360	62	171	128	152	236	22	73	61	70	60	66	74	95	113	38	58	18	538	211	489	260	329	420	95	165	176	251	597	133
colour, styling, triin, etc.)	39%	39%	40%	31%	45%	37%	43%	38%	31%	37%	43%	41%	43%	35%	45%	34%	42%	44%	39%	34%	40%	39%	43%	34%	45%	36%	33%	32%	38%	49%	38%	47%
Its likelihood to hold its value over	cwyB 505	278	222	39	zceg 117	66	e 90	193	19	44	47	55	29	49	51	52	75	26	46	12	341	165	2W 342	163	2y 225	280	87	115	101	zABC 168	415	zE 78
time	26%	28%	24%	19%	31%	19%	26%	31%	27%	23%	32%	32%	21%	27%	31%	19%	28%	30%	31%	22%	25%	30%	30%	21%	31%	24%	31%	22%	22%	33%	27%	27%
	ceot				ce			zce			0	lo			0		0	0	0			zt	zw		zy		BC			zBC	i	
Its overall impact on the	406	230	169	53	126	74	56	97	12	47	29	40	16	37	37	39	91	22	30	6	312	94	281	125	224	182	60	86	104	135	351	50
environment (from its production, everyday use over its life and its																																
disposal)	21%	24%	19%	26%	33%	21%	16%	16%	17%	24%	20%	23%	11%	20%	22%	14%	34%	25%	20%	10%	23%	17%	24%	16%	31%	15%	21%	17%	22%	26%	22%	17%
	bfgl	zb	15/0	fg	zefg	2170	10%	10/0	1//0	los	20/6	los	11/0	20%	ls	14/6	zhij	los	20%	10%	ZU ZU	1770	ZW ZW	10%	zy	13/0	21/6	17/6	2270	zB	2 2 20	1776
Other factor(s)	osuwyB 51	33	17	2	12	8	10	18	-	6	2	3	3	5	4	8	klmnors 12	1	5	2	33	17	29	22	20	30	8	14	11	12	44	5
	3% b	3%	2%	1%	3%	2%	3%	3%	-	3%	1%	2%	2%	3%	2%	3%	4%	2%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	2%
There are no factors which would be important to me if I was	45	20	25	4	6	5	12	18	3	6	1	3	4	5	3	7	6	3	4		28	17	22	23	12	33	14	13	4	10	39	6
choosing a new or used car																																
	2% xC	2%	3%	2%	2%	1%	3%	3%	4%	3%	1%	2%	3%	3%	2%	3%	2%	3%	3%	-	2%	3%	2%	3%	2%	3%	5% zCD	2%	1%	2%	2%	2%
Don't know	72 4%	28 3%	43 5%	14 7%	10 3%	13 4%	15 4%	20 3%	6 8%	5 3%	5 3%	4 2%	2 2%	8 4%	10 6%	13 5%	7 2%	8 9%	5 4%		51 4%	21 4%	32 3%	40 5%	10 1%	62 5%	9 3%	21 4%	25 5%	8 2%	64 4%	8 3%
	avxD			zdg					zklps						5			ziklp						zv		zx		D	D		i	



Q7 - Which of the following factors, if any, would be important to you if you were choosing La new or used vehicle (i.e., car or van) to own or lease?

#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Base: All adults aged 18-75 in the UK with a driving licence

Base: All adults aged 18-75 in the	UK with a driv	ving licence																																			
		CAR DRIVI	NG LICENSE				VEHIC	LE TYPE						VEH	IICLE OWNERS	HIP				TYPES OF	DRIVING				PAR	KING LOCATIO				$\overline{}$	ELECTRIC \	VEHICLES		IN	TENTION TO BL	UY NEXT VEHICL	.E
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)		USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)		OFF-STREET IN A SHARED CAR PARK (x)	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET (B)	ON-STREET (C)		NOT CURRENTLY BUT HAVE IN THE PAST (E)					IN THE NEXT 10 YEARS (J)	EVER BUY
UNWEIGHTED BASE WEIGHTED BASE	1936 1908 100%	1936 1908 100%		1056 1059 56%						1431 1429 75%		994 992 52%			197 184 10%		1439 1412 74%		1530 1488 78%				971 913 48%					1210 1156 61%				685 660 35%			1064 1002 53%	1545 1470 77%	1601 1526 80%
The reliability of the vehicle (i.e., whether or not it's prone to faults, breakdowns, etc.)	1170	1170		671	217	123	73	4	79	888	197	641	258	67	104	16	899	170	983	525	154	27	631	55	82	238	64	768	302	123	116	430	492	193	625	947	975
	61% twyA CE	61%	•	63%	59%	59%	64%	60%	55%	62%	61%	65% zq	61%	55%	56%	51%	64% zq	56%	66% zst	63% t	54%	52%	69% zwyA BC	47%	65% wA	56%	50%	66% zwyA C	54%	61% E	48%	65% zE	63% E	62%	62%	64% zl	64% z
The on-going running costs of the vehicle (such as insurance, taxes and tolls)	1085	1085		615	212	103	52%	3 37%	90	827 58%	163	572	225	78 65%	100	13	797	178	881 59%	457	142	25 47%	560	47	80 63%	219	51%	687 59%	285	89	48%	395 60%	476 61%	172	567	864 59%	895 59%
	ejtw yCDE	1026		ej	189	30%		37.0	el 78	ej 802		547	214	64		18			zst 854	462	126		zwyA BC 544	40%	wyC 75	216	56	zwyC 658		78	40%	DE 391	zDE		544	zl 834	zl 854
The up-front cost of the vehicle (e.g., buying, financing or leasing, etc.)	1026	1026		613	189	43%	49	72%	78 55%	802 56%	138	547	51%	53%	97 53%	18	761 54%	161	854 57%	462	126 45%	21	60%	39	75 59%	51%	56 43%	658 57%	273	78	96	391	453	162 52%	544	834 57%	56%
The safety of the vehicle (in the	efjt wACDE 918	918		zdef ij 521	161	109	61	3	64	zdef i 682	169	490	189	69	88	15	679	157	ztu 755	t 412	127	28	zwyA BC 489	41	wA 68	w 187	51	zwyA C 599	w 237	98	100	zDE 360	zDE 351	170	514	zIK 750	776
event of an accident)	48% wcg	48%		49%	44%	52%	53%	37%	45%	48%	53% d	49%	45%	58%	48%	47%	48%	52%	51%	49%	45%	53%	54% 7WVA	36%	54% war	44%	39%	52% zwv4	43%	49%	42%	55% 2FG	45%	55%	51% z	51%	51% z
The format of the vehicle (e.g., hatchback, SUV, van. saloon, etc.)	850	850		464	153	108	67	5	53	617	175	458	181	67	75	14	639	142	725	362	120	18	BC 459	35	62	158	60	C 556	218	101	98	295	350	157	487	694	714
INCLIDENCE SO V. VIII. SINGUL ELL.	45% wyC	45%	-	44%	41%	52% zcdh	58% zcdh	72%	37%	43%	54% zcdh	46%	43%	56% zlnp	40%	45%	45%	47% n	49% zst	43%	42%	34%	50% zwyB	30%	49% wy	37%	46% w	48% zwyC	39%	50%	41%	45%	45%	50% z	49% z	47% z	47% z
The reputation of the brand or manufacturer (e.g., Ford, Kia, Tesia. BMW. etc.)	818	818		467	144	104	51	4	46	612	155	423	188	56	89	14	611	145	677	384	132	22	435	49	62	166	45	545	211	87	112	296	319	147	467	689	707
	43% hC	43%		44% h	39%	50% zdh 94	45%	60%	32%	43% h	48% zdh	43%	45%	46%	49%	45%	43%	48%	45% z	46% z	47%	42%	48% zyAC	42%	49% AC 47	39%	35%	47% zyAC	38%	43%	47% 88	45%	41%	47%	47% z	47% 2K	46% z
Its internal size (e.g., number of seats, boot and storage space, etc.)	813 43%	813		446	169 46%	45%	46%	46%	33%	615 43%	147 46%	441	171	50%	76 41%	13 43%	613 43%	137 45%	690 46%	374 45%	40%	18	457	28%	37%	169 40%	51	536	40%	83	37%	294	341 44%	137	447	670 46%	45%
Its range (how far it can travel on	hw 804	804		433	h 136	h 101	h 62	3	68	h 569	h 163	419	163	64	70	17	582	134	2t 650	348	104	22	zwxy BC 417	36	63	w 167	42	ZWXY C 515	w 209	91	95	307	307	144	460	2K 662	z 680
a full tank or charee)	42% diwC	42%		41%	37%	49% di	54% zcdi	37%	48% d	40%	51% zcdi	42%	39%	53% zkln	38%	56%	41%	44% n	44% zt	42%	37%	42%	46% zwyA	31%	50% wAC	39%	33%	45% zwAC	38%	45%	40%	46% 2G	39%	46%	46% z	45% 2K	45% z
Its driving performance (e.g., responsiveness, power, etc.)	762	762		419	130	93	63	6	49	548	156	399	171	57	63	17	570	121	630	382	113	17	386	34	56	162	53	476	214	107	85	292	272	152	460	643	657
	40% IwG	40%		40%	35%	45% d	55% zcdh i	88%	34%	38%	48% zcdh i	40%	41%	48% nq	34%	55%	40%	40% n	42% z	46% zr	40%	32%	42% w	29%	44% W	38%	41%	41% W	39%	53% zEFG	35%	44% 2EG	35%	49% zK	46% zJK	44% 2K	43% z
Its external appearance (e.g., the colour. styling. trim. etc.)	749 39%	749 39%		429 41%	135 36%	89 43%	49	60%	42 29%	564 39%	138 43%	387	169 40%	58 48%	77 42%	13 43%	556 39%	135	620 42%	375 45%	40%	17 31%	404	41 35%	58 46%	140	47 37%	503 44%	187 34%	81 40%	34%	292 44%	286 37%	146 47%	433	627 43%	642 42%
Its likelihood to hold its value over	hyC 505	505		h 280	88	h 64	h 36	2	33	h 369	h 100	287	94	27	56	5	381	83	z 419	zr 245	70	11	2yC 287	19	γC 34	99	19	zyC 339	118	54	78	2EG 182	186	2 107	z 320	2K 418	z 428
time	26% wAC	26%		26%	24%	31%	31%	37%	23%	26%	31%	29% zlp	22%	22%	30%	16%	27%	27%	28% z	29% z	25%	20%	31% zwyA	16%	27% A	23%	15%	29% zwyA	21%	26%	32% G	28%	24%	34% zJK	32% zJK	28% z	28% z
Its overall impact on the environment (from its production, everyday use over its life and its	406	406		194	64	64	49		36	257	113	209	85	27	41	6	294	68	308	203	89	14	BC 186	20	30	92	31	C 236	123	78	60	162	99	97	267	352	359
disposal)	21% ciG	21%		18%	17%	31% zcdi	43% zcdeh		25%	18%	35% zcde	21%	20%	22%	22%	20%	21%	22%	21%	24% zr	32% zrs	27%	20%	17%	24%	22%	24%	20%	22%	38% zEFG	25% G	25% 2G	13%	31% 2UK	27% zJK	24% z	24% z
Other factor(s)	51 3%	51 3%	:	24 2%	14 4%	7 3%	2 2%	:	4 3%	38 3%	9	28 3%	10 2%	4 3%	3 2%	1 2%	39 3%	7 2%	37 2%	20 2%	6 2%	5 10%	21 2%	5 4%	5 4%	10 2%	6 4%	31 3%	15 3%	3 2%	5 2%	17 3%	24 3%	12 4%	25 3%	37 3%	39 3%
There are no factors which would be important to me if I was choosing a new or used car	45	45		26	2	1	5		11	28	6	19	4	2	5	5	23	7	24	11	2	zrst 4	7	3	2	16	3	11	19	5	4	11	22	5	14	16	18
	2% dlors vBUK	2%		2% d	1%	1%	4% de		8% zcdei i	2% d	2% e	2%	1%	1%	3%	15%	2%	2%	2%	1%	1%	8% zrst	1%	2%	1%	4% vB	2%	1%	3% vB	2%	2%	2%	3%	2%	1%	1%	1%
Don't know	72 4% cfijp rtvBDHI JK	72 4%	:	30 3%	14 4% f	6 3%	:	:	20 14% zcdef II	44 3%	6 2%	29 3%	11 3%	3 3%	2 1%	1 2%	40 3%	5 2%	39 3%	24 3%	5 2%	1%	21 2%	7 6% vB	3 2%	10 2%	5 4%	31 3%	15 3%	:	7 3% D	18 3% D	45 6% zDF	3 1%	15 1%	19 1%	24 2% J



15 May 2025

O7 - Whitch of the following factors: if ann, would be important to you were choosing Lanew or used whicke (i.e., car or vanil to own or lease?

Base: All adults aged 18-75 in the UK with a driving licence

Base: All adults aged 18-75 in the L	JK with a drivii	ng licence																																					
		NEXT PURCE	IASE - PROBAB	LY/ DEFINITELY	Y CONSIDER	NEXT PU		BABLY/ DEFINI	TELY NOT	OVERALL OPI	NION ON VEHI	CLES VERY/FAII	RLY POSITIVE	OVERALI	OPINION ON		Y/FAIRLY	EVER CHARGE IN HY					EVER BUY - EV	v			PC	DLICY CHANGE -	SWITCH TO E	LECTRIC VEHIC	LES				TENI	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO	WITHIN THE NEXT YEAR	1 TO 3 YEARS			IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/ RECALL HEARING			OWNED OUTRIGHT		RENTED LA./	RENTED H.A./TRUST	OTHER	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1936 1908	1043 1014	552 528	940 851	748 669	290 262	788 745	358 373	546 546	1166 1164	678 665	1031 963	845 773	218 198	679 652	289 305	559 594	466 411	1445 1463	169 139	308 291	450 414	243 248	477 430	927 843	1170 1091	738 696	(B) 681 671	475 490	1419 1367	517 540	551 533	837 783	302 304	124 146	82 98*	14 13**	1388 1316	508 549
The reliability of the vehicle (i.e., whether or not it's prone to faults,	1170	665	314	530	399	163	59% 514	255	386	743	414	595	446	120	430	201	409	240	923	7%	172	266	158	249	515	673	482	405	265	887	283	351	526	159	67	50	10	878	276
breakdowns, etc.)	61% ICEH	66% zbcd	59%	62%	60%	62%	69% 20	68% z	71% ze	64% zi	62% I	62% I	58%	60%	66% z	66%	69% zm	58%	63% z	55%	59%	64%	64%	58%	61%	62% W	69% 2BCD	60% E	54% E	65% zBCE	52%	66% zHIJ	67% 2HU	52%	46%	51%	77%	67% 2HU	50%
The on-going running costs of the vehicle (such as insurance, taxes and tolls)	1085	604	272	486	349	160	487	239	367	683	357	555	409	115	428	182	385	187	887	60	149	254	147	209	463	610	433	381	256	814	271	311	465	170	75	48	9	776	293
,	57% bdla swCE	60% zbd	52%	57% bd	52%	61%	65% 2	64% z	67% 2	59% ii	54%	58% I	53%	58%	66% zm	60%	65% zo	46%	61% zo	43%	51%	61% zstw xy	59% sw	49%	55% sw	56% sw	62% 2CE	57% E	52% E	60% zCE	50%	58%	59%	56%	52%	49%	73%	59% 2	53%
The up-front cost of the vehicle (e.g., buying, financing or leasing, etc.)	1026	612	288	437	321	137	451	242	365	666	352	504	381	100	383	180	372	170	849	57	132	248	141	188	436	576	396	379	237	775	251	323	439	140	58	49	9	761	247
	54% dlqs twCEHIM	60% zbcd	55% d	51% d	48%	52%	61% 20	65% ze	67% zef	57% zikl	53%	52% I	49%	51%	59% zm	59%	63% zm	41%	58% zq	41%	45%	60% zstw xy	57% stw	44%	52% stw	53% stw	57% CE	57% CE	48% E	57% 2CE	46%	61% zHIM	56% HIM	46%	40%	50%	72%	58% zHIM	45%
The safety of the vehicle (in the event of an accident)	918	523	249	444	342	141	404	174	280	588	311	498	375	98	350	136	302	190	721	84	143	218	114	228	446	560	356	319	232	675	243	247	422	125	67	42	8	669	234
	48% HM	52% zb	47%	52% zb	51%	54%	54% 2g	46%	51%	51% zj	47%	52% 2	49%	50%	54% 20	44%	51% o	46%	49%	61% ztvw xy	49%	53% 2	46%	53% 2	53% 2	51% 2	51%	48%	47% E	49%	45%	46%	54% 2FHL M	41%	46%	43%	62%	51% zFHM	43%
The format of the vehicle (e.g., hatchback, SUV, van, saloon, etc.)	850	475	234	406	308	139	394	181	280	544	303	443	335	96	333	150	314	188	652	68	140	176	98	208	384	482	382	282	174	664	186	249	386	102	60	41	4	635	203
	45% CEHM	47%	44%	48% z	46%	53% z	53% 2	48%	51% 2	47% 2	46%	46% I	43%	48%	51% z	49%	53% z	46%	45%	49%	48%	43%	39%	48% vy	46%	44%	55% 2BCD E	42% E	36%	49% 2BCE	34%	47% HM	49% 2HM	33%	41%	42%	30%	48% 2HM	37%
The reputation of the brand or manufacturer (e.g., Ford, Kia, Tesla, BMW, etc.)	818	478	237	414	316	127	362	172	268	538	298	443	350	89	311	139	271	191	620	64	141	195	101	204	399	500	338	286	183	624	194	219	375	130	52	35	2	594	218
	43% CE	47% 2	45%	49% z	47% 2	48%	49% 2	46%	49% 2	46% 2	45%	46% 2	45%	45%	48% z	46%	46%	47%	42%	46%	48%	47%	41%	48% 2	47% z	46% z	49% 2BCD E	43% E	37%	46% 2CE	36%	41%	48% zFIL M	43%	36%	36%	15%	45% 2F	40%
Its internal size (e.g., number of seats, boot and storage space, etc.)	813	472	245	387	300	122	346	169	276	523	316	431	323	83	300	138	290	166	643	56	127	191	119	182	373	493	353	283	171	636	178	242	356	118	48	40	5	598	206
	43% CEIM	47% z 425	46%	46% z 407	45%	46%	46% 2 374	45%	50% 2g	45% 2 494	48% zl 270	45% I	42%	42%	46%	45%	49% z 241	40%	44%	40%	44%	46%	48%	42%	44%	45% z 512	51% 2BCD E	42% CE 280	35% E	46% 2BCE 619	33%	45% IM	45% ziM	39%	33%	41%	35%	45% zlM	38%
Its range (how far it can travel on a full tank or charge)	42% bCE	425 42% b	38%	407 48% zab	48% zab	55% 2gh	50% zeh	40%	226 41%	494	41%	47% zii	362 47% zij	54% 20p	51% 20p	39%	41%	181 44%	42%	49%	50%	48%	39%	215 50% zv	415 49% zvy	47% 2V	339 49% 2BCD	280 42% E	36% E	45% 2BCE	34%	42%	44%	42%	43%	47%	14%	43%	235 43%
Its driving performance (e.g.,	762	440	225	396	313	119	323	153	231	515	314	429	344	86	255	124	249	194	562	73	143	176	84	216	392	476	E 315	258	180	573	189	214	331	115	53	38	6	545	206
responsiveness, power, etc.)	40% (F	43%	43%	47%	47%	45%	43%	41%	42%	44%	47%	45%	45%	44%	39%	41%	42%	47%	38%	52% zuvy	49% zvy	43%	34%	50% ZUVX	46% zuvy	44%	45% 2BCD	38%	37%	42% 28F	35%	40%	42%	38%	36%	38%	47%	41%	37%
its external appearance (e.g., the	749	444	220	381	284	115	336	150	234	510	291	405	313	70	261	129	252	166	570	71	121	169	104	y 192	361	465	E 316	249	173	565	184	229	329	100	44	33		559	177
colour, styling, trim, etc.)	39% EHM	44%	42%	45%	42%	44%	45%	40%	43%	44%	44%	42%	40%	36%	40%	42%	42%	40%	39%	51%	42%	41%	42%	45%	43%	43%	45% 2BCD	37%	35%	41%	34%	43% HIM	42%	33%	30%	34%	38%	42%	32%
Its likelihood to hold its value over		280	159	2 260	196	80	199	90	145	329	175	276	209	51	178	77	165	116	384	zuwx V 56	94	110	58	150	260	318	204	176	120	2BCE 380	125	128	HIM 249	73	28	21	3	2HIM 377	122
time	26% M	28%	30% z	31% za	29%	31%	27%	24%	26%	28%	26%	29% z	27%	26%	27%	25%	28%	28%	26%	40% zuvx	32% zv	27%	23%	35% zuvx	31% zuvy	29% 2	29% E	26%	24%	28%	23%	24%	32% zFHI	24%	19%	22%	22%	29% 2FIM	22%
Its overall impact on the environment (from its production, everyday use over its life and its disposal)	406	197	120	260	237	99	177	40	53	213	134	281	260	87	169	24	57	139	259	65	107	113	29	172	285	314	176	143	78	319	87	99	179	76	27	19	2	278	122
	21% ghio prvCE	19%	23% a	31% zab	35% zabc	38% zfgh	24% zgh	11%	10%	18%	20%	29% zij	34% zijk	44% znop	26% 20p	8%	10%	34% 2r	18%	47% zuvw xv	37% zuvy	27% zv	12%	40% zuvx	34% zuvy	29% zv	25% 2CE	21% CE	16%	23% 2CE	16%	19%	23%	25%	18%	19%	14%	21%	22%
Other factor(s)	51 3%	24 2%	17 3%	19 2%	14 2%	5 2%	17 2%	10 3%	15 3%	35 3%	21 3%	27 3%	22 3%	5 3%	19 3%	10 3%	15 2%	9 2%	42 3%	8 6% ztuwx	3 1%	9 2%	9 4%	11 3% t	20 2%	30 3% t	17 2%	16 2%	14 3%	33 2%	17 3%	16 3%	14 2%	12 4%	4 3%	3 3%	1 11%	31 2%	19 3%
There are no factors which would be important to me if I was choosing a new or used car	45	14	3	10	8	1	10	4	7	21	7	15	13	4	17	11	14	7	38	3	4	5	2	8	13	15	6	13	25	18	27	9	15	8	6	6		24	20
the state of the s	2% abcde fjkxyAD	1% b	•	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	3%	4%	2%	2%	3%	2%	2%	1%	1%	2%	2%	1%	1%	2%	5% zABD	1%	5% zABD	2%	2%	2%	4%	7% zFGL		2%	4% L
Don't know	T2 4% abcde fhijkin qtuvwxy	16 2% bcd	3 1%	7 1%	3 *	:	8 1%	7 2% e	8 1%	34 3% kl	15 2%	14 1%	11 1%	3 1%	8 1%	10 3% n	19 3% n	5 1%	56 4% q	2 1%	4 2%	2 *	2 1%	6 1%	8 1%	10 1%	8 1%	21 3% AD	27 5% AD	29 2% A	43 8% zABCD	15 3%	16 2%	13 4% G	9 6% GL	5 5%	:	30 2%	28 5% GL
	ADGL					1				1								1																					

Proportions/Means: Columns Tested (5% risk level) - 2/a/h/c/d - 2/e/H/e/h - 2/hi/h/h - 2/m/n/o/o - 2/a/r - 2/s/t/u/w/w/x/v - 2/A/B/C/O/E - 2/F/G/H/I/JK/L/M Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q7 - Which of the following factors, if any, would be important to you if you were choosing La new or used vehicle (i.e., car or van) to own or lease?

Base: All adults aged 18-75 in the UK with a driving licence

		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATIO		CHARGING	VEHICLE AT F	UBLIC CHARGI	IG LOCATION		DRIVEN EV IN		IVE EXPERIENCE, DRIVING - AGRE			DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
UNWEIGHTED BASE	(z) 1936	(a) 100	(b) 198	(c) 202	(d) 135	(e)	(f) 118	(g)	(h) 19	(i) 69	(j) 99	(k) 174	(I) 311	(m) 289	(n) 230	(o) 126	(p) 145	(q) 26	(r) 17	(s) 93	(t)
WEIGHTED BASE	1908	80* 4%*	159	166	110	98*	95*		15** 1%**	55* 3%*		162	285	262 14%	222	115*	126	24**	14** 1%**	76* 4%*	129
The reliability of the vehicle (i.e., whether or not it's prone to faults, breakdowns, etc.)	100% 1170	43	98	9% 104	6% 64	55	5%* 72	4	12	39	55	94	15% 167	143	133	62	82	10	6	41	7% 78
breakdowns, etc.)	61% m	54%	62%	63%	58%	56%	76%	59%	77%	70%	71%	58%	59%	55%	60%	54%	65%	41%	45%	54%	61%
The on-going running costs of the vehicle (such as insurance, taxes and tolls)	1085	30	74	76	50	36	53	3	12	31	41	92	153	136	132	58	67	14	8	35	71
,	57% abcd es	38%	46% e	46% e	46% e	37%	56%	51%	75%	56%	53%	57%	54%	52%	59% mo	50%	54%	60%	60%	46%	55%
The up-front cost of the vehicle (e.g., buying, financing or leasing, etc.)	1026	36	63	68	51	41	39	3	11	20	31	88	140	118	125	46	63	9	9	28	64
etc.)	54% bcef	45%	40%	41%	46%	42%	41%	53%	74%	37%	41%	54% mo	49% m	45%	56% Imo	40%	50% s	38%	63%	36%	50% s
The safety of the vehicle (in the event of an accident)	918	39	84	88	50	38	58	4	7	33	52	89	160	140	116	59	67	10	5	44	78
	48%	48% e	53% e	53% e	45%	38%	61% z	71%	49%	60%	67% z	55%	56% z	54%	52%	51%	53%	43%	38%	57%	60% z
The format of the vehicle (e.g., hatchback, SUV, van, saloon, etc.)	850	41	82	91	56	50	57	4	9	29	45	69	111	101	93	49	61	12	5	26	52
	45%	51%	52%	55% z	50%	51%	60% z	64%	60%	53%	59% z	43%	39%	39%	42%	42%	48% s	52%	37%	34%	40%
The reputation of the brand or manufacturer (e.g., Ford, Kia, Tesla, BMW, etc.)	818	31	77	85	43	35	53	2	6	31	48	81	143	130	106	44	63	7	5	37	70
	43%	38%	48% ade	51% zade	39%	36%	56% z	37%	42%	57% z	62% z	50%	50% zo	50% zo	48% 0	39%	50%	28%	37%	48%	54% z
Its internal size (e.g., number of seats, boot and storage space, etc.)	813	33	62	63	42	38	43	2	10	23	30	74	123	101	96	45	61	7	5	30	54
	43%	41%	39%	38%	38%	39%	45%	36%	68%	42%	39%	46%	43% m	39%	43%	39%	48%	30%	39%	39%	42%
Its range (how far it can travel on a full tank or charge)	804	37 46%	74 47%	80 48%	47	42	46	3 53%	5 31%	27	41 53%	81 50%	137	128	106	50	69 55%	11	2	38 49%	65
Its driving performance (e.g.,	762	36	47%	90	43%	43%	61	4	6	49%	55% z 50	72	48% z 140	49% z 127	99	45%	2 75	46%	16%	49%	50% 73
responsiveness, power, etc.)	40%	45%	50%	54%	46%	42%	64%	57%	42%	64%	64%	44%	49%	48%	45%	39%	60%	26%	43%	47%	56%
Its external appearance (e.g., the	749	38	z 73	zbde 74	47	37	z 46	3	7	z 29	z 40	74	zo 125	z 109	97	43	zs 59	5	6	28	z 65
colour, styling, trim, etc.)	39%	47%	46%	45%	43%	37%	49%	54%	47%	53%	52%	46%	44%	42%	44%	37%	47%	20%	43%	37%	50%
Its likelihood to hold its value over	505	e 26	50	49	32	29	z 30	1	5	2 21	z 26	0 52	95	78	67	31	s 40	3	3	21	2S 42
time	26%	33%	32%	30%	29%	29%	31%	17%	32%	37%	34%	32%	33%	30%	30%	27%	32%	11%	21%	28%	32%
Its overall impact on the environment (from its production, everyday use over its life and its	406	36	73	80	44	38	48	3	1	26	38	56	2 109	100	75	40	51	6		31	50
disposal)	21%	45% z	46% z	48% ze	40% z	38% z	50% z	45%	3%	47% z	50% z	35% z	38% z	38% z	34% z	35% z	40% z	27%	-	40% z	39% z
Other factor(s)	51 3%	2 3%	6 4%	4 3%	2 2%	2 2%	3 3%	:		3	2 3%	3 2%	4	3	4 2%	4 4%	2 2%	2 7%	1 4%	1 2%	-
There are no factors which would	45	-	2	2	-	1	1			2	1	-	4	4	2	m -	1	1	1	1	1
be important to me if I was choosing a new or used car	2%		1%	1%	_	1%	1%			3%	1%		1%	1%	1%		1%	4%	7%	1%	1%
Don't know	72 4% bcklm	-	-	2	2 1%	-	-	-	-	-	2 2%	:	2	2 1%	3 1%	1 1%	:	1 3%	1 6%	-	2 1%



15 May 2025

Q8 - When, if ever, do you think you will next buy or lease a car or van, either new or used, for your private use?

Base: All adults aged 18-75 in the UK with a driving licence

		GEN	IDER			AGE								RE	SION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN	/RURAL
Γ											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1936		935		380			615	93	188	142						259	102			1373		1309		1134	802					1543	290
WEIGHTED BASE	1908		908						70*												1362				732							
			48%						4%*												71%				38%							
Within the next year	312	195	112	26	102	57	43	84	10	27	21	26	12	32	20	40	66	18	27	12	253	59	217	95	172	140	36	69	73	125	269	31
	16%	20%	12%	13%	27%	16%	12%	13%	15%	14%	15%	15%	9%	17%	12%	15%	25%	21%	18%	21%	19%	11%	19%	13%	23%	12%	13%	13%	16%	24%	17%	11%
	bfgl	zb			zcef									1			zijk	1	1	1	zu		zw		zy					zABC	F	
	uwyF				g												Ino															
More than 1 year, up to 3 years'	691	379	309	77	149	123	128	213	28	75	57	65	47	61	63	86	107	26	56	20	511	179	448	242	280	410	76	186	171	226	560	111
time																																
	36%	39%	34%	38%	39%	35%	37%	34%	40%	39%	40%	38%	34%	33%	38%	31%	40%	30%	38%	36%	38%	33%	39%	32%	38%	35%	26%	36%	37%	44%	36%	39%
	wA 467	2 224	226	58	85	72	98	454	15	53	32	20	46	52	26	04	47	24	33	42	222		zw	201	2 422	290	70	132	117	zABC	373	- 02
More than 3 years, up to 10 years'	467	224	236	58	85	73	98	154	15	53	32	36	46	52	36	81	4/	24	33	13	323	144	266	201	177	290	76	132	11/	109	3/3	82
une	24%	23%	26%	29%	22%	21%	28%	25%	21%	27%	22%	21%	33%	28%	22%	29%	17%	27%	22%	24%	24%	26%	23%	27%	24%	25%	27%	25%	25%	21%	24%	28%
	nD	23/0	2.376	2.370	2270	1270	20/0	23/0	-1/0	n n	1270	2.170	2kn	n	2270	25%	4770	2770	22/0	2-470	2476	20%	23/0	2.770	1470	23/6	2770	23/0	23/0	2.270	2.470	2070
In more than 10 years' time	56	27	27		9	13	12	16		4	6	11	5	3	ς	15		2	2	2	40	16	24	32	19	38	14	20	13	7	45	q
in more than 20 years time	3%	3%	3%	4%	2%	4%	3%	3%		2%	4%	6%	3%	1%	3%	6%	_	2%	2%	5%	3%	3%	2%	4%	3%	3%	5%	4%	3%	1%	3%	3%
	pvD									D	p	zhmp	p		р	zhmp		D	p	hp				v			D	D				
Never	91	41	47	8	9	13	23	38	6	7	6	11	5	7	8	8	19	5	7	3	54	38	33	59	18	73	29	31	16	3	81	8
	5%	4%	5%	4%	2%	4%	7%	6%	8%	4%	4%	7%	4%	4%	5%	3%	7%	5%	5%	5%	4%	7%	3%	8%	2%	6%	10%	6%	3%		5%	3%
	dtvxD						d	d														zt		zv		zx	zCD	D	D			
In the next 3 years' time (NET)	1002	573	421	103	251	181	171	297	38	102	79	91	59	93	83	126	173	43	83	31	765	238	665	337	452	551	112	255	244	351	829	142
	53%	59%	46%	51%	66%	52%	49%	47%	55%	53%	55%	53%	42%	50%	50%	46%	64%	50%	56%	57%	56%	44%	58%	44%	62%	47%	39%	49%	52%	68%	53%	50%
	bglo	zb			zcef												zikl		1	1	zu		zw		zy			A	A	zABC		
	uwyA				g												mnoq															
In the next 10 years' time (NET)	1470	798	657	161	336	253	269	450	53	155	111	127	106	144	118	208	220	67	116	45	1088	382	931	539	629	841	188	387	361	460	1201	224
	77%	82%	72%	80%	88%	73%	77%	72%	76%	80%	77%	74%	75%	78%	72%	75%	81%	78%	78%	81%	80%	70%	81%	71%	86%	72%	66%	75% A	77%	90%	77%	78%
	bguw vA	zb		8	zcef												n				zu		zw		zy			A	A	zABC		
More than 3 years (NET)	524	251	263	66	92	96	110	170	15	57	20	46	E4	EA	41	97	47	26	37	16	363	160	290	233	196	328	90	152	130	116	417	90
INDIE CIAITS YEARS (NET)	27%	26%	29%	32%	24%	25%	31%	27%	21%	30%	27%	27%	36%	29%	25%	35%	17%	30%	25%	29%	27%	29%	25%	31%	27%	28%	31%	29%	28%	23%	27%	32%
	pvD	2070	25%	3274	24/0	23/4	3270	2770	1100	n	n	n	zhp	n	2370	zhnn	2770	0	23/0	n	2770	2570	23/4	ZV	1 2/2	20/0	D	D	20,0	23/4	2770	32,0
More than 3 years/never (NET)	615	293	310	74	101	99	133	208	20	64	44	58	56	61	49	105	65	30	44	19	417	198	323	292	213	401	119	183	146	119	498	98
	32%	30%	34%	37%	27%	28%	38%	33%	29%	33%	30%	34%	40%	33%	30%	38%	24%	35%	29%	34%	31%	36%	28%	38%	29%	34%	42%	35%	31%	23%	32%	34%
	dptv			d			zde						р			р						zt		zv		×	zCD	D	D			
	хD																															
More than 10 years/never (NET)	148	68	74	16	17	26	35	54	6	11	12	22	10	10	13	24	19	7	11	5	94	54	57	91	37	111	43	51	29	10	125	17
	8%	7%	8%	8%	4%	8%	10%	9%	8%	6%	8%	13%	7%	5%	8%	8%	7%	8%	7%	10%	7%	10%	5%	12%	5%	9%	15%	10%	6%	2%	8%	6%
	dvxD						d	d				zim										t		zv		zx	zCD	D	D			
Ever buy (NET)	1526	825	684	169	343	267	281	466	53	159	117	137	110	147	123	223	220	69	119	47	1128	398	955	571	647	879	202	406	374	467	1246	233
	80%	84%	75%	84%	90%	77%	80%	75%	76%	82%	81%	80%	78%	79%	75%	81%	81%	80%	80%	86%	83%	73%	83%	75%	89%	75%	70%	79%	80%	91%	80%	81%
	bguw vA	zb		R	zcef																zu		zw		zy			A	A	zABC		
Don't know	γA 290	110	177	25	g 28	69	48	121	11	28	21	23	25	31	34	45	31	13	22	5	180	110	161	129	66	224	55	79	76	44	239	46
DOI: CANON	15%	11%	20%	12%	7%	20%	14%	19%	16%	14%	15%	13%	18%	17%	20%	16%	12%	15%	15%	9%	13%	20%	14%	17%	9%	19%	19%	15%	16%	9%	15%	16%
	adtx	-270	za			zcd	d	zcdf	1 23/4		-3/4	-3/0	23/0	2170	ps	-5/4	/-	2074	2370	-70	25%	zt	1 24%		1 3/4	zx	D	D	D	-70	23/0	-5/4
	D														-																	

Proportions/Mean:: Columns Tested (5% risk level) - z/s/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/w/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

QS: When, if ever, do you thin key will most buy or lease a car or own, either new or used, for your private use?

Base: All adults aged 18-75 in the UK with a driving licence

		CAR DRIV	NG LICENSE	1			VFHI	CLE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	DRIVING		1		PA	RKING LOCATIO	nns.				FLECTRIC	VEHICLES		IN	TENTION TO B	LIY NEXT VEHI	CIE
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (R)	NO VEHICLE	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)		BUYING IT ON FINANCE (n)	SOME		LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)		USE AS PART	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	NOT NEXT	OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET (C)	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE BEEN	NEVER DRIVEN, NOR BEEN A PASSENGER (G)	WITHIN THE	IN THE NEXT		
UNWEIGHTED BASE WEIGHTED BASE	1936 1908 100%	1936 1908 100%	:	1056 1059 56%	375 370 19%	231 207 11%	131 115 6%	5 7** ***	132 143 8%	1431 1429 75%	362 322 17%	994 992 52%	445 420 22%	115 120* 6%*	197 184 10%	36 31** 2%**	1439 1412 74%	312 305 16%	1530 1488 78%	891 833 44%	312 282 15%	50 53* 3%*	971 913 48%	112 116* 6%*	127 126 7%	425 427 22%	119 130* 7%*	1210 1156 61%	544 557 29%	237 202 11%	248 241 13%	685 660 35%	744 782 41%	349 312 16%	1064 1002 53%	1545 1470 77%	1601 1526 80%
Within the next year	312 16% hG	312 16%	:	166 16% h	53 14% h	48 23% zcdh i	35 30% zcdhi	:	10 7%	219 15% h	83 26% 2cdh i	170 17%	69 17%	33 27% zkln pq	24 13%	5 16%	239 17%	56 18% n	255 17%	178 21% zru	82 29% zrsu	4 7%	160 18%	26 22%	15 12%	72 17%	22 17%	201 17%	93 17%	62 31% zFG	54 22% zG	113 17% G	82 10%	312 100% zIJK	312 31% zJK	312 21% 2K	312 20% z
More than 1 year, up to 3 years' time	691 36% hGH	691 36%		380 36% h	135 36% h	95 46% zcdh	50 44% h	63%	25 17%	515 36% h	146 45% 2cdh	353 36%	162 39%	54 45%	86 47% zkp	26%	516 36%	140 46% zkp	570 38% z	332 40% 2	102 36%	17 32%	338	52 45%	47 38%	38%	49 38%	437 38%	213 38%	90 44% zG	95 39%	38%	252 32%		691 69% zHJK	691 47% zHK	691 45% 2H
More than 3 years, up to 10 years' time	467 24% ehjH	467 24%		279 26% ehj	106 29% ehi	36 18%	23	1	20 14%	385 27% zehi	60 18%	247 25%	108 26%	26 21%	56 31%	7 21%	355 25%	82 27%	376 25%	198 24%	72 25%	10 20%	249 27% zwy	21 18%	37 29%	92 22%	35 27%	307 27% zw	128 23%	39 19%	54 22%	164 25%	202			467 32% zHIK	467 31% zHI
In more than 10 years' time	56 3% sHU	56 3%	:	32 3%	10 3%	5 2%	1 1%	:	9 6% fi	42 3%	6 2%	25 2%	16 4%	2 1%	4 2%	1%	41 3%	6 2%	41 3% 5	11 1%	8 3%	1 3%	24 3%	3 2%	2 2%	12 3%	6 5%	29 3%	19 3%	7 3%	3 1%	16 2%	30 4%	:	:	:	56 4% zHU
Never	91 5% cefij klpgrst vBDHUK	91 5%	:	29 3%	12 3%	4 2%	:	:	46 32% zcdef II	41 3%	4 1%	28 3%	8 2%	2 2%	3 2%	2 6%	36 3%	6 2%	30 2%	14 2%	6 2%	9 16% zrst	15 2%	3 2%	3 2%	14 3%	6 5%	21 2%	20 4% v8	:	7 3% D	23 4% D	59 8% 2DEF	:	:	:	:
In the next 3 years' time (NET)	1002 53% hG	1002 53%	:	546 52% h	188 51% h	143 69% zcdh i	85 74% zcdh i	5 63%	35 24%	733 51% h	228 71% 2cdh i	523 53%	232 55%	86 72% zklp	110 59%	13 42%	755 53%	196 64% zkln p	825 55% zu	510 61% zru	184 65% zru	20 38%	498 55%	78 67% zvxy BC	63 50%	236 55%	71 54%	639 55% 2	307 55%	152 75% zEFG	149 62% zG	362 55% G	334 43%	312 100% zJK	1002 100% zJK	1002 68% 2K	1002 66% z
In the next 10 years' time (NET)	1470 77% huG	1470 77%	:	825 78% h	293 79% h	179 86% zcdh i	108 94% zcde hij	6 77%	55 38%	1118 78% h	288 89% acdh i	770 78%	340 81%	112 93% zklp	166 90% zklp	20 64%	1110 79% 2	278 91% zkip	1202 81% zu	708 85% zru	256 91% zrsu	31 58%	747 82% z	99 85%	99 79%	329 77%	106 82%	945 82% z	435 78%	191 94% zEFG	203 84% zG	527 80% G	536 69%	312 100% 2K	1002 100% zK	1470 100% 2K	1470 96% z
More than 3 years (NET)	524 27% eiHI	524 27%		311 29% ehi	115 31% efhi	41 20%	24 21%	1 14%	29 20%	427 30% zefh I	65 20%	272 27%	124 30%	28 23%	60 33%	7 22%	396 28%	88 29%	417 28% s	209 25%	79 28%	12 23%	274 30% zw	23 20%	39 31%	105 25%	42 32%	336 29% w	146 26%	45 22%	57 24%	180 27%	233 30% D	:		467 32% zHI	524 34% zHU
More than 3 years/never (NET)	615 32% efjp rswDHI	615 32%	:	340 32% efj	127 34% ef)	45 22%	24 21%	1 14%	75 52% zode fij	467 33% efj	69 21%	299 30%	133 32%	30 25%	64 34%	9 28%	432 31%	94 31%	447 30% s	223 27%	86 30%	21 39%	289 32%	26 22%	42 33%	119 28%	48 37% w	357 31%	167 30%	45 22%	64 27%	204 31% D	292 37% 2DEF	:	:	467 32% HI	524 34% zHU
More than 10 years/never (NET)	148 8% cfijk pqrsvBD EFHIJK	148 8%		61 6% f	21 6% f	9 4%	1 1%		55 38% zcdef ij	82 6% f	10 3%	52 5%	25 6%	4 3%	7 4%	2 7%	77 5%	11 4%	70 5% s	25 3%	14 5%	10 19% zrst	40 4%	5 5%	5 4%	27 6%	12 9% vB	50 4%	39 7% B	7 3%	10 4%	39 6%	90 11% 2DEF	:			56 4% HU
Ever buy (NET)	1526 80% huG	1526 80%	:	857 81% h	303 82% h	184 89% zcdh i	109 95% zcdh i	6 77%	64 44%	1160 81% h	293 91% 2cdh i	795 80%	356 85% z	114 95% zklp	170 92% zklp	20 65%	1151 81% z	284 93% zklp	1242 83% zu	719 86% zru	264 93% zrsu	32 61%	771 85% z	101 87%	102 81%	341 80%	112 87%	974 84% z	453 81%	197 97% zEFG	206 85% zG	543 82% G	566 72%	312 100% z	1002 100% z	1470 100% 2	1526 100% z
Don't know	290 15% efjm nqstDHI	290 15%		173 16% efj	56 15% fj	19 9%	6 5%	2 23%	34 23% zefi i	229 16% efj	25 8%	170 17% zmnq	56 13% mnq	4 4%	11 6%	9 30%	226 16% mnq	16 5%	216 15% st	100 12% t	13 4%	12 23% t	126 14%	12 11%	22 17%	72 17%	12 9%	160 14%	83 15%	5 2%	28 12% D	95 14% D	156 20% 2DEF				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig texting



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

OB: White. If ever, do you think you will next boy or lease a car or van, either new or used, for your enhalts use?

Base: All adults aged 18-75 in the UK with a driving licence

						NEXT PUI	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT					OVERALI	OPINION ON V	EHICLES VERY	/FAIRLY	EVER CHARGE	D EV / PLUG-																				
		NEXT PURC	HASE - PROBAE	BLY/ DEFINITE	LY CONSIDER		CON	SIDER		OVERALL OPI	NION ON VEHIC	CLES VERY/FAII	RLY POSITIVE		NEGA	TIVE		IN HY	BRID			E	VER BUY - EV				PO	RECALL S	WITCH TO ELE	ECTRIC VEHICL	.ES				TENU	JRE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)	NO (r)	WITHIN THE NEXT YEAR (s)	L TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	HEARING SOMETHING (B)		YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1936 1908 100%	1043 1014 53%	552 528 28%	940 851 45%	748 669 35%	290 262 14%	788 745 39%	358 373 20%	546 546 29%	1166 1164 61%	678 665 35%	1031 963 50%	845 773 41%	218 198 10%	679 652 34%	289 305 16%	559 594 31%	466 411 22%	1445 1463 77%	169 139 7%	308 291 15%	450 414 22%	243 248 13%	477 430 23%	927 843 44%	1170 1091 57%	738 696 37%	681 671 35%	475 490 26%	1419 1367 72%	517 540 28%	551 533 28%	837 783 41%	302 304 16%	124 146 8%	82 98* 5%*		1388 1316 69%	508 549 29%
Within the next year	312 16% pruv	214 21% 2	128 24% 2	199 23% 2	190 28% zac	52 20%	138 18%	74 20%	91 17%	221 19% 2	147 22% zi	204 21% 2	187 24% zik	34 17%	90 14%	55 18% p	76 13%	107 26% 2r	202 14%	136 98% ztuv wxv	51 18% uv	25 6%	20 8%	187 43% ztuv xv	212 25% ztuv	232 21% zuv	130 19%	104 16%	71 15%	234 17%	78 14%	72 14%	157 20% 2FIL M	48 16%	14 10%	12 12%	2 18%	229 17% Fi	74 13%
More than 1 year, up to 3 years' time	691 36% oprs	441 44% 2	234 44% 2	410 48% zad	300 45% 2	123 47% 2	339 45% 2	153 41%	235 43% 2	431 37%	249 37%	389 40% zi	314 41% zi	73 37%	246 38% op	90 30%	182	174 42% 2r	507 35%		232 80% 25uv	169 41% 25	81 33% s	232 54% 25uv	401 48% 29JV	481 44% 25V	270 39%	233	179 37% E	503 37%	187 35%	198 37%	297 38%	105 34%	49 34%	31	6 44%	495 38%	185 34%
More than 3 years, up to 10 years'	467	323	154	221	169	86	246	128	196	293	160	224	179	51	180	78	168	88	369		wxy	199	111	xy	199	310	185	164	111	349	118	154	167	80	32	27	2	322	139
time	24% stwG	32% 20d	29% 2	26%	25%	33% z	33% z	34% z	36% 2	25%	24%	23%	23%	26%	28% z	26%	28% 2	22%	25%			48% zstw xy	45% zstwx y		24% stw	28% zstw x	27%	24%	23%	26%	22%	29% 2GL	21%	26%	22%	28%	19%	24% G	25%
In more than 10 years' time	56 3% dejls tuwxyDL	36 4% d	12 2%	22 3% d	10 2%	2 1%	23 3% e	19 5% ze	24 4% e	30 3%	12 2%	22 2%	14 2%	10 5% n	17 3%	9 3%	18 3%	7 2%	47 3%				24 10% zstuw xy			24 2% tuwx	14 2%	19 3%	17 3%	33 2%	23 4% AC	12 2%	18 2%	12 4%	8 6% GL	2 2%	1 11%	30 2%	23 4% L
Never	91 5% abcde fghijkl ostuvwx vADFL	-		-		-		:	:	39 3%	20 3%	32 3%	22 3%	15 8% n	27 4%	21 7%	34 6%	8 2%	82 6% 2q		:					:	17 3%	39 6% AD	35 7% zAD	56 4% A	35 6% A	12 2%	31 4%	15 5%	20 14% zFGHL M	9 9% FL	1 8%	43 3%	44 8% 2FGHL
In the next 3 years' time (NET)	1002 53% pruv IM	655 65% 2	362 69% 2a	609 72% za	489 73% zab	175 67% 2	476 64% 2	227 61% 2	327 60% 2	652 56% z	397 60% zi	593 62% zi	501 65% zijk	107 54% p	337 52% p	145 47%	258 43%	281 68% 2r	709 48%	136 98% zuvx	283 97% 2UVX V	194 47%	101 41%	419 97% zuvx	612 73% zuvy	713 65% zuv	399 57% 28DE	338 50%	251 51% E	737 54% B	265 49%	270 51%	455 58% zFHI JLM	153 50%	63 43%	43 44%	8 62%	724 55% 2FIM	259 47%
In the next 10 years' time (NET)	1470 77% prEl	978 96% 2	516 98% 2	829 97% z	658 98% zac	261 99% zfgh	722 97% 2	355 95% z	522 96% 2	945 81% z	557 84% zi	817 85% zi	680 88% zijk	158 80% p	517 79% op	223 73%	426 72%	369 90% 2r	1077 74%	136 98% zvy	283 97% zvy	393 95% zv	213 86% z	419 97% zvy	811 96% zvy	1024 94% zv	584 84% zBCD	502 75%	362 74% E	1086 79% 2BCE	383 71%	424 80% IM	622 79% IM	233 76% IM	95 65%	70 72%	11 81%	1046 79% ziM	398 73%
More than 3 years (NET)	524 27% qstw xG	359 35% zbcd	166 31% 2d	242 28%	179 27%	87 33% 2	268 36% 2	147 39% z	219 40% 2	322 28%	172 26%	246 26%	193 25%	62 31%	197 30%	88 29%	187 31% z	96 23%	416 28%	:	:	199 48% zstw xv	136 55% zstwx	:	199 24% stw	335 31% 2stw X	199 29%	183 27%	128 26%	382 28%	141 26%	166 31% zGL	185 24%	92 30% G	41 28%	30 30%	4 30%	351 27% G	162 30% G
More than 3 years/never (NET)	615 32% cdjk lqstwxG L	359 35% zbcd	166 31% d	242 28%	179 27%	87 33%	268 36% 2	147 39% z	219 40% 2	362 31%	191 29%	278 29%	215 28%	77 39%	224 34%	108 36%	221 37% 2	104 25%	498 34% 2q		:	199 48% zstw xy	136 55% 2stwx y		199 24% stw	335 31% stwx	216 31%	222 33%	163 33%	439 32%	176 33%	178 33% GL	216 28%	107 35% G	61 42% zGL	38 39%	5 38%	394 30% G	206 38% zGL
More than 10 years/never (NET)	148 8% abcde fhijklq stuwxyA DFGL	36 4% d	12 2%	22 3% d	10 2%	2 1%	23 3% e	19 5% e	24 4% e	69 6%	31 5%	55 6%	36 5%	25 13% 2n	44 7%	30 10%	53 9%	15 4%	129 9% 2q				24 10% stuwx Y			24 2% tuwx	31 5%	58 9% AD	52 11% 2AD	90 7% A	58 11% zAD	24 4%	49 6%	28 9% FL	29 20% 2FGH LIM	11 11% F	2 19%	73 6%	67 12% 2FGHL
Ever buy (NET)	1526 80% orE	1014 100% 2	528 100% 2	851 100% 2	669 100% z	262 100% 2	745 100% 2	373 100% 2	546 100% 2	974 84% z	568 86% 2	839 87% zi	694 90% ziik	169 85% oo	534 82% op	232 76%	445 75%	376 91% 2r	1124 77%	136 98% 2	283 97% 2	393 95% 2	237 95% 2	419 97% 2	811 96% 2	1048 96% z	598 86% zBCD E	521 78%	379 77% E	1120 82% 2BE	406 75%	436 82% I	640 82% I	245 80% M	104 71%	73 74%	12 92%	1076 82% zlM	421 77%
Don't know	290 15% abcde fghijkim qstuvwxy	-	:	:	:	:	:	:	:	150 13% ki	77 12% 	91 9% I	58 7%	14 7%	91 14% m	52 17% m	115 19% 2mn	27 7%	257 18% 2Q	3 2%	8 3%	21 5%	12 5%	11 3%	32 4%	43 4%	80 12%	111 17% AD	76 16%	191 14% A	99 18% zACD	85 16%	112 14%	44 15%	22 15%	17 17%	:	197 15%	83 15%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 1/e/l/p/h - 1/l/j/h/1 - 1/l/j/h/1 - 1/e/n/n/o/p - 1/a/r - 2/s/l/u/w/x/y - 2/a/B/C/D/E - 2/F/G/H/N/K/L/M Overlap formulae used. \* small base; \*\* wery small base (under 30) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q8 - When, if ever, do you think you will next buy or lease a car or van, either new or used, for your private use?

Base: All adults aged 18-75 in the UK with a driving licence

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	SING LOCATION	N - AGREE	CHARGING	VEHICLE AT I	PUBLIC CHARGII	NG LOCATION	- DISAGREE	DRIVEN EV IN		IVE EXPERIENCE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		OT CURRENTLY
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE	OFTEN IN USE BY OTHERS (d)	OFTEN DAMAGED /NOT WORKING (e)	DIFFICULT TO LOCATE NEAREST (f)	IN SAFE/ WELL-LIT AREAS (g)	EASY TO USE	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (I)	EASY TO USE	OFTEN IN USE BY OTHERS (n)	OFTEN DAMAGED /NOT WORKING (0)	DIFFICULT TO LOCATE NEAREST (p)	IN SAFE/ WELL-LIT AREAS (q)	EASY TO USE	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	1936	100	198	202	135	117	118	9	19	69	99	174	311	289	230	126	145	26	17	93	147
WEIGHTED BASE	1908 100%	80* 4%*	159 8%	166 9%	110 6%	98* 5%*	95* 5%*		15** 1%**	55* 3%*		162 8%	285 15%	262 14%	222 12%	115* 6%*	126 7%	24** 1%**	14** 1%**	76* 4%*	129 7%
Within the next year	312 16%	30 37%	61 38%	64 39%	38 34%	38 39%	38 40%	2 28%	3 18%	24 43%	31 40%	38 24%	79 28%	72 28%	55 25%	36 32%	34 27%	10 42%	4 30%	20 26%	30 23%
Manual Inc. of the Control of the Co	<b>CO4</b>	Z	z	Z	Z	Z	z 44	3	7	Z 25	z	Z	Z	Z	Z OO	zk	Z TO	4	4	z	Z
More than 1 year, up to 3 years' time	691 36%	34 42%	72 45%	75 45%	43 39%	37	46%	53%	47%	26 47%	37 48%	62 38%	121 42%	114 44%	80 36%	37	58 46%	15%	27%	36 47%	61 47%
			Z	Z			Z				Z		zno	zno			Z				Z
More than 3 years, up to 10 years' time	467 24%	12	19 12%	17	20 18%	17 18%	7 8%	*	4 27%	4	4 6%	48	62 22%	51 20%	62 28%	34 29%	23 18%	7	4 29%	16 21%	29
	abcf ij	15%	12%	10%	bc	C C	876	876	2776	7%	0%	Im	22%	20%	Im	29% m	1876	30%	29%	2176	2276
In more than 10 years' time	56 3% clm	*	1 1%	*	1 1%	1 1%	1 1%	-	1 4%	-		2 1%	3 1%	2 1%	2 1%	1 1%	1 1%	-	1 4%	1 2%	*
Never	91 5% bcdfj klo	1 1%	*	1 1%	1 1%	1 1%	*	-	-	* 1%	*	2 1%	6 2%	8 3%	8 4% ko	1 1%	3 3%	1 2%	1 4%	* 1%	3 2%
In the next 3 years' time (NET)	1002 53%	64 80%	133 83%	139 84%	81 73%	75 76%	82 87%	5 81%	10 65%	50 90%	68 88%	100 62%	201 70%	187 71%	136 61%	74 64%	91 73%	14 57%	8 57%	56 73%	91 70%
		Z	zde	zde	Z	Z	Z			Z	Z	Z	zkn	zkn	Z	Z	z			Z	Z
In the next 10 years' time (NET)	1470 77%	76 95% z	152 95% zd	155 94% z	101 91% z	92 94% z	90 94% z	6 89%	14 93%	54 97% z	72 94% z	148 91% z	263 92% z	238 91% z	197 89% z	108 94% zn	114 91% z	21 87%	12 86%	72 94% z	120 93% z
More than 3 years (NET)	524 27% abcd fijmp	12 15%	20 12%	17 10%	21 19% bc	19 19% bc	8 9%	* 8%	5 32%	4 7%	4 6%	50 31% Im	65 23%	54 21%	64 29% Im	35 30% m	24 19%	7 30%	4 33%	17 23%	29 23%
More than 3 years/never (NET)	615 32% abcd efijlmp	13 17%	20 13%	18 11%	22 19% bc	19 20% bc	8 9%	* 8%	5 32%	4 8%	5 6%	52 32% m	71 25%	62 24%	72 32% Im	35 31%	27 22%	8 32%	5 37%	18 23%	32 25%
More than 10 years/never (NET)	148 8% abcde fijklmo t	1 2%	1 1%	2 1%	2 2%	2 2%	1 1%	:	1 4%	* 1%	*	4 2%	9 3%	11 4%	10 5% o	2 1%	5 4%	1 2%	1 8%	2 2%	3 2%
Ever buy (NET)	1526 80%	76 95%	153 96% zcd	156 94%	102 92% z	93 95%	91 95%	6 89%	15 97%	54 97%	72 94%	149 92% z	266 93% zn	240 92%	199 90% z	108 94% z	115 92%	21 87%	12 90%	73 96%	120 93% z
Don't know	290 15% abcde fijklmno pst	3 4%	6 4%	9 6%	8 7%	4 4%	4 5%	1 11%	* 3%	1 3%	4 6%	11 7%	13 5%	13 5%	14 6%	5 5%	7 6%	3 11%	1 6%	3 4%	7 5%



15 May 2025

Q9 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - Summary table

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

			hybrid electric	fully electric
			vehicle (plug-in or	vehicle (not a
	petrol vehicle	diesel vehicle	self-charging)	hybrid)
UNWEIGHTED BASE	1601	1601	1601	1601
WEIGHTED BASE	1526	1526	1526	1526
(2) Would definitely consider	520	234	344	332
	34%	15%	23%	22%
(1) Would probably consider	494	295	507	337
	32%	19%	33%	22%
(0) Undecided	236	235	288	288
	15%	15%	19%	19%
(-1) Would probably not consider	159	292	197	263
	10%	19%	13%	17%
(-2) Would definitely not consider	103	452	176	283
	7%	30%	12%	19%
Mean	0.77	-0.29	0.43	0.11
Consider (NET)	1014	528	851	669
	66%	35%	56%	44%
Not consider (NET)	262	745	373	546
	17%	49%	24%	36%
Don't know	14	18	13	24
	1%	1%	1%	2%



Q9\_1 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - petrol vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		GEN	IDER			AGE								RE	GION						WORKING	S STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE									73												1175				1000							245
WEIGHTED BASE									53*												1128				647							233
	100%	54%	45%	11%	22%	17%	18%	31%	3%*	10%	8%*	9%	7%*	10%	8%*	15%	14%	5%*	8%	3%*	74%	26%	63%	37%	42%	58%	13%	27%	25%	31%	82%	15%
(2) Would definitely consider	520	281	233	47	106	92	107	168	16	53	47	46	37	58	46	86	49	26	37	18	379	141	311	209	193	327	81	143	110	153	409	93
	34%	34%	34%	28%	31%	35%	38%	36%	30%	33%	40%	33%	33%	40%	37%	39%	22%	38%	31%	39%	34%	35%	33%	37%	30%	37%	40%	35%	29%	33%	33%	40%
	рхС						c			р	р	р		р	р	р		р		р						zx	C					
(1) Would probably consider	494	256	236	55	116	84	87	152	23	59	34	35	42	50	34	83	67	17	39	10	361	132	307	187	209	284	66	122	134	155	407	77
	32%	31%	35%	33%	34%	31%	31%	33%	44%	37%	29%	26%	38%	34%	27%	37%	31%	24%	33%	22%	32%	33%	32%	33%	32%	32%	33%	30%	36%	33%	33%	33%
	s								kngs	s			s			s																
(0) Undecided	236	132	101	32	51	46	40	67	5	22	16	30	19	17	21	21	41	14	21	9	178	57	159	76	104	131	25	55	68	70	194	33
	15%	16%	15%	19%	15%	17%	14%	14%	9%	14%	14%	22%	17%	12%	17%	9%	19%	20%	18%	20%	16%	14%	17%	13%	16%	15%	12%	14%	18%	15%	16%	14%
	0											hmo						0	0	0												
(-1) Would probably not consider	159	91	67	23	42	24	27	44	4	14	13	17	5	10	11	22	38	8	9	8	118	41	101	59	83	77	20	41	37	54	135	17
	10%	11%	10%	14%	12%	9%	9%	9%	8%	9%	11%	13%	5%	6%	9%	10%	17%	11%	7%	16%	10%	10%	11%	10%	13%	9%	10%	10%	10%	12%	11%	7%
																	zilm			lm					zy							
(-2) Would definitely not consider	400		20		25	40	40	22		40		_	-	42			or	-		_	80	22		25				40	20	22		42
(-2) Would definitely not consider	103 7%	60 7%	39 6%	5%	25 7%	7%	18 6%	32 7%	10%	10 6%	6%	5%	5%	8%	11 9%	4%	23 10%	3 5%	11 9%	4%	7%	23 6%	68 7%	35 6%	8%	52 6%	4%	40 10%	20 5%	32 7%	7%	12 5%
	/76	/%	676	576	/76	776	676	/76	10%	676	676	576	576	876	976	4%	10%	576	976	476	/76	676	/76	676	876	676	4%	zAC	576	/76	/76	576
Mean	0.77	0.74	0.82	0.64	0.7	0.78	0.86	0.82	0.76	0.83	0.87	0.72	0.91	0.92	0.75	0.98	0.38	0.82	0.71	0.76	0.75	0.83	0.73	0.84	0.64	0.87	0.95	0.71	0.75	0.73	0.74	0.95
Mean	D.77	0.74	0.82	0.64	0.7	0.78	0.86	0.82	0.76	0.83	0.87	0.72	0.91	0.92	0.75	0.98	0.38	0.82	0.71	0.76	0.75	0.83	0.73	0.84	0.64	U.87	0.95	0.71	0.75	0.73	0.74	2E
Consider (NET)	1014	536	469	102	223	176	194	319	39	112	81	81	70	108	90	169	117	43	76	29	740	274	618	396	402	612	147	265	244	307	816	169
Consider (NET)	66%	65%	68%	60%	65%	66%	69%	68%	73%	70%	69%	59%	72%	73%	65%	76%	53%	63%	64%	61%	66%	69%	65%	69%	62%	70%	73%	65%	65%	66%	66%	73%
	pvx	03/0	0070	00%	03/0	0070	0370	0070	n	n	03.0	3370	n	kn	0370	zknp	3370	0374	0470	02,0	00%	0370	03/4	0370	02.70	ZX	7370	0374	03,0	00%	00%	7
	F								-	-	-					ars										-						-
Not consider (NET)	262	151	107	32	67	42	45	76	9	24	20	24	11	21	22	31	60	11	19	q	198	64	168	94	134	128	29	81	57	87	224	29
	17%	18%	16%	19%	19%	16%	16%	16%	18%	15%	17%	17%	10%	14%	18%	14%	27%	16%	16%	20%	18%	16%	18%	16%	21%	15%	14%	20%	15%	19%	18%	13%
	v	0,0			,,,,	,,,,						,-					ziil								zv	,,,,					,,,,	
																	mor															
Don't know	14	6	8	2	3	3	2	4	-	1	1	3	1	1	-	2	1	1	3		11	3	10	4	7	7	1	5	5	3	12	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%		2%	1%	1%	-	196	1%	2%	2%	-	1%	1%	196	1%	1%	1%		1%	1%	196	1%	196

 $Proportions/Means: Columns Tested [5\% risk level] \cdot z/a/b \cdot z/c/d/e/t/g \cdot z/h/i/j/k/l/m/n/o/p/q/t/s \cdot z/t/u \cdot z/w/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F Overlap formulae used. * small base$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



15 May 2025

19 1 - Thinking about the next car or van you will buy or lexus (either new or used), to what extent would you or would you not consider buying a...? - petrol vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		CAR DRIVII	NG LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNERS	HIP				TYPES OF	DRIVING				PAI	RKING LOCATIO	ONS				ELECTRIC V	EHICLES		INT	ENTION TO B	UY NEXT VEHICLE
1								1						1.0										OFF-STREET		ON-STREET								- 1		
	TOTAL	ANY YES	NO (b)	PETROL	DIESEL	HYBRID	EV (6)	OTHER (-)	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	PRIVATE NOT NEXT	OFF-STREET IN A SHARED CAR PARK	DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET	CURRENTLY DRIVE	NOT CURRENTLY BUT HAVE IN THE PAST			WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS	IN THE NEXT
	(2)	(4)	(0)	(c)	(0)	(e)	(1)	187	(11)	(1)	U)	874	(1)	(111)	(11)	(0)	(p)	(P)	(1)	(5)	(1)	(0)	(v)	(w)	(A)	(9)	(A)	(6)	(C)	(D)	(E)	(F)	(0)	(n)	(1)	(2)
JNWEIGHTED BASE WEIGHTED BASE	1601 1526 100%	1601 1526 100%	:	881 857 56%	303 20%	211 184 12%	109* 7%*	6** ***	64* 4%*	1198 1160 76%	293 19%	795 52%	356 23%	110 114* 7%*	186 170 11%	20** 1%**	1151 75%	284 19%	1313 1242 81%	719 47%	264 17%	32** 2%**	771 51%	101* 7%*	108 102* 7%*	357 341 22%	112* 7%*	974 64%	453 30%	197 13%	206 13%	578 543 36%	566 37%	312 20%	1002 66%	1545 1470 96%
!) Would definitely consider	520	520	-	385	63	32	16	2	20	448	48	291	112	35	56	5	402	91	439	248	91	10	266	32	32	128	38	329	166	39	51	194	237	127	350	502
	34% defj DE	34%		45% zdef ij	21%	17%	15%	30%	32% efj	39% zdef	16%	37%	31%	31%	33%	24%	35%	32%	35% z	35%	35%	31%	34%	31%	31%	37%	34%	34%	37%	20%	25%	36% DE	42% zDE	41% 2UK	35%	34%
Would probably consider	494 32% fil	494 32%		292 34% fi	102 34% f	54 30%	24 22%	1 16%	20 31%	394 34% zfi	79 27%	262 33%	123 34%	29 25%	51 30%	6 28%	385 33%	80 28%	398 32%	235 33%	90 34%	8 26%	249 32%	35 34%	34 34%	103 30%	38 34%	318 33%	141 31%	52 26%	78 38% D	168 31%	189 33%	87 28%	305 30%	476 32%
l) Undecided	236 15% cfGJ	236 15%	- :	101 12%	69 23% zcfi	43 23% zcfii	9 8%	2 36%	10 15%	170 15%	52 18% cf	112 14%	57 16%	21 18%	25 15%	8 40%	169 15%	46 16%	186 15%	99 14%	47 18%	6 20%	118 15%	15 15%	16 16%	53 15%	17 15%	149 15%	70 15%	32 16%	39 19% G	92 17% G	69 12%	45 15%	169 17%	221 15%
1) Would probably not consider	159 10% ci	159 10%	:	52 6%	40 13% ci	33 18% zci	26 24% zcdi	:	8 13% c	92 8% c	59 20% zcdi	74 9%	38 11%	16 14%	23 13%	1 3%	111 10%	39 14%	130 10%	72 10%	23 9%	6 18%	81 10%	12 12%	11 10%	35 10%	9 8%	103 11%	44 10%	35 18% zFG	23 11%	53 10%	47 8%	32 10%	107 11%	158 11%
2) Would definitely not consider	103 7% citG	103 7%		19 2%	27 9% ci	21 11% zci	33 30% zcde hii	1 18%	2 4%	46 4% c	54 18% zcdeh	49 6%	24 7%	13 11%	14 8%	1 4%	73 6%	27 9%	83 7%	58 8% t	10 4%	1%	53 7%	7 7%	8 8%	21 6%	8 8%	67 7%	29 6%	38 19% zEFG	14 7%	30 5%	19 3%	20 6%	68 7%	103 7%
ean	0.77 def jmqD	0.77		1.14 zde fhij	0.44 fj	0.24 fj	-0.32	0.39	0.77 efj	0.96 zde fj	0.03 f	0.85 zmq	0.74	0.5	0.67	0.65	0.82 zmq	0.6	0.79	0.76	0.87	0.7	0.78	0.72	0.71	0.83	0.8	0.76	0.82	0.09	0.63 D	0.82 D	1.03 zDE F	0.87	0.76	0.76
onsider (NET)	1014 66% defi mqD	1014 66%	:	677 79% zdef hij	165 55% fi	86 47%	40 37%	3 46%	40 63% efi	843 73% zdef	127 43%	553 70% zma	234 66%	64 56%	107 63%	10 53%	787 68% zma	171 60%	837 67%	483 67%	182 69%	18 57%	514 67%	66 66%	66 65%	230 68%	76 68%	647 66%	307 68%	90 46%	130 63% D	361 67% D	426 75% 2DEF	214 69%	655 65%	978 67%
iot consider (NET)	262 17% citG	262 17%	:	71 8%	67 22% zci	54 29% zci	59 54% zcde hij	1 18%	11 17% c	138 12% c	112 38% zcde hi	123 15%	62 17%	29 25% zkp	36 21%	2 8%	185 16%	65 23% zkp	213 17%	130 18% t	34 13%	6 19%	133 17%	19 19%	19 18%	56 16%	18 16%	171 18%	74 16%	73 37% zEFG	37 18% G	83 15%	66 12%	52 17%	175 17%	261 18% 2K
on't know	14 1% rU	14 1%		8 1%	1 *	1 1%	1 1%		3 5% zodel	9 1%	2 1%	7 1%	3 1%	:	1 1%		10 1%	1	7 1%	6 1%	1 1%	1 4%	6 1%	1 1%	1 1%	2 1%	1 1%	7 1%	3 1%	2 1%	:	6 1%	6 1%	1	3 +	10 1% I

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



O9 1 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - petrol vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

						NEXT PU		BABLY/ DEFINI	TELY NOT					OVERAL	L OPINION ON	VEHICLES VER	Y/FAIRLY	EVER CHARG	ED EV / PLUG-																				
_		NEXT PURCE	ASE - PROBA	BLY/ DEFINITE	LY CONSIDER		CON	ISIDER		OVERALL OP	INION ON VEH	ICLES VERY/FAI	RLY POSITIVE		NEGA	TIVE		IN H	YBRID				EVER BUY - EV	,			PI	DLICY CHANGE -	SWITCH TO EL	ECTRIC VEHIC	LES				TENU	URE			
	TOTAL (2)	PETROL (a)	DIESEL	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID	EV (b)	PETROL	DIESEL	HYBRID (k)	EV (I)	PETROL (m)	DIESEL	HYBRID (a)	EV (n)	YES (a)	NO (r)	WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES (A)	RECALL HEARING SOMETHING	NO (C)	YES/RECALL HEARING		BOUGHT ON MORTGAGE			RENTED LA./ COUNCIL	RENTED H.A./TRUST	OTHER (K)	OWNED	RENTED (M)
JNWEIGHTED BASE WEIGHTED BASE	1601 1526 100%	1043 1014 66%	552 528 35%	940 851 56%	748 669 44%	290 262 17%	788 745 49%	358 373 24%	546 546 36%	1001 974 64%	599 568 37%	917 839 55%	765 694 45%	186 169 11%	570 534 35%	228 232 15%	435 445 29%	434 376 25%	1148 1124 74%	165 136 9%	301 283 19%	429 393 26%	230 237 16%	466 419 27%	895 811 53%	1125 1048 69%	644 598 39%	553 521 34%	382 379 25%	1197 1120 73%	404 406 27%	471 436 29%	703 640 42%	245 245 16%	93 104* 7%*	61 73* 5%*	13 12** 1%**	1174 1076 70%	399 421 28%
2) Would definitely consider	520 34% cdek Imqtuwx	520 51% 2bcd	203 38% zcd	227 27% d	157 24%	:	261 35% e	190 51% zef	293 54% zef	455 47% zikl	226 40% zkl	225 27%	173 25%	12 7%	165 31% m	122 52% 2mn	239 54% zmn	88 23%	426 38% 20	39 29% tw	52 18%	113 29% twx	85 36% twxv	91 22% t	205 25% tw	290 28% twx	209 35%	177 34%	128 34%	387 35%	134 33%	156 36%	212 33%	72 29%	37 35%	29 39%	7 61%	368 34%	137 33%
1) Would probably consider	494 32% efgm	494 49% zbcd	208 39% 2d	325 38% 2d	208 31%	:	215 29% e	91 24% e	171 31% eg	368 38% zi	205 36% 2	297 35% zl	228 33%	24 14%	162 30% m	60 26% m	127 29% m	125 33%	358 32%	38 28%	87 31%	145 37% zwx	87 37%	125 30%	270 33% w	357 34% zw	177 30%	186 36%	126 33%	363 32% A	131 32%	134 31%	214 34%	88 36%	31 30%	19 26%	2 19%	349 32%	138 33%
0) Undecided	236 15% abefg hinop	-	59 11% a	127 15% ab	113 17% abc	:	90 12% egh	31 8% e	42 8% e	97 10%	75 13% i	126 15% i	111 16% i	21 12%	67 13%	20 8%	40 9%	65 17%	166 15%	25 18%	57 20% zu	53 14%	37 16%	81 19% zuxy	135 17% u	172 16%	88 15%	79 15%	63 17%	166 15%	69 17%	69 16%	94 15%	43 18%	18 17%	10 13%	2%	163 15%	71 17%
-1) Would probably not consider	159 10% abehi jop		38 7% a	116 14% zab	107 16% zabc	159 61% zfeh	98 13% zah	25 7% h	25 5%	34 4%	37 7% i	118 14% zii	103 15% zii	52 31% znon	80 15% 200	15 6%	27 6%	51 13% 2r	107 9%	19 14%	50 18% zvv	51 13%	20 8%	69 17% zvv	120 15% zvv	139 13% zv	66 11%	54 10%	32 8%	121 11%	39 10% C	50 12%	64 10%	24 10%	10 10%	7 10%	1 6%	115 11%	42 10%
-2) Would definitely not consider	103 7% abhij prvB	:	19 4% a	54 6% ab	81 12% zabc	103 39% zfgh	77 10% zh	37 10% 2h	15 3%	17 2%	24 4% i	65 8% ij	75 11% zijk	57 34% znop	58 11% zp	16 7% p	10 2%	45 12% 2r	57 5%	15 11% zv	37 13% zuvxy	27 7% v	6 3%	52 12% 2uvx V	79 10% zuvy	85 8% 2v	53 9% zBD	22 4%	26 7%	75 7% B	28 7%	22 5%	50 8%	16 6%	5 5%	8 11%	1 12%	72 7%	29 7%
Mean	0.77 cde fklmnqs twxy	1.51 zbc d	1.03 zcd	0.65 d	0.38	-1.39	0.65 e	0.99 zef	1.29 zef g	1.25 zjk l	1.01 zki	0.6 I	0.47	-0.72	0.56 m	1.1 zmn	1.25 zmn o	0.43	0.89 2q	0.5 w	0.23	0.69 twx	0.96 zst uwxy	0.32	0.5 tw	0.6 twx	0.71	0.85	0.8 E	0.78	0.76	0.81	0.75	0.72	0.83	0.73	1.13	0.77	0.75
Consider (NET)	1014 66% dek Imnast wxy	1014 100% zbcd	411 78% zcd	552 65% d	365 55%	:	476 64% e	280 75% zef	464 85% zefe	823 84% ziki	431 76% zki	522 62% I	401 58%	35 21%	327 61% m	181 78% zmn	366 82% zmn	213 57%	783 70% 20	77 57%	139 49%	259 66% twxv	173 73% 2stw xv	216 52%	475 58% tw	647 62% twx	387 65%	363 70%	254 67% E	750 67%	264 65%	290 67%	427 67%	160 65%	68 65%	47 65%	10 81%	717 67%	275 65%
lot consider (NET)	262 17% abhij prv	:	56 11% a	170 20% zab	187 28% 2ab c	262 100% zfgh	175 23% 28h	63 17% h	40 7%	51 5%	61 11% i	183 22% 2ij	177 26% zijk	109 65% znop	138 26% zop	31 13% p	38 8%	96 25% 2r	164 15%	34 25% zv	87 31% zuvx V	77 20% v	26 11%	121 29% 2UVX V	199 24% zuvy	224 21% 2V	119 20% 28D	77 15%	58 15%	196 18% B	67 16% C	73 17%	114 18%	40 16%	15 15%	15 21%	2 17%	187 17%	71 17%
Jon't know	14 1% achix	:	*	3	3 • a	:	4	:	1	3 *	2	9 1% ij	5 1%	4 2% nop	*		1	2 1%	11 1%	:	:	4 1%	2 1%		4	5	5 1%	3 1%	4 1%	8 1%	6 1% C	4 1%	5 1%		3 3%	1 1%		9 1%	5 1%

Proportions/Means: Columns Tested (5% risk levell - 1/a/b/c/d - 2/e/t/e/h - 2/t/t/k/h - 2/t/t/k/h - 2/e/t/c/h - 2/e/t- 2/s/t/u/w/x/v - 2/a/B/C/D/E - 2/F/G/H/t/t/t/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testine

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



15 May 2025

Q9\_1 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - petrol vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

												DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN				T CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGI	IG LOCATION				DRIVING - AGRE	E			D	RIVING DISAGR	EE	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1601	95					112					161					135				137
WEIGHTED BASE	1526	76*					91*					149					115				120
	100%	5%*					6%*					10%					8%				8%
(2) Would definitely consider	520	22	37	41	25	25	18	*	1	10	13	44	68	67	60	31	33	9	4	22	29
	34%	29%	24%	26%	25%	26%	20%	7%	7%	19%	18%	30%	26%	28%	30%	29%	29%	45%	35%	30%	24%
	bcdf																				
	ijlmt																				
(1) Would probably consider	494	27	45	41	30	26	25	1	9	18	23	60	88	69	64	34	25	2	4	24	36
	32%	36%	29%	26%	29%	28%	27%	22%	62%	33%	32%	40%	33%	29%	32%	31%	22%	11%	31%	32%	30%
	р	c										zmno	m							р	р
(0) Undecided	236	6	25	26	16	13	15	1	1	8	14	21	48	42	37	18	22	3	2	10	27
.,,	15%	9%	16%	17%	15%	14%	16%	21%	3%	16%	19%	14%	18%	17%	18%	17%	19%	16%	20%	13%	22%
			a	a	a																zs
(-1) Would probably not consider	159	8	19	21	14	15	17	3	3	8	11	12	36	36	20	13	23	3	1	11	17
. ,,,	10%	10%	12%	14%	13%	16%	19%	51%	18%	16%	15%	8%	14%	15%	10%	12%	20%	16%	9%	15%	14%
							7					0.0	k	zkn			7				
(-2) Would definitely not consider	103	12	26	26	17	15	16		1	8	12	12	24	26	19	11	12	2	1	5	11
( -,,,	7%	16%	17%	16%	17%	16%	18%		9%	15%	16%	8%	9%	11%	9%	10%	10%	12%	6%	7%	9%
		z	z	z	ž	z	z			z	z			z							
Mean	0.77	0.51	0.32	0.33	0.32	0.34	0.12	-0.15	0.39	0.25	0.21	0.76	0.54	0.49	0.63	0.56	0.38	0.62	0.8	0.63	0.46
ivican	bcd	0.51	0.32	0.55	0.32	0.54	0.12	-0.13	0.55	0.23	0.21	lm	0.54	0.45	0.03	0.50	0.50	0.02	0.0	0.03	0.40
	efiilmp																				
	+																				
Consider (NET)	1014	49	82	82	55	50	43	2	10	28	36	105	156	137	124	65	58	12	8	45	65
Collsider (NET)	66%	65%	53%	53%	54%	54%	47%	29%	69%	51%	50%	70%	59%	57%	62%	60%	50%	56%	66%	62%	54%
	bcde	bcde	3370	3370	3470	3470	4770	2370	0370	31/0	30/0	Imno	33/0	3770	02/0	0070	30%	3070	0070	D D	3470
	fiilmpt	bcue										111110								Р	
Not consider (NET)	262	20	44	47	31	29	33	2	4	16	22	24	59	61	39	24	35	6	2	17	28
NOT CONSIDER (NET)	17%	27%	29%		30%	31%	37%	51%	28%	31%		16%	22%	25%	20%	23%	30%	28%	15%	23%	28
	1/%			30%				51%	28%		31%	16%			20%	23%		26%	15%	25%	23%
- 111		Z	Z	Z	Z	Z	Z			Z	Z		Z	zkn		_	Z *				
Don't know	14	-	2	1	-	1	-	-	-	1	-	_	2	1	-	1		-	-	1	-
	1%	-	1%	*	-	1%	-	-	-	2%	-	-	1%	*	-	1%	*	-	-	2%	-
			С																		

 $Proportions/Means: \ Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap \ formulae \ used. * small \ base; ** very \ small \ base \ (under 30) \ ineligible \ for \ sig \ testing$ 



IPSOS 15 May 2025

Q9\_2 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - diesel vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		GE	NDER			AGE								RE	GION						WORKING	STATUS	SOCIAL	GRADE	EDUCA	ATION		INC	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH FAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH FAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(a)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1601	846	738	186			306	486	73		118		109				222	85			1175	426			1000	601					1266	
									53*												1128				647							
	100%								3%*												74%				42%							
(2) Would definitely consider	234	143	89	30	67	39	35	62	8	24	18	16	24	28	9	25	31	11	25	15	177	57	125	109	89	145	37	65	44	77	172	47
	15%	17%	13%	18%	20%	15%	13%	13%	15%	15%	15%	12%	22%	19%	8%	11%	14%	16%	21%	31%	16%	14%	13%	19%	14%	16%	18%	16%	12%	17%	14%	20%
	bnvx	zb			zfg								no	n					no	zhij				zv								zE
	CE																			knopq												
(1) Would probably consider	295	166	126	58	82	53	48	54	16	36	16	32	21	18	19	42	50	14	23	8	231	63	186	109	134	161	43	72	67	101	251	35
	19%	20%	18%	34%	24%	20%	17%	12%	30%	22%	14%	24%	19%	12%	15%	19%	23%	21%	19%	16%	21%	16%	19%	19%	21%	18%	21%	18%	18%	22%	20%	15%
	gm			zdef	zg	g			zimn	m		m					m								z							
				g																												
(0) Undecided	235	114	120	26	62	50	36	61	6	18	14	22	13	14	21	50	39	11	21	7	183	53	149	86	108	127	30	71	53	71	198	30
	15%	14%	17%	15%	18%	19%	13%	13%	11%	12%	12%	16%	12%	10%	17%	22%	18%	16%	17%	15%	16%	13%	16%	15%	17%	14%	15%	17%	14%	15%	16%	13%
																zijl									2							
																m																
(-1) Would probably not consider	292	158	132	30	70 20%	52 20%	54 19%	88 19%	12	34	31	26	28	29	18%	24 11%	44 20%	25%	16 14%	20%	218	75 19%	206	87 15%	141	151 17%	31	71 17%	89 24%	87 19%	239	44 19%
	19% ow	19%	19%	17%	20%	20%	19%	19%	22%	21%	26%	19%	25%	20%	18%	11%	20%	25%	14%	20%	19%	19%	22%	15%	22%	1/76	16%	1/%	24%	19%	19%	1976
(-2) Would definitely not consider	452	239	206	22			106	195	12	42	37	44	23			20	55	15	33		303	149	283	169	450	202		424	445	430	370	75
(-2) Would definitely not consider	30%	239	30%	23 13%	61 18%	68 25%	38%	42%	22%	43 27%	32%	41 30%	20%	39%	43%	34%	25%	22%	27%	17%	27%	37%	30%	30%	169 26%	283 32%	55 27%	124 31%	115 31%	128 27%	30%	32%
	cdst	2370	30,0	13/4	1070	cd	zode	zcde	12.70	2770	52.70	30%	20/0	thin	zhil	le le	23/0	22.70	2770	27,70	27.0	**	30%	30/0	20%	32.70	2770	3270	31,0	2174	30%	32,0
	× ×					cu	reac	1000						as	pars							**				-						
Mean	-0.29	-0.23	-0.36	0.26	0.07	-0.21	-0.53	-0.65	-0.06	-0.24	-0.46	-0.31	-0.04	-0.47	-0.73	-0.4	-0.19	-0.16	-0.08	0.25	-0.22	-0.49	-0.35	-0.18	-0.26	-0.31	-0.13	-0.29	-0.45	-0.19	-0.31	-0.28
	fg			zef	ze	fg			n	n		n	n				n	n	n	zi	zu			v			c			c		
	nuvC			g	fg	-														jkmnop												
Consider (NET)	528	308	215	88	149	92	83	116	24	59	34	49	45	46	28	66	81	25	47	22	408	120	311	218	223	305	80	137	111	179	424	82
	35%	37%	31%	52%	44%	35%	30%	25%	45%	37%	29%	36%	41%	32%	23%	30%	37%	36%	40%	47%	36%	30%	33%	38%	34%	35%	40%	34%	30%	38%	34%	35%
	bgnu	zb		zefg	zefg	g			ino	n		n	n				n		n	zimn	u						c			zC		
	vC.																			0												
Not consider (NET)	745	397	337	52	131	120	160	282	23	77	68	66	51	86	75	101	100	32	49	17	521	224	489	256	310	435	87	195	205	215	609	118
	49%	48%	49%	31%	38%	45%	57%	61%	44%	48%	58%	48%	46%	59%	60%	45%	45%	46%	41%	36%	46%	56%	51%	45%	48%	49%	43%	48%	55%	46%	49%	51%
	cdst					c	zcde	zcde			oprs			zopr	zhlo							zt	zw						zAD			
														s	prs																	
Don't know	18	6	12	3	1	5	2	7	-	5	1		1	-	-	7	-	1	2	1	16	1	6	11	6	11	5	4	5	2	15	2
	1%	1%	2%	2%		2%	1%	1%	-	3%	•		1%	-	-	3%	-	2%	2%	2%	1%		1%	2%	1%	1%	3%	1%	1%		1%	1%
	vD.																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/t/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



PROVIDE TO THE PROPERTY OF THE

Q9. 2 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - diesel vehicle
Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

	- 1	CAR DRIVIN	NG LICENSE				VEH	HICLE TYPE						VE	HICLE OWNERS	HIP				TYPES O	DRIVING				PA	ARKING LOCATI	ONS				ELECTRIC	VEHICLES		INT	ENTION TO B	JY NEXT VEHIC	LE
							1																	OFF-STREET	1	ON-STREET								- 1			
												OWN IT OUTRIGHT	OWN IT						SOCIAL/		USE AS PART		OFF-STREET	PRIVATE		DIRECTLY IN	NOT IN				NOT	NEVER	NEVER				
							1						OUTRIGHT		l .								PRIVATE		OFF-STREET							DRIVEN,	DRIVEN,				
							1				EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/	DOMESTIC/	COMMUTIN	OF MY	RARELY	NEXT TO MY			NEXT TO MY							NOR BEEN A				
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE			FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY		CAR PARK	PROPERTY	PROPERTY	OFF-STREET		DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)
																							838														
																							771														
																							51%														
2) Would definitely consider	234	234		76	127	18	7		6	203	25	136	57	10	23	2	193	33	194	112	41	5	118	19	17	46	24	153	71	23	30	88	91	55	158	231	234
	15%	15%		9%	42%	10%	7%		9%	17%	9%	17%	16%	9%	14%	9%	17%	12%	16%	16%	15%	17%	15%	18%	16%	14%	22%	16%	16%	12%	14%	16%	16%	18%	16%	16%	15%
	cefj				zcef					zcefj		m					zm												v							2K	
					hii																																
(1) Would probably consider	295	295		142	87	26	23	2	15	228	49	156	74	13	3.4		230	48	219	152	78	10	128	74	19	71	27	171	98	50	45	93	103	73	204	286	295
	19%	19%		17%	29%	14%	21%	30%	23%	20%	17%	20%	21%	12%	20%		20%	17%	18%	21%	29%	30%	17%	24%	19%	21%	24%	18%	22%	25%	22%	17%	18%	24%	20%	19%	19%
	cryB				zcei							20.0							20,1		zrs								V	zFG			20.0	18			
	CIVE				1																21.0									1 20							
0) Undecided	235	235		120	52	37		2	14	172	45	105	62	15	28	7	166	44	184	121	54	- 1	114	21	12	62	-	147	69	29	42	83	80	46	157	218	235
(o) ondecided	15%	15%		14%	17%	20%	7%	52%	22%	15%	15%	13%	17%	14%	17%	36%	14%	16%	15%	17%	21%	4%	15%	21%	11%	19%	5%	15%	15%	14%	21%	15%	14%	15%	16%	15%	15%
	fkAI					cfi					- 6										75		A	Δ.		AC		A	Α.		1G						
(-1) Would probably not consider	292	292		192	24	44	10		14	216	63	164	60	10	21		224	50	241	148	45	6	135	17	26	70	25	170	95	29	42	123	9.4	47	182	287	292
,,,	19%	19%		22%	8%	24%	17%		22%	19%	21%	21%	17%	16%	18%	20%	19%	18%	19%	21%	17%	18%	18%	16%	26%	21%	22%	18%	21%	15%	21%	23%	17%	15%	18%	20%	19%
	dH	15/4		zdi	0.0	2470				1370	/-	1	27,74	10%	1074	20/4	2370	10/0	13/4	2270	27,70	2070	10/2	10/0	20/0	2270	22/4	10/4	2274	1370	2270	2DG	27.00	13/4	1070	10.0	1374
(-2) Would definitely not consider	452	452		315						329	107	225	98			-	324	106	394	176	47	-	269	20	28	0.7	28	317	115	66	45	146	191	91	294	435	452
(-2) Would delimitely not consider	30%	30%		37%	5%	30%	47%	18%	23%	28%	36%	28%	28%	49%	30%	35%	28%	37%	32%	25%	18%	23%	35%	19%	28%	25%	25%	32%	25%	33%	22%	27%	34%	29%	29%	30%	30%
		30%		zdhi	376	30%	zcde	1676	2370	20%	zdei	2070	20%	4970	30%	33%	2.070	zkin	zst	2579	10%	2376	zwyB	19%	2.070	23%	25%		25%	3370	2299	27%	3470 2FF	29%	25%	30%	30%
	dpst			Zum		u	zcue		u	u	zuei			2011				28011	251	· ·			ZWYD					zwyC		-			257				
	wCE -0.29	-0.29		-0.63	0.95	-0.52	-0.78	-0.06	-0.26	-0.21	-0.61	-0.24	-0.2	pq	-0.31	-0.73	-0.22	-0.53	-0.34	-0.17	0.08	-0.01	-0.41	0.06	-03	-0.24	-0.04	-0.35	-0.19	-0.33	-0.13	-0.27	-0.34	-0.14	-0.25	-0.28	-0.29
Mean		-0.29		-0.63	0.95	+0.52	-0.78	-0.06	-0.26	-0.21	-0.61			-0.85		-0.73			-0.34		0.08	-0.01	-0.41	0.06	+0.3	-0.24		-0.35	-0.19	+0.53	-0.13	-0.27	10.34	-0.14	+0.25	-0.28	-0.29
	ce				zc					ZC .		mq	mq		mq		zm	m		zr	21			zv			v	v	v								
	fimary				ethii					eti							0				s			В													-
Consider (NET)	528	528		218	213	44	30	. 2	21	431	74	292	131	23	57	2	423	81	413	265	118	15	245	43	35	117	51	324	168	73	75	181	195	128	362	516	528
	35%	35%	-	25%	70%	24%	28%	30%	32%	37%	25%	37%	37%	21%	34%	9%	37%	29%	33%	37%	45%	47%	32%	42%	35%	34%	45%	33%	37%	37%	37%	33%	34%	41%	36%	35%	35%
	cejm				zcef					zcej		mq	mq		mq		zmq	m		r	zrs						zvB							zIJK		2K	
	qrv				hij																																
Not consider (NET)	745	745		507	38	100	70	1	28	545	170	389	159	74	82	11	548	156	635	324	91	13	404	36	54	157	52	495	209	94	88	269	285	138	476	722	745
	49%	49%		59%	12%	54%	64%	18%	44%	47%	58%	49%	45%	65%	48%	55%	48%	55%	51%	45%	35%	41%	52%	36%	53%	46%	47%	51%	46%	48%	43%	50%	50%	44%	48%	49%	49%
	dist			zdhi		d	zdhi		d	d	zdi			zkin				zinp	zst	t			zw		w			w									
	w													pq																							
Don't know	18	18	-	12		4	1		1	12	4	9	5	1	2		14	3	10	9		2	7	1		3	3	9	6	1		10	7		7	14	18
	1%	1%	-	1%		2%	1%		2%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%		8%	1%	1%		1%	3%	1%	1%	1%		2%	1%		1%	1%	1%
	rU					d					d	1																		I							U

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

O9 2 - Thinking about the next car or van you will buy or lease feither new or used), to what extent would you or would you not consider buying a...? - diesel vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

	ſ									_																													
		NEVT DUDG		DIV/DEFINITE	LY CONSIDER	NEXT PU		DBABLY/ DEFINI	TELY NOT	01/70411-00	INION ON VEHI	rurr venudra	INI V DOCUTALE	OVERAL	L OPINION ON		Y/FAIRLY	EVER CHARG					EVER BUY - EV					DLICY CHANGE -:	OMECU TO SU	remar urus	rr.				TEN	une.			
		NEXTPORC	HASE - PROBA	BLT/ DEPINITE	LT CONSIDER		COI	VSIDER		OVERALLOF	INION ON VEHI	LLES VERT/FA	IKLI POSITIVE		INEGA	LIVE		IN FI	BRID				EVER BUT - EV					RECALL	SWIICH IOEL	ECTRIC VEHIC	LES				TEN	UNE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV (n)	YES	NO (a)	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	HEARING SOMETHING	NO (C)	YES/ RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE		RENTED PRIVATE	RENTED LA./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED (M)
UNWEIGHTED BASE	1601	1043	552	940	748	290	788	353	546	1001	599	917	765	186	570	228	435	434	1148	165	301	429	230	466	895	1125	(A)	553	3,82	1197	404	471	703	245	93	51	(K)	1174	399
	1526 100%	1014	528 35%	851 56%	669 44%	262 17%	745 49%	373 24%	546 36%	974 64%	568 37%	839 55%	694 45%		534 35%		445	376 25%	1124		283	393			811 53%	1048	598 39%	521 34%		1120		436 29%	640 42%	245 16%	104* 7%*			1076	421 28%
(2) Would definitely consider	234	180	234	104	86	31		83	115	188	200	102	91	13	8	68	100	62	170	22	34	45	40	55	101	140	103	61	66	164	70	61	99	41	16	10	1	160	68
	15% cdfk	18% 2cd	44% zacd	12%	13%	12% f		22% zef	21% zef	19% zkl	35% ziki	12%	13%	8% n	2%	29% 2mnp	23% zmn	16%	15%	16%	12%	11%	17%	13%	12%	13%	17% BD	12%	17% B	15% B	17% B	14%	15%	17%	16%	14%	9%	15%	16%
(1) Would probably consider	ImnuxyB	232						47				187						90									112												87
(1) Would probably consider	295 19%	232	295 56%	199 23%	156 23%	25 10%		13%	81 15%	214	203 36%	22%	158 23%	18	4%	16%	61 14%	24%	194 17%	27%	23%	17%	24%	102 24%	167 21%	223 21%	19%	100 19%	78 21%	212 19%	83 20%	19%	117 18%	22%	19%	13	18%	201 19%	21%
	efgh mnpr	2	zacd	2	2	f		f	ef	2	ziki	2	2	n		n	n	21	17.00	ZUX	23/4	2774	2470	zux	u	20	23/4	25%	22/4	1370	20%	13/4	2074	22.70	1370	13%	10.0	25%	
(0) Undecided	235	121		123	86	27		47	75	130	81	124	103	17	32	21	57	60	172	26	42	60	33	68	128	161	76	84	74	159	76	56	95	45	24	12	3	151	81
	15%	12%		14%	13%	10%		13%	14%	13%	14%	15%	15%	10%	6%	9%	13%	16%	15%	19%	15%	15%	14%	16%	16%	15%	13%	16%	20%	14%	19%	13%	15%	18%	23%	17%	28%	14%	19%
	abde finoADL	b		ab	b	f		f	f					n			no												zAD		A				FL				2FL
(-1) Would probably not consider	292	195		171	133	57	292	69	98	172	59	167	128	42	123	35	84	70	221	20	56	98	41	76	174	215	106	120	58	226	67	86	116	52	21	12	3	202	84
	19% b/C	19% b		20% b	20% b	22%	39% zezh	19%	18%	18% i	10%	20% i	18% i	25% 0	23% 20	15%	19%	19%	20%	15%	20%	25% 25VW	17%	18%	21% 25W	20%	18%	23% zACD	15%	20% A	16% C	20%	18%	21%	20%	16%	21%	19%	20%
(-2) Would definitely not consider	452	281		246	203	118	452	126	173	262	77	252	206	78	347	72	141	92	353	31	86	116	65	117	233	298	194	155	98	349	104	143	209	51	73	23	3	351	97
	30%	28%		29%	30%	45%	61%	34%	32%	27%	4%	30%	30%	46%	65%	31%	32%	25%	31%	23%	30%	30%	27%	28%	29%	28%	32%	30%	26%	31%	26%	33%	33%	21%	22%	31%	23%	33%	23%
	abij qHM	b		b	b	zgh	zegh			1		4	1	20p	zmop				zq								E			2		НМ	zHM					2HM	
Mean	-0.29	-0.16 zcd	1.44	-0.3	-0.32	-0.79	-1.61	-0.29	-0.24 ef	-0.11 2kl	0.89	-0.34	-0.29	-0.92	-1.46	-0.02 zm	-0.24 mn	-0.11	-0.35	-0.01 zt	-0.34	-0.46	-0.15 u	-0.23 ux	-0.34 u	-0.3	-0.3	-0.4	-0.12 zB	-0.35	-0.13	-0.38	-0.34	-0.07	-0.14	-0.33	-0.32	-0.36	-0.13 zFGL
	mnruBDL		cd					-			kl					ne		_		uww			-		-	-			D		D			GL					
Consider (NET)	528	411	528	303	242	56		131	197	402	403	289	249	31	31	105	161	152	364	59	99	110	96	158	268	364	215	161	144	376	153	145	216	95	36	24	3	361	155
	35% efmn	41% 2cd	100% zacd	36%	36%	21% f		35% ef	36% ef	41% zki	71% ziki	34%	36%	18% n	6%	45% zmnp	36% mn	40% 2r	32%	43% zuxy	35%	28%	40% U	38% ux	33% u	35% ux	36%	31%	38% B	34%	38%	33%	34%	39%	35%	33%	27%	34%	37%
Not consider (NET)	ruB 745	476		418	337	175	745	195	271	433	80	419	334	119	470	106	225	162	574	51	142	214	105	193	407	513	300	275	156	574	170	228	325	103	44	34	5	553	181
	49% bijq sCEHM	47% b		49% b	50% b	67% zgh	100% zegh	52%	50%	44% i	14%	50% ij	48% i	71% 20p	2mop	46%	51%	43%	51% zq	38%	50% sw	55% 25VW	45%	46% s	50% sw	49% s	50% CE	53% 2CE	41%	51% 2CE	42%	52% HM	51% HM	42%	42%	47%	45%	51% 2HM	43%
Don't know	18	6		7	4	4		1	4	9	3	8	8	2	1		1	2	14			8	2		8	10	9	2	5	10	7	6	5	2		3		11	5
	1% abdfn pwB	1%		1%	1%	2% f		•	1% f	1%	1%	1%	1%	1%	•		•		1%			2% twxy	1%		1%	1%	1%	•	1%	1% B	2% BC	1%	1%	1%		4% G		1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/t/g/h - z/t/j/k/1 - z/m/n/o/p - z/a/r - z/s/t/u/w/w/y - z/A/b/C/D/E - z/F/G/H/\/JK/L/M
Overlap formulae used. \* small base; \*\* very small base (under 3D) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research. 50 20252 and with the losos Terms and Conditions.



15 May 2025

Q9\_2 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - diesel vehicle

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

Part													DRIVEN EV IN	I PAST POSIT	VE EXPERIENCE	REASONS NO	OT CURRENTLY	DRIVEN EV IN	PAST POSITI	VE EXPERIENCE	REASONS NO	OT CURRENTLY
Defection   Defe			CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION -	- DISAGREE						J				
COATE   VELL-UT   COATE   VELL-UT   COATE   VELL-UT   COATE   VACUAL   VACUAL   COATE   VACUAL   VACUA							OFTEN					OFTEN					OFTEN					OFTEN
TOTAL   NEAREST   AREAS   EASY TOUSE   OTHERS   WORKING   (1)   (2)   (3)   (4)   (5)   (6)   (6)   (7)   (6)   (7)   (8)   (1)   (8)   (1)			DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
Marting   Mart			LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
UNIVEGIRIZED ASS:    1001		TOTAL	NEAREST	AREAS	EASY TO USE		WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
Wilghted Base   1526			,						(g)	(h)			(k)			. ,	1.7	117		(r)		
100%   100%																						
(2) Would definitely consider   234   19   26   27   17   15   12   * 5   10   10   10   31   44   43   33   22   15   2   1   7   11   15%   15%   17%   17%   17%   17%   16%   13%   7%   32%   19%   14%   20%   16%   18%   17%   20%   13%   9%   12%   9%   9%   12%   9%   9%   12%   13%   16%   22%   22%   18%   25%   21%   22%   22%   18%   22%   22%   18%   22%   22%   18%   22%   22%   18%   22%   22%   18%   22%   22%   18%   22%   22%   18%   22%   22%   18%   23%   22%   22%   18%   23%   22%   22%   18%   23%   22%   22%   18%   23%   22%   22%   18%   23%   22	WEIGHTED BASE																					
15% 25% 17% 17% 17% 18 16% 13% 7% 32% 19% 14% 20% 16% 18% 17% 20% 13% 9% 12% 9% 9% 12% 9% 9% 12% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19										1%**		5%*	10%	17%				8%	1%**	1%**	5%*	8%
(1) Would probably consider 295 21 39 38 22 25 19 1 3 13 13 17 39 51 46 43 29 15 3 3 16 22 18% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19	(2) Would definitely consider									-												
(1) Would probably consider 295 21 39 38 22 25 19 1 3 13 13 17 39 51 46 43 29 15 3 3 16 22 18 19 19 1 3 13 17 24% 24% 24% 26% 19% 19% 22% 27% 13% 16% 22% 22% 18% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 22% 27% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19		15%		17%	17%	17%	16%	13%	7%	32%	19%	14%	20%	16%	18%	17%	20%	13%	9%	12%	9%	9%
19%   27%   26%   25%   21%   27%   21%   23%   19%   24%   24%   24%   26%   19%   19%   22%   27%   13%   16%   22%   22%   18%   28%   21%   23%   19%   24%   24%   26%   21%   22%   21%   22%   21%   22%   23%   17%   22%   21%		t																				
Company   Comp	(1) Would probably consider							-	1	3								-	3	-		
(0) Undecided 235 7 18 18 18 13 13 13 10 - 1 4 9 21 44 41 35 20 15 2 1 7 18 15 (-1) Would probably not consider 292 14 27 29 12 17 18 4 3 9 16 34 55 52 45 18 25 4 4 112 29 19% 18% 17% 18% 18% 21% 18% 20% 71% 23% 17% 21% 22% 21% 22% 23% 17% 22% 19% 31% 16% 24% 32 (-2) Would definitely not consider 452 15 41 44 28 24 32 - 3 16 21 25 68 59 43 19 42 28 4 18 25 4 4 2 8 4 18 25 4 4 2 8 4 18 25 4 4 4 18 35 20 15 41 44 28 24 32 - 3 16 21 25 68 59 43 19 42 8 4 2 8 4 18 25 4 4 8 2 8 41 8 2 8 41 8 8 2 8 41 8 8 2 8 4 8 8 2 8 4 8 8 2 8 4 8 8 8 8 8		19%	27%	26%	25%	21%	27%	21%	23%	19%	24%	24%		19%	19%	22%		13%	16%	22%	22%	18%
15% 10% 12% 12% 13% 14% 11% - 5% 8% 12% 14% 16% 17% 17% 18% 13% 10% 5% 10% 15% 15% 19% 11% 18% 21% 13% 20% 71% 23% 17% 21% 22% 23% 17% 22% 23% 17% 22% 19% 31% 16% 24% 18% 20% 71% 23% 17% 21% 25% 68 59 43 19 42 8 4 28 41 32 - 3 16 21 25 68 59 43 19 42 8 4 28 41 32 - 3 36 20% 27% 28% 25% 25% 22% 18% 37% 40% 30% 39% 34% 10% 10% 30% 39% 34% 10% 10% 5% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10																					р	
(-1) Would probably not consider (-1) Would probably not consider (-2) Would definitely not consider (-2) Would definitely not consider (NET)	(0) Undecided		1 '						-	1	4	-							_		7	
19% 18% 17% 18% 21% 18% 20% 71% 23% 17% 21% 22% 21% 22% 23% 17% 22% 19% 31% 16% 24% 45% 45% 45% 45% 45% 45% 45% 45% 46% 46% 44% 34% 59% 59% 61% 55% 58% ko  19% 18% 17% 18% 21% 18% 20% 71% 23% 17% 21% 22% 21% 22% 23% 17% 22% 19% 31% 16% 24% 45% 45% 47% 50% 39% 46% 46% 44% 34% 59% 59% 61% 55% 58% ko  19% 18% 17% 18% 21% 18% 20% 71% 23% 17% 21% 22% 21% 22% 23% 17% 22% 19% 31% 16% 24% 44% 24% 24% 24% 24% 24% 25% 25% 22% 18% 37% 40% 30% 39% 24% 25% 22% 18% 37% 40% 30% 39% 34% 40% 25% 25% 22% 18% 37% 40% 30% 39% 25% 25% 22% 18% 37% 40% 30% 39% 25% 25% 22% 18% 25% 22% 18% 25% 22% 18% 25% 22% 18% 25% 22% 18% 25% 22% 18% 25% 22% 18% 25% 25% 22% 18% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25									-										10%			
(-2) Would definitely not consider (-2) Would definitely not consider (-2) Would definitely not consider (NET)	(-1) Would probably not consider	-							4	-	-							-	4			
30%   20%   27%   28%   28%   25%   35%   - 22%   30%   29%   17%   25%   25%   22%   18%   37%   40%   30%   39%   34%   8%   8%   8%   8%   8%   8%   8%	(2)								71%										19%			
Kno	(-2) Would definitely not consider								-										8			
Mean			20%	27%	28%		25%	35%	-	22%	30%	29%	1/%	25%	25%	22%	18%	3/%	40%	30%	39%	34%
Pt   2b	Mana	-	0.10	0.11	0.16		0.1	0.41	0.25	0.16	0.15	0.20	0.11	K 0.2	0.1C	0.11	0.16	0.57	0.00	0.45	0.55	0.57
Consider (NET)  528  40  65  528  40  65  528  430  420  380  420  380  430  43	Mean			-0.11	-0.16	-0.22	-0.1	-0.41	-0.35	0.16	-0.15	-0.26		-0.2	-0.16	-0.11		-0.57	-0.69	-0.45	-0.55	-0.57
Consider (NET)  528  40  65  65  39  40  31  2  8  23  28  69  94  89  76  51  30  5  489  269  21mn  Not consider (NET)  745  29  68  72  50  49%  38%  49%  49%  49%  49%  49%  49%  49%  4		ρι																				
35% 52% 43% 42% 38% 43% 29% 51% 43% 38% 46% 36% 37% 38% 48% 26% 25% 34% 32% 27% 2Imn 2Imn 2Imn 2Imn 2Imn 2Imn 2Imn 2Imn	Consider (NET)	E20		c c	CE.	20	40	21	2		22	20		0.4	90	76		20	-	4	22	22
2cde   z   z	Consider (NET)																					
Not consider (NET)  745 29 68 72 50 41 49 47 25 36 59 123 111 88 37 68 12 7 40 70 498 498 498 478 598 68 12 7 40 70 68 70 68 12 7 40 70 70 70 70 70 70 70 70 70 70 70 70 70		33/6				3070	43/0	3370	2370	31/0	4370	30/0	1	30%	3770	30/0		20%	23/0	3470	32/0	2770
49% 38% 44% 47% 49% 44% 54% 71% 45% 47% 50% 39% 46% 46% 44% 34% 59% 59% 61% 55% 58% ko a a continuo	Not consider (NET)	7/15				50	<i>A</i> 1	/0	1	7	25	36		122	111	99		68	12	7	40	70
ko a a 0 0 0 0 z z z Don'tknow 18 - 1 1 5 2 1 - 3 -	Not consider (NET)								71%	45%												
Don't know 18 - 1 1 - 5 2 1 - 3 -			25,0	. 470	.,,,		. 470	2170	. 270	.370	,0	20/0	1 2370				2-770	7	2570	2270	23,0	
	Don't know		-	1	-	-	-	-		-	1	-	-	-	-	-	-	2	1	-	3	-
			-	1%	-	-	-	_	-	-	2%	-		2%	-	-	-	2%	6%	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q9\_3 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - hybrid electric vehicle (plug-in or self-charging)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		GEI	NDER			AGE								REG	SION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN	N/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
	1601	846	738	186	347	276	306	486	73	159	118	134	109	142		215	222			90	1175	426	1124	477	1000	601	194	370	385		1266	245
WEIGHTED BASE	1526								53*												1128		955		647							
	100%	54%	45%	11%	22%	17%	18%	31%	3%*	10%	8%*	9%	7%*	10%	8%*	15%	14%	5%*	8%	3%*	74%	26%	63%	37%	42%	58%	13%	27%	25%	31%	82%	15%
(2) Would definitely consider	344	210	130	37	118	53	56	80	7	36	21	32	14	28	22	52	84	15	25	10	264	80	253	91	197	147	26	74	78	154	309	25
	23%	26%	19%	22%	35%	20%	20%	17%	12%	22%	18%	23%	12%	19%	18%	23%	38%	22%	21%	21%	23%	20%	27%	16%	30%	17%	13%	18%	21%	33%	25%	11%
	bghl	zb			zcef											1	zhij						zw		zy				A	zABC	2F	
	wyABF				g												klmnogr															
																	s															
(1) Would probably consider	507	292	210	60	125	119	78	126	21	59	41	47	37	38	43	78	82	19	28	13	384	122	339	168	236	271	49	134	131	171	415	78
	33%	35%	31%	35%	36%	45%	28%	27%	40%	37%	35%	35%	33%	26%	35%	35%	37%	28%	23%	28%	34%	31%	35%	29%	36%	31%	24%	33%	35%	37%	33%	34%
	fgrA				fg	zfg			mr	r						r	mr						zw		zy				A	A		
(0) Undecided	288	135	150	35	49	38	63	102	9	39	17	28	27	31	17	38	32	17	24	9	203	86	167	121	103	185	46	86	75	61	227	52
	19%	16%	22%	21%	14%	14%	23%	22%	17%	24%	15%	21%	24%	21%	14%	17%	15%	25%	20%	18%	18%	22%	17%	21%	16%	21%	23%	21%	20%	13%	18%	23%
	advx		za				de	de		np			р					р								×	D	D	D			
	D																															
(-1) Would probably not consider	197	10%	113	24	34	27	46	67	4401	17	17	16	21	24	19	31 14%	8	10%	23		148	50	105	92	55 9%	142 16%	39	62 15%	47	41	153	38
		10%	17%	14%	10%	10%	16%	14%	14%	11%	15%	12%	19%	17%	10%	14%	4%	10%	19%	14%	13%	13%	11%	16%	976		19% zD	1576	13%	9%	12%	16%
	apvx		za						P	Р	Р	Р	Р	Р	Р	Р		Р	Р	Р				zv		zx	ZU	ь				
(-2) Would definitely not consider	176	101	74	12	15	26	26	88		7	20	11	11	22	23	21	13	0	19	9	117	59	85	91	52	124	42	45	38	38	131	36
(-2) Would definitely not consider	12%	12%	11%	7%	4%	10%	13%	19%	17%	4%	17%	8%	10%	16%	18%	9%	6%	13%	16%	19%	10%	15%	9%	16%	8%	14%	21%	11%	10%	8%	11%	15%
	dipt	1270	1176	770	470	10%	1370	zcde	ip	470	in	0.70	10/6	in	zikop	5/6	0.70	1370	in	ziko	10%	zt	570	2V	0.70	71	zBCD	11/0	10%	676	11/0	1376
	VXDE					u		f							LINOP				-	n							1000					
Mean	0.43	0.53	0.31	0.51	0.87	0.55	0.26	0.1	0.17	0.63	0.22	0.54	0.19	0.16	0.17	0.49	0.98	0.36	0.14	0.18	0.48	0.29	0.6	0.13	0.73	0.2	-0.11	0.32	0.44	0.78	0.5	0.08
	bfg	zh			zce	fe				hil		Imn				mr	zhi				zu		zw		zv			Δ.	Δ	zAB	2F	
	mnruwyA				fg					mnrs		r					iklmnog				1									C		
	F																rs															
Consider (NET)	851	502	340	97	243	171	134	206	28	95	62	79	50	66	65	130	167	34	52	23	649	203	592	259	433	418	75	208	209	325	725	104
1	56%	61%	50%	57%	71%	64%	48%	44%	53%	59%	53%	58%	46%	45%	52%	58%	76%	50%	44%	49%	57%	51%	62%	45%	67%	48%	37%	51%	56%	70%	58%	44%
1	bfgl	zb		g	zcfg	zfg				mr		r				mr	zhij				zu		zw		zy			A	A	zABC	2F	
	mruwyAF																klmnogr															
																	s															
Not consider (NET)	373	181	187	36	49	53	81	154	16	25	37	27	32	48	42	52	21	16	42	16	265	109	190	183	107	266	81	107	85	80	284	74
	24%	22%	27%	21%	14%	20%	29%	33%	31%	15%	32%	20%	29%	32%	34%	23%	10%	23%	35%	33%	23%	27%	20%	32%	17%	30%	40%	26%	23%	17%	23%	32%
	adip		za				de	zcde	ip		ip	р	ip	zikp	zikp	р		р	ziko	ikp				zv		zx	zBCD	D	D			zE
	vxDE																		р													
Don't know	13	6	7	1	2	4	2	4	-	1	1	3	1	2	-	3	-	1	2	-	12	1	6	7	5	8	1	6	5	1	10	3
1	1%	1%	1%	1%	1%	1%	1%	1%	-	1%		2%	1%	1%	-	1%	-	2%	1%	-	1%	*	1%	1%	1%	1%		1%	1%		1%	1%
	l n																															

 $Proportions/Means: Columns Tested [5\% risk level] \cdot z/a/b \cdot z/c/d/e/H/g \cdot z/h/h/J/h/h/n/o/p/q/r/s \cdot z/t/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F Overlap formulae used. * small base$ 



15 May 2025

Q9\_3 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - hybrid electric vehicle (plug-in or self-charging)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

	1	CAR DRIVIN	IC LICENSE				VEU	ICLE TYPE						VEL	ICLE OWNERS	UID				TYPES O	F DRIVING		_		DA	RKING LOCATIO	OME				ELECTRIC V	EUICIES		IM	TENTION TO B	BUY NEXT VEHIC	
		CAR DIGITAL	io election								EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER	*10	BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT	OFF-STREET	ON-STREET DIRECTLY IN	ON-STREET NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY	NEVER DRIVEN,	NEVER DRIVEN, NOR BEEN A		IN THE NEXT		
	TOTAL (7)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (e)	NO VEHICLE	ICE (I)	HYBRID (i)	BUYING (k)	MEANS (I)	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT (n)	FINANCE (a)	PLEASURE (r)	G (s)	WORK (t)	DRIVE (u)	PROPERTY (v)	PROPERTY (w)	CAR PARK	PROPERTY (v)	PROPERTY (A)	OFF-STREET	ON-STREET (C)	DRIVE (D)	THE PAST	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS	10 YEARS	EVER BUY
UNWEIGHTED BASE WEIGHTED BASE	1601	1601	:.	881	317	211	123	4	61	1198	334	824	386	110	186	25	1210	296	1313	795	297	31	838	97	108	357	104	1043	461	229	218	578	561	349	1064	1545	1601
	1526 100%	1526 100%		857 56%	20%	184 12%	7%*	***	4%*	1160 76%	293 19%	795 52%	336 23%	114° 7%*	11%	1%**	1151 75%	284 19%	1242 81%	719 47%	264 17%	32** 2%**	771 51%	7%*	7%*	341 22%	112* 7%*	974 64%	453 30%	13%	13%	36%	37%	312 20%	1002 66%	1470 96%	1526 100%
(2) Would definitely consider	344 23% cdiG	344 23%		157 18%	45 15%	95 52% zcdf hij	33 31% zcdi		13 21%	202 17%	129 44% zcdf hi	174 22%	81 23%	30 27%	41 24%	20%	255 22%	71 25%	278 22%	178 25%	80 30% zrs	12 38%	164 21%	25 25%	23 23%	85 25%	27 24%	212 22%	112 25%	75 38% zFG	61 30% zG	128 24% G	77 14%	109 35% zIJK	262 26% zJK	336 23%	344 23%
(1) Would probably consider	507 33% krG	507 33%		283 33%	92 30%	65 35%	38 35%	1 18%	26 41%	375 32%	103 35%	242 30%	131 37%	41 36%	58 34%	6 32%	373 32%	98 35%	381 31%	255 35% r	109 41% zr	11 35%	239 31%	38 38%	29 29%	112 33%	47 42% V	307 31%	159 35%	69 35% G	84 41% zG	201 37% 2G	143 25%	90 29%	347 35% H	493 34%	507 33%
(0) Undecided	288 19% efjt DHI	288 19%	-	163 19% efj	26% zcefi i	15 8%	11	4 66%	16 24% efj	243 21% zcefj	26 9%	164 21%	55 15%	18 16%	29 17%	6 28%	219 19% I	48 17%	243 20% st	120 17%	33 13%	1%	164 21% zB	14 13%	16 16%	62 18%	15 13%	193 20%	76 17%	17 9%	31 15%	95 18% D	143 25% zDEF	38 12%	164 16% H	278 19% HI	288 19% HI
(-1) Would probably not consider	197 13% ehit DEHI	197 13%		140 16% zehi	40 13% ehi	6 3%	11 10% ehi			179 15% zehi	16 6% e	113 14%	41 12%	12 10%	27 16%	10%	155 13%	39 14%	177 14% zt	95 13% t	21 8%	6 18%	105	13 13%	20 20%	44 13%	11	138 14%	55 12%	13 7%	16 8%	65 12% D	103 18% zDEF	28 9%	105 10%	191 13% HI	197 13% HI
(-2) Would definitely not consider	176 12% ejst EFJ	176 12%	:	107 12% ej	45 15% ej	3 1%	16 14% ej	1 16%	5 9% e	151 13% zej	18 6% e	93 12%	47 13%	12 11%	14 8%	11%	140 12%	27 9%	157 13% zst	64 9%	20 8%	2 8%	95 12%	10 10%	13 12%	35 10%	12 11%	118 12%	47 10%	23 12%	13 6%	46 8%	94 17% zEF	46 15% J	122 12%	164 11%	176 12% J
Mean	0.43 cdi rv8G	0.43		0.29	0.18	1.33 zcd fhij	0.58 cd i	-0.13	0.69 cdi	0.26	1.05 zcd fhi	0.37	0.44	0.57	0.5	0.42	0.39	0.53	0.36	0.55 zr	0.78 zrs	0.79	0.35	0.56	0.3	0.5	0.58	0.37	0.52	0.82 zFG	0.8 2FG	0.56 2G	0.01	0.6 zJK	0.52 zJK	0.44 2K	0.43
Consider (NET)	851 56% cdlk rv8G	851 56%	:	440 51%	137 45%	161 87% zcdf hij	71 65% zcdi	1 18%	40 62% d	577 50%	232 79% zcdf hi	416 52%	212 59% kp	71 63%	98 58%	10 52%	628 55% k	170 60%	659 53%	433 60% zr	188 71% zrs	24 74%	403 52%	64 63%	53 52%	197 58%	74 66% vB	519 53%	271 60% vB	144 73% zFG	146 71% zFG	329 61% 2G	221 39%	199 64% zJK	609 61% zJK	829 56% zK	851 56%
Not consider (NET)	373 24% ehjs tDEFI	373 24%		246 29% zehj	84 28% ehj	8 5%	26 24% ehj	1 16%	5 9%	331 29% zehj	35 12% e	206 26%	89 25%	24 21%	41 24%	4 20%	295 26%	65 23%	333 27% zst	158 22% t	42 16%	8 25%	200 26%	23 23%	33 32%	79 23%	24 21%	256 26% 2	103 23%	36 18%	29 14%	111 21%	197 35% zDEF	74 24%	227 23%	355 24%	373 24% I
Don't know	13 1% rti	13 1%	-	8 1%	2 1%	:	1		3 5% zcdei i	9 1%	1	8 1%	1	:	1	:	9 1%	1	6	8 1% r	:	:	5 1%	1	1	3 1%	:	6 1%	3 1%	1	:	7 1%	6 1%	*	*	7 + I	13 1% U

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



09 3 - Thinking about the next car or van vou will buy or lease (either new or used). to what extent would you or would you not consider buying a...? - hybrid electric vehicle (olus-in or self-charaine)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

Date. All additi aged 10-75 in the O																																							
		NEVT BURC	HASE - PROBA	DIV/DEEINITE	I V CONSIDER	NEXT PU	RCHASE - PRO	BABLY/ DEFINI	TELY NOT	OVERALI OR	INION ON VEHI	CLES VERY/FAIF	DIV DOCITIVE	OVERALI	L OPINION ON V		Y/FAIRLY	EVER CHARG	ED EV / PLUG-				EVER BUY - EV	,			Di	OLICY CHANGE -	SWITCH TO SI	ECTRIC VEHICLE	ne .				TEN	IURE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES		WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10	MORE THAN 10 YEARS		IN THE NEXT 10 YEARS	EVER BUY		RECALL HEARING SOMETHING		YES/ RECALL HEARING	NO/DON'T	BOUGHT ON MORTGAGE			RENTED LA./		OTHER	OWNED	RENTED
UNWEIGHTED BASE WEIGHTED BASE	1601 1526 100%	1043 1014 66%	(b) 552 528 35%	940 851 56%	748 669 44%	290 262 17%	788 745 49%	(g) 358 373 24%	546 546 36%	1001 974 64%	599 568 37%	917 839 55%	765 694 45%	(m) 186 169 11%	570 534 35%	228 232 15%	(p) 435 445 29%	434 376 25%	(f) 1148 1124 74%	165 136 9%	301 283 19%	429 393 26%	230 237 16%	466 419 27%	895 811 53%	1125 1048 69%	(A) 644 598 39%	(B) 553 521 34%	382 379 25%	(b) 1197 1120 73%	404 406 27%	471 436 29%	703 640 42%	(H) 245 245 16%	93 104* 7%*	61 73* 5%*	13 12** 1%**	1174 1076 70%	(M) 399 421 28%
(2) Would definitely consider	344 23% ghoo nvB	218 21%	123 23%	344 40% zab	259 39% zab	77 29% zfeh	176 24% gh	:	49 9% g	209 21%	134 24%	316 38% zii	251 36% zii	61 36% 2000	131 24% oo	4 2%	41 9% 0	134 36% 2r	209 19%	72 53% ztuv wxy	101 36% zuvv	103 26% V	25 10%	173 41% ztuv xy	276 34% zuvv	301 29% zv	164 27% 28CD E	101 19%	75 20%	265 24% B	80 20%	96 22%	151 24%	57 23%	16 16%	20 27%	2 20%	247 23%	93 22%
(1) Would probably consider	507 33% ghop	334 33%	180 34%	507 60% zabd	295 44% zab	93 35% gh	241 32% gh		93 17% g	310 32%	191 34%	382 45% ziji	295 43% zij	56 33% op	186 35% op	9 4%	76 17% 0	138 37%	355 32%	45 33%	117 41% zv	173 44% 25Vy	71 30%	162 39% zv	335 41% 25vy	406 39% zv	191 32%	185 35%	121 32%	375 34%	132 32%	149 34%	199 31%	96 39% G	31 30%	23 31%	3 23%	348 32%	150 36%
(0) Undecided	288 19% cdeg ijklmoq stwxyA	178 18% cd	93 18% cd	:	61 9% c	30 11% g	129 17% eg	:	113 21% eg	166 17% kl	88 16% kl	83 10%	83 12% k	18 11%	100 19% mo	24 10%	93 21% mo	45 12%	239 21% 2q	6 4%	35 12% sw	61 16% swx	62 26% 2stu wxy	41 10% s	103 13% sw	164 16% swx	88 15%	115 22% 2AD	84 22% A	203 18% A	86 21% A	86 20%	119 19%	45 18%	22 22%	15 20%	1 4%	205 19%	82 19%
(-1) Would probably not consider	197 13% cdkl mastuwx Y	154 15% zbcd	66 12% cd		30 4% c	26 10%	102 14%	197 53% zefh	148 27% zef	146 15% ziki	69 12% kl	39 5%	35 5%	13 8%	66 12% m	71 30% zmno	106 24% zmn	32 9%	165 15% 20	7 5%	16 6%	36 9%	55 23% zstuw xv	24 6%	59 7%	115 11% stwx	73 12%	71 14%	51 14%	144 13%	53 13%	62 14%	73 11%	31 13%	16 15%	6 9%	5 44%	135 13%	53 13%
(-2) Would definitely not consider	176 12% cdkl qstuwxy H	126 12% cd	65 12% cd	:	24 4% c	37 14%	94 13%	176 47% zefh	142 26% zef	137 14% 2kl	83 15% zki	15 2%	27 4% k	18 11%	50 9%	125 54% zmnp	127 29% zmn	26 7%	146 13% 2q	5 3%	14 5%	17 4%	22 9% suwxy	19 4%	35 4%	58 5% x	80 13%	48 9%	44 12%	128 11% B	48 12%	40 9%	94 15% zFHLM	15 6%	14 14% H	9 12%	1 9%	135 13% FH	38 9% H
Mean	0.43 agh ioprv	0.36	0.44	1.4 zab d	1.1 zab	0.56 gh	0.41 gh	-1.47	-0.44 g	0.32	0.4	1.13 zij	1.03 zij	0.78 zno p	0.53 20 p	-1.31	-0.46 o	0.86 2r	0.28	1.28 ztu vwxy	0.97 zvy	0.8 zv	80.0	1.07 ztu vxy	0.94 zuv y	0.75 zv	0.48	0.42	0.35	0.45	0.36	0.46	0.38	0.61 2GI LM	0.19	0.52	0.01	0.41	0.5 I
Consider (NET)	851 56% shio prv	552 54%	303 57%	851 100% zabd	554 83% zab	170 65% zfeh	418 56% gh	:	143 26% g	520 53%	325 57% i	698 83% ziil	546 79% zii	117 69% 2000	317 59% oo	12 5%	117 26% o	272 72% 2f	564 50%	118 87% ztuv wxv	217 77% zvv	277 70% zv	96 40%	335 80% ztuv xv	612 75% zuvv	707 67% zv	355 59% 2CE	285 55%	196 52%	640 57%	211 52%	245 56%	350 55%	153 63% ziM	48 46%	42 58%	5 42%	595 55%	243 58% I
Not consider (NET)	373 24% cdkl qstuwxy H	280 28% 2cd	131 25% cd		54 8% c	63 24%	195 26%	373 100% zefh	290 53% zef	283 29% zkl	152 27% kl	54 6%	62 9% k	31 18%	116 22%	196 84% zmnp	233 52% zmn	59 16%	311 28% 2q	12 9%	30 11%	52 13%	78 33% zstu wxy	42 10%	95 12%	172 16% stuw x	152 25%	120 23%	95 25%	272 24%	101 25%	102 23%	168 26% H	46 19%	30 29%	15 21%	6 53%	270 25%	91 22%
Don't know	13 1% acdfh lxyDL	4	1	:		:	3 *	:	1	6 1%	2 *	5 1%	3 *	3 2%	*		1 *	:	10 1%		:	2 1%	2 1%		*	4	3 1%	2 *	4 1%	5	8 2% zABCD	3 1%	3	1 *	3 3% zGL	1 1%		6 1%	5 1%

Proportions/Means: Columns Tested (5% risk levell - 1/a/b/c/d - 2/e/t/e/h - 2/t/t/k/h - 2/t/t/k/h - 2/e/t/c/h - 2/e/t- 2/s/t/u/w/x/v - 2/a/B/C/D/E - 2/F/G/H/t/t/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testine

This work was carried out in accordance with the requirements of the international quality standard for market research, 80 20252 and with the Igsos Terms and Conditions.



15 May 2025

Q9\_3 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - hybrid electric vehicle (plug-in or self-charging)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

												DRIVEN EV IN	PAST POSITI	VE EXPERIENCE	REASONS NO	IT CURRENTI Y	DRIVEN EV IN	PAST POSITI	VE EXPERIENCE	REASONS NO	IT CURRENTI V
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGI	NG LOCATION	- DISAGREE	DICIVENCE		DRIVING - AGRE			DIGIVENCEVIII		RIVING DISAGR		
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
	_	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(p)	(r)	(s)	(t)
UNWEIGHTED BASE	1601	95					112					161					135				137
WEIGHTED BASE	1526	76*					91*					149	266	240		108*	115				120
(2)	100%	5%*	10%	10%	7%	6%*	6%*		1%**	4%*	5%*	10%	17%	16%	13%	7%*	8%	1%**	1%**	5%*	8%
(2) Would definitely consider	344	31	68	71	42	44	42	3	5	26	32	52	115	105	89	46	60	8	4	30	52
	23%	41%	45%	46%	41%	47%	46%	52%	33%	48%	45%	35%	43%	44%	45%	43%	52%	38%	32%	41%	44%
(1) Would probably consider	507	Z	Z	z 51	Z	z 27	Z		2	Z	z 26	74	zk	zk	zk	Z	zs 36	7	6	Z 22	z 46
(1) Would probably consider	33%	28 36%	53 34%	32%	38 37%	27	22 25%	21%	17%	15 28%	36%	50%	111 42%	100 42%	86 43%	48 44%	31%	34%	47%	32 44%	38%
	33%	30%	34%	32%		29%	25%	2170	1/70	2070	30%	7	42% Z	42% Z	45% Z	44%	31%	34%	4/70		36%
(0) Undecided	288	5	10	11	e 5	7	7	1	2	3	4	15	26	22	13	9	12	3	1	zp 8	16
(o) Ondecided	19%	7%	6%	7%	5%	7%	8%	20%	12%	5%	6%	10%	10%	9%	13 7%	8%	11%	12%	5%	12%	13%
	abcde	//0	070	170	3/6	770	0.70	20%	12/0	370	0/0	10%	10/6	570	770	070	11/0	12/0	376	12/0	13/0
	fiiklmno																				
	n																				
(-1) Would probably not consider	197	4	12	10	7	6	11		2	5	6	5	9	9	8	2	4	2	2	3	4
( 1) Would probably not consider	13%	5%	8%	6%	7%	6%	12%	_	14%	9%	8%	4%	3%	4%	4%	2%	3%	11%	13%	4%	4%
	abcde																				
	klmnopst																				
(-2) Would definitely not consider	176	8	10	13	10	10	8	*	4	6	4	3	3	5	3	3	3	1	*	-	2
	12%	10%	6%	9%	10%	11%	9%	7%	24%	10%	6%	2%	1%	2%	2%	3%	2%	5%	3%	-	2%
	bklm			b																	
	nopst																				
Mean	0.43	0.92	1.03	1.01	0.93	0.95	0.87	1.12	0.19	0.95	1.06	1.11	1.23	1.22	1.25	1.22	1.27	0.86	0.9	1.22	1.19
		z	z	z	z	z	z			z	z	z	z	z	zk	z	z			z	z
Consider (NET)	851	59	121	122	80	71	64	4	7	41	58	126	226	205	175	94	96	15	10	62	98
	56%	77%	79%	78%	78%	76%	71%	73%	49%	76%	81%	84%	85%	85%	88%	87%	83%	71%	78%	85%	82%
		Z	z	Z	Z	Z	z			z	zf	Z	Z	Z	Z	Z	z			Z	z
Not consider (NET)	373	12	22	23	17	16	19	*	6	10	10	9	12	14	11	5	7	3	2	3	6
	24%	16%	14%	15%	17%	17%	21%	7%	38%	19%	13%	6%	5%	6%	5%	5%	6%	17%	17%	4%	5%
	bcjk						j														
	Imnopst																				
Don't know	13	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-

 $Proportions/Means: \ Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap \ formulae \ used. * small \ base; ** very \ small \ base \ (under 30) \ ineligible \ for \ sig \ testing$ 



15 May 2025

Q9\_4 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - fully electric vehicle (not a hybrid)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		GEI	NDER			AGE								REC	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	ME		URBAN	/RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOLITH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	1601	846	738	186	347	276	306	486	73	159	118	134	109	142			222			90	1175	426	1124	477	1000	601	194	370	385		1266	245
WEIGHTED BASE	1526																								647							
(2) Would definitely consider	100% 332	203	125	36	122	78	18%	52	10	10%	26	26	13	10%	22	24	91	16	23	9	278	26% 54	257	75	42% 208	124	26	63	69	171	295	28
(2) Woods demittely consider	22%	25%	18%	22%	36%	29%	16%	11%	19%	23%	22%	19%	12%	18%	18%	15%	41%	23%	19%	19%	25%	14%	27%	13%	32%	14%	13%	16%	18%	37%	24%	12%
	bfgl	zb		g	zcfg	zfg				1							zhij				zu		zw		zy					zABC	zF	
	ouwyABF																klmnogr															
(1) Would probably consider	337	199	133	54	106	57	56	64	0	38	22	33	21	26	26	47	s 68	15	25	7	272	65	221	116	165	172	30	00	84	108	285	45
(1) Would probably consider	22%	24%	19%	32%	31%	21%	20%	14%	18%	24%	19%	24%	19%	17%	21%	21%	31%	21%	21%	14%	24%	16%	23%	20%	25%	20%	15%	24%	22%	23%	23%	19%
	bguA	b		zefg	zefg	g	g										zhil				zu		20.1		zy		20/1	A		A		
																	mas															
(0) Undecided	288	146	139	43	47	43	54	100	10	35	20	34	27	25	25	35	36	15	18	7	194	93	162	126	102	186	48	77	85	61	233	48
	19% dtvx	18%	20%	26% zde	14%	16%	19%	21%	20%	22%	17%	25%	25%	17%	20%	16%	16%	21%	15%	15%	17%	23%	17%	22%	16%	21%	24% D	19% D	23% zD	13%	19%	21%
	D			zue				u														21					"		20			
(-1) Would probably not consider	263	120	141	29	47	42	58	87	9	24	17	20	26	29	22	57	9	12	28	11	184	80	168	96	92	171	36	74	73	65	204	49
	17%	15%	21%	17%	14%	16%	21%	19%	17%	15%	15%	15%	24%	20%	18%	25%	4%	18%	23%	22%	16%	20%	18%	17%	14%	19%	18%	18%	19%	14%	16%	21%
(-2) Would definitely not consider	apxD 283	149	za 131		19	20	65	155	p 14	p 25	p 29	p	p 20	p	p 20	zijkp 45	14	p 11	p 22	p	181	404	133	150	76	x 207	62	70	D	59	240	58
(-2) Would definitely not consider	19%	18%	19%	3%	6%	15%	23%	33%	27%	16%	25%	21 15%	18%	27%	28	20%	7%	15%	19%	14 29%	16%	101 25%	14%	26%	12%	207	31%	79 20%	58 16%	13%	210 17%	25%
	cdpt					cd	zcde	zcde	р	р	р	р	р	zikp	р	р		p	р	zikp		zt		zv		zx	2BCD	D				zE
	vxDE							f												q												
Mean	0.11	0.23	-0.03	0.54	0.78	0.36	-0.16	-0.5	-0.16	0.23	•	0.18	-0.17	-0.21	-0.06	-0.15	0.97	0.2	-0.02	-0.29	0.25	-0.28	0.32	-0.23	0.53	-0.19	-0.39	-0.02	0.09	0.58	0.2	-0.29
	bfg mosuwyA	zb		zfg	zce	zf o	g			Imos		ms					zhi iklmnoa				žu		zw		zy			A	A	zAB	2F	
	F				'K	K											rs															
Consider (NET)	669	402	259	90	228	135	99	116	19	74	48	59	34	52	48	81	159	31	47	16	550	119	478	190	373	296	56	162	152	279	580	72
	44%	49%	38%	53%	66%	51%	35%	25%	36%	47%	41%	43%	31%	35%	39%	36%	72%	44%	40%	33%	49%	30%	50%	33%	58%	34%	28%	40%	41%	60%	47%	31%
	bfgl	zb		zfg	zcef	zfg	g			- 1							zhij				zu		zw		zy			A	A	zABC	zF	
	ouwyAF				R												klmnogr															
Not consider (NET)	546	269	271	33	66	81	124	242	23	49	46	41	46	69	50	102	24	23	50	24	365	181	301	245	168	378	98	154	131	124	414	108
	36%	33%	40%	20%	19%	31%	44%	52%	44%	31%	39%	30%	42%	47%	40%	46%	11%	33%	42%	52%	32%	45%	31%	43%	26%	43%	49%	38%	35%	27%	33%	46%
	acdp		za			cd	zcde	zcde	р	р	р	р	р	zikp	р	zikp		р	р	zikp		zt		zv		zx	zBCD	D	D			zE
Don't know	tvxDE 24		15	2	2		2			1	2	2	2	1	1	6	1	1	4	q .	19		15			19	1	14	6	2	19	
Doncknow	2%	1%	2%	1%	1%	3%	1%	2%		1%	3%	2%	2%	1%		3%	1%	2%	3%	-	2%	1%	2%	2%	1%	2%	:	3%	1%	1%	2%	2%
	хD																				1					×	1	zAD				

 $Proportions/Means: Columns Tested \\ (5\% risk level) - z/a/b - z/c/d/e/f/g \cdot z/h/f/j/k/l/m/n/o/p/q/r/s \cdot z/v/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D - z/E/F Overlap formulae used. * small base$ 



15 May 2025

Q9\_4 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - fully electric vehicle (not a hybrid)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

	1	CAR DRIVI	NG LICENSE				VEHIO	CLE TYPE						VEH	HICLE OWNERS	HIP				TYPES O	F DRIVING				ΡΔΙ	RKING LOCATI	ONS				ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VEHIC	1E
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTIN G (s)	USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	NOT NEXT	OFF-STREET IN A SHARED CAR PARK (x)		NOT IN FRONT OF/	OFF-STREET (B)	ON-STREET (C)	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST (E)	NEVER DRIVEN, HAVE BEEN PASSENGER (F)	NEVER DRIVEN, NOR BEEN A PASSENGER (G)	WITHIN THE NEXT YEAR (H)	IN THE NEXT 3 YEARS (I)	IN THE NEXT 10 YEARS (J)	
IWEIGHTED BASE EIGHTED BASE	1601 1526 100%	1601 1526 100%		881 857 56%	317 303 20%	211 184 12%	123 109* 7%*	4 6** ***	61 64* 4%*	1198 1160 76%	334 293 19%	824 795 52%	386 356 23%	110 114* 7%*	186 170 11%	25 20** 1%**	1210 1151 75%	296 284 19%	1313 1242 81%	795 719 47%	297 264 17%	31 32** 2%**	838 771 51%	97 101* 7%*	108 102* 7%*	357 341 22%	104 112* 7%*	1043 974 64%	461 453 30%	229 197 13%	218 206 13%	578 543 36%	561 566 37%	349 312 20%	1064 1002 66%	1545 1470 96%	1601 1526 100%
Would definitely consider	332 22% cdiF G	332 22%	:	134 16%	34 11%	67 36% zcdh i	85 78% zcdeh ij	:	12 19%	168 14%	152 52% zcde hi	160 20%	88 25%	30 26%	39 23%	3 15%	248 22%	69 24%	270 22%	197 27% 2r	89 34% zrs	9 29%	162 21%	28 28%	20 19%	69 20%	34 30% zvy	209 21%	103 23% V	131 67% zEFG	58 28% 2FG	98 18% G	45 8%	115 37% zijk	255 25% zJK	326 22% 2K	332 22%
Would probably consider	337 22% frv8 G	337 22%		175 20%	75 25% f	51 28% cfi	14 13%		20 32% f	250 22% f	66 22% f	159 20%	84 24%	27 24%	40 24%	3 16%	244 21%	67 24%	252 20%	176 25% zr	74 28% 2f	7 22%	150 19%	25 25%	20 20%	90 26% v8	26 23%	194 20%	115 25% vB	42 22% G	64 31% zDG	149 28% 2G	75 13%	75 24%	235 23%	332 23% 2K	337 22%
Undecided	288 19% efjr sDH	288 19%	:	176 21% efj	64 21% efj	23 13% fj	4 4%	4 66%	15 24% efj	240 21% zefj	27 9% f	152 19%	56 16%	22 20%	32 19%	7 35%	208 18%	55 19%	217 17% s	110 15%	41 16%	4 14%	134 17%	26 25%	23 23%	61 18%	19 17%	182 19% v	80 18%	8 4%	32 16% D	115 21% D	124 22% zD	30 9%	177 18% H	271 18% H	288 19% H
) Would probably not consider	263 17% efhj tDHI	263 17%		175 20% zefh	56 19% fhi	22 12% fj	3 3%	2 34%	4 6%	231 20% zefhj	25 9% f	148 19%	54 15%	12 11%	38 23% mq	5 25%	202 18%	51 18% m	228 18% zt	130 18% t	32 12%	9 29%	146 19%	12 12%	16 15%	64 19%	16 14%	174 18%	80 18%	7 3%	32 16% D	95 18% D	129 23% zD	37 12%	158 16% H	255 17% HI	263 17% HI
) Would definitely not consider	283 19% efjn qstwDEF	283 19%	:	183 21% zefj	70 23% zefj	19 10% fj	3 2%	:	9 13% f	253 22% zefj	22 7% f	163 20% nq	69 19% n	23 20% nq	17 10%	2 9%	232 20% znq	39 14% n	261 21% 2st	96 13%	25 10%	2 7%	169 22% zwyC	10	22 22% w	52 15%	18 16%	200 21% zwC	70 15%	8 4%	18 9%	75 14% D	181 32% 2DEF	54 17%	168 17%	267 18%	283 19% I
an	0.11 cdi kprvBG	0.11		-0.12	-0.18	0.69 zcd i	1.62 zc dehij	-0.34	0.39 cd i	-0.13	1.04 zcd ehi	0.01	0.2	0.25	0.28 k	0.03	0.07	0.27 k	0.03	0.35 zr	0.65 zrs	0.37	-0.01	0.49 zvxB	•	0.18	0.38 vB	0.04 V	0.23 vB	1.43 2EF G	0.54 2FG	0.19 G	-0.59	0.51 zU K	0.25 zJK	0.13 2K	0.11
nsider (NET)	669 44% cdik rv8G	669 44%	-	308 36%	109 36%	119 64% zcdi	99 91% zcdeh ij		32 51% ci	418 36%	218 74% 2cde hi	319 40%	172 48% kp	56 50%	80 47%	6 31%	491 43% k	136 48% k	521 42%	374 52% zr	163 62% zrs	16 51%	312 40%	53 52% vB	40 39%	158 46%	60 53% vB	404 41%	218 48% vB	174 88% zEFG	122 59% zFG	247 46% G	120 21%	190 61% zIJK	489 49% zJK	658 45% 2K	669 44%
t consider (NET)	546 36% efhj stwDEFH	546 36%	:	357 42% zefh i	126 42% zefh i	41 22% fj	5 5%	2 34%	12 19% f	484 42% zefh i	47 16% f	310 39% zq	123 34%	35 31%	55 32%	7 34%	433 38% z	90 32%	488 39% zst	226 31% t	57 22%	11 36%	315 41% zwyB C	22 22%	38 37% w	116 34% w	34 30%	374 38% zw	150 33% w	15 8%	50 25% D	171 31% D	310 55% 2DEF	91 29%	327 33%	522 36% HI	546 36% HI
n't know	24 2%	24 2%		15 2%	3 1%	1 1%	1 1%	-	4 6%	18 2%	2 1%	13 2%	5 1%		3 2%		18 2%	3 1%	15 1%	10 1%	2 1%	:	11 1%	1 1%	2 2%	6 2%		14 1%	6 1%	1 *	1 *	9 2%	13 2%	2 +	10 1%	18 1%	24 2%

 $Proportions/Means: Columns Tested (5\% risk level) \cdot z/a/b \cdot z/c/d e/t/g/h/i/j \cdot z/b/l/m/n/o/p/q \cdot z/r/s/t/u \cdot z/v/w/x/y/A/B/C \cdot z/D/E/F/G \cdot z/H/i/j/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing a significant of the significant$ 



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE : 17TH - 22ND APRIL 2025

Q9 4 - Thinking about the next car or van vou will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - fully electric vehicle (not a hybrid)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

		NEXT PURC	HASE - PROBA	BLY/ DEFINITEL	Y CONSIDER	NEXT PU	RCHASE - PROI	BABLY/ DEFINIT	TELY NOT	OVERALL OPI	NION ON VEH	ICLES VERY/FAI	RLY POSITIVE	OVERAL	L OPINION ON		Y/FAIRLY	EVER CHARG					EVER BUY - EV	,			Pi	DLICY CHANGE -	SWITCH TO EL	ECTRIC VEHIC	.ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10		IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY		RECALL HEARING SOMETHING (B)		YES/ RECALL HEARING (D)	NO/DON'T	BOUGHT ON MORTGAGE (F)			RENTED LA./		OTHER (K)	OWNED (L)	RENTEI (M)
UNWEIGHTED BASE WEIGHTED BASE	1601 1526 100%	1043 1014 66%	552 528 35%	940 851 56%	748 669 44%		788 745 49%	358 373 24%	546 546 36%	1001 974 64%	599 568 37%	917 839 55%	765 694 45%		570 534 35%		435 445 29%	434 376 25%	1148 1124 74%		301 283 19%	429 393 26%			895 811 53%	1125 1048 69%	644 598 39%	553 521 34%		1197 1120 73%		471 436 29%	703 640 42%	245 245 16%	93 104* 7%*			1174 1076 70%	399 421 28%
2) Would definitely consider	332 22% aghi oprvCE	163 16%	114 21% a	270 32% zab	332 50% zabc	121 46% zfah	180 24% zsh	36 10% h		161 17%	122 21% i	273 32% 2ii	302 43% ziik	89 53% znop	136 25% 200	14 6% p	8 2%	191 51% 2r	139 12%	88 65% ztuv wxy	139 49% 2uvx V	80 20% v	16 7%	227 54% ztuv xy	307 38% zuvv	323 31% zuv	162 27% 28CD E	104 20%	62 16%	266 24% zBCE	66 16%	86 20%	159 25% 2	54 22%	16 16%	15 20%	1 7%	244 23%	85 20%
I) Would probably consider	337 22% aghi oprvG	202 20%	129 24% a	284 33% zab	337 50% zabc	66 25% gh	157 21% gh	18 5% h		185 19%	120 21%	252 30% zij	256 37% zijk	39 23% op	126 24% op	15 6% p	15 3%	100 26% 2r	228 20%	36 27% v	101 36% zvy	128 33% zvy	36 15%	137 33% zvy	265 33% zvy	301 29% zv	126 21%	120 23%	84 22%	246 22%	91 22%	107 24% GL	119 19%	68 28% 2GL	23 22%	13 18%	1 12%	225 21% G	104 25% G
0) Undecided	288 19% bdeg hjlmopq stwAD	176 17% d	83 16% d	149 18% d		34 13% gh	131 18% egh	27 7% h		169 17% 	86 15% 	145 17% 	77 11%	21 12%	105 20% mop	21 9%	41 9%	32 8%	246 22% 2q	6 4%	24 9%	111 28% 2stw xy	49 21% stw	30 7%	142 17% stw	190 18% stw	88 15%	108 21% AD	84 22% A	197 18% A	91 22% A	82 19%	110 17%	51 21%	27 26%	14 19%	2 15%	192 18%	92 22%
1) Would probably not consider	263 17% cdek Imqstwx	219 22% 2bcd	92 17% cd	92 11% d	:	21 8%	121 16% e	112 30% zef	263 48% 2efe	196 20% ziki	98 17% kl	101 12% 	48 7%	14 8%	83 16% m	51 22% mn	130 29% zmno	38 10%	225 20% 20	5 4%	18 6%	69 18% stwx	73 31% zstuw xy	23 6%	92 11% stw	165 16% stwx	94 16%	97 19%	70 18%	191 17%	72 18%	74 17%	113 18%	47 19%	13 13%	7 10%	8 63%	187 17%	67 16%
2) Would definitely not consider	283 19% cdek Imngstu ww/H	245 24% 2bcd	105 20% cd	50 6% d	:	19 7%	150 20% e	178 48% zef	283 52% zef	249 26% 2kl	135 24% zkl	59 7% I	6 1%	3 2%	79 15% m	131 56% zmn	247 55% 2mn	15 4%	264 23% 2q	:	:	:	59 25% zstuw xy	:	:	59 6% stuw x	121 20%	86 16%	72 19%	206 18%	76 19%	81 19% H	134 21% HM	25 10%	20 19% H	20 27% HM	3%	214 20% zH	65 15% H
Mean	0.11 ag hijopr v	-0.18	0.1 a	0.75 zab	1.5 zab c	0.96 zfg h	0.13 gh	-1.02 h	-1.52	-0.2	-0.01 i	0.7 zij	1.16 zij k	1.18 2no p	0.29 20 p	-1.17 p	-1.34	1.1 2r	-0.22	1.53 ztu vwxy	1.28 zuv xy	0.56 zv	-0.53	1.36 ztu vxy	0.98 zuv V	0.64 zv	0.19 C	0.11	-0.01	0.16	-0.01	0.1	0.09	0.32 zLM	0.02	-0.06	-0.43	0.09	0.18
Consider (NET)	669 44% aghi oprvCE	365 36%	242 46% a	554 65% zab	669 100% zabc	187 71% zfgh	337 45% gh	54 14% h		346 36%	241 42% i	525 63% zij	557 80% zijk	128 76% znop	262 49% zop	29 12% p	23 5%	291 77% 2r	368 33%	124 92% zuvw xy	240 85% 2UVX V	208 53% zv	52 22%	364 87% zuvx V	572 70% zuvy	624 60% zuv	288 48% 2CE	224 43%	146 39%	512 46% 2CE	157 39%	192 44%	278 43%	121 50% M	39 37%	28 39%	2 19%	470 44%	188 45%
Not consider (NET)	546 36% cdek Imngstu wxyH	464 46% zbcd	197 37% cd	143 17% d		40 15%	271 36% e	290 78% zef	546 100% zefg	446 46% zjkl	233 41% zkl	160 19% 	54 8%	17 10%	163 30% m	183 79% zmn	377 85% zmno	54 14%	489 44% zq	5 4%	18 6%	69 18% stwx	132 56% zstuw xy	23 6%	92 11% stw	224 21% stuw x	215 36%	183 35%	142 37%	398 36%	148 36%	155 36%	246 38% HM	72 29%	33 32%	27 37%	8 66%	401 37% H	132 31%
Don't know	24 2% acdfh	9 1% d	7 1% d	5 1%	:	1 1%	5 1%	3 1%	:	14 1%	8 1%	10 1%	6 1%	3 2%	5 1%	-	4 1%	:	22 2% q	:	1 1%	5 1%	4 2%	1	6 1%	10 1%	7 1%	6 1%	6 2%	13 1%	11 3% C	6 1%	6 1%	1 *	5 5% zGHL	3 5% GHL	:	13 1%	9 2% H

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/g/h - z/i/j/k/h - z/m/n/o/p - z/q/r - z/s/t/u/w/w/x/y - z/A/B/C/D/E - z/F/G/H/\/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, 8O 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q9\_4 - Thinking about the next car or van you will buy or lease (either new or used), to what extent would you or would you not consider buying a...? - fully electric vehicle (not a hybrid)

Base: All adults aged 18-75 in the UK with a driving licence who will buy a vehicle in the future

												DDIVEN EV IN	DACT DOCUT	VE EXPERIENCE	DE ACONC NO	T CURRENTLY	DDIVEN EV IN	DACT DOCUTE	VE EVDEDIENCE	DEACONG NO	OT CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -	DISAGREE	DRIVEN EV IN		DRIVING - AGRE		II CORRENILT	DRIVEN EV IN		RIVING DISAGR		CORRENTLY
		DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	1601 1526	95 76*	191 153	191 156	127 102	113 93*	112 91*	8 6**	18 15**	66 54*	93 72*	161 149	291 266	269 240	212 199	119 108*	135 115	22 21**	15 12**	87 73*	137 120
(2) Would definitely consider	100% 332 22%	5%* 44 58%	10% 105 69%	10% 107 69%	7% 56 55%	6%* 54 58%	6%* 69 76%	4 73%	1%** 4 24%	4%* 41 76%	5%* 55 76%	10% 49 33%	17% 109 41%	16% 100 42%	13% 73 37%	7%* 35 33%	8% 51 44%	1%** 4 20%	1%** 4 30%	5%* 31 42%	8% 53 44%
(1) Would probably consider	337	z 20	zade 36	zade 36	z 30	z 26	z 12	1	2	z 7	z 13	z 69	zk 118	zko 109	z 88	z 53	z 49	11	3	z 29	z 52
(0) Undecided	22% f 288	26%	24%	23%	29%	28%	13%	12%	16%	13%	17%	46% z 20	44% z 24	46% z 20	44% z 21	49% z 14	42% z 10	51%	27%	39% z 8	44% z 9
(o) Ondecided	19% abcde fijlmnpt	3%	3%	2%	3%	3%	2%	-	19%	4%	4%	13%	9%	8%	10%	13%	9%	18%	32%	11%	8%
(-1) Would probably not consider	263 17% abcde fijklmno pst	6 8%	7 4%	7 5%	9 9% bc	7 7%	5 6% ij	* 9%	3 19%	1 2%	2 2%	12 8%	14 5%	10 4%	17 8% Im	6 5%	5 4%	2 12%	1 11%	6 8%	4 4%
(-2) Would definitely not consider	283 19% abcde fijklmno pst	3 4% b	*	3 2% b	4 4% b	3 4% b	3 3% j	* 7%	3 23%	3 5%	* 1%	*	1 *	1 *	1 1%	-	1 *	-	-	-	1 *
Mean	0.11	1.25 z	1.56 zad e	1.52 zad e	1.22 z	1.3 z	1.52 z	1.35	-0.02	1.55 z	1.66 z	1.03 z	1.21 zkn	1.24 zkn o	1.08 z	1.09 z	1.26 z	0.79	0.76	1.15 z	1.28 z
Consider (NET)	669 44%	64 84% z	141 92% zade	143 91% zade	85 84% z	80 86% z	80 89% z	5 84%	6 39%	48 90% z	68 93% z	118 79% z	227 85% zkn	210 87% zkn	161 81% z	88 81% z	100 86% z	15 71%	7 57%	59 81% z	106 88% z
Not consider (NET)	546 36% abcd efijklm nopst	10 13% bc	7 5%	10 7%	13 13% bc	10 11% b	8 9% j	1 16%	6 42%	4 7%	2 3%	12 8%	15 5%	11 4%	18 9% Im	6 5%	5 5%	2 12%	1 11%	6 8%	5 4%
Don't know	24 2%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q10A - Which of the following, if any, would you say are reasons that you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are considering buying an electric vehicle

		ore	IDER			AGE								0.54	SION							G STATUS	SOCIAL	coape	EDUC	TION		INCO	***		URBAN	/nun eu
Г		GEN	DER			AGE					YORKS &	WEST	EAST	EAST OF	SION						WORKIN	NOT	SOCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-		URBAN	RURAL
	TOTAL (*)	MAN (a)	WOMAN (b)	18-24	25-34 (d)	35-44	45-54 (f)	55-75 (e)	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS (k)	MIDLANDS		SOUTH WEST	SOUTH EAST	LONDON (n)	WALES	SCOTLAND (r)	NI (e)	WORKING (t)	WORKING	ABC1	C2DE (w)	GRADUATES	GRADUATES	£19999	£34999 (B)	£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	748	441	299	104	246	148	120	130	29	81	52	61	37	59	55	85	167	38	52	32	617	131	587	161	553	195	56	144	161	365	630	86
WEIGHTED BASE	669 100%	402 60%	259 39%	90* 14%*	228 34%	135 20%	99* 15%*	116 17%	19** 3%**	74* 11%*	48* 7%*	59* 9%*	34** 5%**	52* 8%*	48* 7%*	81* 12%*	159 24%	31* 5%*	47* 7%*	16** 2%**	550 82%	119 18%	478 72%	190 28%	373 56%	296 44%	56* 8%*	162 24%	152 23%	279 42%	580 87%	72* 11%*
It is better for the environment	371 55%	219 55%	148 57%	48 54%	124 54%	73 54%	53 53%	73 63%	5 28%	35 47%	25 52%	28 47%	19 56%	36 69% ik	29 60%	49 61%	96 60%	18 60%	24 50%	8 48%	302 55%	69 58%	278 58% z	93 49%	217 58% z	154 52%	31 55%	82 50%	85 56%	165 59%	318 55%	46 63%
Lower running costs than a petrol, diesel or hybrid vehicle	335	201	131	35	102	68	63	67	10	32	27	26	22	32	24	46	67	15	24	8	273	61	237	98	173	162	26	88	87	127	281	46
	50% cpxD E	50%	51%	39%	45%	50%	63% zcd	58% cd	51%	43%	57%	44%	65%	63% p	50%	57% p	42%	48%	50%	54%	50%	52%	49%	52%	46%	55%	46%	54%	57% D	45%	48%	63% zE
I like the quiet and smooth driving experience	272	161	106	30	106	57	39	40	6	21	21	23	10	24	20	29	75	14	24	6	229	43	209	64	170	102	18	65	47	138	237	29
Experience	41%	40%	41%	33%	46%	42%	40%	35%	31%	28%	44%	38%	28%	47%	41%	36%	47%	47%	50%	39%	42%	36%	44%	33%	46%	35%	32%	40%	31%	49% 7AC	41%	40%
I can charge my electric vehicle at	258	159	97	24	80	53	42	59	3	26	19	15	20	22	19	29	67	12	22	5	209	49	183	75	147	110	18	57	58	120	219	35
home	39% ck	40%	38%	26%	35%	39%	43% c	51% zcd	14%	35%	39%	25%	59%	43%	40%	36%	42% k	39%	46% k	29%	38%	41%	38%	39%	40%	37%	32%	35%	38%	43% z	38%	48%
The new technology and features available in electric vehicles	251	161	87	28	100	48	38	37	8	32	17	17	8	22	19	27	71	14	11	7	218	33	194	57	155	96	16	56	46	132	224	21
	38%	40%	34%	31%	44%	35%	38%	32%	40%	43%	35%	29%	24%	43%	39%	33%	44%	44%	22%	42%	40%	28%	41%	30%	42%	32%	28%	35%	30%	47% 7ABC	39%	29%
Electric vehicles suit my daily needs (e.g., range or size, etc.)	202	137	66	16	74	46	27	40	5	18	16	17	7	16	18	21	55	7	20	3	169	33	164	39	129	73	10	47	35	109	175	25
(e.g., range or size, etc.)	30% bcwy	34% zb	25%	18%	32% c	34% c	27%	34% c	27%	24%	33%	29%	22%	31%	37%	26%	34%	21%	42%	16%	31%	28%	34% zw	20%	35% zy	25%	17%	29%	23%	39% zAC	30%	34%
Need to upgrade as petrol, diesel and hybrid vehicles are being phased out by the government	AC 196	125	69	18	65	45	31	37	7	19	10	22	5	15	13	21	45	12	19	8	160	36	145	51	119	76	15	44	45	87	160	28
	29% CF	31%	27%	20%	28%	33%	31%	32%	37%	26%	22%	36%	13%	29%	27%	26%	28%	38%	40%	51%	29%	30%	30%	27%	32%	26%	26%	27%	30%	31%	27%	39%
I have read good things about electric cars (online and elsewhere)	169	108	58	27	76	38	15	12	4	21	12	9	2	8	9	19	58	9	17	1	153	16	133	36	117	52	10	39	27	93	153	14
	25% fguy	27%	22%	30% fg	34% zfg	28% fg	16%	10%	23%	28%	25%	16%	5%	16%	18%	23%	36% zkmn	28%	36% km	9%	28% zu	14%	28% zw	19%	31% zy	18%	17%	24%	18%	33% zAC	26%	20%
There is a wide variety of electric vehicles available to buy	165	106	59	22	67	30	23	24	6	17	17	15	4	13	13	15	47	7	9	2	142	23	131	35	96	69	10	36	39	77	155	9
vericles available to buy	25% wF	26%	23%	24%	29%	22%	23%	20%	30%	23%	35%	25%	12%	26%	28%	19%	30%	22%	19%	11%	26%	20%	27% zw	18%	26%	23%	18%	22%	25%	27%	27% zF	12%
I've heard good things from friends/family	157	99	58	20	68	37	17	14	2	19	10	11	3	8	13	22	48	8	9	4	138	18	121	36	103	54	12	32	31	82	143	9
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	23% guyF	25%	22%	22%	30% zfg	27%	17%	12%	12%	26%	22%	18%	10%	16%	26%	27%	30%	25%	18%	26%	25% zu	15%	25%	19%	28% zy	18%	21%	19%	20%	29% 2BC	25%	13%
I have a lot of options for public	141	106	34	11	66	31	12	21	4	19	7	12	4	12	11	10	49	5	6	2	131	11	113	28	95	47	12	27	26	75	132	8
charging where I live or travel	21% bcfu	26% zb	13%	13%	29% zcfg	23%	13%	18%	19%	26%	15%	20%	13%	23%	22%	13%	31% zjor	17%	14%	10%	24% zu	9%	24% zw	15%	25% zy	16%	22%	17%	17%	27% zBC	23% 2F	11%
The dealership has recommended	76	50	25	14	36	20	4	2	3	5	1	3	3	2	5	14	26	2	9	3	72	3	64	12	53	23	1	20	14	41	65	8
it	11% fgju wA	12%	9%	15% fg	16% zfg	15% fg	4%	1%	15%	7%	1%	6%	8%	4%	10%	17% jm	17% zim	6%	18% jm	17%	13% zu	3%	13% zw	6%	14% zv	8%	2%	12% A	9%	15% zA	11%	11%
Other reasons	12 2% dx	9 2%	2 1%	:	1	3 2%	2 2%	6 5% zd	-	1 2%	:	2 3%	:	1 2%	2 5%	1 1%	3 2%	2 7% z	-	:	8 1%	4 3%	8 2%	4 2%	4 1%	8 3%	1 1%	3 2%	4 3%	4 1%	10 2%	2 3%
Don't know	12 2% avxD	3 1%	8 3% za	4 4%	3 1%	1 1%	3 3%	1 1%	-	1 2%	2 4%	5 9% zmop	1 2%	-	-	•	1 *	•	1 3%	2%	9 2%	3 2%	4 1%	7 4% v	3 1%	9 3%	2 3% D	5 3% D	1 1%	1	10 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



iraus 15 May 2025

Q10A - Which of the following, if any, would you say are reasons that you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are considering buying an electric vehicle

					iectric venicie																																
1		CAR DRIVING	LICENSE				VEHIC	LE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	DRIVING			OFF-STREET		ON-STREET					ELECTRIC V	EHICLES	-	INTE	NTION TO BUY	NEXT VEHICLE	
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN		RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT TO MY	OFF-STREET IN A SHARED	DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY			CURRENTLY	BUT HAVE IN	HAVE BEEN I			N THE NEXT IN		
	TOTAL (z)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	HYBRID (j)	BUYING (k)	MEANS (I)	LEASING IT (m)	ON FINANCE (n)	OTHER WAY (o)	OUTRIGHT (p)	FINANCE (q)	PLEASURE (r)	G (s)	WORK (t)	DRIVE (u)	PROPERTY (v)	PROPERTY (w)	CAR PARK (x)	PROPERTY (y)	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST (E)	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS :	10 YEARS EVE (J)	VER BUY (K)
UNWEIGHTED BASE WEIGHTED BASE	748 669 100%	748 669 100%		342 308 46%																								468 404 60%					127 120* 18%*		548 489 73%		748 669 100%
It is better for the environment	371 55% dAC	371 55%	:	172 56%	49 45%	72 60% d	58 59%	:	21 64%	221 53%	130 60% d	165 52%	101 59%	34 61%	45 57%	4 74%	266 54%	79 58%	290 56%	206 55%	87 53%	11 65%	193 62% zAC	26 48%	22 56%	82 52%	23 39%	241 60% zAC	106 48%	97 56%	70 57%	134 54%	68 57%	104 55%	274 56%		371 55%
Lower running costs than a petrol, diesel or hybrid vehicle	335	335		162	45	56	51		20	207	107	150	77	37	45	4	227	83	270	189	72	9	173	15	16	82	24	204	107	80	54	135	66	96	247		335
	50% pw	50%	•	52%	41%	47%	52%		61%	50%	49%	47%	45%	66% zklp	57%	70%	46%	61% zkip	52% t	51%	44%	58%	55% zwB	29%	41%	52% W	41%	51% W	49% W	46%	44%	55%	55%	51%	51%		50%
I like the quiet and smooth driving experience	272	272		111	31	59	57 57%		13	142	116	139	65 38%	21 36%	31	3 47%	204	51	216	170	74 46%	6	124	18	18 46%	70	23	160	93	91	51	90	37	90	216 44%		272
I can charge my electric vehicle at	41% cdiG 258	41%		36%	28%	20% 20di 47	zcdi ss		13	34%	53% zcdi 102	129	57	35%	39%	4/%	41%	38%	41%	2r 148	46%	40%	146	34%	12	44%	14	40%	43%	52% zFG 85	42%	37%	31%	48% zJK 80	2JK 197		41%
home	39%	39%		33%	37%	39%	56%		42%	34%	47%	40%	33%	54%	33%	31%	38%	42%	40%	40%	33%	27%	47%	21%	29%	36%	23%	42%	32%	49%	39%	35%	32%	42%	40%		39%
	ciwA C						zcdei				zcei			zinp				n	t	t			zwxy					zwAC		zFG							
The new technology and features available in electric vehicles	251	251		110	33	57	39		11	143	96	126	67	20	26	1	193	45	205	164	54	5	133	18	16	57	13	167	70	69	54	90	37	84	207		251
	38% IA	38%		36%	30%	48% zcdi	40%		33%	34%	44% zdi	40%	39%	35%	32%	15%	39%	33%	39%	44% zrt	33%	34%	43% zAC	34%	41%	36%	23%	41% zAC	32%	39%	44% G	37%	31%	44% zJK	42% zJK		38%
Electric vehicles suit my daily needs (e.e., range or size, etc.)	202	202		73	23	43	53		10	96	96	91	51	27	20	4	141	46	161	120	64	7	110	9	9	46	16	128	62	82	40	53	28	68	164		202
	30% cdiF	30%		24%	21%	36% cdi	54% zcdei i		32%	23%	44% zcde i	28%	29%	48% zkin pq	25%	66%	29%	34% n	31%	32%	39% zrs	44%	35% zwB	18%	23%	29%	26%	32% w	29%	47% zEFG	32% F	21%	23%	36%	34% zJK	30%	30%
Need to upgrade as petrol, diesel and hybrid vehicles are being phased out by the government	196	196	•	94	29	38	22		11	123	61	87	57	16	24	1	144	40	152	108	50	6	102	12	10	45	12	123	57	50	33	76	36	51	134		196
I have read good things about	29% 169	29% 169		30% 87	27% 19	32%	23%	-	36%	30% 105	28% 55	27% 81	33% 45	28%	30%	9%	29% 126	29%	29% 127	29% 121	31% 53	38%	33% 73	23% 15	24%	28%	21%	31% 100	26% 59	29% 40	27%	31% 68	30%	27% 66	27% 141		29% 169
electric cars (online and elsewhere)	25%	25%		28%	17%	28%	23%		26%	25%	25%	25%	26%	24%	23%	35%	26%	24%	24%	32%	32%	15%	24%	29%	29%	30%	20%	25%	27%	23%	30%	28%	20%	35%	29%		25%
	d	23/4		di	27.70	2070	1374		20%	d	23/4	25%	20/0	2470	1374	33/4	20/0	24/4	24/4	zr	21	2370	2477	23/4	2370	30%	20%	2374	2///	2370	30%	20/4	10%	zIJK	zJK	130	23/4
There is a wide variety of electric vehicles available to buv	165	165		62	26	40	31		6	88	71	63	55	17	23	1	118	40	123	104	54	3	82	14	9	34	16	105	50	51	37	57	21	60	130		165
	25% cik	25%	-	20%	24%	34% zci	32% ci		19%	21%	33% zci	20%	32% zkp	30%	29%	19%	24% k	30% k	24%	28% zr	33% zr	20%	26%	27%	23%	22%	26%	26%	23%	29% G	30% G	23%	17%	32% zIJK	27% J		25%
I've heard good things from friends/family	157	157		78	23	28	19		8	101	48	86	39	4	17	1	125	21	127	102	50	5	64	17	8	45	11	90	56	40	34	58	23	60	123		157
I have a lot of options for public	23% mq 141	23%		25%	21%	24%	19%		25%	24%	61	27% zmq 71	23% m 38	7%	22% mq 15	19%	25% mq 109	16% m 21	24%	27% 2 92	31% 2r 48	29%	21% 62	33%	21%	28%	19%	22%	26% 38	23%	28%	24%	19%	32% 2UK 56	25%		23%
charging where I live or travel	21%	21%		16%	19%	24%	33%		32%	17%	28%	22%	22%	12%	18%	20%	22%	16%	22%	25%	29%	12%	20%	32%	24%	18%	14%	22%	17%	33%	27%	14%	12%	29%	22%		21%
The dealership has recommended	cIFG 76	76		32	12	18	zcdi 12		1	44	zci 30	41	17	4	13		58	17	58	2 55	2r 30	1	26	C		24		40	32	zFG 33	FG 14	18	10	zIJK 32	60		76
it	11%	11%		10%	11%	15%	12%		4%	11%	14%	13%	10%	6%	16%		12%	12%	11%	15%	19%	5%	8%	17%	13%	15%	14%	10%	15%	19%	11%	7%	9%	17%	12%		11%
Other reasons	vFJ 12 2%	12 2%	1	5 1%	2 2%	2 2%	3 3%	- :	:	7 2%	5 2%	7 2%	3 2%	- 1	1 2%	:	10 2%	1 1%	8 2%	7 2%	2r 1 1%	1	6 2%	2 3%	:	4 3%	:	8 2%	4 2%	2FG 7 4%	1 1%	2 1%	2 2%	2IJK 2 1%	9 2%		12 2%
Don't know	12 2%	12 2%	:	5 2%	5 5% zfj	1.	:	:	1 4%	10 2%	1.	8 2%	1 1%	:	1 2%	:	9 2%	1 1%	9 2%	3 1%	2 1%	:	5 2%	:	:	2 1%	1 1%	5 1%	2 1%	2F	:	6 3% D	4 4% D	:	5 1%		12 2% I

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/l/g/h/i/j - z/b/l/m/n/o/p/q - z/r/z/t/u - z/w/w/x//A/B/C - z/D/E/F/G - z/H/i/i/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE : 17TH - 22ND APRIL 2025

O10A - Which of the following: if any, would you say are reasons that you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are considering buying an electric vehicle

	r				ectric venicle																																		
		NEXT BURGU	ASE - PROBAB	IV/DEFINITE:	v continen	NEXT PUI		BABLY/ DEFINIT SIDER	ELY NOT	01/50411 001	NION ON VEHI	cure verey fra	INI V DOCUTALE	OVERAL	OPINION ON NEGA	VEHICLES VERY	/FAIRLY	EVER CHARGE IN HY					UFD BUIL FU					LICY CHANGE - S		CTOIC LIFTING					TENI	unr.			
[		NEXT PORCH	MSE - PRUBAD	CT/ DEFINITED	CONSIDER		CON	SIDER		OVERALLOF	NION ON VEHI	CLES VERT/FA	KLI POSITIVE		NEGA	IIIVE		IN DE	BRID				VER BUY - EV				ro	RECALL	WIICH IOEL						T				
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (g)	NO (r)	WITHIN THE NEXT YEAR (s)	L TO 3 YEARS		MORE THAN II 10 YEARS (v)	N THE NEXT I 3 YEARS (w)		EVER BUY	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	748 669 100%		265 242 269	630 554	748 669	210 187	382 337	59 54* 8%*		392 346	272 241	594 525	629 557	144 128 196	292 262	27 29** 4%**	23 23**	336 291	404 368	152 124	256 240	241 208		408 364 54%	649 572	702 624	328 288 42%	256 224	156 146	584 512 77%	164 157	222 192	326 278		38 39**	25 28** 4%**		548 470 70%	190 188 28%
It is better for the environment	371 55% abii	175 48%	108 44%	303 55% ah	371 55% ab	133 71% zf	210 62%	37 68%	:	174 50%	115 47%	298 57%	329 59%	79 62%	166 63%	19 66%	10 42%	168 58%	201 55%	74 60%	146 61%	116 56%	14 28%	220 61% zvv	337 59%	351 56%	172 60%	121 54%	74 51%	293 57%	78 49%	102 53%	161 58%	72 59%	19 49%	13 48%	2 81%	263 56%	105 56%
Lower running costs than a petrol, diesel or hybrid vehicle	335	181	93	276	335	107	199	28		157	98	269	288	74	155	18	9	142	193	63	123	107	18	186	293	311	154	106	72	261	74	113	122	58	20	18	2	235	96
Creation hybrid verice	50% bijG	50% b	38%	50% b	50% b	57% 2	59% 2	53%		45% j	40%	51% ij	52% ij	58%	59% z	62%	38%	49%	52%	50%	51%	51%	35%	51%	51% V	50%	54%	48%	49% E	51%	47%	59% 2GL	44%	48%	51%	64%	100%	50% G	51%
I like the quiet and smooth driving experience		133	99	232	272	87	134	23		145	106	229	248	55	104	10	1	141	127	62	108	74	17	170	244	261	128	79	60	207	65	72	121	45	18	11	2	193	74
I can charge my electric vehicle at	41% arB 258	36%	41%	42% a 207	41% a 258	46% f 88	40%	43%		42%	44%	44% 2 207	44% 2 222	43%	40%	36%	5%	48% 2r 139	35% 119	50% zuy 56	45%	35%	33%	47% zuxy 156	43% zu 231	42% zu 248	45% BD 117	35% 92	41%	40% B 209	42%	37% 82	44%	37%	47%	40%	81%	41%	39%
home	39%	36%	32%	37%	39%	47%	42%	44%		37%	34%	39%	40%	38%	41%	46%	30%	48%	32%	45%	42%	36%	33%	43%	40%	40%	41%	41%	32%	41%	31%	43%	41%	32%	24%	43%	19%	42%	32%
The new technology and features available in electric vehicles	brEM 251	123	79	206	b 251	78	129	23		140	95	207	i 226	49	88	11	7	2r 120	130	55	108	68	9	2 163	2 231	2 241	118	73	57	2E 191	60	M 64	115	39	13	15	1	2M 180	68
available in electric verticles	38% av	34%	33%	37% a	38% a	42%	38%	43%		40%	39%	39%	40% 2	38%	34%	39%	31%	41%	35%	44% uv	45% zuvy	33%	18%	45% zuvx	40% zuvy	39% zuv	41%	33%	39%	37%	38%	34%	42%	32%	34%	54%	43%	38%	36%
Electric vehicles suit my daily needs (e.g., range or size, etc.)	202	104	70	169	202	66	105	18		109	72	173	187	42	85	5	3	123	79	50	89	49	10	139	188	198	115	67	19	182	20	57	100	35	6	4		156	44
	30% ruCE M	28%	29%	31%	30%	35%	31%	33%		31%	30%	33% 2	34% 2	33%	32%	16%	14%	42% 2r	21%	40% zuvx	37% zuvy	24%	19%	38% zuvx	33% zuy	32% zu	40% 2BCD	30% CE	13%	36% 2BCE	13%	29%	36% 2M	29% M	16%	12%		33% zM	24%
Need to upgrade as petrol, diesel and hybrid vehicles are being phased out by the government	196	94	66	170	196	60	101	9		103	73	159	168	36	72	3	5	78	116	34	68	69	16	102	171	187	87	69	36	156	40	58	76	33	14	11	1	134	57
phased out by the government	29%	26%	27%	31%	29%	32% g	30%	17%		30%	30%	30%	30%	28%	28%	9%	21%	27%	32%	27%	29%	33%	30%	28%	30%	30%	30%	31%	24%	30%	26%	30%	27%	27%	35%	39%	57%	29%	30%
I have read good things about electric cars (online and elsewhere)	169	95	70	151	169	45	67	8		98	80	150	157	29	46	1	1	78	89	49	69	40	5	118	158	163	85	49	33	134	35	39	76	33	12	7		115	52
	25% fnuv	26%	29%	27% 2d	25%	24%	20%	15%		28%	33% zil	29% 2	28% 2	23%	18%	2%	2%	27%	24%	40% ztuv wxv	29% uv	19%	10%	33% zuvx v	28% zuvy	26% zuv	30% 2	22%	23%	26%	23%	21%	27%	27%	30%	25%		25%	28%
There is a wide variety of electric vehicles available to buy	165	76	66	141	165	54	78	14		86	72	141	151	28	58	8	4	88	75	44	66	39	12	110	149	161	73	55	35	128	37	44	71	30	7	10		115	47
	25% aru	21%	27% a	25% a	25% a	29% f	23%	25%		25%	30% zi	27% 2	27% 2	22%	22%	27%	18%	30% 2r	20%	35% zuory	28% u	19%	23%	30% zuxy	26% zu	26% zu	25%	24%	24%	25%	24%	23%	25%	25%	19%	35%		24%	25%
I've heard good things from friends/family	157	87 24%	65 27%	141 25%	157 23%	34 18%	61 18%	5 9%		85 25%	67 28%	134 25%	143 26%	29	41 16%	2 5%	2%	68 23%	86 23%	41	59 24%	43	10	99	143 25%	153 24%	72 25%	47 21%	36 25%	118	39 25%	35 18%	72 26%	28	10	10 35%	43%	107	48 25%
I have a lot of options for public	fgn 141	75	60	25% 2d 113	141	48	60	15		73	62	2 117	2 134	n 27	48	10	270	23%	55	200y 43	49	31	11	2 92	2 124	2 135	69	46	25%	115	25%	29	69	29	4	3376	43%	98	42
charging where I live or travel	21% fruF	21%	25% C	20%	21%	26% f	18%	29% f		21%	26% zi	22%	24%	21%	18%	35%	8%	29% 2f	15%	34% ztuw	21%	15%	22%	25% ztux	22% u	22% U	24%	21%	17%	22%	17%	15%	25% 2FL	24%	11%	28%		21% F	22%
The dealership has recommended	76	48	40	69	76	14	16	4		53	48	66	66	12	13	3	3	45	29	xy 29	25	15	6	y 54	69	75	37	18	19	54	21	21	33	19	1	1		54	21
it.	11% fnru	13%	16% zcd	12%	11%	7%	5%	8%		15% 2kl	20% ziki	13%	12%	10% n	5%	12%	15%	16% 2r	8%	23% ztuw	11%	7%	12%	15% ztux	12% u	12% zu	13%	8%	13%	11%	13%	11%	12%	16% M	3%	2%		12%	11%
Other reasons	12 2%	6 2%	1 1%	9 2%	12 2%	5 3%	11 3%	3 5%		5 1%	2 1%	6 1%	7 1%	3 2%	7 3%	1 2%	1 6%	5 2%	7 2%	2 2%	4 2%	4 2%	1 3%	6 2%	10 2%	11 2%	8 3%	2 1%	2 1%	10 2%	2 1%	3 2%	6 2%	2 2%			1	10 2%	2 1%
Don't know	12 2%	11 3%	6 3%	10 2%	12 2%	1 .	2 5 2%	* 1%	:	7 2%	5 2%	8 1%	6 1%	1 .	4 1%	:	:	:	9 2%	:	3 1%	6 3%	:	3 1%	9 2%	9 1%	3 1%	4 2%	4 3%	7 1%	4 3%	3 1%	4 1%	2 2%	:	:	:	7 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 1/e/l/p/h - 1/l/j/h/1 - 1/l/j/h/1 - 1/e/n/n/o/p - 1/a/r - 2/s/l/u/w/x/y - 2/a/B/C/D/E - 2/F/G/H/N/K/L/M Overlap formulae used. \* small base; \*\* wery small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q10A - Which of the following, if any, would you say are reasons that you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are considering buying an electric vehicle

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATIO	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGII	NG LOCATION	- DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGE		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	POBLIC CHARG	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	OBLIC CHARGII	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	DRIVING - AGRE	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	NIVING DISAGI	OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (j)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	748 669 100%	78 64* 10%*	174 141 21%	174 143 21%	104 85* 13%*	95 80* 12%*	100 80* 12%*	6 5** 1%**	6 6** 1%**	60 48* 7%*	86 68* 10%*	127 118 18%	251 227 34%	238 210 31%	169 161 24%	98 88 13%	118 100* 15%*	16 15** 2%**	9 7** 1%**	75 59* 9%*	123 106* 16%*
It is better for the environment	371 55%	30 47%	82 58%	87 61% ade	43 51%	39 49%	55 69%	3 62%	2 42%	35 73%	46 69%	63 53%	140 62%	121 58%	95 59%	48 55%	66 66%	6 40%	4 56%	40 67%	68 64%
Lower running costs than a petrol, diesel or hybrid vehicle	335	30	69	73	43	37	47	4	5	26	39	58	121	107	91	37	63	9	4	28	60
I III a Ab a suitab and assault debits	50%	46%	49%	51%	51%	46%	58%	84%	87%	55%	57%	49%	53% o	51%	57% o	42%	63% zs	61%	54%	47%	57%
I like the quiet and smooth driving experience	272 41%	32 49%	79 56%	80 56%	43 50%	40 49%	51 63%	4 89%	3 49%	31 64%	42 62%	54 45%	99 44%	95 45%	69 43%	35 39%	46 46%	8 55%	3 43%	29 49%	53 50%
I can charge my electric vehicle at	258	28	z 66	z 67	2 41	40	z 40	2	4	z 23	z 32	31	89	81	52	30	46	6	2	23	z 39
home	39%	44%	47% z	47% z	48%	50% z	50%	50%	76%	47%	48%	27%	39% kn	39%	32%	34%	47% t	38%	27%	38%	37%
The new technology and features available in electric vehicles	251	26	70	67	36	30	45	3	1	29	40	44	107	94	68	31	50	4	4	25	56
	38%	40%	50% ze	47% ze	43%	37%	56% z	62%	24%	60% z	60% z	37%	47% zko	45% z	42%	35%	50% z	27%	54%	42%	53% zs
Electric vehicles suit my daily needs (e.g., range or size, etc.)	202	23	69	68	34	32	49	2	3	26	39	33	61	63	45	28	32	8	3	17	29
Need to upgrade as petrol, diesel	30% 196	35%	49% zad 42	48% za 42	40% z 29	40% z 25	61% z 21	34%	47%	53% z 17	58% z 21	28%	27%	30% 64	28%	32%	33%	52%	38%	29% 16	27%
and hybrid vehicles are being phased out by the government																					
I have read good things about	29% 169	31%	30%	30%	34%	32%	26%	23%	13%	35%	31%	36%	33% 78	30% 71	37% zm 52	37%	29%	40%	56%	28%	29%
electric cars (online and elsewhere)								_													
There is a wide variety of electric	25% 165	30%	33% z 47	29%	30%	25%	34% z 25	23%	13%	28%	40% zi 22	35% z 37	34% z 70	34% z 66	33% z 48	31%	30%	27%	28%	30%	39% zp 34
vehicles available to buy	25%	34%	34%	34%	37%	29%	31%	46%		30%	32%	31%	31%	32%	30%	38%	30%	36%	23%	32%	32%
I've heard good things from	157	23	z 44	z 43	z 22	21	18	-		15	22	30	z 72	z 66	47	z 18	30	2	2	17	32
friends/family	23%	35%	32%	30%	26%	26%	23%			31%	33%	25%	32%	31%	29%	21%	30%	11%	22%	29%	30%
I have a lot of options for public	141	zde 20	z 49	z 43	28	24	29	1	1	17	zf 24	23	zo 53	zo 49	o 39	25	26	2	2	10	18
charging where I live or travel	21%	32%	35% zc	30%	33%	30%	36%	23%	24%	35%	36%	20%	24%	23%	25%	28%	26%	12%	29%	17%	17%
The dealership has recommended it	76	15	26	22	15	14	11			6	10	11	27	26	19	11	11	•		4	9
	11%	23% z	18% z	16%	18%	18%	13%			12%	15%	10%	12%	12%	12%	12%	11%	3%		7%	8%
Other reasons	12 2%	-	2 2%	2 2%	2 3%	1%	2 3%	-	-	-	1 1%	-	1 1%	1 1%	-		1 1%	-		1 1%	1 1%
Don't know	12 2%	:	-		:		:	:	:	:	:	1 1%	2 1%	1 1%	:	:	-	:	:	-	1 1%



Q10B - Which of the following, if any, would you say are reasons that you are undecided if you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are undecided about buying an electric vehicle

		GEND	ER			AGE								RE	SION						WORKING	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	ME		URBAN	/RURAL
	TOTAL	MAN	WOMAN	18-24	25.24	35-44	45.54		NORTHEACT	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF	SOUTH WEST	COUTUEACT	LONDON	WALES	SCOTLAND	NI	WORKING	NOT WORKING	4004	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	URBAN	
	(2)	MAN (a)	(b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	NORTH EAST	NORTH WEST	HUMBER	(k)	MIDLANDS	ENGLAND (m)	(n)	(n)	(n)	(n)	SCOTLAND (r)	(s)	WORKING (t)	WORKING (u)	ABC1	(w)	GRADUATES (x)	GRADUATES (v)	£19999	£34999 (B)	£54999	£55000+	URBAN (F)	RURAL (F)
UNWEIGHTED BASE	287	138	146	39	48	41	57	102	15	31	23	28	24	27	22	33	33	19	18	14	195	92	188	99	162	125	46	66	88	70	228	45
WEIGHTED BASE 2	288 100%	146 51%	139 48%	43* 15%*		43* 15%*	54* 19%*	100* 35%*	10** 4%**	35** 12%**	20** 7%**	34** 12%**	27** 10%**	25** 9%**	25** 9%**	35** 12%**	36** 12%**		18** 6%**		194 68%	93* 32%*	162 56%	126* 44%*	102 35%	186 65%	48* 17%*		85* 30%*	61* 21%*	233 81%	48* 17%*
	119	60	58	13	20	14	21	50	4	12	12	13	10	14	8	19	15	2	7	3	67	52	76	43	42	77	20	29	38	24	97	19
distance it can travel on a single charge) of an electric vehicle would be																																
4	41% t	41%	42%	30%	42%	34%	39%	50% z	40%	34%	58%	39%	38%	55%	34%	54%	42%	11%	37%	48%	35%	56% zt	47% z	34%	41%	42%	42%	38%	45%	39%	42%	39%
would be lower than a petrol, diesel or hybrid vehicle	100	44	56	12	19	13	16	41	5	11	6	12	14	7	7	15	9	5	7	3	60	40	50	50	33	67	22	28	29	18	76	22
	35% 100	30% 47	41% 52	28% 14	40% 19	30%	29% 18	41% 41	43%	31% 13	31% 10	35% 12	49%	26%	30%	44% 15	26%	36%	39% 10	37%	31% 60	43%	31% 61	40% 39	33% 30	36% 70	45% 13	36% 27	35% 32	29% 23	33% 81	46% 17
electric vehicle models and features						-							,	-	•		,	-														
	35% ex	32%	38%	33%	41% e	18%	33%	41% e	37%	38%	49%	35%	31%	23%	29%	44%	21%	29%	56%	33%	31%	43%	38%	31%	30%	38%	28%	34%	37%	38%	35%	35%
I don't know about the options for public charging where I live or travel	99	44	53	12	18	15	17	38	3	13	10	11	10	11	7	11	10	4	5	3	63	36	68	31	32	67	17	24	35	16	73	23
	35% wE	30%	38%	29%	38%	34%	31%	38%	32%	39%	51%	31%	35%	44%	28%	32%	29%	29%	29%	43%	32%	39%	42% zw	25%	32%	36%	36%	31%	41%	26%	31%	49%
	92	41	49	6	16	12	22	36	3	12	5	10	8	5	8	15	14	5	6	1	64	28	56	36	36	55	16	30	31	12	70	20
3	32% cD	28%	35%	13%	34%	28%	41%	35%	30%	34%	25%	28%	28%	19%	31%	44%	39%	34%	35%	21%	33%	30%	34%	29%	36%	30%	34%	38%	36%	20%	30%	43%
	80	34	46	9	14	8	22	27	7	9	5	9	7	8	5	7	18	3	3		51	29	44	36	24	56	19	18	21	16	74	6
2	28% F	23%	33%	20%	31%	19%	40%	27%	67%	25%	26%	27%	25%	31%	19%	21%	49%	19%	14%		26%	32%	27%	29%	24%	30%	40%	23%	24%	27%	32% zF	13%
I have read mixed things about electric cars (online and elsewhere)	79	42	37	7	10	14	17	31	5	7	6	7	10	2	8	10	10	4	8	2	44	35	48	32	29	50	21	11	25	18	63	14
	28% tB	29%	27%	16%	21%	34%	31%	31%	44%	21%	29%	21%	37%	7%	30%	29%	29%	28%	45%	28%	22%	38%	29%	25%	29%	27%	45% 28	14%	30%	29%	27%	30%
I've heard mixed things from	77	39	37	12	12	15	11	26	3	8	6	11	5	2	8	7	11	5	9	1	43	2t 33	37	40	27	50	18	19	18	21	57	19
friends and family	27%	27%	27%	28%	26%	36%	20%	26%	33%	24%	30%	32%	18%	6%	30%	21%	32%	33%	48%	16%	22%	36%	23%	32%	26%	27%	38%	25%	21%	34%	24%	39%
I'm uncertain whether an electric vehicle would suit my daily needs (e.g., range, size, etc.)	75	33	42	13	13	15	11	23	2	6	10	11	3	11	4	7	12	5	3	2	52	23	47	28	32	43	10	22	24	17	58	14
	26%	22%	30%	30%	28%	35%	21%	23%	18%	16%	48%	31%	11%	42%	17%	20%	33%	35%	18%	35%	27%	25%	29%	23%	32%	23%	21%	29%	28%	28%	25%	30%
The environmental impact of the production and disposal of electric vehicle batteries	51	32	18	7	7	11	5	20	1	4	4	9	4	5	3	8	6	3	4	1	27	23	29	22	21	30	11	16	14	8	42	8
1	18% t	22%	13%	16%	16%	25%	10%	20%	13%	12%	19%	25%	16%	20%	11%	24%	16%	18%	20%	10%	14%	25% zt	18%	17%	21%	16%	22%	20%	16%	13%	18%	16%
	10	10	-	7	1	1	1		-	-		5	1	2	-	•	2	-	-		8	2	6	5	3	7	2	4	3	1	10	-
	3% be	7% zh	-	17% zdefg	2%	2%	1%		-	-	-	13%	2%	8%	-	1%	7%	-	-	-	4%	2%	3%	4%	3%	4%	4%	5%	4%	1%	4%	-
	10	8	2	2derg	-	-	2	7	1	1	-	3	-		1	2	-	1	1		3	7	3	7	3	7	4	4	1		8	2
	4% tv	5%	2%	3%	-	-	3%	7%	9%	4%	-	9%	-	2%	5%	5%	-	5%	3%	4%	1%	8% zt	2%	6%	3%	4%	9%	6%	1%	1%	3%	5%
	7 2%	2 1%	5 4%	1 3%	-	3 7%	1 1%	2 2%	-	2 5%	1 3%	1 3%		1 5%	-	-	-	2 12%	-	4%	4 2%	3 3%	3 2%	4 3%	3	4 2%	1%	2 2%	3 4%	-	7 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Base: All adults aged 18-75 in the UK with a driving licence who are undecided about buying an electric vehicle

Q10B - Which of the following, if any, would you say are reasons that you are undecided if you would consider buying a fully electric vehicle for your next car or van?

	- 1	CAR DRIVI	ING LICENSE				VEHI	CLE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	DRIVING				PAF	KING LOCATIO	ONS				ELECTRIC	VEHICLES		IN	TENTION TO BU	Y NEXT VEHICLE
	TOTAL	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (n)	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS		BUYING IT	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE		USE AS PART	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	NOT NEXT TO MY	OFF-STREET IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/	OFF-STREET	ON-STREET	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST		NEVER DRIVEN, NOR BEEN A PASSENGER			IN THE NEXT 10 YEARS I
WEIGHTED BASE EIGHTED BASE	287 288	287 288		173 176 61%	67 64* 22%*	24 23** 8%**	5 4**	2	15 15**	240 240	29 27** 9%**	143 152 53%	63 56*	21 22** 8%**	36 32**	7	206 208 72%	57 55*	217 217	120 110*	40 41* 14%*	4	144 134	21 26**	22 23** 8%**	59 61* 21%*	18 19** 6%**	187 182 63%	77 80*	10 8** 3%**	31 32** 11%**	116 115*	120 124* 43%*	35 30**	177 177 62%	271 271 94%
n unclear what the range (the stance it can travel on a single arge) of an electric vehicle suid be	119	119	•	75	25	11	2	2	5	99	13	75	18	10	8	3	93	18	97	44	17	2	58	12	14	20	7	83	27	3	8	54	53	13	69	114
	41%	41%	-	43%	38%	46%	50%	45%	33%	41%	47%	49%	33%	44%	25%	38%	45%	33%	45%	40%	41%	53%	43%	45%	61%	33%	36%	46%	34%	33%	24%	47%	43%	45%	39%	42%
on't know if the running costs ould be lower than a petrol, usel or hybrid vehicle	100	100		53	22	12	2	4	8	75	14	56	15	7	14	1	71	21	80	35	11	2	47	6	10	22	4	63	26	3	7	41	44	9	58	95
	35%	35%		30%	34%	51%	55%	100%	51%	31%	51%	37%	26%	32%	43%	11%	34%	38%	37%	32%	27%	53%	35%	22%	44%	35%	21%	34%	32%	33%	23%	36%	36%	29%	33%	35%
eed more information about ectric vehicle models and atures	100	100		62	22	10	2		5	84	11	54	21	10	10		76	20	80	36	15		56	9	7	15	4	72	19	1	10	40	46	11	57	99
	35% C	35%		35%	34%	41%	39%		31%	35%	41%	36%	38%	45%	30%	-	36%	36%	37%	33%	37%		42% zyC	35%	28%	24%	24%	39% C	24%	13%	31%	35%	37%	38%	32%	37% zK
on't know about the options for blic charging where I live or wel		99		63	24	7	•	2	3	87	7	62	16	7	9	1	78	17	78	43	14		44	6	13	23	9	63	32	1	10	39	46	15	63	96
not sure if I could charge an	35% 92	35% 92	- :	36% 63	38% 21	29%	10%	45%	21% 6	36% 83	26%	40% 61	29% 13	33%	28%	9% 2	37% 74	30%	36% 75	39% 41	34% 8	2	33%	23%	56% 13	38% 27	46% 6	35% 53	40% 33	15%	32% 3	34% 44	38% 43	52% 5	36% 56	35% 86
ctric vehicle at home	32%	32%		36%	32%	12%			36%	35%	10%	40%	23%	8%	26%	29%	35%	18%	35%	38%	20%	53%	25%	25%	56%	44%	30%	29%	41%		10%	38%	35%	17%	32%	32%
unsure what the purchase or	av 80	80		56	12	4		2	6	67	4	zia 38	21	2	7	4	la 59	9	63	t 31	6	1	36	5	8	zv 17	2	49	v 20	2	2	44	30	11	48	75
sine costs would be	28%	28%		32%	18%	16%		45%	41%	28%	13%	25%	37%	10%	21%	62%	28%	16%	29%	28%	14%	31%	27%	18%	35%	28%	12%	27%	25%	31%	7%	38%	24%	37%	27%	28%
rve read mixed things about ctric cars (online and	79	79		53	14	7	1	2	2	67	7	47	14	8	7		61	16	65	31	10		46	3	7	13	4	56	17	1	8	2G 39	28	4	42	76
ewhere)	28%	28%		30%	22%	29%	20%	45%	11%	28%	28%	31%	25%	37%	23%		29%	29%	30%	28%	24%		35%	12%	30%	21%	22%	31%	21%	10%	25%	34%	23%	12%	23%	28%
e heard mixed things from ends and family	77	77		46	20	5	2	2	2	66	7	45	12	8	9	1	57	16	66	35	14		37	5	6	18	6	48	24		5	45	26	6	44	73
,	27%	27%		26%	32%	22%	39%	45%	14%	27%	25%	30%	21%	34%	28%	10%	27%	30%	30%	32%	34%		27%	20%	25%	30%	30%	26%	30%		15%	39%	21%	19%	25%	27%
n uncertain whether an electric hicle would suit my daily needs a., range, size, etc.)	75	75		45	15	10		2	4	60	10	43	14	7	7	1	57	13	57	36	10	2	32	4	8	18	8	44	26	1	7	35	30	11	53	75
	26%	26%		26%	23%	42%		45%	27%	25%	36%	28%	25%	29%	21%	9%	27%	25%	26%	33%	25%	41%	24%	17%	34%	30%	41%	24%	32%	7%	23%	31%	24%	37%	30%	28% zK
e environmental impact of the oduction and disposal of ectric vehicle batteries	51	51		37	9	2	1		2	46	3	32	7	4	5	1	40	8	37	21	6	2	22	4	9	9	4	35	13	2	4	28	17	3	30	51
	18%	18%		21%	14%	11%	20%		10%	19%	12%	21%	13%	16%	15%	11%	19%	15%	17%	19%	14%	53%	16%	16%	38%	15%	21%	19%	16%	26%	11%	24% z	14%	9%	17%	19%
e dealership didn't recommend		10		6	1	1	1		2	7	2	1	4	2	2		5	3	3	3	3			3	2	2	2	5	4	1	3	6	1	1	6	8
	3% krvG	3%		3%	1%	4%	20%		10%	3%	7%		8% kp	7%	6%		2% k	6% k	2%	3%	8% r			11%	9%	3%	9%	3%	5% V	10%	8%	5%	•	2%	3%	3%
er reasons	10 4%	10 4%		6 3%	2 2%	1 5%			2 11%	7 3%	1 5%	7 5%	1 1%		1 2%	4%	8 4%	1 1%	8 4%	3 3%		6%	6 5%	1%		2 3%		7 4%	2 2%			3 3%	6 5%	1 2%	7 4%	10 4%
n't know	7 2%	7 2%		3 1%	4 6%		1 15%			6 3%	1 2%	5 3%	1%	:	1 4%	5%	5 3%	1 2%	7 3%	1 1%			3 2%	- :	1%	3 4%	1 7%	3 2%	4 5%	1 7%	1%	1 1%	4 3%	1%	2 1%	5 2%

Proportions/Means: Columns Tested [5/k risk level] - z/s/b - z/c/de/e/l/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

C109 - Which, of the followine. If any, would you say are reasons that you are undecided if you would consider busine a fully electric vehicle for your next care or and?

Base: All adults aged 18-75 in the UK with a driving licence who are undecided about buying an electric vehicle

										1																													
		NEXT PURCE	ASE - PROBAB	ILY/ DEFINITEL	Y CONSIDER	NEXT PU	RCHASE - PRO CON	BABLY/ DEFINIT SIDER	ELY NOT	OVERALL OPI	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OVERALI	OPINION ON NEGA		//FAIRLY	EVER CHARGE IN HY					EVER BUY - EV				PO	LICY CHANGE -	SWITCH TO EL	ECTRIC VEHICL	.ES				TEN	IURE			
																				WITHIN THE		2 TO 10	MORETHAN	IN THE NEXT	IN THE NEVT			RECALL HEARING		YES/RECALL	NO/DON'T	BOHIGHT ON	OWNED	RENTED	RENTED LA./	RENTED			
	TOTAL	PETROL	DIESEL	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (e)	EV (b)	PETROL (i)	DIESEL	HYBRID	EV	PETROL	DIESEL (n)	HYBRID	EV	YES (n)		NEXT YEAR	TO 3 YEARS		10 YEARS	3 YEARS	10 YEARS	EVER BUY	YES (A)	SOMETHING	NO	HEARING (D)	KNOW (E)		OUTRIGHT			H.A./TRUST	OTHER		RENTED
UNWEIGHTED BASE	287	167	82	147	(0)	37	134	22	(1)	163	88	(k) 141	76	(m) 22	105	(o) 21	(p) 37	38	241	8	27	112	(v) 48	(w) 35	(x) 147	(V) 195	92	(B) 105	(C) 82	198	(E) 89	85	114	50	20	12	(K)	(L) 199	(M) 82
WEIGHTED BASE	288 100%																		246 86%					30** 10%**		190 66%		108* 38%*	84* 29%*				110* 38%*						92* 32%*
I'm unclear what the range (the distance it can travel on a single charge) of an electric vehicle would be	119	88	38	80		12	68	5		79	39	69	28	9	55	3	17	10	104	1	8	50	27	9	59	86	43	45	30	87	32	36	48	24	6	4	1	84	33
	41%	50% Z	46%	53% z		35%	52%	17%		47%	46%	48%	37%	45%	53% z	16%	42%	32%	42%	14%	34%	45%	55%	30%	42%	45%	48%	41%	36%	44%	35%	44%	44%	48% M	21%	25%	55%	44%	36%
I don't know if the running costs would be lower than a petrol, diesel or hybrid vehicle	100	69	37	56		9	40	8		64	35	45	23	7	31	8	22	12	86	2	7	35	24	9	44	68	31	38	30	69	31	27	48	14	4	6	1	75	25
	35%	39%	45%	38%		27%	30%	31%		38%	41%	31%	29%	33%	30%	37%	53%	38%	35%	37%	29%	31%	50% zxy	30%	31%	36% x	36%	35%	36%	35%	34%	33%	43% 2M	28%	15%	46%	40%	39%	27%
I need more information about electric vehicle models and features	100	64	26	56		16	49	10		64	30	49	17	6	48	8	19	6	93	1	10	43	20	10	54	73	37	32	28	69	31	22	48	17	10	2		70	29
	35%	36%	31%	38%	-	45%	38%	38%		38%	35%	34%	22%	31%	45% Z	41%	46%	20%	38% Z	12%	39%	39%	41%	34%	38%	39%	42%	30%	33%	35%	34%	27%	44% 2FL	34%	37%	14%		37% F	32%
I don't know about the options for public charging where I live or travel	99	66	32	53		8	49	6		56	34	50	20	10	37	6	21	7	92	4	6	39	20	9	48	68	30	42	27	72	27	32	36	18	9	4	1	68	30
	35%	38%	38%	35%		23%	37%	24%		33%	39%	35%	26%	47%	35%	27%	52%	22%	38%	58%	23%	35%	42%	30%	34%	36%	34%	39%	32%	37%	30%	39%	33%	34%	34%	25%	40%	36%	33%
I'm not sure if I could charge an electric vehicle at home	92	67	24	49		9	47	8		54	26	42	26	4	38	9	19	2	89	2	8	35	11	9	44	55	28	35	27	63	28	26	30	18	10	7	1	57	34
	32%	38% z	29%	33%		25%	36%	29%		32%	30%	29%	34%	17%	36%	41%	47%	7%	36% z	29%	32%	31%	22%	31%	31%	29%	32%	32%	32%	32%	31%	32%	28%	35%	37%	47%	31%	29%	37%
I'm unsure what the purchase or leasing costs would be	80	55	21	47		8	43	3		52	21	47	27	5	30	3	4	5	69	2	9	31	15	12	43	58	26	29	24	55	25	30	21	17	5	5	1	51	28
	28% G	31%	25%	31%		24%	33%	10%		31%	24%	33%	35%	24%	29%	15%	11%	17%	28%	36%	39%	28%	31%	38%	30%	31%	29%	27%	29%	28%	27%	36% GL	20%	34%	19%	39%	40%	27% G	30%
I have read mixed things about electric cars (online and elsewhere)	79	51	24	47		9	39	7		55	22	43	12	9	34	6	17	8	67	•	9	33	14	9	42	56	31	32	15	63	16	24	33	11	4	6		57	21
	28% ICE	29%	29%	32%	-	26%	30%	27%		32% I	25%	30% I	15%	42%	33%	28%	41%	24%	27%	7%	37%	29%	29%	31%	30%	29%	35% CE	30%	18%	32% 2CE	17%	29%	30%	21%	15%	45%	-	30%	23%
I've heard mixed things from friends and family	77	54	32	41		8	29	6		54	32	39	15	2	26	10	16	8	66	1	9	25	15	10	35	50	27	30	19	57	19	23	26	16	7	4		49	27
	27%	31%	38% 2	27%		23%	22%	24%		32% zi	37% zl	27%	20%	10%	24%	47%	40%	24%	27%	12%	37%	23%	30%	32%	25%	26%	31%	28%	23%	29%	21%	28%	24%	31%	26%	31%		26%	30%
I'm uncertain whether an electric vehicle would suit my daily needs (e.g., range, size, etc.)	75	52	23	41		7	39	7		42	25	40	18	7	27	5	17	7	65	1	6	28	16	7	35	52	19	37	18	56	19	22	26	15	9	2	1	48	26
	26%	30%	27%	27%		21%	29%	26%		25%	30%	27%	23%	31%	26%	22%	42%	22%	27%	15%	26%	25%	33%	23%	25%	27%	22%	35% z	21%	29%	21%	26%	24%	29%	33%	14%	46%	25%	28%
The environmental impact of the production and disposal of electric vehicle batteries	51	33	19	27		10	23	8		28	18	24	11	5	18	7	10	5	46	•	8	15	9	8	24	33	14	29	7	43	7	16	27	7			•	43	7
	18% CEM	19%	23%	18%		29%	18%	29%		17%	21%	16%	14%	22%	17%	33%	24%	16%	19%	7%	33%	14%	18%	28%	17%	17%	16%	26% 2CE	9%	22% 2CE	8%	20%	24% zM	14%		3%	15%	22% zM	8%
The dealership didn't recommend it	10	2	5	1		4	1	5		3	2	4	4	3	2	2	2	2	7		3	3	2	3	5	7	3	3	4	6	4	2	5	2	1			7	3
	3% acti	1%	5% ac	•		12%	1%	20%		2%	2%	2%	5%	16%	2%	7%	4%	8%	3%		11%	2%	4%	9%	4%	4%	3%	3%	5%	3%	4%	2%	5%	4%	4%			4%	3%
Other reasons	10 4%	9 5%	5 6%	4 2%		1 2%	5 4%	2 7%		9 5% k	4 5%	3 2%	2 3%		3 3%	2 9%	2 4%	1 5%	9 4%	1 11%	2 7%	3 3%	1 3%	2 8%	6 4%	7 4%	4 5%	5 5%	1 1%	10 5%	1 1%	2 2%	4 4%	2 4%		2 15%	14%	6 3%	4 4%
Don't know	7 2% ain/0	1 1%	3 3%	1 1%		1 3%	2 2%	1 2%	:	1 1%	1 2%	2 1%	1 2%	:	2 2%	- :	1 1%	1 2%	6 3%	:	1%	1 1%	1 1%	1%	1 1%	2 1%	:	1 1%	5 6% AD	1 1%	6 6% 7AD	2 3%	1 1%	2 4%	1 5%	:	:	4 2%	3 3%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/f/g/h - 2/l/j/k/l - 2/m/n/o/p - 2/q/r - 1/s/t/u/w/w/y - 2/a/b/C/D/E - 2/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 3D) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Condition



15 May 2025

Q10B - Which of the following, if any, would you say are reasons that you are undecided if you would consider buying a fully electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are undecided about buying an electric vehicle

												DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE,	, REASONS NO	OT CURRENTLY	DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE,	REASONS NO	T CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT F	UBLIC CHARGII	NG LOCATION				DRIVING - AGRE	E			D	RIVING DISAGRI	E	
		DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	287 288	4 2**	7 4**	6 3**	5 3**	6 3**	4 2**		4 3**	4 2**		21	25 24**	20 20**	24 21**	15 14**	9 10**	3 4**	5 4**	7 8**	9 9**
WEIGHTED BASE	288 100%	1%**	2%**	1%**	3** 1%**	1%**	1%**		3** 1%**	1%**	1%**	20** 7%**	24** 8%**	20** 7%**	7%**	14** 5%**	3%**	1%**	1%**	3%**	3%**
I'm unclear what the range (the	119	1	2	1	1	2	*	-	1	1	1	10	9	8	9	6	5	2	2	4	5
distance it can travel on a single																					
charge) of an electric vehicle would																					
be	41%	55%	44%	41%	36%	51%	22%		39%	30%	24%	52%	37%	40%	44%	44%	48%	48%	63%	55%	56%
I don't know if the running costs	100	1	2	41%	1	31% *	1	-	39%	30%	2470	2	6	40%	5	1	48%	48%	2	33%	4
would be lower than a petrol,	200	_	-	-	-		_		•	-	-	_			3	-			-		
diesel or hybrid vehicle																					
	35%	55%	53%	66%	19%	12%	78%	-	25%	70%	61%	10%	25%	21%	26%	9%	32%	-	42%	5%	39%
I need more information about	100	1	2	1	2	-	-	-	1	-	2	6	8	6	7	5	2	-	2	2	2
electric vehicle models and																					
features	35%	27%	38%	21%	51%		_		37%	_	62%	30%	33%	28%	34%	35%	19%		53%	21%	22%
I don't know about the options for	99	1	2	1	1	*	1	-	1	*	1	6	9	7	10	7	3	-	1	1	3
public charging where I live or																					
travel																					
	35%	55%	39%	34%	19%	13%	44%	-	39%	20%	38%	32%	38%	36%	47%	46%	33%	-	15%	13%	28%
I'm not sure if I could charge an electric vehicle at home	92	-	*	*	-	-	*	-	-	*	*	7	6	2	7	5	3	-	1	2	2
electric venicle at nome	32%	_	9%	13%			22%			20%	14%	38%	27%	9%	32%	34%	32%		37%	30%	25%
I'm unsure what the purchase or	80	*	*	*	1	1	-	-	-	-	-	10	10	7	10	4	7	1	1	3	7
leasing costs would be																					
	28%	18%	10%	14%	29%	32%	-	-	-	-	-	50%	40%	37%	49%	29%	65%	30%	37%	39%	74%
I have read mixed things about	79	2	2	1	1	*	-	-	1	-	1	5	5	3	7	3	4	-	1	-	2
electric cars (online and elsewhere)																					
	28%	73%	40%	35%	32%	14%			25%		24%	25%	23%	13%	32%	20%	44%	_	26%		24%
I've heard mixed things from	77	1	1	1	1	-	-	-	1		1	4	7	5	8	3	4	-	-	-	2
friends and family																					
	27%	55%	30%	21%	19%	-	-	-	25%	-	24%	22%	30%	25%	38%	22%	35%	-	-	-	24%
I'm uncertain whether an electric vehicle would suit my daily needs	75	1	2	-	2	1	-	-	2	-	1	6	7	8	8	5	4	2	1	2	5
(e.g., range, size, etc.)																					
(e.g., runge, size, etc.,	26%	56%	39%	-	68%	40%	-	-	86%	-	39%	29%	31%	39%	38%	34%	44%	48%	27%	27%	51%
The environmental impact of the	51	*	1	1	*	*	*	-	-	*	*	4	3	3	5	4	*	1	-	1	*
production and disposal of electric																					
vehicle batteries																					
The dealership didn't recommend	18% 10	18%	19%	27%	13%	14%	22%	-	1	20%	14%	21%	13%	13%	25%	28%	4%	22%	1	11%	4% 1
it recommend	10	-	1	-	1	-	'	-	1	-	1		1	-	1			-	1		1
	3%	-	24%		31%	-	-	-	37%	-	39%		4%		5%	3%	-	-	27%	6%	11%
Other reasons	10	-			-		-	-		-	-		1		1	-	-	-		-	-
	4%	-	-		-		-	-	-	-	-	-	5%		6%	-	-	-	-	-	-
Don't know	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	1 -	-	-	-	-	-	-	-	-	-



15 May 2025

Q10C - Which of the following, if any, would you say are reasons that you would not consider buying an electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering buying an electric vehicle

		GEN	IDER			AGE								REG	ION						WORKIN	STATUS	SOCIAL	GRADE	EDUC	ATION	1	INCO	ME		URBAN	I/RURAL
Г											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS (k)	MIDLANDS (I)	ENGLAND (m)	SOUTH WEST	SOUTH EAST	LONDON (n)	WALES (a)	SCOTLAND (r)	NI (e)	WORKING (t)	WORKING (u)	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999	£34999 (B)	£54999 (C)	£55000+	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	546	259	281	40	52	82	126	246	29	46	41	42	45	55	49	93	21	27	54	44	348	198	338	208	277	269	91	149	132	134	393	109
WEIGHTED BASE			271																													108* 20%*
I am worried about the range, or	302	133	164	10	36	15%* 39	68	149	11	25	26	7%*	21	41	27	62	9	4%**	29	14	187	114	163	45% 138	98	204	18%*	28% 87	70	68	76% 225	62
distance electric vehicles can travel																															1	
on one charge	55%	49%	60%	30%	54%	48%	55%	62%	47%	50%	57%	54%	45%	60%	55%	61%	40%	61%	59%	58%	51%	63%	54%	56%	58%	54%	52%	57%	53%	55%	54%	58%
	act		za	30%	c	40.0	c	zc	47.0	3070	37.74	34/0	4570	0070	33,0	01/4	4070	0270	3370		3270	zt	34%		30%		3270	3770	3370	33%		
They are more expensive to buy or lease, compared with a petrol, diesel or hybrid vehicle	298	148	146	13	30	40	65	151	14	26	24	23	25	30	36	59	6	11	29	17	193	104	165	133	97	201	58	87	65	64	223	58
	55%	55%	54%	38%	45%	49%	52%	62%	60%	53%	52%	55%	55%	43%	72%	58%	24%	47%	57%	68%	53%	58%	55%	54%	58%	53%	59%	57%	50%	51%	54%	54%
I have concerns about the reliability	266	120	144	11	32	35	60	zcd 128	8	22	32	20	20	33	2m 23	52	11	8	24	m 13	170	96	141	125	91	175	47	85	57	57	203	50
or lifespan of the batteries in									_																						1	
electric vehicles	49%	45%	53%	33%	49%	43%	48%	53%	33%	45%	69%	49%	44%	48%	47%	51%	48%	37%	48%	53%	46%	53%	47%	51%	54%	46%	48%	55%	43%	46%	49%	46%
								c			zil							****							2							
I can't charge at home	252 46%	117 44%	132 49%	20 61%	32 48%	43 52%	57 46%	100 42%	9 37%	21 42%	17 37%	18 43%	21 46%	32 47%	29 59%	45 44%	11 45%	15 68%	25 51%	8 35%	165 45%	87 48%	135 45%	117 48%	74 44%	178 47%	53 54%	67 44%	60 46%	46 37%	203 49%	41 38%
	D	4470	45/0	g .	40/0	32.70	40%	42/0	3779	4270	3770	43/0	4070	4770	\$	4470	43/0	00.0	31/6	33/0	4370	4070	43.0	40/0	44,/0	4770	D D	4475	4076	3779	45%	30/0
I simply prefer petrol or diesel	245	132	113	13	30	34	54	114	13	13	27	15	24	23	25	46	11	11	25	12	160	85	124	121	68	177	49	73	56	48	188	46
vehicles	45%	49%	42%	40%	46%	42%	44%	47%	57%	27%	58%	36%	51%	34%	51%	46%	46%	51%	49%	51%	44%	47%	41%	49%	41%	47%	50%	48%	43%	39%	45%	42%
There is a lack of options for public	ix 245	110	132	14	28	45	52	106	11	14	im 20	13	i 22	25	i 27	43	16	11	i 27	i 15	157	88	152	94	92	153	33	57	66	60	174	56
charging where I live or travel																																
	45% iwyA BE	41%	49%	43%	42%	56%	42%	44%	49%	28%	44%	32%	48%	37%	55% i	43%	66%	50%	53% i	62% zikm	43%	49%	50% zw	38%	55% zy	40%	34%	37%	50% AB	49%	42%	52%
I am worried about the running	181	84	96	8	26	28	38	82	5	14	15	15	9	23	24	34	8	8	17	10	119	63	84	97	53	128	36	55	36	36	133	38
costs being higher	33%	31%	35%	23%	39%	35%	31%	34%	21%	29%	32%	36%	19%	33%	48%	34%	33%	36%	35%	42%	32%	35%	28%	40%	32%	34%	37%	36%	28%	29%	32%	35%
I have read negative things about electric cars (online and elsewhere)	160	68	91	11	23	21	29	76	4	10	13	17	13	26	zl 14	25	4	4	20	10	99	61	79	2V 81	57	103	34	45	38	32	107	44
electric cars (orimite and elsewriete)	29%	25%	34%	35%	35%	26%	23%	31%	17%	20%	28%	42%	29%	37%	28%	25%	17%	18%	40%	41%	27%	34%	26%	33%	34%	27%	34%	29%	29%	26%	26%	41%
The environmental impact of the	E 155	69	2 85	6	12	22	33	81	4	14	13	14	14	15	13	37	2	7	16	8	93	62	84	71	2 56	99	41	42	31	32	106	zE 40
production and disposal of electric vehicle batteries				-																												
	28% E	26%	31%	18%	18%	27%	27%	34% z	18%	28%	27%	33%	29%	21%	26%	36%	8%	33%	31%	33%	25%	34% z	28%	29%	33% z	26%	42% zBCD	28%	24%	26%	26%	38% zE
Electric vehicles do not suit my daily needs (e.g., range or size, etc.)	143	66	75	5	27	20	30	61	5	15	14	9	8	19	14	31	5	5	12	6	104	39	71	72	42	101	24	33	36	34	107	31
	26%	24%	28%	16%	40%	25%	24%	25%	20%	31%	30%	21%	18%	28%	28%	30%	21%	24%	25%	23%	29%	21%	24%	29%	25%	27%	25%	22%	27%	27%	26%	29%
I do not believe petrol, diesel and hybrid vehicles will be phased out	119	62	57	4	19	14	28	55	5	7	15	5	12	21	9	22	6	3	11	5	77	43	56	64	32	87	19	40	27	24	99	15
by the government	22%	23%	21%	12%	29%	17%	23%	23%	22%	14%	32%	12%	25%	30%	19%	21%	25%	11%	21%	21%	21%	24%	18%	26%	19%	23%	20%	26%	21%	19%	24%	14%
I have heard negative things from	97	43	52	6	16	11	18	47	2	6	4	11	7	18	11	13	4	3	13	5	58	39	42	55	39	58	19	28	23	21	64	29
friends and family	18% vE	16%	19%	18%	24%	14%	14%	19%	9%	13%	9%	28%	15%	26%	22%	13%	15%	13%	27%	19%	16%	22%	14%	23%	23%	15%	20%	18%	18%	17%	15%	27%
I don't like any of the electric	92	48	42	3	7	16	24	42	3	10	6	4	13	14	9	12	3	5	7	4	59	33	36	2v 56	30	62	26	25	15	15	69	2E 18
vehicles available to buy	17%	18%	15%	9%	11%	19%	19%	17%	15%	21%	14%	11%	28%	21%	18%	12%	13%	23%	14%	15%	16%	18%	12%	23%	18%	16%	27%	17%	11%	12%	17%	17%
	v			3,0		1574		****		22/0	****	**/*	0	****		****		2374				20,0		zv			zCD					
The dealership has recommended against it	14	11	3	4	1	1	1	6	1	1				2	1	1	2	1	4	1	8	7	4	10	6	9	2	2	4	4	10	3
	3% bv	4% b	1%	12% zefg	2%	2%	1%	3%	4%	2%	-	1%	-	3%	1%	1%	8%	4%	9% zo	6%	2%	4%	1%	4%	3%	2%	2%	1%	3%	3%	2%	3%
Other reasons	20	15 6%	5 2%	1%	5 7%	4 5%	:	11 5%	:		3 6%	2 6%	3 6%	2 3%	1 2%	4 4%		1 5%	2	1 4%	11 3%	9 5%	11 4%	9 4%	3 2%	17 4%	6 6%	8 5%	1 1%	4 3%	16 4%	3 3%
	bx	ь			f	f		f							-	-												-				-
Don't know	2	1	1	1 3% z	-	-		1		2 3% z		1%	-	-	-	-	-	-		-	1	1 1%	2 1%	-	1 1%	1		:	1 1%	*	2	-



15 May 2025

Base: All adults aged 18-75 in the UK with a driving licence who are not considering buying an electric vehicle

Q10C - Which of the following, if any, would you say are reasons that you would not consider buying an electric vehicle for your next car or van?

,		CAR DRIVI	NG LICENSE				VEHIC	LE TYPE						VE	HICLE OWNER	SHIP				TYPES OF	FDRIVING				PA	RKING LOCATI					ELECTRIC	VEHICLES		IN:	TENTION TO BU	IY NEXT VEHI	:LE
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE	ICE (I)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)		USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (w)	IN A SHARED	DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	FRONT OF/ NEXT TO M	r	ON-STREET (C)		NOT CURRENTLY Y BUT HAVE IN THE PAST (E)					10 YEARS (J)	
UNWEIGHTED BASE WEIGHTED BASE	546 546 100%	546 546 100%	2	354 357 65%	125 126* 23%*	47 41* 8%*	6 5** 1%**	2 2** ***	10 12** 2%**	479 484 89%	53 47* 9%*	304 310 57%	124 123* 22%*	34 35** 6%**	60 55* 10%*	10 7** 1%**	428 433 79%	94 90* 17%*	489 488 89%	229 226 41%	62 57* 10%*	12 11** 2%**	321 315 58%	19 22** 4%**	37 38** 7%**	120 116* 21%*	29 34** 6%**	377 374 69%	149 150 27%	17 15** 3%**	47 50* 9%*	178 171 31%	304 310 57%	94 91* 17%*	331 327 60%	524 522 96%	546 546 100%
I am worried about the range, or distance electric vehicles can travel on one charge	302	302		195	78	20	1	1	7	273	21	179	72	14	23	5	251	37	281	124	30	6	186	12	18	55	18	216	73	6	27	95	174	44	162	291	302
	55% ql	55%		55%	61%	48%	20%	54%	53%	56%	45%	58% q	59% q	40%	42%	72%	58% znq	41%	57% z	55%	52%	56%	59%	55%	47%	48%	52%	58%	49%	43%	53%	56%	56%	49%	50%	56% I	55% I
They are more expensive to buy or lease, compared with a petrol, diesel or hybrid vehicle	298	298		57%	71 57%	40%	21%	100%	31%	273	38%	178 57%	69 56%	18	27	2 24%	247 57%	49%	276 57%	126	31	5 48%	61%	38%	16 42%	57 49%	16 47%	215	73	19%	27 53%	92 54%	176 57%	46 51%	160 49%	284	298 55%
I have concerns about the	μ 266	266		i 175	66	16	4		5	zj 241	20	150	67	15	27	2	2 216	42	2 248	113	27	6	2BC 165	4	18	57	13	187	69	7	19	81	159	52	155	I 258	1 266
reliability or lifespan of the batteries in electric vehicles	49%	49%		49%	52%	40%	75%		36%	50%	44%	48%	54%	42%	49%	29%	50%	47%	51%	50%	47%	51%	52%	18%	48%	49%	38%	50%	46%	45%	38%	47%	51%	57%	47%	49%	49%
I can't charge at home	252 46%	252 46%	:	167 47%	51 41%	21 50%	3 59%	1 46%	7 54%	219 45%	24 51%	144 46%	55 45%	15 42%	25 45%	3 50%	199 46%	40 44%	2 222 45%	101 45%	22 38%	9 75%	B 112 36%	18 83%	26 69%	61 52%	25 73%	156 42%	85 57%	6 44%	18 36%	79 46%	149 48%	39 43%	151 46%	241 46%	252 46%
I simply prefer petrol or diesel	vB 245	245		158	68	12	3		5	226	15	150	56	13	19	2	206	32	222	93	26	4	147	12	17	V 46	15	v 176	zvB 61	7	22	67	150	55	155	235	245
vehicles	45%	45%		44%	54%	28%	57%		38%	47%	32%	48%	45%	37%	35%	28%	47%	36%	45%	41%	46%	33%	47%	56%	45%	40%	44%	47%	41%	45%	43%	39%	48%	61%	47%	45%	45%
There is a lack of options for public charging where I live or	245	245		163	6) 55	20	•	1	3	219	20	129	63	16	30	2	192	46	218	106	29	6	133	12	21	57	12	167	69	5	29	82	129	2IJK 40	141	239	245
travel	45%	45%		46%	44%	49%	8%	54%	28%	45%	44%	41%	51%	45%	55%	36%	44%	51%	45%	47%	51%	54%	42%	56%	56%	49%	36%	45%	46%	34%	57%	48%	42%	44%	43%	46%	45%
I am worried about the running costs being higher	181 33%	181		123	40 32%	12 30%	3 47%	54%	3 22%	163 34%	15 32%	106 34%	45 37%	11 32%	26%	22%	151 35%	25	167 34%	71	17 29%	5 44%	108 34%	7 34%	7 20%	36 31%	15 45%	123 33%	51 34%	41%	10	45 26%	121 39%	36	107 33%	172 33%	181 33%
I have read negative things about	EF 160	160		111	32	13	1		3	142	14	92	36	11	14	2	128	25	145	65	16	6	103	4	12	28	8	119	36	3	9	47	zEF 101	34	94	154	160
electric cars (online and elsewhere)	29%	29%		31%	25%	31%	20%		28%	29%	30%	30%	29%	30%	26%	31%	30%	28%	30%	29%	27%	56%	33%	20%	31%	24%	23%	32%	24%	23%	19%	27%	33%	37%	29%	29%	29%
The environmental impact of the production and disposal of electric vehicle batteries	155	155		94	46	12	1		2	141	12	93	34	14	10	2	128	24	145	59	20	3	109	8	6	20	10	122	30	4	8	54	89	31	87	150	155
	28% yC	28%		26%	37% z	29%	10%		15%	29% c	26%	30%	28%	40%	17%	23%	30%	26% n	30%	26%	35%	27%	35% zyC 88	34%	16%	17%	31%	33% zyC	20%	24%	17%	32%	29%	34%	27%	29%	28%
Electric vehicles do not suit my daily needs (e.g., range or size, etc.)	143	143			43	9	3	1	1	130	12	79	26	13	21	3	106	34	130	72	20	3		ь	6	27	12	100	39	4	13	47	79	30	81	137	143
I do not believe petrol, diesel and	26% 119	26%		24% 90	34% z 23	22% 6	47%	54%	5%	27% c 113	25%	26% 74	21%	38%	37% I 8	43%	24% 101	38% zklo 17	27%	32% zr 41	35% 11	28%	28% 74	28%	15%	23%	36% 6	27% 89	26% 31	25%	25%	28%	26% 70	33%	25% 71	26%	26% 119
hybrid vehicles will be phased out by the government	22%	22%		25%	19%	16%				23%	14%	24%	22%	25%	15%	21%	23%	19%	23%	18%	20%	23%	24%	25%	24%	21%	19%	24%	21%	29%	15%	22%	23%	22%	22%	22%	22%
I have heard negative things from	97	97		z 68	17	8		1	3	z 85	9	46	30	8	8	1	76	15	s 87	29	12	2	61	3	6	14	8	70	21	1	6	27	64	20	63	94	97
friends and family	18%	18%		19%	13%	20%	8%	46%	23%	18%	19%	15%	24%	22%	14%	22%	18%	17%	18%	13%	20%	20%	19%	12%	16%	12%	23%	19%	14%	6%	12%	16%	21%	22%	19%	18%	18%
I don't like any of the electric	92	92		62	21	5		1	2	83	6	48	24	10	7	1	72	17	85	36	4	1	58	4	4	13	7	66	21	2	5	27	58	25	60	87	92
vehicles available to buy	17%	17%		17%	17%	13%	8%	54%	15%	17%	12%	16%	19%	28%	12%	9%	17%	18%	17%	16%	7%	5%	18%	20%	12%	11%	21%	18%	14%	14%	9%	16%	19%	28% 2UK	18%	17%	17%
The dealership has recommended against it	14	14		9	1	3	1	1		10	4	7	3		4		10	4	13	4	2		8	2	3	1		13	1	2		5	8	5	11	14	14
	3%	3%		3%	•	7% di	13%	46%		2%	8% zdi	2%	3%		7%		2%	5%	3%	2%	4%		3%	9%	8%	1%		4% v	1%	11%		3%	2%	5%	3%	3%	3%
Other reasons	20 4%	20 4%	:	9 3%	10 8% zci	:	:	:	1 8%	19 4% c		13 4%	3 2%	2 4%	2 3%	:	16 4%	3 4%	18 4%	4 2%	1%	1	13 4%	1 4%	:	3 3%	1 4%	14 4%	5 3%	2 10%	1 2%	6 3%	12 4%	3	13 4%	20 4%	20 4%
Don't know	2 *	2 *	:	2	-	1%	:		:	2 *	1%	2 1%	- :	- :	1%		2	1%	2 *	1 *	:	:	1 *		1%	1 1%	:	1	1 1%	:	:	2 1%	:	:	1 *	1	2 *



#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

Q10C - Which of the followine. If any, would you say are reasons that you would not consider buving an electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering buying an electric vehicle

Base: All adults aged 18-75 in the U	ik with a drivi	ng incence who	are not conside	ing buying an	electric venic	ue																																	
						NEXT PU		BABLY/ DEFINIT	ELY NOT					OVERALI		/EHICLES VERY/	FAIRLY	EVER CHARGE														I							
[		NEXT PURCH	IASE - PROBABL	// DEFINITELY	CONSIDER		CON	SIDER		OVERALL OPIN	IION ON VEHIC	LES VERY/FAI	IRLY POSITIVE		NEGA	TIVE		IN HY					EVER BUY - EV				PC	RECALL .	SWITCH TO E						TENU		$\overline{}$	$\neg \neg$	-
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)	NO (r)	WITHIN THE NEXT YEAR (s)	L TO 3 YEARS	3 TO 10 YEARS (u)	MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)	NO/DON'T KNOW (E)	BOUGHT ON MORTGAGE (F)	OWNED OUTRIGHT (G)	RENTED F PRIVATE (H)		RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	546 546	458 464	200 197	158 143	<u></u>		268 271 50%	275 290	546 546	436 446 876	233 233 43%	174 160	55 54*	18 17**	169 163 30%	180 183 33%	371 377	60 54*	484 489		17 18**	72 69*	125 132	22 23** 4%**		219 224 41%	216 215 39%	187 183 34%	138 142	403 398 72%	143 148	159 155	256 246		32 33**	21 27** 5%**		415 401 74%	120 132* 24%*
I am worried about the range, or distance electric vehicles can travel on one charge	302	256	110	80	•	23	152	157	302	247	130	93	21	9	92	114	233	27	275	2	3	40	73	5	44	118	129	102	67	231	71	90	152	31	11	9	6	242	51
travel on one charge	55%	55%	56%	56%	-	57%	56%	54%	55%	55%	56%	58%	40%	53%	57%	63%	62%	50%	56%	32%	17%	58%	56%	21%	48%	53%	60%	56%	47%	58%	48%	58%	62%	44%	33%	34%	72%	60%	39%
They are more expensive to buy or lease, compared with a petrol, diesel or hybrid vehicle	298	262	104	70		18	147	169	298	244	124	76	22	7	83	107	218	23	274	1	1	40	77	3	42	119	129	108	59	237	61	M 87	2HM 147	35	12	10	5	2HM 234	57
,	55% kCEM	57% 2	53%	49%		47%	54%	58%	55%	55%	53%	47%	41%	41%	51%	58%	58%	43%	56%	27%	6%	57%	59%	11%	46%	53%	60% CE	59% CE	41%	59% 2CE	41%	56%	60%	49%	35%	37%	67%	58%	43%
I have concerns about the reliability or lifespan of the batteries in electric vehicles	266	227	104	60	•	20	130	150	266	223	119	68	12	5	71	115	218	24	242		4	23	60	4	27	87	116	89	57	205	60	80	125	32	11	11	5	204	55
	49% luxv CE	49%	53% c	42%		50%	48%	52%	49%	50% kl	51% 	43% I	23%	31%	44%	63% zn	58% zn	45%	49%		25%	33%	46% xv	19%	30%	39% x	54% CE	49%	40%	52% zCE	41%	52%	51%	44%	34%	42%	65%	51%	41%
I can't charge at home	252 46% eG	220 47%	89 45%	63 44%	:	11 27%	127 47%	139 48%	252 46% e	206 46%	106 46%	67 42%	27 50%	9 49%	79 49%	85 47%	174 46%	21 39%	228 47%	2 32%	8 44%	26 37%	63 48%	10 42%	35 38%	99 44%	93 44%	97 53%	58 41%	191 48%	61 41%	76 49%	99 40%	35 48%	20 59%	15 55%	5 57%	175 44%	69 52% G
I simply prefer petrol or diesel yehicles	245	210	105	40	-	24	108	159	245	218	129	51	11	5	57	105	199	22	222		3	18	51	3	20	72	105	85	52	190	55	72	109	31	16	13	1	181	60
Venidez	45% cfkl nuxyCE	45% c	53% zac	28%	-	61% f	40%	55% zfh	45% f	49% zkl	55% ziki	32%	21%	29%	35%	58% zn	53% zn	40%	45%		14%	26%	39% xy	11%	22%	32% x	49% CE	46%	36%	48% zCE	37%	46%	44%	43%	49%	49%	13%	45%	45%
There is a lack of options for public charging where I live or travel	245	202	88	65	•	22	122	131	245	193	85	73	26	14	72	88	172	27	217	1	8	29	68	9	39	107	116	80	44	197	49	73	107	40	12	7	6	180	59
LI BYEI	45% ICE	44%	45%	46%		56%	45%	45%	45%	43%	37%	45%	48%	82%	44%	48%	46%	49%	44%	23%	46%	43%	52%	41%	42%	48%	54% 2CF	44%	31%	49% 2CF	33% C	47%	43%	55% M	37%	27%	72%	45%	45%
I am worried about the running costs being higher	181	160	65	40		13	89	102	181	155	81	49	9	4	55	74	144	13	168		3	17	34	3	20	54	70	59	51	129	53	45	89	24	8	11	4	134	42
	33%	35%	33%	28%		34%	33%	35%	33%	35%	35%	31%	17%	22%	34%	41%	38%	25%	34%		18%	24%	26%	14%	22%	24%	33%	32%	36%	32%	35%	29%	36%	33%	23%	39%	52%	33%	32%
I have read negative things about electric cars (online and elsewhere)	160	140	61	41	•	12	83	89	160	141	70	47	11	2	46	70	135	12	147	1	4	23	33	5	28	61	71	47	39	118	43	43	76	19	11	6	4	119	37
	29%	30%	31%	29%		30%	31%	31%	29%	32% z	30%	29%	20%	13%	28%	39% zn	36% zn	22%	30%	10%	24%	34%	25%	20%	30%	27%	33%	26%	27%	30%	29%	28%	31%	26%	35%	24%	47%	30%	28%
The environmental impact of the production and disposal of electric vehicle batteries	155	137	63	34	•	8	66	80	155	134	75	35	4	3	41	68	138	15	140			12	30		12	42	69	56	30	125	30	46	80	18	5	4	2	126	27
	28% klxy EM	30%	32%	24%	-	20%	24%	28%	28%	30% kl	32% kl	22% 	7%	18%	25%	37% zn	37% zn	27%	29%			18%	23%		13%	19%	32% E	31%	21%	31% 2CE	20%	30%	32% M	24%	16%	14%	24%	31% zM	20%
Electric vehicles do not suit my daily needs (e.g., range or size, etc.)	143	118	60	23	•	15	65	94	143	116	64	30	7	6	40	73	119	11	132	1	3	16	24	4	20	44	55	50	34	105	38	40	71	22	6	3		111	30
	26% cklv	25% c	31% c	16%	•	38%	24%	32% zfh	26%	26% kl	28% ki	19%	12%	37%	25%	40% znp	32% 2	21%	27%	10%	19%	23%	18%	17%	22%	20%	26%	27%	24%	26%	25% C	26%	29%	30%	17%	9%	5%	28%	22%
I do not believe petrol, diesel and hybrid vehicles will be phased out by the government	119	103	39	16	•	8	66	68	119	108	54	30	7	3	28	54	97	9	111		1	11	26	1	12	38	50	42	28	91	28	24	57	23	9	3	3	81	36
Dy the government	22%	22%	20%	12%	-	21%	24%	23%	22%	24%	23%	19%	13%	20%	17%	30%	26%	16%	23%		5%	16%	20%	4%	13%	17%	23%	23%	20%	23%	19%	15%	23%	32%	28%	12%	32%	20%	27%
I have heard negative things from friends and family	97	89	38	29		4	48	51	97	85	47	30	2	2	30	49	2n 88	11	86	1	1	10	21	2	12	33	48	21	27	68	29	26	48	10	5	4	3	74	18
	18% IB	19%	19%	20%		10%	18%	18%	18%	19% 	20% I	18% 	4%	9%	19%	27% z	23% z	21%	18%	10%	7%	15%	16%	7%	13%	15%	22% BD	11%	19%	17% B	20%	17%	19%	14%	15%	14%	37%	18%	14%
I don't like any of the electric vehicles available to buy	92	81	45	12		7	40	58	92	81	50	22	1	2	18	48	81	3	88		•	2	18		2	20	45	24	22	69	22	24	46	8	5	3	3	71	16
	17% cinq uxv	17% c	23% zac	9%		18%	15%	20%	17%	18% I	21% zkl	14% 	2%	12%	11%	26% zn	21% zn	6%	18% zq		3%	3%	14% uxy	2%	2%	9% ux	21%	13%	16%	17% B	15%	16%	19%	12%	15%	11%	37%	18%	12%
The dealership has recommended against it	14	13	5 3%	4			6 2%	5 2%	14 3%	11 3%	4 2%	2	4 7%	2	10	6 3%	8 2%	7%	10 2%	1 13%		1	7	1 3%	2 2%	8	10	2	3 2%	12	3 2%	1 1%	6 2%	1 2%	4	2 7%		7 2%	7
Other reasons	L 20 4%	16 4%	14			2 5%	5 2%	13	20	18 4%	14	1 1%	2iik 1 3%	1 8%	20 1 1%	12 7%	19	4 7%	16 3%	:	:	1 2%	5	:	1 1%	6	13	3 2%	4 3%	B 16 4%	4 3%	7 5%	5 2%	5	:	1 4%	1 8%	13	6
Don't know	cfkn 2	c 2	zac 1	1			1	f 1	f 2	2	k 1	1	-	-		zn 1	n 2		2			-					1		1	B 1	1		2				-	2	
			•	1%		1%		•	•			1%					1%		•								1%			•	•		1%					1%	

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/f/g/h - 2/l/l/h/h - 2/m/n/o/p - 2/q/r - 2/s/l/u/w/w/z/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



IPSOS

Q10C - Which of the following, if any, would you say are reasons that you would not consider buying an electric vehicle for your next car or van?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering buying an electric vehicle

		CHARCIN	C VEHICLE AT	PUBLIC CHARG	INC LOCATIO	N. ACDEE	CHARCING		PUBLIC CHARGII	NC LOCATION	DICACREE	DRIVEN EV IN		IVE EXPERIENCE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LUCATIO	OFTEN	CHARGING	VEHICLE AT F	OBLIC CHARGII	NG LUCATION	OFTEN			DRIVING - AGRI		OFTEN		U	KIVING DISAGE	EE	OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO			OFTEN IN	DAMAGED
	TOTAL	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	546	13	10	11	18	12	8	2	8	2	3	13	14	11	19	6	7	3	1	5	5
WEIGHTED BASE	546 100%	10** 2%**	7** 1%**	10**	13** 2%**	10** 2%**	8** 2%**		6** 1%**	4** 1%**		12** 2%**	15** 3%**	11** 2%**	18** 3%**	6** 1%**	5** 1%**			6** 1%**	5** 1%**
I am worried about the range, or	302	6	1%***	2	5	2	1	1	5	3	1	10	6	4	10	3	2	1	1	1	1
distance electric vehicles can travel on one charge																					
They are more expensive to buy or	55% 298	62%	7% 3	20%	35% 2	24%	13%	100%	81% 1	73% 1	54% 1	83%	41% 8	34% 5	54% 7	54% 1	36%	22%	100%	13%	11% 4
lease, compared with a petrol, diesel or hybrid vehicle								·											-		
I have an arranged by the	55% 266	15%	39%	19%	18% 7	9% 6	17%		16% 5	27% 3	70%	18%	58% 7	48% 2	42% 7	21%	51%	-		51%	83%
I have concerns about the reliability or lifespan of the batteries in electric vehicles	266	6	2	5	,	ь	4		5	3	1	4	,	2	,	3	3	1	1	1	1
	49%	58%	22%	46%	51%	55%	43%	43%	73%	73%	54%	33%	47%	20%	39%	52%	57%	22%	100%	13%	11%
I can't charge at home	252	3	1	4	6	3	4	*	2	-	1	7	5	4	9	1	1			1	1
I simply prefer petrol or diesel	46% 245	27%	16% 2	41%	<b>50</b> %	29%	46%	43%	25% 3	4	30% 1	55% 2	35% 4	39% 4	52% 1	21%	27%	1	:	13%	13% 3
vehicles																					-
There is a lack of options for public	45% 245	41%	26% 3	40%	38% 5	49% 5	52%	43% 1	54% 3	100%	46% 1	16%	28%	38% 5	3% 8	- 5	29%	50%	- 1	72% 3	70%
charging where I live or travel				-														_			
	45%	39%	47%	33%	42%	51%	45%	100%	40%		30%	48%	49%	51%	45%	91%	45%	29%	100%	48%	51%
I am worried about the running costs being higher	181 33%	4%		3 25%	3 22%	3 29%	3 30%	43%	6%			1 11%	2 17%	1 11%	2 12%	1 9%	1 12%	22%		1	30%
I have read negative things about electric cars (online and elsewhere)	160	6	4	5	5	4	3	-	3	3	•	1	5	4	5	2	3	-	-	-	1
electric cars (offiline and elsewhere)	29%	58%	57%	45%	36%	39%	33%		49%	73%	24%	11%	32%	34%	27%	34%	58%				24%
The environmental impact of the production and disposal of electric vehicle batteries	155	2	2	1	4	3	1	•	3	-	1	1	2	1	3	1	1	1	-	-	-
	28%	21%	24%	6%	29%	27%	15%	43%	43%		30%	4%	11%	5%	16%	21%	13%	50%		-	
Electric vehicles do not suit my daily needs (e.g., range or size, etc.)	143	2	•	3	5	4	3	•	1	-	-	3	2	1	4	1	1	-		-	1
	26%	18%	6%	33%	36%	42%	30%	43%	14%			21%	11%	14%	24%	15%	12%				13%
I do not believe petrol, diesel and hybrid vehicles will be phased out by the government	119	1		1	2	1	1	-	1		1	2	2	4	2	1		1		2	2
	22%	14%		8%	15%	13%	7%		18%		30%	16%	17%	36%	11%	24%		22%		35%	40%
I have heard negative things from friends and family	97	4	2	1	3	2	1		3	3			1	1	1		1		-		1
I don't like any of the electric	18% 92	40%	32%	9% 1	24%	22%	17%	43%	54% 1	73%	24%		4%	6%	4%		12%				13%
vehicles available to buy										-	•		-	-	-			-	-		-
The declarable has seen	17%	19%	6%	10%	10%	13%		43%	14%				-								
The dealership has recommended against it	14	-							-			-		-			-		-		-
Other reasons	3% 20		7%	5%	4%		6%				24%	-	-								
Other reasons	4%															-					-
Don't know	2	-		-									-								
						-							-						-		



Q11 - Which of the following changes, if any, would make you more likely to consider buying an electric vehicle?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering or are unsure about buying an electric vehicle

The series of th	_		GEN	IDER			AGE								REG	ION						WORKING	STATUS	SOCIAL C	GRADE	EDUCA	ATION		INCO	ME		URBAN	/RURAL
Part		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST					SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING		ABC1	C2DE	GRADUATES					£55000+	URBAN	RURAL
Separate Members of the separa		(2)	(a)	(b)	(c)		(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)		(n)	(o)	(p)	(q)		(s)	(t)	(u)	(v)		(x)	(y)	(A)	(B)			(E)	(F)
The content of the co	WEIGHTED BASE WEIGHTED BASE		397 414	410		113*					84*	66*					136	59*		68* 68*		543 560	274		307		394 564	146		216	185		155
The content week tower		354	173	177	20	36	51	83		16	41	26	29	27	42	31	63	20	14	32	13	224	129	209	144	129	225	51	96	99	80	272	
The series serie	charge	42%	42%	43%	26%	32%	41%			47%	49%	40%	38%	37%	45%	42%	46%	34%	37%	46%	42%	40%	47%	45%	39%	48%	40%	35%	42%	46%	43%	42%	44%
The section of the se	lease as a petrol, diesel or hybrid	346	157	184	24	39	46			16	32	29	33	32	37	22	59	21	17	36	12	214	132	197	149	119	227	67	95	81	81	269	66
Part			38%	45%	31%	35%	37%	44%	46% zc	47%	38%	44%	44%	44%	40%	29%	43%	36%	44%	53% n	37%	38%		43%	40%	44%	40%	46%	41%	37%	44%	42%	42%
Free restant entree restant of the r	If I was able to charge it at home																																
The second proper particular of the particular o																		25	9								189						
The content performance of the content performan			35%	37%	30%	28%	34%	34%		28%	24%	32%	40%	25%	39%	43% i		41%	25%	46% ila	37%	33%		38%	35%		34%	35%	37%	34%	36%	36%	37%
Less seem seem serming register for the seem seem seem seem seem seem seem se	costs are not more than a petrol,		129	148	22	38	45	53		8	23	20	28	24	29	25		18	12	24	14	173		160	120		185	52	75	74	62	209	57
public Configuration were before the first contribution with a series of the series of the first contribution with a series of the first contribution with a series of the first contribution with a series of the serie		34%	31%	36%	28%	33%	36%	30%	36%	23%	28%	31%	37%	33%	31%	33%	40%	30%	33%	35%	46% hi	31%	39% zt	35%	32%	35%	33%	36%	32%	34%	34%	32%	37%
Figure 1 19 1 19 1 19 1 19 1 19 1 19 1 19 1		272	135	134	24	38	43	56	110	10	27	26	25	20	27	24	51	15	11	28	10	173	100	159	113	103	169	46	72	78	60	210	53
February Services were brilled by Marked Services of Control (Control (Co		33%	32%	33%	32%	34%	35%	32%	32%	29%	32%	39%	33%	27%	28%	32%	37%	26%	30%	40%	33%	31%	36%	34%	31%		30%	32%	31%	36%	33%	32%	34%
21% 21% 21% 21% 21% 25% 21% 25% 21% 25% 21% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25	suited to my daily needs (e.g.,	176	88	85	19	23	22	35	77	8	13	17	15	9	21	16	25	20	7	19	6	116	60	108	68		109	35	45	41	40	134	37
production dissipanced processing was considered in white the later was become a special control of the later was		21%	21%	21%	25%	21%	18%	19%	23%	25%	15%	26%	19%	12%	23%	21%	18%		18%	29%	19%	21%	22%	23%	18%	25% z	19%	24%	19%	19%	21%	21%	24%
## Representatives cleared expenses of the government was cleared expenses of the property of the government was cleared expenses of the property of the government was cleared expenses of the property of the property of the government was cleared expenses of the property of the property of the government was cleared expenses of the property of the	production and disposal of electric	161	71	88	13	19	24	28	76	6	15	13	14	11	16	12	41	6	8	13	5	91	70	84	77	65	96	35	47	35	32	119	37
about when will be planing out of contents of contents of the reviews and connected (seed and driver) which which is a few and connected (seed and driver) which is a		t		21%	17%	17%	19%	16%		18%	17%	20%	19%	15%	17%	16%	30% zlp	11%	23%	19%	15%		zt				17%	24%	20%	16%	17%		
Fig.	about when it will be phasing out												7																				
Cooline modelequentery) were more coasility:    12N   12N   12N   12N   15N		16% f	14%	17%		19%	9%	10%	15%	18%	13%	24% ks	9%	13%	12%	10%	21% ks	16%	12%		7%	14%	18%	15%	16%	19% z	14%	14%		13%	12%	17%	13%
The three more electric which and family were more electric whic	(online and elsewhere) were more		51	49	14	18	13	13	43	3	9	9	15	6	10	8	15	7	7	9	4	60	41	56	45	42	59	23	28	26	20	74	23
## Part		12%	12%	12%	19% f	16%	10%	8%	13%	8%	11%	14%	20%	8%	11%	10%	11%	12%	18%	13%	13%	11%	15%	12%	12%		11%	16%	12%	12%	11%	11%	15%
Fig.   Fine the card call from   Fine   Fi		100	47	51	7	15	16	23	39	2	10	8	10	7	8	10	17	12	2	7	5	65	35	65	35	44	56	17	24	33	17	78	17
Doubter about them  9% 9% 9% 14% 10% 14% 4% 8% 7% 14% 12% 10% 4% 5% 16% 6% 14% 3% 9% 3% 8% 10% 9% 9% 11% 8% 10% 9% 8% 9% 8% 12%  If the car dealership recommended 14 2 2 1 2 5 - 22 12 15 19 7 27 6 11 8 6 28 6  It  44% 5% 3% 13% 9% 2% 11% 3% 5% 8% 6% 2% 4% 2% 3% 3% 4% 5% 8% 5% 5% 5% 4% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 4% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 5% 5% 5% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 5% 5% 5% 6% 6% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 6% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%		12%	11%	12%	9%	13%	13%	13%	11%	7%	12%	12%	13%	10%	9%	14%	13%	20%	6%	11%	16%	12%	13%	14%	10%	16%	10%	11%	10%	15%	9%	12%	11%
9% 9% 9% 9% 140% 120% 14% 12% 10% 4% 5% 160 6% 140% 3% 9% 3% 8% 10% 9% 9% 113% 8% 9% 8% 9% 12% 110% 10 2 2 2 10 2 6 4 2 3 2 2 4 2 2 5 - 22 12 15 19 7 27 6 11 8 6 28 6 28 6 28 6 28 6 28 6 28 6		74	36	37	10	11	17	7	28	2	11	8	7	3	5	12	8	8	1	6	1	47	27	40	34	31	43	15	21	18	17	54	19
18	parameter and the state of the		9%	9%	14% f	10%	14% f	4%	8%	7%	14%	12%	10%	4%	5%	16% os	6%	14%	3%	9%	3%	8%	10%	9%	9%		8%	10%	9%	8%	9%	8%	12%
Other reasons 42 25 15 2 4 6 10 21 - 2 6 6 6 8 4 7 - 1 1 1 1 26 16 27 15 14 27 10 5 8 10 29 12 5 5 6 6 4 5 5 5 6 6 6 8 4 7 - 1 1 1 1 26 16 27 15 14 27 10 5 8 10 29 12 14 15 15 15 15 15 15 15 15 15 15 15 15 15	If the car dealership recommended	34	20	12	10	10	2	2	10	2	6	4	2	3	2	2	4	2	2	5	-	22	12	15	19	7	27	6	11	8	6	28	6
Other ressons 42 25 15 2 4 6 10 21 - 2 6 6 6 8 4 7 - 1 1 1 2 6 16 27 15 14 27 10 5 8 10 29 12 5 5 6 6 6 8 6 7 - 3 1 1 2 6 16 27 15 14 27 10 5 8 10 29 12 15 14 27 10 5 8 10 10 10 10 10 10 10 10 10 10 10 10 10	K	4% fx	5%	3%			2%	1%	3%	5%	8%	6%	2%	4%	2%	3%	3%	4%	4%	8%	-	4%	4%	3%	5%	3%	5%	4%	5%	4%	3%	4%	4%
Dentknew 96 49 47 7 9 16 26 38 3 11 3 8 9 9 13 14 9 8 5 4 66 31 45 52 21 76 19 30 19 19 72 20	Other reasons	5%			2	4	6 4%			-	2 3%		6 8%	6 8%	8 8%	-	7 5%	:	1 3%										5 2%	8 4%			
	Don't know	96			7 9%					3 10%																							

Proportions/Means: Columns Tested (5% risk level) -  $z/a/b \cdot z/c/d/e/t/g \cdot z/h/i/j/k/i/m/n/o/p/q/t/s - z/t/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F$ Overlap formulae used. \* small base



15 May 2025

Q11 - Which of the following changes, if any, would make you more likely to consider buying an electric vehicle?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering or are unsure about buying an electric vehicle

		CAR DRIV	ING LICENSE				VEHIC	LE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	DRIVING				PAF	KING LOCATION					ELECTRIC	VEHICLES		IN	TENTION TO B	BUY NEXT VEHIC	CLE
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTIN G (s)	USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)		IN A SHARED		NOT IN FRONT OF/ NEXT TO MY		ON-STREET (C)		NOT CURRENTLY F BUT HAVE IN THE PAST (E)	NEVER DRIVEN, HAVE BEEN PASSENGER (F)	NOR BEEN A	WITHIN THE NEXT YEAR (H)	IN THE NEXT 3 YEARS (I)	IN THE NEXT 10 YEARS (J)	EVER BUY
UNWEIGHTED BASE WEIGHTED BASE	833 834 100%	833 834 100%		527 533 64%		71 64* 8%*						447 463 56%					634 642 77%		706 706 85%	349 335 40%	102 98* 12%*		465 449 54%					564 556 67%	226 230 28%		78 83* 10%*	294 286 34%	424 434 52%		508 503 60%	795 793 95%	833 834 100%
If they could travel further on one charge	354	354		222	88	23	4	3	12	310	28	217	70	20	26	6	287	46	300	146	41	9	206	14	26	69	16	246	85	10	33	125	183	49	204	338	354
Charge	42% no	42%	-	42%	46%	36%	48%	48%	45%	43%	38%	47% zna	39%	34%	30%	43%	45% zna	31%	43%	44%	42%	55%	46% z	29%	43%	39%	31%	44%	37%	45%	40%	44%	42%	40%	41%	43%	42%
If they cost the same to buy or lease as a petrol, diesel or hybrid vehicle	346	346		236	79	16	1	3	9	315	18	214	63	21	33	4	278	54	316	142	35	3	206	17	27	66	14	249	80	3	25	124	190	51	192	334	346
If I was able to charge it at home	41% e(Cl 311	41%		44% ej 202	41% ej 70	26%	12%	48%	33%	43% zej 272	24%	46% zlp 176	35%	37%	38%	26%	43% I 232	37% 59	45% z 262	42% 125	36%	20%	46% zAC 152	35%	44%	37%	27%	45% zAC 201	35%	13%	30%	44%	44% E 160	43%	38% 177	42% I 295	41% I 311
	37% vH	37%		38%	37%	31%	29%	18%	46%	38%	31%	38%	32%	38%	42%	32%	36%	40%	37%	37%	33%	36%	34%	42%	48%	38%	39%	36% v	38%	19%	28%	42% E	37%	28%	35%	37% H	37% H
If the reliability or lifespan of the batteries in electric vehicles was better	304	304		195	67	27	3	2	10	262	30	175	73	20	20	5	247	40	265	116	31	10	180	11	28	54	14	219	68	4	20	116	158	46	177	296	304
	36% nqCE	36%		37%	35%	42%	27%	34%	34%	36%	40%	38% nq	41% nq	35%	23%	35%	39% znq	28%	38%	35%	31%	61%	40% zwyC	22%	47% wyC	31%	27%	39% zwC	30%	19%	25%	41% E	36%	38%	35%	37%	36%
If I was confident that the running costs are not more than a petrol, diesel or hybrid vehicle	280	280		190	62	17	3	2	7	252	20	174	56	14	25	2	230	39	248	123	30	7	167	14	23	48	14	204	62	4	29	99	144	41	174	270	280
If there were better options for	34% C 272	34%	•	36% 176	32%	26%	30%	30%	23%	35%	27%	38% zq 146	31%	25%	29%	14%	36% 2 208	27%	35%	37% 110	30%	41%	37% zyC 135	29%	37%	27%	27%	37% zyC 168	27%	17%	35%	35% 106	33% 136	34%	34%	34% 266	34%
public charging where I live or travel	33%		·			24		3	-															-							_						
If electric vehicles were better	176	33% 176		33% 110	29%	37%	15%	48%	42%	32% 150	34%	31% 103	35%	32%	33%	32%	32%	32%	32% 145	33%	32%	52%	30%	26%	34%	39%	31%	30%	37% 46	20%	26%	37% 72	31% 81	27%	33%	34% 2K 172	33% 176
suited to my daily needs (e.g., range or size, etc.)	21%	21%		21%	21%	22%	23%	18%	26%	21%	23%	22%	16%	26%	21%	18%	20%	23%	21%	24%	24%	25%	23%	13%	15%	19%	22%	21%	20%	15%	22%	25%	19%	22%	21%	22%	21%
If the environmental impact of the production and disposal of electric vehicle batteries was		161		102	41	10	1	2	4	143	11	94	37	11	12	2	131	23	134	69	19	5	98	5	15	29	7	119	36	2	12	72	75	28	96	155	161
TOTAL TOTAL	19%	19%		19%	21%	15%	13%	30%	16%	20%	15%	20%	21%	19%	14%	16%	20%	16%	19%	21%	20%	31%	22%	12%	25%	16%	12%	21%	16%	7%	14%	25% 2G	17%	24%	19%	20%	19%
If the government was clearer about when it will be phasing out petrol, diesel and hybrid vehicles	130	130		86	26	12		1	4	113	12	69	31	10	14	1	99	24	110	54	11	6	61	3	18	37	4	82	42	2	12	56	59	16	79	125	130
	16%	16%		16%	14%	18%		16%	14%	16%	16%	15%	17%	18%	16%	7%	15%	17%	16%	16%	12%	40%	14%	7%	29% zvwA B	21% v	8%	15%	18%	8%	14%	19%	14%	13%	16%	16%	16%
If the reviews and comments (online and elsewhere) were more positive	101	101		69	23	4	1	2	3	91	5	48	29	6	13	•	76	20	80	38	18	1	50	7	7	23	8	64	31	2	12	39	47	15	59	100	101
If there were more electric vehicle	12%	12%		13%	12%	6%	12%	30%	12%	13%	7%	10%	16%	11%	15%	4%	12%	14%	11%	11%	19% r	7%	11%	15%	11%	13%	16%	12%	14%	8%	15%	14%	11%	13%	12%	13%	12%
models available to choose from		100		71		8	1	4			8	61		,					82		9	2		5	8		6	71	23	1	ь		57		61		
If my friends and family were	12% d 74	12%		13% di 55	7%	12%	6%	64%	14%	12% d 66	11%	13%	11%	12%	11%	3	12%	11%	12%	14%	9%	15%	13%	10%	14%	9%	11%	13%	10%	5%	7%	12%	13%	14%	12%	13%	12%
more positive about them  If the car dealership	9% 34	9% 34		10% 25	6%	3% 4	13%	52%	6%	9% 28	4%	10%	8% 9	6%	5%	24%	9% 21	6% 12	8% 23	10%	13%	7%	8%	12%	6%	7% 11	15%	8% 19	9% 12	9%	5%	11%	8% 12	6%	11%	9% 32	9% 34
recommended it	4%	4%		5%	1%	6%	18%			4%	7%	3%	5%	5%	11%		3%	8%	3%	4%	4%	10%	3%	4%	5%	6%	2%	3%	5%	7%	8%	4%	3%	3%	21 4%	4%	4%
Other reasons	42 5%	42 5%	:	24 4%	10 5%	5 8%	:	1 18%	1 4%	d 34 5%	d 5 7%	20 4%	15 8%	2 4%	zko 4 5%	* 2%	34 5%	2kp 6 4%	39 6%	13 4%	:	* 2%	28 6%	* 1%	1 2%	6 4%	4 7%	29 5%	10 4%	3 12%	G 3 3%	11 4%	25 6%	6 5%	19 4%	36 5%	42 5%
Don't know	96 12%	96 12%		57 11%	24 13%	9		:	6 21%	81 11%	9	50 11%	21 12%	9	8 9%	1 7%	72 11%	17 12%	87 12%	24 7%	6 6%	* 3%	47 10%	6 12%	4 7%	22 13%	9	57 10%	31 13%	2%	9	24 8%	62 14%	13 11%	64 13%	92 12%	J 96 12%
	1	14.70		1 ***	13/0	2370			2.270	44.74	1374	11.7	12.74	10%	274	***	1170	44.74	1	* ***	0,0	3,4	10.00	12.74	.,,,	1374	27.74	1074	1374	1	11.00	0,0	15	****	2370	11.70	1270

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Base: All adults aged 18-75 in the UK with a driving licence who are not considering or are unsure about buying an electric vehicle

O11 - Which of the following changes. If any, would make you more likely to consider buying an electric vehicle?

										1																													
		NEXT PURC	IASE - PROBABI	LY/ DEFINITEL	Y CONSIDER	NEXT PUI	RCHASE - PROI	BABLY/ DEFINIT SIDER	ELY NOT	OVERALL OPIN	NION ON VEHIC	LES VERY/FA	IRLY POSITIVE	OVERALL	OPINION ON NEGA	VEHICLES VERY ATIVE	/FAIRLY	EVER CHARGE IN HY					EVER BUY - EV				PC	LICY CHANGE - S	SWITCH TO E	ECTRIC VEHICL	.ES				TENU	IRE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO	WITHIN THE NEXT YEAR		YEARS		3 YEARS	10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING		BOUGHT ON MORTGAGE	OWNED OUTRIGHT		RENTED LA./	RENTED H.A./TRUST	OTHER	OWNED	RENTED
UNWEIGHTED BASE	(2) 833	(a) 625	(b) 282	(c) 305	(d)	(e) 79	(f) 402	(g) 297	(h) 546	(i) 599	(j) 321	(k) 315	(I) 131	(m) 40	(n) 274	(o) 201	(p) 408	(q) 98	(r) 725	(s) 13	(t) 44	(u) 184	(v) 173	(w) 57	(x) 251	(v) 414	(A) 308	(B) 293	(C) 220	(D) 601	(E) 232	(F) 2.44	(G) 370	(H) 117	(I) 52	(J) 33	(K)	(L) 614	(M) 202
WEIGHTED BASE	834 100%								546 66%																														224 27%
If they could travel further on one charge	354	280	126	147		40	172	115	230	270	140	145	49	17	117	86	191	38	313	1	14	91	87	15	106	193	133	135	84	268	85	117	158	39	20	17	2	275	76
	42% gwEH	44%	45%	50% za		54% g	43%	36%	42% g	44%	44%	48% zl	37%	45%	44%	42%	46%	44%	43%	12%	33%	50% ZWX	48% W	28%	45% W	47% ZW	44%	46% E	37%	45% zE	36%	49% zHM	44% HM	32%	33%	42%	24%	46% 2HM	34%
If they cost the same to buy or	M 346	272	107	113		33	185	133	223	260	132	134	46	11	113	73	170	23	322	3	15	84	87	17	102	189	127	125	97	252	94	107	160	41	19	14	4	267	75
lease as a petrol, diesel or hybrid vehicle	41%	43%	38%	39%		45%	46%	42%	41%	42%	41%	44%	35%	29%	42%	36%	41%	27%	44%	25%	35%	47%	48%	33%	44%	46%	42%	43%	41%	42%	39%	45%	45%	33%	32%	35%	40%	45%	33%
If I was able to charge it at home	aM 311	247	100	126	•	45%	2h 156	105	191	227		1 127	51	16	110	61	150	27%	20 278	25%	33%	81	76	16	98	2 174	109	130	70	240	39%	M 97	M 119	50	21	19	40%	2HM 216	89
If I was able to charge it at nome	37% 0CF	39%	36%	43%	- 1	34%	39%	33%	35%	37%	115 36%	42%	39%	43%	41%	30%	36%	32%	38%	22%	32%	45%	42%	30%	42%	42%	36%	45% xCF	31%	40% 2CF	30%	41%	34%	40%	35%	45%	46%	36%	40%
If the reliability or lifespan of the batteries in electric vehicles was	304	245	102	129		29	150	99	191	227	121	131	34	16	106	69	169	32	272	3	12	78	67	16	94	161	131	102	71	233	71	86	155	35	15	8	5	241	57
better	36%	38%	37%	44%		39%	37%	31%	35%	37%	38%	43%	26%	42%	40%	34%	41%	37%	37%	27%	30%	43%	37%	29%	40%	39%	43%	35%	31%	39%	30%	36%	43%	28%	25%	19%	56%	41%	26%
If I was confident that the running	gIEM 280	229	109	23 114		28	133	101	172	211	107	2il 115	41	15	96	69	20 145	25	251	4	17	68	68	21	89	157	2CE 106	97	76	2E 203	78	M 91	2HIM 124	42	9	10	3	2HIM 214	61
costs are not more than a petrol, diesel or hybrid vehicle	34%	36%	39%	39%		38%	33%	32%	31%	34%	34%	38%	31%	39%	36%	34%	35%	29%	34%	35%	40%	38%	38%	39%	38%	38%	35%	33%	33%	34%	32%	38%	35%	34%	15%	24%	30%	36%	27%
If there were better options for	IM 272	2 212	2 86	z 123		25	138	80	171	197	96	120	45	17	94	54	129	28	243	1	18	76	72	19	96	z 167	99	102	70	201	71	IM 69	117	IM 50	19	12	5	zIM 186	1 81
public charging where I live or travel	33%	33%	31%	42%		33%	34%	25%	31%	32%	30%	40%	34%	44%	35%	27%	31%		33%	12%	42%	42%	40%	36%	41%	40%	33%	35%	31%	34%	30%	29%	33%	41%	32%	30%	50%	31%	36%
	8			zab			g		g			zij		0				33%				2	2		2	2									32%	30%			
If electric vehicles were better suited to my daily needs (e.g., range or size, etc.)	176	137	70	82		20	82	49	101	129	65	63	26	9	68	43	92	18	156	1	10	50	40	10	61	101	68	62	44	130	47	50	83	28	9	5	•	132	43
	21% gh	21%	25%	28% za		27% g	20%	15%	19%	21%	20%	21%	20%	22%	25%	21%	22%	21%	21%	8%	23%	28%	22%	20%	26%	24%	22%	21%	19%	22%	19%	21%	23%	23%	16%	13%	4%	22%	19%
If the environmental impact of the production and disposal of electric vehicle batteries was	161	131	59	67		12	79	52	98	118	62	66	17	7	60	40	101	16	145	2	11	30	37	13	43	79	69	57	36	125	36	50	74	22	7	8		124	37
lower	19%	20%	21%	23%		17%	20%	16%	18%	19%	19%	22%	13%	18%	23%	20%	24%	19%	20%	18%	25%	17%	20%	24%	18%	19%	23%	19%	16%	21%	15%	21%	21%	18%	12%	20%		21%	17%
If the government was clearer about when it will be phasing out	130	102	46	46		13	62	48	74	97	44	51	20	8	40	27	2 59	17	111	1	12	37	31	13	50	81	44	44	40	88	42	29	54	25	15	6	2	82	46
petrol, diesel and hybrid vehicles	16%	16%	16%	16%		17%	15%	15%	14%	16%	14%	17%	16%	20%	15%	13%	14%	20%	15%	6%	28%	20%	17%	24%	21%	19%	15%	15%	18%	15%	17%	12%	15%	21%	24%	14%	22%	14%	20%
If the reviews and comments (online and elsewhere) were more	101	81	51	47		11	42	27	50	78	48	48	23	5	33	21	47	9	90	2	9	23	27	11	34	61	35	34	30	69	32	28	46	20	6	1		74	27
positive	12%	13%	18%	16%		15%	10%	9%	9%	13%	15%	16%	17%	13%	12%	10%	11%	10%	12%	20%	21%	13%	15%	21%	15%	15%	12%	12%	13%	12%	13%	12%	13%	16%	9%	2%		13%	12%
If there were more electric vehicle models available to choose from	gh 100	84	25 25	2 45		9	60	21	53	80	35	47	20	5	42	15	40	7	93	1	10	29	15	11	40	2 55	34	36	28	70	30	28	51	15	4	1	•	79	21
	12%	13%	9%	15%		12%	15%	7%	10%	13%	11%	15%	15%	14%	16%	8%	10%	8%	13%	6%	25%	16%	9%	21%	17%	13%	11%	12%	13%	12%	12%	12%	14%	13%	7%	2%	3%	13%	9%
If my friends and family were	gho 74	53	29	32		6	zgh 30	19	g 29	53	28	2 30	14	1	op 25	13	28	12	59	1	zvy 11	21	12	13	2VV 34	v 46	25	29	20	54	20	23	32	13	3	2		55	18
more positive about them	9% hpr	8%	10%	11%		8%	7%	6%	5%	9%	9%	10%	10%	2%	9%	6%	7%	14%	8%	11%	27% zuvx	12%	6%	24% 2uvy	15% zuvy	11% V	8%	10%	9%	9%	8%	10%	9%	10%	6%	5%	3%	9%	8%
If the car dealership	34	22	12	16		4	14	13	21	21	12	12	10	3	6	10	12	6	26	2	y 8	14	4	9	23	27	12	12	10	24	10	10	12	4	6	2		22	12
recommended it	4%	3%	4%	5%		5%	3%	4%	4%	3%	4%	4%	8%	7%	2%	5%	3%	8%	4%	14%	18%	8%	2%	17%	10%	7%	4%	4%	4%	4%	4%	4%	3%	3%	10%	4%		4%	5%
Other reasons	r 42	30	16	9		4	23	24	36	30	17	7	2i 2	2	8	19	32	5	37	1	zvy	2v 4	6	zvy 1	zvy S	2v 12	19	10	11	29	13	11	19	8	zGL 1	1	1	31	10
	5% loxy	5%	6%	3%		6%	6%	7% 2	7% 2	5% k	5% k	2%	2%	6%	3%	9% zn	8% zn	6%	5%	6%		2%	4%	1%	2%	3%	6%	3%	5%	5%	5% C	5%	5%	6%	2%	3%	9%	5%	4%
Don't know	96 12% ckla	75 12% c	41 14% c	14 5%	:	4 6%	41 10%	54 17% zef	78 14% zf	72 12% kl	41 13% kl	17 6%	5 4%	2 6%	28 10%	43 21% zmnp	64 15% zn	4	89 12% a		3 6% ux	*	6 3%	3 5% u	3 1% u	9 2% u	33 11%	35 12%	26 11%	68 11%	29 12%	20 9%	43 12%	14 12%	10 16%	7 17%		63 11%	31 14%
	UVXV																																						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q11 - Which of the following changes, if any, would make you more likely to consider buying an electric vehicle?

Base: All adults aged 18-75 in the UK with a driving licence who are not considering or are unsure about buying an electric vehicle

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATIO	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGI	NG LOCATION	- DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (j)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	833 834	17 12**	17 12**	17 13**	23 16**	18 13**	12 10**	2 1**	12	6 5**	7 5**	34 32**	39 38*	31 31**	43 38*	21 20**	16 15**	6 6**	6 5**	12 14**	14 14**
WEIGHTED BASE	100%	12**	1%**	2%**	2%**	2%**	1%**					4%**	38* 5%*	31** 4%**	38* 5%*	2%**	2%**			2%**	2%**
If they could travel further on one charge	354	7	3	5	8	7	4	•	6	4	2	16	20	12	20	11	9	1	2	6	8
If they cost the same to buy or	42% 346	58%	24%	39% 2	46%	56% 4	38%	57%	71%	65% 1	35% 1	51% 14	52% 15	40% 11	52% 19	53% 9	56% 7	9% 3	33%	43%	57% 7
lease as a petrol, diesel or hybrid vehicle																					
If I was able to charge it at home	41% 311	26%	24%	15% 2	27% 4	29%	23%	57%	<b>32%</b> 5	17% 3	20%	44% 16	39% 15	37% 10	49% 16	43% 8	47% 6	47% 1	61% 1	48% 5	52% 4
	37%	50%	17%	18%	25%	18%	10%	43%	52%	54%	35%	51%	38%	34%	43%	40%	42%	18%	16%	37%	26%
If the reliability or lifespan of the batteries in electric vehicles was better	304	6	3	2	5	4	1	•	7	4	2	11	11	8	12	7	4	2	2	5	5
If I was confident that the running	36% 280	53%	27% 3	19% 3	32% 4	32% 3	14%	43%	77% 3	71% 1	43%	35% 14	28% 14	25% 8	30% 17	34% 7	27%	29% 1	45% 2	36% 4	37% 6
costs are not more than a petrol, diesel or hybrid vehicle																					
If there were better options for	34% 272	28%	26%	19%	26% 5	20%	19%	43%	31%	24%	55% 1	43% 17	37% 15	27% 12	45% 17	33%	30%	9%	45% 2	26%	43% 6
public charging where I live or travel										•								_			
If electric vehicles were better	33% 176	44%	37% 3	29% 2	<b>32</b> % 5	41%	25% 1	57%	43% 2		27%	53% 11	39% 12	40% 10	44% 10	47% 8	42% 7	38% 2	45%	39% 4	44% 3
suited to my daily needs (e.g., range or size, etc.)								****											•		
If the environmental impact of the	21% 161	31%	27% 2	13%	30% 4	30%	9%	43%	23%		1	34%	32% 8	32% 6	26% 9	41%	44%	40%		30%	18% 4
production and disposal of electric vehicle batteries was lower	19%	17%	16%	11%	24%	11%	17%		18%	7%	21%	20%	20%	20%	24%	20%	22%			3%	28%
If the government was clearer	130	1	4	3	2 470	4	3		1070	*	2170	7	7	5	6	3	2	1	2	2	3
about when it will be phasing out petrol, diesel and hybrid vehicles	16%	11%	36%	19%	13%	28%	28%		8%	7%	8%	21%	18%	18%	15%	15%	16%	22%	31%	11%	24%
If the reviews and comments	101	1	2	1	2	1	1		2	1	2	4	11	8	9	5	3	-	2	4	5
(online and elsewhere) were more positive	12%	8%	18%	8%	12%	7%	6%		17%	11%	35%	14%	28%	26%	22%	24%	19%		31%	30%	37%
If there were more electric vehicle	100	3	2	2	4	3	-	•	2		1	5	7	6	8	4	4		1		5
models available to choose from	12%	21%	18%	15%	24%	19%	_	57%	17%		22%	15%	19%	19%	22%	20%	28%		20%	-	37%
If my friends and family were more	74	4	2	1	2	2	1	-	3	3		4	2	1	3	2	-	-	1	•	
positive about them	9%	32%	16%	7%	14%	18%	9%		34%	47%		12%	4%	4%	6%	12%			16%	3%	
If the car dealership recommended		*	1	1	*	*	1	-	-	1	1	2	3	3	4	3	1	1	-	1	1
it	4%	4%	9%	8%	3%	3%	6%			11%	13%	7%	7%	9%	10%	14%	7%	20%		9%	4%
Other reasons	42	-	-	-	-	•	*			-		-	-	-	1	-	-	-	-	-	-
Don't know	5% 96	1		1	1	3%	4%		4%			1		1	1%						
	12%	8%	4%	11%	9%	-	5%	-		-	10%	3%	-	3%	3%			-		-	-



15 May 2025

Q12 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - Summary table

Base: All adults aged 18-75 in the UK

			hybrid electric	fully electric
			vehicles (plugin or	vehicles (i.e., not a
	petrol vehicles	diesel vehicles	selfcharging)	hybrid)
UNWEIGHTED BASE	2241	2241	2241	2241
WEIGHTED BASE	2241	2241	2241	2241
(2) Very positive	514	260	336	354
	23%	12%	15%	16%
(1) Fairly positive	759	482	777	551
	34%	21%	35%	25%
(0) Neither positive nor negative	664	699	703	601
	30%	31%	31%	27%
(-1) Fairly negative	185	443	225	341
	8%	20%	10%	15%
(-2) Very negative	70	299	125	313
	3%	13%	6%	14%
Mean	0.67	-0.02	0.45	0.14
Positive (NET)	1273	742	1112	905
	57%	33%	50%	40%
Negative (NET)	256	742	349	654
	11%	33%	16%	29%
Don't know	48	59	76	82
	2%	3%	3%	4%



PSOS 15 May 2025

Q12\_1 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - petrol vehicles

Base: All adults aged 18-75 in the UK

		GF	NDER			AGE			T					RF	SION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OMF		URBAN	/RURAI
		- 0.	THE REAL PROPERTY.			, Auc					YORKS &	WEST	EAST	EAST OF	1014						WORKING	NOT	JOCIAL	UNADE	1000	NON	UPTO	£20000-	£35000-		UNDAN	NONE
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH FAST	NORTH WEST			MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(h)	(c)	(d)	(e)	(f)	(0)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(n)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(F)	(F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE	2241																				1520				803							
	100%																				68%				36%							
(2) Very positive	514	268	241	43	110	72	93	196	16	58	49	46	44	48	36	72	66	32	30	16	356	158	285	229	183	331	93	118	112	151	421	77
	23%	25%	21%	17%	26%	18%	23%	26%	19%	24%	27%	24%	27%	23%	19%	23%	21%	30%	16%	26%	23%	22%	22%	24%	23%	23%	23%	19%	21%	27%	23%	23%
	cerB				ce			zce			r		r					nr												2BC		
(1) Fairly positive	759	384	367	83	130	145	151	250	37	77	52	51	60	79	77	108	92	28	75	23	538	220	434	324	258	500	109	218	188	198	605	131
	34%	35%	33%	32%	31%	36%	37%	33%	42%	32%	29%	26%	37%	37%	41%	35%	29%	26%	40%	36%	35%	31%	34%	34%	32%	35%	27%	36%	36%	36%	33%	40%
	kuxA								jkpq					k	zikp				jkpq		u							A	A	A		zE
	E														q																	
(0) Neither positive nor negative	664	287	365	85	113	134	117	215	27	67	54	80	38	59	51	94	99	35	45	14	435	230	388	276	229	435	127	194	150	138	566	85
	30%	26%	33%	33%	27%	33%	28%	29%	31%	28%	30%	41%	24%	28%	27%	31%	31%	34%	24%	22%	29%	32%	30%	29%	29%	30%	32%	32%	29%	25%	31%	26%
	aD		za									zilm															D	D				
												nors																				
(-1) Fairly negative	185	96	87	23	48	35	27	52	4	23	15	9	12	13	19	27	29	6	23	6	120	65	114	71	97	89	39	47	47	38	156	23
	8%	9%	8%	9%	11%	9%	7%	7%	4%	10%	8%	5%	7%	6%	10%	9%	9%	6%	12%	9%	8%	9%	9%	7%	12%	6%	10%	8%	9%	7%	8%	7%
	٧				zfg						_					_			hk						zy							
(-2) Very negative	70	45	23	11	14	13	12 3%	20	196	8	/	3	4 3%	5	1%	5 2%	20 6%	2	9 5%	3	42	29	40	31	26 3%	44	20	19 3%	12	17	63	4
	3%	4%	2%	4%	3%	3%	3%	3%	1%	3%	4%	2%	3%	3%	1%	2%		2%	5%	4%	3%	4%	3%	3%	3%	3%	5%	3%	2%	3%	3%	1%
	0.67	0.68	0.55	0.5	0.55	0.57	0.74	0.75	0.75	0.00	0.50	0.50	0.0	0.74	0.50	0.7	zkno	0.70	n	0.73	0.7	0.50	0.54	0.7	0.5	0.7	20	0.63	0.67	0.70	0.54	0.70
Mean	0.67	0.68	0.66	0.5	0.66	0.57	0.71	0.75 zce	0.75	0.66	0.68	0.68	0.8	0.74	0.68	0.7	0.51	0.79	0.51	0.73	0.7	0.59	0.64	0.7	0.6	0.7	0.56	0.62	0.67	0.79 zAB	0.64	0.79
	cpu xAE						c	zce					pr	Р		Р		pr			zu					×				ZAB		ZE
Positive (NET)	1273	653	608	126	240	217	244	447	53	135	101	97	104	127	113	180	158	59	104	39	894	378	719	553	441	832	202	336	300	349	1026	207
i danie (ici)	57%	60%	54%	49%	57%	54%	59%	60%	61%	56%	56%	50%	64%	60%	60%	59%	50%	56%	56%	62%	59%	52%	56%	58%	55%	58%	51%	55%	58%	63%	55%	64%
	bcpu	zb	5470	45%	3770	34/4	5570	6	01/4	3070	30%	30%	kp	00%	00,0	3374	30%	3074	30%	02,0	zu	3270	30%	30%	3374	30%	3270	3374	3070	zAB	3370	*E
	XAE	10											N.P																	1,40		
Negative (NET)	256	141	110	35	62	48	40	72	5	31	22	12	17	19	20	32	49	8	33	8	162	94	154	101	123	133	59	66	59	55	220	28
	11%	13%	10%	14%	15%	12%	10%	10%	5%	13%	12%	6%	10%	9%	11%	10%	16%	8%	18%	13%	11%	13%	12%	11%	15%	9%	15%	11%	11%	10%	12%	9%
	bhky	b			zfg												zhkmq		zhkm						zy		2D					
																			00						1							
Don't know	48	11	37	10	6	6	11	15	2	8	3	5	3	8	3	1	7	3	4	2	29	19	23	25	11	38	11	13	12	9	40	6
	2%	1%	3%	4%	1%	1%	3%	2%	2%	3%	2%	2%	2%	4%	2%		2%	3%	2%	3%	2%	3%	2%	3%	1%	3%	3%	2%	2%	2%	2%	2%
	aox		za							0										0						×						

 $Proportions/Means: Columns Tested [SX risk level] \cdot z/a/b \cdot z/c/d/e/l/g \cdot z/h/l/l/l/m/h/o/g/q/r/s \cdot z/c/w \cdot z/c/w \cdot z/c/w \cdot z/d/y \cdot z/h/b/c/D \cdot z/L/f \\ Overlap formulae used. ** small base*$ 



15 May 2025

Q12\_1 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - petrol vehicles

Base: All adults aged 18-75 in the	UK																																				
		CAR DRIVI	NG LICENSE				VEH	IICLE TYPE						VE	HICLE OWNER	HIP				TYPES O	DRIVING				PA	RKING LOCATI					ELECTRIC	VEHICLES		IN	TENTION TO B	IUY NEXT VEHIC	LE
	TOTAL	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID	EV (6)	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE	NOT NEXT TO MY		DIRECTLY IN FRONT OF/ NEXT TO MY	FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET	CURRENTLY DRIVE (D)			NEVER DRIVEN, NOR BEEN A PASSENGER				EVER BUY
UNWEIGHTED BASE	(Z) 2241	1936	(D)	(C) 1120	(0)	(e) 243	(1)	(8)	(n) 317	1519	378	(K)	(I) 461	(m)	200	(0)	(p)	(p)	(r) 1591	916	216	(0)	1021	(W)	(X)	(V)	(A)	1259	(C)	(D) 237	(E)	(F) 797	(G)	(H)	1064	(J) 1545	(K)
WEIGHTED BASE	2241 100%	1908 85%	328 15%	1131 50%						1530 68%		1044 47%	441 20%		198 9%		1485 66%		1559 70%	862 38%	289 13%		968 43%	119* 5%*		460 21%		1219 54%	600 27%				965 43%		1002 45%		1526 68%
(2) Very positive	514 23% befh ju	481 25% 2b	33 10%	352 31% zdef hij	75 19% h	36 16% h	17 14%	4 48%	30 9%	427 28% zdef hj	52 16% h	282 27% 2	118 27%	34 26%	39 20%	8 21%	399 27% zn	73 22%	420 27% zu	225 26% zu	79 27% u	6 8%	260 27% z	26 22%	38 29%	117 26%	34 24%	324 27% 2	151 25%	41 20%	63 24%	164 21%	243 25%	119 38% zIJK	280 28% z	403 27% z	416 27% z
(1) Fairly positive	759 34% bh	683 36% zb	74 22%	433 38% zfh	147 37% h	79 36% h	33 28% h	4 41%	61 18%	580 38% zfh	112 33% h	383 37% 2	161 36%	54 41%	76 38%	13 34%	544 37% z	130 39% z	578 37% z	343 40% 2	113 39%	28 43%	375 39% 2	44 37%	42 32%	164 36%	53 38%	461 38% 2	217 36%	69 34%	95 37%	259 33%	326 34%	102 33%	372 37% z	541 37% z	558 37% z
(0) Neither positive nor negative	664 30% acik mpgrstv BHUK	523 27%	142 43% za	270 24%	128 32% ci	67 31% c	34 28%	:	161 47% zcde fij	398 26% c	101 30% c	280 27% m	120 27% m	22 17%	58 29% mq	12 30%	400 27% m	80 24% m	412 26% s	203 24%	67 23%	17 26%	246 25%	30 25%	34 26%	128 28%	36 26%	310 25%	165 27%	50 24%	64 25%	253 33% DE	280 29%	58 18%	238 24% H	356 24% H	372 24% H
(-1) Fairly negative	185 8% acikl prv	144 8%	42 13% za	53 5%	34 8% ci	26 12% ci	17 14% zci	1 11%	50 14% zcdi	86 6% c	43 13% zci	71 7%	24 5%	16 12% Ip	16 8%	2 6%	95 6%	31 9%	102 7%	59 7%	24 8%	7 10%	66 7%	9 8%	14 10%	33 7%	5 4%	89 7%	38 6%	24 12% G	25 10%	64 8%	71 7%	23 7%	74 7%	110 8%	121 8% J
(-2) Very negative	70 3% cikpr vB	54 3%	15 5%	17 2%	10 2%	9 4% ci	17 15% zcdeh ij	:	17 5% ci	27 2%	26 8% zcdel	21 2%	16 4%	5 4%	7 4%	3 9% kp	38 3%	12 4%	37 2%	27 3%	5 2%	6 9% zrst	16 2%	5 5%	4 3%	14 3%	11 8% zvyB	25 2% v	25 4% vyB	16 8% zEFG	5 2%	23 3%	25 3%	11 3%	33 3%	48 3%	48 3%
Mean	0.67 bef hiuD	0.74 zb	0.23	0.93 zde fhii	0.62 fhj	0.49 fhj	0.13	1.26	0.12	0.85 zde fhi	0.36 fh	0.8 zn	0.77 z	0.74	0.63	0.52	0.79 zn	0.67	0.8 zu	0.79 zu	0.83 zu	0.32	0.83 z	0.66	0.74	0.74	0.67	0.8 z	0.72	0.47	0.74 D	0.63	0.73 zD	0.95 zU K	0.79 z	0.78 z	0.77 z
Positive (NET)	1273 57% bfhj	1164 61% zb	107 33%	785 69% zdef hii	222 56% fh	115 53% h	50 42% h	8 89%	91 27%	1007 66% zdef hi	164 49% h	665 64% z	278 63% z	88 67% z	115 58%	22 55%	943 64% z	203 61%	998 64% z	569 66% zu	192 67% zu	34 51%	635 66% z	70 58%	80 61%	282 61%	87 62%	784 64% z	369 61% z	110 55%	158 61%	423 54%	570 59%	221 71% zIJK	652 65% z	945 64% z	974 64% z
Negative (NET)	256 11% acik prv8	198 10%	56 17% za	70 6%	43 11% ci	35 16% zci	34 29% zcde hii	1 11%	67 19% zcdi	113 7% c	69 20% zcdei	92 9%	40 9%	20 15% kp	23 12%	6 15%	132 9%	44 13% ko	138 9%	86 10%	29 10%	13 19% rs	82 8%	15 13%	17 13%	47 10%	16 12%	115 9% v	64 11%	40 20% zEFG	30 12%	87 11%	96 10%	34 11%	107 11%	158 11%	169 11%
Don't know	48 2% acijk Iprstvy BCHUK	23 1%	23 7% za	6 1%	6 1%	1	1 1%	:	25 7% zcdef II	12 1%	2 1%	7	2 *	1 1%	2 1%	:	9	3 1%	10 1%	5 1%	1	2 3% rs	5 1%	5 4% vxyAB C	:	3 1%	:	10 1% v	3 1%	2 1%	5 2%	14 2%	19 2%	:	6 1%	11 1%	11 1%

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

OIZ 1-To what extent. If at all, would you say you have a positive or negative opinion overall of...- extrol vehicles

# Base: All adults aged 18-75 in the UK

						NEW DU	0011455 000	BABLY/ DEFINI	TELVENOT	1				OUTDAI	ODINION ON	VEHICLES VER	(frame)	EVER CHARG	ra ru / auuc																				
		NEXT PUR	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXTPO		SIDER	TELTINOT	OVERALL OP	INION ON VEH	ICLES VERY/FA	RLY POSITIVE	OVERAL	NEG		TAIRLE	IN H					EVER BUY - EV	,			PI	DLICY CHANGE -	SWITCH TO EI	ECTRIC VEHIC	.ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)	NO/DON'T KNOW (E)		OWNED OUTRIGHT (G)	RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%		788 745 33%		546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%			450 414 18%	243 248 11%		927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%	592 580 26%	930 887 40%			109 128* 6%*		1522 1468 65%	663 714 32%
(2) Very positive	514 23% elmn H	388 38% 2cd	193 37% 2cd	200 23%	146 22%	4 2%	172 23% e	138 37% zef	209 38% zef	514 40% zkl	302 41% zki	244 22% I	168 19%		116 16% m	132 38% zmn	246 38% zmn	98 23%	404 23%	40 29% twxv	53 18%	88 21%	54 22%	93 22% t	181 21%	235 22%	207 27% 28DE	161 20%	137 22%	369 24% B	145 21%	133 23% H	223 25% HM	65 17%	43 21%	37 29% HM	1 9%	356 24% H	145 20% H
(1) Fairly positive	759 34% demn	435 43% 2cd	209 39% 2d	320 38% zd	200 30%	47 18%	261 35% e	145 39% e	237 43% zef	759 60% zjkl	329 44% zki	396 36% I	299 33%		225 30% m	130 37% mn	253 39% zmn	151 36%	602 34%	45 33%	90 31%	163 39% ztwx	108 43% 2stw xy	135 31%	298 35% w	406 37% ztwx	265 34%	282 36%	197 32%	547 35%	212 31%	199 34%	324 37% zJ	122 32%	68 34%	33 26%	7 46%	523 36% 2	223 31%
(0) Neither positive nor negative	664 30% abcf ghijkim nopyAD	151 15%	92 17%	209 25% ab	191 29% abc	99 38% zfgh	189 25% gh	57 15%	82 15%	:	82 11% i	284 26% ij	246 27% ij		193 26% mop	55 16% m	126 19% m	118 28%	535 30%	34 25%	91 31%	105 25%	65 26%	125 29%	231 27%	295 27%	185 24%	255 32% AD	204 33% AD	440 28% A	225 33% zAD	175 30%	241 27%	125 32%	58 29%	43 34%	4 28%	416 28%	226 32%
(-1) Fairly negative	185 8% abehi ip	30 3%	21 4%	89 10% zab	88 13% zabc	68 26% zfeh	84 11% zeh	17 5% h	10 2%	:	19 3% i	138 12% zii	129 14% 2ik	185 72% 2000	143 19% 200	20 6% p	22 3%	38 9%	145 8%	12 9%	36 13% zv	44 11%	14 6%	49 11% zv	93 11% zvv	107 10% 2V	75 10%	62 8%	42 7%	137 9%	48 7%	52 9%	61 7%	43 11% 2GL	18 9%	9 7%	2 11%	113 8%	71 10%
(-2) Very negative	70 3% ahijp L	5 1%	10 2% a	28 3% ab	40 6% zabc	41 16% zfgh	35 5% zh	13 4% h	7 1%	:	8 1% i	41 4% ij	55 6% zijk	70 28% znop	58 8% zop	10 3% p	5 1%	18 4%	50 3%	7 5%	19 7% zuvy	11 3%	5 2%	27 6% zuvxy	38 4% zu	42 4%	33 4% BD	17 2%	19 3%	50 3% B	21 3%	14 2%	24 3%	17 4%	9 4%	5 4%	1 6%	38 3%	31 4%
Mean	0.67 dek ImntwxH M	1.16 2bc d	1.06 zcd	0.68 d	0.49	-0.37	0.61 e	1.02 zef	1.16 zef g	1.4 zjk I	1.22 zki	0.6 I	0.44	-1.28	0.27 m	1.02 zmn	1.1 zmn	0.64	0.67	0.7 tw	0.42	0.66 t	0.79 twx y	0.51 t	0.59 t	0.63 twx	0.71	0.65	0.66	0.68	0.64	0.67 H	0.76 2HM	0.47	0.6	0.7	0.42	0.72 2HM	0.55
Positive (NET)	1273 57% delm ntEHM	823 81% zbcd	402 76% 2cd	520 61% zd	346 52%	51 19%	433 58% e	283 76% zef	446 82% zef g	1273 100% ziki	630 85% zkl	640 58% I	467 52%		341 46% m	263 75% zmn	499 76% zmn	249 59%	1007 57%	85 61% tw	143 49%	251 61% twx	162 65% ztwx	228 53% t	478 57% tw	641 59% twx	472 61% 2CE	443 56%	333 54% E	915 59% zE	357 53%	332 57% H	547 62% 2HM	188 49%	111 55%	70 54%	8 55%	879 60% 2HM	368 52%
Negative (NET)	256 11% abhij pGL	35 3%	31 6% a	117 14% zab	128 19% zabc	109 42% zfgh	119 16% 2gh	31 8% h	17 3%	:	27 4% i	180 16% zij	185 20% 2ij k	256 100% 2nop	201 27% 20p	30 9% p	27 4%	56 13%	195 11%	20 14% v	56 19% zuvy	55 13% v	19 8%	76 18% zvy	130 15% zvy	149 14% 2v	108 14% 28CD E	79 10%	60 10%	187 12% B	69 10%	65 11%	85 10%	61 16% 2GL	27 14%	13 11%	3 17%	151 10%	101 14% zGL
Don't know	48 2% abcdf hijklmn pqtuwxy ADL	4	4 1%	5 1%	3 1%	3 1%	3 *	3 1% h	1	:	3	8 1% i	7 1% i	:	7 1%	2 1%	*	1 .	41 2% q	:	1	3 1%	2 1%	1	4	6 1%	6 1%	13 2%	19 3% AD	19 1%	29 4% zABCD	8 1%	14 2%	12 3%	5 3%	2 1%		22 1%	19 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/hc/d - z/e/l/e/h - z/hi/hch - z/hi/hch - z/a/l - z/s/t/u/w/w/x/v - z/A/B/C/D/E - z/F/G/H/I/I/K/L/M Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q12\_1 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - petrol vehicles

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN	PAST POSIT	IVE EXPERIENCE	REASONS NO	T CURRENTLY	DRIVEN EV IN	PAST POSITI	VE EXPERIENCE,	REASONS NO	T CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION -	DISAGREE			DRIVING - AGRE			J		RIVING DISAGRI		
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194					162				161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Very positive	514	22	34	36	27	23	21	1	3	14	18	46	68	67	58	40	25	5	3	14	29
	23%	26%	21%	21%	23%	23%	22%	18%	20%	24%	23%	26%	22%	24%	24%	31%	18%	19%	15%	18%	20%
(-)																zl					
(1) Fairly positive	759	32 37%	61 37%	62 36%	38 33%	41	33	2 37%	9	19 34%	25	58 32%	93 30%	85 30%	63	43 33%	42	13 49%	9 52%	33 41%	45
	34%	3/%	3/%	36%	33%	40%	35%	3/%	58%	34%	33%		30%	30%	26%		30%	49%	52%	41%	32%
(0) Neither positive nor negative	n 664	19	40	43	31	24	22	1	*	11	16	40	86	73	67	n 25	41	6	3	22	39
(0) Neither positive nor negative	30%	22%	24%	25%	27%	24%	23%	17%	3%	11 20%	21%	22%	27%	26%	28%	19%	30%	24%	14%	28%	28%
	ko	2276	2476	2576	2/70	24%	23%	1/76	376	20%	21%	2270	0	20%	28%	19%	30%	24%	14%	28%	28%
(-1) Fairly negative	185	10	21	23	16	9	13	2	2	8	14	24	52	43	39	16	25	2	4	8	20
(-1) I diriy negative	8%	12%	13%	13%	14%	9%	13%	28%	14%	14%	18%	13%	17%	15%	16%	12%	18%	8%	19%	10%	14%
		12,0	7	7	Z Z	3,0	15,0	2070	2470	2470	7	7	7	7	7	12,0	75	0,0	2570	10/0	z z
(-2) Very negative	70	2	9	7	3	3	7	-	1	3	4	10	14	16	15	5	6			2	8
, , , ,	3%	2%	5%	4%	3%	3%	7%	-	6%	6%	5%	6%	4%	6%	6%	4%	4%	-	-	2%	6%
							z							z	z						
Mean	0.67	0.72	0.55	0.56	0.6	0.71	0.5	0.45	0.71	0.57	0.5	0.59	0.47	0.51	0.45	0.74	0.39	0.79	0.62	0.62	0.48
	lmn															lmn				р	
	pt																				
Positive (NET)	1273	54	96	98	65	64	54	3	12	33	43	105	161	152	121	82	66	18	12	47	74
	57%	63%	57%	57%	56%	63%	56%	55%	77%	58%	56%	58%	51%	54%	50%	64%	48%	68%	67%	59%	53%
	np											n				lmn				р	
Negative (NET)	256	12	30	31	19	13	20	2	3	11	18	34	66	59	54	21	31	2	4	10	28
	11%	15%	18%	18%	16%	12%	21%	28%	20%	20%	23%	19%	21%	21%	22%	17%	22%	8%	19%	13%	20%
			Z	Z			Z			Z	Z	Z	Z	Z	Z		ZS				Z
Don't know	48	-	1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	2%	-	*	*	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-
	lmn																				

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \\ Overlap formulae used. * small base; ** very small base (under 30) in eligible for sig testing$ 



15 May 2025

Q12\_2 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - diesel vehicles

Base: All adults aged 18-75 in the UK

		GEI	NDER			AGE								RE	SION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE									116												1505				1249							
WEIGHTED BASE									88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Very positive	260	157	102	25	69	47	38	80	5	30	20	27	21	22	13	27	39	15	24	17	194	66	137	123	102	158	38	60	50	95	198	46
	12%	14%	9%	10%	16%	12%	9%	11%	6%	12%	11%	14%	13%	10%	7%	9%	12%	15%	13%	27%	13%	9%	11%	13%	13%	11%	9%	10%	10%	17%	11%	14%
	buE	zb			zcfg													hn		zhij	zu									zABC	1	
																				klmnopq											1	
																				r											-	
(1) Fairly positive	482	241	238	66	124	93	77	122	29	54	32	34	36	34	38	68	80	21	41	16	346	136	264	218	178	303	82	135	117	131	393	73
	21%	22%	21%	26%	29%	23%	19%	16%	34%	22%	18%	17%	22%	16%	20%	22%	25%	20%	22%	25%	23%	19%	21%	23%	22%	21%	21%	22%	22%	24%	21%	22%
	gu			tg	zfg	g			zijk mnoar								m															
(0) Neither positive nor negative	699	312	374	84	122	127	143	223	30	65	69	76	52	79	41	96	88	25	49	18	476	223	409	289	217	482	136	203	160	140	592	89
	31%	29%	33%	33%	29%	31%	35%	30%	34%	27%	39%	39%	32%	36%	22%	31%	28%	33%	26%	28%	31%	31%	32%	30%	27%	34%	34%	33%	31%	26%	32%	27%
	anxD	25.1	za						n		inpr	zinp		n		n		n								zx	D	D			1	
												r																			ĺ	
(-1) Fairly negative	443	206	231	43	66	72	78	184	10	43	35	31	36	40	55	67	65	18	37	6	278	166	264	179	187	256	79	108	115	104	370	67
	20%	19%	21%	17%	16%	18%	19%	25%	11%	18%	20%	16%	22%	19%	29%	22%	21%	17%	20%	10%	18%	23%	21%	19%	23%	18%	20%	18%	22%	19%	20%	20%
	dhst							zcde					hs		zhik	hs	hs					zt			zy						1	
	٧							f							mqs																	
(-2) Very negative	299	165	128	26	36	53	61	123	9	38	19 10%	25	13 8%	33	34	46 15%	33 11%	12	30	6	184	115	184	115	104	195 14%	48	83	68	75	247	46
	13% bdt	15% zb	11%	10%	8%	13%	15%	16% zcd	11%	16%	10%	13%	8%	16%	18%	15%	11%	11%	16%	10%	12%	16%	14%	12%	13%	14%	12%	14%	13%	14%	13%	14%
Mean	-0.02	0.02	-0.04	0.09	0.3	0.02	-0.12	-0.2	0.13	-0.02		0.04	0.11	-0.14	-0.33	-0.12	0.08	0.09	-0.04	0.5	0.06	-0.18	-0.08	0.06	-0.02	-0.02	-0.05	-0.03	-0.06	0.13	-0.04	0.02
TVC CO.	gnu	0.02	0.04	60	zce	0.02	0.11	0.2	0.13	0.02		0.04	0.11	0.14	0.55	0.11	n	0.03	0.04	zhi	0.00	0.20	0.00	zv	0.02	0.02	0.03	0.03	0.00	zC	0.04	0.01
	V V			'^	fa	^														iklmnop											1	
																				ar											1	
Positive (NET)	742	398	339	91	193	140	115	202	35	84	52	61	57	55	51	95	119	37	65	33	540	202	401	341	280	462	120	195	167	226	591	119
	33%	36%	30%	36%	46%	35%	28%	27%	39%	35%	29%	31%	35%	26%	27%	31%	38%	35%	35%	52%	36%	28%	31%	36%	35%	32%	30%	32%	32%	41%	32%	36%
	bfgm	zb		g	zcef	g			mn								mn			zijk	zu				2					zABC	1	
	uvE				g															Imnopgr												
Negative (NET)	742	372	359	69	102	126	139	307	19	80	54	56	49	73	89	113	99	30	67	12	462	280	448	294	292	451	127	191	183	178	617	113
	33%	34%	32%	27%	24%	31%	34%	41%	22%	33%	30%	29%	30%	34%	47%	37%	32%	29%	36%	20%	30%	39%	35%	31%	36%	31%	32%	31%	35%	32%	33%	35%
	cdhs						d	zcde		s				hs	zhij	hs	s		hs			zt	z		zy							
	t							f							klmopqr																	
Don't know	59	10	47	- 11		- 11	14	17	4	11		1	Α.	7	7	4		2	4	- 1	43	16	26	32	15	44	16	20	11	6	52	6
DOI: KIIOW	3%	1%	4%	4%	1%	3%	3%	2%	4%	5%	3%	1%	2%	3%	4%	1%	2%	3%	2%	1%	3%	2%	2%	3%	2%	3%	4%	3%	2%	1%	3%	2%
	avxD		za	ď			,,,,		k	ko															1		D.	D			1	

 $Proportions/Means: Columns Tested \\ (5\% risk level) - z/a/b - z/c/d/e/f/g \cdot z/h/f/j/k/l/m/n/o/p/q/r/s \cdot z/v/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D - z/E/F Overlap formulae used. * small base$ 



15 May 2025

Q12\_2 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - diesel vehicles

Base: All adults aged 18-75 in the UK

		CAR DRIVIN	G LICENSE				VE	HICLE TYPE						VEH	HICLE OWNER	HIP				TYPES OF	F DRIVING				PAI	RKING LOCATIO	INS				ELECTRIC	VEHICLES		INT	TENTION TO B	UY NEXT VEHI	CLE
													OWN IT OUTRIGHT						SOCIAL/		USE AS PART		OFF-STREET PRIVATE		OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/	ON-STREET NOT IN FRONT OF/				NOT CURRENTLY	NEVER DRIVEN,	NEVER DRIVEN,				
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHEF (g)	(h)	(i)	EV OR HYBRID (j)	AFTER BUYING (k)	OTHER MEANS (I)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	DOMESTIC/ PLEASURE (r)	G (s)	WORK (t)	RARELY DRIVE (u)	NEXT TO MY PROPERTY (v)	TO MY PROPERTY (w)	IN A SHARED CAR PARK (x)		PROPERTY (A)	OFF-STREET (B)	(C)	DRIVE (D)	BUT HAVE IN THE PAST (E)	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS (I)	10 YEARS (J)	EVER BUY (K)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%			1519 1530 68%	378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%	43 39* 2%*	1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%	316 289 13%	64 67* 3%*	1021 968 43%	115 119* 5%*	132 132 6%	456 460 21%	127 140 6%	1268 1219 54%	583 600 27%	237 202 9%	267 258 12%	797 777 35%	903 965 43%	349 312 14%	1064 1002 45%	1545 1470 66%	1601 1526 68%
(2) Very positive	260 12% bchF	241 13% zb	16 5%	84 7% h	128 32% zcefh ij	20 9% h	15 13% ch	2 18%	9 3%	212 14% zch	35 10% h	152 15% zm	61 14% m	8 6%	24 12%	2 4%	213 14% zm	33 10%	199 13% z	117 14% z	54 19% zrsu	7%	130 13% z	20 17%	16 12%	54 12%	21 15%	166 14% z	75 13%	38 19% zEFG	30 12%	70 9%	119 12%	66 21% 2IJK	154 15% z	213 15% 2K	216 14% z
(1) Fairly positive	482 21% h	424 22%	58 18%	222 20%	134 34% zcef hij	53 24% fhi	17 14%	1 12%	54 16%	356 23% 2cfh	70 21% f	246 24% 2	100 23%	28 21%	38 19%	9 22%	346 23% 2	66 20%	352 23%	212 25% 2	88 30% zrs	18 27%	196 20%	36 30% zv	34 26%	108 23%	47 34% zw8 C	266 22% v	155 26% zvv	48 24%	77 30% 2FG	160 21%	189 20%	81 26% z	243 24% z	343 23% 2	353 23% z
(0) Neither positive nor negative	699 31% adfj kmprtwA BDHJK	559 29%	140 43% za	360 32% dfij	95 24%	62 29%	22 19%	4 40%	149 43% zcde fij	455 30% df	84 25% f	290 28%	142 32% m	27 20%	62 31% q	12 32%	432 29%	89 27% m	447 29%	256 30%	72 25%	18 28%	294 30% wAB	19 16%	33 25%	140 30% wAC	28 20%	346 28% w	167 28% wA	45 22%	82 32% D	255 33% D	302 31% D	73 23%	263 26%	388 26%	410 27% J
(-1) Fairly negative	443 20% dtH	381 20%	63 19%	249 22% zdi	35 9%	51 23% d	27 23% d	3 30%	79 23% d	284 19% d	78 23% d	211 20%	74 17%	33 25%	34 17%	11 27%	285 19%	67 20%	310 20% t	156 18%	44 15%	17 25%	196 20%	26 22%	28 21%	85 18%	22 16%	250 20%	107 18%	31 15%	41 16%	180 23% zDE	186 19%	41 13%	187 19% H	292 20% H	302 20% H
(-2) Very negative	299 13% bdht E	271 14% zb	28 8%	200 18% zdhi	5 1%	28 13% d	35 29% zcdeh IJ		27 8% d	205 13% dh	63 19% zdeh	130 12%	64 15%	34 25% zklp	34 17%	5 14%	194 13%	68 21% zklp	235 15% 2st	110 13%	27 10%	8 12%	142 15%	17 14%	18 14%	70 15%	18 13%	177 15%	87 15%	37 18% zEF	22 8%	93 12%	143 15% E	49 16%	150 15%	225 15% 2	232 15% 2
Mean	-0.02 cf hima	-0.01	-0.09	-0.23	0.87 zc efhii	-0.07 fj	-0.42	0.17	-0.19	0.06 zc fhi	+0.19 f	0.08 zmq	0.04 mq	-0.43	-0.08 mq	-0.25	0.07 zm	-0.22 m	-0.02	0.08 zr	0.34 zr su	-0.1	-0.02	0.13	0.01	-0.02	0.23 z	-0.01	0.04	0.1	0.21 zF G	-0.09	-0.05	0.24 zU K	0.06 zK	0.02	0.01
Positive (NET)	742 33% bchF	665 35% zb	74 22%	306 27% h	262 66% zcef hij	73 33% h	32 27%	3 30%	63 18%	568 37% zcfh	105 31% h	398 38% zmq	161 37%	36 28%	62 31%	10 26%	559 38% zmq	98 30%	550 35% z	330 38% zr	142 49% zrsu	22 33%	326 34%	56 47% zwB	50 38%	162 35%	68 48% zvyB C	431 35% zv	230 38% zy	86 43% zFG	107 41% 2FG	230 30%	308 32%	147 47% zijK	397 40% zK	557 38% 2K	568 37% z
Negative (NET)	742 33% bdtE	652 34% zb	90 28%	450 40% zdhi	39 10%	79 36% d	62 52% zcde hij	3 30%	106 31% d	489 32% d	141 42% zdeh	341 33%	138 31%	66 50% zkln pq	68 34%	16 41%	479 32%	135 41% zkin p	545 35% zst	266 31% t	71 25%	25 37%	337 35%	43 36%	46 35%	154 34%	40 28%	427 35%	194 32%	68 34% E	63 24%	273 35% E	329 34% E	90 29%	337 34% H	517 35% zH	534 35% zH
Don't know	59 3% acdik iprsvyB CHIIK	33 2%	24 7% za	16 1%	3 1%	3 2%	3 2%		25 7% zcdei i	18 1%	6 2%	15 1% lp	:	3 2% 	6 3% lp	1 2% 	15 1%	8 3% Ip	16 1%	10 1%	4 1%	2 2%	11 1%	2 1%	2 2%	4 1%	4 3%	15 1%	8 1% V	3 2%	7 3%	18 2%	25 3%	1 +	6 1%	9 1%	13 1% J

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015
O12 2 - To what extent. If stall, would you say you have a positive or negative opinion overall of ... discal whicks

### Base: All adults aged 18-75 in the UK

Date. All addits aged 10-73 in one										_																													
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXT PU		BABLY/ DEFINI	ITELY NOT	OVERALL OF	INION ON VEHI	CLES VERY/FAI	RLY POSITIVE		L OPINION ON NEGA		Y/FAIRLY	EVER CHARG					EVER BUY - EV	v			PC	DLICY CHANGE -	SWITCH TO EU	ECTRIC VEHICL	.ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10		IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY		RECALL HEARING SOMETHING (B)				BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)	RENTED	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%		940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%		1179 1112 50%	977 905 40%	281 256 11%		323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%		927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	663 714 32%
(2) Very positive	260 12% fmnr BM	162 16% 2cd	191 36% zacd	101 12%	86 13%	30 11% f	13 2%	73 19% zef	100 18% zef	231 18% zkl	260 35% ziki	122 11%	109 12%	11 4% n	:	77 22% 2mno	113 17% zmn	72 17% 2r	181 10%	27 19% zuvx V	38 13%	41 10%	26 10%	65 15% zuxv	106 13% u	132 12%	119 15% zBD	59 8%	74 12% B	179 11% B	81 12% B	62 11%	125 14% 2HM	34 9%	17 8%	13 10%	1 7%	188 13% zM	64 9%
(1) Fairly positive	482 21% efmn r	269 27% z	212 40% zacd	224 26% 2d	155 23%	31 12%	67 9%	80 21% ef	134 24% ef	399 31% zkl	482 65% ziki	292 26% 2	231 26% 2	16 6% n		77 22% mn	138 21% mn	119 28% 2r	358 20%	41 29% 2	67 23%	95 23%	56 23%	108 25%	203 24% z	259 24% 2	187 24% 2	158 20%	129 21%	345 22%	136 20%	122 21%	175 20%	88 23%	56 28% zGL	31 24%	2 13%	297 20%	176 25% zGL
(0) Neither positive nor negative	699 31% abcd efhijkl mnquxyA DL	249 25% b	93 18%	202 24% b	160 24% b	59 23%	189 25%	103 28%	148 27%	288 23% j		264 24% jl	189 21% i	24 10% n	:	97 28% mn	197 30% mn	104 25%	580 33% zq	40 29%	77 27%	101 24%	77 31%	117 27%	218 26%	296 27%	179 23%	283 36% zAD	215 35% 2AD	462 30% A	237 35% 2AD	172 30%	259 29%	129 34%	75 38% GL	41 32%	8 50%	431 29%	246 34% GL
(-1) Fairly negative	443 20% bijs	188 19% b	23 4%	175 21% b	142 21% b	70 27% zgh	251 34% zegh	63 17%	98 18%	202 16%		254 23% zij	203 22% zij	101 39% 20p	443 60% zmop	54 16%	124 19%	74 18%	366 21%	15 11%	59 20% s	96 23% swx	57 23% s	74 17% s	170 20% sw	227 21% sw	153 20%	173 22%	111 18%	326 21%	117 17%	114 20%	194 22%	83 22% IM	27 14%	21 16%	2 13%	308 21% I	131 18%
(-2) Very negative	299 13% biiM	139 14% b	8 2%	141 17% zab	120 18% zab	68 26% zeh	219 29% zeh	52 14%	64 12%	140 11%		172 15% zii	164 18% ziik	100 39% 200	299 40% 200	42 12%	74 11%	51 12%	246 14%	16 12%	46 16%	77 19% zv	31 13%	62 14%	140 17% z	171 16% 2	119 15% CE	105 13%	67 11%	224 14% 2	75 11%	97 17% zHIM	122 14%	39 10%	20 10%	17 13%	3 17%	219 15% zHM	76 11%
Mean	-0.02 efl mnruB	0.13 2cd	1.06 2a cd	-0.04	-0.08	-0.45 f	-0.81	0.15 zef	0.2 zef	0.3 zkl	1.35 zi kl	-0.06	-0.09	-1.05 n	-1.4	0.27 zmn	0.14 zmn	0.2 2r	-0.08	0.34 zt uvwxy	-0.03	-0.18	-0.05	0.09 zt uxy	-0.04 u	-0.04 u	0.05 BD	-0.14	0.06 B	-0.05 B	0.05 B	-0.11	-0.01	-0.02	0.12 F	0.02	-0.2	-0.05	0.03
Positive (NET)	742 33% efmn rB	431 43% 2cd	403 76% zacd	325 38% 2	241 36%	61 23% f	80 11%	152 41% zef	233 43% zef	630 50% zkl	742 100% ziki	414 37% z	340 38% 2	27 10% n	:	154 44% zmnp	252 39% zmn	190 45% 2r	539 30%	68 49% ztuv wxv	105 36%	136 33%	81 33%	173 40% ztux v	309 37% zu	390 36% z	306 40% 2BCD E	218 28%	203 33%	524 34% B	218 32%	184 32%	300 34%	122 32%	73 36%	44 34%	3 20%	484 33%	239 33%
Negative (NET)	742 33% bijo sCEIM	327 32% b	31 6%	317 37% zab	262 39% 2ab	138 53% 2gh	470 63% zegh	116 31%	163 30%	341 27% i		426 38% zij	367 41% zij	201 79% 20p	742 100% zmop	97 28%	198 30%	125 30%	612 34% z	31 22%	104 36% sw	174 42% 25wx V	88 36% s	136 32% s	309 37% 25W	398 36% zsw	272 35% CE	278 35% CE	178 29%	550 35% 2CE	192 28%	211 36% IM	316 36% IM	123 32%	47 23%	38 29%	5 30%	527 36% 2IM	207 29%
Don't know	59 3% abcdf ghijkin opqsuvw xyBDGL	7 1%	2 *	7 1%	5 1%	5 2%	6 1%	2 1%	*	13 1% i	:	9 1% i	9 1% i	4 1% n	:	2	7 1% n	4 1%	47 3%	:	4 1%	3 1%	1	4 1%	7 1%	8 1%	13 2%	12 2%	20 3% D	25 2%	33 5% zABCD	13 2%	12 1%	12 3%	5 3%	5 4%	:	25 2%	22 3% G

Proportions/Means: Columns Texted (5% risk levell - 1/a/b/c/d - 2/eH/a/h - 1/li/li/li - 1/m/n/o/o - 2/a/r - 2/s/t/u/v/w/x/v - 2/A/B/C/D/E - 2/F/G/H/I/JK/L/M
Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz texting



PUBLIC

Q12\_2 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - diesel vehicles

Base: All adults aged 18-75 in the UK

		CHARGIN	IG VEHICLE AT	F PUBLIC CHARG	ING LOCATIO		CHARGING	VEHICLE AT I	PUBLIC CHARGII	NG LOCATION		DRIVEN EV IN		IVE EXPERIENCE DRIVING - AGRE			DRIVEN EV IN		IVE EXPERIENCE		
		DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(p)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194					162				161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*					4%*					8%					6%				6%
(2) Very positive	260	24	34	34	23	23	16	1	6	12	13	25	43	43	29	22	13	2	2	9	16
	12%	28%	21%	20%	20%	23%	16%	16%	35%	22%	16%	14%	14%	15%	12%	17%	9%	6%	12%	11%	12%
		zcd	Z	Z	z	z				Z											
(1) Fairly positive	482	27	50	57	36	31	29	1	3	16	25	66	89	84	78	52	29	6	7	22	31
	21%	32%	30%	33%	32%	31%	30%	23%	20%	29%	32%	36%	29%	29%	32%	40%	21%	25%	38%	28%	22%
		Z	Z	Z	z	Z	Z				Z	zl	z	Z	z	zlmn					
(0) Neither positive nor negative	699	14	32	29	21	17	16	1	2	9	17	34	66	55	44	18	28	4	2	18	34
	31%	16%	19%	17%	18%	17%	16%	16%	13%	16%	22%	19%	21%	19%	18%	14%	20%	17%	9%	22%	24%
	abcd												0								
	efiklmn																				
	op																				
(-1) Fairly negative	443	10	26	26	19	17	17	1	2	9	10	28	66	63	52	20	45	5	4	16	43
	20%	12%	15%	15%	17%	16%	17%	10%	15%	15%	13%	16%	21%	22%	22%	15%	32%	19%	23%	20%	30%
														k	k		ZS				ZS
(-2) Very negative	299	9	24	24	14	12	19	1	3	9	13	26	43	38	37	17	21	8	2	14	16
	13%	11%	14%	14%	12%	11%	19%	17%	17%	16%	17%	15%	14%	14%	15%	13%	15%	30%	14%	18%	11%
																				t	
Mean	-0.02	0.54	0.27	0.3	0.32	0.38	0.07	0.12	0.41	0.26	0.19	0.19	0.08	0.1	0.04	0.33	-0.25	-0.42	0.12	-0.06	-0.07
	р	zbd	Z	Z	z	Z						z				zl					
																mn					
Positive (NET)	742	51	84	91	59	55	45	2	9	28	38	91	133	126	107	74	41	8	9	31	48
	33%	60%	50%	53%	52%	53%	46%	39%	55%	51%	49%	50%	42%	44%	44%	57%	30%	31%	50%	39%	34%
		zbd	Z	Z	Z	Z	Z			Z	Z	zl	z	Z	Z	zlmn					
Negative (NET)	742	20	49	50	33	28	35	2	5	18	23	55	109	101	89	36	66	13	7	30	59
	33%	23%	29%	29%	28%	28%	36%	28%	32%	31%	30%	30%	35%	36%	37%	28%	47%	49%	37%	38%	42%
															ko		Z				Z
Don't know	59	1	1	2	2	2	1	1	-	1	-	2	5	2	2	*	3	1	1	1	1
	3%	1%	1%	1%	1%	2%	1%	17%	-	1%	-	1%	2%	1%	1%	*	2%	3%	5%	1%	1%
	m												m								

 $Proportions/Means: \ Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap \ formulae \ used. \ * small \ base; ** very \ small \ base \ (under 30) \ ineligible \ for \ sig \ testing$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q12\_3 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - hybrid electric vehicles (plug-in or self-charging)

Rase: All adults aged 18-75 in the UK

																						IG STATUS										/RURAL
		GE	NDER		_	AGE					YORKS &	WEST	EAST	EAST OF	ION						WORKIN	NOT	SOCIAL	GRADE	EDUC		UPTO	£20000-	£35000-		URBAN	RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST			MIDLANDS		SOUTH WEST	COLITHEACT	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	CDADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(4)	(4)	(0)	43-34	33-73	(h)	(a)	FI F	(h)	//\	(m)	(e)	(e)	(e)	(a)	SCOTEAUD (c)	(4)	(A)	(u)	ABC1	(w)	(w)	(A)	(A)	(0)	(C)	(D)	(E)	(E)
UNWEIGHTED BASE	2241	1082	1130	269	415	(e)	435	731	116	226	173	191	152	199	197	793	(P) 297	122	179	115	1505	736	1444	797	1249	992	375	(B) 544	515	(D)	1800	326
WEIGHTED BASE	2241	1092	1120	254	422	AGE	411	749	00*	241	100	104	163		100	200		106	106	628	1520		1285		803	1438	300	600	523	553	1852	326
WEIGHTED BASE	100%	1092	50%	1194	10%	18%	19%	22%	4%*	1196	180	9%	744	215	100	1.4%	1/1%	592	100	244*	68%	32%	57%	12%	36%	64%	19%	27%	72%	25%	92%	15%
(2) Very positive	336	205	125	39	127	73	44	53	5	42	21	31	13	27	18	39	87	13	29	9	278	58	244	92	203	132	36	69	63	156	308	18
	15%	19%	11%	15%	30%	18%	11%	7%	6%	18%	12%	16%	8%	13%	10%	13%	28%	12%	16%	14%	18%	8%	19%	10%	25%	9%	9%	11%	12%	28%	17%	6%
	bfgh	zb		g	zcef	fg				hln		hl					zhii		h	h	zu		zw		zy					zABC	2F	
	luwyABF				g												klmnogr															
																	s															
(1) Fairly positive	777	389	377	120	151	129	132	246	28	84	62	61	61	62	71	110	118	32	66	22	506	271	458	318	297	480	120	217	195	206	656	99
	35%	36%	34%	47%	36%	32%	32%	33%	32%	35%	34%	31%	37%	29%	38%	36%	38%	31%	36%	34%	33%	38%	36%	33%	37%	33%	30%	36%	38%	37%	35%	30%
				zdef																					2				A	A		
				g																												
(0) Neither positive nor negative	703	308	385	69	98	128	141	266	37	70	59	72	58	71	55	95	75	40	54	18	450	253	382	321	196	507	142	204	157	126	555	129
	31%	28%	34%	27%	23%	32%	34%	36%	43%	29%	32%	37%	36%	33%	29%	31%	24%	37%	29%	29%	30%	35%	30%	34%	24%	35%	36%	33%	30%	23%	30%	40%
	adpt		za			d	d	zcd	zino			p	р	р				р				zt				zx	D	D	D			zE
	vxDE								pr																							
(-1) Fairly negative	225	107	116	15	26	40	45	99	9	21	20	15	18	31	24	30	19	10	19	9	157	68	120	105	57	168	48	59	64	32	176	40
	10%	10%	10%	6%	6%	10%	11%	13%	11%	9%	11%	8%	11%	15%	13%	10%	6%	9%	10%	14%	10%	9%	9%	11%	7%	12%	12%	10%	12%	6%	9%	12%
	cdpx D						cd	zcd						zp	р					р						zx	ь	В	ь			
(-2) Very negative	125	67	57	c	12	10	30	59	-	11	13	12	0	- 11	10	26			10	c	79	46	42	83	21	93	34	32	27	20	91	29
(-2) very negative	6%	6%	5%	2%	3%	5%	7%	8%	6%	4%	7%	6%	5%	5%	5%	8%	2%	5%	5%	8%	5%	6%	3%	9%	4%	6%	9%	5%	5%	4%	5%	9%
	cdpvx	0.4	370	2,0	370	370	cd	zcd	0.0	470	n	0,4	3,0	3,4	3,0	zn	270	370	3/4	n	3.0	0,0	3,0	zv	470	×	zD zD	3/4	3,0	4,0	3.0	zE.
	DE										-									-						-						
Mean	0.45	0.52	0.37	0.7	0.86	0.51	0.29	0.19	0.21	0.56	0.32	0.45	0.33	0.31	0.35	0.36	0.84	0.37	0.49	0.34	0.51	0.33	0.6	0.25	0.74	0.28	0.2	0.4	0.4	0.83	0.51	0.12
	bfg	zb		zef	zef	fg				hm							zhi		h		zu		zw		zy			A	A	zAB	2F	
	huwyAF			g	g												iklmnoq													С		
																	rs															
Positive (NET)	1112	594	502	158	278	202	175	299	33	127	82	92	74	90	89	149	205	45	95	31	784	329	702	410	500	612	156	286	258	362	964	117
	50%	54%	45%	62%	66%	50%	43%	40%	38%	53%	46%	48%	46%	42%	48%	48%	65%	43%	51%	49%	52%	46%	55%	43%	62%	43%	39%	47%	50%	66%	52%	36%
	bfgh	zb		zefg	zefg	g				h							zhij		h		zu		zw		zy			A	A	zABC	2F	- 1
	muwyAF																klmnogr															- 1
Negative (NET)	240	474	474	20	27	50	35	450	45	22	22	25	27		25		s 26	45	28		225	442	463	407	00	204	83	04	04	F2	267	
negative (NET)	349 16%	174 16%	174 15%	20 8%	9%	59 15%	75 18%	158 21%	15 17%	32 13%	33 19%	26 14%	16%	42 20%	35 18%	18%	26 8%	15 15%	28 15%	14 21%	236 16%	113 16%	162 13%	187 20%	11%	261 18%		91 15%	91 17%	52 9%	267 14%	69 21%
	cdpv	10%	1576	676	376	cd .	18% cd	zcde	1/76	15%	1976	1476	10%	20%	1876	1076	0/6	1376	1376	21%	10%	10%	1376	20% ZV	1176	1876 78	21% zBD	D 15%	1/% D	576	14%	21% zE
	xDE					ca	co	zcoe	٩		þ		ρ	Р	ρ	h			P	Р				2V		-2X	280	ь	J			26
Don't know	76	16	60	7		15	20	26	2	13	6	2	2	10			7	6		- 1	51	26	29	38	19	57	18	28	15	11	65	10
DOI! CKIIOW	3%	2%	5%	3%	2%	4%	5%	3%	3%	5%	3%	2%	2%	5%	5%	3%	2%	5%	4%	1%	3%	4%	3%	4%	2%	4%	4%	5%	3%	2%	4%	3%
	axD	2.00	za za	370	276	470	d	370	3.0	370	370	2.70	2.70	3/0	370	3/0	2.70	370	~/0	170	3/4	470	370	<b>→</b> /0	2.70	7/0		D	370	2.70	7/0	3,0
	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,						u																									

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q12\_3 - To what extent, If at all, would you say you have a positive or negative opinion overall of... - hybrid electric vehicles (plug-in or self-charging)

Base: All adults aged 18-75 in the UK

		CAR DRIVI	NG LICENSE				VEH	HICLE TYPE						VE	HICLE OWNERS	HIP				TYPES O	F DRIVING				PA	RKING LOCATION	ONS				ELECTRIC	VEHICLES		INT	ENTION TO B	UY NEXT VEHIO	LE
JINWEIGHTED BASE VEIGHTED BASE 2] Very positive	TOTAL (2) 2241 2241 100% 336 15%	ANY YES (a) 1936 1908 85% 309 16%	NO (b) 301 328 15% 24 7%	PETROL (c) 1120 1131 50% 143 13%	DIESEL (d) 399 399 18% 35	HYBRID (e) 243 217 10% 88 40%	EV (f) 135 119 5% 36 30%	OTHER (g) 7 9***********************************	NO VEHICLE (h) 317 344 15% 30 9%	ICE (I) 1519 1530 68% 178 12%	EV OR HYBRID (j) 378 336 15% 124 37%	OWN IT OUTRIGHT AFTER BUYING (k) 1042 1044 476 148	OWN IT OUTRIGHT OTHER MEANS (I) 461 441 20% 82 19%	LEASING IT (m) 126 132 6% 25 19%	BUYING IT ON FINANCE (n) 209 198 9% 39 20%	SOME OTHER WAY (o) 43 39* 2%* 6	OWN OUTRIGHT (p) 1503 1485 66% 229 15%	LEASE/ FINANCE (q) 335 330 15% 64 20%	SOCIAL/ DOMESTIC/ PLEASURE (r) 1591 1559 70% 243 16%	COMMUTIN G (s) 916 862 38% 189 22%	USE AS PART	RARELY DRIVE (u) 64 67* 31* 11	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v) 1021 968 43% 133 14%	NOT NEXT	OFF-STREET IN A SHARED CAR PARK (x) 132 132 5% 25	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y) 456 460 21% 84 18%	NOT IN FRONT OF/	OFF-STREET (B) 1268 1219 54% 188 15%	ON-STREET (C) 583 600 27% 108 18%	CURRENTLY DRIVE (D) 237 202 9% 79 39%	NOT CURRENTLY	NEVER DRIVEN,	NEVER DRIVEN, NOR BEEN A PASSENGER (G) 903 965 43% 74				
1) Fairly positive	15% bcdh iG 777 35% iG	2b 653 34%	121 37%	375 33%	127 32%	40% 2cdh i 104 48% 2cdh i	20% 2cdh i 47 40%	3 29%	116 34%	502 33%	37% zcdh i 152 45% zcdh i	344 33%	19% 2 149 34%	62 47% zklo	76 38%	16 42%	493 33%	20% zk 138 42% zklo	529 34%	21% 21 293 34%	27% 275 116 40% 275	26 40%	325 34%	25% 2v8 49 41%	51 39%	18% V 148 32%	61 43% vvC	15% V 426 35%	208 35% V	39% 2EFG 77 38% G	2FG 2FG 98 38% G	312 40% 2G	272 28%	32% 2UK 104 33%	22% zJK 377 38% z	2K 538 37% 2	18% 2 557 37% 2
Neither positive nor negative     The state of the s	703 31% efjm nqstwDE HUK 225	590 31%	113 34%	382 34% zefj	144 36% ef)	23 10%	19 16%	4 41%	127 37% zefj	526 34% zefj	42 12%	350 34% mnq	132 30% mq	25 19%	44 22%	12 30%	483 32% mnq	69 21%	487 31% st	229 27% t	61 21%	15 23%	321 33% wB	22 18%	35 27%	141 31% w	34 25%	378 31% w	175 29% w	25 12%	60 23% D	239 31% DE	368 38% 2DEF	53 17%	253 25% H	409 28% HI	429 28% HI
-2) Very negative	10% e DF 125 6% e stF	10% 10%	27 8% 17 5%	12% zej 71 6% ej	13% ej 33 8% zehj	2 1%	8% ej 5 4% e	18%	28 8% el 14 4% e	12% zej 104 7% zej	3% e 7 2% e	61 6%	10% 27 6%	7% 8 6%	11% 13 7%	2 4% 2 5%	11% 87 6%	10% 21 6%	103 7% zst	11% 35 4%	7 2%	17% t	111% 60 6%	6% 8 6%	10% 5 4%	11% 24 5%	6% 10 7%	11% 72 6%	10% 34 6%	5% 8 4%	7 3%	7% 26 3%	13% 2DF 82 8% 2DEF	10% 23 7% J	9% 58 6% J	10% I 70 5%	10% I 76 5%
vlean Positive (NET)	0.45 cdi krvG 1112 50%	963 50%	0.36 146 44%	0.35 di 518 46%	0.2 162 41%	1.27 zcd fhii 192 88%	0.86 zcd hi 83 70%	0.34 4 41%	0.38 d 147 43%	0.31 d 680 44%	1.13 zcd fhi 275 82%	0.39 492 47%	0.5 231 52%	0.67 zkp 87 66%	0.54 115 58%	0.58 22 56%	0.43 723 49%	0.59 zkp 202 61%	0.42 772 49%	0.6 zr 482 56%	0.83 zrs 194 67%	0.57 37 56%	0.38 458 47%	0.75 zvy B 79 66%	0.61 v 76 58%	0.48 232 50%	0.58 84 60%	0.44 v 614 50%	0.51 v 316 53%	1.04 zEF G 156 77%	0.68 zG 155 60%	0.59 2G 435 56%	0.14 345 36%	0.73 zU K 204 66%	0.61 zJK 593 59%	0.55 2K 817 56%	0.54 z 839 55%
iegative (NET)	cdhi kG 349 16% eitD F	305 16%	44 13%	202 18% zehi	86 21% zefhi	zcdf hij 2 1%	zcdh i 14 12% ei	2 18%	42 12% ei	287 19% zehi	zcdf hi 16 5% e	177 17%	70 16%	2klp 17 13%	zkp 35 18%	4 10%	247 17%	2klp 53 16%	272 17% 2st	130 15% t	275 29 10%	11 17%	171 18% 2	25/B C 15 12%	18 14%	76 16%	18 13%	204 17%	93 16%	zEFG 19 9%	2G 35 13%	2G 83 11%	210 22% 2DEF	2UK 55 17%	zJK 145 14%	2K 223 15%	2 232 15%
Don't know	76 3% aeijk prvBHIJ K	49 3%	26 8% za	30 3% e	7 2%	:	2 2%	:	28 8% zcdef II	38 2% e	3 1% e	24 2%	8 2%	2 2%	4 2%	1 4%	33 2%	6 2%	29 2%	21 2%	5 2%	3 4%	18 2%	4 3%	2 2%	12 3%	3 2%	24 2%	15 3%	2 1%	7 3%	20 3%	41 4% D	1 *	11 1% H	20 1% H	25 2% HU

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

Old 3 - To what extent. If at all, would you say you have a positive or negative opinion overall of... - he'rid electric vehicles isblue in or self-charrind

### Base: All adults aged 18-75 in the UK

	[					NEXT PUF	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT					OVERAL	OPINION ON	VEHICLES VERY	//FAIRLY	EVER CHARG	D EV / PLUG-																				
		NEXT PURC	ASE - PROBAI	ILY/ DEFINITEL	Y CONSIDER		CON	SIDER		OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RLY POSITIVE		NEGA	ATIVE		IN HY	BRID				EVER BUY - EV				PC	LICY CHANGE -	SWITCH TO ELE	ECTRIC VEHICLE	ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)		WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (V)	IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)		YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%		788 745 33%		546 546 24%		742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%			450 414 18%	243 248 11%		927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%	592 580 26%	930 887 40%			109 128* 6%*		1522 1468 65%	663 714 32%
(2) Very positive	336 15% ghoo rvEl	167 16%	107 20% 2a	263 31% zab	220 33% zab	67 25% zfeh	129 17% zeh	9 2%	35 6% g	219 17% 2	162 22% zi	336 30% zii	270 30% zii	45 17% noo	96 13% 00		32 5% o	141 33% zr	191 11%	77 55% ztuv wwy	89 31% zuvv	69 17% v	25 10%	166 39% ztuv xv	235 28% zuvv	260 24% zuv	142 18% 28CD E	112 14%	78 13%	253 16% 2BE	82 12%	80 14% I	139 16%	80 21% zFILM	13 6%	18 14%	1 6%	219 15% I	110 15% I
(1) Fairly positive	777 35% ghop rG	355 35%	182 34%	435 51% zabd	305 46% zab	116 44% zgh	290 39% zgh	45 12%	125 23% g	422 33%	252 34%	777 70% ziji	487 54% zij	135 53% 2nop	329 44% 20p	:	123 19% 0	171 40% 2r	593 33%	44 32%	128 44% 25vw	195 47% 25Vy	79 32%	172 40% 25	367 44% 25vy	446 41% 29V	294 38% 2CE	269 34%	196 32%	563 36%	213 31%	214 37%	284 32%	153 40% 2G	67 33%	46 36%	6 38%	498 34%	266 37%
(0) Neither positive nor negative	703 31% abcd efijklm nogstuw xvAH	294 29% bcd	127 24% cd	135 16%	110 16%	46 18%	212 28% e	116 31% e	198 36% zefg	340 27% jkl	158 21% kl	:	114 13% k	45 18% 0	209 28% mo	:	193 30% mo	73 17%	619 35% 2q	10 7%	58 20% sw	111 27% stwx	100 40% zstu wxy	67 16% s	179 21% sw	279 26% stwx	191 25%	282 36% zAD	210 34% A	473 30% A	230 34% A	173 30%	290 33% H	96 25%	82 41% 2FHL M	40 31%	6 40%	463 32% H	218 31% H
(-1) Fairly negative	225 10% cdkl qtuwxy	123 12% 2cd	70 13% zcd	11 1%	22 3% c	19 7%	74 10%	122 33% zefh	119 22% zef	171 13% zkl	95 13% zki	:	21 2% k	18 7%	61 8%	225 64% zmnp	186 28% 2mn	25 6%	196 11% zq	8	7 2%	22 5%	32 13% stuwx	15 3%	37 4%	69 6% twx	76 10%	73 9%	71 11%	149 10%	76 11%	64 11%	95 11%	28 7%	20 10%	14 11%	1 7%	160 11%	62 9%
(-2) Very negative	125 6% cdklq stuwcy	59 6% cd	35 7% cd	*	7 1% c	12 5%	33 4%	74 20% zefh	64 12% zef	92 7% zkl	59 8% zki		6 1% k	12 5%	35 5%	125 36% zmnp	113 17% 2mn	11 3%	112 6% 2q		6 2%	7 2%	7 3%	6 1%	13 2%	20 2%	54 7% BD	34 4%	34 5%	88 6% B	37 5%	29 5%	59 7%	17 4%	11 6%	7 6%		88 6%	35 5%
Mean	0.45 gho prCEI	0.45	0.49	1.12 zab d	1.07 zab	0.79 zfg h	0.55 2g h	-0.56	-0.1 g	0.41	0.5 i	1.3 zij	1.11 2ij	0.72 zno p	0.53 20 p	-1.36	-0.35 o	0.96 2r	0.32	1.37 ztu vwxv	1 zuv v	0.73 zv	0.34	1.12 ztu vov	0.93 zuv	0.8 zv	0.52 2CE	0.46	0.36	0.49 2CE	0.36	0.45	0.4	0.67 2FG ULM	0.26	0.42	0.47	0.42	0.51 I
Positive (NET)	1112 50% shoo rvCEI	522 51%	289 55% 2	698 82% zabd	525 79% zab	183 70% zfeh	419 56% zeh	54 14%	160 29% g	640 50%	414 56% zi	1112 100% ziil	757 84% zii	180 70% znop	426 57% 200		154 24% 0	312 74% 2r	785 44%	122 87% ztuv	217 75% zuvv	264 64% zv	104 42%	339 79% ztuv	602 71% zuvv	706 65% zv	436 57% zBCD E	380 48%	274 44%	817 52% zBCE	296 43%	294 51% I	423 48%	233 60% 2FGI LM	79 40%	64 50%	7 43%	717 49% I	376 53% I
Negative (NET)	349 16% cdkl nqstuwx yH	181 18% zcd	105 20% zcd	12 1%	29 4% c	31 12%	106 14%	196 52% zefh	183 33% zef	263 21% zkl	154 21% zki	:	27 3% k	30 12%	97 13%	349 100% 2mnp	298 46% zmn	37 9%	308 17% 2q	8 6%	13 4%	29 7%	39 16% stuwx Y	21 5%	50 6%	89 8% twx	130 17%	106 13%	104 17%	237 15%	113 17%	93 16%	154 17% H	44 12%	31 16%	22 17%	1 7%	247 17% zH	97 14%
Don't know	76 3% abcde fhijklm nopgstw xvADGL	17 2% cd	8 1%	6 1%	4 1%	2 1%	7 1%	7 2%	6 1%	29 2% kl	16 2% kl		7 1% k	1	11 1% 0		7 1%	2 1%	66 4% q		3 1%	10 2%	5 2%	3 1%	12 1% w	17 2% W	13 2%	22 3%	29 5% AD	35 2%	41 6% zABCD	19 3%	20 2%	12 3%	8 4%	2 2%	2 10%	40 3%	23 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/g/h - z/i/j/k/h - z/m/n/o/p - z/q/r - z/s/t/u/w/w/x/y - z/A/B/C/D/E - z/F/G/H/\/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PUBLIC

15 May 2025

Q12\_3 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - hybrid electric vehicles (plug-in or self-charging)

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGI	IG LOCATION -	· DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (g)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	(a) 104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*					4%*					8%					6%				6%
(2) Very positive	336	36	79	81	50	39	45	4	1	29	41	58	117	109	84	44	52	8	6	31	53
	15%	43%	47%	47%	44%	38%	46%	58%	7%	52%	53%	32%	37%	38%	35%	34%	38%	29%	34%	39%	38%
		Z	ze	ze	z	Z	z			Z	Z	Z	Z	Z	Z	z	Z			Z	Z
(1) Fairly positive	777	34	63	64	42	45	31	2	7	17	25	98	152	142	129	67	69	14	9	40	69
	35%	40%	37%	37%	37%	44%	32%	26%	47%	30%	32%	54%	49% z	50% z	53% z	52%	50%	55%	51%	50%	49%
(0) Neither positive nor negative	703	8	18	17	14	10	14	1	3	4	7	19	39	28	24	14	14	3	1	9	2 16
(o) Neither positive nor negative	31% abcde	9%	11%	10%	12%	10%	15% ij	10%	19%	7%	9%	11%	12%	10%	10%	11%	10%	10%	4%	11%	12%
	fijklmno pst						,														
(-1) Fairly negative	225 10% abckl mnopst	2 3%	5 3%	8 5%	7 6%	5 5%	7 7%	* 6%	1 6%	3 5%	4 5%	4 2%	5 1%	3 1%	3 1%	4 3%	3 2%	1 5%	2 8%	-	2 2%
(-2) Very negative	125 6% bcdfj klmnops t	4 5% bcd	1 1%	2 1%	1 1%	3 3%	-	-	3 20%	3 5% f	-	*	-	-	*	*	-	-	* 2%	-	-
Mean	0.45	1.14	1.28	1.25	1.17	1.11	1.18	1.35	0.14	1.22	1.33	1.16	1.22	1.26	1.22	1.17	1.23	1.09	1.06	1.28	1.22
D. C. (NET)	****	z Zo	ze	Z	Z	z	76	_	9	z 46	zf 66	Z 450	Z	zk	Z	Z	Z 424	22	45	Z	Z
Positive (NET)	1112 50%	70 82%	142 85%	145 84%	93 81%	83 82%	78%	5 84%	54%	46 82%	86%	156 86%	269 86%	251 89%	214 88%	111 86%	121 87%	22 85%	15 85%	71 89%	122 87%
	30%	02/0 Z	2 Z	04/0 Z	Z Z	7	7 7	04/0	3470	0270 Z	7f	7	2 Z	2 Z	00/0 Z	7	7	6376	6576	7	87 /6 Z
Negative (NET)	349	6	7	10	8	8	7	*	4	5	4	5	5	3	4	4	3	1	2	-	2
	16%	8%	4%	6%	7%	7%	7%	6%	27%	10%	5%	3%	1%	1%	1%	3%	2%	5%	11%	-	2%
	abcde fjklmnop st																				
Don't know	76 3% bcklm not	1 1%	1 *	1 *	1 1%	2 2%	-	-	-	1 1%	-	1 *	1 *	1 *	1 *	-	1 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q12\_4 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - fully electric vehicles (i.e., not a hybrid)

Base: All adults aged 18-75 in the UK

		GEN	NDER			AGE								REC	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241								116																1249							
WEIGHTED BASE	2241								88*																803							
(2) ) (	100%	49%	50% 144	11%	19%	18%	18%	49	4%*	11% 41	8% 27	9%	7% 10	9%	8% 25	14%	14% 87	5%	34	3%*	68%	32% 67	57%	43%	36%	64%	18%	27% 67	23% 61	25%	83%	15%
(2) Very positive	354 16%	205 19%	13%	18%	33%	18%	12%	49 6%	8%	17%	15%	15%	6%	15%	13%	11%	28%	14%	19%	11 18%	286 19%	9%	259 20%	95 10%	212 26%	141 10%	12%	11%	12%	167 30%	314 17%	28 9%
	bfgh	zb	1570	fo fo	zcef	fo.	1270	070	0.00	hl hl	1370	1370	070	1370	1370	11/0	zhii	1470	hlo	hl	ZU ZU	370	ZW ZW	10%	ZV ZV	10%	1270	11/0	1270	zABC	1776 +E	370
	louwyBC				0		^										klmnogr		1110											znac		
	F																															
(1) Fairly positive	551	316	226	99	135	92	93	132	19	74	38	40	41	47	45	73	105	22	40	9	393	159	326	225	232	319	91	160	131	147	472	70
	25%	29%	20%	39%	32%	23%	23%	18%	22%	31%	21%	20%	25%	22%	24%	24%	34%	21%	21%	14%	26%	22%	25%	24%	29%	22%	23%	26%	25%	27%	25%	22%
	bgsy	zb		zefg	zefg					ks							zhjk								zy							
	504																mnogrs															
(0) Neither positive nor negative	601 27%	249 23%	342 30%	59 23%	81 19%	117 29%	132 32%	213 28%	32 37%	51 21%	47 26%	75 39%	57 35%	45 21%	44 23%	81 26%	62 20%	30%	56 30%	19 31%	383 25%	218 30%	334 26%	266 28%	180 22%	420 29%	114 29%	163 27%	151 29%	115 21%	490 26%	91 28%
	adpt	23%	3U% Zā	23%	19%	29% A	32% zcd	28%	zimn	21%	20%	zijm	zimn	21%	23%	20%	20%	30%	30%	31%	25%	30% zt	20%	28%	22%	29% ZX	29% D	27% D	29% D	21%	20%	28%
	xD.						200	u	n			non	n					ь	,	μ.							"		-			
(-1) Fairly negative	341	151	187	29	42	63	52	154	13	35	30	23	27	44	36	53	33	15	20	13	218	123	196	145	91	250	57	107	93	58	267	60
	15%	14%	17%	11%	10%	16%	13%	21%	14%	15%	17%	12%	17%	21%	19%	17%	10%	15%	11%	21%	14%	17%	15%	15%	11%	17%	14%	18%	18%	11%	14%	19%
	dpxD					d		zcdf						zkpr	pr	р				pr						zx		D	D			
(-2) Very negative	313	150	160	11	19	43	68	171	12	32	34	25	22	36	28	57	15	16	26	10	188	125	136	177	73	240	69	85	65	51	240	63
	14%	14%	14%	4%	5%	11%	17%	23%	14%	13%	19%	13%	14%	17%	15%	19%	5%	15%	14%	15%	12%	17%	11%	19%	9%	17%	17%	14%	12%	9%	13%	19%
	cdpt					cd	cde	zcde	р	р	р	р	р	р	р	zp		р	р	р		zt		zv		ZX	D	D				zE
Mean	0.14	0.26	0.01	0.57	0.79	0.23		-0.37	-0.04	0.24	-0.04	0.14	-0.06	-0.02	0.01	-0.09	0.72	0.04	0.2	-0.01	0.25	-0.11	0.3	-0.09	0.53	-0.09	-0.02	0.03	0.06	0.6	0.2	-0.19
TVC GIT	bfg	zb	0.01	zef	zce	fe		0.57	0.04	lo.	0.04	0.14	0.00	0.02	0.01	0.05	zhi	0.04	0.1	0.01	ZU	0.11	zw	0.03	zv	0.05	0.02	0.03	0.00	zAB	2F	0.13
	ouwyAF			g	fg												jklmnog													c		
																	rs															
Positive (NET)	905	521	370	144	273	166	141	180	26	115	64	69	51	79	69	106	193	37	74	20	679	226	584	320	445	460	140	228	192	314	786	98
	40%	48%	33%	57%	65%	41%	34%	24%	30%	48%	36%	36%	32%	37%	37%	35%	61%	35%	40%	32%	45%	31%	45%	33%	55%	32%	35%	37%	37%	57%	42%	30%
	bfgh	zb		zefg	zefg	g	g			zhjk							zhij				zu		zw		zy					zABC	2F	
	luwyAF									logs							klmnogr															
Negative (NET)	654	301	347	40	61	107	120	325	25	67	64	47	49	80	64	111	48	31	46	23	406	248	332	322	164	489	126	192	158	110	507	124
	29%	28%	31%	16%	15%	26%	29%	43%	28%	28%	35%	24%	30%	37%	34%	36%	15%	30%	25%	36%	27%	34%	26%	34%	20%	34%	32%	31%	30%	20%	27%	38%
	cdpt					cd	cd	zcde	р	р	kp	р	р	zkpr	р	zkpr		р	р	р		zt		zv		zx	D	D	D			zE
	vxDE							f																								
Don't know	82	21	61	12	7	16	18	31	5	8	6	2	5	9	11	9	11	6	10	1	53	30	35	48	14	68	19	27	20	12	69	13
	4%	2%	5%	5%	2%	4%	4%	4%	6%	4%	3%	1%	3%	4%	6%	3%	4%	6%	5%	1%	3%	4%	3%	5%	2%	5%	5%	4%	4%	2%	4%	4%
1	advxD		za	d			d	d	k						k			k	k		1		1	zv	1	ZX	D				1	

 $Proportions/Means: Columns Tested \\ (5\% risk level) - z/a/b - z/c/d/e/f/g \cdot z/h/f/j/k/l/m/n/o/p/q/r/s \cdot z/v/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D - z/E/F Overlap formulae used. * small base$ 



15 May 2025

Q12\_4 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - fully electric vehicles (i.e., not a hybrid)

	1	CAR DRIVI	NG LICENSE				VEHI	ICLE TYPE						VEH	ICLE OWNERS	HIP				TYPES O	F DRIVING		1		PAR	KING LOCATIO	INS				ELECTRIC V	VEHICLES		INT	ENTION TO BU	IY NEXT VEHIC	1E
UNWEIGHTED BASE WEIGHTED BASE	TOTAL (2) 2241 2241 100%	ANY YES (a) 1936 1908 85%	NO (b) 301 328 15%	PETROL (c) 1120 1131 50%	DIESEL (d) 399 399 18%	HYBRID (e) 243 217 10%	EV (f) 135 119 5%	OTHER (g) 7	NO VEHICLE (h) 317 344 15%	ICE (I) 1519 1530 68%	EV OR HYBRID (j) 378 336 15%	OWN IT OUTRIGHT AFTER BUYING (k) 1042 1044 47%	OWN IT OUTRIGHT OTHER MEANS (I) 461 441 20%		BUYING IT ON FINANCE (n) 209 198 9%	SOME	OWN OUTRIGHT (p) 1503 1485 66%	LEASE/ FINANCE (q) 335 330 15%	SOCIAL/ DOMESTIC/ PLEASURE (r) 1591 1559 70%		USE AS PART	RARELY DRIVE (u) 64 67* 3%*	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v) 102.1 968 43%	NOT NEXT		ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/ NEXT TO MY	OFF-STREET (B) 1268 1219 54%	ON-STREET (C) 583 600 27%	CURRENTLY DRIVE (D) 237 202 9%	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN,	NEVER DRIVEN, NOR BEEN A PASSENGER (G) 903 965 43%		IN THE NEXT	IN THE NEXT	EVER BUY (K) 1601 1526 68%
(2) Very positive	354 16% cdhi G	312 16%	40 12%	130 11%	34 9%	64 29% 2cdh	82 69% zcdeh ij	1 9%	40 12%	164 11%	146 43% zcde hi	158 15%	81 18%	28 22%	38 19%	4 11%	240 16%	66 20% z	248 16%	195 23% zr	84 29% zrs	12 18%	144 15%	31 26% zvyB C	24 18%	72 16%	30 22%	200 16% v	103 17%	120 60% zEFG	61 24% zFG	108 14% G	60 6%	104 33% zIJK	238 24% zJK	294 20% 2K	298 20% z
(1) Fairly positive	551 25% ckpr vBG	460 24%	91 28%	256 23%	100 25%	66 31% zci	24 21%	5 52%	95 28%	355 23%	91 27%	212 20%	123 28% ko	38 29% k	55 28% k	13 34%	335 23% k	93 28% ko	355 23%	219 25% r	99 34% zrs	17 26%	204 21%	35 29%	30 23%	134 29% zvB	36 26%	269 22%	171 28% zvB	53 26% G	72 28% G	231 30% 2G	180 19%	83 27%	263 26%	386 26% z	396 26% z
(0) Neither positive nor negative	601 27% afjr stDEHU K	486 25%	112 34% za	315 28% fj	112 28% fj	46 21% fj	8 6%	1	115 34% zefj	428 28% efj	54 16% f	281 27%	108 25%	26 20%	49 25%	10 27%	390 26%	75 23%	394 25% t	205 24% t	37 13%	23 35% t	258 27%	23 20%	30 22%	117 25%	27 19%	311 26%	143 24%	14 7%	53 20% D	227 29% DE	299 31% zDE	46 15%	23% H	341 23% H	360 24% H
(-1) Fairly negative	341 15% befh jDl	313 16% 2b	28 9%	217 19% zefh i	63 16% fj	22 10% fj	2 2%	:	35 10% f	280 18% zefhj	24 7% f	187 18% 2	60 14%	23 17%	27 14%	6 16%	247 17% 2	50 15%	265 17% zt	132 15%	35 12%	8 12%	171 18% zw	11 9%	29 22% zw	68 15%	23 17%	211 17% zw	91 15%	6 3%	43 17% D	114 15% D	172 18% zD	37 12%	131 13%	227 15% HI	237 16% HI
(-2) Very negative	313 14% befh isDEF	282 15% zb	31 10%	179 16% zefh i	86 21% zcefh ii	17 8% f	3 2%	3 29%	27 8% f	264 17% zcefh	19 6% f	179 17% zq	62 14%	13 10%	25 12%	11%	241 16% 2q	38 11%	265 17% zst	93 11%	29 10%	5 8%	175 18% zyBC	14 12%	16 12%	56 12%	19 14%	205 17% zyC	75 12%	8 4%	23 9%	70 9% D	210 22% 2DEF	39 13%	127 13%	199 14%	208 14%
Mean	0.14 cdi kprvBG	0.11	0.26	-0.05	-0.17	0.65 zcd hi	1.53 zcd ehij	0.12	0.28 cd i	-0.08	0.96 zc dehi	-0.02	0.23 ko	0.36 kp	0.28 ko	0.17	0.06 k	0.31 zkp	0.04	0.34 zr	0.61 zrs	0.34	-0.03	0.51 zv8	0.14	0.22 vB	0.26 V	0.04 V	0.23 vB	1.34 2EF G	0.42 zG	0.26 2G	-0.32	0.57 2U K	0.36 zJK	0.24 zK	0.23 z
Positive (NET)	905 40% cdik prvG	773 41%	130 40%	386 34%	134 34%	130 60% zcdh i	106 90% zcde hij	6 61%	135 39%	520 34%	237 70% zcde hi	370 35%	204 46% zkp	67 50% zkp	93 47% kp	17 45%	574 39% k	159 48% zkp	604 39%	414 48% zr	183 63% zrsu	29 44%	349 36%	66 55% zv8	54 41%	207 45% vB	67 48% v	469 38% v	274 46% zvB	173 86% zEFG	133 52% zFG	339 44% 2G	240 25%	187 60% zIJK	501 50% zJK	680 46% zK	694 45% z
Negative (NET)	654 29% befh jstDFHI	594 31% zb	59 18%	396 35% zefh i	148 37% zefh i	39 18% fj	5 4%	3 29%	62 18% f	544 36% zefh	43 13% f	366 35% zinp q	122 28%	36 27%	52 26%	11 27%	489 33% zlq	88 27%	530 34% zstu	226 26%	64 22%	13 20%	345 36% zwyB C	25 21%	45 34% w	124 27%	42 30%	416 34% zwyC	166 28%	15 7%	65 25% D	185 24% D	382 40% 2DEF	76 24%	258 26%	426 29% HI	445 29% HI
Don't know	82 4% adefi įkiprst vBDHUK	54 3%	26 8% za	35 3% i	1%	3 1%	:	:	32 9% zcdef II	39 3% d	3 1%	26 3%	6 1%	3 3%	5 2%	1%	32 2%	8 2%	31 2%	18 2%	4 1%	1 2%	16 2%	5 4%	3 2%	13 3%	4 3%	23 2%	17 3%	1 1%	7 3%	26 3% D	43 4% D	3 1%	14 1%	23 2%	27 2% J

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/z/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig texting



15 May 2025

Q12 4-To what extent. If at all, would you say you have a positive or negative opinion overall of... - fully electric vehicles (i.e., not a hybrid)
Base: All adults aged 18-75 in the UK

		NEXT PURCE	ASE - PROBAI	BLY/ DEFINITE	Y CONSIDER	NEXT PUI	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT	OVERALL OPI	IION ON VEHIC	CLES VERY/FAI	RLY POSITIVE	OVERAL	OPINION ON	VEHICLES VERY	//FAIRLY	EVER CHARGI					EVER BUY - EV				PC	DLICY CHANGE -:	SWITCH TO EL	ECTRIC VEHICL	ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10		IN THE NEXT	IN THE NEXT 10 YEARS (x)	EVER BUY		RECALL HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)	NO/DON'T	BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED	RENTE (M)
WEIGHTED BASE IGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*		1522 1468 65%	663 714 32%
erv positive	354 16% ahoo rvCEI	157 15%	106 20% za	243 29% zab	278 42% zabc	95 36% zfeh	144 19% zeh	31 8% h	14 3%	183 14%	152 21% zi	316 28% zii	354 39% ziik	90 35% znon	133 18% oo	12 4% D	:	193 45% 2r	155 9%	85 61% ztuv	117 40% zuvx	76 18% v	17 7%	202 47% ztuv	278 33% zuvv	294 27% zuv	161 21% 28CD	108 14%	79 13%	270 17% 28CE	84 12%	83 14%	147 17%	78 20% 2FIM	18 9%	20 16%	2 13%	231 16% I	117 16%
airly positive	551 25% ghio pGL	244 24%	143 27%	303 36% zab	279 42% zabc	83 32% zfgh	190 25% gh	31 8%	40 7%	285 22%	188 25% i	441 40% zij	551 61% zijk	95 37% 2nop	233 31% 20p	15 4% p	:	119 28%	422 24%	44 32% zv	110 38% zv	149 36% zv	55 22%	154 36% zv	303 36% zvy	358 33% zv	205 27%	194 24%	138 22%	398 26%	153 22%	144 25%	183 21%	123 32% zFGL	57 28% G	34 27%	4 23%	327 22%	214 30% zGL
leither positive nor negative	601 27% abcd efghijk Imnopqs twwAD	231 23% d	108 20% d	181 21% d	84 13%	42 16%	174 23% e	70 19%	109 20%	276 22% jkl	128 17%	187 17% 	:	39 15% op	163 22% mop	23 6% p	-	61 14%	528 30% 2q	7 5%	50 17% sw	129 31% 25tw xy	62 25% stw	57 13% s	186 22% stw	249 23% stw	149 19%	231 29% AD	202 33% 2AD	380 24% A	221 32% 2AD	168 29%	229 26%	87 23%	60 30%	36 28%	6 40%	397 27%	182 26%
aidv nezative	341 15% cdek Imqstuw xy	186 18% 2bcd	74 14% cd	78 9% d	20 3%	28 11%	130 17% e	111 30% zef	182 33% zef	242 19% zjkl	111 15% kl	103 9% I	:	16 6%	117 16% m	116 33% zmn	341 52% zmno	32 8%	304 17% 2q	3 2%	9 3%	46 11% stwx	82 33% 2stuw xy	12 3%	58 7% stw	140 13% stwx	119 15%	129 16%	85 14%	248 16%	93 14%	91 16%	149 17% J	54 14%	30 15%	11 9%	3 17%	240 16%	95 139
ery negative	313 14% cdek Imnqstu wxyHM	180 18% zcd	88 17% cd	39 5% d	3	10 4%	95 13% e	122 33% zef	195 36% zef	257 20% zkl	141 19% zki	51 5% I	:	10 4%	80 11% m	182 52% zmn	313 48% zmn	19 4%	294 17% 2q	:	:	7 2% wx	26 11% stuwx y	:	8 1% w	34 3% stuw x	123 16%	98 12%	87 14%	221 14%	92 14%	72 12%	156 18% zFHLM	35 9%	24 12%	23 18% HM	7%	228 16% zFHM	81 119 H
	0.14 agh ioprvGL	0.01	0.2 a	0.75 zab	1.22 zab c	0.87 zfg h	0.22 gh	-0.72 h	-0.93	-0.09	0.14 i	0.79 zij	1.39 zij k	0.95 zno p	0.31 20 D	-1.27 p	-1.48	1.03 zr	-0.09	1.52 ztu vwxv	1.16 zuv xv	0.59 zv	-0.19	1.28 ztu vxv	0.94 zuv v	0.69 zuv	0.22	0.11	0.06	0.16	0.07	0.14	0.02	0.41 2FG ILM	0.08	0.15	0.19	0.06	0.27 2GIL
ive (NET)	905 40% ghio prvCEGL	401 40%	249 47% za	546 64% zab	557 83% zabc	177 68% zfgh	334 45% zgh	62 17% h	54 10%	467 37%	340 46% zi	757 68% zij	905 100% zijk	185 72% znop	367 49% 20p	27 8% p	:	312 74% 2r	578 32%	129 93% ztuv wxy	227 78% zuvx V	224 54% zv	71 29%	356 83% ztuv xy	581 69% zuvy	652 60% zuv	366 48% 2BCD E	302 38%	217 35%	668 43% zBCE	236 35%	228 39%	330 37%	201 52% 2FGI LM	75 37%	55 43%	6 36%	558 38%	331 46% zFGII
ative (NET)	654 29% cdek Imqstuw xyHM	366 36% zbcd	161 31% cd	117 14% d	23 3%	38 14%	225 30% e	233 62% zef	377 69% zefg	499 39% zjkl	252 34% zkl	154 14% 	:	27 10%	198 27% m	298 85% zmn	654 100% zmno	51 12%	598 34% zq	3 2%	10 3%	53 13% stwx	109 44% zstuw xy	13 3%	66 8% stw	174 16% stuw x	241 31%	227 29%	172 28%	469 30%	185 27%	163 28%	305 34% 2FHL M	89 23%	54 27%	34 26%	4 23%	468 32% zFHM	177 25%
tknow	82 4% abcdf hikinoo astuwxv	16 2% cd	10 2% cd	7 1%	4 1%	5 2%	12 2%	8 2%	6 1%	31 2% kl	22 3% kl	14 1% I	:	5 2% p	15 2% p	1	:		74 4% 2q	:	3 1%	7 2%	6 2%	3 1%	10 1%	17 2%	14 2%	31 4% AD	26 4% A	44 3% A	38 6% zACD	22 4%	24 3%	8 2%	13 6% GHM	4 3%		46 3%	25 3% H

Proportions/Means: Columns Tested (5% risk level) - 2/a/b/c/d - 1/e/f/g/h - 2/l/f/g/h - 2/l/f/k/l - 2/m/n/o/p - 2/a/t - 1/s/t/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PUBLIC IPSOS

15 May 2025

Q12\_4 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - fully electric vehicles (i.e., not a hybrid)

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE, RIVING DISAGRI		T CURRENTLY
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Very positive	354	39	103	108	53	49	68	5	5	43	59	59	131	129	87	47	60	8	5	42	62
	16%	46%	62% zade	62% zade	46%	48%	70%	76%	29%	78%	76%	32%	42% zkn	45% zkno	36%	37%	43%	32%	26%	53%	44%
(1) Fairly positive	551	2 31	2ade 46	2age 49	z 43	z 38	z 17		4	z 8	z 14	122	2KN 182	2KNO 155	z 155	z 81	79	18	13	z 38	z 78
(1) Fairly positive	25%	37%	28%	29%	38%	37%	17%		23%	15%	19%	68%	58%	55%	64%	63%	57%	68%	74%	47%	56%
	23/0	zb	2070	2370	zbc	zbc	1770		2370	1370	1370	zlm	Z Z	2 Z	zlm	zm	z z	0070	7470	Z Z	z
(0) Neither positive nor negative	601	5	10	7	8	5	4		1	2	3	-	-		-	-	-	-	-		-
	<b>27%</b> abcde fijklmno	6%	6%	4%	7%	5%	4%	-	6%	3%	4%	-	-	-	-	-	-	-	-	-	-
	pst																				
(-1) Fairly negative	341 15% abcde fijklmno pst	3 4%	6 3%	4 3%	5 4%	5 5%	5 6% j	8%	2 16%	-	1 1%	-	-	-	-	-	-	-	-		-
(-2) Very negative	313	6	2	4	5	6	3	1	4	3	-	-	-	-			-	-	-	-	-
	14% bcdef ijklmnop st	7% bc	1%	2% b	5% b	6% b	3%	16%	26%	5%	-	-	-	-	-	-	-	-	-	-	-
Mean	0.14	1.11 z	1.46 zad e	1.46 zad e	1.16 z	1.17 z	1.46 z	1.11	0.15	1.61 z	1.7 zf	1.32 z	1.42 zkn	1.45 zkn o	1.36 z	1.37 z	1.43 z	1.32	1.26	1.53 z	1.44 z
Positive (NET)	905 40%	70 83% z	149 89% zad	157 91% zade	97 84% z	87 85% z	84 88% z	5 76%	8 53%	52 92% z	74 95% zf	181 100% z	313 100% z	284 100% z	242 100% z	129 100% z	139 100%	26 100%	18 100%	80 100% z	141 100% z
Negative (NET)	654	9	8	8	10	10	8	2	7	3	1	-	-	-	-	-	-	-	-	-	-
	29% abcd efijklm nopst	11% bc	5%	5%	9% bc	10% bc	9% j	24%	42%	5%	1%	-	-	•	-			-		-	-
Don't know	82 4% bcdkl mnopt	-	-	-	-	-	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing$ 



## 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

## 15 May 2025

Q13 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Summary table

Base: All adults aged 18-75 in the UK

						Technologically			Good value for
	Luxurious	Enjoyable	Familiar	Safe	No-nonsense	advanced	Powerful	Innovative	money
UNWEIGHTED BASE									
WEIGHTED BASE									
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	275	201	129	192	157	595	209	525	158
	12%	9%	6%	9%	7%	27%	9%	23%	7%
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	256	208	163	171	184	549	190	608	190
	11%	9%	7%	8%	8%	24%	8%	27%	9%
Describes both equally	931	866	495	993	663	593	723	552	509
	42%	39%	22%	44%	30%	26%	32%	25%	23%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	259	453	218	303	109	380	114	418
	7%	12%	20%	10%	14%	5%	17%	5%	19%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	162	291	670	268	428	99	371	111	487
	7%	13%	30%	12%	19%	4%	17%	5%	22%
Describes electric vehicles better than petrol/diesel vehicles (NET)	531	409	292	363	340	1144	399	1133	348
	24%	18%	13%	16%	15%	51%	18%	51%	16%
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	550	1124	486	731	208	750	225	904
	14%	25%	50%	22%	33%	9%	33%	10%	40%
Describes neither well	176	114	83	103	171	69	71	79	182
	8%	5%	4%	5%	8%	3%	3%	4%	8%
Don't know	291	303	247	295	335	226	297	252	297
	13%	14%	11%	13%	15%	10%	13%	11%	13%



15 May 2025

Q13\_1 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Luxurious

## Base: All adults aged 18-75 in the UK

	Г	GEN	DER			AGE								REG	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			i
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER		MIDLANDS		SOUTH WEST		LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE		GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE WEIGHTED BASE	2241	1082	1130	268	415 422	392 405	435 411		116 88*			181 194	153 162	199	187 188	293		122 106			1505	/36	1444		1249	992		544 609		653	1800	326
WEIGHTED BASE	2241	1092	1120	254	19%	19%	1994	749	88°	11%	180	194	7%	213	188	308	313	546	186	63* 244*	1520	721	1285	956	803	1438	19%	27%	521 22%	551 25%	1852	326 15%
Describes fully electric vehicles	275	138	135	55	108	49	25	38	4	30	25	29	11	27	20	29	66	8	20	7	215	59	184	91	128	147	51	58	58	102	252	16
much better than it does petrol/ diesel vehicles																																
	12%	13%	12%	21%	26%	12%	6%	5%	5%	12%	14%	15%	7%	13%	11%	9%	21%	8%	11%	11%	14%	8%	14%	10%	16%	10%	13%	9%	11%	18%	14%	5%
	fghu			zefg	zefg	fg					h	hl					zhilm				zu		zw		zy					zABC	2F	
Describes fully electric vehicles a little better than it does petrol/	wyBF 256	123	129	62	75	56	30	32	12	31	16	21	21	19	14	27	nogrs 60	7	23	6	185	71	173	83	121	135	44	56	55	92	225	25
diesel vehicles	****	4407	420/	250/	4007	4.407	707	407	4207	420/	001	4407	420	00/	707	001	400/	764	4207	001	4207	400/	4207	007	4507	007		001	4400	470/	429/	004
	11% fgwy F	11%	12%	25% zefg	18% zfg	14% fg	7% R	4%	13%	13%	9%	11%	13%	9%	7%	9%	19% zjkmn oqs	7%	12%	9%	12%	10%	13% zw	9%	15% zy	9%	11%	9%	11%	17% zABC	12% F	8%
Describes both equally	931	498	423	77	133	164	212	345	38	98	67	92	69	82	93	141	107	52	68	23	625	306	517	415	322	609	144	271	223	229	746	162
	42%	46%	38%	30%	32%	40%	52%	46%	44%	41%	37%	47%	43%	39%	49%	46%	34%	49%	37%	37%	41%	43%	40%	43%	40%	42%	36%	45%	43%	42%	40%	50%
	bcdp	zb				cd	zcde	zcd				р			zipr	р		р										A				zE
D	AE 151	74	73	17	37	25	15	55	5	25	13		-	17		24	23	0	10	-	***	40	88			90	23	47	31	20	422	22
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	74	/3	1/	3/	26	15	55	5	25	13	5	,	1/	8	24	23	8	10	5	111	40	88	62	61	90	23	47	31	36	123	22
	7% fk	7%	6%	7%	9%	6%	4%	7%	6%	11% 2kln	7%	3%	4%	8%	4%	8%	7%	7%	5%	9%	7%	6%	7%	7%	8%	6%	6%	8%	6%	7%	7%	7%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	162	89	70	14	21	21	32	73	5	13	12	14	15	16	15	22	12	6	21	10	103	59	74	88	49	113	35	36	37	37	119	33
electric venicles	7% pvxE	8%	6%	6%	5%	5%	8%	10% zde	6%	5%	7%	7%	9%	8%	8%	7%	4%	5%	12% zip	16% zhijk	7%	8%	6%	9% zv	6%	8%	9%	6%	7%	7%	6%	10%
	PANE							100					μ.						Lip	mnopq												- 1
Describes electric vehicles better than petrol/diesel vehicles (NET)	531	261	264	117	183	105	55	71	16	61	40	50	32	46	34	56	126	15	43	13	401	130	356	175	248	283	95	114	113	194	477	41
than bed on dieser verneres interv	24%	24%	24%	46%	43%	26%	13%	9%	18%	25%	22%	26%	20%	21%	18%	18%	40%	14%	23%	20%	26%	18%	28%	18%	31%	20%	24%	19%	22%	35%	26%	13%
	fgoq uwyBF			zefg	zefg	fg				q		q					zhij klmnogr s				zu		zw		zy					zABC	2F	
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	163	143	31	58	47	47	129	11	38	25	19	22	33	23	46	35	13	32	16	213	99	162	150	110	203	58	83	68	73	242	55
	14% vE	15%	13%	12%	14%	12%	11%	17% zef	12%	16%	14%	10%	13%	16%	12%	15%	11%	13%	17%	25% zhjk Inopq	14%	14%	13%	16%	14%	14%	15%	14%	13%	13%	13%	17%
Describes neither well	176	76	96	6	19	34	33	84	8	17	17	7	16	22	8	26	25	5	19	5	107	69	99	77	59	117	35	55	44	28	147	23
	8% cdkD	7%	9%	2%	4%	8% cd	8% c	11% zcd	9%	7%	9% k	4%	10% k	11% kn	4%	9%	8%	5%	10% kn	8%	7%	10%	8%	8%	7%	8%	9% D	9% D	9% D	5%	8%	7%
Don't know	291	93	194	23	29	55	64	120	15	27	32	26	23	29	30	38	20	20	24	6	175	116	151	139	65	226	67	85	72	27	239	45
	13% adptv xD	9%	17% za	9%	7%	13% d	16% cd	16% zcd	17% p	11%	18% p	13% p	14% p	14% p	16% p	12% p	6%	19% p	13% p	10%	11%	16% zt	12%	15%	8%	16% zx	17% zD	14% D	14% D	5%	13%	14%

Proportions/Means: Columns: Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/ij/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q13. 1 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Luxurious

#### Base: All adults aged 18-75 in the UK

		CAR DRIVIN	G LICENSE				VEHIC	CLE TYPE						VEH	IICLE OWNERS	HIP				TYPES OF	DRIVING				PA	RKING LOCATI					ELECTRIC	/EHICLES		INT	ENTION TO BL	JY NEXT VEHICL	E
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)		USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	NOT NEXT TO MY	IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	NOT IN FRONT OF/ NEXT TO MY		ON-STREET (C)		NOT CURRENTLY BUT HAVE IN THE PAST (E)		NEVER DRIVEN, NOR BEEN A PASSENGER (G)			10 YEARS (J)	EVER BU'
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%		1120 1131 50%	399 399 18%				317 344 15%	1519 1530 68%		1042 1044 47%			209 198 9%		1503 1485 66%		1591 1559 70%	916 862 38%			1021 968 43%			456 460 21%		1268 1219 54%	583 600 27%				903 965 43%		1064 1002 45%	1545 1470 66%	1601 1526 68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	275	236	39	123	32	50	33	2	33	155	83	121	64	19	28	5	185	47	186	150	59	9	100	16	17	77	24	134	101	55	43	100	73	73	171	217	222
	divG	12%	12%	11%	8%	23% zcdh	28% zcdh	22%	9%	10%	25% zcdh	12%	15%	14%	14%	14%	12%	14%	12%	17% zr	20% zr	14%	10%	14%	13%	17% zvB	17% v	11%	17% zvB	27% zEFG	17% zG	13% G	8%	23% zIJK	17% zJK	15% 2	15% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	256	225	28	121	43	36	24		31	164	60	113	59	15	30	2	173	45	161	112	66	14	102	24	12	56	23	138	79	43	38	91	80	36	128	194	204
	11% rG	12%	9%	11%	11%	17% zchi	20% zcdhi		9%	11%	18% zcdh i	11%	13%	11%	15%	5%	12%	14%	10%	13% r	23% zrs	21% zr	10%	20% zvxB	9%	12%	16%	11%	13%	21% zFG	15% G	12% G	8%	11%	13%	13% z	13% z
Describes both equally	931 42% bhtD	825 43% zb	107 32%	498 44% zh	178 45% h	89 41%	44 37%	3 29%	115 34%	675 44% zh	133 40%	461 44% z	181 41%	57 43%	87 44%	19 49%	642 43% z	144 44%	703 45% zst	347 40% t	98 34%	26 39%	455 47% zwvA	43 36%	60 46%	181 39%	51 37%	558 46% zwvC	233 39%	66 33%	100 39%	360 46% zDG	394 41% D	115 37%	418 42% H	640 44% zH	663 43% zH
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	134	17	86	30	10	6		16	115	15	74	31	8	14	3	105	22	101	68	26	5	64	11	12	26	12	88	37	14	25	48	61	26	87	113	114
	7%	7%	5%	8%	7%	4%	5%		5%	8%	5%	7%	7%	6%	7%	7%	7%	7%	6%	8%	9%	8%	7%	9%	9%	6%	8%	7%	6%	7%	10%	6%	6%	8%	9% zK	8% z	7% z
Describes petrol/diesel vehicles much better than it does fully electric vehicles	162	146	15	82	44	8	4	3	19	127	12	81	29	13	13	5	111	26	127	53	15	5	78	10	14	32	4	102	36	7	19	44	91	25	74	111	115
	7% ejD	8%	5%	7% i	11% zcefh ii	4%	3%	28%	5%	8% zcej	4%	8%	7%	10%	6%	12%	7%	8%	8% zs	6%	5%	8%	8%	8%	11% A	7%	3%	8% z	6%	4%	7%	6%	9% zDF	8%	7%	8%	8%
Describes electric vehicles better than petrol/diesel vehicles (NET)	531	462	67	244	74	86	57	2	64	318	144	234	123	34	58	7	357	92	346	262	125	23	202	40	29	132	47	271	180	98	81	191	152	109	300	411	427
	24% cdhi rvG	24%	20%	22%	19%	40% zcdh i	48% zcdh i	22%	19%	21%	43% zcdh i	22%	28% zkp	25%	29%	19%	24% k	28%	22%	30% zr	43% zrs	35% r	21%	33% zv8	22%	29% zvB	34% zv8	22% V	30% zvB	48% zEFG	31% zG	25% G	16%	35% zIJK	30% zJK	28% 2	28% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	280	32	168	74	18	10	3	34	242	28	155	60	21	27	8	216	48	228	121	41	10	142	21	26	57	16	190	73	21	44	92	152	51	160	224	230
	14% behi	15% zb	10%	15% ehi	19% zefhi	8%	8%	28%	10%	16% zefhi	8%	15%	14%	16%	13%	19%	15%	15%	15%	14%	14%	16%	15%	18%	20% C	12%	11%	16% 2	12%	10%	17%	12%	16% F	16%	16% z	15% z	15% z
Describes neither well	176 8% aefjn qstEHU K	131 7%	45 14% za	92 8% fj	28 7%	9 4%	3 3%	2 21%	41 12% zefij	121 8% fj	12 4%	81 8%	32 7%	9 7%	7 4%	4 9%	113 8%	16 5%	115 7% t	53 6%	11 4%	4 6%	75 8%	5 4%	8 6%	33 7%	7 5%	88 7%	40 7%	10 5%	10 4%	60 8%	94 10% zDE	15 5%	49 5%	92 6% I	95 6% I
Jon't know	291 13% aefi jkprstv xBDFHU	210 11%	77 24% za	130 11% fj	44 11% fj	15 7%	5 4%	:	89 26% zcde flij	174 11% fj	20 6%	112 11%	46 10%	12 9%	19 10%	1 4%	158 11%	31 9%	167 11% t	79 9% t	14 5%	3 5%	94 10%	11 9%	8 6%	56 12%	19 13%	113 9%	75 12%	7 4%	23 9% D	74 9% D	172 18% zDEF	21 7%	75 8%	103 7%	112 7% J

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/g/h/i/) - z/k/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



013 1 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with ensines powered by either cetral or diesel fuel, or describe both equality? - Laurious Base: All adults aged 19-75 in the UK

	1																																						
		NEVT BURC	UASE DO ODA	BLY/ DEFINITEL	v consinse	NEXT PU	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT	OVERALL OPIN	IION ON VEHIC	I ES WEDV/SAII	NA BUCILINE	OVERALL	OPINION ON V		/FAIRLY	EVER CHARGI	ED EV / PLUG-				VER BUY - EV				90	LICY CHANGE - 5	SWITCH TO SIS	CTRIC VEHICI					TEN	IDE			
		NEXTPORC	HASE - PROBA	BLT/ DEFINITEL	T CONSIDER		CON	SIDER		OVERALLOPIE	IION ON VEHIC	LES VERT/FAII	ALT POSITIVE		NEGA	IIVE		IN D	BRID								PO	RECALL											
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	L TO 3 YEARS		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	HEARING SOMETHING (B)		YES/ RECALL HEARING (D)			OWNED OUTRIGHT (G)	RENTED PRIVATE (H)	COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	275	123	83	170	169	57	102	32	27	138	97	205	208	50	93	19	27	99	175	44	80	63	17	124	188	205	95	95	79	191	84	58	110	56	32	14	3	167	103
	ghio prv	12%	16% za	20% zab	25% zabc	22% zfgh	14% gh	9% h	5%	11%	13% i	18% zij	23% zijk	20% znop	13% op	5%	4%	23% 2r	10%	32% zuvx v	28% zuvx v	15% V	7%	29% zuvx v	22% zuvy	19% zuv	12%	12%	13%	12%	12%	10%	12%	15%	16% F	11%	21%	11%	14% F
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	256	134	87	139	126	39	77	29	42	138	98	176	165	45	80	16	37	86	166	26	50	66	34	75	141	175	86	90	77	177	79	80	76	63	28	8	1	156	99
	11% shoo rG	13% 2	16% 2a	16% za	19% zac	15% fgh	10%	8%	8%	11%	13% i	16% zi	18% ziik	18% 2000	11% oo	4%	6%	20% 2r	9%	18% 2	17% 2	16% 2	14%	18% 2	17% 2	16% z	11%	11%	13% E	11%	12%	GJL	9%	16% zGJL	14% G	6%	6%	11% G	14% 2GJ
Describes both equally	931 42% bmoq sCE	450 44% zbd	197 37%	368 43% bd	267 40%	106 40%	365 49% zegh	152 41%	234 43%	565 44% zl	312 42%	486 44% I	362 40%	81 32%	335 45% zmo	115 33%	269 41% mo	156 37%	767 43% 2q	46 33%	116 40%	191 46% swx	117 47% sw	162 38%	353 42% sw	470 43% sw	350 45% 2CE	337 43% CE	224 36%	686 44% 2CE	245 36%	256 44%	384 43%	151 39%	77 38%	48 38%	6 42%	640 44% 2	276 39%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	79	46	61	40	15	47	32	55	104	60	67	51	9	38	38	66	35	113	13	14	29	20	27	57	77	61	49	40	110	41	35	63	27	14	9		98	50
Describes petrol/diesel vehicles	7% mn 162	91	9% d 61	7% 40	6%	6% 15	6%	9%	10% zef 85	2kl 128	8% kl 78	6% 52	6% 23	4%	5%	11% zmn 67	10% zmn 110	19	6% 142	9%	5%	7%	21	15	7%	7% 52	8% 75	6% 48	6% 38	7% 123	6% 38	6% 30	7% 81	7%	7%	7%	2	7% 111	7% 46
much better than it does fully electric vehicles	7%	9%	12%	5%	3%	6%	6%	15%	16%	10%	11%	5%	3%	4%	6%	19%	17%	5%	8%	3%	4%	4%	8%	4%	4%	5%	10%	6%	6%	8%	6%	5%	9%	5%	6%	13%	10%	8%	6%
	cdklq stuwxyF H	zcd	zacd	ď	3/4	0.0		zef	zef	zkl	zki	ī		***	0.0	zmn	zmn	3/4	zq	3.4	***	7/4	tuwxy	7/4	***	×	zBCDE	0.0	-	В	0.0	520	2FHL	3.0	0.4	zFHM	10%	F	Н
Describes electric vehicles better than petrol/diesel vehicles (NET)	531	257	169	309	295	96	179	61	69	276	195	381	373	95	173	35	64	185	341	70	130	129	51	200	329	380	182	186	156	367	164	137	186	119	60	22	4	324	202
	24% ghio prGL	25%	32% za	36% zab	44% zabc	37% zfgh	24% gh	16% h	13%	22%	26% i	34% 2ij	41% zijk	37% znop	23% op	10%	10%	44% 2r	19%	50% zuvx V	45% zuvx V	31% zv	21%	47% zuvx V	39% zuvy	35% zv	24%	23%	25% E	24%	24%	24%	21%	31% zFGJ L	30% GJL	17%	28%	22%	28% 2GJL
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	170	107	101	60	30	91	88	140	232	138	120	75	20	81	105	176	54	255	17	25	45	41	43	88	130	137	96	78	233	79	65	144	44	27	25	2	209	96
	14% cdkl mntwwF	17% zcd	20% zacd	12% d	9%	11%	12%	23% zef	26% zef	18% zkl	19% zki	11% 	8%	8%	11%	30% zmn	27% zmn	13%	14%	13%	9%	11%	17% twxy	10%	10%	12% x	18% 2BCD E	12%	13% E	15% B	12%	11%	16% zFHL	11%	13%	20% FH	10%	14% F	13%
Describes neither well	176 8% abcdi įkląstw xy	62 6% cd	23 4%	39 5%	29 4%	15 6%	51 7%	34 9%	47 9%	84 7% k	43 6%	55 5%	48 5%	30 12% 2	63 8%	38 11% 2	65 10% 2	14 3%	158 9% 2q	4 3%	7 2%	24 6% twx	22 9% stwxy	11 2%	35 4% w	56 5% twx	49 6%	76 10% zAD	50 8%	125 8% A	51 7%	49 9%	74 8%	24 6%	12 6%	11 9%	2%	124 8%	47 7%
Don't know	291 13% abcde fhijkigs tuvwxyAD GL	74 7% cd	32 6% d	35 4% d	18 3%	15 6%	60 8%	38 10% e	56 10% e	115 9% jid	54 7% I	70 6%	48 5%	30 12%	90 12%	56 16% p	79 12%	15 4%	257 14% 2q	1 1%	13 4%	24 6% s	17 7% s	14 3% s	38 5% s	55 5% sw	54 7%	95 12% AD	108 18% 2ABD	150 10% A	141 21% zABC D	73 13%	99 11%	47 12%	25 12%	22 17%	3 19%	172 12%	93 13%

Proportions/Means: Columns Tested (5% risk levell - :/a/bt/d - :/e/ft/zh - :/h/lt/k - :/h/lt/k - :/m/n/olo - :/a/r - :/s/t/u/w/w/v - :/A/B/C/D/E - :/f5/G/H/l1/K/L/M
Overlap formulae used. \* small base: \*\* verv small base (under 30) inelicible for six testine

This work was carried out in accordance with the requirements of the international quality standard for market research, 15O 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q13\_1 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Luxurious

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION	· DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		OT CURRENTLY
		DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL	NEAREST	AREAS (b)	EASY TO USE	OTHERS (d)	WORKING	NEAREST	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING	NEAREST (k)	AREAS	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST	AREAS (q)	EASY TO USE	OTHERS	WORKING
UNWEIGHTED BASE	(z) 2241	(a) 104	205	(c) 207	139	(e) 120	(f) 120	9	20	70	(j) 100	194	(I) 344	315	255	139	(p) 162	27	(r) 21	(s) 97	(t) 161
WEIGHTED BASE	2241	85*					97*					181					139				141
Describes fully electric vehicles	100% 275	4%* 25	7% 59	8% 58	5% 35	5%* 34	4%* 31	***	1%** 3	2%* 20	3%* 26	8% 38	14% 89	13% 83	11% 56	6% 31	6% 44	1%** 1	1%** 2	4%* 24	6% 42
much better than it does petrol/ diesel vehicles																					
	12%	30%	35%	34%	30%	33%	32%	12%	19%	35%	34%	21%	28%	29%	23%	24%	32%	3%	14%	29%	30%
Describes fully electric vehicles a	256	2 17	z 30	z 34	z 22	z 22	z 22	2	1	z 9	z 15	2 34	zkn 50	zkn 47	z 43	z 30	2 16	7	2	z 14	z 20
little better than it does petrol/ diesel vehicles									_												
	11%	20%	18%	20%	19%	22%	23%	34%	6%	16%	20%	19%	16%	16%	18%	23%	11%	27%	9%	18%	15%
Describes both equally	931	2 34	z 63	z 63	z 43	z 32	z 32	2	7	21	z 30	77	z 130	z 114	z 107	zlm 44	58	14	10	28	62
	42%	40%	38%	36%	37%	31%	34%	38%	43%	38%	38%	42%	42%	40%	44%	34%	42%	53%	57%	35%	44%
	e	e					_					0			0						
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	4	10	9	5	6	5	1	1	4	3	15	24	19	16	17	10	3	4	7	9
	7%	4%	6%	5%	4%	6%	5%	10%	8%	8%	4%	8%	8%	7%	7%	13% zlmn	7%	12%	20%	8%	7%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	162	2	2	5	5	5	4	*	2	1	1	7	5	11	7	4	2	1	-	3	4
	7%	2%	1%	3%	5%	5%	4%	6%	10%	1%	1%	4%	2%	4%	3%	3%	1%	4%	-	4%	3%
	bcjlm npt			b	b	b	j					'		ı							
Describes electric vehicles better than petrol/diesel vehicles (NET)	531	43	88	92	57	56	53	3	4	28	42	72	139	129	99	61	60	8	4	38	62
	24%	50%	53%	54%	49%	55%	55%	45%	25%	51%	54%	40%	44%	46%	41%	48%	43%	29%	23%	47%	44%
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	6	z 12	z 14	z 10	z 11	9	1	3	z 5	2 4	2 22	z 29	z 30	z 23	z 21	12	4	4	z 10	z 13
	14% bcil	7%	7%	8%	9%	11%	9%	16%	18%	9%	5%	12%	9%	10%	10%	16% Imn	9%	16%	20%	12%	9%
Describes neither well	176	2	2	2	2	1	2	-	*	1	2	5	12	8	8	3	9	*	-	4	4
	8% bcdef jklmnot	3%	1%	1%	2%	1%	2%	-	2%	2%	2%	3%	4%	3%	3%	2%	6% t	1%	-	5%	3%
Don't know	291	-	1	1	3	2	*	-	2	-	*	5	3	3	5	-	-	-	-	-	-
	13% abcde fijklmno	-	1%	1%	2%	2%	1%	-	11%	-	1%	3%	1%	1%	2%	-	-	-	-	-	-
	pst																				



15 May 2025

Q13\_2 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Enjoyable

## Base: All adults aged 18-75 in the UK

		GEN	DER			AGE								REG	ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER		MIDLANDS		SOUTH WEST		LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241																								1249							326
WEIGHTED BASE	2241 100%	1092 49%	1120 50%	254 11%	422	405		749	88* 4%*	241 11%	180				188	308		106	186	63* 3%*	1520	721 32%	1285 57%	956 43%	803 36%	1438 64%	398 18%	609 27%	521 23%	551 25%	1852 83%	326 15%
Describes fully electric vehicles	201	120	80	24	83	41	22	30	5	20	17	20	13	14	13	14	56	5%	15	570"	162	38	140	60	112	88	33	39	32	92	183	13
much better than it does petrol/ diesel vehicles	201	120	80	24	63	41	22	30	,	20	1/	20	13	14	15	14	30	,	13	3	102	30	140	60	112	00	33	33	32	32	103	15
	9%	11%	7%	9%	20%	10%	5%	4%	6%	8%	10%	10%	8%	6%	7%	5%	18%	7%	8%	8%	11%	5%	11%	6%	14%	6%	8%	6%	6%	17%	10%	4%
	bfgo	zb		R	zcef	fg						0					zhijk				zu		zw		zy					zABC	2F	
	uwyBCF				R												Imnogrs															
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	208	120	86	50	61	39	26	32	6	23	11	15	11	18	13	29	54	6	16	5	153	55	129	79	95	113	29	57	44	73	182	21
	9% bfgy	11% zb	8%	20% zefg	14% zfg	10% g	6%	4%	7%	9%	6%	8%	7%	9%	7%	9%	17% zhijk Imnogrs	6%	9%	8%	10%	8%	10%	8%	12% zy	8%	7%	9%	8%	13% zAC	10%	7%
Describes both equally	866 39%	427 39%	430 38%	102 40%	153 36%	150 37%	182 44% zdg	279 37%	31 35%	100 41%	67 37%	71 37%	62 38%	79 37%	80 43%	130 42%	108 34%	43 40%	72 39%	23 37%	592 39%	273 38%	514 40%	351 37%	304 38%	561 39%	146 37%	243 40%	208 40%	209 38%	723 39%	119 37%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	259	132	124	31	40	59	41	89	10	22	18	22	23	30	27	38	31	11	16	10	176	83	142	118	81	178	41	78	58	68	205	44
Creatic Venteral	12% ×	12%	11%	12%	9%	15% d	10%	12%	11%	9%	10%	11%	14%	14%	14%	12%	10%	11%	9%	16%	12%	12%	11%	12%	10%	12%	10%	13%	11%	12%	11%	14%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	291	157	129	23	34	45	54	135	14	29	26	33	19	27	21	40	24	12	33	12	182	108	156	135	95	195	56	77	71	58	218	60
	13% dpDE	14%	11%	9%	8%	11%	13% d	18% zcde f	16% p	12%	15% p	17% p	11%	13%	11%	13%	8%	11%	18% p	19% p	12%	15%	12%	14%	12%	14%	14%	13%	14%	10%	12%	18% zE
Describes electric vehicles better than petrol/diesel vehicles (NET)	409	240	166	74	144	81	48	62	11	43	28	35	25	32	26	43	111	13	31	10	315	94	269	140	207	202	62	96	76	165	365	35
	18% bfgu wyCF	22% zb	15%	29% zefg	34% zefg	20% fg	12%	8%	13%	18%	16%	18%	15%	15%	14%	14%	35% zhij klmnoqr s	13%	17%	15%	21% zu	13%	21% zw	15%	26% zy	14%	16%	16%	15%	30% zABC	20% 2F	11%
Describes petrol/diesel vehicles better than electric vehicles (NET)	550	289	253	54	74	104	94	224	24	51	44	55	42	57	48	78	55	23	49	22	358	192	297	253	176	373	97	155	129	126	423	105
	25% bdpx E	26%	23%	21%	18%	26% d	23%	30% zcdf	27% p	21%	25%	28% p	26%	27% p	26%	25% p	18%	22%	26% p	36% zipq	24%	27%	23%	26%	22%	26% x	24%	25%	25%	23%	23%	32% zE
Describes neither well	114 5% c	48 4%	62 5%	5 2%	13 3%	21 5%	24 6% c	50 7% zcd	4 5%	10 4%	9 5%	8 4%	13 8% n	18 8% n	5 3%	17 5%	16 5%	4 3%	8 4%	4 6%	76 5%	38 5%	63 5%	51 5%	41 5%	74 5%	26 7%	26 4%	27 5%	23 4%	92 5%	18 5%
Don't know	303 14% acdps tvxD	88 8%	209 19% za	20 8%	37 9%	49 12%	63 15% cd	134 18% zcde	17 20% ps	37 15% ps	32 18% ps	25 13%	21 13%	27 12%	28 15% ps	40 13%	24 8%	23 22% zmop s	25 14%	4 6%	179 12%	124 17% zt	141 11%	161 17% zv	75 9%	228 16% zx	66 17% D	88 15% D	81 15% D	28 5%	249 13%	50 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



17AUS 15 May 2025

Q13.2 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe oth equality? - Enjoyable

Base: All adults aged 18-75 in the UK

	1	CAR DRIVII	IG LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNER	SHIP				TYPES OF	DRIVING				PA	RKING LOCATIO	ONS				ELECTRIC	VEHICLES		IN	ENTION TO BL	Y NEXT VEHIC	LE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT TO MY	OFF-STREET IN A SHARED	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN						
	TOTAL (1)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (a)	NO VEHICLE	ICE (I)	HYBRID	BUYING	MEANS (I)	LEASING IT	ON FINANCE (n)	OTHER WAY	OUTRIGHT (n)	FINANCE (n)	PLEASURE (r)	G (c)	WORK (t)	DRIVE	PROPERTY (v)	PROPERTY (w)	CAR PARK	PROPERTY (v)	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST (F)	PASSENGER (F)	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY
UNWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	1601
WEIGHTED BASE																							968														
	100%	85% 172	15%	50%	18%	10%	5%	***	15%	68%	15% 78	47% 86	20%	6% 13	9%	2%*	133	15%	70% 133	38%	13%	3%*	43%	5%*	6% 15	21%	5% 10	54% 104	27% 59	9% 59	12%	35% 68	43%	14%	45% 128	66% 158	68% 161
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	9%	9%	28	7%	3%	18%	33%	10%	28	6%	23%	86	11%	10%	10%	7%	9%	10%	9%	13%	11%	12%	8%	10%	15	11%	7%	9%	10%	29%	13%	9%	3%	18%	128	158	151
	cdiG	376	079	di	379	zcdh	zcde	10%	d d	d d	zcdeh	070	1176	10%	10%	770	374	10%	376	21	1176	1270	870	10%	1170	1199	776	376	10%	zEFG	2G	576 G	370	zIJK	zJK	2	2 Z
						i i	hij				- 1																										
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	208	177	29	87	40	30	27	1	21	128	58	93	45	16	27	3	138	43	142	92	60	10	74	25	15	43	26	113	69	50	28	69	58	42	117	159	165
	9%	9%	9%	8%	10%	14%	23%	9%	6%	8%	17%	9%	10%	12%	14%	7%	9%	13%	9%	11%	21%	14%	8%	21%	11%	9%	18%	9%	11%	25%	11%	9%	6%	13%	12%	11%	11%
	chivG					zchi	zcdeh				zcdeh				2			zk			zrs			zvyB			zvyBC	v	vy	zEFG	G	G		2	2	z	2
Describes both equally	866	745	121	449	153	86	41	5	124	602	128	394	184	62	69	18	577	131	600	342	102	32	379	42	57	188	49	477	238	67	99	350	340	102	405	601	621
	39%	39%	37%	40%	38%	40%	35%	52%	36%	39%	38%	38%	42%	47%	35%	47%	39%	40%	39%	40%	35%	48%	39%	35%	43%	41%	35%	39%	40%	33%	39%	45%	35%	33%	40%	41%	41%
Describes petrol/diesel vehicles a	GH 259	238	21	144	61	25			25	205	29	140	45	17	76		185	n 42	197	107	41	6	136	21	11	48	12	168	60	14	38	zDG 92	110	41	H 122	2H 191	zH 198
little better than it does fully electric vehicles	12%	12%	6%	13%	15%	11%	3%	·	7%	13%	9%	13%	10%	13%	13%	14%	12%	13%	13%	12%	14%	9%	14%	18%	9%	10%	9%	14%	10%	7%	15%	12%	11%	13%	12%	13%	13%
	bfhD	zb	076	1570 fh	zfhi	fi	370		776	zfhi	5% f	7	10%	1370	1576	1470	1270	1579	7	1270	1470	376	2F	L 1070	3%	10%	376	2F	10%	/70	1379	D D	1170	1579	1270	7	2 Z
Describes petrol/diesel vehicles much better than it does fully electric vehicles	291	274	16	176	71	19	5		17	247	24	162	60	13	26	7	222	39	253	102	26	3	161	7	20	58	19	188	77	8	25	74	182	37	134	210	217
	13% bfhi twDF	14% zb	5%	16% zefh	18% zefhi	9%	4%		5%	16% zefhi	7%	16% 2	14%	10%	13%	19%	15% 2	12%	16% zstu	12%	9%	4%	17% zwB	6%	15%	13%	14%	15% zw	13%	4%	10% D	9% D	19% zDEF	12%	13%	14% 2	14% z
Describes electric vehicles better	409	350	57	167	52	69	66	2	49	219	136	179	92	29	47	5	271	77	275	203	92	17	151	37	30	91	36	218	127	109	62	137	89	100	245	317	326
than petrol/diesel vehicles (NET)	18% cdiv	18%	17%	15%	13%	32% zcdh	56% zcde	19%	14%	14%	40% zcde	17%	21%	22%	24% k	13%	18%	23% zk	18%	24% zr	32% zrs	26%	16%	31% zvyB	23%	20%	25% v	18% v	21% V	54% zEFG	24% 2FG	18% G	9%	32% zIJK	24% zJK	22% z	21% z
	G					1	hii				hi																										
Describes petrol/diesel vehicles better than electric vehicles (NET)	550	512	37	320	132	44	9		41	452	53	302	105	30	51	13	407	81	450	209	67	9	296	29	31	106	31	356	137	22	64	166	292	78	255	402	415
	25% bfhj DF	27% zb	11%	28% zefh	33% zefh	20% fhj	7%		12%	30% zefh	16% f	29% 2	24%	23%	26%	33%	27% z	25%	29% zstu	24%	23%	13%	31% zyBC	24%	23%	23%	22%	29% zyC	23%	11%	25% D	21% D	30% zDF	25%	25%	27% zl	27% z
Describes neither well	114 5% aejrD	88 5%	26 8%	58 5%	17 4%	4 2%	2 1%	1 11%	30 9% zcdef	75 5%	6 2%	51 5%	17 4%	2 2%	10 5%	1 3%	68 5%	12 4%	67 4%	35 4%	11 4%	2 4%	47 5%	4 3%	5 4%	16 3%	8 5%	56 5%	23 4%	1 *	9 3% D	46 6% D	58 6%	14 4%	29 3%	51 3%	53 3%
	UK			- 1					i	'																											
Don't know	303	213	87	137	44	13	1	2	100	182	14	119	43	9	20	1	162	29	166	73	17	6	95	9	9	59	16	113	75	3	24	78	186	19	68	100	110
	14% aefi jkimpqr stvxBDF	11%	27% za	12% efi	11% fi	6% fi	1%	18%	29% zcde fij	12% efi	4% f	11%	10%	6%	10%	4%	11%	9%	11% st	8%	6%	9%	10%	7%	7%	13%	12%	9%	12%	1%	9% D	10% D	19% zDEF	6%	7%	7%	7% J
	HUK																		1															l			

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/z/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/b/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



013 2 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with ensines powered by either cetral or diesel fuel, or describe both equality? - Enloyable Base: All adults aged 18-75 in the UK

						NEXT PU		BABLY/ DEFINIT	ELY NOT					OVERALL		VEHICLES VER	Y/FAIRLY		D EV / PLUG-																				
Г		NEXT PURC	ASE - PROBAI	BLY/ DEFINITEL	Y CONSIDER		CON	SIDER		OVERALL OPIN	ION ON VEHIC	LES VERY/FAI	RLY POSITIVE		NEGA	ATIVE		IN H	BRID				VER BUY - EV				PO	RECALL S	WITCH TO EL	ECTRIC VEHICLE	S				TENU	URE			_
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		10 YEARS (v)	(w)	10 YEARS (x)	(v)	(A)	HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)	H.A./TRUST (J)	OTHER (K)	OWNED (L)	(M
NWEIGHTED BASE EIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%		546 546 24%		742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%		308 291 13%	450 414 18%	243 248 11%		927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	66 71 32
escribes fully electric vehicles uch better than it does petrol/ esel vehicles	201	66	49	125	141 21%	73	84 11%	22	13	89 7%	73	154	167	50	74	15	10	91	109	44 31%	66 23%	35	13	110	144	157	69 9%	70 9%	55 9%	140	61 9%	41 7%	89	40	15	12	3 17%	130	67 99
	aghio prv	0.0	a	zab	zabc	zfgh	zgh	h			1	zij	zijk	znop	op	p		21	0.0	zuvw	zuvxy	0.4	3/4	zuvx	zuvy	zuv	3.0	3~	374	3.0			2071	10%		20%	27.00	2.00	,
escribes fully electric vehicles a ttle better than it does petrol/ lesel vehicles	208	103	68	139	123	36	62	13	16	104	87	164	153	36	62	5	18	82	123	31	47	53	21	77	130	151	84	67	56	151	57	43	85	39	28	10	2	128	77
	9% ghoo	10%	13% za	16% zab	18% zabc	14% zfah	8% gh	3%	3%	8%	12% zi	15% zii	17% ziik	14% znoo	00	1%	3%	19% 2r	7%	22% zuvx v	16% zv	13% 2	8%	18% zw	15% zuvv	14% zv	11%	8%	9%	10%	8%	7%	10%	10%	14% 2FL	8%	12%	9%	119
Describes both equally	866 39% hops	402 40%	195 37%	359 42% 2b	285 43% zb	93 35%	326 44% zegh	128 34%	170 31%	497 39%	269 36%	487 44% zij	405 45% zij	90 35% op	311 42% zmop	83 24%	179 27%	158 37%	701 39%	42 31%	138 47% 25W	199 48% 25y	101 41%	180 42% s	380 45% 25	481 44% 25	306 40%	309 39%	233 38%	615 39%	251 37%	256 44% 2GJL	313 35%	168 43% GJM	78 39% J	32 25%	7 47%	570 39% GJ	278 399 J
escribes petrol/diesel vehicles a tie better than it does fully ectric vehicles	259	141	68	106	63	27	92	58	96	172	93	118	71	17	87	55	115	44	210	15	20	55	38	35	90	129	109	86	58	196	64	71	104	42	20	18	1	176	81
	12% dimt w	14% zd	13% d	13% d	9%	10%	12%	15% z	18% zef	13% zkl	13%	11% 	8%	7%	12% m	16% zm	18% zmn	10%	12%	11%	7%	13% twx	15% tw	8%	11% tw	12% twx	14% 2CE	11%	9%	13%	9%	12%	12%	11%	10%	14%	4%	12%	115
escribes petrol/diesel vehicles uch better than it does fully ectric vehicles	291	189	102	59 7%	21	13	98	99	167 31%	246	140	81	40	14	78	116	204	28	258	3 3%	12	27	48	15	42 5%	90	128	101	10%	229	62 9%	10%	145	32	12%	27	2%	205	121
	cdek Imngstu wxxCEFH	acd	zed	d	379	370	e	zef	zef	zkl	zki	1	470	576	m	zmn	zmn	0%	2Q	374	470	778	zstuw xy	479	w	stwx	2CE	13%	10%	2CE	374	10%	zFHLM	876	12%	zFHM	270	FH FH	H
escribes electric vehicles better nan petrol/diesel vehicles (NET)	409	169	117	264	264	109	146	35	29	193	160	318	320	85	136	20	27	173	232	74	113	87	34	187	275	308	153	138	111	291	118	84	174	79	43	22	4	258	144
	18% ghio prF	17%	22% za	31% zab	39% zabc	42% zfgh	20% gh	9% h	5%	15%	22% zi	29% zij	35% zijk	33% znop	18% op	6%	4%	41% 2r	13%	53% ztuv wxy	39% zuvx	21% V	14%	44% ztuv xv	33% zuvy	28% zuv	20%	17%	18%	19%	17%	14%	20% FL	20% F	21% F	17%	29%	18% F	20: F
escribes petrol/diesel vehicles etter than electric vehicles (NET)	550	330	170	166	85	39	190	157	263	418	234	198	111	31	165	171	318	71	468	19	31	82	86	50	133	219	237	187	118	424	126	131	250	74	44	45	1	380	163
	25% cdek Imastuw xvCEH	33% 2cd	32% zcd	19% d	13%	15%	26% e	42% zef	48% zefe	33% zkl	31% zki	18% 	12%	12%	22% m	49% zmn	49% zmn	17%	26% 20	13%	11%	20% twx	35% zstu wxv	12%	16% tw	20% stwx	31% zBCD E	24% E	19%	27% 2BCE	18%	23%	28% 2FHL M	19%	22%	36% zFHIL M	6%	26% FH	235 H
escribes neither well	114 5% abcdi jklqtwx yA	38 4% cd	14 3%	20 2%	12 2%	8 3%	30 4%	22 6%	35 6% f	46 4% k	22 3%	28 3%	23 3%	22 8% 2	43 6%	30 9% 2	44 7%	9 2%	105 6% zq	2 2%	3 1%	16 4% w	11 4% tw	6 1%	21 3% w	32 3% tw	22 3%	52 7% zAD	38 6% A	74 5% A	40 6% A	28 5%	49 6%	16 4%	12 6%	7 6%	2%	78 5%	36 59
on't know	303 14% abcde fghijkiq stuvwxyA DG	75 7% cd	32 6% d	43 5% d	23 3%	13 5%	53 7%	31 8%	49 9% e	119 9% ki	57 8% I	81 7% I	46 5%	27 11%	88 12%	45 13%	84 13%	13 3%	272 15% 2q	1 1%	5 2%	29 7% stwxy	17 7% stw	6 1%	35 4% stw	51 5% stw	52 7%	105 13% AD	117 19% zABD	157 10% A	145 21% zABC D	81 14%	102 11%	49 13%	24 12%	21 16%	2 16%	183 12%	94 131

Proportions/Means: Columns Tested [5% risk level) - 1/a/b/c/d - 2/e/l/g/h - 2/l/l/h/) - 2/m/n/o/p - 2/q/t - 2/s/l/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/M Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the losos Terms and Conditions.



15 May 2025

Q13\_2 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Enjoyable

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN	DAST DOSITI	IVE EXPERIENCE	DEACONG NO	AT CURRENTLY	DRIVEN EV IN	DACT DOCITI	VE ENDEDIENCE	DEACONG NO	OT CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGI	IG LOCATION -	- DISAGREE	DRIVENEVIIV		DRIVING - AGRE		T CORRENTET	DRIVEN EV IIV		RIVING DISAGR		71 CORRENTET
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
UNWEIGHTED BASE	(z) 2241	(a) 104	(b) 205	(c) 207	(d) 139	(e) 120	(f) 120	(g) 9	(h) 20	(i) 70	(j) 100	(k) 194	(I) 344	(m) 315	(n) 255	(o) 139	(p) 162	(q) 27	(r) 21	(s) 97	(t) 161
WEIGHTED BASE	2241	104 85*	205 167	172	115	120	97*	9 6**	20 16**	70 56*	78*	194	344	284	255	139 129	139	2/ 26**	21 18**	97 80*	161
Weight Ed Bride	100%	4%*	7%	8%	5%	5%*	4%*		1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	201	17	47	48	29	25	32	1	2	17	25	25	67	64	44	23	36	1	2	20	34
	9%	20%	28%	28%	25%	25%	34%	20%	15%	30%	33%	14%	22%	23%	18%	18%	26%	3%	14%	25%	24%
		Z	Z	Z	Z	Z	Z			Z	Z	Z	zk	zk	Z	Z	Z			Z	Z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	208	22	36	33	20	21	17	-	3	13	14	34	58	52	44	27	26	-	2	9	18
	9%	26%	22%	19%	18%	21%	17%	-	16%	22%	18%	19%	18%	18%	18%	21%	19%	-	13%	11%	13%
Describes both equally	866	zd 27	z 62	z 65	z 41	z 32	2 36	3	4	z 20	z 33	75	z 138	z 125	z 107	z 46	zst 63	19	8	38	74
Describes both equally	39%	32%	37%	38%	35%	31%	38%	46%	28%	36%	43%	41%	44%	44%	44%	36%	45%	74%	44%	36 48%	52%
													z		0						z
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	259	11	14	14	13	14	4	1	3	5	1	26	25	27	28	23	5	3	1	5	8
	<b>12%</b> fjlp t	14%	8%	8%	12%	14% bc	4%	18%	19%	8% j	2%	14% Im	8%	9%	12% 	18% zlmn	4%	11%	7%	6%	6%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	291	5	6	8	9	9	6	1	3	1	3	11	13	10	8	8	4	1	3	5	4
	13% abcfi iklmnopt	6%	4%	5%	8% b	9% b	6%	16%	22%	2%	4%	6%	4%	4%	3%	7%	3%	6%	19%	6%	3%
Describes electric vehicles better than petrol/diesel vehicles (NET)	409	40	83	81	49	47	49	1	5	29	39	60	125	116	87	50	62	1	5	29	51
	18%	47%	50%	47%	43%	46%	51%	20%	31%	52%	50%	33%	40%	41%	36%	39%	45%	3%	27%	36%	36%
Describes petrol/diesel vehicles	550	z 16	z 20	z 23	z 22	z 23	z 10	2	7	z 6	z 4	z 36	z 38	zk 37	z 36	z 31	zt 9	4	5	z 10	z 12
better than electric vehicles (NET)	550	16	20	23	22	23	10	2	,	6	4	30	30	37	30	31	9	4	5	10	12
	25% bcfi jlmnpst	19% b	12%	13%	20% bc	22% bc	10% j	34%	41%	10%	5%	20% Imn	12%	13%	15%	24% Imn	7%	17%	26%	12%	9%
Describes neither well	114 5% abcde fmo	*	1 1%	1 1%	*	*	1 1%		-	1 1%	1 1%	4 2%	9 3% m	5 2%	8 3%	2 1%	5 3%	1 2%	1 3%	3 4%	3 2%
Don't know	303 14% abcde fijklmno pst	2 2%	1 1%	3 2% b	3 2%	1 1%	* 1%	-	-	-	* 1%	6 3% m	3 1%	2 1%	5 2% m	:	*	1 4%		-	-



15 May 2025

Q13\_3 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Familiar

## Base: All adults aged 18-75 in the UK

		GEN	IDER			AGE			1					REG	SION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER		MIDLANDS		SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI (e)	WORKING (t)	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
UNWEIGHTED BASE	(2) 2241	(a) 1082	(b)	(c) 268	(d) 415	(e)	435	(g) 731	(h)	226	173	(k) 181	(I) 153	(m)	(n)	(0)	(p)	(q) 122	(r) 179	(s) 115	(t) 1505	(u)	(v) 1444	(w)	(x) 1249	(y) 992	(A) 375	(B) 544	(C) 515	(D) 653	(E) 1800	(F) 326
WEIGHTED BASE	2241	1092	1120	268 254	422	405	411	749	88*	241	1/3	194	163	213	188	308	313	106	186	63*	1505	736	1285	956	803	1438	3/5	609	521	551	1852	326
WEIGHTED BAGE	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles	129	79	48	21	55	22	11	20		17	21	7	4	19	5	12	27	5	7	4	98	31	82	47	64	65	26	27	20	53	114	11
much better than it does petrol/																															Ĺ	
diesel vehicles																															Ĺ	
	6%	7%	4%	8%	13%	6%	3%	3%	1%	7%	11%	4%	2%	9%	3%	4%	9%	5%	4%	7%	6%	4%	6%	5%	8%	5%	6%	4%	4%	10%	6%	3%
	bfghy	zb		fg	zefg	g				h	zhkin			hino			zhlno			h					zy					zBC	ĺ	
Describes fully electric vehicles a	163	106	55	33	57	38	10	25	6	20	13	19	9	9	9	13	48	4	10	4	131	32	104	59	82	81	27	39	37	51	150	8
little better than it does petrol/																															( /	
diesel vehicles																															( /	
	7%	10%	5%	13%	13%	9%	2%	3%	6%	8%	7%	10%	5%	4%	5%	4%	15%	4%	5%	7%	9%	4%	8%	6%	10%	6%	7%	6%	7%	9%	8%	2%
	bfgo uyF	zb		zfg	zfg	fg						٥					zhijl mnoar				zu				zy					ż	2F	
Describes both equally	495	273	217	65	100	92	106	132	17	58	29	47	25	37	45	81	80	25	42	10	355	140	286	209	170	325	80	136	103	144	420	64
	22%	25%	19%	25%	24%	23%	26%	18%	19%	24%	16%	24%	15%	17%	24%	26%	25%	24%	23%	17%	23%	19%	22%	22%	21%	23%	20%	22%	20%	26%	23%	20%
	bgu	zb		g	g		g									jlm	jl													zAC	$\vdash$	
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	453	216	234	42	90	93	69	160	18	47	32	41	39	53	38	64	53	13	41	15	303	150	276	178	178	275	70	129	128	109	376	62
	20%	20%	21%	16%	21%	23%	17%	21%	20%	19%	18%	21%	24%	25%	20%	21%	17%	12%	22%	23%	20%	21%	21%	19%	22%	19%	18%	21%	24%	20%	20%	19%
	q					f							q	pq						q					2				zA		(	
Describes petrol/diesel vehicles much better than it does fully electric vehicles	670	310	354	66	75	104	146	280	31	65	53	50	64	59	69	96	66	36	61	21	421	249	377	293	228	442	116	194	151	151	515	135
	30%	28%	32%	26%	18%	26%	35%	37%	35%	27%	29%	26%	39%	28%	37%	31%	21%	34%	33%	33%	28%	35%	29%	31%	28%	31%	29%	32%	29%	27%	28%	41%
	dptE			d		d	zode	zcde	р				zikm		zkp	р		р	р	р		zt									Ĺ	zE
Daniel Control of the	292	185	103	54	111	61	21	46		27	24	26	p 13	20		25	75	40	17	9	228	64	186	400	146	146	53	66	58	104	264	19
Describes electric vehicles better than petrol/diesel vehicles (NET)	292	185	103	54	111	01	21	46	6	3/	34	20	13	28	14	25	/5	10	1/	9	228	64	186	106	140	146	53	00	38	104	204	19
	13%	17%	9%	21%	26%	15%	5%	6%	7%	15%	19%	13%	8%	13%	7%	8%	24%	9%	9%	14%	15%	9%	14%	11%	18%	10%	13%	11%	11%	19%	14%	6%
	bfgn	zb		zfg	zefg	fg				hno	zhln						zhikl				žu		zw		zy					zABC	2F	
Describes petrol/diesel vehicles	ouyF 1124	525	587	108	165	197	214	439	48	112	oqr 85	91	103	112	108	160	mnogrs 119	49	101	35	725	399	653	471	407	717	185	323	278	260	891	197
better than electric vehicles (NET)	1124	525	387	108	105	197	214	439	48	112	85	91	103	112	108	160	119	49	101	35	725	399	653	4/1	407	/1/	185	323	2/8	260	891	197
	50%	48%	52%	42%	39%	49%	52%	59%	55%	47%	47%	47%	63%	53%	57%	52%	38%	46%	54%	56%	48%	55%	51%	49%	51%	50%	47%	53%	53%	47%	48%	60%
	cdpt					d	cd	zcde	р				zijk	р	р	р			р	р		zt									i	zE
	E								1				opq																			
Describes neither well	83 4%	39 4%	41 4%	9 4%	16 4%	10 2%	14 3%	34 5%	3	4 2%	7 4%	5 2%	9 5%	9 4%	5 3%	11 4%	17 6%	6 5%	4 2%	4 6%	51 3%	32 4%	43 3%	40 4%	23 3%	60 4%	28 7%	14 2%	17 3%	13 2%	71 4%	8 3%
	476 XD	476	476	476	476	276	376	576	376	276	476	276	3%	476	376	476	0% i	376	276	076 i	376	476	3%	476	376	475	2BCD	276	376	276	*//	3.6
Don't know	247	69	172	19	29	45	57	97	14	30	25	25	13	27	17	31	22	16	22	5	161	86	117	130	58	189	52	70	65	29	205	37
	11%	6%	15%	7%	7%	11%	14%	13%	16%	12%	14%	13%	8%	13%	9%	10%	7%	15%	12%	8%	11%	12%	9%	14%	7%	13%	13%	11%	12%	5%	11%	11%
	adpvx		za				cd	cd	р		р							р						zv		zx	D	D	D		Í	
	D								1												1											

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k///m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



19AD 15 May 2025

Q13.3 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equality? - Familiar

Base: All adults aged 18-75 in the UK

Base: All adults aged 18-75 in the I	UK .																																				
		CAR DRIVI	NG LICENSE				VEHIC	CLE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	DRIVING				PA	RKING LOCATION					ELECTRIC V	EHICLES		IN	ENTION TO BL	JY NEXT VEHICL	LE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	TO MY	IN A SHARED	DIRECTLY IN FRONT OF/ NEXT TO MY	FRONT OF/ NEXT TO MY			CURRENTLY	BUT HAVE IN						
	TOTAL (1)	ANY YES	NO (b)	PETROL (c)	DIESEL	HYBRID (a)	EV (f)	OTHER (a)	NO VEHICLE	ICE (I)	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT (n)	FINANCE (a)	PLEASURE (r)	G (e)	WORK (+)	DRIVE	PROPERTY	PROPERTY (w)	CAR PARK	PROPERTY	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST	PASSENGER (E)	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY (K)
UNWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	(0)	1503	335	1591	916	316	64	1021	115	137	456	(A)	1768	583	237	(E) 767	797	903	3.49	1064	1545	1601
WEIGHTED BASE	2241	1908	328	1131	399				344 15%	1530	336 15%	1044	441		198		1485	330 15%	1559	862	289		968 43%			460	140	1219	600				965 43%	312	1002	1470	1526 68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	129	113	16	51	13	21	28	2 21%	12	64	49	52 5%	31 7%	14	16	-	82	29	84	66 8%	29	2	52	9%	6	28	11	69	40	44	25	35	23	30	83	101 7%	106
	cdiG	076	379	470	379	zcdh i	zcde hii	21%	376	470	zcdeh	3%	739	zkp	0.70		676	zkp	576	zr	21	376	3%	576	376	076	076	676	/*	zEFG	zFG	G	270	zJK	zJK	2	z z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	163	143	20	62	25	37	22	2	14	87	58	59	50	14	22	1	109	36	115	70	41	2	51	24	11	33	23	86	56	41	32	46	40	41	105	135	138
	7% chikv G	8%	6%	5%	6%	17% zcdh i	18% zcdh i	22%	4%	6%	17% zcdhi	6%	11% zkp	11% k	11% zk	2%	7% k	11% zkp	7%	8%	14% zrsu	4%	5%	20% zvxyB C	9%	7%	17% zvyBC	7% v	9% zvy	20% zEFG	12% 2FG	6%	4%	13% zJK	10% zJK	9% z	9% z
Describes both equally	495 22% irG	426 22%	69 21%	229 20%	78 20%	60 28% zcdi	37 31% zcdi	2 18%	81 24%	307 20%	97 29% zcdi	216 21%	100 23%	36 28%	43 22%	7 18%	315 21%	79 24%	324 21%	205 24% r	73 25%	12 17%	214 22%	29 24%	32 24%	91 20%	25 18%	275 23%	117 19%	67 33% zFG	70 27% G	201 26% 2G	145 15%	87 28% zJK	244 24% zJ	334 23%	353 23%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles		394	58	252	86	42	10	1	63	337	52	217	87	24	45	14	304	70	320	187	63	18	192	24	27	103	32	243	136	21	52	179	194	54	204	310	320
	20% fjD	21%	18%	22% zfj	21% f	19% fj	8%	10%	18% f	22% zfj	15% f	21%	20%	18%	23%	36% zklm p	20%	21%	21%	22%	22%	27%	20%	20%	21%	22%	23%	20%	23%	10%	20% D	23% 2D	20% D	17%	20%	21%	21%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	670	603	67	386	145 36%	40	18	2	77	531	58	363	28%	34	51	12	488	85	533	247	58	18	351	24	43	134	30	418	164	21	49	220	378	79	286	470 32%	485 32%
	30% befh itwADE	32% 2b	20%	34% zefh i	zefh i	18%	15%	18%	23%	35% zefh i	17%	35% zinp a	28%	26%	26%	31%	33% zlq	26%	34% zst	29% t	20%	28%	36% zwyA BC	20%	33% w	29%	21%	34% zwAC	27%	10%	D D	28% DE	39% zDEF	25%	29%	zHI	zHI
Describes electric vehicles better than petrol/diesel vehicles (NET)	292	256	36	112	38	57	50	4	26	151	107	111	81	28	38	1	191	66	199	136	70	5	103	35	18	62	34	156	96	85	57	81	63	71	188	236	244
	13% cdhi	13%	11%	10%	10%	26% zcdh	42% zcde	43%	8%	10%	32% zcde	11%	18% zkoo	21% zkop	19% zkoo	2%	13% k	20% zkoo	13%	16% zr	24% zrsu	7%	11%	29% zvxv	14%	13%	25% zvxv	13% v	16% zvv	42% zEFG	22% 2FG	10% G	7%	23% 2UK	19% zJK	16% z	16% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	kvFG 1124	997	125	638	231	81	hij 28	3	141	869	110	580	212	58	96	26	792	155	853	433	121	36	542	BC 48	71	237	BC 62	661	299	42	101	399	572	133	490	780	805
	50% befh itDEH	52% zb	38%	56% zefh	58% zefh	38% fi	24%	28%	41% fi	57% zefh	33% f	56% zlmo	48%	44%	49%	67% Ima	53% zl	47%	55% zst	50% t	42%	54%	56% zwAB	40%	54%	52%	45%	54% zw	50%	21%	39% D	51% DE	59% zDEF	43%	49% H	53% zHI	53% zHI
Describes neither well	83 4% ajrsD HUK	55 3%	27 8% za	45 4% i	12 3%	3 1%	1 1%	1 11%	20 6% zefj	57 4% i	4	39 4%	15 3%	1 1%	5 2%	1 2%	54 4%	6 2%	43 3%	22 3%	10 3%	8 12% zrst	31 3%	2 2%	5 4%	18 4%	3 2%	38 3%	22 4%	1 1%	9 3%	28 4% D	41 4% D	5 2%	19 2%	35 2%	36 2%
Don't know	247 11% acfij klpgrstv wxBDFHU K	174 9%	72 22% za	106 9% fj	40 10% fj	15 7%	3 3%		75 22% zcde fij	146 10% fj	19 6%	99 9%	34 8%	8 6%	16 8%	4 11%	133 9%	24 7%	140 9% t	65 8%	15 5%	6 9%	78 8%	6 5%	6 5%	52 11% xB	15 11%	90 7%	66 11% xB	7 3%	22 8% D	69 9% D	142 15% 2DEF	16 5%	61 6%	85 6%	89 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/g/h/i/) - z/k/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE : 17TH - 22ND APRIL 2025

O13 3 - Based on what you have seen or heard, which of the followine words/phrases would you say better describe fully electric vehicles, better describe those with ensines sowered by either certrol or disself fuel, or describe both equality - Familiar Base: All adults aged 18-75 in the UK

						I				T																						I							$\overline{}$
		NEXT PURC	HASE - PROBA	RIY/DEFINITE	Y CONSIDER	NEXT PU		BABLY/ DEFINIT SIDER		OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RIYPOSITIVE	OVERALI	L OPINION ON NEGA		//FAIRLY	EVER CHARGE IN HY					EVER BUY - EV				PO	LICY CHANGE -	SWITCH TO F	FCTRIC VEHIC	IFS				TEN	IIRE			- 1
[																r I		2,111	-									RECALL				l							
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (g)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS			IN THE NEXT I 3 YEARS (w)		EVER BUY	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)		PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	1043 1014	552 528	940 851	748 669	290 262	788 745	358 373	546 546	1261 1273	742 742	1179 1112	977 905	281 256	775 742	323 349	604 654	479 424	1730 1778	169 139	308 291	450 414	243 248	477 430	927 843	1170 1091	806 771	788 791	594 617	1594 1561	647 680	592 580	930 887	381 386	173 201	109 128* 6%*		1522 1468 65%	663 714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	129	54	34	73	86	39	50	24	15	67	52	95	98	31	41	18	20	62	67	24	41	18	15	65	84	98	47	43	36	90	39	31	53	34	3	5		84	42
	6% hprl	5%	6%	9% za	13% zabc	15% zfgh	7% h	6% h	3%	5%	7% i	9% zi	11% zijk	12% znop	6% p	5% p	3%	15% 2r	4%	17% zuvx	14% zuvxy	4%	6%	15% zuvx	10% zu	9% zu	6%	5%	6%	6%	6%	5%	6% I	9% ziLM	2%	4%		6% I	6% I
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	163	77	60	103	106	37	51	17	10	84	76	123	128	30	50	8	10	69	88	28	46	36	20	74	110	130	62	57	42	119	43	28	68	32	27	6		95	65
	7% ghoor F	8%	11% za	12% za	16% zabc	14% zfeh	7% h	5% h	2%	7%	10% zi	11% 2i	14% ziik	12% znop	7% 00	2%	1%	16% 2r	5%	20% zuvx V	16% zuvv	9%	8%	17% zuvx V	13% zuv	12% zu	8%	7%	7%	8%	6%	5%	8% L	8%	13% zFGJL M	5%		6% F	9% F
Describes both equally	495 22% afgh	201 20%	127 24% a	232 27% za	207 31% zabc	65 25% fgh	142 19% gh	39 11%	58 11%	264 21%	159 21%	282 25% zij	258 29% zijk	64 25% nop	147 20% op	26 7%	62 10%	133 31% 2r	356 20%	51 37% zuvx	101 35% zuvx	98 24%	47 19%	152 35% zuvx	250 30% zuvy	297 27% zv	152 20%	183 23%	142 23%	335 21%	160 23%	135 23%	185 21%	92 24%	46 23%	28 22%	2 13%	320 22%	166 23%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	453	213	84	207	138	49	186	51	103	242	128	267	214	63	187	47	97	67	383	21	47	118	44	68	186	230	177	159	109	336	117	118	174	82	38	33	8	292	153
	20% bgjo pqwE	21% b	16%	24% zabd	21% b	19%	25% zegh	14%	19% g	19%	17%	24% zij	24% zij	25% op	25% 20p	13%	15%	16%	22% 2q	15%	16%	29% zstv wxy	18%	16%	22% stw	21% tw	23% 2CE	20%	18%	22% zE	17%	20%	20%	21%	19%	26%	51%	20%	21%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	670	389	180	188	103	55	260	202	306	484	249	266	152	37	236	179	361	71	594	12	44	104	102	57	161	263	267	241	157	507	163	186	286	101	51	38	1	473	191
	30% cdek Imastuw xvCE	38% zbcd	34% 20d	22% d	15%	21%	35% ze	54% zef	56% zef	38% zjkl	34% zki	24% I	17%	15%	32% m	51% zmn	55% zmn	17%	33% 2Q	9%	15%	25% stwx	41% zstu wxy	13% s	19% sw	24% stwx	35% 2CE	30% E	26% E	32% 2CE	24%	32%	32% M	26%	26%	30%	4%	32% 2HM	27%
Describes electric vehicles better than petrol/diesel vehicles (NET)	292	131	94	176	192	76	102	41	26	151	128	218	225	61	91	26	30	131	154	52	87	55	35	139	194	229	109	101	79	210	82	58	121	66	30	11		179	107
	13% hopr F	13%	18% za	21% za	29% zabc	29% zfgh	14% h	11% h	5%	12%	17% zi	20% zi	25% zijk	24% znop	12% op	7% p	5%	31% 2r	9%	37% zuvx V	30% zuvx V	13%	14%	32% zuvx V	23% zuvy	21% zuv	14%	13%	13%	13%	12%	10%	14%	17% zFJL	15%	8%		12%	15% F
Describes petrol/diesel vehicles better than electric vehicles (NET)	1124	602	265	395	241	104	446	253	409	726	378	532	366	101	423	226	458	137	978	33	92	223	146	125	348	494	443	400	267	843	281	304	461	183	89	71	9	765	344
	50% cdek Imastwx vCE	59% zbcd	50% d	46% d	36%	40%	60% ze	68% zef	75% zefe	57% ziki	51% I	48% I	40%	39%	57% zm	65% zmn	70% zmno	32%	55% 20	24%	32%	54% stwx v	59% zstw xv	29%	41% stw	45% stwx	58% 2BCD E	51% CE	43% E	54% 2BCE	41%	52%	52%	48%	44%	56%	56%	52% z	48%
Describes neither well	83 4% acdfk ltwxyAD	24 2%	13 2%	15 2%	11 2%	6 2%	17 2%	15 4%	16 3%	40 3% kl	22 3%	21 2%	17 2%	13 5%	22 3%	28 8% 2n	41 6% 2n	9 2%	72 4%	1 1%	1	13 3% twxy	5 2%	3 1%	16 2% tw	21 2% tw	17 2%	32 4%	34 6% zAD	49 3% A	34 5% AD	9 2%	40 5% FL	15 4% F	13 6% F	3 3%	1 8%	50 3% F	32 4% F
Don't know	247 11% abcde fghijkim ngstuvwx vADGH	56 6% cd	30 6% d	33 4% d	18 3%	12 5%	38 5%	26 7%	36 7%	91 7% ki	55 7% kl	59 5% I	38 4%	17 7%	59 8%	42 12% n	63 10%	13 3%	218 12% 2q	1 1%	9 3%	25 6% swx	16 6% sw	11 2%	36 4% sw	51 5% sw	50 6%	75 10% A	95 15% zABD	125 8% A	122 18% 2ABC D	73 13% H	81 9%	30 8%	22 11%	14 11%	4 24%	155 11% G	66 9%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/l/p/h - 2/i/j/b/h - 2/m/n/o/p - 2/e/l/- 2/s/t/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/U/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q13\_3 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Familiar

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN		VE EXPERIENCE,		OT CURRENTLY	DRIVEN EV IN				T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION				DRIVING - AGRE	E			D	RIVING DISAGR	EE	
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE	OFTEN IN USE BY OTHERS (d)	OFTEN DAMAGED /NOT WORKING (e)	DIFFICULT TO LOCATE NEAREST (f)	IN SAFE/ WELL-LIT AREAS (g)	EASY TO USE	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (i)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (I)	EASY TO USE	OFTEN IN USE BY OTHERS (n)	OFTEN DAMAGED /NOT WORKING (0)	DIFFICULT TO LOCATE NEAREST (p)	IN SAFE/ WELL-LIT AREAS (q)	EASY TO USE	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	2241	(a) 104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241 100%	85* 4%*	167 7%	172 8%	115 5%	102* 5%*	97* 4%*		16** 1%**	56* 2%*	78* 3%*	181	313 14%	284 13%	242 11%	129 6%	139	26** 1%**	18** 1%**	80* 4%*	141 6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	129	15	30	29	17	17	15	1	1	11	14	17	37	32	17	19	14	1	3	14	18
	6%	17% z	18% z	17% z	15% z	17%	16%	8%	7%	19% z	17% z	9%	12% zn	11% zn	7%	15% zkn	10% z	4%	17%	17% zp	13% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	163	17	32	31	18	21	15	-	3	12	14	27	43	47	36	28	16	5	2	15	16
	7%	20% z	19% z	18% z	16% z	21% z	16% z	-	17%	22% z	18% z	15% z	14% z	17% z	15% z	22% zkln	11%	18%	10%	18% z	12% z
Describes both equally	495 22%	25 30%	56 33% ze	58 34% ze	33 29% e	22 22%	34 35%	2 38%	1 8%	16 29%	30 38%	45 25%	103 33% zko	91 32% zko	69 29% zo	26 21%	47 34%	7 29%	2 12%	20 25%	51 36% zs
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	453	12	23	22	20	20	13	1	4	7	9	54	77	63	73	34	34	8	4	17	33
	<b>20%</b> bcj	14%	14%	13%	17%	19%	13%	12%	25%	13%	12%	30% zm	25% z	22%	30% zlm	26%	25%	30%	20%	21%	24%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	670	13	21	26	24	20	18	3	6	7	9	27	44	44	40	19	24	5	7	12	18
	30% abcd efijklm nopst	15%	12%	15%	21% b	19% b	18% j	42%	40%	13%	12%	15%	14%	15%	17%	15%	17%	19%	38%	16%	12%
Describes electric vehicles better than petrol/diesel vehicles (NET)	292	32	62	61	35	39	31	1	4	23	27	43	80	79	53	47	30	6	5	28	34
	13%	37% z	37% z	35% z	31% z	38% z	32% z	8%	24%	42% zf	35% z	24% z	25% z	28% zn	22% z	37% zklm n	21% z	22%	27%	35% zpt	24% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	1124	25	44	49	44	39	30	3	10	14	19	81	121	107	113	53	58	13	10	29	51
	<b>50%</b> abcd efijlmp st	29%	26%	28%	38% abc	38% bc	32% j	53%	65%	26%	24%	45%	39%	38%	47% Im	41%	42%	49%	58%	37%	36%
Describes neither well	83 4%	2 3%	3 2%	3 2%	1 1%	1 1%	1 1%		-	1 1%	2 2%	7 4%	6 2%	6 2%	6 2%	2 1%	4 3%		-	1 1%	4 3%
Don't know	247 11% abcde fijklmno pst	1 1%	3 2%	1 1%	2 1%	1 1%	1 1%	-	1 3%	1 2%	1%	4 2% n	3 1%	1 *	2 1%	1 1%	-	-	1 4%	1 2%	-



15 May 2025

Q13\_4 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Safe

Base: All adults aged 18-75 in the UK

		GEN	IDER			AGE								REG	ION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUCA	TION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-	·		
	TOTAL (2)	MAN (a)	WOMAN (b)	18-24	25-34 (d)	35-44	45-54	55-75 (e)	NORTH EAST I	NORTH WEST	HUMBER	MIDLANDS (k)	MIDLANDS	ENGLAND (m)	SOUTH WEST	SOUTH EAST	LONDON	WALES (a)	SCOTLAND (r)	NI (a)	WORKING	WORKING	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999	£34999	£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	(P) 297	122	179	115	1505	736	1444	797	1249	992	375	(B) 544	515	(B) 653	1800	326
WEIGHTED BASE																									803							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles	192	115	76	30	76	40	16	30	6	19	15	15	5	17	5	18	60	9	17	5	165	27	133	59	106	86	24	41	30	92	173	14
much better than it does petrol/																																
diesel vehicles	9%	11%	7%	12%	18%	10%	4%	4%	7%	8%	8%	8%	3%	8%	3%	6%	19%	8%	9%	8%	11%	4%	10%	6%	13%	6%	6%	7%	6%	17%	9%	4%
	bfgl	zb		fe	zefg	fe	4/4	470	1.0	n	n	n	3,0	n	370	0,0	zhijk	n	ln.	0,0	žu	472	zw	0,0	zy	0,4	0,0		0,0	zABC	2F	-7.0
	nuwyCF																Imnogrs														-	
Describes fully electric vehicles a	171	104	62	33	54	37	23	23	5	15	12	21	13	16	13	23	35	6	9	3	123	48	109	62	75	95	23	49	37	58	157	11
little better than it does petrol/																																
diesel vehicles		400/	50/	4207	4207		C0/	207	cor	6%	6%	****	004	001	7%	001	***	5%	5%	401	00/	707	000	707	001	7%	CV.	001	74	4007		201
	8% bgF	10% zb	5%	13% zfg	13% zfg	9%	6%	3%	6%	076	0/6	11% r	8%	8%	176	8%	11% 7r	376	3/s	4%	8%	7%	8%	7%	9% zy	1/6	6%	8%	7%	10% zA	8% 2F	3%
Describes both equally	993	524	455	108	167	171	208	340	34	98	76	86	77	97	97	146	114	44	92	33	664	329	590	403	365	629	165	264	261	247	794	166
	44%	48%	41%	42%	40%	42%	51%	45%	39%	41%	42%	44%	47%	46%	52%	47%	36%	42%	50%	53%	44%	46%	46%	42%	45%	44%	41%	43%	50%	45%	43%	51%
	bpE	zb					zde						р		hip	р			р	р									zAB			zE
Describes petrol/diesel vehicles a little better than it does fully	218	103	115	31	42	40	29	76	9	31	17	13	22	15	18	27	34	12	11	6	157	60	132	85	69	149	37	64	50	49	183	29
electric vehicles																																
	10% ×	9%	10%	12%	10%	10%	7%	10%	10%	13%	9%	7%	14%	7%	10%	9%	11%	12%	6%	10%	10%	8%	10%	9%	9%	10%	9%	11%	10%	9%	10%	9%
Describes petrol/diesel vehicles	268	123	142	22	28	43	52	123	11	29	24	25	18	25	24	37	25	13	29	9	165	103	127	141	85	183	60	74	59	56	210	49
much better than it does fully																																
electric vehicles																																
	12%	11%	13%	9%	7%	11%	13%	16%	12%	12%	13%	13%	11%	12%	13%	12%	8%	12%	16%	15%	11%	14%	10%	15%	11%	13%	15%	12%	11%	10%	11%	15%
	dptv						d	zcde											р			zt		zv			D					
Describes electric vehicles better	363	219	137	64	130	77	39	53	12	35	27	37	18	33	18	41	95	14	26	7	288	75	241	122	181	182	47	90	67	150	330	25
than petrol/diesel vehicles (NET)																																
	16%	20%	12%	25%	31%	19%	9%	7%	13%	14%	15%	19%	11%	16%	10%	13%	30%	13%	14%	12%	19%	10%	19%	13%	23%	13%	12%	15%	13%	27%	18%	8%
	bfgn uwvACF	zb		zfg	zefg	fg						n					zhij klmnogr				žu		ZW		zy					zABC	2F	
	UWYACF																KIIIIIOQI															
Describes petrol/diesel vehicles better than electric vehicles (NET)	486	226	257	53	70	83	81	199	20	59	40	39	40	40	42	65	60	25	40	16	323	163	259	227	154	332	97	138	108	105	393	78
	22%	21%	23%	21%	17%	21%	20%	27%	23%	25%	22%	20%	25%	19%	22%	21%	19%	24%	22%	25%	21%	23%	20%	24%	19%	23%	24%	23%	21%	19%	21%	24%
	dvx							zdef																		×						
Describes neither well	103	45	55	11	17	18	21	35	7	7	7 4%	12	9	9	8	15	16	3	7	3	65	38	53	51	30	74	30	27	19	17	92	9
	5% xD	4%	5%	4%	4%	4%	5%	5%	8% i	3%	4%	6%	6%	4%	4%	5%	5%	3%	4%	4%	4%	5%	4%	5%	4%	5%	8% zCD	4%	4%	3%	5%	3%
Don't know	295	77	215	20	38	55	62	120	15	42	31	20	19	34	23	41	28	19	20	5	181	115	141	154	74	222	59	90	65	32	243	48
	13%	7%	19%	8%	9%	14%	15%	16%	18%	17%	17%	10%	11%	16%	12%	13%	9%	18%	11%	7%	12%	16%	11%	16%	9%	15%	15%	15%	13%	6%	13%	15%
	acdpt vxD		za			c	cd	zcd	ps	ps	ps			р				ps				zt		zv		2X	D	D	D			
	VXD.								1												1											

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



17ALS 15 May 2025

Q13. 4 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equality? - Safe

Base: All adults aged 18-75 in the U	UK																																				
		CAR DRIVIN	LICENSE				VEHIC	LE TYPE						VEH	IICLE OWNERS	HIP				TYPES O	DRIVING					KING LOCATIO					ELECTRIC	VEHICLES		INT	ENTION TO BU	Y NEXT VEHIC	.LE
												OWNIT	OWNIT										OFF-STREET	OFF-STREET PRIVATE		ON-STREET DIRECTLY IN					NOT	NEVER	NEVER				
	TOTAL	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID		OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK	RARELY DRIVE	PRIVATE NEXT TO MY PROPERTY	NOT NEXT	IN A SHARED	FRONT OF/ NEXT TO MY	FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET		CURRENTLY BUT HAVE IN	DRIVEN, HAVE BEEN	DRIVEN,		IN THE NEXT I	IN THE NEXT 10 YEARS	
HARACCUTED BASE	2241	1936	(D) 301	(c)	(0)	(e) 243	135	(g)	(n) 317	1519	378	(K) 1042	461	(m)	(n) 200	(0)	(P) 1503	(Q)	(r) 1591	916	316	(u)	(V)	(W)	(X)	456	(A)	(B) 1268	(C)	(D) 237	(E)	(F) 797	903	(H) 3.49	1064	(J) 1545	(K)
UNWEIGHTED BASE WEIGHTED BASE	2241	1908	328	1131	399		119		344	1530	336	1044	441	132	198		1485	330	1559	862	289		968	119*	132	460	140	1219	600	202	258		965	312	1002	1470	1526
																							43%														68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	192 9%	9%	6%	73 6%	19	39 18%	28%		26 8%	92	72	82	10%	9	28	2	125	11%	133	103	41	7%	70	12	13	11%	15	95	11%	55 27%	13%	61 8%	39 4%	18%	134	162	164
	cdiG					zcdh i	zcdeh ij				zcdeh i				zkp					zr	zr					٧			zvB	zEFG	zFG	G		zIJK	zJK	z	z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	171	154	16	68	29	26	24	2	20	96	50	67	51	17	11		118	28	110	69	40	5	55	19	15	38	14	89	53	39	32	54	42	41	101	137	143
	8% civG	8%	5%	6%	7%	12% zchi	20% zcdh i	22%	6%	6%	15% zcdeh i	6%	11% zknp	13% zknog	5%	1%	8% k	8% n	7%	8%	14% zrs	8%	6%	16% zwyB C	11% v	8%	10%	7% v	9% v	19% zFG	12% zFG	7% G	4%	13% 2IJK	10% z	9% z	2
Describes both equally	993 44%	861 45%	131 40%	540 48%	175 44%	94 43%	47 40%	1	129 37%	716 47%	141 42%	487 47%	185 42%	67 50%	87 44%	22 56%	671 45%	154 47%	715 46%	401 47%	121 42%	32 48%	475 49%	52 44%	58 44%	195 42%	59 42%	585 48%	254 42%	71 35%	112 44%	405 52%	391 40%	126 40%	449 45%	675 46%	705 46%
Describes petrol/diesel vehicles a	hDG 218	193	23	zh 120	49	24			17	zh 169	29	108	41	19	25	5	149	44	170	82	31	7	2vC 104	0	14	45	19	2C 127	64	19	25	zDEG 64	105	27	98	2H 160	zH 164
little better than it does fully electric vehicles	10%	10%	7%	11%	12%	11%	4%	9%	5%	11%	9%	10%	9%	14%	13%	12%	10%	13%	11%	10%	11%	11%	11%	7%	11%	10%	14%	10%	11%	10%	10%	8%	11%	9%	10%	11%	11%
Describes petrol/diesel vehicles	h 268	239	30	fh 155	fh 63	fh 10			31	2fh 218	f 15	143	53	9	26	4	196	2 35	2 208	95	26	2	137	10	19	54	11	166	66	9	74	74	159	38	125	2 188	2 194
much better than it does fully electric vehicles	12%	13%	9%	14%	16%	5%	4%	36%	9%	14%	4%	14%	12%	7%	13%	10%	13%	11%	13%	11%	9%	4%	14%	8%	15%	12%	8%	14%	11%	4%	9%	9%	17%	12%	13%	13%	13%
	efiD F			zefh	zefhi				ï	zefhi		z					z		zstu				2					2				D	zDEF				
Describes electric vehicles better than petrol/diesel vehicles (NET)	363	325	37	141	48	64	58	2	46	189	122	149	93	27	39	3	242	66	243	172	82	10	125	31	28	90	29	184	119	95	65	115	82	96	235	299	307
	16% bcdi kvG	17% zb	11%	12%	12%	30% zcdh	49% zcde	22%	13%	12%	36% zcde	14%	21% zkop	20%	20%	7%	16% k	20% k	16%	20% zr	28% zrsu	14%	13%	26% zv8	21% v	20% V	21% V	15% V	20% zvB	47% zEFG	25% 2FG	15% G	8%	31% 2IJK	23% zJK	20% 2	20% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	486	432	53	275	112	34	10	4	48	387	44	251	94	28	51	9	345	79	379	178	57	9	241	19	33	99	30	293	130	29	49	138	264	64	223	348	358
	22% befh iDF	23% zb	16%	24% zefh i	28% zefh i	16%	8%	46%	14%	25% zefh i	13%	24% z	21%	21%	26%	22%	23% z	24%	24% 25	21%	20%	14%	25% zw	15%	25%	22%	22%	24% zw	22%	14%	19%	18%	27% 2DEF	21%	22%	24% z	23% 2
Describes neither well	103 5% ajmqr sBDHUK	75 4%	29 9% za	45 4%	18 4%	6 3%	2 2%	1 11%	31 9% zcdef ij	63 4%	7 2%	39 4%	24 6% mq	1 1%	5 2%	3 7% m	63 4% q	6 2%	53 3%	28 3%	12 4%	4 6%	35 4%	6 5%	3 2%	17 4%	4 3%	44 4%	21 4%	3 2%	8 3%	31 4%	60 6% zD	6 2%	28 3%	47 3%	49 3%
Don't know	295 13% acfi jknpqrs tvBDHIJ K	215 11%	79 24% za	130 12% fi	46 11% fi	19 9% fi	2 2%	1 12%	90 26% zcde fij	176 12% fi	21 6% f	119 11%	45 10%	10 8%	16 8%	3 8%	164 11%	26 8%	169 11% t	83 10%	18 6%	12 17% t	93 10%	11 9%	10 7%	59 13%	17 12%	113 9%	76 13% B	5 2%	23 9% D	87 11% D	168 17% 2DEF	20 6%	67 7%	102 7%	108 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/z/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/b/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



OII 4 - Based on what you have seen or heard, which of the followine words/ohrases would you say better describe fully electric vehicles. better describe those with ensines cowered by either cetrol or dissell lead, or describe both equality? - Safe Baser. All adults aged 18-75 in the UK

Base: All adults aged 18-75 in the U	JK																																						
		NEVT DI IDI	UASE BRODA	BLY/ DEFINITEL	v consinse	NEXT PUR	RCHASE - PRO CON	BABLY/ DEFINIT	ELYNOT	OMERVIT OB	NION ON VEH	CLES VERY/FA	IDIA DUCILINE	OVERAL	L OPINION ON NEGA		/FAIRLY		ED EV / PLUG- YBRID				EVER BUY - EV	,			90	ILICY CHANGE -	SWITCH TO S	I ECTOIC VEHI	nes				TEN	1100			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO.	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10	MORE THAN	IN THE NEXT				RECALL HEARING SOMETHING			NO/DON'T		N OWNED E OUTRIGHT		RENTED LA./		OTHER	OWNED	RENTED
LINWEIGHTED RASE	(2) 22,51	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i) 1261	(i)	(k)	(1)	(m)	(n)	(0)	(p) 604	(q)	(r) 1780	(s)	(t)	(u) 450	(v)	(w)	(x)	(y)	(A)	(B) 788	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L) 1522	(M)
WEIGHTED BASE	2241 2241 100%	1043 1014 45%	528 24%	851 38%	748 669 30%	262 12%	745 33%		546 24%	1261 1273 57%	742 742 33%	11/9 1112 50%	905 40%		7/5 742 33%	349 16%	654 29%	479 424 19%	1730 1778 79%	139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	771 34%	788 791 35%	594 617 28%	1594 1561 70%	680 30%	592 580 26%	930 887 40%	386 17%		128* 6%*		1522 1468 65%	714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	192	69	49	136	146	70	87	22	8	74	61	149	163	54	80	16	9	85	104	41	69	31	13	110	141	154	78	66	44	144	48	42	83	33	24	8	1	125	65
	9% ahiop	7%	9% a	16% zab	22% zabc	27% zfgh	12% zgh	6% h	1%	6%	8% i	13% zij	18% zijk	21% znop	11% 20p	5% p	1%	20% 2r	6%	30% zuvx	24% zuvxy	8%	5%	26% zuvx	17% zuvy	14% zuv	10%	8%	7%	9%	7%	7%	9%	9%	12%	6%	7%	8%	9%
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	171	81	75	111	105	31	45	11	12	90	78	130	131	35	51	5	11	68	98	22	49	44	19	70	114	133	64	60	38	124	47	41	61	43	13	10	•	102	66
	8% shoor	8%	14% 2a	13% za	16% zac	12% zfah	6% gh	3%	2%	7%	11% zi	12% 2i	15% ziik	14% 2000	7% oo	2%	2%	16% 2r	6%	16% zv	17% zuvv	11% 2	8%	16% zuvx	14% zuvv	12% zv	8%	8%	6%	8%	7% C	7%	7%	11% 2GL	6%	8%	2%	7%	9%
Describes both equally	993 44% bgjo pCE	484 48% zb	212 40%	410 48% zbd	299 45%	102 39%	377 51% zegh	133 36%	234 43% g	580 46% i	301 41%	558 50% zij	446 49% zij	104 40% op	375 51% zmop	90 26%	215 33% 0	178 42%	808 45%	54 39%	129 45%	230 56% 25tw	124 50% s	184 43%	414 49% 25W	538 49% zsw	379 49% 2CE	358 45% CE	239 39%	737 47% 2CE	257 38%	291 50% 2GJL	387 44%	167 43%	87 43%	45 35%	9 61%	678 46% 2GJ	299 42%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles		112	57	84	54	26	73	55	73	151	90	94	57	19	52	52	102	35	179	8	18	53	33	26	78	112	81	73	62	154	64	52	93	41	12	17	2	145	71
	10% kint w	11% d	11% d	10% d	8%	10%	10%	15% 2f	13% zf	12% zkl	12% zki	8% I	6%	7%	7%	15% zmn	16% zmn	8%	10%	6%	6%	13% zstw x	13% stw	6%	9% tw	10% tw	11%	9%	10%	10%	9%	9%	10%	11%	6%	14%	10%	10%	10%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	268	165	90	54	28	10	84	100	146	214	129	81	39	5	64	113	188	29	235	7	13	19	35	20	39	74	97	96	75	193	75	56	117	43	26	22	•	174	91
	12% cdek Imngstu www	16% zcd	17% zcd	d d	4%	4%	11% e	27% zef	27% zef	17% zkl	17% zkl	7% I	4%	2%	9% m	32% zmn	29% zmn	7%	13% 2q	5%	4%	5%	14% stuwx y	5%	5%	7% uwx	13%	12%	12% E	12%	11%	10%	13%	11%	13%	18% F	2%	12%	13%
Describes electric vehicles better than petrol/diesel vehicles (NET)	363	150	124	248	251	101	133	33	20	164	140	279	294	90	130	21	20	154	202	63	117	75	32	180	255	287	142	125	82	268	95	82	144	75	37	18	1	226	131
	16% ghio prC	15%	23% 2a	29% zab	38% zabc	38% zfgh	18% gh	9% h	4%	13%	19% zi	25% 2ij	33% zijk	35% znop	18% op	6% p	3%	36% 2r	11%	45% zuvx V	40% zuvx V	18%	13%	42% zuvx V	30% zuvy	26% zuv	18% CE	16%	13%	17%	14%	14%	16%	20% F	18%	14%	9%	15%	18%
Describes petrol/diesel vehicles better than electric vehicles (NET)	486	277	148	138	82	36	156	154	219	365	219	175	97	24	116	165	289	64	414	15	31	71	68	46	118	186	178	169	138	347	139	109	210	84	38	40	2	319	162
	22% cdek Imnostu wxv	27% 2cd	28% zcd	16% d	12%	14%	21% e	41% zef	40% zef	29% zkl	30% zkl	16% 	11%	10%	16% m	47% zmn	44% zmn	15%	23% 20	11%	11%	17% twx	28% 2stu wxv	11%	14% w	17% stwx	23%	21%	22% E	22%	20%	19%	24% FL	22%	19%	31% zFIL M	13%	22% F	23%
Describes neither well	103 5% acdfk ItwxyAF	30 3%	18 3%	20 2%	16 2%	9 3%	24 3%	19 5%	21 4%	52 4% k	25 3%	32 3%	29 3%	21 8% 2n	33 5%	28 8% 2n	40 6%	13 3%	87 5%	3 2%	2 1%	15 4% tw	7 3%	6 1%	21 2% tw	28 3% tw	25 3%	39 5%	36 6% A	64 4%	39 6% A	17 3%	42 5%	16 4%	15 7% F	7 6%	2%	59 4%	39 5%
Don't know	295 13% abcde fghijkim qstuvwxy AD	73 7% bcd	27 5% d	36 4% d	20 3%	14 6%	54 7%	34 9%	52 9%	111 9% ki	57 8% I	68 6% I	38 4%	17 7%	87 12% m	45 13% m	89 14% m	15 4%	266 15% 2q	3 2%	11 4%	21 5%	17 7%	14 3%	35 4%	52 5%	47 6%	99 12% AD	122 20% 2ABD	146 9% A	149 22% 2ABC D	81 14%	104 12%	43 11%	24 12%	17 14%	2 16%	185 13%	84 12%
																																•							

Proportions/Means: Columns Tested (5% risk levell) = z/a/b/z/d = z/e/flz/h = z/ii/lk/h = z/m/n/o/a = z/a/r = z/s/t/u/w/w/x/v = z/a/b/c/D/E = z/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, 5O 20252 and with the loss Terms and Conditions.



15 May 2025

Q13\_4 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Safe

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGI	IG LOCATION	- DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
UNWEIGHTED BASE	(z) 2241	(a) 104	(b) 205	(c)	(d) 139	(e) 120	(f) 120	(g)	(h)	(i)	(j) 100	(k) 194	(I) 344	(m) 315	(n) 255	(o) 139	(p) 162	(q) 27	(r)	(s) 97	(t) 161
WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	97* 4%*		20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	192	22	42	39	24	23	26%	1 12%	28%	19	21	28	73	69	46	26	37 27%	1 5%	7%	18	34
	976	25% Z	25% Z	Z 270 Z	Z176 Z	2270 Z	Z 20%	1270	2870	34% Z	2/76 Z	2 Z	23% zk	zkn	1976 Z	20% Z	Z / 76	376	/70	23% Z	2476 Z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	171	15	33	36	26	25	18	1	3	8	10	27	47	38	40	21	15	1	3	7	16
	8%	18% z	20% z	21% z	23% z	24% z	18% z	8%	20%	14%	13% z	15% z	15% z	13% z	17% z	16% z	11%	4%	15%	9%	11%
Describes both equally	993 44% e	31 37%	66 39%	73 42%	41 36%	35 34%	42 43%	4 64%	6 36%	22 39%	38 49%	87 48%	143 46%	132 47%	118 49%	54 42%	70 50%	22 86%	12 68%	45 56% z	77 55% z
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	218	8	10	7	8	9	2	-	*	1	2	16	22	17	17	13	7	1	1	6	7
	<b>10%</b> cfij m	10% c	6%	4%	7%	8% c	2%	-	2%	2%	2%	9%	7%	6%	7%	10% m	5%	3%	6%	7%	5%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	268	6	10	14	13	10	7	1	2	4	4	10	13	16	12	6	5	-	1	3	5
	12% bklmn opst	7%	6%	8% b	11% b	9%	7%	16%	14%	7%	6%	5%	4%	6%	5%	5%	4%	-	3%	3%	4%
Describes electric vehicles better than petrol/diesel vehicles (NET)	363	37	75	74	50	48	43	1	8	27	31	55	120	108	86	46	51	2	4	26	49
	16%	43%	45% z	43% z	44% z	47%	45%	20%	48%	48%	40% z	30%	38% zk	38% zk	35% z	36%	37%	9%	23%	32%	35% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	486	15	20	21	21	18	9	1	3	5	6	26	35	32	29	20	12	1	2	9	12
	<b>22%</b> bcfi jklmnps t	17%	12%	12%	18% bc	18%	9%	16%	16%	9%	8%	14%	11%	11%	12%	15%	9%	3%	10%	11%	9%
Describes neither well	103 5% bct	2 3%	3 2%	2 1%	2 2%	1 1%	1 1%	-	-	* 1%	2 2%	9 5% n	9 3%	7 2%	5 2%	4 3%	4 3%	-	-	-	1 1%
Don't know	295 13% abcde fijklmno pst	-	4 2%	3 1%	1 1%	1 1%	2 2%	-	-	2 4%	1 2%	4 2%	6 2%	5 2%	4 2%	4 3%	1 1%	* 2%	-	1 2%	*



15 May 2025

Q13\_5 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or dieself fuel, or describe both equality? - No-nonsense

## Base: All adults aged 18-75 in the UK

		GEN	IDER			AGE								REG	ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL (2)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44	45-54	55-75	NORTH EAST (b)	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND (m)	SOUTH WEST	SOUTH EAST	LONDON	WALES (a)	SCOTLAND (r)	NI (a)	WORKING (t)	WORKING	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999 (A)	£34999 (B)	£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	(e) 392	435	731	(n) 116	226	173	181	153	(m) 199	(n) 187	293	(P) 297	(q) 122	(r) 179	115	1505	736	(V) 1444	(W) 797	1249	992	(A) 375	(B) 544	515	(D) 653	1800	326
WEIGHTED BASE	2241	1092	1120						88*							308					1520				803	1438					1852	326
			50%						4%*																36%							15%
Describes fully electric vehicles	157	96	60	27	59	28	13	29	3	21	13	11	10	12	7	16	39	6	13	7	126	30	109	47	83	73	20	32	33	70	136	14
much better than it does petrol/																																
diesel vehicles	7%	9%	5%	11%	14%	7%	3%	4%	3%	9%	7%	6%	6%	6%	4%	5%	12%	6%	7%	11%	8%	4%	8%	5%	10%	5%	5%	5%	6%	13%	7%	4%
	bfguw	zb	3/6	zfg	zefg	fo	3/0	470	3/4	370	7,10	0,0	070	0.00	476	3/0	zhkmn	0/0	//0	hn	zu	470	ZW	370	zy	3/6	370	370	070	zABC	770	470
	vF.				LUIK												0													DADC		
Describes fully electric vehicles a	184	108	73	31	73	37	14	28	10	14	16	16	7	15	10	19	55	4	15	3	142	42	126	58	94	90	29	45	36	68	167	14
little better than it does petrol/																																
diesel vehicles																																
	8% bfgu	10% zb	6%	12% zfg	17% zefg	9%	3%	4%	11% lq	6%	9%	8%	4%	7%	5%	6%	17% ziikl	4%	8%	5%	9% zu	6%	10% zw	6%	12% zy	6%	7%	7%	7%	12% zABC	9% 2F	4%
	wyF	20		ZIK	zeig	¹K			lq								mnogrs				20		ZW		ZV					ZABC	žP.	
Describes both equally	663	355	302	75	118	124	147	199	23	70	43	68	43	54	64	101	98	22	58	18	468	195	369	294	249	414	108	185	157	179	565	80
	30%	32%	27%	29%	28%	31%	36%	27%	26%	29%	24%	35%	26%	26%	34%	33%	31%	21%	31%	29%	31%	27%	29%	31%	31%	29%	27%	30%	30%	32%	30%	25%
	bg	zb					zdg					iq			q	q																
Describes petrol/diesel vehicles a little better than it does fully	303	134	164	43	43	60	49	107	15	44	22	23	27	35	26	44	31	12	17	9	198	105	175	128	106	197	53	78	79	70	246	49
electric vehicles																																
	14%	12%	15%	17%	10%	15%	12%	14%	17%	18%	12%	12%	17%	16%	14%	14%	10%	11%	9%	14%	13%	15%	14%	13%	13%	14%	13%	13%	15%	13%	13%	15%
Describes petrol/diesel vehicles	428	221	206	32	60	66	94	176	16	41	39	34	38	43	37	59	42	22	44	13	279	149	246	183	128	300	75	134	90	92	327	89
much better than it does fully																																**
electric vehicles																																
	19%	20%	18%	13%	14%	16%	23%	23%	19%	17%	22%	18%	23%	20%	20%	19%	14%	21%	23%	21%	18%	21%	19%	19%	16%	21%	19%	22%	17%	17%	18%	27%
	cdpx						zcde	zcde			р		р						р							×		D				zE
Describes electric vehicles better	340	204	133	58	132	65	28	57	12	35	29	27	17	27	17	35	94	10	28	10	268	73	235	105	177	163	50	76	68	137	303	27
than petrol/diesel vehicles (NET)								-																								-
	15%	19%	12%	23%	31%	16%	7%	8%	14%	14%	16%	14%	10%	13%	9%	11%	30%	10%	15%	16%	18%	10%	18%	11%	22%	11%	12%	13%	13%	25%	16%	8%
	bfgn	zb		zefg	zcef	fg											zhij				zu		zw		zy					zABC	2F	
	uwyF				g												klmnogr															
Describes petrol/diesel vehicles	731	354	370	76	103	127	143	282	31	84	61	57	64	77	63	103	74	34	61	22	478	253	420	311	234	497	128	212	169	162	572	137
better than electric vehicles (NET)																																
1																																
	33%	32%	33%	30%	25%	31%	35%	38%	35%	35%	34%	29%	40%	36%	33%	34%	23%	32%	33%	34%	31%	35%	33%	33%	29%	35%	32%	35%	33%	29%	31%	42%
Describes neither well	dpxE	04	84	45	20	20	d 25	zcd 74	p 8	p 16	p 12	45	p 16	p 18	p 17	p	12	45	10	p	107		07	74	59	X	42	43	37	22	407	zE 20
Describes neitner well	171 8%	81 7%	7%	15 6%	29 7%	28 7%	25 6%	10%	10%	16 7%	12 7%	15 8%	16	18 8%	9%	26 8%	12 4%	15 15%	10 6%	5 8%	7%	64 9%	8%	74 8%	7%	112 8%	10%	43 7%	7%	33 6%	137 7%	29 9%
	p		,,,	0,0	.,,		0.0	zf	0			0.0	p	0.0	p	D	-7.0	ziipr	- 0.2	0,0		3,0	0,0	0,0		0,2	2D			0,0		3
Don't know	335	97	232	30	40	62	68	136	13	36	35	27	23	36	26	44	35	23	29	8	199	136	164	172	84	252	71	91	89	40	275	52
	15%	9%	21%	12%	9%	15%	17%	18%	15%	15%	19%	14%	14%	17%	14%	14%	11%	22%	16%	13%	13%	19%	13%	18%	10%	18%	18%	15%	17%	7%	15%	16%
	adtvx		za			d	d	zcd			р							zp				zt		zv		2X	D	D	D			
	D								1																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k///m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q13.5 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equality? - No-nonsense

## Base: All adults aged 18-75 in the UK

	1	CAR DRIVII	NG LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNERS	HIP				TYPES OF	DRIVING		T		PAI	RKING LOCATIO	INS				ELECTRIC V	VEHICLES		INT	ENTION TO BU	JY NEXT VEHIC	LE
	TOTAL	ANY YES	NO (b)	PETROL	DIESEL (d)	HYBRID (e)	EV (f)	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OTHER	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY		LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE		USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	NOT NEXT TO MY	OFF-STREET IN A SHARED CAR PARK	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY		ON-STREET	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST					IN THE NEXT 10 YEARS (J)	
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%	7 9**	317 344 15%	1519 1530 68%	378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%	43 39* 2%*	1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%	316 289 13%	64 67* 3%*	1021 968 43%	115 119* 5%*	132 132 6%	456 460 21%	127 140 6%	1268 1219 54%	583 600 27%	237 202 9%	267 258 12%	797 777 35%	903 965 43%	349 312 14%	1064 1002 45%	1545 1470 66%	1601 1526 68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	157	137	20	46	16	40	33		18	63	73	70	31	13	19	3	101	32	102	82	35	3	59	10	9	38	14	79	52	53	25	41	36	44	101	124	126
	7% cdiFG	7%	6%	4%	4%	19% zodh	27% zcdhi		5%	4%	22% zcdhi	7%	7%	10%	10%	7%	7%	10%	7%	10% zr	12% 2r	5%	6%	9%	7%	8%	10%	6%	9%	26% zEFG	10% FG	5%	4%	14% zijk	10% zJK	8% z	8% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	184	163	21	67	34	34	27	3	17	101	60	71	49	13	28	2	120	41	125	87	41	7	60	20	10	50	19	90	68	45	30	64	39	49	125	147	153
	8% chikv G	9%	6%	6%	9%	15% zcdh i	23% zcdh i	34%	5%	7%	18% zcdhi	7%	11% zkp	10%	14% zkp	5%	8% k	12% zkp	8%	10% zr	14% zrs	11%	6%	17% zv8	8%	11% v8	13% vB	7% v	11% zvB	22% zEFG	11% G	8% G	4%	16% zJK	13% zJK	10% z	10% z
Describes both equally	663 30% G	566 30%	97 29%	352 31%	105 26%	60 28%	36 30%	2 18%	102 30%	458 30%	96 29%	296 28%	133 30%	50 38% k	61 31%	12 32%	429 29%	111 34%	454 29%	261 30%	88 30%	22 34%	308 32%	31 26%	33 25%	134 29%	32 23%	371 30%	167 28%	64 31%	81 32%	255 33% 2G	256 27%	87 28%	302 30%	449 31%	470 31%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	303	268	35	166	64	25	9	1	37	230	34	146	68	17	27	3	214	44	217	118	46	13	141	24	25	49	20	191	68	16	31	114	136	32	139	220	226
Describes petrol/diesel vehicles	14% D 428	14% 396	11%	15% fj 255	16% fj 99	11%	8% 7	9%	11% 36	15% zfj 355	10%	14% 247	15%	13%	14% 31	8% 9	14% 329	13%	14% 362	14%	16%	20%	15%	20% VC 18	19% VC 30	11%	14%	16% zyC 276	11%	8% 17	12%	15% D 139	14% D 226	10%	14% H 187	15% zH 312	15% zH 323
much better than it does fully electric vehicles	19% befh	21% zb	9%	23% zefh	25% zefh	12%	6%	28%	11%	23% zefh	10%	24% zmna	19%	14%	16%	23%	22% zima	15%	23% zstu	19% u	15%	6%	24% zvC	15%	22%	18%	20%	23% zv	18%	9%	17% D	18% D	23% 2DEF	19%	19%	21% 2l	21% 2l
Describes electric vehicles better than petrol/diesel vehicles (NET)	340 15% chiv G	300 16%	40 12%	113	50	74 34% 2cdh	59 50% zcde	3 34%	35 10%	163 11%	133 40% zcde	141	80 18% kp	26	47 24% 2kp	5	221 15% k	73 22% zkp	227 15%	170 20% zr	75 26% 2rs	10	119	30 25% zv8	19 15%	88 19% zvB	32 23% zv8	169 14% v	120 20% zv8	98 48% zEFG	55 21% 2FG	105 14% G	74 8%	93 30% 2UK	226 23% zJK	271 18% 2	279 18% 2
Describes petrol/diesel vehicles better than electric vehicles (NET)	731	664	65	421	163	51	16	3	73	584	68	393	150	35	58	12	543	93	578	282	90	17	370	42	55	130	48	467	178	33	74	253	361	93	326	533	549
	33% befh ivD	35% zb	20%	37% zefh i	41% zefh i	24% f	14%	37%	21%	38% zefh i	20% f	38% zmnq	34%	26%	29%	31%	37% zmq	28%	37% zst	33%	31%	26%	38% zyC	35%	42% zyC	28%	35%	38% zyC	30%	16%	29% D	33% D	37% zDE	30%	32%	36% zHI	36% zHI
Describes neither well	171 8% afvBD JK	133 7%	38 11% za	91 8% f	22 5%	14 7%	3 2%	1 11%	38 11% zdfij	113 7%	17 5%	71 7%	33 7%	6 5%	13 7%	4 11%	104 7%	20 6%	107 7%	59 7%	16 6%	6 9%	60 6%	6 5%	11 9%	40 9%	8 6%	78 6%	48 8%	3 1%	19 7% D	67 9% D	80 8% D	19 6%	64 6%	97 7%	99 6%
Don't know	335 15% aefi jinpqrs tvBDFHI JK	244 13%	89 27% za	153 14% efi	58 15% efi	18 8%	4 3%	:	95 28% zcde fij	212 14% efi	22 7%	143 14%	46 10%	15 11%	19 9%	5 14%	189 13%	33 10%	192 12% t	91 11% t	20 7%	10 16% t	111	10 8%	13 10%	68 15%	19 14%	135 11%	87 15%	5 2%	29 11% D	97 12% D	193 20% zDEF	20 6%	85 8%	120 8%	129 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/z/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/b/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Ol3 5 - Based on what you have seen or heard, which of the followine words/ohrases would you say better describe fully electric vehicles. better describe those with endines sowered by either cetrol or disself test. or describe both equality? No nonsense Base: All adults aged 18-75 in the UK

		NEXT BURG	ASE - PROBAB	IV/DEFINITEI	CONTINE	NEXT PUI	RCHASE - PRO CON	BABLY/ DEFINIT		01/70411 0018	ION ON VITUE	or versy trac	NA DOCUME	OVERALL	OPINION ON V	VEHICLES VERY	/FAIRLY	EVER CHARGE IN HY					DIED BUIL DI					LICY CHANGE - S		CTDSC VICINGS					TENL	in.			
1		NEXT PURC	IASE - PRUBAB	LY/ DEFINITED	CONSIDER		CON	SIDER		OVERALL OPIN	ION ON VEHIC	LES VERT/FAI	KLY POSITIVE		NEGA	ITIVE		IN HY	BKID				EVER BUY - EV				PU	RECALL										$\overline{}$	
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)		WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)			IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			COUNCIL (I)		OTHER (K)	OWNED (L)	RENTE (M)
INWEIGHTED BASE VEIGHTED BASE	2241 2241 100%	1043 1014 45%			748 669 30%				546 546 24%							323 349 16%			1730 1778 79%						927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%							1522 1468 65%	
escribes fully electric vehicles uch better than it does petrol/ esel vehicles	157	56	44	107	112	53	62	14	6	70	53	124	124	48	60	10	10	76	79	29	56	31	5	85	116	121	67	40	46	107	49	35	65	29	15	10	2	100	54
	7% aghio prvB	6%	8% a	13% zab	17% zabc	20% zfgh	8% gh	4% h	1%	6%	7% i	11% 2ij	14% zijk	19% znop	8% op	3%	1%	18% 2r	4%	21% zuvx v	19% zuvxy	8% V	2%	20% zuvx v	14% zuvy	11% zuv	9% zBD	5%	7%	7% B	7%	6%	7%	8%	7%	8%	13%	7%	8%
escribes fully electric vehicles a tle better than it does petrol/ esel vehicles	184	87	53	119	112	45	66	18	14	98	83	145	143	38	52	11	10	74	106	33	58	33	19	91	124	143	71	74	36	145	39	38	75	37	23	5	3	113	66
	8% shoor CE	9%	10%	14% zab	17% zabc	17% zfeh	9% gh	5% h	3%	8%	11% zi	13% zi	16% ziik	15% 2000	7% oo	3% p	2%	18% 2r	6%	24% zuvx V	20% zuvov	8%	8%	21% zuvx V	15% zuvv	13% zuv	9% CE	9% CE	6%	9% 2CE	6%	7%	8%	10%	11%	4%	18%	8%	9%
escribes both equally	663 30% shoo	293 29%	164 31%	291 34% za	247 37% zabc	74 28% gh	227 30% gh	71 19%	110 20%	372 29%	213 29%	372 33% zii	329 36% ziik	71 28% 00	229 31% op	59 17%	106 16%	140 33%	514 29%	45 33%	109 38% z	155 37% 2	75 30%	155 36% 2	309 37% z	384 35% z	227 30%	240 30%	182 29%	468 30%	195 29%	180 31%	261 29%	133 34% zJM	53 26%	29 23%	2 14%	441 30%	215 30%
escribes petrol/diesel vehicles a tile better than it does fully lectric vehicles	303	155	79	135	78	32	119	51	93	183	103	162	120	24	122	44	102	49	251	15	24	75	48	39	114	162	110	106	85	215	88	88	110	54	29	19	2	197	102
	14% tw	15% zd	15%	16% 2d	12%	12%	16% 2	14%	17% 2g	14%	14%	15%	13%	9%	16% zm	13%	16% m	12%	14%	11%	8%	18% zstw xy	19% zstwx	9%	13% tw	15% twx	14%	13%	14%	14%	13%	15%	12%	14%	15%	15%	15%	13%	14%
escribes petrol/diesel vehicles nuch better than it does fully lectric vehicles	428	271	135	95	49	27	153	159	230	344	187	130	61	18	121	155	286	48	378	7	20	55	73	26	81	154	189	143	91	332	97	112	189	61	29	30	1	301	120
	19% cdek Imngstu wxvCE	27% 2cd	25% zcd	11% d	7%	10%	21% e	43% zef	42% zef	27% zkl	25% zkl	12% 	7%	7%	16% m	44% zmn	44% zmn	11%	21% 2q	5%	7%	13% stwx	29% zstuw xy	6%	10% sw	14% stwx	24% 28CD E	18%	15%	21% 2BCE	14%	19%	21% HM	16%	15%	24%	9%	21% 2	17%
escribes electric vehicles better nan petrol/diesel vehicles (NET)	340	143	97	226	224	97	128	32	20	168	136	269	267	86	111	20	20	151	185	62	114	64	24	176	240	264	138	114	82	252	88	73	140	67	38	15	5	212	119
	15% ghio prv	14%	18% za	27% zab	34% zabc	37% zfgh	17% gh	9% h	4%	13%	18% zi	24% 2ij	30% zijk	34% znop	15% op	6% p	3%	36% 2r	10%	45% zuvx V	39% zuvx V	16%	10%	41% zuvx V	28% zuvy	24% zuv	18% 2CE	14%	13%	16%	13%	13%	16%	17%	19%	12%	31%	14%	17%
escribes petrol/diesel vehicles etter than electric vehicles (NET)	731	426	213	230	128	59	272	210	324	527	290	292	182	42	242	199	388	97	629	22	44	129	121	65	195	316	298	248	176	547	184	200	298	115	59	49	4	498	223
	33% cdek Imastwx vCE	42% zcd	40% 2cd	27% d	19%	23%	37% ze	56% zef	59% zef	41% zkl	39% zki	26% I	20%	16%	33% m	57% zmn	59% zmn	23%	35% 2q	16%	15%	31% stwx	49% zstu wxv	15%	23% stw	29% stwx	39% 2BCD E	31%	29% E	35% 2BCE	27%	34%	34%	30%	29%	38%	24%	34%	31%
escribes neither well	171 8% abcij qwxyAH	62 6% b	22 4%	53 6% b	42 6% b	18 7%	53 7%	24 6%	40 7%	77 6%	36 5%	75 7% i	65 7% i	29 11% 2	65 9%	28 8%	52 8%	19 4%	148 8% zq	5 4%	14 5%	30 7%	11 4%	19 4%	49 6%	60 5%	46 6%	68 9%	56 9%	114 7%	57 8%	40 7%	77 9% H	18 5%	17 8%	12 9%	2 12%	116 8%	47 7% H
on't know	335 15% abcde fghijklq stuvwxyA	89 9% bcd	33 6%	51 6% d	28 4%	14 5%	65 9% e	37 10% e	53 10% e	128 10% 	67 9%	104 9% I	62 7%	28 11%	94 13%	43 12%	86 13%	17 4%	303 17% 2q	4 3%	10 4%	35 8% stwxy	18 7% w	15 3%	50 6% w	68 6% tw	61 8%	119 15% AD	122 20% 2ABD	180 12% A	155 23% 2ABC D	88 15%	112 13%	53 14%	35 17%	23 18%	3 19%	200 14%	110 15%

Proportions/Means: Columns Tested (5% risk levell - :/a/bt/d - :/e/ft/zh - :/h/lt/k - :/h/lt/k - :/m/n/olo - :/a/r - :/s/t/u/w/w/v - :/A/B/C/D/E - :/f5/G/H/l1/K/L/M
Overlap formulae used. \* small base: \*\* verv small base (under 30) inelicible for six testine

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q13\_5 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - No-nonsense

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE	. REASONS NO	OT CURRENTLY	DRIVEN EV IN	PAST. POSITI	VE EXPERIENCE	. REASONS NO	OT CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGI	IG LOCATION	- DISAGREE			DRIVING - AGRE					RIVING DISAGR		
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	(a) 104	205	207	139	120	120	(8)	20	70	100	194	344	315	255	139	(p) 162	27	21	97	161
WEIGHTED BASE	2241	85*	167	172	115	102*	97*	6**	16**	56*	78*	181		284	242	129	139	26**	18**	80*	141
	100%	4%*					4%*					8%	14%				6%				6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	157	22	41	40	22	22	21	1	3	15	22	24	50	47	35	22	23	1	5	11	22
	7%	26%	25%	23%	19%	21%	21%	17%	18%	27%	28%	13%	16%	16%	14%	17%	16%	4%	27%	14%	16%
		Z	Z	Z	Z	z	Z			Z	Z	Z	Z	Z	Z	Z	Z			Z	Z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	184	21	43	40	25	20	21	-	1	9	19	22	48	53	33	21	24	1	1	17	28
	8%	24%	26%	23%	22%	20%	22%		7%	17%	25%	12%	15%	19%	14%	17%	18%	5%	8%	21%	20%
		Z	Z	Z	Z	Z	z		_	Z	zi		Z	zkln	Z	Z	Z			Z	Z
Describes both equally	663 30%	22 26%	47 28%	51 30%	33 29%	32 32%	33 34%	1 19%	5 30%	18 32%	21 27%	68 37%	114 36%	98 35%	91 37%	47 36%	52 37%	14 55%	6 32%	24 31%	49 35%
	30%	20%	2070	30%	29%	32%	34%	19%	30%	3270	2/70	7	30% Z	35%	3/70 7	30%	7	33%	3270	3176	35%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	303	7	18	19	17	14	12	2	1	4	5	30	39	37	34	20	14	6	3	10	12
	14% i	8%	11%	11%	14% a	14% a	12% i	30%	7%	7%	6%	17%	12%	13%	14%	16%	10%	25%	17%	13%	8%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	428	9	6	9	10	9	6	2	5	5	2	13	20	15	17	7	8	2	1	8	11
	19% abcd efijklm nopst	11% bc	4%	5% b	9% b	9% b	6%	34%	34%	9% j	3%	7%	6%	5%	7%	6%	6%	7%	3%	11%	8%
Describes electric vehicles better than petrol/diesel vehicles (NET)	340	42	84	80	47	42	42	1	4	24	41	46	98	99	68	44	47	2	6	28	50
	15%	50%	50%	46%	41%	41%	43%	17%	25%	43%	53%	25%	31%	35%	28%	34%	34%	9%	35%	35%	36%
		zd	zde	Z	z	Z	z			z	zf	Z	z	zkn	z	zk	Z			z	z
Describes petrol/diesel vehicles better than electric vehicles (NET)	731	16	24	29	27	24	18	4	7	9	7	43	59	51	50	27	22	8	4	19	23
	33% abcd efijklm nopt	19%	14%	17%	23% bc	23% b	18% j	63%	42%	16% j	9%	24%	19%	18%	21%	21%	16%	32%	20%	24%	16%
Describes neither well	171 8% ef	3 4%	7 4%	7 4%	6 5% e	2 2%	2 2%	-	1 3%	4 7% f	6 8% f	15 8%	32 10%	25 9%	23 10%	8 6%	15 11%	* 1%	1 7%	7 9%	14 10%
Don't know	335	1	5	5	3	2	2	-	-	1	3	9	10	10	11	3	2	*	1	1	4
	15% abcde fijklmno pst	2%	3%	3%	2%	2%	2%	-	-	2%	3%	5%	3%	4%	4%	2%	1%	2%	6%	2%	3%
	har																				



Q13\_6 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Technologically advanced

	Г	GENI	DER			AGE								REG	SION						WORKING	S STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN/	RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241		1130						116																1249							326
WEIGHTED BASE	2241		1120						88*																803							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	595	299	287	89	157	125	82	142	18	66	42	54	44	55	38	79	101	27	56	16	418	177	377	218	250	345	99	143	135	194	518	61
dieser veriicies	27%	27%	26%	35%	37%	31%	20%	19%	21%	27%	23%	28%	27%	26%	20%	26%	32%	25%	30%	26%	27%	25%	29%	23%	31%	24%	25%	24%	26%	35%	28%	19%
	fgwy	2770	2070	zfg	zfg	fe	2070	1370		2770	2370	20%	2770	20/0	20,0	20%	zhn	2374	n	20/0	2770	23,0	zw	23/0	zy	24/0	2370	24/4	20,0	zABC	+E	15/0
	F																2													2ADC		
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	549	257	283	67	114	87	108	174	19	51	43	45	50	47	48	70	90	24	49	13	364	185	338	211	217	332	85	143	145	150	447	89
	24%	24%	25%	26%	27%	21%	26%	23%	22%	21%	24%	23%	31%	22%	26%	23%	29%	23%	27%	20%	24%	26%	26% zw	22%	27% zy	23%	21%	24%	28% A	27%	24%	27%
Describes both equally	593	307	279	50	76	98	133	236	20	67	46	54	37	60	58	87	73	31	40	19	412	182	329	264	206	387	109	176	128	128	473	101
	26% cdD	28%	25%	20%	18%	24%	32% zcde	32% zcde	23%	28%	26%	28%	23%	28%	31%	28%	23%	30%	22%	30%	27%	25%	26%	28%	26%	27%	27%	29% D	25%	23%	26%	31%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	109	69	39	21	22	30	8	29	4	21	9	6	4	10	12	10	13	5	10	4	80	29	51	57	37	72	14	40	23	24	87	18
	5% bfv	6%	3%	8% zfg	5%	7% zfg	2%	4%	5%	9%	5%	3%	3%	5%	6%	3%	4%	5%	5%	6%	5%	4%	4%	6%	5%	5%	3%	7%	4%	4%	5%	6%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	99	61	39	9	19	12	17	42	8	9	7	7	5	11	9	14	11	2	10	6	63	36	51	48	32	68	23	23	23	22	73	20
electric verilicles	4%	6%	3%	4%	4%	3%	4%	6%	9%	4%	4%	4%	3%	5%	5%	4%	3%	2%	5%	10%	4%	5%	4%	5%	4%	5%	6%	4%	4%	4%	4%	6%
	bE	zb	5,0	4,0	470	3,0	474	0,0	zpq	4,4	470	***	3,0	3.4	3/4	470	370	270	3.2	zijkl opq	4/4	570	470	3,0	4.0	5.4	0,0		470	470	***	0,0
Describes electric vehicles better than petrol/diesel vehicles (NET)	1144	557	570	156	271	211	190	316	37	117	85	100	94	101	86	149	191	51	105	29	782	363	716	429	466	678	184	287	280	344	965	150
	51%	51%	51%	61%	64%	52%	46%	42%	42%	48%	47%	51%	58%	48%	46%	48%	61%	48%	57%	46%	51%	50%	56%	45%	58%	47%	46%	47%	54%	62%	52%	46%
	fgwy			zefg	zefg	R							h				zhij mnogs		h				zw		zy				Α	zABC		
Describes petrol/diesel vehicles better than electric vehicles (NET)	208	130	77	30	41	42	25	71	12	29	17	14	10	21	21	23	24	8	20	10	143	65	102	106	69	139	37	63	46	46	160	38
	9%	12%	7%	12%	10%	10%	6%	9%	13%	12%	9%	7%	6%	10%	11%	8%	8%	7%	11%	16%	9%	9%	8%	11%	9%	10%	9%	10%	9%	8%	9%	12%
D	bfvE	zb	27	1		12		22			^					42	-	,		zklop	42	27	20	V 40	45		22		40			
Describes neither well	69 3%	32 3%	37 3%	1%	2%	12 3%	14 3%	32 4%	4%	3 1%	9 5%	3%	8 5%	9 4%	4 2%	12 4%	2%	2%	3 2%	2 4%	43 3%	27 4%	2%	40 4%	15 2%	54 4%	22 6%	14 2%	10 2%	11 2%	57 3%	9 3%
	3% cvx	376	576	176	276	376	376	4% zc	475	176	576	576	576	476	276	476	276	276	276	476	376	476	276	476 V	276	47s X	6% zBCD	276	276	276	376	376
Don't know	226	66	158	16	25	41	50	94	15	25	23	19	14	22	19	36	19	14	17	2	141	85	108	118	47	179	47	69	56	21	196	28
	10%	6%	14%	6%	6%	10%	12%	12%	17%	10%	13%	10%	9%	10%	10%	12%	6%	13%	9%	4%	9%	12%	8%	12%	6%	12%	12%	11%	11%	4%	11%	9%
	acdps		za				cd	zcd	zps		ps					ps		ps						zv		zx	D	D	D			
1	VxD								1																1							

 $Proportions/Means: Columns Tested [SX risk level] \cdot z/a/b \cdot z/c/ds/g/l/g \cdot z/h/l/j/h/l/m/h/o/g/q/r/s \cdot z/v/w \cdot z/v/w \cdot z/x/y \cdot z/h/b/c/D \cdot z/L/f \\ Overlap formulae uzed. ** small base*$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q13. 6 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equality? - Technologically advanced

#### Base: All adults aged 18-75 in the UK

	1	CAR DRIVI	NG LICENSE	1			VEHI	LE TYPE						VEH	IICLE OWNERS	HIP				TYPES OF	DRIVING				PA	RKING LOCAT	IONS				FLECTRIC	VEHICLES		IN:	TENTION TO BU	LIY NEXT VEHI	TE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/		USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT TO MY	OFF-STREET IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE BEEN		WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL (7)	ANY YES	NO	PETROL (c)	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY		FINANCE	PLEASURE (r)	G (c)	WORK (*)	DRIVE	PROPERTY (v)		CAR PARK	PROPERTY	PROPERTY (A)	OFF-STREET		DRIVE (D)	THE PAST	PASSENGER (E)	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	
UNDERSCHIEFT DAFF	(z) 2241	(a) 1936	(b)	(c) 1120	(d)	(e) 248	135	(g)	(h) 317	(i) 1519	())	(k) 1042	(I) 461	(m) 126	(n) 269	(0)	(p)	(q) (385)	(r) 1591	(s) 916	(t) 316	(u)	(V)	(w)	132	(y) 456	(A)	(B) 1268	(C)	(D)	(E) 267	(F) 797	(G) 903	(H) 349	(I) 1064	(J) 1545	(K)
UNWEIGHTED BASE WEIGHTED BASE	2241	1908	328	1131	399		119		344	1530	336	1044	441	132	198		1485	330	1559	862	289		968	119*	132	460	140	1219	600	202	258		965	312	1002	1470	1526
	100%	85%	15%	50%	18%	10%	5%	***	15%	68%	15%	47%	20%	6%	9%	2%*	66%	15%	70%	38%	13%	3%*	43%	5%*	6%	21%	6%	54%	27%	9%	12%	35%	43%	14%	45%	66%	68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	595	496	95	268	72	81	57	4	107	341	138	257	112	38	54	10	370	92	396	257	83	21	251	29	47	109	32	327	141	85	71	234	193	108	296	419	432
	27% cdip	26%	29%	24% di	18%	37% zcdi	48% zcdh	41%	31% cdi	22% d	41% zcdh	25%	25%	29%	27%	25%	25%	28%	25%	30% zr	29%	32%	26%	24%	36% zvyA	24%	23%	27%	24%	42% zEFG	27% G	30% 2G	20%	35% zIJK	29% z	28% 2	28% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	549	485	64	277	114	52	30	3	70	391	81	253	110	36	59	13	364	94	390	216	67	21	246	26	34	121	39	306	160	49	66	223	208	72	274	394	408
diesel venicles	24% bG	25% zb	19%	25%	29% h	24%	25%	28%	20%	26%	24%	24%	25%	27%	30%	34%	24%	29%	25%	25%	23%	32%	25%	22%	25%	26%	28%	25%	27%	24%	25%	29% 2G	22%	23%	27% z	27% z	27% z
Describes both equally	593 26% fDI	519 27%	74 23%	323 29% fbi	114 29% f	58 27% fi	17 15%	2 22%	75 22%	437 29% zfbi	75 22% f	297 28%	128 29%	37 28%	43 22%	8 20%	424 29%	80 24%	444 28%	239 28%	75 26%	12 17%	277 29%	31 26%	28 22%	128 28%	32 23%	337 28%	160 27%	39 19%	63 24%	190 24%	297 31% 7DF	71 23%	242 24%	388 26%	404 26%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	109	99	10	64	23	10	5	1	3	88	15	53	32	5	12	2	85	17	69	36	32	6	38	19	5	24	14	62	38	15	20	27	42	21	61	81	86
erecur. venicies	5% hF	5%	3%	6% h	6% h	4% h	4% h	9%	1%	6% zh	4% h	5%	7% z	4%	6%	5%	6% z	5%	4%	4%	11% zrs	9%	4%	16% zvxyB	4%	5%	10% zv8	5% v	6% V	7% F	8% F	3%	4%	7%	6% z	5%	6% z
Describes petrol/diesel vehicles much better than it does fully electric vehicles	99	95	4	56	22	5	7		9	78	12	54	16	9	7	4	70	16	86	34	11		49	5	6	22	4	60	26	9	15	20	55	18	55	79	80
	4% bF	5% zb	1%	5%	6%	2%	6%		3%	5%	4%	5%	4%	7%	4%	9%	5%	5%	6% 25	4%	4%		5%	5%	5%	5%	3%	5%	4%	5%	6% F	3%	6% 2F	6%	6% z	5% z	5% z
Describes electric vehicles better than petrol/diesel vehicles (NET)	1144	981	159	546	186	133	87	6	177	732	219	511	223	73	112	23	733	186	786	472	149	42	497	55	80	231	71	633	302	135	136	457	401	180	569	812	840
Man Ded Gordeses Vericles (NET)	51% cipG	51%	49%	48%	47%	61% zcdh	73% zcde	69%	52%	48%	65% zcde	49%	50%	56%	57%	59%	49%	56% kp	50%	55% zr	52%	63%	51%	46%	61% zwBC	50%	51%	52%	50%	67% 2EG	53% G	59% 2G	42%	58% z	57% z	55% z	55% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	208	194	14	120	45	15	12	1	12	166	27	107	48	14	19	6	155	33	155	71	43	6	87	25	11	46	18	122	64	24	34	47	97	39	117	160	166
	9% bhF	10% zb	4%	11% h	11% h	7%	10% h	9%	4%	11% zh	8% h	10%	11%	11%	10%	15%	10% z	10%	10% s	8%	15% zrs	9%	9%	21% zvxvB C	8%	10%	13%	10% v	11%	12% F	13% zF	6%	10% F	12%	12% z	11% z	11% z
Describes neither well	69 3% aejqr sDUK	49 3%	21 6% za	38 3% ej	12 3% i	1	:	:	17 5% efj	50 3% ej	1 *	33 3%	12 3%	:	4 2%	1 2%	45 3%	4 1%	34 2%	17 2%	6 2%	4 6%	28 3%	2 1%	6 4%	13 3%	1 1%	36 3%	14 2%	:	4 2%	19 2%	44 5% 2DEF	7 2%	22 2%	33 2%	34 2%
Don't know	226 10% aefjl prstvBDH	164 9%	60 18% za	104 9% fj	41 10% efj	11 5%	2 2%	:	62 18% zcde fii	146 10% efj	13 4%	97 9%	31 7%	7 6%	20 10%	1 4%	127 9%	27 8%	140 9% st	64 7%	14 5%	3 4%	79 8%	7 6%	6 5%	42 9%	18 13% x	92 8%	60 10%	4 2%	21 8% D	65 8% D	126 13% zDF	15 5%	52 5%	76 5%	82 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/l/g/h/i/j - z/b/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x/A/B/C - z/D/E/F/G - z/H/i/i/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



013 6 - Based on what you have seen or heard, which of the followine wordulnbrases would you say better describe fully electric vehicles, better describe those with endines cowered by either setterd or disself leaf, or describe both equality - Technologically advanced
Base: All adults aged 18-75 in the UK

						NEW DU	acuser annu	BABLY/ DEFINIT	FLUMEN					OUTDAN		VEHICLES VERY	(FAIRLY	EVER CHARGE	n ru / nuic																				$\neg$
		NEXT PURC	HASE - PROBAI	BLY/ DEFINITE	LY CONSIDER	NEXTPO	CON:			OVERALL OP	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OVERALI	NEGA		PAIRL	IN HY					EVER BUY - EV				PC	RECALL	SWITCH TO E	LECTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (V)		IN THE NEXT 10 YEARS (x)	(v)	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)	NO/DON'T KNOW (E)	BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	(L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%		940 851 38%	748 669 30%	290 262 12%			546 546 24%							323 349 16%			1730 1778 79%				243 248 11%		927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	663 714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	595	250	129	303	278	112	242	77	89	286	186	407	387	128	248	48	78	157	435	61	126	139	44	186	325	370	228	185	171	413	182	152	206	127	66	32	5	358	226
	ghio pry8GL	25%	25%	36% zab	42% zabc	43% zfgh	32% zgh	21% h	16%	22%	25%	37% zij	43% zijk	50% znop	33% zop	14%	12%	37% 2r	24%	44% zuvy	43% zuvy	34% zv	18%	43% zuvx v	39% zuvy	34% zv	30% zBD	23%	28%	26% B	27%	26%	23%	33% zFGL	33% GL	25%	34%	24%	32% zGL
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	549	268	140	241	192	68	207	76	123	334	191	338	261	64	205	62	133	118	424	37	89	120	76	125	246	322	191	220	129	411	138	166	207	95	40	31	5	374	166
	24% opCE	26%	26%	28% z	29% z	26%	28% zeh	20%	23%	26%	26%	30% zii	29% 2	25%	28% 200	18%	20%	28%	24%	26%	31% z	29% 2	31% z	29% 2	29% 2	30% z	25%	28% 2CE	21%	26% 2CE	20%	29% 2GIL	23%	25%	20%	24%	35%	25% G	23%
Describes both equally	593 26% cdef klmnqtw	286 28% cd	148 28% cd	192 23% d	128 19%	49 19%	176 24%	109 29% ef	172 32% zef	358 28% kl	205 28% kl	238 21% 	174 19%	34 13%	163 22% m	105 30% mn	224 34% 2mn	89 21%	498 28% 2q	28 20%	54 19%	102 25%	70 28% tw	82 19%	185 22%	255 23% twx	219 28%	215 27%	147 24%	434 28% z	159 23%	152 26%	262 29% 2M	91 24%	52 26%	29 23%	1 8%	414 28% 2	172 24%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	109	63	37	51	42	13	27	24	30	74	50	52	42	13	30	21	44	21	84	8	11	19	18	19	38	56	35	42	28	77	31	17	52	17	14	7		69	38
	5% F	6% Z	7% 2	6%	6% z	5%	4%	6% f	5%	6% 2	7% zki	5%	5%	5%	4%	6%	7% zn	5%	5%	6%	4%	5%	7%	5%	5%	5%	5%	5%	5%	5%	5%	3%	6% FL	5%	7% F	5%		5% F	5%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	99	63	38	27	15	10	38	42	60	82	51	24	19	3	27	47	68	21	77	5	6	9	12	10	20	32	42	28	29	70	29	19	47	14	6	10	•	67	30
	4% cdklm tuwwy	6% zcd	7% zcd	3% d	2%	4%	5%	11% zef	11% zef	6% zkl	7% zkl	2%	2%	1%	4% m	13% zmn	10% zmn	5%	4%	3%	2%	2%	5%	2%	2%	3% 3%	5%	4%	5%	4%	4%	3%	5%	4%	3%	8% F	2%	5%	4%
Describes electric vehicles better than petrol/diesel vehicles (NET)	1144	518	269	544	470	180	449	153	212	619	376	745	648	192	453	110	210	275	859	97	215	260	121	312	571	692	419	405	300	824	320	319	413	223	106	63	11	732	392
	51% ghio prEG	51%	51%	64% zab	70% zabc	69% zfgh	60% 2gh	41%	39%	49%	51%	67% zij	72% zijk	75% znop	61% zop	32%	32%	65% 2r	48%	70% zv	74% zuvx V	63% zv	49%	73% zuvx V	68% zuvy	63% zv	54% 2E	51%	49% E	53% zE	47%	55% GL	47%	58% 2GL	53%	49%	69%	50% G	55% 2G
Describes petrol/diesel vehicles better than electric vehicles (NET)	208	126	75	78	57	23	65	66	90	157	102	76	61	16	57	69	111	43	161	13	17	28	30	30	58	88	77	70	58	147	61	36	99	31	19	17	٠	135	68
	9% kitx F	12% 2cd	14% 20d	9%	9%	9%	9%	18% zef	17% zef	12% zki	14% zki	7%	7%	6%	8%	20% zmn	17% zmn	10%	9%	9%	6%	7%	12% tuwxy	7%	7%	8% x	10%	9%	9%	9%	9%	6%	11% 2FL	8%	10%	13% F	2%	9% F	10%
Describes neither well	69 3% cdefk lqstwxy	28 3% cd	14 3% cd	6 1%	3	2 1%	13 2%	18 5% ef	26 5% zef	42 3% kl	17 2% kl	8 1%	5 1%	6 2%	17 2%	27 8% zmn	39 6% zmn	5 1%	62 3% a	:	2 1%	7 2%	9 4% stway	2 *	8 1% W	18 2% wx	21 3%	22 3%	27 4%	42 3%	27 4%	14 2%	29 3%	11 3%	8 4%	5 4%	2%	42 3%	24 3%
Don't know	226 10% abcde fijkimnq stuwxyAD	57 6% cd	22 4% d	31 4% d	11 2%	9 3%	42 6%	26 7% e	45 8% ef	96 8% jkl	42 6% I	45 4% I	17 2%	8 3%	53 7% m	38 11% m	69 11% mn	13 3%	198 11% 2q	1 *	3 1%	16 4% stwx	18 7% stwxy	4 1%	20 2% w	39 4% stwx	35 5%	79 10% AD	85 14% 2ABD	113 7% A	113 17% zABC D	60 10%	84 9%	30 8%	15 7%	13 10%	3 19%	144 10%	58 8%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 1/e/l/p/h - 1/l/j/h/1 - 1/l/j/h/1 - 1/e/n/n/o/p - 1/a/r - 2/s/l/u/w/x/y - 2/a/B/C/D/E - 2/F/G/H/N/K/L/M Overlap formulae used. \* small base; \*\* wery small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research. ISO 20252 and with the losos Terms and Conditions.



Base: All adults aged 18-75 in the UK

#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q13\_6 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Technologically advanced

		CHARGIN	IC VEHICLE AT	PUBLIC CHARG	ING LOCATION	N ACREE	CHARGING	VEHICLE AT I	PUBLIC CHARGIN	IG LOCATION	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE,		OT CURRENTLY
		DIFFICULT TO	IN SAFE/	FOBLIC CHARG	OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/	OBLIC CHARGII	OFTEN IN	OFTEN DAMAGED	DIFFICULT TO		DRIVING - AGRE	OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/	KIVING DISAGK	OFTEN IN	OFTEN DAMAGED
	TOTAL	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241 100%	85* 4%*	167 7%	172 8%	115 5%	102* 5%*	97* 4%*		16** 1%**	56* 2%*	78* 3%*	181 8%	313 14%	284 13%	242 11%	129 6%	139 6%	26** 1%**	18** 1%**	80* 4%*	141 6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	595	34	75	79	43	37	52	3	7	35	44	74	161	137	117	50	79	6	7	38	75
	27%	40%	45%	46%	37%	37%	54%	55%	45%	63%	57%	41%	51%	48%	48%	39%	57%	22%	37%	48%	53%
Describes fully electric vehicles a	549	24	z 45	zde 46	z 28	z 28	z 24	1	3	z 9	z 16	z 58	zko 85	zo 80	zko 69	z 43	z 35	8	6	z 23	z 42
little better than it does petrol/ diesel vehicles																					
	24%	28%	27%	26%	24%	28%	25% i	18%	20%	16%	21%	32% z	27%	28%	28%	34% z	25%	31%	31%	29%	30%
Describes both equally	593 26% bcfk Imnopst	18 21%	33 20%	31 18%	25 22%	19 19%	13 13%	1 21%	1 8%	9 16%	14 18%	28 15%	48 15%	44 16%	37 15%	16 13%	23 16%	8 30%	3 19%	13 16%	21 15%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	109	6	8	8	7	7	3		2	2	2	13	11	15	12	15	-	3	2	4	1
	5% pt	7%	5%	5%	6%	7%	3%	-	11%	3%	2%	7%	4%	5%	5%	11% zlmn	-	10%	10%	5% n	1%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	99	4	3	6	7	7	4	*	1	1	1	4	5	7	3	4	2	2	1	1	1
	4%	4%	2%	3%	6%	7%	4%	6%	5%	2%	1%	2%	2%	3%	1%	3%	1%	7%	3%	2%	1%
	Int			b	b	b	j														
Describes electric vehicles better than petrol/diesel vehicles (NET)	1144	57	119	125	71	66	76	5	10	44	60	132	246	217	186	93	114	14	12	62	117
	51%	68%	71%	73%	62%	64%	78%	73%	65%	79%	78%	73%	79%	76%	77%	72%	82%	53%	68%	77%	83%
Describes petrol/diesel vehicles better than electric vehicles (NET)	208	10	zd 12	zde 14	z 14	z 14	7	*	3	z 3	z 3	z 18	z 16	2 22	z 15	z 18	2 2	4	2	5 6	2
	9%	11%	7%	8%	12%	13%	7%	6%	16%	5%	3%	10%	5%	8%	6%	14%	1%	17%	13%	7%	2%
Describes neither well	jlpt 69		2	1	b 2	b 2	1					1	2	1	2	lmn 1				pt -	-
Describes fiertier weil	3% clmnp	-	1%	*	1%	2%	1%	-	-	-	-	1%	1%	*	1%	1%	-	-	-		-
Don't know	226 10% abcde fijklmno pst	:	1 1%	1 1%	3 2%	2 2%	* 1%	-	2 11%	:	* 1%	2 1%	1 *	:	2 1%	:		-		:	:



15 May 2025

Q13. 7 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Powerful

#### Base: All adults aged 18-75 in the UK

_		GEN	DER		AGE				REGION										WORKIN	G STATUS	SOCIAL	GRADE	EDUC	EDUCATION		INCOME			URBAN/RURAL			
											YORKS &	WEST	EAST	EAST OF					SCOTLAND			NOT				NON	UPTO	£20000-	£35000-			1
	TOTAL (2)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	NORTH EAST	(i)	HUMBER (i)	MIDLANDS (k)	MIDLANDS	ENGLAND (m)	SOUTH WEST	(n)	LONDON (n)	WALES (a)	SCOTLAND (r)	NI (s)	WORKING (t)	WORKING (u)	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999	£34999 (B)	£54999 (C)	£55000+	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE			1120						88*																803							326
Describes fully electric vehicles	100% 209	49% 118	50% 89	11%	19% 73	18% 38	18%	33% 31	4%*	11%	8% 24	9% 19	7% 11	9% 20	8% 16	14%	14% 50	5%	18	3%*	68% 167	32% 42	57% 137	43% 71	36% 107	64% 101	18%	27%	23% 31	25% 94	83% 184	15% 19
much better than it does petrol/ diesel vehicles	209	110	83	34	/3	30	33	31		22	24	19	-11	20	10	12	30	,	10	,	107	42	137	/1	107	101	34	44	31	34	104	19
	9%	11%	8%	13%	17%	9%	8%	4%	6%	9%	13%	10%	7%	9%	8%	4%	16%	7%	10%	9%	11%	6%	11%	7%	13%	7%	8%	7%	6%	17%	10%	6%
	bgou wvCF	zb		zfg	zefg	g	g			0	0	0		0			zhiln og		0		zu		zw		zy					zABC	F	
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	115	72	28	63	36	28	36	5	26	18	15	14	12	8	30	40	3	13	6	158	32	123	67	92	99	25	49	47	64	169	16
	8% bgnq uyF	11% zb	6%	11% g	15% zefg	9% g	7%	5%	6%	11% nq	10% q	8%	9%	6%	4%	10% nq	13% zmnq	3%	7%	9%	10% zu	4%	10% z	7%	11% zy	7%	6%	8%	9%	12% zA	9% F	5%
Describes both equally	723 32% dpx	364 33%	350 31%	81 32%	112 26%	125 31%	165 40% zcde	240 32%	26 29%	72 30%	48 26%	72 37% p	56 34%	79 37% ip	79 42% zhij oprs	96 31%	84 27%	43 41% iprs	53 29%	17 27%	476 31%	247 34%	410 32%	313 33%	242 30%	481 33%	131 33%	204 33%	161 31%	182 33%	592 32%	114 35%
Describes petrol/diesel vehicles a little better than it does fully	380	201	177	46	77	78	54	125	13	43	18	30	29	33	32	71	58	13	30	10	256	124	222	158	142	238	61	95	108	90	314	55
electric vehicles	17% fj	18%	16%	18%	18%	19% f	13%	17%	14%	18% i	10%	16%	18%	15%	17%	23% zjq	19% j	12%	16%	16%	17%	17%	17%	17%	18%	17%	15%	16%	21% z	16%	17%	17%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	371	186	179	37	55	59	64	154	22	43	31	26	21	33	25	51	41	19	41	19	243	127	209	162	131	240	69	101	90	82	281	71
	17% E	17%	16%	15%	13%	15%	16%	21% zde	25% zkln	18%	17%	13%	13%	16%	13%	17%	13%	18%	22% np	30% zijk Imnopq	16%	18%	16%	17%	16%	17%	17%	17%	17%	15%	15%	22% zE
Describes electric vehicles better than petrol/diesel vehicles (NET)	399	233	161	62	136	74	61	67	11	48	42	35	25	32	23	41	90	10	31	11	325	74	260	139	199	200	58	93	78	158	353	35
	18% bgqu wyF	21% zb	14%	24% zfg	32% zcef	18% g	15% g	9%	12%	20% q	23% hnoq	18%	15%	15%	13%	13%	29% zhik Imnoars	10%	17%	17%	21% zu	10%	20% zw	15%	25% zy	14%	15%	15%	15%	29% zABC	19% zF	11%
Describes petrol/diesel vehicles better than electric vehicles (NET)	750	387	356	83	132	138	119	279	35	86	49	56	51	66	56	122	99	31	70	29	499	251	431	320	272	478	130	196	198	172	595	126
	33% fE	35%	32%	33%	31%	34%	29%	37% zf	40% i	36%	27%	29%	31%	31%	30%	40% zjk	32%	29%	38%	46% zjkl mnpq	33%	35%	34%	33%	34%	33%	33%	32%	38% zD	31%	32%	39% E
Describes neither well	71 3% dD	30 3%	38 3%	5 2%	6 2%	15 4%	11 3%	34 5% zd	1 1%	3 1%	10 6% ik	1 1%	9 5% k	8 4%	4 2%	12 4%	14 4% k	2 1%	6 3%	1 2%	42 3%	29 4%	40 3%	31 3%	24 3%	47 3%	12 3%	22 4%	17 3%	10 2%	65 3%	5 2%
Don't know	297 13% adptv xD	79 7%	215 19% za	24 9%	36 9%	53 13%	56 14% d	128 17% zcd	16 18% ps	32 13%	32 18% ps	30 15% p	22 14%	27 13%	26 14%	36 12%	26 8%	19 18% ps	26 14%	5 8%	177 12%	120 17% zt	144 11%	153 16% zv	66 8%	232 16% zx	67 17% zD	94 15% D	67 13% D	29 5%	247 13%	46 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



rraus

Q13. 7 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equality? - Powerful

Base: All adults aged 18-75 in the	UK																																				
		CAR DRIVI	NG LICENSE				VEHIC	LE TYPE						VE	HICLE OWNERS	HIP				TYPES O	F DRIVING		T		PA	RKING LOCATIO	ONS				ELECTRIC V	VEHICLES		INT	ENTION TO B	JY NEXT VEHICL	LE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN		RARELY	OFF-STREET PRIVATE NEXT TO MY	TO MY		NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN						
	TOTAL	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (6)	OTHER (a)	NO VEHICLE	ICE (I)	HYBRID (i)	BUYING (k)	MEANS (I)	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT (n)	FINANCE (a)	PLEASURE (r)	G (s)	WORK (t)	DRIVE	PROPERTY (v)	PROPERTY (w)	CAR PARK	PROPERTY (v)	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS	10 YEARS	EVER BUY (K)
UNWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	1601
WEIGHTED BASE	2241																						968														1526
	100%	85%	15%	50%	18%	10%	5%	***	15%	68%	15%	47%	20%	6%	9%	2%*	66%	15%	70%	38%	13%	3%*	43%	5%*	6%	21%	6%	54%	27%	9%	12%	35%	43%	14%	45%	66%	68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	209 9%	185	7%	88	19	18%	41 35%		22 6%	7%	79	91	11%	9%	29 15%	14%	139 9%	12%	9%	117	14%	7	96	14	11	10%	15	121	10%	29%	39 15%	73 9%	33	16%	132	168	170
	cdiG					zcdh i	zcdeh ij				zcdeh i				zkp					zr	zr									zEFG	zFG	G	ļ	zJK	zJK	z	z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	177	13	91	41	28	18	1	9	132	46	80	53	23	16	6	133	39	129	88	46	9	87	19	9	39	20	115	58	38	34	58	57	43	122	159	166
	8% bhG	9% zb	4%	8%	10%	13% 20h	16%	9%	3%	9% h	14% zchi	8%	12% zkp	17%	8%	15%	9%	12% zkn	8%	10%	16%	14%	9%	16% 7MR	7%	8%	14%	9%	10%	19% zFG	13% 2FG	8%	6%	14%	12% 71K	11%	11%
Describes both equally	723	626	95	383	125	74	34	4	96	507	108	350	139	53	59	13	489	112	520	284	89	23	310	43	48	161	38	401	199	58	72	289	298	105	334	483	502
	32%	33%	29%	34%	31%	34%	29%	40%	28%	33%	32%	34%	31%	40%	30%	33%	33%	34%	33%	33%	31%	34%	32%	36%	37%	35%	27%	33%	33%	29%	28%	37% zDEG	31%	34%	33%	33%	33%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	380	325	55	203	61	38	13	3	60	264	51	182	73	19	37	3	255	56	261	148	53	14	162	13	27	82	23	202	105	24	57	143	149	47	169	261	271
	17% D	17%	17%	18%	15%	17%	11%	30%	17%	17%	15%	17%	17%	14%	19%	8%	17%	17%	17%	17%	18%	21%	17%	11%	20%	18%	16%	17%	17%	12%	22% zDG	18% D	15%	15%	17%	18%	18%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	371	332	39	200	93	19	9	1	47	293	27	186	71	17	36	8	258	53	295	135	39	6	180	19	23	69	25	222	94	15	27	106	219	39	157	266	273
	17% befi DEFH	17% zb	12%	18% efj	23% zcefh	9%	7%	10%	14% i	19% zcefh	8%	18%	16%	13%	18%	20%	17%	16%	19% zst	16%	14%	9%	19% z	16%	17%	15%	18%	18% z	16%	7%	10%	14% D	23% zDEF	12%	16%	18% zHI	18% zHI
Describes electric vehicles better than petrol/diesel vehicles (NET)	399	362	37	178	60	66	60	1	31	238	126	171	100	34	45	11	272	79	270	204	88	16	183	32	20	86	35	236	121	97	73	131	89	93	254	327	336
	18% bchi G	19% zb	11%	16% h	15% h	30% zcdh	50% zcdeh ii	9%	9%	16% h	37% zcde hi	16%	23% zkp	26% zk	23% k	28%	18% k	24% zkp	17%	24% zr	30% zrs	24%	19%	27% zx	16%	19%	25%	19%	20%	48% zEFG	28% 2FG	17% G	9%	30% 2IJK	25% zJK	22% 2	22% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	750	656	94	403	154	57	21	4	107	557	78	368	144	36	73	11	513	109	557	283	93	20	342	33	50	151	48	424	198	39	84	248	369	85	326	527	544
	33% efiD H	34% z	29%	36% efi	39% zefi	26%	18%	40%	31% fi	36% zefi	23%	35%	33%	27%	37%	28%	35%	33%	36% 25	33%	32%	30%	35%	27%	38%	33%	34%	35%	33%	19%	33% D	32% D	38% zDF	27%	33% H	36% zHI	36% zHI
Describes neither well	71 3% aeirs tuk	50 3%	22 7% za	37 3% i	11 3%	2 1%	1	1 11%	20 6% zefij	48 3% i	3 1%	29 3%	15 3%	2 1%	4 2%	2 4%	44 3%	5 2%	41 3%	19 2%	4 1%	:	28 3%	1 1%	4 3%	13 3%	3 2%	34 3%	15 3%	2 1%	3 1%	32 4% D	34 4%	11 3% I	20 2%	30 2%	31 2%
Don't know	297 13% acef iilmpar stvxBDF HUK	213 11%	81 25% za	131 12% fj	49 12% fj	19 9% f	3 2%	:	90 26% zcde fii	180 12% fj	22 6% f	125 12% q	43 10%	7 6%	17 9%	3 7%	167 11%	24 7%	171 11% st	72 8%	16 6%	7 11%	106 11%	10 8%	9 7%	50 11%	17 12%	125 10%	66 11%	6 3%	26 10% D	77 10% D	174 18% zDEF	18 6%	69 7%	103 7%	113 7% J

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/l/g/h/i/j - z/b/l/m/n/o/p/q - z/r/z/t/u - z/w/w/x//A/B/C - z/D/E/F/G - z/H/i/i/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



O13 7 - Based on what you have seen or heard, which of the following words Johnsses would you say better describe fully electric whicks, better describe those with ensines cowered by either certail or diesel fuel, or describe both equality? Powerful Bases. All adults aged 19-75 in the UK

		NEW TOURS		BLY/ DEFINITEL	v contines	NEXT PU	RCHASE - PRO CON	BABLY/ DEFINIT		01/70411 001	NION ON VIVI	cure versy feat	IRLY POSITIVE	OVERALI		VEHICLES VERY	/FAIRLY		ED EV / PLUG-	-			EVER BUY - EV					LICY CHANGE - :		CTOIC HELIOC	.rr				TEN	une		
																				WITHIN THE		3 TO 10	MORE THAN	IN THE NEXT				RECALL HEARING		YES/RECALL	NO/DON'T	BOUGHT ON			RENTED LA./	RENTED		
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	NEXT YEAR (s)	1 TO 3 YEARS (t)	YEARS (u)	10 YEARS (v)	3 YEARS (w)	10 YEARS (x)	EVER BUY (v)	YES (A)	SOMETHING (B)	NO (C)	HEARING (D)	KNOW (E)	MORTGAGE (F)	OUTRIGHT (G)	PRIVATE (H)	COUNCIL (I)	H.A./TRUST (J)	OTHER (K)	OWNED (L)
WEIGHTED BASE IGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 74%	940 851 38%	748 669 30%	290 262 12%	788 745 33%		546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%		308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 78%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%
cribes fully electric vehicles h better than it does petrol/ el vehicles	209	79	55	135	139	65	95	27	18	106	71	163	166	49	82	14	18	96	113	37	65	53	9	102	155	164	89	67	45	156	53	44	93	38	21	11	1	137
	9% ahopr	8%	10% a	16% zab	21% zabc	25% zfgh	13% zgh	7% h	3%	8%	10%	15% zij	18% zijk	19% znop	11% op	4%	3%	23% 2r	6%	27% zuvx	22% zuvy	13% zv	4%	24% zuvx	18% zuvy	15% zv	12% 2CE	8%	7%	10%	8%	8%	11%	10%	11%	9%	7%	9%
scribes fully electric vehicles a de better than it does petrol/ ssel vehicles	190	106	72	120	106	27	64	21	29	126	99	141	133	19	49	10	28	77	110	26	51	40	27	76	116	144	64	75	49	139	51	67	66	40	14	2		133
	8% ghno prJ	10% 2	14% za	14% za	16% 2a	10% sh	9% ah	6%	5%	10% 2	13% zi	13% 2i	15% zik	8%	7% oo	3%	4%	18% 2r	6%	18% 2uv	17% zuv	10%	11%	18% zuvx	14% zu	13% zu	8%	10%	8%	9%	8%	12% 2GJL	7% J	10% JM	7%	2%		9% GJ
scribes both equally	723 32%	328 32%	159 30%	277 33%	226 34%	83 32%	254 34%	112 30%	163 30%	393 31%	215 29%	376 34%	310 34%	80 31%	251 34%	76 22%	168 26%	117 28%	597 34%	45 32%	102 35%	138 33%	76 30%	146 34%	284 34%	360 33%	267 35%	254 32%	183 30%	521 33%	202 30%	185 32%	301 34%	122 32%	69 34%	30 24%	6 42%	487 33%
scribes petrol/diesel vehicles a le better than it does fully ctric vehicles	380	179	83	168	115	41	137	53	89	225	122	205	159	47	145	54	105	70	305	21	42	97	53	64	161	214	136	136	104	272	108	106	129	73	37	30	2	235
ictric verificies	17% G	18%	16%	20% zbd	17%	16%	18%	14%	16%	18%	16%	18%	18%	18%	20% z	15%	16%	17%	17%	15%	15%	23% zstw	21%	15%	19% ztw	20% ztw	18%	17%	17% E	17%	16%	18%	15%	19%	18%	23% G	10%	16%
scribes petrol/diesel vehicles uch better than it does fully ectric vehicles	371	222	119	94	52	26	126	118	182	275	164	135	72	23	105	123	226	40	326	6	22	48	60	28	76	135	142	136	91	279	92	87	158	63	24	31	2	245
	17% cdek Imngstu	22% 2cd	23% 2cd	11% d	8%	10%	17% e	32% zef	33% zef	22% zkl	22% zkl	12% 	8%	9%	14% m	35% zmn	35% zmn	9%	18% 2Q	5%	8%	12% swx	24% zstuw xy	7%	9% sw	12% stwx	18% E	17%	15% E	18% zE	14%	15%	18%	16%	12%	24% zFIM	13%	17%
scribes electric vehicles better an petrol/diesel vehicles (NET)	399	185	127	254	245	92	160	48	47	233	169	304	299	68	132	24	46	173	223	63	115	93	37	178	271	308	152	143	94	295	104	110	160	78	36	14	1	270
	18% ghop	18%	24% za	30% zab	37% zabc	35% zfgh	21% zgh	13% h	9%	18%	23% zi	27% zij	33% zijk	27% znop	18% op	7%	7%	41% 2r	13%	45% zuvx	40% zuvx	23% zv	15%	41% zuvx	32% zuvy	28% zuv	20% CE	18%	15%	19%	15%	19%	18%	20% J	18%	11%	7%	18%
escribes petrol/diesel vehicles etter than electric vehicles (NET)	750	401	203	263	167	67	263	171	271	501	287	339	231	70	250	177	332	111	631	28	64	145	112	92	237	349	278	272	196	550	200	193	287	136	61	61	4	480
	33% cdek Imastwx	40% 2cd	38% 2cd	31% d	25%	25%	35% e	46% zef	50% zef	39% zkl	39% zkl	30% I	26%	27%	34% m	51% zmn	51% zmn	26%	35% zq	20%	22%	35% stwx	45% zstu wxv	21%	28% stw	32% stwx	36% E	34%	32% E	35% zE	29%	33%	32%	35%	31%	48% zFGH ILM	23%	33%
scribes neither well	71 3% abcdf klqtwxy AD	20 2% cd	8 1%	10 1%	5 1%	7 3%	14 2%	14 4% f	19 4% f	34 3% ki	16 2%	16 1%	13 1%	8 3%	24 3%	26 7% zmn	34 5% 2	4 1%	67 4% 2q	3 2%	1	10 2%	6 3%	4 1%	14 2% t	21 2% t	16 2%	25 3%	27 4% A	41 3%	30 4% AD	12 2%	37 4% F	11 3%	7 4%	4 3%	2%	48 3% F
n't know	297 13% abcde fghijklq stuvwsyA	79 8% cd	32 6% d	47 6% d	25 4%	14 5%	54 7%	28 7%	45 8%	112 9% ki	56 7%	77 7% I	52 6%	29 11%	86 12%	47 13%	74 11%	20 5%	261 15% 2q	1	8 3%	28 7% stwx	17 7% sw	9 2% s	37 4% sw	54 5% sw	57 7%	97 12% AD	117 19% zABD	154 10% A	143 21% 2ABC D	80 14%	103 12%	40 10%	28 14%	19 15%	4 26%	183 12%

Proportions/Means: Columns Tested (5% risk levell) = z/a/b/z/d = z/e/flz/h = z/ii/lk/h = z/m/n/o/a = z/a/r = z/s/t/u/w/w/x/v = z/a/b/c/D/E = z/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q13\_7 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Powerful

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN		IVE EXPERIENCE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT F	UBLIC CHARGII	NG LOCATION		_		DRIVING - AGRE	E		<b>—</b>	D	RIVING DISAGR	EE	
		DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	209	27	58	53	34	35	33	1	5	19	22	28	74	67	44	36	38	1	3	17	31
	9%	32% z	34% z	31% z	30% z	34% z	34% z	8%	33%	34% z	29% z	15% z	24% zkn	24% zkn	18% z	28% zkn	27% z	3%	16%	21% z	22% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	17	29	34	18	16	14	2	*	7	13	22	38	41	29	22	13	5	1	15	16
	8%	20% z	17% z	20% z	15% z	16% z	14% z	37%	3%	13%	17% z	12%	12% z	15% z	12%	17% z	9%	20%	6%	19% zpt	11%
Describes both equally	723	19	41	43	30	24	25	1	1	14	25	64	105	101	86	37	47	12	5	25	58
	<b>32</b> % bc	23%	24%	25%	26%	24%	26%	11%	6%	26%	32%	36%	34%	36%	35%	29%	34%	46%	27%	31%	41% zs
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	380	9	29	27	14	15	18	-	2	9	13	45	65	50	59	25	25	4	6	12	26
	17%	11%	18%	16%	12%	15%	19%	-	13%	16%	17%	25% zm	21%	18%	24% zm	20%	18%	17%	32%	15%	19%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	371	8	6	11	14	8	6	3	3	1	3	17	24	22	19	8	11	4	4	8	8
	17%	10%	4%	7%	13%	8%	6%	44%	18%	3%	4%	9%	8%	8%	8%	6%	8%	14%	19%	11%	6%
	bcef ijklmno pt	b		b	bc	b															
Describes electric vehicles better than petrol/diesel vehicles (NET)	399	44	87	88	52	51	47	3	6	26	36	50	111	108	74	58	51	6	4	32	47
	18%	52%	52%	51%	45%	50%	49%	45%	36%	47%	46%	28%	36%	38%	30%	45%	37%	22%	21%	40%	33%
		z	Z	z	Z	z	Z			z	Z	z	zk	zkn	z	zkln	Z			z	Z
Describes petrol/diesel vehicles better than electric vehicles (NET)	750	18	36	39	29	24	24	3	5	10	16	62	89	72	78	33	37	8	9	20	34
	33% abcd efijmt	21%	21%	23%	25%	23%	24%	44%	31%	19%	21%	34% mo	28%	25%	32% m	26%	26%	31%	52%	25%	24%
Describes neither well	71	1	1	1	1	1	1	-	-	1	1	1	3	2	2	1	3	-	-	1	1
	3% bclmn	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	*	2%	-	-	2%	1%
Don't know	297	3	3	2	3	2	1	-	4	4	1	4	4	1	3	-	1	-	-	2	1
	13% abcde fjklmnop	4% c	2%	1%	3%	2%	1%	-	27%	7% fj	1%	2%	1% m	*	1%	-	1%	-	-	2%	*
	st	l										1					1				



15 May 2025

Q13\_8 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Innovative

Base: All adults aged 18-75 in the UK

_		GEN	IDER			AGE								REC	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUCA	TION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF					l	NI		NOT				NON	UPTO	£20000-	£35000-			
	TOTAL (z)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (e)	NORTH EAST (b)	(i)	HUMBER (i)	MIDLANDS (k)	MIDLANDS	(m)	SOUTH WEST	(o)	LONDON (n)	WALES (a)	SCOTLAND (r)	(s)	WORKING (t)	WORKING (u)	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999 (A)	£34999 (B)	£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE			1120						88*																							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8% 37	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles much better than it does petrol/	525	262	250	76	141	104	73	131	10	51	42	34	35	48	3/	72	101	32	50	12	372	153	358	167	250	275	84	132	106	181	455	58
diesel vehicles																																
	23%	24%	22%	30%	33%	26%	18%	18%	12%	21%	23%	18%	22%	22%	20%	24%	32%	30%	27%	20%	24%	21%	28%	17%	31%	19%	21%	22%	20%	33%	25%	18%
	fghw			zfg	zefg	fg					h			h		h	zhik Imnos	hk	h				zw		zy					zABC	2F	
Describes fully electric vehicles a	608	316	286	67	115	113	113	200	30	49	45	49	54	68	49	88	92	20	49	15	402	206	360	248	233	375	89	166	149	159	497	96
little better than it does petrol/																																
diesel vehicles																																
	27% iqA	29%	26%	26%	27%	28%	27%	27%	35% ig	20%	25%	25%	33% in	32%	26%	29%	29% in	19%	27%	24%	26%	29%	28%	26%	29% z	26%	22%	27%	29%	29% A	27%	29%
Describes both equally	552	272	277	51	83	90	134	194	21	69	41	59	40	43	57	70	75	25	32	21	385	167	312	240	179	373	97	159	130	128	444	88
	25%	25%	25%	20%	20%	22%	32%	26%	24%	29%	23%	30%	25%	20%	30%	23%	24%	24%	17%	33%	25%	23%	24%	25%	22%	26%	24%	26%	25%	23%	24%	27%
	drx						zcde	d		r		mr			mr					mr												
Describes petrol/diesel vehicles a	114	63	48	24	30	22	15	23	2	24	11	12	4	9	4	17	14	3	10	4	88	26	58	55	36	77	25	30	29	23	97	13
little better than it does fully																																
electric vehicles		501	***	001	74/	564	407	20/	201	400/	cer	601	201	407	207	cu	FA	201	FOI	764	cor	41/	rev.	car		50/	CN/	F0/	cu	401	501	4%
	5% gu	6%	4%	9% zfg	7%	5%	4%	3%	2%	10% zhlmn	6%	6%	2%	4%	2%	6%	5%	2%	5%	7%	6%	4%	5%	6%	5%	5%	6%	5%	6%	4%	5%	4%
	~-				^					pq											_											
Describes petrol/diesel vehicles	111	66	45	13	21	14	15	49	8	17	10	8	5	10	9	8	9	6	15	6	72	38	48	63	33	78	24	33	21	25	90	16
much better than it does fully electric vehicles																																
electric verificies	5%	6%	4%	5%	5%	4%	4%	6%	10%	7%	5%	4%	3%	5%	5%	3%	3%	5%	8%	9%	5%	5%	4%	7%	4%	5%	6%	5%	4%	4%	5%	5%
	vx	z						z	zlop	ор									ор	lop				zv								
Describes electric vehicles better	1133	578	536	143	256	217	186	331	41	99	88	84	89	115	86	160	194	51	99	27	774	359	719	414	483	650	174	298	255	340	952	154
than petrol/diesel vehicles (NET)	51%	53%	48%	56%	61%	54%	45%	44%	47%	41%	49%	43%	55%	54%	46%	52%	62%	48%	53%	43%	51%	50%	56%	43%	60%	45%	44%	49%	49%	62%	51%	47%
	bfgi	ь	40,0	fg	zfg	fg	4570		4/~	42.0	4574	43/0	i	i	40/0	i	zhij	4070	i	43/0	3270	3070	zw	43/0	zy	4570		45/4	4570	zABC	32/0	47.0
	wyA																knogs															
Describes petrol/diesel vehicles better than electric vehicles (NET)	225	129	93	37	50	36	30	72	11	42	20	20	9	19	14	25	23	8	25	10	161	64	107	118	70	155	48	64	50	48	186	29
	10%	12%	8%	14%	12%	9%	7%	10%	12%	17%	11%	10%	5%	9%	7%	8%	7%	8%	13%	16%	11%	9%	8%	12%	9%	11%	12%	10%	10%	9%	10%	9%
	bfvx	zb	576	zefg	f	3,0		10/0	1270	zimn	11/0	10/0	3,0	3,6	.70	0,0		U/0	1	Inop	11/0	276	U/0	2V	1 2/0	11/0	1270	10/0	2070	370	10%	5.0
										opq																						
Describes neither well	79	34	44	3	8	16	12	40	1	6	8	5	6	9	5	18	6	3	11	2	50	29	36	43	19	60	24	16	18	10	66	10
	4% cvxD	3%	4%	1%	2%	4%	3%	5% zcd	1%	3%	4%	2%	3%	4%	2%	6% tho	2%	3%	6% hn	4%	3%	4%	3%	5%	2%	4%	6% zBD	3%	4%	2%	4%	3%
Don't know	252	79	170	20	24	46	49	112	15	25	24	27	19	26	27	34	16	18	19	3	151	101	112	140	53	199	56	73	67	25	203	46
	11%	7%	15%	8%	6%	11%	12%	15%	17%	10%	13%	14%	12%	12%	14%	11%	5%	17%	10%	5%	10%	14%	9%	15%	7%	14%	14%	12%	13%	4%	11%	14%
	adpst		za			d	d	zcd	ps	р	ps	ps	р	р	ps	р		ps	р			zt		zv		zx	D	D	D			
	VxD																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k///m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q13. 8 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Innovative

Base: All adults aged 18-75 in the U	UK																																				
		CAR DRIVIN	G LICENSE				VEHIC	E TYPE						VEH	IICLE OWNERS	HIP				TYPES O	DRIVING				PA	RKING LOCATION					ELECTRIC	VEHICLES		IN	TENTION TO BE	UY NEXT VEHIC	:LE
												OWNIT	OWNIT										OFF-STREET	OFF-STREET		ON-STREET DIRECTLY IN				1 !	NOT	NEVER	NEVER			.	.
													OUTRIGHT						SOCIAL/		USE AS PART		PRIVATE	PRIVATE	OFF-STREET	FRONT OF/				1 '	CURRENTLY	DRIVEN.	DRIVEN.		, ,	.	
											EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN		RARELY	NEXT TO MY			NEXT TO MY				CURRENTLY	BUT HAVE IN			WITHIN THE	IN THE NEXT	IN THE NEXT	.
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET							10 YEARS	EVER BUY
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)
UNWEIGHTED BASE																							1021										903				1601
WEIGHTED BASE	2241	1908 85%	328 15%	1131 50%	399 18%			9**	344 15%	1530 68%	336 15%	1044 47%	441 20%		198	39* 2%*	1485	330 15%	1559	862 38%	289 13%	67* 3%*	968 43%			460 21%	140	1219 54%	600 27%		258 12%	777 35%	965 43%	312 14%	1002 45%	1470 66%	1526 68%
Describes fully electric vehicles	525	440	83	243	55	67	59	5	91	298	126	225	90	43	54	10	315	97	362	230	65	15	216	30	38	103	29	283	132	86	53	195	182	99	274	369	380
much better than it does petrol/								-																						1							
diesel vehicles																														1				1			
	23%	23%	25%	21%	14%	31%	50%	54%	26%	19%	38%	22%	20%	32%	27%	24%	21%	29%	23%	27%	22%	22%	22%	25%	29%	22%	21%	23%	22%	42%	20%	25%	19%	32%	27%	25%	25%
	cdip			di		zcdi	zcde		di	d	zcde			zklp				zkip		zr										zEFG		G		21JK	zJK	2	z
Describes fully electric vehicles a	608	532	76	304	126	68	hij 28	1	79	430	96	293	121	34	62	10	414	97	458	257	78	19	278	27	35	136	33	349	169	47	60	256	227	85	288	449	459
little better than it does petrol/	000	332	,,	304	120	00	20	•	,,	430	30	233	***			20	727		430	237	,,,		170	3,	33	230	33	545	103	77		230	***		200	***	433
diesel vehicles																																					
	27%	28%	23%	27%	32%	31%	24%	10%	23%	28%	28%	28%	27%	26%	32%	25%	28%	29%	29%	30%	27%	28%	29%	31%	26%	29%	23%	29%	28%	23%	27%	33%	24%	27%	29%	31%	30%
	G 552	486	66	299	h 109	47	18		71	408		273	117	31	39	11	390	71	2 383	2	80			31	28	106		321	140	41	70	zDG 184	252	69	244	2l 363	z
Describes both equally	25%	486 25%	20%	299	27%	22%	15%	3 36%	21%	408 27%	66 20%	26%	26%	24%	20%	29%	26%	21%	25%	205 24%	28%	23 34%	262 27%	26%	28	23%	24%	26%	23%	20%	27%	24%	252	22%	24%	363 25%	382 25%
	fi fi	2		fi	fi					zfhi							2						z							1				1			20.1
Describes petrol/diesel vehicles a	114	101	11	59	25	13	6		9	84	19	49	35	6	11	2	84	17	69	44	30	4	47	9	11	22	8	67	30	11	28	35	38	15	51	73	77
little better than it does fully																																					
electric vehicles	5%	5%	3%	5%	6%	6%	5%		3%	5%	6%	5%	8%	5%	6%	4%	6%	5%	4%	5%	10%	6%	5%	7%	8%	5%	6%	5%	5%	6%	11%	5%	4%	5%	5%	5%	5%
	h	376	376	370	h	076	370		376	370	076	370	zkp	376	076	470	k	370	470	376	20%	076	370	770	079	376	0%	370	379	0%	2FG	3%	470	3%	3%	370	376
Describes petrol/diesel vehicles	111	102	9	61	27	9	3		12	88	11	57	23	8	7	4	80	15	84	43	13	1	53	6	8	20	10	67	30	9	12	26	61	20	62	87	90
much better than it does fully																														1				1			
electric vehicles	5%	5%	3%	5%	7%	4%	2%		3%	6%	3%	5%	5%	6%	4%	9%	5%	5%	5%	5%	4%	1%	5%	5%	6%	4%	7%	6%	5%	5%	5%	3%	6%	6%	6%	6%	6%
	576 F	376	370	370	770	470	270		376	7	376	370	379	076	470	376	376	379	376	376	470	196	370	379	076	470	776	070	379	370	370	379	2F	0 %	7	7	7
Describes electric vehicles better	1133	972	159	546	181	134	87	6	170	728	222	518	211	77	117	19	729	193	820	486	143	34	494	66	73	238	62	633	300	133	122	451	409	184	562	817	838
than petrol/diesel vehicles (NET)																																					
	51% diG	51%	48%	48%	45%	62% zcdh	74% zcde	64%	49%	48%	66%	50%	48%	58%	59%	50%	49%	59%	53%	56% zrt	50%	51%	51%	55%	55%	52%	44%	52%	50%	66%	47%	58%	42%	59%	56%	56% zK	55% z
	uid					ZCUII	bii				zcde bi				zklp			zkip	1	211										2EG		zEG		2		26	4
Describes petrol/diesel vehicles	225	203	20	120	51	22	9		21	172	31	106	58	14	19	5	164	33	153	87	43	5	100	15	19	43	18	134	61	21	40	61	99	35	113	160	167
better than electric vehicles (NET)																														1				1			
	10%	11%	6%	11%	13%	10%	7%		6%	11%	9%	10%	13%	11%	9%	13%	11%	10%	10%	10%	15%	7%	10%	12%	15%	9%	13%	11%	10%	10%	15%	8%	10%	11%	11%	11%	11%
	bhF	2h	0%	h	h	10%	770		676	2h	376	10%	7	1170	376	13%	7	10%	10%	10%	275	776	10%	12%	1370	376	1370	1170	10%	10%	2FG	079	10%	1179	1170	1176	7
Describes neither well	79	60	19	41	15	5			17	56	5	35	19		6	1	54	6	50	22	7	2	30	2	2	20	5	35	26	2	4	25	47	7	24	39	41
	4%	3%	6%	4%	4%	3%			5%	4%	2%	3%	4%		3%	2%	4%	2%	3%	3%	2%	3%	3%	2%	2%	4%	4%	3%	4%	1%	1%	3%	5%	2%	2%	3%	3%
	afisD		za	f	f				fi	f			m																				zDE				
Don't know	UK 252	187	64	124	43		-		65	167	13	112	26	10	17	2	148	27	153	62	16	2	82	6		53	21	97	73	-	72	56	157	17	50	90	
	11%	10%	19%	11%	11%	4%	4%		19%	11%	4%	11%	8%	8%	9%	6%	10%	8%	10%	7%	6%	5%	9%	5%	7%	11%	15%	8%	12%	3%	9%	7%	16%	5%	6%	6%	6%
	aefj		za	efj	efj				zcde	efj									st							В	vwB		vwB		D	D	2DEF				1
	Iprstvw								fij																					1							
	BDFHUK																																				$\overline{}$

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/z/de/t/g/h/i/) - z/k/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x//A/B/C - z/D/E/F/G - z/H/i/i/K Overlag formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



013 E -Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with ensines powered by either cetral or diesel fuel, or describe both equality? Innovative
Base: All adults aged 18-75 in the UK

								ABLY/ DEFINIT						OVERALI		VEHICLES VERY	/FAIRLY		ED EV / PLUG-																				
		NEXT PURCE	ASE - PROBAE	BLY/ DEFINITEL	Y CONSIDER		CONS	IDER		OVERALL OPI	NION ON VEHI	CLES VERY/FAI	IRLY POSITIVE		NEGA	TIVE		IN HY	BRID				EVER BUY - EV				POI	RECALL S	WITCH TO ELE	CTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)		WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (v)		IN THE NEXT 10 YEARS (x)	EVER BUY	YES (A)	HEARING SOMETHING (B)		res/ RECALL HEARING (D)	NO/DON'T KNOW (E)	BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	525	207	108	264	254	112	216	68	73	248	151	367	356	113	230	35	64	141	381	66	111	111	44	177	289	332	204	165	148	369	156	125	198	113	53	26	6	323	192
	23% aghi ioprvL	20%	20%	31% zab	38% zabc	43% zfgh	29% zgh	18% h	13%	19%	20%	33% zij	39% zijk	44% znop	31% zop	10%	10%	33% 2r	21%	48% zuvx v	38% zuvy	27% V	18%	41% zuvx v	34% zuvy	30% zv	26% zBD	21%	24%	24% B	23%	22%	22%	29% zFGL	27%	20%	38%	22%	27% zL
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	608	313	149	278	209	71	247	89	144	358	200	364	273	71	234	58	153	114	488	33	89	150	81	122	272	353	221	239	144	460	148	173	262	95	42	29	4	435	166
	27% opCE M	31% 2	28%	33% zb	31% 2	27%	33% zeeh	24%	26%	28%	27%	33% ziil	30% 2	0	31% 200	17%	0	27%	27%	24%	31%	36% 25WX V	33%	28%	32% 25W	32% zsw	29% CE	30% 2CE	23% E	29% 2CE	22%	30% IM	30% IM	25%	21%	22%	25%	30% ziM	23%
Describes both equally	552 25% defk	269 26% cd	146 28% cd	201 24% d	134 20%	44 17%	159 21%	90 24% e	150 27% ef	345 27% zkl	191 26% ki	239 21%	180 20%	31 12%	151 20% m	89 25% m	179 27% mn	100 24%	445 25%	27 19%	64 22%	93 22%	68 28%	90 21%	183 22%	251 23%	193 25%	205 26%	140 23%	398 25%	154 23%	157 27%	210 24%	92 24%	57 29%	26 21%	14%	367 25%	175 25%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	114	58	32	41	38	11	28	25	32	76	58	53	46	17	22	34	51	35	76	9	9	25	18	18	43	61	46	40	28	86	28	29	38	25	15	5			46
Describes petrol/diesel vehicles	5% nr 111	6% 72	50	5% 31	6% 17	4%	4% 31	7% f 45	6% f 63	6% z 93	8% ziki 64	5% 34	19	7% n 2	3%	10% 2n 54	8% zn 76	8% 2r 19	4% 91	6%	3%	11	7%	4%	5%	6% 32	6% 44	33	32	5% 77	4% 34	5% 15	4% 56	7%	8%	4% 15	1	5% 71	6% 36
much better than it does fully electric vehicles	5% cdklm	7% zcd	9% zacd	4% d	2%	4%	4%	12% zef	12% zef	7% zkl	9% zki	3% I	2%	1%	3% m	15% zmnp	12% zmn	5%	5%	2%	3%	3%	4%	2%	3%	3%	6%	4%	5%	5%	5%	3%	6% 2FL	3%	4%	12% zFHIL	6%	5% F	5% FH
Describes electric vehicles better than petrol/diesel vehicles (NET)	1133	520	257	542	463	183	463	157	216	605	351	731	629	184	464	93	218	255	869	99	201	262	125	299	561	686	425	404	291	829	304	298	460	208	96	54	10	759	357
	51% ghio prE	51%	49%	64% zab	69% zabc	70% zfgh	62% zgh	42%	40%	48%	47%	66% zij	70% zijk	72% znop	63% zop	27%	33% o	60% 2r	49%	71% zvy	69% zvy	63% zv	50%	70% zvy	67% zvy	63% zv	55% 2CE	51% E	47% E	53% 2CE	45%	51%	52%	54% M	48%	42%	62%	52%	50%
Describes petrol/diesel vehicles better than electric vehicles (NET)	225	131	82	72	54	23	59	70	95	169	123	87	65	18	44	88	127	54	167	11	17	36	28	29	65	93	89	73	60	163	62	45	93	38	24	20	1	138	82
	10% fkin twxyF	13% 2cd	15% zcd	8%	8%	9%	8%	19% zef	17% zef	13% zkl	17% ziki	8%	7%	7%	6%	25% zmnp	19% zmn	13% z	9%	8%	6%	9%	11% t	7%	8%	8%	12%	9%	10%	10%	9%	8%	11%	10%	12%	16% F	6%	9%	11% F
lescribes neither well	79 4% acdfk lqstuwx V	26 3% cd	16 3% cd	6 1% d	1 *	4 1%	15 2%	20 5% ef	31 6% zef	43 3% kl	24 3% ki	5	3 +	8 3%	19 3%	31 9% 2mn	50 8% zmn	3 1%	76 4% 20	1 *	4 196	5 1%	7 3%	4 1%	9 1%	16 2% x	20 3%	27 3%	30 5%	47 3%	32 5%	17 3%	34 4%	12 3%	6 3%	10 8% zFLM	2%	50 3%	27 4%
Don't know	252 11% abcde fijklmnq stuwxyAD	69 7% cd	28 5% cd	29 3% d	16 2%	9 3%	49 7% e	35 9% e	54 10% ef	110 9% ki	52 7% kl	51 5% I	28 3%	14 5%	65 9% m	48 14% mn	81 12% mn	12 3%	221 12% 2q	1 1%	6 2%	18 4% wx	20 8% stwxy	7 2%	25 3% w	45 4% stwx	44 6%	80 10% AD	96 16% zABD	124 8% A	128 19% zABC D	64 11%	90 10%	36 9%	18 9%	18 14%	2 16%	154 10%	72 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/g/h - z/i/j/k/h - z/m/n/o/p - z/a/t - z/s/t/u/w/w/x/y - z/A/B/C/D/E - z/F/G/H/\/J/K/L/M
Overlao formulae used. \* small base: \*\* very small base (under 30) ineliable for size testing

This work was carried out in accordance with the requirements of the international quality standard for market research. ISO 20252 and with the losos Terms and Conditions.



15 May 2025

Q13\_8 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Innovative

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE, RIVING DISAGRI		T CURRENTLY
						OFTEN			DELIC CHEMICAL		OFTEN			I I		OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
	TOTAL	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING	LOCATE NEAREST	WELL-LIT AREAS	EASY TO USE	USE BY OTHERS	/NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	104 85*	205 167	207	139 115	120 102*	120 97*	9 6**	20 16**	70 56*	100 78*	194 181	344 313	315 284	255 242	139 129	162 139	27 26**	21 18**	97 80*	161 141
MEIGHTED RASE	100%	85* 4%*	167 7%	172 8%	115 5%	102* 5%*	9/* 4%*		1%**	2%*	78* 3%*	181 8%	14%	284 13%	11%	129 6%	6%	26** 1%**	1%**	80* 4%*	6%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	525	29	75	78	43	35	51	3	2	31	42	59	130	117	92	41	61	4	6	34	58
	23%	34%	45%	45%	37%	34%	53%	55%	15%	56%	54%	33%	41%	41%	38%	32%	44%	16%	30%	43%	41%
Describes fully electric vehicles a	608	2 25	zae 45	zade 46	z 30	z 29	2 24	1	3	z 10	z 16	2 63	zko 95	zko 85	z 85	z 50	2 47	10	7	z 19	z 38
little better than it does petrol/ diesel vehicles								•													
	27%	30%	27%	27%	26%	28%	25%	18%	16%	18%	20%	35% z	30%	30%	35% z	39% zlm	34% s	40%	36%	24%	27%
Describes both equally	552	19	33	32	22	21	14	1	5	13	15	36	62	54	42	21	25	6	4	18	33
	25% flmn	23%	19%	19%	19%	20%	15%	11%	33%	24% f	19%	20%	20%	19%	17%	17%	18%	23%	19%	22%	23%
Describes petrol/diesel vehicles a	114	5	7	7	7	5	3	1	2	1	5	18	21	22	17	10	3	3	3	8	12
little better than it does fully electric vehicles	==/	504	*0/	***	504	5%	201	400/	450/	40/	50/	400/	70/	8%	70/	8%	20/	4.40/	440/	400/	00/
	5%	6%	4%	4%	6%	5%	3%	10%	15%	1%	6% fi	10% z	7%	8%	7%	8%	2%	14%	14%	10% zp	9% p
Describes petrol/diesel vehicles much better than it does fully electric vehicles	111	7	6	8	11	11	4	*	2	1	-	4	3	6	5	6	1	2	-	1	*
	5%	8%	3%	5%	9%	11%	4%	6%	10%	1%	-	2%	1%	2%	2%	4%	1%	8%	-	1%	*
Describes electric vehicles better	jlmnp t 1133	b 54	120	123	zbc 73	zbc 63	75	5	5	41	58	122	225	202	177	91	108	14	12	53	95
than petrol/diesel vehicles (NET)	1133	34	120	123	,,,	03	,,	,	,		30	122	223	202	2,,	31	100			33	33
	51%	63%	72%	72%	63%	62%	78%	73%	31%	74%	75%	67%	72%	71%	73%	71%	78%	56%	66%	67%	68%
Describes petrol/diesel vehicles better than electric vehicles (NET)	225	12	zde 13	zde 15	z 18	z 16	7	1	4	z 1	<b>z</b> 5	2 22	z 23	z 28	2 22	z 16	zst 5	5	3	9	z 12
	10%	14%	8%	9%	15%	15%	7%	16%	25%	3%	6%	12%	7%	10%	9%	12%	3%	21%	14%	11%	9%
Describes neither well	p <b>79</b>	b			bc	bc -						1	1	I	1					p -	p -
Descrises ficitifel Well	4%	-	-	-			-	-	-	-		1%	*		1%		-		-		
	bcdkl																				
Don't know	mnopt 252	-	1	1	3	2	*		2			-	2			-	1	-		-	-
	11% abcde fijklmno	-	1%	1%	2%	2%	1%	-	11%	-	1%	-	1%	-	-	-	1%	-	-	-	-
	pst																				



15 May 2025

Q13\_9 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Good value for money

Base: All adults aged 18-75 in the UK

		GEN	IDER			AGE								REG	ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER		MIDLANDS		SOUTH WEST		LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE		GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
UNWEIGHTED BASE	(z) 2241	(a) 1082	(b)	(c)	(d)	(e)	(f) 435	(g) 731	(h) 116	(i)	(j) 173	(k)	(1)	(m)	(n)	(o)	(p)	(q) 122	(r) 179	(s) 115	(t)	(u)	(v)	(w)	(x) 1249	(y) 992	(A)	(B) 544	(C) 515	(D)	(E) 1800	(F) 326
WEIGHTED BASE	2241	1092	1120	254	422	40S	411	749	110	241	1/3	194	162	213	188	308	313	106	186	63*	1505	736	1285	956	803	1438	3/5	609	521	551	1852	326
WEIGHTED BAGE	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles	158	92	65	28	71	35	11	12	4	20	13	11	3	15	7	10	56	7	8	5	137	21	117	41	106	52	19	37	27	73	140	13
much better than it does petrol/																																
diesel vehicles																																
	7%	8%	6%	11%	17%	9%	3%	2%	4%	8%	7%	6%	2%	7%	4%	3%	18%	6%	4%	7%	9%	3%	9%	4%	13%	4%	5%	6%	5%	13%	8%	4%
	bfglo	zb		zfg	zefg	fg				lo	- 1			- 1			zhijk			1	žu		zw		zy					zABC	F	
Describes fully electric vehicles a	190	117	71	38	71	35	23	24	4	22	19	23	12		12	22	Imnogrs 44	7	12	5	151	40	128	63	91	100	25	43	45	70	172	13
little better than it does petrol/ diesel vehicles	130		,,	30		33			,					Ü	**			•		,	-51		110	03	J.	100			~~	70	-/-	
	9%	11%	6%	15%	17%	9%	6%	3%	5%	9%	11%	12%	7%	4%	7%	7%	14%	6%	6%	8%	10%	6%	10%	7%	11%	7%	6%	7%	9%	13%	9%	4%
	bfgm	zb		zefg	zefg	g					m	m					zhmno				zu		zw		zy					zAB	2F	
Describes both equally	uwyF 509	262	243	92	121	102	98	106	14	53	36	47	28	49	51	70	qr 85	23	40	12	373	137	310	200	187	323	85	129	118	146	437	60
Describes both equally	23%	262	243	32%	121 29%	25%	24%	105 14%	16%	22%	20%	24%	18%	23%	27%	23%	27%	23%	22%	19%	25%	19%	24%	21%	23%	22%	21%	21%	23%	26%	24%	18%
	gu			zfg	zg	g	g								h		hl				zu									2		
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	418	204	208	44	60	65	90	160	15	52	30	25	42	43	31	71	38	21	37	11	274	144	233	185	152	266	59	116	111	103	339	67
Ciccii C venicies	19%	19%	19%	17%	14%	16%	22%	21%	18%	22%	17%	13%	26%	20%	17%	23%	12%	20%	20%	18%	18%	20%	18%	19%	19%	18%	15%	19%	21%	19%	18%	21%
	dp						d	zd		kp			zkp	р		kp			р										Α			
Describes petrol/diesel vehicles much better than it does fully electric vehicles	487	249	236	34	33	75	102	243	24	53	41	48	35	45	50	66	38	19	46	21	304	182	262	225	144	343	104	134	110	103	364	102
	22%	23%	21%	13%	8%	19%	25%	32%	28%	22%	23%	25%	21%	21%	27%	22%	12%	18%	25%	33%	20%	25%	20%	24%	18%	24%	26%	22%	21%	19%	20%	31%
	cdpt			d		d	cd	zcde	р	р	р	р	р	р	р	р			р	zilm		zt				zx	zD					zE
	xDE							f												opq												
Describes electric vehicles better than petrol/diesel vehicles (NET)	348 16%	209	136	66 26%	142 34%	70 17%	35 8%	36 5%	8	18%	32 18%	17%	15 9%	23	11%	32 10%	100 32%	13	20	10	288	60 8%	19%	104	197	152	11%	13%	72 14%	142 26%	313 17%	26 8%
	bfgl	zb	1270	zefg	zefg	fo	g g	370	370	10/0	lo In	1//0	370	11/0	11/0	10/6	zhij	1370	11%	13/0	2U	070	ZW	11/0	ZV ZV	1170	11/0	13/6	1470	zABC	2F	0.00
	ouwyAF																klmnogr															
																	s															
Describes petrol/diesel vehicles better than electric vehicles (NET)	904	453	444	77	93	140	191	403	40	105	71	73	76	88	81	138	76	41	83	32	578	326	495	410	296	608	163	250	220	206	703	169
	40%	41%	40%	30%	22%	35%	47%	54%	45%	44%	39%	38%	47%	41%	43%	45%	24%	39%	45%	51%	38%	45%	38%	43%	37%	42%	41%	41%	42%	37%	38%	52%
	cdep			d		d	zcde	zcde	р	р	р	р	р	р	р	р		р	р	zkp		zt				×						zE
	tvxE							f																								
Describes neither well	182 8%	77 7%	99 9%	5 2%	28 7%	33 8%	25 6%	91 12%	10 12%	8 3%	15 8%	11 6%	21 13%	28 13%	10 5%	31 10%	19 6%	12 12%	13 7%	4 6%	100 7%	82 11%	93 7%	89 9%	51 6%	131 9%	44 11%	60 10%	40 8%	23 4%	151 8%	27 8%
	eitxD	/76	976	276	/70	576	6%	12% zcdf	12% i	370	876	676	13% zikn	13% zikno	576	10%	076	12%	/76	076	/76	11% zt	/76	976	676	9% x	2D	10% D	8% D	476	876	876
	CICLO							ZCUI					D	ZIKIID								21					10					
Don't know	297	92	198	23	38	60	62	114	16	32	26	29	22	24	26	37	33	16	30	5	181	116	143	153	73	224	62	89	70	34	247	44
	13%	8%	18%	9%	9%	15%	15%	15%	18%	13%	15%	15%	13%	11%	14%	12%	10%	16%	16%	8%	12%	16%	11%	16%	9%	16%	16%	15%	13%	6%	13%	14%
	adtvx		za			d	cd	cd	ps													zt		zv		zx	D	D	D			
	D																								1		1					

Proportions/Means: Columns: Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/ij/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



17ALS 15 May 2025

Q13.9 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or dissel fuel, or describe both equality? - Good value for money

### Base: All adults aged 18-75 in the UK

		CAR DRIVI	ING LICENSE				VEHI	CLE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	DRIVING					KING LOCATIO					ELECTRIC	VEHICLES		INT	ENTION TO B	JY NEXT VEHI	CLE
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)		USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)		OFF-STREET IN A SHARED	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET (B)	ON-STREET (C)	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST (E)			WITHIN THE NEXT YEAR (H)	IN THE NEXT 3 YEARS (I)	IN THE NEXT 10 YEARS (J)	
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%		1120 1131 50%	399 399 18%				317 344 15%	1519 1530 68%		1042 1044 47%	461 441 20%				1503 1485 66%		1591 1559 70%	916 862 38%	316 289 13%		1021 968 43%			456 460 21%	127 140 6%	1268 1219 54%	583 600 27%				903 965 43%		1064 1002 45%	1545 1470 66%	1601 1526 68%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	158	147	11	57	20	38	30		13	77	68	65	43	6	29	1	108	34	111	92	40	4	63	15	13	34	14	91	48	55	27	47	28	52	119	135	139
	7% bchiG	2b	3%	5%	5%	17% zcdh	26% zcdhi		4%	5%	20% zcdhi	6%	10% zkp	4%	14% zkmpq	2%	7% k	10% zkm	7%	11% zr	14% zr	7%	7%	13% zv8	10%	7%	10%	7% V	8%	27% zEFG	11% zFG	6% G	3%	17% zIJK	12% zJK	9% z	9% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	171	18	71	30	38	25	3	19	102	63	79	52	17	16	2	131	33	114	92	37	9	66	15	14	44	24	95	69	47	29	64	46	35	117	158	159
	9% cirvG	9%	5%	6%	8%	17% zcdh i	21% zcdh i	31%	6%	7%	19% zcdhi	8%	12% zkp	13%	8%	6%	9% k	10%	7%	11% zr	13% zr	13%	7%	13% v	10%	10%	17% zvyBC	8% v	11% zvyB	23% zEFG	11% G	8% G	5%	11%	12% zK	11% 2K	10% z
Describes both equally	509 23% rG	432 23%	78 24%	259 23%	79 20%	51 23%	33 28%	- :	80 23%	338 22%	84 25%	224 21%	94 21%	40 30% p	46 23%	10 27%	318 21%	86 26%	319 20%	220 26% zr	86 30% zr	15 22%	201 21%	37 31% vAB	34 26%	107 23%	25 18%	272 22% v	131 22%	49 24% G	70 27% G	209 27% 2G	168 17%	82 26%	250 25% z	346 24%	362 24%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	418	372	46	245	80	30	16	4	40	326	46	216	81	25	44	8	297	69	333	166	50	15	213	16	27	83	28	256	111	22	50	163	179	51	186	305	312
	19% bhiD	19% zb	14%	22% zefh i	20% hj	14%	13%	39%	12%	21% zehi	14%	21% 2	18%	19%	22%	20%	20% 2	21%	21% z	19%	17%	22%	22% z	14%	20%	18%	20%	21% z	18%	11%	19% D	21% D	19% D	16%	19%	21% zHI	20% zHI
Describes petrol/diesel vehicles much better than it does fully electric vehicles	487	441	44	286	111	30	8	2	49	397	38	279	93	20	35	8	372	55	405	163	47	10	258	20	24	104	25	302	129	20	44	138	281	58	213	338	352
	22% befh iastDF	23% zb	13%	25% zefh i	28% zefh i	14%	7%	18%	14% f	26% zefh	11% f	27% zimn po	21%	15%	18%	21%	25% zlmn a	17%	26% zst	19%	16%	15%	27% zwAB C	16%	18%	23%	18%	25% zw	21%	10%	17% D	18% D	29% 2DEF	19%	21%	23% HI	23% zHI
Describes electric vehicles better than petrol/diesel vehicles (NET)	348 16%	318 17%	29 9%	128	50	75 35%	56 47%	3	32	178	131 39%	144	94	23	44 22%	3	238	67 20%	225	183 21%	76 26%	13	129	30 25%	27	79 17%	38 27%	186 15%	117	102	56 22%	111	75 8%	87 28%	236	293	298
	bchi rvG	zb				zcdh i	zcde hij	31%			zcde hi		zko		zko		k	zk		zr	zrs			25% 2VB			zwB C	v	zvvB	zEFG	zFG	G		ZIJK	zJK	zK	z
Describes petrol/diesel vehicles better than electric vehicles (NET)		813	90	531	191	60	24	5	89	723	84	495	174	45	79	16	669	124	738	328	97	25	471	36	51	187	52	558	240	42	94	301	461	109	399	643	664
	40% befh jtwDH	43% zb	27%	47% zefh i	48% zefh i	28%	20%	57%	26%	47% zefh i	25%	47% zimo q	39%	34%	40%	40%	45% zlma	38%	47% zst	38%	33%	37%	49% zwvA BC	30%	39%	41%	38%	46% zwC	40%	21%	36% D	39% D	48% zDEF	35%	40% H	44% zHI	43% zHI
Describes neither well	182 8% afjtD UK	142 7%	40 12% za	93 8% f	30 8% f	15 7%	2 2%	1 12%	41 12% zfij	122 8% f	17 5% f	80 8%	34 8%	10 7%	10 5%	5 12%	113 8%	19 6%	118 8% t	57 7%	12 4%	7 10%	72 7%	7 6%	13 10%	32 7%	9 7%	92 8%	41 7%	6 3%	13 5%	63 8% D	99 10% zDE	19 6%	55 5%	96 7% I	101 7% I
Don't know	297 13% acef ijkprst vxBDHU K	203 11%	92 28% za	120 11% fj	48 12% fj	16 7%	4 3%		101 29% zcde fij	168 11% fj	20 6%	101 10%	45 10%	15 11%	19 9%	5 14%	146 10%	34 10%	158 10% st	73 8%	17 6%	7 11%	95 10%	10 8%	7 5%	56 12% x	15 11%	111 9%	71 12% x	4 2%	26 10% D	93 12% D	161 17% 2DEF	15 5%	62 6%	91 6%	101 7% J

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/f/g/h/i/) - z/k/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



OII 3 - Based on what voo have seen or heard, which of the followine words/phrases would vou sav better describe fully electric vehicles. Letter describe those with ensines sowered by either cetrol or discell fuel. or describe both exault? - Good value for money Base: All adults aged 18-75 in the UK

						NEXT PUI		BABLY/ DEFINIT	TELY NOT					OVERAL	OPINION ON		/FAIRLY	EVER CHARGE																					
		NEXT PURC	HASE - PROBAE	ILY/ DEFINITEL	Y CONSIDER		CONS	SIDER		OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RLY POSITIVE		NEGA	TIVE		IN HY	BRID				VER BUY - EV				PO	RECALL	SWITCH TO EL	ECTRIC VEHIC	LES				TEN	JRE			-
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)	IN THE NEXT 10 YEARS (x)	EVER BUY (v)	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)	NO/DON'T KNOW (E)		OWNED OUTRIGHT (G)	RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%			748 669 30%				546 546 24%							323 349 16%			1730 1778 79%						927 843 38%	1170 1091 49%				1594 1561 70%	647 680 30%							1522 1468 65%	663 714 32%
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	158	56	42	116	124	55	69	13	1	74	70	130	140	36	49	7	6	78	80	43	56	26	9	99	125	134	62	46	45	108	50	29	67	32	17	9	1	96	58
	7% aghio prvF	6%	8% a	14% zab	19% zabc	21% zfgh	9% zgh	3% h	·	6%	9% zi	12% 2i	15% zijk	14% znop	7% op	2% p	1%	18% 2r	4%	31% ztuv wxv	19% zuvxy	6%	3%	23% ztuv xv	15% zuvy	12% zuv	8%	6%	7%	7%	7%	5%	8%	8%	8%	7%	4%	7%	8%
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	93	74	118	127	38	62	18	17	98	76	141	151	44	64	17	18	85	103	19	63	49	24	82	131	155	79	55	53	134	57	47	66	44	21	10	2	114	75
	9% shoor	9%	14% 2a	14% za	19% zabc	14% zfeh	8% ah	5%	3%	8%	10% i	13% 2i	17% zik	17% 2000	9% oo	5% p	3%	20% 2r	6%	13% 2	22% 25UV XV	12% 2	10%	19% 2suv xy	16% zuvv	14% zv	10% BD	7%	9%	9% B	8%	8%	7%	11% GL	11%	8%	12%	8%	10%
Describes both equally	509 23% ghio prADGL	222 22%	133 25%	232 27% za	200 30% zabc	68 26% fgh	155 21% gh	56 15% h	60 11%	263 21%	159 21%	305 27% zij	258 29% zij	54 21% op	153 21% op	39 11%	66 10%	124 29% 2r	378 21%	49 36% zvxy	80 27%	114 28% 2	55 22%	129 30% zv	243 29% 2y	299 27% 2	149 19%	182 23%	161 26% zAD	331 21%	179 26% zAD	151 26% GL	154 17%	113 29% 2GL	48 24%	37 29% G	1 6%	305 21% G	198 28% zGL
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	418	219	78	168	107	46	188	76	128	267	126	226	169	41	186	56	126	62	353	16	41	108	54	57	166	220	177	153	86	330	88	118	184	66	25	16	6	301	108
	19% bdqs wCEM	22% 2bd	15%	20% bd	16%	17%	25% 20	20%	24% 2	21% zj	17%	20% i	19%	16%	25% zmop	16%	19%	15%	20% 2Q	12%	14%	26% zstw xy	22% stw	13%	20% stw	20% stw	23% 2CE	19% CE	14% E	21% 2CE	13%	20% IM	21% IM	17%	13%	13%	40%	21% ziM	15%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	487	285	148	129	60	26	168	150	246	377	208	166	69	18	133	163	312	44	436	7	28	59	70	34	93	163	190	182	112	372	114	105	240	65	43	28	1	345	135
	cdek Imngstu wxxCEFH	28% 2cd	28% zcd	15% d	9%	10%	23% e	40% zef	45% zefg	30% zkl	28% zki	15% 	8%	7%	18% m	47% zmn	48% zmn	10%	25% 2q	5%	10%	14% swx	28% zstuw xy	8% s	11% sw	15% stwx	25% 2CE	23% CE	18% E	24% 2CE	17%	18%	27% 2FHL M	17%	21%	22%	5%	24% zFHM	19%
Describes electric vehicles better than petrol/diesel vehicles (NET)	348	149	116	234	251	93	131	31	18	172	146	271	291	80	113	25	24	163	182	62	120	75	32	182	256	288	140	101	97	242	107	77	133	76	38	19	2	210	133
	16% ghio prBL	15%	22% za	27% zab	37% zabc	35% zfgh	18% gh	8% h	3%	13%	20% zi	24% zij	32% zijk	31% znop	15% op	7% p	4%	39% 2r	10%	45% zuvx v	41% zuvx V	18%	13%	42% zuvx V	30% zuvy	26% zuv	18% zBD	13%	16%	15% B	16%	13%	15%	20% zFL	19%	15%	15%	14%	19% 2FL
Describes petrol/diesel vehicles better than electric vehicles (NET)	904	504	226	297	167	72	356	227	375	644	334	392	238	59	318	218	438	106	789	23	69	167	124	92	259	383	367	336	197	702	202	223	424	131	68	44	7	647	243
	d0% cdek Imastwx vCEHM	50% zbcd	43% cd	35% d	25%	27%	48% 20	61% zef	69% zefe	51% ziki	45% zki	35% I	26%	23%	43% m	63% zmn	67% zmn	25%	44% 20	16%	24%	40% stwx v	50% zstu wxv	21%	31% stw	35% stwx	48% 2CE	42% CE	32% E	45% 2CE	30%	38%	48% zFHI JLM	34%	34%	34%	45%	44% zFHI M	34%
Describes neither well	182 8% bcdik lqstwxy	73 7% bcd	26 5%	41 5%	25 4%	15 6%	53 7%	39 11% ef	58 11% zef	83 7%	48 6%	59 5%	49 5%	32 12% 2	68 9%	32 9%	68 10% 2	14 3%	165 9% 2q	3 2%	12 4%	26 6% s	19 8% sw	15 3%	41 5% w	6% 5W	60 8%	68 9%	52 8%	128 8%	54 8%	42 7%	87 10% 2HM	22 6%	16 8%	7 5%	2 16%	129 9%	45 6%
Don't know	297 13% abcde fghijkip qstuvwxy ADGL	65 6% d	27 5%	48 6% d	26 4%	15 6%	49 7%	21 6%	35 6%	110 9%	56 8%	85 8%	68 8%	31 12%	90 12% p	35 10%	58 9%	17 4%	264 15% zq	2 1%	10 4%	31 8% stwx	18 7% sw	12 3%	44 5% sw	61 6% sw	54 7%	104 13% AD	109 18% zABD	158 10% A	139 20% zABC D	88 15% GL	89 10%	44 11%	30 15%	21 16%	3 18%	177 12% G	95 13%

Proportions/Means: Columns Tested (5% risk levell) = z/a/b/z/d = z/e/flz/h = z/ii/lk/h = z/m/n/o/a = z/a/r = z/s/t/u/w/w/x/v = z/a/b/c/D/E = z/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the losos Terms and Conditions.



15 May 2025

Q13\_9 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - Good value for money

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT I	PUBLIC CHARGI	IG LOCATION	DISAGREE	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		OT CURRENTLY
		CIDATO	O VEINCEE AI			OFTEN	C.I.J.I.C.I.I.C	VEINGEE AT I		io Location	OFTEN			1	-	OFTEN			I I		OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194					162				161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Describes fully electric vehicles	158	17	46	46	24	20	26	-	1	21	28	24	57	59	37	20	27	2	2	15	31
much better than it does petrol/																					
diesel vehicles	7%	21%	28%	26%	21%	20%	27%		4%	37%	36%	13%	18%	21%	15%	15%	20%	6%	9%	19%	22%
	176	Z176 Z	zde	20% Z	Z176 Z	20% Z	Z/76 Z	-	476	3/% zf	30% zf	Z 1370	18% Z	zkn	15% Z	15% Z	ZU%	0%	976	19% Z	2270 Z
Describes fully electric vehicles a	190	21	36	37	26	24	18	2	4	11	16	28	54	44	36	25	17	5	3	8	17
little better than it does petrol/ diesel vehicles	150	21	30	3,	20	24	10	-	,		10	20	54	77	30	23	1,	,	j	Ü	1,
	9%	25% z	22% z	21%	23% z	24%	19%	31%	24%	20%	21%	15%	17%	15% z	15% z	20%	12%	18%	17%	10%	12%
Describes both equally	509	26	46	46	28	22	20		3	14	20	50	92	90	67	37	43	8	4	29	51
bescribes both equality	23%	31%	27%	27%	24%	21%	21%		20%	26%	26%	28%	29%	32%	28%	29%	31%	31%	24%	36%	36%
		e											z	z			z			z	z
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	418	11	24	23	19	19	18	2	3	4	7	44	66	54	54	30	31	7	5	16	29
Ciccine venicles	19%	13%	14%	13%	17%	19%	18% ii	36%	22%	6%	9%	25%	21%	19%	22%	23%	22%	27%	28%	20%	21%
Describes petrol/diesel vehicles	487	5	8	13	9	12	9	1	2	3	2	19	21	22	25	11	9	3	2	8	9
much better than it does fully electric vehicles																					
	22% abcde	6%	5%	8% b	8%	12% ab	9% j	16%	10%	5%	3%	11%	7%	8%	10% 	8%	7%	12%	14%	10%	6%
	fijklmno pst																				
Describes electric vehicles better than petrol/diesel vehicles (NET)	348	38	83	82	50	45	45	2	4	32	44	52	112	102	74	45	44	6	5	24	47
	16%	45%	49%	48%	43%	44%	46%	31%	28%	57%	57%	29%	36%	36%	30%	35%	32%	24%	26%	29%	34%
		z	Z	z	Z	Z	z			zf	zf	z	zk	zkn	z	Z	z			Z	z
Describes petrol/diesel vehicles better than electric vehicles (NET)	904	16	32	36	28	31	26	3	5	7	9	63	87	76	79	40	40	10	8	25	38
	40%	19%	19%	21%	25%	31%	27%	52%	32%	12%	12%	35%	28%	27%	32%	31%	29%	39%	42%	31%	27%
	abcd efijlmn					abc	ij					lm			m						
Describes neither well	opt 182	3	2	5	4	2	4	1	1	2	2	9	14	10	14	5	9	1	1	2	4
Describes fieldfel weil	8% bcelm st	4%	1%	3% b	4%	2%	4%	17%	9%	3%	3%	5%	5%	4%	6%	4%	6% st	6%	5%	2%	3%
Don't know	297	1	4	3	5	3	2		2	1	1	7	8	5	9	1	3		1	1	1
	13% abcde	1%	2%	2%	4% a	3%	2%	-	11%	2%	2%	4% 0	3%	2%	4% 0	1%	2%	-	3%	2%	1%
	fijklmno pst																				
	Pat						1										1				



Q15 - Regardless of whether you own or drive one, have you ever charged an electric or plug-in hybrid vehicle in the past?

Base: All adults aged 18-75 in the UK

		GE	NDER			AGE									GION						WORKIN	G STATUS	SOCIAL	GRADE	EDU	CATION		INC			URBAN	N/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226		181	153	199	187	293	297		179		1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE	2241								88*																803							
	100%								4%*																36%							
Yes	424	265	154	71	153	85	40	75	13	45	26	35	28	36	39	36	105	18	30	12	351	73	307	117	237	187	42	70	84	216	359	53
	19%	24%	14%	28%	36%	21%	10%	10%	15%	19%	15%	18%	17%	17%	21%	12%	34%	17%	16%	20%	23%	10%	24%	12%	30%	13%	10%	11%	16%	39%	19%	16%
	bfgo	zb		zfe	zcef	fg									0		zhii			0	zu		zw		zv				AB	zABC		
	uwvAB				p												klmnogr															
					^												5															
No	1778	815	942	177	258	309	364	669	71	193	152	152	132	174	148	269	198	88	152	50	1141	637	952	826	555	1223	349	530	425	327	1460	267
	79%	75%	84%	70%	61%	76%	88%	89%	81%	80%	84%	79%	81%	82%	79%	87%	63%	83%	82%	80%	75%	88%	74%	86%	69%	85%	88%	87%	82%	59%	79%	82%
	acdp	1072	78	d		d	zcde	zcde	0	0	0	n	n.	n	n	zikn		0	n	n	10,10	zt.		7V		71	zCD	zCD	D			
	tvxD			_		_			_	-	-	-	-	-					-	-							100		-			
Don't know	39	11	25	7	10	11	7	Α.	2	2	2	6	2	2	- 1	2	10		4		28	11	25	14	11	28		10	11		22	- 6
DOI: CKIIOW	2%	1%	2%	3%	2%	3%	294	196	194	194	1%	396	294	196		196	296	- 1	294	1%	2%	1%	2%	1%	1%	294	294	294	2%	1%	2%	2%
	270	179	276	370	270	370	270	176	470	176	170	370	270	1/9		170	370	-	270	176	270	170	270	170	176	270	270	270	270	1,0	270	276

 $Proportions/Means: Columns Tested (5\% risk level) - z/a/b \cdot z/c/d/e/ft/g \cdot z/h/i/j/k/l/m/n/o/p/q/t/s \cdot z/t/u \cdot z/v/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F Overlap formulae used. * small base$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q15 - Regardless of whether you own or drive one, have you ever charged an electric or plug-in hybrid vehicle in the past?

### Base: All adults aged 18-75 in the UK

	CAR DRIVIN	IG LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNER	SHIP				TYPES O	DRIVING				PA	RKING LOCATI	IONS				ELECTRIC	VEHICLES		IN	TENTION TO E	BUY NEXT VEH	HICLE
																							OFF-STREET			ON-STREET										Т
											OWN IT	OWN IT										OFF-STREET			DIRECTLY IN					NOT	NEVER	NEVER				
												OUTRIGHT						SOCIAL/		USE AS PART		PRIVATE		OFF-STREET						CURRENTLY	DRIVEN,	DRIVEN,				
										EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN	OF MY	RARELY	NEXT TO MY		IN A SHARED					CURRENTLY							
TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET	DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	- 1
(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	())	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	
																		1591				1021														
																		1559				968														
																		70%				43%														
424	411	12	134	50	117	107	1	11	184	224	203	107	39	45	10	310	84	319	239	130	9	212	35	23	84	44	269	128	182	121	79	35	107	281	369	
19%	22%	4%	12%	12%	54%	90%	9%	3%	12%	67%	19%	24%	29%	23%	26%	21%	25%	20%	28%	45%	13%	22%	29%	17%	18%	31%	22%	21%	90%	47%	10%	4%	34%	28%	25%	
bcdh	zb		h	h	zedh	zcdeh			h	zcde		z	zk			z	zk	2	zru	zrsu		2	zy			zvxy	z	v	zEFG	2FG	G		zIJK	zJK	2K	
IFG					1	- 4				hi																BC										
1778	1463	311	980	339	99	11	8	326	1319	110	823	328	91	151	29	1151	242	1220	615	155	58	746	85	106	369	94	937	464	20	131	683	920	202	709	1077	
79%	77%	95%	87%	85%	46%	10%	91%	95%	86%	33%	79%	74%	69%	76%	74%	77%	73%	78%	71%	54%	87%	77%	71%	80%	80%	67%	77%	77%	10%	51%	88%	95%	65%	71%	73%	
aefi		za	zefi	zefi	fi			zcde	zefi	f	m							st	t		st	A		A	AC		A	A		D	zDE	2DEF		н	HI	
Impqstv								fij																												
WABDEHI																																				
JK																																				
39	33	5	17	10	1	1		6	27	2	18	7	2	2		24	4	20	8	4		10		3	7	2	13	9	1	6	15	10	3	13	23	
2%	2%	1%	1%	3%	1%	1%		2%	2%	1%	2%	1%	2%	1%		2%	1%	1%	1%	1%		1%		2%	2%	1%	1%	1%		2%	2%	1%	1%	1%	2%	
rsvR																																				

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

Olis - Recardidess of whether vou own or drive one. have you over charged an electric or plaze—in hibrird whicle in the past?

## Base: All adults aged 18-75 in the UK

						NEXT PUI	RCHASE . PRO	BABLY/ DEFINIT	TELY NOT					OVERAL	I OPINION OF	N VEHICLES VE	RY/FAIRI Y	EVER CHARGE	D FV / PI IIG.																				
		NEXT PURCH	ASE - PROBABL	// DEFINITELY	CONSIDER		CON			OVERALL OP	INION ON VEH	IICLES VERY/FAI	RLY POSITIVE			SATIVE	,	IN HY					EVER BUY - EV				PC	DLICY CHANGE -:	SWITCH TO E	LECTRIC VEHIC	LES				TEN	IURE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES		WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO			BOUGHT ON MORTGAGE			RENTED LA./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED (M)
UNWEIGHTED BASE	2241	(2)	(b)	(c)	(d)	(e)	700	(g)	(h)	(1)	(0)	(K)	(1)	(m)	(0)	(0)	(p)	(9)	(f)	(\$)	(t)	(0)	(v)	(w)	(X)	(V)	(A)	(B)	(C)	(0)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)
WEIGHTED BASE	2241	1045	532	940	740	250	700	338	540	1201	742	11/9	977	201		343	654	479	1730	109	308	430	243	477	927	1001	374	700	534	1594	647	592	930	381		100		1522	714
WEIGHTED BASE	100%	45%	24%	931	20%	1794	743		246	57%	742	50%	40%	11%	22%	16%	70%	10%	70%		1292	10%	116	10%	20%	4001	24%		79%	70%	30%	36%	40%	17%	201	120		25%	22%
Yes	424	213	157	272	791	96	162	59	54	249	190	312	312	56	125	37	51	424	7270	85	121	93	47	206	299	345	203	144	75	347	77	113	201	68	74	12	1	315	104
	19%	21%	29%	32%	43%	37%	22%	16%	10%	20%	26%	28%	35%	22%	17%	10%	8%	100%		61%	42%	22%	19%	48%	35%	32%	26%	18%	12%	22%	11%	20%	23%	18%	12%	9%	10%	21%	14%
	hoor CEUM	z	za	za	zabc	zfeh	zeh	h			2i	zi	ziik	noo	00			21		ztuv wxy	zuvx V			ztuv xy	zuvv	zuv	2BCD E	CE		zBCE		UM	zIJM	М				MUE	
No	1778	783	364	564	368	164	574	311	489	1007	539	785	578	195	612	308	598		1778	54	169	316	196	223	539	735	559	638	530	1198	580	459	681	314	173	115	14	1140	601
	79%	77%	69%	66%	55%	62%	77%	83%	90%	79%	73%	71%	64%	76%	82%	88%	92%		100%	39%	58%	76%	79%	52%	64%	67%	73%	81%	86%	77%	85%	79%	77%	81%	86%	90%	90%	78%	84%
	abcd	bcd	d	d			e	ef	zefg	jid	1	1			zm	zmn	zmno		zq		SW	stwx	stwx	s	stw	stwx		AD	zABD	A	zABD				zGL.	zFGL			2FGHL
	ejkląst wxyADGL																					٧	γ																
Don't know	39	18	12	14	11	3	8	4	3	17	13	15	15	4	5	4	4				1	5	6	1	5	11	8	8	12	16	22	8	5	4	4	1		13	10
	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%					1%	2%		1%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%		1%	1%
	hnpqr twxyDGL																						twx		w	wx					zABCD				G				

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/h/c/h - z/h/h/c/h - z/m/h/d - z/m/h/d



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1

17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q15 - Regardless of whether you own or drive one, have you ever charged an electric or plug-in hybrid vehicle in the past?

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE,	REASONS NO	T CURRENTLY	DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE	, REASONS NO	T CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	- AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -	DISAGREE			RIVING - AGRE	E			D	RIVING DISAGR	EE	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO			OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN		DIFFICULT TO			OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104					120					194					162				161
WEIGHTED BASE	2241	85*					97*					181			242		139		18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Yes	424	85	167	172	115	102	97	6	16	56	78	54	97	106	74	50	42	8	5	29	52
	19%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	30%	31%	37%	30%	39%	30%	31%	26%	37%	37%
		Z	z	Z	Z	Z	Z			Z	Z	z	Z	zln	z	zkn	Z			Z	Z
No	1778	-	-	-	-	-	-	-	-	-	-	126	214	176	167	78	95	18	13	50	88
	79%	-	-	-	-	-	-	-	-	-	-	69%	68%	62%	69%	61%	69%	69%	74%	62%	62%
	abcde											mo	m		mo						
	fijklmno																				
	pst																				
Don't know	39	-	-	-	-	-	-	-	-	-	-	1	2	3	2	1	2	-	-	1	1
	2%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



IPSOS 15 May 2025

Q16 - Thinking about all the times you have charged an electric or plug-in hybrid vehicle, which of the following locations have you ever used?

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle

		GE	NDER			AGE			1					PE	GION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION	I	INCO	OME		URBAN/	/DI ID AI
		- GL	T.			AUL					YORKS &	WEST	EAST	EAST OF	UIOIN						WOMEN	NOT	JOCIAL	UIIADE		NON	UPTO	£20000-	£35000-		Oliozity	HOHAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS		SOUTH WEST	SOLITH EAST	LONDON	WALES	SCOTLAND	MI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(+)	(a)	(b)	(c)	(4)	(e)	(6)	(a)	(h)	(i)	(i)	(k)	m	(m)	(n)	(0)	(0)	(0)	(r)	(4)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(8)	(C)	(D)	(F)	(E)
UNWEIGHTED BASE	479	299	175	96	167	102	49	7.6	20	50	26	40	29	39	42	AS	109	22	21	26	404	75	282	97	252	126	29	68	95	272	294	59
WEIGHTED BASE	424																															
WEIGHTED BAGE	100%	63%			36%	20%*											25%*				83%			28%*		44%					85%	
At my home (either onstreet or on	205	114	89	30	64	47	23	42	3	22	10	18	18	16	16	25	51	4	13	8	162	43	157	48	122	83	13	36	35	114	174	23
a driveway/ in a garage)																																
	48%	43%	58%	42%	42%	55%	58%	56%	22%	48%	40%	52%	64%	44%	40%	71%	49%	25%	45%	63%	46%	58%	51%	41%	51%	44%	32%	51%	41%	53%	48%	44%
	ad		za													zinp							z		z					z		
At an on-street charging location (e.g., from a lamppost or bollard,	107	79	27	21	57	19	5	6	3	10	5	15	1	6	7	5	45	2	7	1	98	10	88	19	72	35	11	16	17	64	100	5
etc.)	25%	30%	18%	29%	37%	23%	13%	7%	21%	21%	19%	44%	5%	16%	18%	14%	43%	9%	24%	12%	28%	13%	29%	16%	30%	19%	27%	22%	20%	30%	28%	10%
	bguw	zh.			zefg							zino		20,0			zino				zu	20/1	7W		zv		2.77				+6	
	F				LUIK	^						21110					1110													•		
At a public charging location such as a supermarket or motorway service station	221	129	88	26	98	44	21	32	7	22	13	18	10	18	22	16	63	11	14	7	193	27	172	48	148	73	16	34	37	127	189	25
	52%	49%	58%	37%	64%	52%	51%	43%	55%	49%	48%	52%	35%	49%	56%	45%	60%	60%	46%	55%	55%	38%	56%	41%	62%	39%	38%	50%	45%	59%	53%	47%
	cuwy				zcg																zu		zw		zv					zC		
At my place of work	149	109	39	19	57	39	9	25	5	17	11	8	10	12	23	10	40	3	10	1	140	9	108	41	96	53	5	23	31	89	124	23
	35%	41%	25%	27%	37%	46%	22%	33%	36%	38%	41%	22%	36%	32%	59%	27%	38%	18%	34%	11%	40%	12%	35%	35%	40%	28%	12%	34%	36%	41%	35%	44%
	bu	zb				zcf									zkop						zu				zy					2		
Another location	30	14	14	3	9	5	3	10		1	1	-	2	2	5	4	8	1	4	1	20	10	20	9	12	18	7	2	6	14	27	2
	7%	5%	9%	4%	6%	6%	8%	13%	3%	2%	2%	-	8%	6%	14%	12%	8%	7%	12%	7%	6%	13%	7%	8%	5%	10%	17%	2%	7%	7%	7%	4%
	tx														k	k						zt										
Location outside home (NET)	351	228	120	56	141	70	30	55	12	37	21	30	19	29	35	28	95	13	25	8	306	45	256	95	208	143	35	57	66	185	298	46
	83%	86%	78%	79%	92%	83%	74%	73%	92%	81%	81%	85%	69%	79%	91%	77%	90%	76%	82%	62%	87%	62%	83%	82%	88%	76%	83%	82%	79%	86%	83%	87%
	guy				zcef g												z				zu				zy					2		
Don't know	11	4	8	3	3	2	1	1	1	1	1	1	1	-	1		1	1	3	-	6	5	10	2	5	6	1	1	4	3	10	1
	3%	1%	5%	5%	2%	3%	4%	2%	6%	2%	3%	2%	5%		4%	1%	1%	4%	9%	-	2%	7%	3%	1%	2%	3%	2%	1%	4%	2%	3%	3%
	at	1	a																		1	t			1							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/t/j/k/l/m/n/o/p/q/t/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025
Q16 - Thinking about all the times you have charged an electric or play-in hybrid vehicle, which of the following locations have you ever used?

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle

		CAR DRIVIN						CLE TYPE							IICLE OWNERS						F DRIVING		_			RKING LOCATIO				_	ELECTRIC						
,		CAK DRIVII	IG LILENSE				VEHIC	LLE IYPE				_		VEH	IILLE OWNERS	EIP .			_	14 PES OF	PUKIVING		_		PA					_	ELECTRIC	VEHICLES		IN	IENTION TO B	BUY NEXT VEH	CLE
											EV OR	AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN		RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT TO MY	IN A SHARED	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN						
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET		DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)
																							236														
																							212														
																							50%														
At my home (either onstreet or on	205	198	7	37	19	70	76		2	56	146	97	53	20	23	6	150	43	161	119	69	6	119	16	10	34	15	145	50	120	41	29	12	52	139	180	184
a driveway/ in a garage)																																					
	48%	48%	53%	28%	38%	60%	71%		14%	30%	65%	48%	50%	53%	51%	55%	48%	52%	51%	50%	53%	67%	56%	47%	44%	41%	35%	54%	39%	66%	34%	37%	35%	49%	49%	49%	49%
	ciCE					zcdi	zcdi				zcdi												zvAC					zvAC		2EF							
	F																																				
At an on-street charging location (e.g., from a lamppost or bollard,	107	107		30	10	34	30		4	39	63	48	36	9	7	1	84	17	72	72	49	6	42	13	8	27	11	63	39	54	33	12	8	44	76	98	100
	25%	26%		22%	20%	29%	28%		33%	21%	28%	24%	33%	24%	17%	14%	27%	20%	23%	30%	38%	67%	20%	38%	35%	33%	26%	23%	30%	30%	27%	15%	24%	41%	27%	26%	27%
	rvF	7											700							71	71			vB.		v		V	v	F			2	ZUK			
At a public charging location such as a supermarket or motorway service station	221	213	8	51	21	67	73		7	71	140	106	52	24	25	4	158	49	178	133	72	2	107	21	13	43	22	141	65	117	54	36	12	76	171	200	201
	52%	52%	61%	38%	42%	58%	69%		62%	39%	63%	52%	48%	64%	55%	39%	51%	59%	56%	56%	56%	29%	50%	62%	58%	51%	51%	53%	51%	64%	44%	45%	33%	71%	61%	54%	53%
	ci					ci	zcdi				zcdi								z											2EF				zIJK	zJK	2K	
At my place of work	149	149		54	13	37	41	1	3	66	78	73	44	9	15	5	116	24	117	104	53	1	80	13	7	30	13	100	44	78	46	17	7	46	109	142	143
	35%	36%		40%	26%	32%	38%	100%	29%	36%	35%	36%	41%	22%	34%	52%	38%	28%	37%	44%	41%	14%	38%	38%	29%	36%	31%	37%	34%	43%	38%	22%	19%	43%	39%	38%	38%
	F	2																		zr										2F	F			z	z	2	2
Another location	30	29	1	11	2	2	14		1	13	16	13	7	4	4		20	8	27	16	9	1	22	2		3	2	24	5	16	6	8		7	19	25	26
	7%	7%	10%	8%	4%	2%	13%		5%	7%	7%	7%	7%	10%	8%	3%	7%	9%	8%	7%	7%	7%	10%	5%		4%	3%	9%	4%	9%	5%	10%	1%	6%	7%	7%	7%
	e			e			zei			e	e	1							z				2C														
Location outside home (NET)	351	343	8	112	42	91	91	1	11	154	182	167	91	35	34	8	258	69	266	210	114	7	174	32	19	69	35	225	104	155	110	61	21	98	245	314	319
	83%	83%	65%	84%	84%	78%	86%	100%	100%	84%	82%	82%	85%	91%	76%	74%	83%	83%	83%	88%	88%	85%	82%	92%	84%	83%	80%	84%	82%	85%	90%	77%	62%	92%	87%	85%	85%
																				zr											zF			zIJK	zJK	2	z
Don't know	11	11	-	7	2	2				9	2	6	1	1	2		8	4	9	6	2		5	1		3	3	6	6	1	1	3	6	2	3	8	8
	3%	3%		5%	4%	2%				5%	1%	3%	1%	3%	5%		3%	4%	3%	2%	1%		2%	2%		4%	6%	2%	4%	1%	1%	4%	17%	2%	1%	2%	2%
	IDUK			fi	f					zfi																										1	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

Olis - Thinkine about all the times vou have charced an electric or dua-in hobrid whicks, which of the followine locations have vou over seed?

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle

										_																													
						NEXT PL		OBABLY/ DEFINI	ITELY NOT					OVERAL		VEHICLES VER	/FAIRLY	EVER CHARG																					
ı		NEXT PURC	HASE - PROBA	ABLY/ DEFINITI	ELY CONSIDER	_	co	INSIDER		OVERALL OF	INION ON VEH	ICLES VERY/FAI	RLY POSITIVE		NEGA	ATIVE		IN HY	BRID				EVER BUY - EV	V	_		PC	RECALL	SWITCH TO EL	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO	WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY		HEARING SOMETHING	NO	HEARING		BOUGHT ON MORTGAGE			RENTED LA./	RENTED H.A./TRUST		OWNED	RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE						114				281																													111
WEIGHTED BASE						96*		59*	54* 1264*	249																												315 74%	104*
At my home (either onstreet or on	100%	50% 87	36%	134	153	23%*	38%	29	13%*	109	45%	159	165	13%*	30%	9%**	12%*	100%		20%*	28%	22%*	11%*	49%	160	174	48%	34%	18%*	169	18%*	27%	47%	16%*	6%**	3%**	***		24%*
a driveway/ in a garage)		-	-	134			85							3b	bb	16		205		- "	70	46	14						34	169	3b	33		20	,	ь		170	
	48%	41%	43%	49%	53%	63%	52%	50%	26%	44%	46%	51%	53%	64%	53%	43%	28%	48%	-	51%	58%	50%	31%	55%	54%	50%	48%	49%	45%	49%	46%	49%	57%	30%	29%	53%		54%	32%
	ahip vHM			2	zabc	zfh	h	h				- 1	zij	znp	Р					v	zv			zvy	zvy	zv						нм	2HM					2HM	
At an on-street charging location (e.g., from a lamppost or bollard, etc.)	107	56	53	87	91	21	34	10	5	72	52	88	90	13	27	10	10	107		36	27	24	12	63	87	99	51	40	17	90	17	16	55	27	7	3		71	36
	25%	26%	35%	32%	31%	22%	21%	16%	10%	29%	27%	28%	29%	24%	22%	28%	20%	25%		43%	22%	26%	25%	31%	29%	29%	25%	28%	23%	26%	22%	14%	27%	39%	28%	24%		23%	35%
	hFL		za	za	2							2	2							ztuw				zt	zt	z							FL	2FL				F	2FL
At a public charging location such as a supermarket or motorway service station	221	107	80	151	175	61	94	34	19	125	107	178	191	37	68	15	18	221		64	78	40	9	142	182	191	115	73	31	189	32	52	121	27	12	6	•	174	46
	52% hpv	50%	53%	55% za	60% zabc	64% zh	58% h	58% h	34%	50%	56% i	57% zi	61% zik	65% znp	54% p	40%	35%	52%		75% zuvx	65% zuvy	43% v	19%	69% zuvx	61% zuvy	55% zuv	57% CE	51%	42%	54% z	41%	46%	60% 2FHL M	40%	51%	52%	25%	55% zFH	44%
At my place of work	149	87	56	115	116	35	58	14	20	97	72	114	114	14	42	10	15	149		36	44	33	19	80	112	131	74	45	29	120	29	42	73	23	6	5		115	34
	35%	41% Z	37%	42% Z	40% Z	36%	36%	24%	37%	39% z	38%	36%	36%	25%	34%	29%	30%	35%		42%	36%	35%	40%	39%	38%	38% z	37%	31%	39%	34%	38%	37%	36%	34%	24%	42%		37%	32%
Another location	30	18	10	11	17	8	13	9	5	14	11	15	21	6	11	3	5	30		6	9	4	- 4	15	19	23	21	6	3	27	3	6	19	3		1		26	4
	7%	8%	7%	4%	6%	8%	8%	15%	9%	6%	6%	5%	7%	11%	9%	8%	10%	7%		7%	7%	5%	9%	7%	6%	7%	10%	4%	4%	8%	4%	5%	10%	5%		5%	17%	8%	4%
	ck	c			c			2					k														zB			В									
Location outside home (NET)	351	186	137	238	256	79	131	47	42	215	167	263	270	44	101	29	43	351		80	102	78	36	182	260	296	174	116	60	290	61	89	168	62	19	11	1	257	92
	83%	87% z	90% 2	87% z	88% 2	82%	81%	80%	79%	87% z	88% 2	84%	86% 2	78%	81%	79%	84%	83%		94% zuvw	85%	84%	77%	89% 2	87% z	86% z	86%	81%	80%	84%	79%	78%	84%	92% 2F	79%	95%	42%	82%	89% F
Don't know	11	- 5	3	3	2	1	4	4	5	5	4	6	4	2	3	1	3	11		1	-	- 1	3	- 1	2	6	5	3	4	7	4	4	2	1	- 1	-	- 1	6	2
	3% cdklw xvG	2% d	2%	1%	1%	1%	2%	7%	9% zef	2%	2%	2%	1%	3%	2%	4%	5%	3%		1%		2%	7% twxy	·	1%	2% wx	2%	2%	5%	2%	5%	3%	1%	2%	5%		58%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/1/a/h - 1/l/l/k/l - 1/l/l/k/l - 1/m/n/o/p - 2/a/r - 1/s/t/u/w/w/y - 2/a/B/C/D/E - 2/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q16 - Thinking about all the times you have charged an electric or plug-in hybrid vehicle, which of the following locations have you ever used?

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	INGLOCATION	I - AGREE	CHARGING	VEHICLE AT E	UBLIC CHARGI	NG LOCATION .		DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		CHARGIN	O VEHICLE AT		III COCATION	OFTEN	CHARGING	VEINCEE AT I		TO LOCATION	OFTEN			I I	_	OFTEN			I DISAGR		OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST		EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	NEAREST (A)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE		(a) 104	205	207	139	120	120	(g)	20	70	- 07	(K) 60	110	121	82	56	(p) 52	(4)	5	34	61
	479						97*	6**			100							8**	5 5**	34 29**	52*
WEIGHTED BASE	424	85*	167		115	102*			16**	56*	78*	54*	97*	106*	74*	50*	42*				
	100%	20%*	39%	41%	27%	24%*	23%*	1%**	4%**	13%*	18%*	13%*	23%*	25%*	17%*	12%*	10%*	2%**	1%**	7%**	12%*
At my home (either onstreet or on	205	42	85	82	56	53	44	1	9	24	34	25	39	38	30	16	12	3	3	10	20
a driveway/ in a garage)																					
	48%	49%	51%	48%	48%	52%	46%	16%	58%	43%	44%	46%	40%	36%	41%	33%	29%	43%	55%	35%	38%
	mop											0									
At an on-street charging location	107	20	47	50	31	28	28	1	1	17	24	17	24	27	23	17	10	3	1	7	11
(e.g., from a lamppost or bollard, etc.)																					
	25%	23%	28%	29%	27%	28%	29%	18%	6%	30%	30%	32%	25%	26%	31%	34%	25%	37%	18%	24%	22%
At a public charging location such as a supermarket or motorway service station	221	85	167	172	115	102	97	6	16	56	78	25	56	61	39	27	29	2	2	18	32
	52%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	46%	58%	57%	53%	54%	69%	22%	38%	61%	62%
		7	Z	Z	z	7	7			z	7						7				
At my place of work	149	26	57	56	35	34	36	2	2	21	27	19	30	32	23	15	10	-	1	8	17
, , ,	35%	30%	34%	33%	30%	33%	38%	39%	11%	38%	35%	35%	31%	31%	32%	30%	24%	-	27%	27%	33%
Another location	30	6	13	13	5	7	8	-	*	4	4	2	4	5	2	1	3	1		3	2
	7%	7%	8%	8%	4%	7%	8%	-	3%	7%	6%	3%	4%	5%	3%	1%	7%	14%	-	10%	4%
Location outside home (NET)	351	85	167	172	115	102	97	6	16	56	78	49	88	97	66	44	37	6	3	27	48
Location Satisfac Home (NET)	83%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	90%	90%	92%	90%	89%	89%	73%	68%	92%	91%
	370	Z	Z	7	Z	20070	7	20070	20070	Z	7	33/6	3370	7	3370	5570	3370	, 370	5570	J=70	3270
Don't know	11		-	-	-	-				-	-			-							
DOIT CKNOW	3%	1	-	-	-	-		-	-	-	-	-	-	-	-	-		-	-	-	-
	bc	_	-	-	-	-	_	-	-	-	-		-	-	-	-		-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q17 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - Summary table

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

			At a public	
		At an on-street	charging location	
	At my home	charging location	such as a	
	(either on-street	(e.g., from a	supermarket or	
	or on a driveway/	lamppost or	motorway service	At my place of
	in a garage)	bollard, etc.)	station	work
UNWEIGHTED BASE	243	122	265	171
WEIGHTED BASE	205	107	221	149
(2) Very easy	137	44	72	73
	67%	41%	33%	49%
(1) Fairly easy	51	43	105	50
	25%	40%	48%	34%
(0) Neither easy nor difficult	11	13	23	11
	5%	12%	10%	8%
(-1) Fairly difficult	6	4	16	10
	3%	4%	7%	7%
(-2) Very difficult	1	3	4	5
	*	3%	2%	3%
Mean	1.55	1.12	1.02	1.19
Easy (NET)	188	87	178	123
	92%	81%	80%	83%
Difficult (NET)	6	7	20	15
	3%	7%	9%	10%
Don't know	-	-	-	-
	-	-	-	-



Q17\_1 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At my home (either on-street or on a driveway/in a garage)

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

TOT/ (2)		GENDE	EN.			AGE									SION																	
TOT/ (2)											YORKS &	WEST	EAST	EAST OF	JION						WORKING	NOT	SOCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-		UNDAN	N/RURAL
(z)		MAN	WOMAN	18-24	25-34	35-44	45.54	55-75	NORTH EAST	HORTHHEET					SOUTH WEST S		LONDON	WALES	SCOTLAND		WORKING	WORKING	1004	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	011041
	AL IN	MAN	WUMAN	18-24	25-34	35-44	45-54	35-75	NUKIHEASI	NOKIH WESI	HUIVIBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST S	SOUTHEAST	LUNDUN	WALES	SCUILAND	(a)	WURKING	WURKING	ABC1	CZDE	GKADUATES	GRADUATES	£19999	£34999	154999	155000+	UKBAN	RURAL
NWEIGHTED BASE 243	1	140	101	(c)	(u)	(e)	20	(8)	(11)	(1)	12	(8)	10	10	21	(0)	(P)	(4)	14	16	200	(d)	109	(W)	105	50	(A)	(B)	(C)	150	105	(F)
EIGHTED BASE 205		140	201	20**			23			23	40**	40**	40**	10		32			4288	10	200	43	150		103	30		33	30			22.5
EIGHTED BASE 205		114	89"	30	04*			42-			10	18	18	10	10	25			13**		102	45"	15/	48*	122	83*	13***	30	35***	114	1/4	
Very easy 133	J76	30%	60	10490	3176	23%	47	20%	1%	1105	576	976	45	8%	40	12%	2576"	276	///	475	110	21%	1/75	23%	00%	55	/%	1/%	1///	81	114	11%
133 679		76	67%	43%	45	31	774	32	2	14	740/	12	15	14	10	15	31	4	8	64%	68%	63%	68%	64%	68%	66%	4504	20	57%	71%	66%	77%
Fairly easy 51		20	23	45/0	10%	42	7270	7770	03/6	6	71/0	00%	3	3	03/0	39/0	0170	90%	30/0	0470	0070	10	00/0	42	30	21	45%	72/0	12	27	45	- ///
rainy easy 259		28	26%	50%	24%	27%	13%	13%	14%	29%	22%	101/	17%	129/	200/	32%	31%	-	22%	28%	25%	23%	25%	25%	24%	25%	10%	22%	36%	24%	26%	16%
Neither easy nor difficult 11		2470	2070	30.95	24/6	2170	1370	13/0	1476	25/0	2270	1970	1770	1270	20/0	3279	31/0	- :	22%	20/0	25%	25/0	23/9	23/0	2470	25/0	10/0	22/6	3070	2476	20%	10/0
Neither easy nor difficult 11		5%	6%	3%	2	196	14%	10%	11%	-	-	420/	-	-	1	1	3	4001	20%	-	607	10%	,	8%	3	7%	34%	5%	5%	3	5%	7%
xD		576	D76	376	376	176	14%	10%	11%	-	-	12%	-		/76	476	576	10%	20%	-	4%	10%	4%	876	4%	/76	34%	576	576	2%	576	/76
1) Fairly difficult 6		c	1	1	2	2				2	1					1	2					2		2		2	2	1		2	c	
3%		4%	1%	20/	24/	5	-	-	-	74/	76/	20/	-	-		497	24/	-		4%	20/	4%	20/	3%	26/	2%	11%	1%	1%	36/	20/	
2) Very difficult 1		470	170	3/0	3/0	3/0	- :	-		170	770	379	-	-		470	370	-		****	3%	470	3/0	370	3%	270	11/0	1/6	170	3%	3%	-
z) very diricuit				-	-	10/	19/	-	9%	-	-	-	-		-	-	-	-	-	4%		1%		-	10/	-	-	-	1%			-
ean 1.5		1.52	1.58	1.34	1.6	1.51	1.55	1.67	1.25	15	1.58	1.40	1.83	1 00	1 50	1 46	1.5	1.0	1.38	1.41	1.58	1.44	1.57	1.5	1.55	1.56	0.89	1.64	1.48	1.62	1.54	1.7
sy (NET) 18		103	82	20	60	43	20	20	1.23	20	1.38	1.40	1.03	1.00	1.30	22	47	1.0	11	7.41	151	27	145	43	112	76	7	22	22	108	159	22
929		019/	93%	94%	94%	92%	85%	90%	79%	038/	93%	85%	100%	100%	93%	019/	92%	000/	80%	91%	93%	86%	93%	89%	92%	91%	55%	94%	93%	95%	92%	93%
32/		5170	33.00	34/6	34/0	3270	6376	50%	75%	3370	3379	63/6	100%	100%	5370	31/0	3270	50/6	80%	51/0	3370	8070	33/0	03/0	32.70	91/0	33/0	3476	3370	2	52%	33/0
fficult (NET) 6	,	5	1	1	2	3		-		2	1	1	-			1	2	-		1	5	2	5	2	5	2	2	1	1	4	6	
3%	%	4%	2%	3%	3%	6%	1%		9%	7%	7%	3%	-			4%	3%			9%	3%	4%	3%	3%	4%	2%	11%	1%	2%	3%	3%	
on't know -		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-
	.		-	-	-	-		-	-		-		-	-		-	-	-	_	-	-	-	-						-		_	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Difficult (NET)

Base: All adults azed 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q17\_1 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At my home (either on-street or on a driveway/in a garage)

INTENTION TO BUY NEXT VEHICLE CAR DRIVING LICENSE NOT TURRENTLY OF HAVE IN OWN IT OUTRIGHT AFTER BUYING OWN IT OUTRIGHT OTHER MEANS NEVER DRIVEN, HAVE BEEN NEVER DRIVEN, NOR BEEN SOCIAL/ DOMESTIC/ PLEASURE EV OR HYBRID (j) THE PAST PASSENGER PASSENGER NEXT YEAR 3 YEARS 10 YEARS EVER BLY
(E) (F) (G) (H) (I) (J) (K) 137 67% 135 2 68% 36% 23 10 39 64 62% 53% 56% 84% 2 33 100% 59% 103 71 33 15 13 4 104 28 111 86 41 2 71% 73% 61% 73% 56% 77% 69% 64% 69% 73% 59% 27% 85 12 7 20 7 104 27 71% 75% 73% 57% 47% 72% 54% 40 97 125 126 76% 70% 69% 69% 91 25 11 9 76% 61% 36% 78% (0) Neither easy nor difficult 6 1 16% 3% 4 6 3% 7% 10 1 7% 1% 9 5 6% 4% 8 8 4% 4% 3 7% (-1) Fairly difficult (-2) Very difficult 1 1 1.55 167 171 93% 93% Easy (NET) 183 5 92% 77% 31 83% 16 64 86% 92% 2 47 100% 84% 139 89 96% 91% 22 6 95% 100% 136 42 90% 98% 149 92% 112 63 5 94% 91% 94% 15 10 32 92% 97% 94% 135 93% 45 91% 31 77% 25 86% 12 100% 50 97% 129 93%

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/e/l/s/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



OD 1 - And how ears, or difficult, would you say you find the process of charains an electric vehicle as each of the followine locations? - At my home (either on-street or on a driveway/in a paramet

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

base: All adults aged 18-75 in the	OK WIIO III C	ver charges an	i electric veric	re at one or the	institution location																																		
						NEXT PU		DBABLY/ DEFINIT	ELY NOT					OVERAL	L OPINION ON		Y/FAIRLY		ED EV / PLUG-																				
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	Y CONSIDER		CON	NSIDER		OVERALL OP	NION ON VEH	CLES VERY/FA	IRLY POSITIVE		NEG	ATIVE		IN H	/BRID				EVER BUY - EV				P	OLICY CHANGE	- SWITCH TO EI	LECTRIC VEHIC	LES				TEN	IURE			
																				WITHIN THE			MORE THAN					RECALL HEARING		YES/ RECALL					RENTED LA./				
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO	NEXT YEAR	1 TO 3 YEARS	YEARS	10 YEARS	3 YEARS	10 YEARS	EVER BUY	YES	SOMETHING	NO	HEARING	KNOW	MORTGAGE	OUTRIGHT	PRIVATE	COUNCIL	H.A./ TRUST	OTHER	OWNED	RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	(r)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE	243									133																													35
WEIGHTED BASE	205									109																													
	100%									53%																													16%**
(2) Very easy	137	61	43	96	111	48	68	19	7	74	61	114	120	29	51	10	5	137		33	50	32	7	84	116	124	74	37	24	111	26	38	80	11	3	5		117	19
	67%	70%	65%	72%	72%	79%	80%	65%	50%	68%	70%	72%	73%	80%	77%	61%	35%	67%		76%	72%	70%	51%	74%	73%	71%	75%	52%	72%	66%	74%	68%	69%	52%	43%	85%		69%	57%
	B			7	,	7	7					,	7		7									7	7	7	78D			R	R								
(1) Fairly easy	51	19	20	33	37	10	15	6	3	30	19	38	39	3	11	3	5	51		9	15	13	6	23	36	42	20	22	9	42	9	15	25	7	3	1	/	41	10
	25%	22%	30%	24%	24%	17%	18%	19%	18%	28%	21%	24%	23%	8%	17%	19%	37%	25%		20%	21%	27%	44%	20%	22%	24%	20%	31%	26%	25%	25%	28%	22%	33%	37%	15%		24%	30%
	fm									1					m																								
(0) Neither easy nor difficult	11	4	1	3	5	1	2	3	2	2	3	5	2	2	2		3	11			4	-		5	5	5	4	7		11	-	2	8		1		-	10	1
	5%	5%	2%	2%	3%	1%	3%	9%	17%	2%	4%	3%	2%	6%	3%		21%	5%		1%	6%			4%	3%	3%	4%	9%		6%		3%	7%		15%			6%	3%
	odiki											ï																											
	w	-																																					
(-1) Fairly difficult	6	2	2	2	1	1		2	2	3	4	2	4	2	1	3	1	6		1	1	1		2	3	4		5	1	5	1	1	2	3				3	3
( -,,	3%	2%	3%	2%	1%	2%		6%	13%	2%	5%	196	2%	6%	2%	20%	4%	3%		3%	196	3%	2%	2%	2%	2%		7%	2%	3%	2%	1%	2%	15%				2%	9%
	dkL			d							k		k															7AD											-
(-2) Very difficult	1	- 1	- 1	- :							•							1										1		- 1									•
		196	1%					1%	2%						1%		2%						2%					196							5%				1%
Mean	1.55	1.6	1.54	1.65	1.67	1.73	1.77	1.41	1.01	1.61	1.56	1.66	1.66	1.61	1.69	1.21	0.97	1.55		17	1.64	1.65	1.39	1.66	1.66	1.64	1.71	1.26	1.68	1.52	1.7	1.62	1.58	1.22	1.13	1.85	/	1.6	1.32
	B			7	zh.	7	7					7	7					2.55						7	7	7	zBD			B	B	2.02						2	
Easy (NET)	188	80	62	128	147	58	83	25	9	104	80	152	159	37	63	13	10	188		47	65	45	14	107	152	166	94	59	33	153	35	53	105	17	5	6		158	29
	92%	93%	94%	96%	96%	96%	97%	84%	68%	96%	91%	95%	96%	88%	95%	80%	72%	92%		96%	93%	97%	95%	94%	95%	95%	96%	83%	98%	90%	98%	96%	91%	85%	80%	100%		93%	87%
						55.5				1		16	-					3233		30,1					7	3	zBD			D									0.75
Difficult (NET)	6	2	3	3	2	1		2	2	3	5	2	4	2	2	3	1	6		1	1	1	1	2	3	4	100	6	1	6	1	1	2	3				3	3
	266	286	496	296	196	2%		796	15%	2%	504	196	796	6%	296	20%	794	3%		206	196	216	Esc.	214	796	796	1 :	996	266	296	204	196	216	15%	EW.			2%	10%
	dkl	3.0	d	2.00	274	-~			23/4	1 20	ik			0.0	3.0	20%		3,4		3,4		3,4	3,0	2.74	2.00	2.00	1	7AD	2.74	3.0	2,74	1~	2.74	13/0	3,4				2070
Don't know			-																	-	-			-								-	-		-			-	
1	1 .									Ι.								Ι.		l .							1 .												

Proportions/Means: Columns Tested (5% risk level) - z/a/h/c/d - z/e/t/e/h - z/i/i/k/h - z/m/n/o/o - z/a/r - z/s/t/u/w/w/x/v - z/A/B/C/O/E - z/F/G/H/I/I/K/L/M
Overlao formulae used. \* small base: \*\* verv small base (under 30) ineliable for size testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q17\_1 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At my home (either on-street or on a driveway/in a garage)

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT E	UBLIC CHARGIN	IG LOCATION .	DISAGREE	DRIVEN EV IN		IVE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		CHARGIN	O VEHICLE A	T ODLIC CHARG	III CECATIO	OFTEN	CHARGING	VEHICLE AT I	I I	IG LOCATION .	OFTEN			DINIVING - AGILL		OFTEN			I DISAGR		OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		05751111	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
										OFTEN IN											
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(p)	(r)	(s)	(t)
UNWEIGHTED BASE	243	53					59					25					17				24
WEIGHTED BASE	205	42*					44*					25**					12**				20**
	100%	20%*					21%*					12%**					6%**				10%**
(2) Very easy	137	28	62	65	39	36	35	-	5	18	27	14	24	26	19	8	7	1	-	4	13
	67%	67%	73%	79%	71%	68%	79%	-	58%	76%	80%	58%	63%	69%	62%	51%	53%	19%	-	43%	65%
				zabe			z				z										
(1) Fairly easy	51	12	20	16	12	16	8	1	2	6	5	7	11	11	8	5	5	2	-	6	6
	25%	29%	24%	20%	22%	30%	18%	100%	19%	24%	15%	29%	27%	29%	27%	33%	41%	61%	-	57%	29%
			с			с															
(0) Neither easy nor difficult	11	1	2	1	3	1	1	-	2	-	1	*	1	*	1	*	-	-	1	-	1
	5%	2%	2%	1%	5%	2%	2%	-	17%	-	3%	2%	3%	1%	5%	3%	-	-	41%	-	5%
	l c		c		С																
(-1) Fairly difficult	6	1	1	-	1	-	1	-	1	-	1	3	3	1	2	2	1	1	2	-	-
, , , , , , , , , , , , , , , , , , , ,	3%	2%	1%	_	3%	-	1%	_	7%	_	2%	11%	7%	1%	7%	14%	6%	20%	59%	-	-
							-/-						m								
(-2) Very difficult	1	-	-																		
(2) very dimedic	*	_	_					_	_								_	-			_
Mean	1.55	1.61	1.68	1.79	1.61	1.67	1.74	1	1.27	1.76	1.74	1.33	1.46	1.65	1.44	1.21	1.42	0.79	-0.59	1.43	1.6
Wican	1.55	1.01	7	zab	1.01	2.07	7	-	1.27	2.70	2., 4	1.55	2.40	1.05	2		1.42	0.75	0.55	1.45	2.0
			2	de																	
Easy (NET)	188	40	82	82	52	52	43	1	7	24	33	22	35	37	27	14	12	3		10	19
Easy (INET)	92%	96%	97%	99%	93%	98%	97%	100%	76%	100%	95%	87%	90%	97%	88%	84%	94%	80%		100%	95%
	32/0	30%		zbd	3370	zd	3770	10070	7070	100%	55/0	0770	30%	3770	00/0	04/0	5470	0070	-	10070	3370
Difficult (NET)	6		z 1	200		Zu	1				1	3	3	1	2	2		1	2		
Diricuit (NET)	3%	2%	1%		3%		1%		7%		2%	11%	3 7%	1%	2 7%	14%	6%	20%	59%		-
	376	270	176	-	370	-	176		/70	-	270	1176		176	/70	1476	076	20%	39%		-
B. dill.													m								
Don't know	-	-	-	-	-	-		-	-	-	-	1 -	-	-	-	-	1 -	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \\ Overlap formulae used. * small base; ** very small base (under 30) in eligible for sig testing$ 



Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22NO APRIL 2025 PUBLIC IPSOS

Q17\_2 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At an on-street charging location (e.g., from a lamppost or boilard, etc.)

		CE	NDER			AGE								95	SION						WORKING	CTATUS	SOCIAL	CRADE	EDUCA	STION		INCO	DAME		URBAN/	/DUDAL
		GE	INDER			AGE					YORKS &	WEST	EAST	EAST OF	ION						WORKIIV	NOT	JOCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-	-	OKBAN	RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH FAST	MODTH WEST		MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NII	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(+)	(a)	(h)	(c)	(4)	(e)	43-34	(e)	(h)	(i)	(i)	(k)	/III	(m)	(n)	(a)	(a)	(a)	(r)	(e)	(t)	(u)	(v)	(w)	(v)	(v)	(4)	(8)	(0)	(0)	(E)	I (E)
UNWEIGHTED BASE	122	90	31	25	62	23	6	6	4	14	7	15	2	6	9	5	44	3	9	4	113	9	107	15	101	21	9	13	18	82	111	7
WEIGHTED BASE	107*								2**																72*							Ç**
WEIGHTED BAGE	100%*			19%**		18%**			3%**														87%*	18%**	67%*	33%**					94%*	595**
(2) Very easy	44	33	10	8	26	8	2		-	5	3	4	-	2	2	1	20	1	4	1	43	1	37	7	34	10	1	9	3	30	42	1
	41%	41%	37%	37%	46%	39%	36%	5%		52%	60%	29%	-	43%	33%	26%	44%	36%	54%	55%	44%	11%	41%	38%	47%	28%	10%	59%	18%	48%	42%	13%
																						-			2					z		
(1) Fairly easy	43	33	10	9	21	9	3	2	2	4	1	3	-	1	4	4	21	1	3		37	6	37	6	27	16	4	5	8	26	41	2
	40%	42%	37%	43%	36%	46%	64%	31%	74%	37%	12%	20%	-	20%	49%	74%	47%	64%	46%	-	38%	65%	43%	30%	38%	45%	32%	33%	48%	41%	41%	37%
	×																															
(0) Neither easy nor difficult	13	10	3	4	7	2	-	-	1	1	1	7	1	2	-	-	-	-	-	1	11	2	8	5	6	7	3	-	5	5	11	2
	12%	13%	10%	17%	13%	12%	-	-	26%	11%	28%	45%	64%	27%	-	-	-	-	-	45%	11%	24%	9%	26%	9%	20%	30%	-	28%	8%	11%	28%
	pvxD																															
(-1) Fairly difficult	4	3	1	1	3	1	-	1	-		-	1	-	1	1	-	1	-			4	-	3	1	4	-	1	1	1	2	4	1
	4%	4%	4%	3%	5%	3%	-	9%	-	-	-	7%	-	11%	17%	-	3%	-	-	-	4%	-	3%	6%	6%	-	5%	8%	4%	3%	3%	12%
																									2							
(-2) Very difficult	3	-	3	-	-	-	-	3	-	-	-	-		-	-	-	3	-	-	-	3	-	3	-		3	3	-		-	3	
	3%	-	11%	-	-	-	-	54%	-	-	-	-	36%	-	-	-	6%	-	-	-	3%	-	3%	-	1%	7%	23%	-	3%	-	3%	9%
	×																															
Mean	1.12	1.21	0.85	1.15	1.25	1.21	1.36	-0.76	0.74	1.41	1.32	0.7	-0.72	0.93	0.99	1.26	1.22	1.36	1.54	1.09	1.15	0.87	1.15	0.99	1.25	0.86	0.01	1.43	0.74	1.34	1.16	0.33
Easy (NET)																					80	_			2					2		
Easy (NET)	87 81%	66 83%	20 74%	1/	47	16	100%	36%	74%	8	4		-	4	6	5	41	2	100%	1 55%			74	13 67%	61 85%	26 73%	42%	14 92%	11 66%	57	83	50%
	81%	83%	74%	80%	83%	85%	100%	36%	74%	89%	72%	49%	-	62%	83%	100%	92%	100%	100%	55%	81%	76%	84%	67%	85%	/3%	42%	92%	66%	89%	83%	50%
Difficult (NET)	7	2															ž.				-		z c		Z	2				2		
Difficult (NET)	7%	4%	15%	3%	5	20/	1	64%				7%	36%	11%	17%	-	8%				7%		76/	6%	6%	3 7%	28%	8%	7%	3%	6%	21%
	aD	476	1576	376	376	376	-	64%			-	/76	30%	1176	1/76		0/0	-	-	-	/76	-	7%	676	076	/75	28%	076	/76	3/6	0/6	2176
Don't know																																
DOLLKIOW	1 :	1			-	-	-	-			-	-	-	-	-	-	-	-	-		1		-	-	1 :			-	-		[	
				_																												-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/ij/jk/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q17.2 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At an on-street charging location (e.g., from a lamppost or boilard, etc.)

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		CAR DRIV	NG LICENSE				VEHIC	LE TYPE						VE	HICLE OWNER	SHIP				TYPES O	FDRIVING				PA	RKING LOCATION					ELECTRIC	VEHICLES		IN	TENTION TO BU	UY NEXT VEHIC	JLE
												OWN IT	OWN IT						SOCIAL/		USE AS PART		OFF-STREET PRIVATE			ON-STREET DIRECTLY IN FRONT OF/	NOT IN				NOT	NEVER	NEVER DRIVEN.				.
											EV OR		OTHER		BUYING IT			LEASE/		COMMUTIN	OF MY	RARELY	NEXT TO MY			NEXT TO MY				CURRENTLY	BLIT HAVE IN	DRIVEN,			IN THE NEXT		
												AFTER				SOME	OWN			COMMUTIN								l									
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET	DRIVE (D)	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY
	(A)	(4)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	())	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)
UNWEIGHTED BASE	122	122																	90				45														116
WEIGHTED BASE	107*	107*																	72*				42*														100*
	100%*	100%*	.**	28%**	9%**	31%*	28%**	.**	3%**	37%*	59%*	45%*	33%*	8%**	7%**	1%**	78%*	15%**	67%*	67%*	46%*	5%**	39%*	12%**	7%**	25%*	11%**	58%*	36%*	51%*	31%**	11%**	8%**	41%*	71%*	91%*	93%*
(2) Very easy	44	44		11	4	14	12		3	15	26	19	17	3	2		36	5	31	34	15	1	18	3	3	12	4	24	17	25	13	3	2	19	35	43	43
	41%	41%		36%	44%	40%	42%		76%	38%	41%	39%	48%	31%	32%		43%	31%	43%	48%	31%	14%	42%	27%	34%	44%	39%	38%	43%	46%	40%	28%	28%	44%	46%	44%	43%
																				zt															z	zK	z
(1) Fairly easy	43	43		10	5	15	13		1	15	28	18	14	4	4		33	8	29	24	22	2	16	6	3	9	7	25	16	24	13	4	2	20	32	40	42
	40%	40%		34%	49%	44%	43%		24%	37%	44%	38%	40%	46%	56%		39%	50%	40%	33%	45%	41%	39%	45%	41%	33%	61%	40%	41%	44%	41%	36%	22%	44%	42%	41%	42%
	5																		s										v								2.J
(0) Neither easy nor difficult	13	13	-	4	1	5	3			5	8	6	4	2		1	10	2	6	7	7	3	4	4	1	4		9	4	4	4	1	4	4	8	11	11
	12%	12%		14%	7%	14%	9%			12%	12%	13%	10%	17%	4%	63%	12%	11%	9%	10%	15%	44%	10%	28%	9%	14%		14%	10%	7%	12%	12%	49%	9%	10%	11%	11%
	rJK																																				
(-1) Fairly difficult	4	4		2		1	2			2	2	2	1	1	1	1	2	1	3	4	2		1		1	2		2	2	2		2		1	2	4	4
	4%	4%		6%		2%	6%			5%	4%	4%	2%	6%	9%	37%	3%	7%	4%	5%	5%		2%		16%	8%		3%	6%	3%		20%		3%	2%	4%	4%
(-2) Very difficult	3	3		3						3	-	3					3		3	3	3		3					3			3						•
	3%	3%		10%						8%		6%					4%		4%	4%	5%		7%					5%			8%	4%				1%	
	IK.									1																											
Mean	1.12	1.12		0.79	1.37	1.23	1.2		1.76	0.93	1.22	0.99	1.34	1.02	1.1	-0.37	1.14	1.06	1.13	1.15	0.91	0.7	1.07	0.99	0.94	1.13	1.39	1.04	1.21	1.33	1.05	0.63	0.79	1.29	1.31	1.24	1.24
																														2					71K	7	7
Easy (NET)	87	87	-	21	9	28	25	-	4	30	54	37	37	7	7	-	69	14	60	5.8	37	3	34	q	6	21	11	49	32	49	26	8	4	39	67	83	85
	81%	81%		70%	93%	84%	85%		100%	75%	84%	77%	88%	77%	87%		82%	82%	83%	81%	76%	56%	81%	72%	75%	77%	100%	78%	84%	90%	81%	64%	51%	88%	88%	85%	85%
	01.70	0174		70.0	33,4	0470	0374		100%	7374	0474	///	0070	1170	07.74		02.0	02.0	0374	0174	7074	30%	01.70	72.70	13.0	****	100%	70.74	V	30%	02.0	0470	3270	00.0	3	3	370
Difficult (NET)	7	7		-			2				2				1			1	6	7			4		1	2			2	2	2	2		1	2		4
Dillicon (HE1)	7%	7%		17%		2%	6%			13%	4%	10%	796	6%	996	37%	714	7%	8%	996	10%		9%		16%	8%		8%	6%	3%	900	25%		3%	2%	496	4%
	UK	770		1/10		270	376			23,0	-//	10%	276	3%	370	37%	776	770	370	370	20%		3%		10%	U70		370	U75	370	5,6	23%				-770	7.0
Don't know																																				- '	
Don't know	1 :			1 :								1 :		-																		-					: 1
	-				-			-			_							-				-		-			-				-	-					_

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

017 2 - And how eass, or difficult, would you say you find the encess of charmins an electric validate at each of the followine locations? - At an on-street charmine be location in e.m. from a lampost or boilard; etc.)

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

						NEXT PL	IRCHASE - PRO	BABLY/ DEFINIT	TELY NOT					OVERAL	L OPINION ON	VEHICLES VER	Y/FAIRLY	EVER CHARG	ED EV / PLUG-																				
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER		CON	ISIDER		OVERALL OP	INION ON VEH	IICLES VERY/FA	IRLY POSITIVE		NEGA	ATIVE		IN F	YBRID				EVER BUY - EV	v			P	DLICY CHANGE -	SWITCH TO E	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO.	WITHIN THE NEXT YEAR			MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/ RECALL HEARING		BOUGHT ON MORTGAGE		RENTED PRIVATE	RENTED LA./		OTHER	OWNED	RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	m	(g)	(h)	(i)	60	80	m	(m)	(n)	(0)	(p)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	1 0 1	(0)	00	(L)	(M)
UNWEIGHTED BASE WEIGHTED BASE	122			102	105	23				82		104	107	18				122		44					105	114				105		20						86	36
WEIGHTED BASE	107* 100%*		53*	87*	91* 95%*	21**	34*	10**		72* 67%*	52* 40%*	88*	90*	13**	27**	10**	10**	107*		36*	27**	24**		63* cox*	87*	99*			17**	90*	17**	16**		27**				71*	36**
(2) Very easy	44	26	26	40	40	11	- 11	3	2	22	70	41	41	4	7	- 1	2	44		15	11	11	4	26	20	42	22	15		27		5	26		2		-	31	13
	41%	47%	49%	46%	44%	54%	32%	28%	54%	46%	55%	47%	45%	33%	26%	12%	16%	41%		41%	47%	47%	34%	42%	43%	42%	44%	38%	37%	41%	37%	31%	47%	31%	43%	64%		43%	36%
	1000			2						1	zi	2	2																										30.1
(1) Fairly easy	43	23	22	36	41	7	15	4		32	21	36	38	6	13	5	4	43		17	12	9	5	29	39	43	22	14	7	36	7	5	23	13	1	1	/	28	15
	40%	41%	42%	41%	45% zc	35%	44%	43%		44%	41%	41%	42%	42%	46%	46%	41%	40%		47%	45%	39%	40%	46%	44% Z	44% Z	43%	36%	41%	40%	41%	28%	43%	50%	11%	36%		40%	42%
(0) Neither easy nor difficult	13	4	4	9	8	2	5	2	1	4	1	8	10	2	5	3	1	13	-	3	4	1	2	7	8	11	6	5	3	11	3	4	2	3	3	-	-	7	6
	12%	7%	7%	10%	9%	8%	15%	17%	14%	5%	1%	9%	11%	12%	19%	25%	7%	12%		9%	14%	5%	20%	11%	9%	11%	12%	12%	15%	12%	15%	27%	4%	13%	46%			9%	18%
	adijk xvG									1		4	4																									G	
(-1) Fairly difficult	4	2	1	2	1	1	2	1	1	2	2	2	2	2	2	2	1	4		1		2	1	1	3	4	1	3	1	4	1	2	1	2				2	2
	4% dlw	4%	2%	3%	1%	3%	7%	13%	23%	3%	3%	3%	2%	13%	9%	17%	6%	4%		2%		10%	6%	1%	3%	4%	1%	7%	4%	4%	4%	11%	1%	7%				3% G	5%
(-2) Very difficult	3																3	3										3		3			- 3					3	-
	3%	1%					1%		9%	1%		1%					30%	3%										6%	3%	3%	3%	3%	5%					4%	-
Mean	1.12	1.29	1.38	1.3	1.32	1.4	0.98	0.85	0.66	1.32	4.47	1.31	1.31	0.95	0.88	0.51	0.07	1.12		1.28	1.28	1.23	1.03	1.28	1.27	1.24	1.3	0.92	1.06	1.13	1.06	0.74	1.26	100	0.98	1.64		1.14	1.08
Mean	1.12	1.29	130	1.5	1.32	1.4	0.56	0.65	0.00	1.52	1.47	131	1.51	0.95	0.00	0.51	0.07	1.12		1.20	1.20	1.25	1.03	1.20	12/	1.24	10	0.92	1.06	1.15	1.00	0.74	1.20	1.05	0.58	1.04		1.14	1.08
			•	•	•					1 -	1	•	•											•	•	•	10					1							
Easy (NET)	87	49	48	76	81	19	26	7	3	65	50	77	79	10	19	6	6	87		32	23	21	9	55	76	85	44	29	13	74	13	10	49	22	4	3		59	28
1	81%	88%	91%	87%	90%	89%	76%	70%	54%	91%	96%	88%	87%	75%	72%	57%	57%	81%		89%	86%	86%	74%	88%	87%	86%	87%	74%	78%	82%	78%	59%	90%	81%	54%	100%		83%	77%
		z	2	2	2					2	ziki	2	2											2	2	z							2L						
Difficult (NET)	7	3	1	2	1	1	3	1	2	3	2	3	2	2	2	2	4	7		1		2	1	1	3	4	1	6	1	6	1	2	3	2				5	2
	7%	5%	2%	3%	1%	3%	8%	13%	32%	4%	3%	3%	2%	13%	9%	17%	36%	7%		2%		10%	6%	1%	3%	4%	1%	14%	7%	7%	7%	14%	6%	7%				8%	5%
	cdklw xyA			d								1													w	w		A		A									
Don't know						-																										-							
1																																							

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 2/e/f/g/h - 2/l/j/k/l - 2/m/n/o/p - 2/q/r - 1/s/t/u/w/w/y - 2/a/b/C/D/E - 2/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 3D) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q17\_2 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At an on-street charging location (e.g., from a lamppost or bollard, etc.)

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

												DRIVEN EV IN	PAST POSITI	VE EXPERIENCE	REASONS NO	T CURRENTLY	DRIVEN EV IN	PAST POSITI	VE EXPERIENCE	REASONS NO	OT CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION -				DRIVING - AGRE			J. W. C. C. C. C. W.		RIVING DISAGR		
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE WEIGHTED BASE	122 107*	26 20**	57 47*	62 50*	40 31*	33 28**	36 28*			21 17**	31 24**	19 17**	27 24**	32 27**	25 23**		13 10**				15 11**
WEIGHTED BASE	100%*	18%**	43%*	47%*	28%*	26%**	26%*	1%**	1%**	16%**	22%**	16%**	23%**	25%**	21%**	16%**	10***	3%**	1%**	7%**	10%**
(2) Very easy	44	6	21	21	13	9	15	1/0	- 1/6	7	12	8	13	12	11	7	5	1	-	4	8
(2) very easy	41%	32%	45%	43%	42%	34%	54%	56%	-	43%	52%	44%	52%	45%	48%	39%	46%	44%	-	53%	67%
(1) Fairly easy	43	10	20	21	11	14	10	-	-	7	9	9	8	11	9	8	5	2	1	3	3
. , ,	40%	50%	43%	43%	37%	48%	36%	-	-	43%	37%	50%	32%	40%	39%	45%	47%	56%	100%	38%	24%
(0) Neither easy nor difficult	13	1	4	6	4	4	3	-	-	2	2	1	4	4	3	3	1	-	-	1	1
	12%	7%	9%	12%	14%	13%	10%	-	-	14%	8%	5%	16%	15%	14%	16%	7%	-	-	10%	9%
(-1) Fairly difficult	4	2	1	1	2	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	4%	9%	3%	2%	6%	4%	-	-	51%	-	3%	-		-	-	-	-	-	-	-	-
(-2) Very difficult	3	*	-	-			-	*		-	-	-	-	-	-	-	-	-	-	-	-
Mean	3% 1.12	3%	1.31	1.26	2% 1.11	2% 1.08	1.44	44% 0.24	49% -1.49	1.29	1.38	1.39	1.37	1.3	1.34	1.22	1.39	1.44	1	1.43	1.58
Mean	1.12	1	1.51 Z	1.20	1.11	1.08	7	0.24	-1.49	1.29	1.30	1.39	1.57	1.5	1.54	1.22	1.59	1.44	1	1.43	1.56
Easy (NET)	87	16	41	43	24	23	25	1	-	14	21	16	20	23	20	14	10	3	1	6	10
, (,	81%	82%	88%	86%	78%	81%	90%	56%	-	86%	89%	95%	84%	85%	86%	84%	93%	100%	100%	90%	91%
			d																		
Difficult (NET)	7	2	1	1	2	2	-	*	1	-	1	-		-			-		-	-	-
	7%	11%	3%	2%	7%	6%	-	44%	100%	-	3%	-	-	-	-	-	-	-	-	-	-
	С																				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

 $Proportions/Means: \ Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \\ Overlap formulae used. * small base; ** very small base (under 30) in eligible for sig testing$ 



Q17\_3 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At a public charging location such as a supermarket or motorway service station

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		C.E	NDER			AGE								DE-	GION						WORKIN	CETATUE	COCIAI	GRADE	EDUC	ATION	T	INC	DAME		URBAN	/DUDAL
		GE	NUER			AGE					YORKS &	WEST	EAST	EAST OF	dioiv						WORKIN	NOT	JUCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-		UKBAN	NUNAL
										NORTH WEST		MIDLANDS							SCOTLAND		WORKING	WORKING			GRADUATES		£19999	£34999			URBAN	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTHEAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(1)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	265								12												233	32										30
WEIGHTED BASE	221								7**												193	27**										25**
	100%	59%	40%*	12%**	44%*	20%*	9%**	15%**	3%**	10%**	6%**	8%**	4%**	8%**	10%**	7%**	29%*	5%**	6%**	3%**	88%	12%**	78%	22%*	67%	33%*	7%**	16%**	17%**	57%	86%	11%**
(2) Very easy	72	45	27	7	37	15	6	7		7	6	2	3	5	7	5	21	6	5	5	65	7	58	15	51	22	3	14	8	46	60	8
	33%	35%	30%	27%	37%	35%	28%	23%	5%	33%	47%	10%	33%	29%	33%	33%	34%	52%	33%	68%	34%	26%	33%	30%	34%	30%	21%	40%	21%	37%	32%	31%
(1) Fairly easy	105	63	40	12	46	23	12	12	4	10	7	13	3	8	11	7	34	1	8	1	95	11	84	22	74	31	7	18	19	59	94	11
	48%	49%	46%	45%	47%	53%	58%	38%	50%	43%	53%	68%	32%	43%	50%	45%	54%	11%	57%	11%	49%	39%	49%	45%	50%	43%	43%	54%	50%	47%	50%	44%
																									2							
(0) Neither easy nor difficult	23	11	12	6	5	2	2	8	3	5	-	2	2	2	1	1	4	2	1		15	7	17	5	8	15	5	1	8	7	21	2
	10%	8%	14%	23%	5%	4%	8%	25%	39%	21%	-	9%	22%	9%	6%	6%	7%	22%	7%	6%	8%	27%	10%	11%	6%	20%	33%	3%	20%	6%	11%	7%
	dtxD																									zx						
(-1) Fairly difficult	16	10	6	1	7	3	1	4	*	1		2	1	1	2	2	4	2	1	1	15	1	12	4	13	3		1	3	10	14	2
	7%	8%	7%	5%	7%	7%	5%	11%	6%	3%		13%	12%	6%	9%	10%	6%	14%	4%	10%	8%	5%	7%	8%	9%	4%		2%	9%	8%	7%	6%
																									2							
(-2) Very difficult	4	1	4	-	3	1		1	-	-	-	-	-	3		1	-	-	-		4	1	2	3	2	3			-	4	1	3
	2%	1%	4%	_	3%	196	2%	3%	-	-	-	-	-	14%	2%	7%	-	-	-	5%	2%	3%	1%	5%	1%	4%	2%	196	-	3%	1%	12%
	vxF																															
Mean	1.02	1.09	0.91	0.94	1.1	1.13	1.06	0.68	0.54	1.05	1.47	0.77	0.87	0.66	1.04	0.87	1.15	1.02	1.18	1.25	1.05	0.8	1.06	0.87	1.08	0.91	0.81	1.29	0.83	1.06	1.05	0.74
																					2.00						0.00					
Easy (NET)	178	108	67	19	83	39	19	20	4	17	13	14	6	12	19	12	55	7	12	6	160	18	141	36	125	53	10	32	26	106	154	18
Cusy (NET)	80%	83%	76%	72%	85%	88%	86%	61%	55%	76%	100%	79%	66%	71%	83%	77%	88%	64%	89%	79%	83%	65%	82%	75%	85%	72%	64%	93%	71%	83%	81%	75%
	00%	03/0	7070	12.00	0370	0070	0070	02,0	33/4	70,0	20070	1376	0070	7270	0370		0070	0474	0370	7370	0370	0370	02.70	7370	0370	72,0	04/0	33/4	72.00	0374	01/0	7370
Difficult (NET)	20	11	0	1	10	4	1	4	*	1		2	1	4	2	2	4	2	1	1	18	2	14	6	15	6		1	2	14	15	5
Diment (ILL)	9%	8%	11%	5%	109/	96/	60/	14%	6%	24/		129/	120/	201/	110/	179/	GW .	14%	4%	16%	9%	8%	8%	13%	10%	8%	2%	20/	01/	11%	8%	19%
Don't know		0.70	1176	3/0	10%	0.70	0,0	1470	070	370	-	13/0	1270	20%	11/0	1770	070	1470	470	10%	576	0/0	0/0	15/0	10%	0/9	270	3/9	370	1170		15/0
DON T KNOW	1 :	1 -	-	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 -	-		-	-	-	-	-
	1 -																				1 -											-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q17\_3 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At a public charging location such as a supermarket or motorway service station

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		CAR DRIVII	IC LICENSE				VEUI	LE TYPE						VE	HICLE OWNERS	LIID			1	TYPES O	F DRIVING		T		DA.	RKING LOCATI	ONE				ELECTRIC	VEHICLES		IM.	ITENTION TO BU	IV NEVT VEHI	CIE
		CAR DRIVI	IG LICENSE	_			VERI	LETTPE						VE	TICLE OWNERS	nir				TTPES O	DRIVING		_	OFF-STREET	- PA	ON-STREET		_			ELECTRIC	VEHICLES		ii e	TENTION TO BO	OT NEXT VEHIL	LE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BLIVING IT	SOME	OWN	LEASE/	SOCIAL/	COMMUTIN	USE AS PART	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT		DIRECTLY IN FRONT OF/	NOT IN FRONT OF/			CIRRENTIV	NOT CURRENTLY	NEVER DRIVEN,	NEVER DRIVEN,	WITHIN THE	IN THE NEXT	IN THE NEVT	l
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY		FINANCE	PLEASURE	COMMOTIN	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK		PROPERTY	OFF-STREET	ON-STREET	DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS		EVER BUY
	IOIAL (a)	ANY YES	NO	PEIRUL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING II	ON HINANCE	OTHER WAY	OUIKIGHI	FINANCE	PLEASURE	G	WURK	DRIVE	PROPERTY	PROPERIT	CAR PARK	PROPERTY	PROPERTY	OH-SIKEE!	(C)	(D)	THE PAST	PASSENGER	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	(K)
	(4)	(a)	(D)	(c)	(0)	(e)	(1)	(g)	(n)	(1)	())	(K)	(1)	(m)	(n)	(0)	(P)	(q)	(r)	(\$)	(t)	(u)	(v)	(W)	(X)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(6)	(H)	(1)	(1)	1007
UNWEIGHTED BASE	265	257																	218				133														
WEIGHTED BASE	221	213																	178				107														
	100%	96%	3%**	23%*	9%**	31%*	33%*	.**	3%**	32%*	64%	48%	23%*	11%**	11%**	2%**	71%	22%*	81%	60%	33%*	1%**	48%	10%**	6%**	19%*	10%**	64%	29%*	53%	24%*	16%*	5%**	34%*	77%	91%	91%
(2) Very easy	72	71	1	19	5	22	24		2	24	46	36	19	4	8	1	56	12	60	49	21	1	35	5	3	14	9	43	24	44	15	11	2	30	61	65	65
	33%	33%	15%	38%	23%	33%	32%		31%	33%	33%	34%	37%	18%	32%	28%	35%	25%	34%	36%	29%	33%	33%	22%	23%	34%	41%	30%	36%	37%	27%	32%	14%	39%	36% JK	33%	33%
(1) Fairly easy	105	101	4	23	8	31	37		5	32	69	51	22	14	11	2	73	25	81	65	40	2	47	14	9	20	8	70	29	56	29	15	5	32	81	97	97
	48%	48%	51%	46%	41%	46%	51%		69%	45%	49%	48%	43%	59%	44%	58%	46%	51%	46%	49%	55%	67%	44%	67%	64%	48%	37%	49%	44%	47%	54%	42%	44%	43%	47%	49%	48%
(0) Neither easy nor difficult	23	21	2	- 4	- 1						16			2			14	7	21	11			12	2	- 1			15	-	- 11	-	2	2	10	15	20	20
torrection carry not difficult	10%	10%	29%	7%	6%	11%	12%		-	7%	11%	9%	9%	9%	19%		9%	14%	12%	8%	8%		11%	11%	8%	12%	2%	11%	9%	9%	11%	8%	16%	13%	9%	10%	10%
(-1) Fairly difficult	16	16		2	2	6	2			6	10	6		2	2		11	4	11		6				1	2			7	7	2	6			0	1.4	14
(-2) runny connectic	7%	7%		7%	14%	01/				~	7%	6%	9%	12%	~	13%	7%	9%	6%	700	8%		8%				20%	6%	10%	6%	4%	17%	3%	5%	- ru	70	77
	1 1	/70		/%	1436	3%	376			370	776	0%	376	1270	076	13%	776	376	076	770	079		0.70		476	379	20%	076	V V	076	470	2DE	376	379	376	1700	1700
(-2) Very difficult	4	4		1	4					4	-	3	1				4		4	1			4	-				4			1		3		4	4	4
	2%	2%	5%	2%	17%					6% zcefi	-	3%	1%	2%			3%	1%	2%			-	4%			1%	-	3%	1%		3%	1%	22%		2%	2%	2%
Mean	1.02	1.03	0.71	1.12 i	0.39	1.04	1.12		1.31	0.9	1.08	1.04	1.07	0.81	1	1.02	1.05	0.91	1.02	1.14 zr	1.06	1.33	0.94	1.11	1.07	1.09	0.99	0.98	1.06	1.16 z	0.99	0.86	0.25	1.16	1.09 zJK	1.03	1.02
Easy (NET)	178	172	5	43	13	54	61	-	7	56	115	87	42	19	19	3	129	37	141	113	61	2	82	19	12	35	17	113	52	99	44	26	7	62	142	162	162
	80%	81%	66%	84%	64%	80%	84%		100%	78%	82%	82%	81%	77%	75%	87%	82%	76%	80%	85%	85%	100%	77%	89%	88%	82%	78%	80%	81%	85%	82%	74%	59%	82%	83%	81%	81%
	1																			zr															zJK		
Difficult (NET)	20	20	•	4	6	6	3			11	10	10	5	3	2	1	15	5	16	9	6		13		1	2	5	13	7	7	4	7	3	4	13	18	19
	9%	9%	5%	9%	31%	9%	5%			15%	7%	9%	10%	13%	6%	13%	9%	10%	9%	7%	8%		12%		4%	6%	20%	9%	11%	6%	7%	18%	26%	5%	8%	9%	9%
										cf																			v			D					
Don't know			-		-	-	-	-			-							-	-			-		-								-		-			
1		1 .																																			

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

017 3 - And how ears, or difficult, would wou say you find the process of charatine an electric whicine at each of the followine locations? - As a wablic characteric locations on the say support to the process of charatine and electric whicine at each of the followine locations? - As a wablic characteric locations on the say support to the say to be a say to be a

OLY 3 - AND HOW EASY, OF ORINCIE, WOULD VOIL SAY YOU TIME OF CHOCKES OF CHAPRINE AN EFFICIE ALL EACH OF the Following Including: - ALL a dublic Charles in Classics Social Say 3 - Supermarket of motorway service states.

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

															L OPINION ON V				ED EV / PLUG-													T							
		NEXT PURCHASE - PROBABLY/ DEFINITELY CONSIDER  NEXT PURCHASE - PROBABLY/ DEFINITELY CONSIDER  CONSIDER						IELY NOT	OVERALL OPI	NION ON VEH	ICLES VERY/FA	IRLY POSITIVE	OVERAL	L OPINION ON 1		Y/FAIKLY	IN H					EVER BUY - EV	,			l p	OLICY CHANGE -	SWITCH TO E	LECTRIC VEHIC	LES				TEN	IURE				
	TOTAL (2)	PETROL (a)	DIESEL	HYBRID (c)	EV	PETROL (e)	DIESEL	HYBRID (e)	EV (b)	PETROL (i)	DIESEL	HYBRID (k)	EV (I)	PETROL (m)	DIESEL	HYBRID (o)	EV (n)	YES (a)		WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS		EVER BUY	YES (A)	RECALL HEARING SOMETHING	NO (C)	YES/RECALL HEARING		BOUGHT ON MORTGAGE		RENTED PRIVATE (H)			OTHER (K)	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	265 221 100%	125 107 48%	98 80* 36%*	186 151 68%	210 175 79%	78 61* 28%*	114 94* 43%*	38 34** 15%**		151 125 57%	125 107* 49%*	215 178 81%	225 191 86%				20 18** 8%**	265 221 100%		77 64* 29%*		52 40* 18%*		170 142 64%	222 182 82%	233 191 86%				228 189 86%			149 121 55%						
(2) Verv easy	72 33%	40 37%	32 40%	53 35%	62 36%	16 26%	27 29%	9 28%	1 6%	46 36%	44 41% 2	65 36% 2	68 36% 2	10 27%	16 24%	4 30%	3%	72 33%	:	26 40%	29 37%	9 23%	1 8%	54 38% zv	64 35%	64 34%	40 35%	22 30%	9 30%	62 33%	10 32%	18 34%	44 36%	6 22%	3 25%	2 32%		61 35%	11 24%
(1) Fairly easy	105 48%	44 41%	36 44%	77 51% a	89 51% a	33 55%	46 49%	10 31%	6 31%	53 42%	45 42%	86 49% i	96 50% ij	22 61%	36 53%	3 21%	5 25%	105 48%	:	29 46%	41 52%	22 54%	4 45%	70 49%	91 50%	95 50% 2	56 48%	33 45%	17 54%	89 47%	17 52%	24 46%	58 48%	17 63%	5 38%	1 12%		82 47%	23 50%
(0) Neither easy nor difficult	23 10% cdlm xA	12 12% bc	5 6%	11 7%	15 8%	10%	12 13%	8 23%	5 28%	16 13% jkl	9 8%	16 9%	16 8%	1 2%	8 12% m	3 21%	4 24%	23 10%	:	6 10%	5 6%	4 11%	2 24%	11 8%	15 8%	17 9%	6 5%	13 18% zAD	4 13%	19 10% A	4 13%	7%	11 9%	7%	3 29%	3 41%		15 9%	8 17%
(-1) Fairly difficult	16 7% dw	7 6%	4 5%	10 6%	9 5%	6 9%	8 9%	2 7%	2 13%	7 6%	6 5%	10 6%	11 6%	4 10%	7 11%	1 4%	5 25%	16 7%		2 4%	4 5%	5 12%	2 23%	6 4%	11 6%	13 7% W	11 9%	5 7%	2%	15 8%	2%	5 9%	8 7%	1 5%	1 9%	1 15%		12 7%	3 7%
(-2) Very difficult	4 2% k	4 4% cd	4 4% cd	:		:	1%	4 12%	4 22%	4 3% kl	4 4% kl	1		1%	:	4 24%	4 22%	4 2%	:		:					:	3 3%	1 1%	1 2%	4 2%	1 2%	3 5%	1 1%	1 2%			100%	3 2% G	1 1%
Mean	1.02	1.01	1.1	1.16 za	1.16 za	0.97	0.96	0.56	-0.13	1.03	1.11	1.15 zi	1.16 zi	1.03	0.89	0.27	-0.4	1.02		1.23 zu	1.21 zu	0.87	0.38	1.22 2ux y	1.14 zuy	1.11 zu	1.04	0.96	1.08	1.01	1.1	0.95	1.11	0.98	0.79	0.61	-2	1.06	0.88
Easy (NET)	178 80%	84 78%	68 84%	130 87% za	151 86% za	49 80%	73 78%	20 58%	7 37%	98 78%	89 83%	151 85% zi	164 86% zi	32 88% n	52 77%	7 50%	5 28%	178 80%	:	55 86%	69 89% z	31 77%	5 53%	124 88% zy	155 85% zy	160 84% z	96 83%	55 75%	26 84%	151 80%	27 84%	42 80%	101 83%	23 86%	8 63%	3 44%		143 82%	34 74%
Difficult (NET)	20 9% cdkl wxy	11 10% cd	8 10%	10 6%	9 5%	6 9%	9 9%	6 18%	6 34%	11 9%	10 9%	11 6%	11 6%	4 11%	7 11%	4 29%	9 48%	20 9%		2 4%	4 5%	5 12%	2 23%	6 4%	11 6%	13 7% W	14 12%	6 8%	1 4%	19 10%	1 4%	7 13%	9 7%	2 7%	9%	1 15%	100%	16 9%	9%
Don't know		:								1 :			- 1					- 1	- 1	- :						- 1	- 1											- :	- :

Proportions/Means: Columns Tested (5% risk level) -1/a/b/c/d - z/e/t/a/h -1/l/l/k/l - z/m/n/o/p - z/a/r - z/s/t/u/w/w/y-z/A/B/C/D/E - z/F/G/H/l/l/k/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q17\_3 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At a public charging location such as a supermarket or motorway service station

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		CHARCIN	C VEHICLE AT	T DUDUC CHARC	INC LOCATION	A A C D C C	CHARCING	VEHICLE AT	PUBLIC CHARGI	IC LOCATION	DICACREE	DRIVEN EV IN		IVE EXPERIENCE		T CURRENTLY	DRIVEN EV IN				OT CURRENTLY
		CHARGIN	G VEHICLE A	PUBLIC CHARG	ING LOCATIO		CHARGING	VEHICLE AT I	UBLIC CHARGI	IG LOCATION .				DRIVING - AGRE	<u> </u>			υ	RIVING DISAGR	t t	
		D.F.F.G. II T TO	101 5 4 5 5 /		057511111	OFTEN		D) CAFE/		05751111	OFTEN		101.00.55/		057511111	OFTEN		101.5455/		05751111	OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(p)	(r)	(s)	(t)
UNWEIGHTED BASE	265	104					120					29					36				40
WEIGHTED BASE	221	85*					97*					25**					29*				32*
	100%	38%*	76%	78%	52%	46%*	44%*	3%**	7%**	25%*	35%*	11%**	25%*	27%*	18%*	12%**	13%*	1%**	1%**	8%**	15%*
(2) Very easy	72	24	66	67	34	22	38	1	-	24	41	4	21	23	13	5	12	-	-	6	17
	33%	28%	39%	39%	29%	22%	39%	12%	-	42%	53%	18%	38%	38%	33%	18%	40%	-	-	35%	53%
	e		zade	zade	e						zfi										z
(1) Fairly easy	105	41	82	90	54	56	44	3	1	25	31	15	29	33	20	17	15	1	-	10	12
	48%	49%	49%	52%	47%	54%	45%	53%	3%	44%	39%	60%	52%	55%	51%	64%	50%	61%	-	57%	38%
	l i			z																	
(0) Neither easy nor difficult	23	6	11	11	12	14	10	1	4	5	4	3	2	3	2	3	2	1	-	1	2
.,	10%	7%	6%	6%	10%	13%	10%	11%	24%	8%	5%	13%	4%	5%	6%	10%	6%	39%	-	5%	5%
	bcil					abc	i														
(-1) Fairly difficult	16	10	9	4	14	10	4	1	7	*	1	2	3	1	4	2	1		2	*	1
(-1) I diriy diriledit	7%	12%	5%	2%	12%	10%	4%	18%	44%	1%	1%	9%	6%	2%	10%	8%	4%		100%	3%	3%
	bcij	bc bc	570 C	270	zbc	bc	4/0	10/0	44/0	1/0	1/0	3/0	m	2/0	m	0/0	4/0		100%	3/0	3/0
(-2) Very difficult	4	1	-		200	1	- 1		4	3	1										
(-2) very difficult	2%	4%		-	2%	1%	1%	6%	28%	5%	1%	-	-	-	-	-	-	-	-	-	-
	276		-	-	270	170	170	0%	28%	376	176	-	-	-	-	-	-	-	-	-	-
		bcde																			
Mean	1.02	0.84	1.23	1.28	0.9	0.87	1.18	0.47	-0.97	1.19	1.43	0.86	1.23	1.29	1.07	0.92	1.26	0.61	-1	1.25	1.42
	ae		zad	zad			Z				zfi			zn							Z
			e	е																	
Easy (NET)	178	65	148	157	87	78	82	4	1	48	72	19	50	57	33	22	26	1	-	17	29
	80%	77%	89%	91%	76%	76%	85%	65%	3%	86%	93%	78%	90%	93%	84%	82%	90%	61%	-	92%	92%
			zade	zabd							zfi		z	zn							
				e																	
Difficult (NET)	20	14	9	4	16	11	5	2	11	3	2	2	3	1	4	2	1	-	2	*	1
	9%	16%	5%	2%	14%	10%	5%	24%	72%	5%	2%	9%	6%	2%	10%	8%	4%	-	100%	3%	3%
	bcfj	zbc	С		zbc	bc							m		m						
	m																				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q17\_4 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At my place of work

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		GEN	NDER			AGE								REG	SION						WORKING	STATUS	SOCIAL	GRADE	EDUC#	ATION		INCO	OME		URBAN	N/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			T -
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH FAST	NORTH WEST	HUMBER		MIDLANDS		SOUTH WEST	SOUTH FAST	LONDON	WALES	SCOTLAND	NI NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(e)	(b)	(i)	(i)	(k)	m	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)
INWEIGHTED BASE	171	124	46	28	68	42	11	22	8	21	10	12	10	13	21	13	45	3	11	4	162	9	141	30	139	32	7	21	29	112	144	23
	149																					9**										
	100%																					6%**										
2) Very easy	73	57	16	7	32	19	4	12	1	11	3	3	6	6	12	4	21	2	4	1	68	5	58	15	52	21	2	10	11	51	63	9
	49%	52%	41%	34%	56%	48%	47%	47%	26%	65%	26%	35%	56%	54%	52%	44%	52%	55%	43%	46%	49%	55%	54%	37%	54%	40%	32%	43%	35%	57%	51%	39%
																							z		z					2		
1) Fairly easy	50	32	17	9	18	15	3	4	3	5	3	3	2	3	9	4	16	-	3		47	3	35	15	31	18	2	10	10	28	41	8
	34%	29%	45%	49%	32%	38%	40%	17%	67%	28%	25%	33%	16%	25%	40%	43%	40%	-	27%	25%	33%	39%	32%	38%	33%	35%	41%	41%	33%	31%	33%	35%
Neither easy nor difficult	11	9	3	2	2	3	1	3		1	1	3	2		-	-	1	1	1		11	-	7	4	8	4		-	6	4	8	3
	8%	8%	7%	12%	4%	8%	8%	12%	7%	7%	10%	33%	23%	4%	-	-	2%	45%	6%	29%	8%	-	6%	10%	8%	7%	10%	-	20%	5%	6%	12%
	D																															
1) Fairly difficult	10	9	1	1	3	2	1	4	-	-	2	-	1	2	-	1	2	-	2	-	9		5	4	4	6	1	4	2	3	9	1
	7%	8%	2%	5%	5%	4%	6%	16%	-	-	19%	-	5%	17%	-	13%	4%	-	24%	-	7%	6%	5%	11%	5%	10%	18%	15%	6%	4%	7%	4%
	VxD																															
2) Very difficult	5	3	2	-	2	1	-	2	-	-	2	-	-	-	2	-	1	-	-	-	5	-	3	2	1	4	-	-	2	3	3	2
	3%	2%	6%	-	4%	2%	-	7%	-	-	21%	-	-	-	8%	-	2%	-	-	-	3%	-	3%	4%	1%	8%	-	-	6%	3%	2%	9%
	1.19																					1.44							0.84			
Mean	1.19	1.21	1.13	1.13	1.31	1.26	1.27	0.8	1.19	1.58	0.16	1.02	1.23	1.17	1.28	1.18	1.35	1.11	0.9	1.16	1.17	1.44	1.29	0.91	1.35	0.89	0.86	1.13	0.84	1.35	1.24	0.89
asy (NET)	123	89	22	16		22		16		16			-		24		26		-		445		93	20	zy	40		20	24	78	105	17
SY (NET)	83%		33 86%	83%	88%	86%	86%	64%	93%	93%	51%	67%	72%	79%	92%	87%	91%	55%	70%	71%	115 82%	94%		30	87%	75%	73%		67%	78 88%	84%	74%
	8376	81%	80%	8376	88%	80%	80%	64%	93%	93%	51%	6/76	72%	79%	92%	87%	91%	3376	70%	7176	82%	94%	86%	74%	8/%	/5%	/376	85%	6776	88%	84%	/4%
ifficult (NET)	15	12	2	1	5	2	1	6			4	-	1	2	2	1	2		2		14		9	6	5	10	1	4	4	6	11	2
medicine.	10%	11%	8%	5%	9%	6%	6%	24%			40%		5%	17%	9%	13%	6%		24%		10%	6%	8%	15%	594	18%	18%	15%	12%	7%	9%	14%
	VX	11/0	0,0	370	3,0	0,0	0,4	24/0			4075		3,0	2770	0,0	13/4	0,0		2-7/0		10%	0,0	0,0	13/0	3,0	20,0	20/0	13/4	12,0	7,0		14/0
on't know	- vx																-															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025
Q27. 4 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - Art my place of work

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

		CAR DR	IVING LICEN	SE				VEHIC	LE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	FDRIVING				PAR	KING LOCATION	ONS				ELECTRIC	VEHICLES		IN	<b>FENTION TO F</b>	BUY NEXT VEHI	CLE
	TOTAL (7)	ANY YE	5 NO		TROL	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (e)	NO VEHICLE	ICE (I)	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (w)		NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET	CURRENTLY DRIVE	NOT CURRENTLY BUT HAVE IN THE PAST	NEVER DRIVEN, HAVE BEEN PASSENGER		WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	
WEIGHTED BASE IGHTED BASE	171 149 100%	171 149 100%			54 54*	13	50 37*	51 41*	1	2 3**	67 66*	101 78*	85 73*	50 44*	9	20 15**	5	135 116	29 24** 16%**	138 117	127 104	67 53* 35%*	2	92 80*	16 13**	10 7**	36 30**	13	118 100* 67%*	49 44*	95 78* 57%*	46 46* 31%*	22 17** 12%**	7 7** 4%**	58 46* 31%*	130 109 73%	163 142 95%	166 143 96%
Very easy	73 49%	73 49%	:		30 55%	5	15 41%	23 56%	1%**	-	35 52%	38 49%	33 46%	24 54%	7	6 37%	4 73%	57 49%	12 51%	58 49%	59 56%	30 57%	1	39 49%	5 36%	5 70%	15 51%	8 61%	49 49%	24 54%	43 55%	22 48%	4 23%	4 65%	25 56%	57 52%	69 49%	70 49%
Fairly easy	50 34% ci	50 34%	:		11	5 40%	18 49% zci	13 31%	:	3 100%	16 24%	31 39% c	23 32%	15 33%	2 23%	5 36%	1 27%	38 33%	7 31%	38 33%	34 33%	17 32%	:	23 28%	6 48%	2 23%	11 36%	5 39%	31 30%	16 37%	27 34%	13 27%	10 57%	1 12%	18 39%	37 34%	50 35%	50 35%
Neither easy nor difficult	11 8%	11 8%	:		6 11%	1 5%	3 8%	2 5%	:	- :	6 10%	5 6%	7 10%	2 4%	:	2 16%	:	9 8%	2 10%	10 8%	7 7%	2 3%	:	7 8%	1 10%	7%	2 7%	:	8 8%	2 5%	4 5%	5 12%	1 3%	1 10%	2 4%	8 7%	11 8%	11 8%
Fairly difficult	10 7% jsJK	10 7%			5 10%	2 16%		2 4%	1 100%		7 11% el	2 2%	6 9%	4 8%				10 8%		6 5%	1 1%	4 8% 5		7 9%	1 6%		2 7%		8 8%	2 5%	3 4%	6 13%		1 13%	:	5 5%	8 6%	8 5%
Very difficult	5 3%	5	- :		2 4%	- :	1 2%	2	- :	- :	2 3%	3	3 4%	- :	- :	2 12%	- :	3	2	5 4%	3	- :	- :	5	- :	- :	- :	- :	5 5%	- :	2 2%	- :	3 17%	- :	1 2%	3 2%	5	5
an	1.19	1.19			1.12	1.02	1.27	1.31	-1	1	1.1	1.29	1.07	1.33	1.77	0.85	1.73	1.17	1.18	1.18	1.39 zr	1.38	2	1.05	1.14	1.63	1.31	1.61	1.1	1.41	1.35	1.1	0.67	1.28	1.47 zJK	1.28 zJK	1.2	1.2
y (NET)	123 83%	123 83%	:		40 75%	10 79%	34 90%	36 87%	:	3 100%	50 76%	69 89%	57 78%	38 87%	9 100%	11 72%	5 100%	95 81%	20 82%	96 82%	93 89%	47 89%	1 100%	62 77%	11 84%	6 93%	26 87%	13 100%	79 79%	40 91%	70 89%	35 75%	14 79%	5 77%	43 95% 211K	94 86%	118 84%	119 83%
icult (NET)	15 10% eisH	15 10%	:		8	2 16%	1 2%	3 8%	1	:	10 15% e	4 5%	9 13%	4 8%	:	2 12%	:	13 11%	2 8%	11 10% s	4 4%	4 8%	:	12 15% 2	1 6%	:	2 7%	:	13 13%	2 5%	5	6 13%	3 17%	1 13%	1 2%	8 7% H	13 9% H	13 9% H
't know	:					-		-			-	-			-	-	-	-	-	-		-			-	-		-	-	-	:		-			-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/de/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015
OIT 4 - And how ears, or difficult, would you say you find the process of charaking an electric whick at each of the following locations? - At my slace of work

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

						NEXT PU		BABLY/ DEFINIT	ELYNOT					OVERALI	L OPINION ON		//FAIRLY	EVER CHARG																					
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	Y CONSIDER		CON	ISIDER		OVERALL OPI	INION ON VEH	CLES VERY/FAI	ILY POSITIVE		NEGA	ATIVE		IN HY	BRID				EVER BUY - EV				P	OLICY CHANGE -	SWITCH TO EI	LECTRIC VEHIC	LES				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES		WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS			EVER BUY	YES	RECALL HEARING SOMETHING	NO	HEARING		BOUGHT ON MORTGAGE	OWNED OUTRIGHT	PRIVATE	RENTED LA./ COUNCIL	RENTED H.A./TRUST		OWNED	
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE WEIGHTED BASE	171 149 100%	100 87* 59%*	67 56* 38%*				64 58* 39%*		19 20** 13%**	109 97* 66%*							12 15** 10%**	171 149 100%			53 44* 29%*	37 33** 22%**	20 19** 13%**	99 80* 54%*		156 131 88%	86 74* 50%*		31 29** 20%**	140 120 80%	31 29** 20%**	48 42* 28%*							39 34** 23%**
(2) Verv easv	73 49%	46 53%	27 49%	62 54%	61 52%	12 36%	30 51%	4 30%	7 35%	53 54%	42 59%	65 57%	61 53%	9 66%	21 50%	3 26%	6 38%	73 49%	:	21 59%	24 55%	19 58%	3 15%	45 56%	64 57%	67 51%	40 54%	20 44%	13 44%	60 50%	13 44%	18 42%	41 56%	10 45%	2 40%	2 45%		58 51%	15 44%
(1) Fairly easy	50 34% n	27 31%	24 43% a	42 37%	44 38% z	16 47% f	15 26%	4 31%	4 19%	30 31%	23 32%	39 35%	42 37%	3 24%	9 21%	2 19%	1 8%	50 34%	:	13 35%	15 35%	9 27%	7 36%	28 35%	37 33%	43 33%	21 28%	15 33%	14 47%	36 30%	14 47%	13 31%	24 32%	8 36%	2 44%	3 55%	:	37 32%	13 40%
(0) Neither easy nor difficult	11 8% ijiG	4 5%	1 3%	7 6%	7 6%	5 13%	8 14%	1 8%	1 5%	2 2%	2 2%	7 6% ijl	4 4%	1 5%	7 17% z	2 22%	1 7%	11 8%	:	1 4%	2 5%	3 10%	4 22%	4 4%	7 6%	11 8% wx	4 5%	7 14%	1 3%	10 9%	1 3%	8 19% 2GL	1 1%	2 7%	1 16%			9 8% G	3 8%
(-1) Fairly difficult	10 7% cdklw x	6 7% cd	3 5% d	2 2%	1 1%	2 4%	1 2%	2 15%	6 29%	8 9% kl	5 6% k	2%	4 4% k	1 6%	3 8%	4 34%	5 33%	10 7%			1 2%	1 5%	5 27%	1 1%	2 2%	7 6% wx	5 7%	3 6%	2 6%	8 7%	2 6%	1 2%	6 9%	3 12%				7 6%	3 8%
(-2) Very difficult	5 3% ckv	4 5%		1 1%	3 2% c	:	4 7%	2 16%	2 11%	4 4%	1 1%	1 1%	3 2% k		2 4%		2 15%	5 3%	:	1 2%	2 4%			3 3%	3 2%	3 2%	4 5%	1 2%		5 4%		3 7%	2 3%					5 4%	:
Mean	1.19	1.2	1.36	1.42 za	1.37 za	1.14	1.12	0.43	0.38	1.23	1.41 zi	1.46 zil	1.36	1.5	1.04	0.37	0.23	1.19		1.49 2	1.34	1.4	0.39	1.4 2y	1.4 zy	1.26	1.18	1.13	1.3	1.16	1.3	0.98	1.3	1.13	1.24	1.45		1.18	1.2
Easy (NET)	123 83% n	73 84%	51 92% za	104 91% za	105 90% za	28 82%	45 77%	8 60%	11 54%	83 85%	65 90% zi	104 92% zi	103 91% zi	12 89%	30 70%	5 45%	7 46%	123 83%	:	34 94% zy	39 89%	28 86%	10 51%	73 91% zy	101 90% zy	110 84%	61 82%	35 78%	27 91%	96 81%	27 91%	31 72%	64 88% FL	19 80%	5 84%	5 100%		95 82%	28 84%
Difficult (NET)	15 10% cdkl	10 12% bcd	3 5%	3 3%	4 3%	2 4%	5 9%	4 31%	8 40%	12 13% jkl	5 7% k	3 2%	7 6% k	1 6%	5 12%	4 34%	7 47%	15 10%		1 2%	3 6%	1 5%	5 27%	3 4%	5 4%	10 8% wx	10 13%	4 8%	2 6%	13 11%	2 6%	4 9%	8 11%	3 12%				12 10%	3 8%
Don't know	:	:	- :	:	- :	:	- :	- :	- :	1	- 1	- :	:	- :	- :	- :	- :	:	- :	:	- :	- :	- :	- :	- :	1	- :	- :	- :	- :	- :	- :		-:-	- :	- :		- :	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b//d - z/e/f/g/h - z/l/j/k/l - z/m/n/o/p - z/q/r - z/s/l/u/w/x/y - z/A/B/C/D/E - z/F/G/H/l/k/k/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q17\_4 - And how easy, or difficult, would you say you find the process of charging an electric vehicle at each of the following locations? - At my place of work

Base: All adults aged 18-75 in the UK who have ever charged an electric vehicle at one of the listed locations

												DRIVEN EV IN	PAST, POSITI	VE EXPERIENCE	, REASONS NO	T CURRENTLY	DRIVEN EV IN	PAST, POSITIV	VE EXPERIENCE	, REASONS NO	OT CURRENTLY
		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGII	NG LOCATION	- DISAGREE			DRIVING - AGRE	E			DI	RIVING DISAGR	EE	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(q)	(g)	(r)	(s)	(t)
UNWEIGHTED BASE	171	32	72	69	44	41	47	3	3	27	35	22	35	37	29	18	14	-	2	9	19
WEIGHTED BASE	149	26**		56*	35*		36*	2**	2**	21**		19**	30**	32**	23**	15**	10**		1**	8**	17**
	100%	17%**					24%*	2%**	1%**	14%**		13%**	20%**	22%**	16%**	10%**	7%**		1%**	5%**	12%**
(2) Very easy	73	8	32	33	15	12	22	1	*	14	21	6	15	17	11	6	6	-	-	3	10
	49%	33%	55%	59%	44%	37%	62%	56%	27%	65%	79%	32%	48%	52%	48%	38%	65%	-	-	41%	60%
			e	zde			z				zf										
(1) Fairly easy	50	13	23	21	15	18	10	1	1	8	6	10	12	14	10	7	4	-	1	3	5
	34%	53%	40%	37%	44%	54%	28%	44%	44%	35%	21%	54%	41%	42%	41%	49%	35%	-	58%	34%	29%
						zc															
(0) Neither easy nor difficult	11	2	1	1	2	2	1	-	-	-	-	1	*	-	1	1	-	-	-	-	-
	8%	7%	2%	1%	6%	5%	2%	-	-	-	-	7%	2%	-	6%	9%	-	-	-	-	-
	bc																				
(-1) Fairly difficult	10	1	1	-	1	1	1	-	*	-	-	1	2	2	1	1	-	-	1	2	2
	7%	5%	2%	-	4%	4%	3%	-	29%	-	-	3%	6%	6%	2%	4%	-	-	42%	24%	11%
	bc																				
(-2) Very difficult	5	1	1	2	1	-	2	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	3%	3%	1%	3%	2%	-	5%	-	-	-	-	4%	3%	-	3%	-	-	-	-	-	-
Mean	1.19	1.07	1.46	1.48	1.23	1.23	1.4	1.56	0.69	1.65	1.79	1.06	1.26	1.4	1.27	1.21	1.65	-	0.16	0.92	1.37
			zde	zde							zf										
Easy (NET)	123	22	54	54	30	30	33	2	1	21	27	16	27	30	21	13	10	-	1	6	15
	83%	85%	95%	95%	88%	91%	90%	100%	71%	100%	100%	86%	89%	94%	89%	87%	100%	-	58%	76%	89%
			zd	zd							z										
Difficult (NET)	15	2	2	2	2	1	3	-	*	-	-	1	3	2	1	1	-	-	1	2	2
	10%	8%	3%	3%	6%	4%	8%	-	29%	-	-	7%	9%	6%	6%	4%	-	-	42%	24%	11%
	bc																				
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

# Q18 - To what extent do you agree or disagree with the following statements? - Summary table

Base: All adults aged 18-75 in the UK

				Charging points	
	It is difficult to			are often	Charging points
	locate the nearest	Charging points		unavailable	are often
	available charging	are usually in safe	Charging points	because they are	damaged or not
	points	and well-lit areas	are easy to use	in use by others	working
UNWEIGHTED BASE	2241	2241	2241	2241	2241
WEIGHTED BASE	2241	2241	2241	2241	2241
(2) Strongly agree	302	256	241	320	169
	13%	11%	11%	14%	8%
(1) Tend to agree	595	640	529	701	390
	27%	29%	24%	31%	17%
(0) Neither agree nor disagree	492	600	522	480	543
	22%	27%	23%	21%	24%
(-1) Tend to disagree	319	169	143	199	279
	14%	8%	6%	9%	12%
(-2) Strongly disagree	113	49	53	58	99
	5%	2%	2%	3%	4%
Mean	0.36	0.52	0.51	0.58	0.17
Agree (NET)	897	896	770	1021	559
	40%	40%	34%	46%	25%
Disagree (NET)	432	218	196	257	378
	19%	10%	9%	11%	17%
Don't know	420	527	753	482	761
	19%	24%	34%	22%	34%



IPSOS 15 May 2025

Q18\_1 - To what extent do you agree or disagree with the following statements? - It is difficult to locate the nearest available charging points

Base: All adults aged 18-75 in the UK

		GEN	NDER			AGE			1					RE	SION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	N/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
									116												1505				1249							
WEIGHTED BASE									88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	302	168	127	43	48	52	41	119	16	33	30	21	17	30	28	32	44	15	23	13	194	108	167	135	127	175	60	85	61	71	241	48
	13%	15%	11%	17%	11%	13%	10%	16%	18%	14%	16%	11%	11%	14%	15%	10%	14%	14%	12%	21%	13%	15%	13%	14%	16%	12%	15%	14%	12%	13%	13%	15%
	bf	zb		f				zf	0											zklo					zy							
(1) Tend to agree	595	293	294	81	115	110	88	200	18	57	44	52	55	63	39	88	83	24	55	17	404	191	346	249	204	391	94	174	144	153	484	95
	27%	27%	26%	32%	27%	27%	22%	27%	21%	24%	24%	27%	34%	30%	21%	29%	26%	23%	29%	27%	27%	26%	27%	26%	25%	27%	24%	29%	28%	28%	26%	29%
	f			f									zhin																			
(0) Neither agree nor disagree	492	245	242	57	93	85	99	157	18	56	36	44	29	49	37	73	76	27	36	11	342	149	264	227	147	345	103	133	105	110	412	68
	22%	22%	22%	22%	22%	21%	24%	21%	21%	23%	20%	23%	18%	23%	19%	24%	24%	26%	20%	17%	23%	21%	21%	24%	18%	24%	26%	22%	20%	20%	22%	21%
	×																									zx	D					
(-1) Tend to disagree	319	162	153	35	87	62	53	82	14	37	27	25	20	24	30	37	54	14	30	6	231	87	205	113	148	171	42	78	76	114	274	38
	14%	15%	14%	14%	21%	15%	13%	11%	16%	15%	15%	13%	12%	11%	16%	12%	17%	14%	16%	10%	15%	12%	16%	12%	18%	12%	11%	13%	15%	21%	15%	12%
	gwyA				zcfg																		zw		zy					zABC	94	
(-2) Strongly disagree	113 5%	68	44	11	31	24 6%	23 6%	24 3%	1	12 5%	5 3%	8	4%	8 4%	12 6%	13 4%	26 8%	3%	10 5%	6	83	30	/6	37	51	62 4%	16 4%	23	25 5%	43	94 5%	12
		6%	4%	4%	7%	676	676	576	2%	576	376	4%	4%	476	076	4%	876	376	376	10%	5%	4%	6%	4%	6%	476	4%	4%	576	8% zAB	376	4%
	bg	zb			zg												zn			zhjmo			z		zy					ZAB		
	0.36	0.35	0.36	0.48	0.17	0.31	0.23	0.53	0.49	0.32	0.45	0.36	0.44	0.48	0.28	0.36	0.23	0.4	0.33	0.45	0.32	0.46	0.31	0.43	0.31	0.39	0.45	0.44	0.34	0.19	0.33	0.49
Mean	dft	0.35	0.36	0.48	0.17	0.31	0.23	zde	0.49	0.32	0.45	0.36	0.44	0.48	0.28	0.36	0.23	0.4	0.33	0.45	0.32	0.46	0.31	U.43 V	0.31	0.39	0.45 D	0.44	0.34	0.19	0.33	0.49
	VxD			ui				20e														21		•								
Agree (NET)	897	461	421	124	163	162	129	319	35	90	73	73	73	93	67	120	127	39	78	30	598	299	514	384	332	566	155	259	205	223	724	143
Agree (HE1)	40%	42%	38%	49%	39%	40%	31%	43%	39%	37%	41%	38%	45%	44%	35%	39%	40%	37%	42%	48%	39%	41%	40%	40%	41%	39%	39%	43%	39%	41%	39%	44%
	hf	12,10		zdef		f		f.															10,1		12,12	44.1						
Disagree (NET)	432	229	197	46	118	86	76	106	16	49	33	33	27	32	41	50	80	17	40	13	314	118	281	150	199	233	58	101	101	157	369	50
	19%	21%	18%	18%	28%	21%	19%	14%	18%	20%	18%	17%	17%	15%	22%	16%	25%	17%	21%	20%	21%	16%	22%	16%	25%	16%	15%	17%	19%	29%	20%	15%
	guwy	-270	2570	2074	zcef	g	2070	24/0	1000	2370	2074	2770	2770	2370		-3/4	zmo	-//-			zu	2370	zw	2070	zv	23/4	23/0	-/~	2070	zABC	23/0	1570
	A				g																											
Don't know	420	157	260	27	48	72	107	166	19	46	38	43	34	39	43	64	31	22	32	9	265	155	226	194	126	294	82	116	110	60	347	65
	19%	14%	23%	11%	11%	18%	26%	22%	22%	19%	21%	22%	21%	18%	23%	21%	10%	21%	17%	14%	17%	21%	18%	20%	16%	20%	21%	19%	21%	11%	19%	20%
	acdp		za			cd	zcde	zcd		p	p	р	D		p			p	р			zt				×	D	D	D			
	txD		-						1 -												1	-										

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/w/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q18\_1 - To what extent do you agree or disagree with the following statements? - It is difficult to locate the nearest available charging points

		CAR DRIVIN	G LICENSE				VEHI	CLE TYPE						VEH	HICLE OWNERS	HIP				TYPES O	DRIVING				PAI	RKING LOCATIO	ONS				ELECTRIC	VEHICLES		INT	ENTION TO BL	UY NEXT VEHI	OCLE
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY	OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY	NOT IN FRONT OF/ NEXT TO MY	017 57055	ON CONTRACT	CURRENTLY DRIVE				WITHIN THE NEXT YEAR	IN THE NEXT		F EVER BUY
	IOIAL (1)	ANY YES	(b)	PETRUL (c)	DIESEL	HYBRID	(f)	(a)	NO VEHICLE	ICE (I)	HYBRID	BUTING	MEANS (I)	(m)	(n)	(a)	(p)	FINANCE (a)	PLEASURE (r)	(e)	WURK (t)	DRIVE	PROPERTY	(w)	CAR PARK	PROPERTY	PROPERTY (A)	OH-SIKEEI	(C)	DRIVE (D)	(E)	PASSENGER (E)	PASSENGER (G)	NEXT YEAR	3 YEAKS	10 YEARS	(K)
NWEIGHTED BASE	2241	1936	201	1120	(u)	242	135	1 (8)	317	1510	378	1042	461	126	209	(0)	1502	225	1591	916	316	(0)	1021	(W)	122	456	(A)	1250	(C)	(0)	(E) 267	797	902	(H)	1064	1545	1601
VEIGHTED BASE	2241	1908										1044					1485						968					1219	600						1002		1526
	100%																						43%														
2) Strongly agree	302	270	32	155	63	31	10	1	40	218	41	144	55	16	37	7	198	53	215	98	46	7	149	21	15	51	20	185	71	26	39	76	156	48	138	214	220
	13%	14%	10%	14%	16%	14%	8%	11%	12%	14%	12%	14%	12%	12%	19%	17%	13%	16%	14%	11%	16%	11%	15%	18%	11%	11%	14%	15%	12%	13%	15%	10%	16%	15%	14%	15%	14%
	sF	z													z				s		s		2					z			F		2F				
I) Tend to agree	595	529	65	326	106	63	26	1	70	432	89	285	137	36	48	7	422	85	435	245	78	22	251	36	38	141	43	324	185	53	70	223	242	75	281	430	441
	27%	28%	20%	29%	26%	29%	22%	10%	20%	28%	26%	27%	31%	28%	24%	19%	28%	26%	28%	28%	27%	33%	26%	30%	29%	31%	31%	27%	31%	26%	27%	29%	25%	24%	28%	29%	29%
	bh	zb		zh		h				zh			z				2									z			z							zH	2H
Neither agree nor disagree	492 22%	426 22%	66 20%	260 23%	78 20%	52 24%	21 18%	5 52%	71 21%	338 22%	73 22%	217 21%	100 23%	35 26%	49 25%	12 30%	317 21%	84 25%	331 21%	183 21%	55 19%	18 27%	204	34 28%	31 23%	103 22%	27 20%	269 22%	130 22%	33 16%	73 28%	177 23%	200 21%	74 24%	226 23%	332 23%	343 22%
	22% D	2270	20%	2370	20%	2470	1879	32%	21%	22%	22%	2170	25%	20%	25%	30%	21%	2.5%	21%	21%	1976	2770	2170	20%	2370	22%	20%	22%	2270	10%	20% 2DG	23%	21%	2499	2370	2579	22%
1) Tend to disagree	319	280	35	143	63	36	47	1	30	206	78	157	63	23	33	8	220	56	242	169	58	3	156	14	23	65	18	193	83	58	33	148	72	54	173	239	246
	14%	15%	11%	13%	16%	17%	35%	9%	9%	13%	23%	15%	14%	17%	17%	20%	15%	17%	16%	20%	20%	5%	16%	12%	17%	14%	13%	16%	14%	29%	13%	19%	7%	17%	17%	16%	16%
	hG				h	h	zcdeh			h	zcde								zu	zru	zru		2					2		zEFG	G	zEG			z	z	2
							9				hi																										
2) Strongly disagree	113	100	11	50	11	19	18	2	11	60	38	54	27	8	9	2	81	17	80	50	24	4	52	4	5	27	8	61	35	30	15	31	35	33	73	89	92
	5%	5%	3%	4%	3%	9%	16%	18%	3%	4%	11%	5%	6%	6%	4%	5%	5%	5%	5%	6%	8%	6%	5%	3%	4%	6%	6%	5%	6%	15%	6%	4%	4%	11%	7%	6%	6%
	diG					zedh	zcdh				zcdhi										zr									zEFG				zIJK	zJK	z	z
	0.36	0.37	0.35	0.42	0.46	0.25	-0.29	-0.14	0.43	0.43	0.05	0.36	0.34	0.25	0.41	0.25	0.35	0.34	0.36	0.23	0.24	0.45	0.35	0.51	0.32	0.32	0.42	0.37	0.35	-0.07	0.37	0.25	0.59	0.17	0.27	0.34	0.34
reali	fis	0.57	0.33	zfi	0.46 fi	0.25 fi	10.29	-0.14	fi fi	zef	0.05 f	0.36	0.34	0.25	0.41	0.25	0.55	0.54	0.36	0.23	0.24	0.43	0.55	0.51	0.32	0.52	0.42	0.57	0.55	10.07	D.37	0.25 D	zDE	0.17	0.27	HI	HI
	DFHI									1																					_	-	F				
gree (NET)	897	799	98	481	168	94	35	2	110	650	130	429	192	52	85	14	621	138	650	343	124	29	399	57	53	193	63	509	256	79	109	298	399	123	419	643	661
	40%	42%	30%	43%	42%	43%	30%	21%	32%	42%	39%	41%	44%	40%	43%	36%	42%	42%	42%	40%	43%	44%	41%	47%	40%	42%	45%	42%	43%	39%	42%	38%	41%	39%	42%	44%	43%
	bfh	zb		zfh	fh	fhi				zfh	f						z		z																	21	2
isagree (NET)	432	381	46	193	74	55	60	3	42	267	116	211	90	31	42	10	301	73	322	219	83	7	209	18	27	92	26	254	118	88	49	179	106	88	247	328	338
	19%	20%	14%	17%	19%	25%	51%	28%	12%	17%	34%	20%	20%	23%	21%	25%	20%	22%	21%	25%	29%	11%	22%	15%	21%	20%	19%	21%	20%	44%	19%	23%	11%	28%	25%	22%	22%
	bchi	ь			h	zchi	zcde			h	zcde								z	zru	zru		2							zEFG	G	2G		zJK	zJK	2	2
on't know	G 420	302	119	197	79	16	hij 2		121	276	18	188	59	14	21	4	247	35	256	117	28	12	156	11	21	73	23	188	96	2	27	123	259	27	110	167	184
OIL MION	19%	16%	36%	17%	20%	7%	2%		35%	18%	5%	18%	13%	11%	11%	10%	17%	11%	16%	14%	10%	18%	16%	9%	16%	16%	17%	15%	16%	1%	11%	16%	27%	9%	11%	11%	12%
	aefi	-5/4	za	efi	efi	f	2,0		zcde	efi	f	ng	23/4	-270	-1/4	-3/4	Ing	-1/4	st	t	23/4	-070	10%	5.4	2000	-3/4		-3/4	2070	1 -7	D.	D	2DEF	-~		-274	HI
	Imnpgrs		-						fii										1 "												-	-	226				113
	tvwBDEF																																				
	HUK											1							1				1														

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/y/h/li/- z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

Old 1 - To what extent do you agree or disparee with the followine statements? - It is difficult to locate the nearest available charsine points

#### Base: All adults aged 18-75 in the UK

		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXT PU	RCHASE - PRO CON	BABLY/ DEFINI SIDER	TELY NOT	OVERALL OPI	INION ON VEHI	ICLES VERY/FAII	RLY POSITIVE	OVERALI	OPINION ON V		Y/FAIRLY	EVER CHARGI					EVER BUY - EV	,			P	OLICY CHANGE - S	SWITCH TO EL	LECTRIC VEHICL	ES				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID (c)	EV	PETROL (a)	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV (I)	PETROL (m)	DIESEL	HYBRID	EV	YES	NO (r)	WITHIN THE NEXT YEAR	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT	EVER BUY	YES	RECALL HEARING SOMETHING	NO (C)	YES/ RECALL HEARING		BOUGHT ON MORTGAGE		RENTED PRIVATE	RENTED LA./ COUNCIL	RENTED H.A./TRUST	OTHER (V)	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Strongly agree	302 13% Itxv BCEJ	169 17% 2cd	100 19% zcd	116 14%	81 12%	27 10%	103 14%	71 19% zef	116 21% zef	206 16% zkl	135 18% zki	150 14% 	104 12%	35 14%	102 14%	77 22% zmn	154 24% zmn	57 13%	239 13%	21 15%	26 9%	46 11%	32 13%	48 11%	93 11%	126 12%	153 20% 2BCD E	88 11%	55 9%	241 15% 2BCE	61 9%	82 14% J	123 14% J	57 15% J	23 12%	8 6%	3 19%	205 14% J	88 12% J
(1) Tend to agree	595 27% EF	330 33% zd	165 31% 2d	257 30% 2d	178 27%	56 21%	205 28% e	103 27%	156 29% e	384 30% 2	229 31% 2	318 29% 2	247 27%	62 24%	197 26%	87 25%	186 28%	114 27%	475 27%	33 24%	79 27%	147 35% 2stw xy	85 34% 25W	112 26%	258 31% 25W	344 31% 25W	202 26%	234 30% zE	154 25% E	436 28% zE	159 23%	132 23%	265 30% 2FL	94 24%	53 26%	37 29%	7 43%	397 27% F	184 26%
(0) Neither agree nor disagree	492 22% abij kopAD	201 20%	96 18%	176 21%	146 22%	58 22%	159 21%	79 21%	112 20%	239 19%	123 17%	210 19%	190 21% jk	45 18%	146 20%	59 17%	105 16%	92 22%	389 22%	30 21%	69 24%	95 23%	57 23%	98 23%	194 23%	250 23%	136 18%	183 23% AD	156 25% zAD	318 20% A	174 26% zAD	131 23%	182 21%	91 24%	53 26%	21 16%	3 20%	313 21%	164 23%
(-1) Tend to disagree	319 14% hoor	135 13%	82 15%	167 20% zab	162 24% zabc	69 26% zfeh	131 18% zeh	41 11%	51 9%	177 14%	100 14%	221 20% zii	194 21% zii	56 22% 200	131 18% 200	28 8%	55 8%	97 23% 2r	214 12%	29 21% 2	76 26% zuvx v	65 16%	35 14%	105 24% zuvx v	170 20% zuv	205 19% 2	117 15%	117 15%	78 13%	234 15%	84 12%	90 16%	118 13%	68 18%	22 11%	18 14%		208 14%	108 15%
(-2) Strongly disagree	113 5% prB	51 5%	33 6%	64 7% za	59 9% zab	25 10% zh	48 6% h	21 6% h	19 4%	68 5%	44 6%	80 7% zi	79 9% zijk	18 7% p	42 6% p	16 5% p	15 2%	49 12% 2r	64 4%	26 19% ztuvw xy	25 9% zuv	18 4%	9 4%	51 12% ztuvx y	68 8% zuvy	77 7% zuv	63 8% zBCDE	26 3%	22 4%	88 6% B	25 4%	25 4%	47 5%	18 5%	12 6%	10 8%		72 5%	40 6%
Mean	0.36 cde klmqstw xy	0.49 2cd	0.46 zcd	0.25 d	0.1	-0.04	0.28 e	0.51 zef	0.66 zef g	0.45 zkl	0.49 zki	0.24 I	0.13	0.18	0.3	0.68 zmn	0.8 zmn	80.0	0.44 2q	-0.04	0.02	0.37 stw xy	0.45 stwxy	•	0.18 stw	0.23 stw x	0.4	0.37	0.31	0.38	0.29	0.34	0.41	0.32	0.33	0.16	0.99	0.38	0.29
Agree (NET)	897 40% eCE	499 49% 20d	265 50% 20d	373 44% zd	259 39%	83 32%	308 41% e	173 46% 20	273 50% zef	591 46% zkl	364 49% zki	468 42%	352 39%	97 38%	298 40%	165 47% zmn	340 52% zmn	171 40%	714 40%	54 39%	105 36%	192 47% ztwx	118 47% ztw	159 37%	352 42% tw	469 43% ztw	355 46% zCDE	322 41% CE	209 34% E	677 43% zCE	220 32%	214 37%	388 44% zFLM	151 39%	76 38%	45 35%	10 62%	602 41% F	272 38%
Disagree (NET)	432 19% hopr CE	186 18%	115 22% a	231 27% zab	221 33% 2abc	94 36% zfgh	179 24% 2gh	62 17% h	70 13%	245 19%	144 19%	301 27% zij	273 30% 2ijk	75 29% 2nop	174 23% zop	43 12%	70 11%	146 34% 2r	277 16%	55 40% zuvx V	101 35% zuvx V	83 20%	44 18%	156 36% zuvx V	239 28% zuvy	283 26% zuv	180 23% 2BCD E	143 18%	100 16%	323 21% 2BCE	109 16%	116 20%	165 19%	86 22%	34 17%	28 22%	:	281 19%	148 21%
Don't know	420 19% abcd efijklq stuvwxy AD	127 13% bcd	53 10% d	71 8% d	43 6%	28 11%	98 13%	59 16%	91 17% ef	198 16% kl	110 15% ki	133 12% 	91 10%	39 15%	124 17%	82 24% 2mn	139 21% n	15 4%	398 22% 2q	:	16 5% sw	43 10% stwx	30 12% stwxy	16 4% s	59 7% sw	89 8% swx	100 13%	143 18% AD	151 25% 2ABD	243 16% A	177 26% zABC D	120 21% H	152 17%	58 15%	38 19%	34 26% GHM	3 18%	272 19%	130 18% H

Proportions/Means: Columns Texted (5% risk levell - 1/a/b/c/d - 2/eH/a/h - 1/li/li/li - 1/m/n/o/o - 2/a/r - 2/s/t/u/v/w/x/v - 2/A/B/C/D/E - 2/F/G/H/I/JK/L/M
Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz texting



### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q18\_1 - To what extent do you agree or disagree with the following statements? - It is difficult to locate the nearest available charging points

Base: All adults aged 18-75 in the UK

												DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN				T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGI	IG LOCATION -	DISAGREE			DRIVING - AGRE	E			D	RIVING DISAGR	EE	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
																		26**			
WEIGHTED BASE	2241	85*					97*					181		284			139				141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	302	31	20	18	26	19	-	3	5	3	1	50	30	29	43	29	-	3	1	3	2
	13%	36%	12%	11%	23%	19%	-	42%	32%	5%	2%	27%	10%	10%	18%	22%	-	11%	7%	4%	2%
	fijl	zbcd			zbc	bc				f		zlmn			lm	zlm				р	
	pst	e																			
(1) Tend to agree	595	54	41	41	39	34	-	-	4	4	9	131	78	70	87	60	-	10	9	10	25
	27%	64%	24%	24%	34%	33%	-	-	24%	8%	11%	73%	25%	24%	36%	47%	-	41%	49%	13%	17%
	fijp	zbcd			bc	bc				f	f	zlmn			zlm	zlmn				р	р
	st	e																		•	
(0) Neither agree nor disagree	492		25	26	24	20		1	3	1	10		75	70	52	22		6	4	17	36
(-,	22%	_	15%	15%	21%	19%		18%	21%	3%	13%		24%	25%	21%	17%		21%	24%	21%	25%
	abcfi		a	a .	ab	a .		1070	21/0	3/0	fi		k	ko	k	1770		21/0	2470	D D	p
	ikp		a	a	au	a					"			KU	K	K				Р	Р
( 4) T I			45		45	22	C4		2	22	24		90	02	44		405	2		22	
(-1) Tend to disagree	319 14%	_	45 27%	52 30%	16	22 22%	61 63%	1 23%	3	22 39%	31 40%	-	29%	82 29%	18%	14 11%	106 77%	2	1 5%	32	57
		-			14%			2370	19%			-				1176		9%	370	40%	40%
	ak		zad	zade	а	zad	zij			Z	Z		zkno	zkno	ko	k	zst			Z	Z
(-2) Strongly disagree	113	-	33	35	10	7	35	1	1	24	26	-	27	28	10	4	32	4	1	14	20
	5%	-	20%	20%	9%	7%	37%	17%	4%	42%	33%	-	9%	10%	4%	3%	23%	15%	8%	17%	14%
	ak		zade	zade	a	a	Z			Z	Z		zkno	zkno	k	k	zt			Z	Z
Mean	0.36	1.36	-0.18	-0.26	0.47	0.35	-1.37	0.26	0.59	-1.11	-0.92	1.27	-0.02	-0.04	0.46	0.74	-1.23	0.24	0.43	-0.57	-0.48
	bcf	zb			bc	bc				f	f	zl			lm	zl				р	р
	ijlmpst	cde										mno				mn					
Agree (NET)	897	85	61	59	65	52	-	3	9	7	10	181	108	99	130	88	-	13	10	13	27
	40%	100%	37%	34%	56%	51%	-	42%	56%	12%	13%	100%	35%	35%	54%	69%	-	51%	56%	17%	19%
	fij	zbcd			zbc	zbc				f	f	zlmn			zlm	zlmn				р	р
	Ipst	e										۰ ا									
Disagree (NET)	432	-	78	87	26	29	97	3	4	46	57	-	117	110	54	18	139	6	2	46	76
,	19%	-	47%	50%	23%	28%	100%	40%	24%	82%	74%	-	37%	39%	22%	14%	100%	24%	14%	57%	54%
	ak		zade	zade	a	za	zii			Z	7		zkno	zkno	ko	k	zst			7	z .
Don't know	420	-	2	1	-	1		-		2	-		13	5	6			1	1	4	2
Son t miow	19%		1%	*		1%		_	-	4%	-		4%	2%	3%	_		4%	6%	5%	1%
	abcde	1	r,0		-	1/0	1	-	-	7/0	-	1	kmo	270	3/0 k	-	1	7/0	0/0		1/0
			C										KIIIO		K					pt	1
	fijklmno																				
	pst	l																			

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Base: All adults aged 18-75 in the UK

#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22NO APRIL 2025 PUBLIC IPSOS

15 May 2025

Q18\_2 - To what extent do you agree or disagree with the following statements? - Charging points are usually in safe and well-lit areas

			IDER			AGE			1					055	SION						WORKIN	CTATUS	SOCIAL	COADE	EDUCA	TION		INCO			URBAN/	(DUID AL
		GEN	IDER			AGE						WEST		EAST OF	ION						WORKIN		SOCIAL	GRADE	EDUCA		UPTO				URBAN/	RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST		YORKS & HUMBER	MIDLANDS	EAST MIDLANDS		SOUTH WEST		LONDON	WALES	SCOTLAND	NI	WORKING	WORKING		C2DE	GRADUATES	NON GRADUATES	£19999	£20000- £34999	£35000-		URBAN	RURAL
	(2)	IVIAN	WUMAN	18-24	25-34	35-44	45-54	35-75	(h)	NOKIH WESI	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTHEAST	LUNDUN	WALES	SCUILAND	(v)	WURKING	WURKING	ABC1	(w)	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	(F)	(F)
LINWEIGHTED BASE	2241	1082	1130	(c)	(a)	(e)	(1)	(g)	(n)	(1)	()	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(F)	(5)	(t)	(u)	1444	(W)	(X) 1249	(y)	(A)	(B)	(C)	(D)	(E) 1800	326
		1082		208	415	392			116			181			187	293				115	1505	/36	1444		1249	992		544		053		326
WEIGHTED BASE	2241 100%	1092	1120	254	422	405	411	749	88"	241	180	194	102		188	308		106	186	03"	1520		1285	956	803	1438 64%	398	909	521	25%	1852	15%
(2) Strongly agree	256	165	86	1176	98	18%	1876	33%	12	33	13	975	14	970	876	1976	69	5%	879	376	203	53	185	71	144	112	35	49	49	117	228	20
(2) Strongly agree	11%	15%	8%	17%	23%	12%	7%	5%	14%	14%	7%	9%	9%	12%	7%	9%	22%	8%	9%	13%	13%	7%	14%	71	18%	8%	9%	8%	9%	21%	12%	6%
			876			12%	/76	576	14%	14%	/76	976	976	12%	/76	976	2276 ziikl	876	9%	13%		/%		7%		876	9%	876	9%		12%	676
	bfgu wvBF	zb		zfg	zefg	rg															zu		zw		zy					zABC	21-	
(1) Tend to agree	640	337	303	81	143	422	107	177	20	67	49	54	45		50	92	mnoqr 83	20	62	42	461	180	352	289	241	400	112	179	440	176	541	87
(1) Tend to agree	29%	337	27%	32%	34%	132 33%	26%	24%	22%	28%	27%	28%	28%	32%	31%	30%	26%	28 27%	33%	13 20%	30%	25%	27%	30%	30%	28%	28%	29%	149 29%	32%	29%	27%
	gu gu	31/0	2776	3279	34/0	3379	20%	2470	2270	2070	2176	20/0	20/0	3270	31/0	30/6	20%	2176	33/0	20%	30%	2370	2770	30%	30/6	2070	20/0	25/6	2570	3270	25%	2776
(0) Neither agree nor disagree	600	311	275	73	98	89	113	227	31	56	39	62	36	50	50	74	81	36	54	22	394	206	335	264	182	418	104	171	144	133	481	97
(b) Neither agree nor disagree	27%	28%	25%	29%	23%	22%	27%	30%	35%	23%	21%	32%	22%	28%	26%	24%	26%	34%	29%	35%	26%	29%	26%	28%	23%	29%	26%	28%	28%	24%	26%	30%
	bex	20/0	23,0	2374	23/0	22.70	2770	zde	iilo	23,0	2270	32,0	2270	2070	2070	24/4	20/0	34,0	2370	iilo	2070	2370	20/2	2070	13/4	ZX	20%	20/4	2070	2474	1	3070
(-1) Tend to disagree	169	67	101	21	32	23	33	59	3	17	25	10	15	12	12	22	24	9	15	IJIO S	115	54	92	75	65	104	33	44	44	34	135	29
( 2) Telia to alsage ec	8%	6%	9%	8%	8%	6%	8%	8%	3%	744	14%	5%	9%	6%	6%	7%	8%	996	8%	8%	8%	8%	7%	8%	8%	7%	8%	7%	8%	6%	7%	9%
	3	0.2	za	0,0	0,0	0,0	0,0	0,0	3.0	7,0	zhkmn	5.4	3,0	0,4	0,0		0,0	0,0	0,4	0,0	0.0	0,0		0,0	0,0		0,0		0,0	0,0		370
	1 -										0																					
(-2) Strongly disagree	49	26	24	2	9	14	8	15		7	5	4	-	5	7	10	6	2	3		33	17	25	24	17	32	13	12	6	14	40	9
	2%	2%	2%	196	2%	4%	2%	2%		3%	3%	2%	-	3%	4%	3%	2%	2%	1%	1%	2%	2%	2%	3%	2%	2%	3%	2%	1%	3%	2%	3%
						c									1	1											c				(	
Mean	0.52	0.61	0.41	0.65	0.76	0.58	0.39	0.32	0.61	0.57	0.31	0.47	0.53	0.56	0.43	0.45	0.7	0.41	0.49	0.5	0.57	0.39	0.58	0.42	0.66	0.43	0.41	0.46	0.49	0.73	0.55	0.32
	bfg	zb		zfg	zef	fg			i								zjk				zu		zw		zy					zAB	2F	
	juwyF				g												noq													С		
Agree (NET)	896	501	389	125	241	181	134	215	32	100	62	71	60	94	72	119	151	37	78	21	664	232	537	359	385	512	147	228	198	293	769	106
	40%	46%	35%	49%	57%	45%	33%	29%	36%	42%	34%	37%	37%	44%	38%	39%	48%	35%	42%	34%	44%	32%	42%	38%	48%	36%	37%	37%	38%	53%	42%	33%
	bfgu	zb		zfg	zefg	fg											zhjk				zu		z		zy					zABC	2F	
	γF																logs															
Disagree (NET)	218	93	125	23	42	38	41	75	3	24	30	14	15	18	19	33	30	10	18	5	147	71	119	99	82	136	46	56	50	48	174	39
	10%	8%	11%	9%	10%	9%	10%	10%	4%	10%	17%	7%	9%	8%	10%	11%	9%	9%	10%	8%	10%	10%	9%	10%	10%	9%	12%	9%	10%	9%	9%	12%
	h		z								zhkmp					h																
Don't know	527	187	332	33	41	97	124	232	22	60	50	46	51	43	48	82	51	23	35	15	315	211	294	233	155	371	101	154	129	76	428	84
	24%	17%	30%	13%	10%	24%	30%	31%	25%	25%	28%	24%	31%	20%	25%	27%	16%	21%	19%	24%	21%	29%	23%	24%	19%	26%	25%	25%	25%	14%	23%	26%
	acdp		za			cd	zcd	zcde		р	р		zmpr		р	р					1	zt				2x	D	D	D		(	
	txD								1												1				1							

 $Proportions/Means: Columns Tested (SX risk level) - z/a/b - z/c/d/e/l/g - z/h/l/l/l/m/h/o/g/q/r/s - z/v/w - z/v/w - z/v/y - z/h/b/c/b - z/L/f \\ Overlap formulae used. ** small base*$ 



15 May 2025

Q18\_2 - To what extent do you agree or disagree with the following statements? - Charging points are usually in safe and well-lit areas

		CAR DRIVIN	CHERNER				Men	ICLE TYPE						1/1	HICLE OWNER	riiin				TVDEE O	FDRIVING				DAI	RKING LOCATI	ONE				ELECTRIC	VEHICLES		INT	ENTION TO BE	JY NEXT VEHI	ici r
		CAR DRIVIN	IG LICENSE				VEH	ICLE TYPE	_			_		V.	HILLE OWNER	SHIP				ITPES U	DRIVING		+	OFF-STREET	PA	ON-STREET				_	ELECTRIC	VEHICLES		INI	ENTION TO B	DY NEXT VEH	LLE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE	OFF-STREET IN A SHARED	DIRECTLY IN	NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE BEEN	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL (7)	ANY YES	NO (b)	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON-STREET (C)	DRIVE (D)	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY
LINWEIGHTED RASE	2241	(a) 1936	(D)	(C)	(0)	(e)	(1)	(8)	(n)	1510	270	(K)	(I) 461	(m)	(n)	(0)	(p)	(Q)	(r) 1591	916	(t) 316	(u)	(V)	(W)	(X)	(V)	(A)	1268	(C)	(D)	(E)	(F) 797	(6)	(H)	1064	(J) 1545	(K)
WEIGHTED BASE	2241	1908										1044					1485						968					1219	600						1002		1526
	100%																						43%														
(2) Strongly agree	256	229	25	109	36	41	41	2	25	145	82	121	63	17	25	2	184	42	184	142	70	4	103	29	17	57	18	149	75	71	47	82	56	79	168	214	218
	11%	12%	8%	10%	9%	19%	35%	18%	7%	10%	24%	12%	14%	13%	13%	6%	12%	13%	12%	16%	24%	6%	11%	24%	13%	12%	13%	12%	13%	35%	18%	11%	6%	25%	17%	15%	14%
	bchi G	ь				zcdh	zcde				zcde									zru	zrsu			ZVXY ARC				v		zEFG	zFG	G		ZIJK	zJK	z	z
(1) Tend to agree	640	568	71	334	107	78	40		75	440	118	311	124	45	67	11	435	112	460	285	84	22	276	27	51	140	42	365	182	68	92	259	210	104	336	481	493
127 TETIC TO METER	29%	30%	22%	29%	27%	36%	34%	50%	22%	29%	35%	30%	28%	34%	34%	28%	29%	34%	30%	33%	29%	32%	28%	31%	39%	30%	30%	30%	30%	33%	35%	33%	22%	33%	34%	33%	32%
	bhG	zb		h		zdhi	h			h	zdhi							z		zr					zvB			v		G	zG	2G			z	2	z
(0) Neither agree nor disagree	600	520	79	317	111	55	32	2	77	428	87	267	138	38	50	17	405	88	428	200	62	23	281	27	29	124	35	337	160	51	68	195	274	74	251	384	402
	27% st	27%	24%	28%	28%	25%	27%	22%	22%	28%	26%	26%	31% zkp	29%	25%	43% zkno	27% k	27%	27% st	23%	22%	34%	29% 2B	23%	22%	27%	25%	28%	27%	25%	26%	25%	28%	24%	25%	26%	26%
																q																					
(-1) Tend to disagree	169	144	24	84	39	15	3	1	25	123	18	79	26	15	19	2	105	35	117	78	27	6	74	10	7	35	13	91	48	6	15	57	88	29	79	122	126
	8% fD	8%	7%	7%	10% fi	7%	2%	10%	7%	8% f	5%	8%	6%	12%	10%	4%	7%	11%	8%	9%	9%	8%	8%	9%	5%	8%	9%	7%	8%	3%	6%	7% D	9%	9%	8%	8%	8%
(-2) Strongly disagree	49	43	4	21	17	3			5	38	3	25	8	2	5	1	33	7	37	17	11		24	2	1	9	5	27	14	3	7	13	22	5	24	35	35
	2%	2%	1%	2%	4% zcfhi	2%			1%	2%	1%	2%	2%	1%	3%	3%	2%	2%	2%	2%	4%	-	3%	1%	1%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%
					1																																
Mean	0.52	0.53	0.44	0.49	0.34	0.71	1.03	0.76	0.44	0.45	0.83	0.53	0.58	0.51	0.52	0.35	0.55	0.52	0.52	0.63	0.69	0.44	0.47	0.78	0.72	0.55	0.49	0.53	0.54	1	0.68	0.56	0.29	0.77	0.64	0.58	0.58
	diG			di		zcd	zcd			d	zcd ehi									zr	21			zv8	zv			٧		2EF	zG	G		zIJ v	zJK	z	Z
Agree (NET)	896	797	97	443	143	119	82	6	100	586	200	432	187	61	92	13	619	153	644	427	155	25	379	66	69	197	60	514	257	139	138	341	266	183	504	694	712
	40%	42%	29%	39%	36%	55%	69%	68%	29%	38%	60%	41%	42%	47%	47%	34%	42%	47%	41%	49%	53%	38%	39%	56%	52%	43%	43%	42%	43%	69%	54%	44%	28%	59%	50%	47%	47%
	bhiG	zb		h		zcdh	zcde			h	zcde						z	z		zr	zru			zvyB	zvB			zv		zEFG	2FG	2G		zIJK	zJK	zK	z
Disagree (NET)	218	188	29	105	56	19	3	1	30	161	22	104	33	17	25	3	137	42	154	95	38	6	98	12	8	44	18	119	62	9	23	70	110	34	102	156	161
	10%	10%	9%	9%	14%	9%	2%	10%	9%	11%	6%	10%	8%	13%	12%	7%	9%	13%	10%	11%	13%	8%	10%	10%	6%	10%	13%	10%	10%	4%	9%	9%	11%	11%	10%	11%	11%
	fjD			f	zcfhi	f			f	cfj	f							1														D	zD				
Don't know	527	402	124	267	88	25	2		137	356	27	241	83	15	31	6	324	47	333	140	34	13	210	14	26	95	27	249	121	4	29	170	315	22	146	235	252
	24%	21%	38%	24%	22%	11%	2%		40%	23%	8%	23%	19%	12%	16%	15%	22%	14%	21%	16%	12%	19%	22%	12%	20%	21%	19%	20%	20%	2%	11%	22%	33%	7%	15%	16%	17%
	aefj		za	efj	efj	fj			zcde	efj	f	mnq					mq		st	t			w					w			D	DE	2DEF		Н	HI	HU
	Imnpgrs twBDEHI								fij																												
	TWBDEHI																		1																		

Proportions/Means: Columns Tested (5% risk level) -z/z/b - z/z/d/z/H/g/h/l/l - z/h/l/m/h/o/p/q - z/r/s/h/u - z/v/w/n/g/A/B/C - z/D/E/F/G - z/h/l/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015
OIS 2 - To what extent do you agree or discarree with the following statements? - Charding points are usually in safe and well-lit areas

#### Base: All adults aged 18-75 in the UK

		NEXT PUR	HASE , PRORA	RIY/ DEFINIT	ELY CONSIDER	NEXT PL		DBABLY/ DEFIN	ITELY NOT	OVERALL OF	INION ON VEH	ICLES VERY/FAI	RIY POSITIVE	OVERAL	L OPINION ON NEGA		Y/FAIRLY	EVER CHARG					EVER BUY - E	v				OLICY CHANGE -	SWITCH TO F	I FCTRIC VEHICI	FS				TEN	LIRE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL (m)	DIESEL	HYBRID	EV	YES	NO (a)	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10		IN THE NEXT	IN THE NEXT 10 YEARS	EVER BUY		RECALL HEARING SOMETHING				BOUGHT ON MORTGAGE	OWNED OUTRIGHT		RENTED LA./		OTHER	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	
(2) Strongly agree	256 11% shoo rCEF	140 14% z	100 19% za	169 20% za	175 26% zabc	48 18% zfeh	83 11% ah	23 6%	23 4%	155 12%	130 17% zi	200 18% zi	206 23% 21k	50 20% 2000	82 11% op	18 5%	25 4%	122 29% 2r	132 7%	57 41% ztuv wxv	69 24% zuvv	53 13%	23 9%	126 29% ztuv xv	179 21% zuvv	202 18% zuv	115 15% 2BCD E	82 10%	55 9%	197 13% 28CE	59 9%	51 9%	102 12%	63 16% zFGL	21 10%	19 15%		154 10%	102 14% 2FL
(1) Tend to agree	640 29% hopr E	319 31% 2	164 31%	323 38% zab	277 41% zabc	96 37% zgh	256 34% 28h	100 27%	132 24%	385 30%	237 32% 2	406 36% zij	366 40% zijk	93 37% 2nop	225 30% op	65 19%	129 20%	149 35% 2r	484 27%	50 36% 2	128 44% zvy	158 38% zv	70 28%	178 41% zvy	336 40% zvy	407 37% zv	235 31% E	237 30% E	158 26%	473 30% zE	168 25%	169 29%	244 27%	127 33%	54 27%	38 30%	4 29%	412 28%	219 31%
(0) Neither agree nor disagree	600 27% abcd jklmstw	247 24% d	116 22%	191 22% d	129 19%	68 26%	201 27%	109 29%	165 30%	338 27% jkl	171 23% 	248 22% I	167 18%	41 16%	186 25% m	108 31% m	214 33% zmn	106 25%	476 27%	25 18%	58 20%	103 25%	75 30% stwx Y	83 19%	186 22%	261 24% wx	197 26%	213 27%	167 27%	410 26%	190 28%	142 24%	256 29%	94 24%	60 30%	26 20%	4 29%	398 27%	180 25%
(-1) Tend to disagree	169 8% cdkl twx	97 10% 2cd	50 10% cd	52 6% d	28 4%	14 5%	60 8%	44 12% zef	70 13% zef	103 8% kl	50 7%	66 6%	52 6%	11 4%	62 8% m	36 10% m	67 10% zm	24 6%	142 8%	6 4%	12 4%	29 7%	33 13% zstuw xy	18 4%	47 6%	80 7% twx	68 9%	50 6%	50 8%	117 8%	51 8%	50 9%	60 7%	28 7%	15 7%	9 7%	2 16%	111 8%	52 7%
(-2) Strongly disagree	49 2% cdfld nuwxy	26 3% cd	25 5% zacd	7 1%	5 1%	3 1%	7 1%	17 5% zef	25 5% zef	36 3% kl	28 4% zki	7 1%	8 1%	3 1%	8 1%	26 7% zmnp	30 5% zmn	6 1%	43 2%	:	3 1%	3 1%	7 3% xy	3 1%	7 1%	14 1% x	17 2%	17 2%	15 2%	34 2%	16 2%	17 3%	17 2%	8 2%	6 3%	1		34 2%	15 2%
Mean	0.52 gho prvCE	0.54	0.58	0.8 zab	0.96 zab c	0.75 zfg h	0.57 gh	0.23	0.14	0.51	0.64 zi	0.78 zij	0.89 zij k	0.89 zno p	0.55 op	0.05	0.11	0.88 2r	0.41	1.15 ztu vwxy	0.91 zuv V	0.66 zv	0.33	0.99 ztu vxy	0.84 zuv v	0.73 zv	0.58 CE	0.53	0.42	0.55 2CE	0.42	0.44	0.52	0.65 zFL	0.44	0.72 F	0.17	0.49	0.6 zFIL
Agree (NET)	896 40% shoo rCE	459 45% z	264 50% za	491 58% zab	452 68% zabc	144 55% zfeh	339 45% zeh	124 33% h	155 28%	541 42% 2	367 49% zi	606 54% zii	572 63% ziik	144 56% 2000	307 41% op	83 24%	153 23%	271 64% 2r	615 35%	107 77% zuvw xv	197 68% zuvx	212 51% zv	93 38%	304 71% zuvx	515 61% zuvv	608 56% zuv	351 46% 2CE	319 40% CE	212 34%	670 43% zCE	226 33%	220 38%	346 39%	189 49% 2FGI LM	75 37%	57 45%	4 29%	566 39%	322 45% 2FGIL
Disagree (NET)	218 10% cdkl mqstwx	122 12% 2cd	76 14% zcd	59 7% d	33 5%	17 7%	68 9%	61 16% zef	95 17% zef	139 11% kl	78 10% kl	74 7%	60 7%	14 6%	70 9% m	62 18% zmn	97 15% zmn	30 7%	185 10%	6 4%	16 5%	32 8%	40 16% zstuw xy	21 5%	54 6%	94 9% stwx	84 11%	67 8%	64 10%	151 10%	67 10%	68 12%	77 9%	36 9%	21 10%	9 7%	2 16%	144 10%	67 9%
Don't know	527 24% abcd efijklq stuvwxy ADHM	186 18% bcd	72 14% d	109 13% d	55 8%	33 13%	137 18% e	79 21% e	132 24% ef	255 20% jkl	127 17% 	184 17% 	106 12%	57 22%	179 24%	96 28%	190 29% 2n	17 496	502 28% 2q	2 2%	20 7% sw	67 16% stwx V	40 16% stwxy	22 5% s	88 10% stw	129 12% stwx	139 18%	191 24% AD	173 28% zAD	330 21% A	197 29% zAD	151 26% HM	208 23% H	65 17%	45 22%	36 28% H	4 26%	359 24% H	146 20% H

Proportions/Means: Columns Tested (5% risk levell - 1/a/b/c/d - 2/e/t/e/h - 2/t/t/k/h - 2/t/t/k/h - 2/e/t/c/h - 2/e/t- 2/s/t/u/w/x/v - 2/a/B/C/D/E - 2/F/G/H/t/t/t/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testine



PUBLIC

15 May 2025

Q18\_2 - To what extent do you agree or disagree with the following statements? - Charging points are usually in safe and well-lit areas

Base: All adults aged 18-75 in the UK

		CHARCIN	C VEHICLE AT	PUBLIC CHARG	NAC LOCATION	A CDEE	CHARCING	VEHICLE AT D	UBLIC CHARGIN	IC LOCATION	DISACRE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE,		T CURRENTLY
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -				JRIVING - AGRE	t			D	RIVING DISAGRI	t t	
						OFTEN					OFTEN					OFTEN					OFTEN
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*				102*	97*	6**	16**	56*	78*	181				129	139	26**	18**	80*	141
WEIGHTED BASE	100%	4%*				5%*	4%*		1%**	2%*	3%*	8%	14%		11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	256	27	79	73	37	32	43		1	29	40	36	109	91	64	35	40	-	3	27	51
(2) Strongly agree	11%			43%		31%	44%									27%		-			
	11%	32%	47%		33%			-	9%	53%	52%	20%	35%	32%	26%		29%	-	17%	34%	36%
		Z	zacd	zade	Z	z	Z			Z	z	z	zkn	zkn	zk	zk	z			z	z
			e																		
(1) Tend to agree	640	34	88	71	47	42	36	-	2	19	30	72	204	144	116	54	77	-	6	32	69
	29%	40%	53%	42%	41%	41%	37%	-	14%	33%	39%	40%	65%	51%	48%	42%	56%	-	35%	40%	49%
		z	zacd	z	z	z					z	z	zkmn	zko	zk	Z	zs			z	z
			e										О								
(0) Neither agree nor disagree	600	20	-	23	26	23	16	-	10	7	6	42	-	31	38	24	11	-	4	10	15
	27%	24%	-	13%	22%	23%	16%	-	64%	13%	8%	23%	-	11%	16%	19%	8%	-	21%	13%	10%
	bcfi	bc		b	bc	bc	l i					Imn		1	lm	lm					
	ilmnpst						· ·														
(-1) Tend to disagree	169	3		4	5	5	3	6	2	1	1	12	-	13	7	10	5	23	3	6	3
( 1) Teria to disagree	8%	3%		2%	4%	5%	3%	100%	13%	1%	2%	7%		4%	3%	8%	3%	89%	16%	7%	2%
	bcjlm	b		b	b	h	370	100%	1370	1/0	270	In In		470	3/0	In	370	6576	1070	,,,,	270
	nt	В		ь	D	D						l III		'	'	III				·	
(2) (1)															2	_	_	_			
(-2) Strongly disagree	49	-	-	-	-	-	-	-	-	-	-	1	-	-	2	2	2	3	1	1	1
	2%	-	-	-	-	-	-	-	-	-	-	1%	-	-	1%	2%	1%	11%	5%	1%	1%
	lm															lm					
Mean	0.52	1.03	1.47	1.24	1.02	0.99	1.23	-1	0.19	1.37	1.4	0.8	1.35	1.13	1.02	0.87	1.11	-1.11	0.47	1.03	1.19
		Z	zac	zad	Z	Z	Z			Z	zf	Z	zkm	zkn	zko	z	Z			Z	Z
			de	e									no	0							
Agree (NET)	896	61	167	145	85	74	78	-	4	48	70	108	313	235	180	89	117	-	9	59	120
	40%	72%	100%	84%	74%	72%	81%	-	23%	86%	91%	60%	100%	83%	74%	69%	84%	-	52%	74%	85%
		z	zacd	zade	z	Z	z			z	zf	z	zkmn	zkno	zk	zk	zs			z	zs
			e										0								
Disagree (NET)	218	3	-	4	5	5	3	6	2	1	1	13	-	13	9	12	6	26	4	7	4
,	10%	3%	_	2%	4%	5%	3%	100%	13%	1%	2%	7%	_	4%	4%	10%	4%	100%	20%	9%	3%
	abcdf	b		b	b	b						In In		ı	1	lmn				+	
	ijlmnpt											."								•	
Don't know	527	1										18		5	15	3	5		1	4	2
DOIL CKNOW		_	-	-		-		-	-	-				2%	15 6%	3 2%		-	6%	4 5%	2%
	24%	1%	-	-	-	-	-	-	-	-	-	10%	-			2%	3%	-	0%		2%
	abcde											Imno		1	lmo	1				t	
	fijklmno																				
	pst																				

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap \ formulae \ used. * small \ base; ** very \ small \ base \ (under 30) \ ineligible \ for \ sig \ testing$ 



15 May 2025

Q18\_3 - To what extent do you agree or disagree with the following statements? - Charging points are easy to use

Base: All adults aged 18-75 in the	UK																															
		GE	NDER			AGE								RE	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL (2)	MAN (a)	WOMAN (b)	18-24	25-34 (d)	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND (m)	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI (1)	WORKING	WORKING	ABC1	C2DE (w)	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	375	(B) 544	515	653	1800	326
WEIGHTED BASE	2241								88*																803							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	241	151	89	40	94	48	27	31	8	25	17	20	15	17	18	28	63	12	13	7	191	50	162	79	122	119	25	58	41	111	211	23
	11%	14%	8%	16%	22%	12%	7%	4%	9%	10%	9%	10%	9%	8%	9%	9%	20%	11%	7%	11%	13%	7%	13%	8%	15%	8%	6%	10%	8%	20%	11%	7%
	bfgu	zb		zfg	zefg	fg											zhij				zu		zw		zy					zABC	F	
(1) Tend to agree	wyACF 529	301	222	89	134	106	83	117	19	62	45	25	28		40	50	klmnogr 97	24	51	10	395	133	315	214	236	293	95	140	442	166	456	63
(1) Tend to agree	24%	28%	20%	35%	32%	26%	20%	16%	21%	26%	25%	35 18%	17%	25%	25%	19%	31%	23%	28%	16%	26%	19%	25%	214	236	293	24%	23%	113 22%	30%	25%	19%
	bguy	zb	20%	zefg	zfg	g	20%	20/0	110	2070	23/4	2070	1770	23/0	23/0	1370	zklo	2374	kls	20/0	zu	1370	25%	22/0	zv	20/0	24/0	23/4	22,0	zABC	2	1370
																	s															
(0) Neither agree nor disagree	522	260	249	49	87	87	94	205	30	50	34	47	43	46	30	77	69	28	46	21	350	172	295	227	157	365	104	139	125	115	416	86
	23%	24%	22%	19%	21%	21%	23%	27%	34%	21%	19%	24%	27%	22%	16%	25%	22%	27%	25%	33%	23%	24%	23%	24%	19%	25%	26%	23%	24%	21%	22%	26%
	nx							zcd	zijm				n			n		n		zijn						zx						
(-1) Tend to disagree	143	67	76	18	19	23	32	51	np 3	12	14	15	12	14	13	19	20	6	10	p 4	98	45	0.4	59	67	76	30	29	43	29	120	20
(-1) Telid to disagree	6%	6%	7%	7%	5%	6%	8%	7%	4%	5%	8%	8%	7%	7%	7%	6%	6%	5%	5%	6%	6%	6%	7%	6%	8%	5%	8%	5%	8%	5%	6%	6%
	y		.,.				-	.,.	"					.,.											zy				В	5.12		
(-2) Strongly disagree	53	29	25	6	7	10	11	19	-	4	6	4	5	6	4	7	8	4	4	1	35	18	23	30	17	36	11	16	9	12	38	14
	2%	3%	2%	3%	2%	2%	3%	3%	-	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	1%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%	2%	4%
	v																															zE
Mean	0.51 bfg	0.59 zb	0.41	0.68	0.85 zef	0.58	0.34	0.21	0.51	0.59	0.44	0.43	0.36	0.44	0.54	0.42	0.73 zik	0.47	0.47	0.46	0.57	0.36	0.58	0.41	0.63	0.43	0.35	0.51	0.4	0.78 zAB	0.55 2F	0.29
	uwyACF	ZD		zfg	zer	TR											zjk Imor				zu		zw		zy					ZAB C	ZP-	
Agree (NET)	770	452	311	129	229	154	110	148	26	87	61	54	43	69	64	87	160	36	64	17	586	184	478	292	357	412	120	198	154	277	667	86
	34%	41%	28%	51%	54%	38%	27%	20%	30%	36%	34%	28%	27%	33%	34%	28%	51%	34%	34%	27%	39%	25%	37%	31%	44%	29%	30%	32%	30%	50%	36%	26%
	bfgo	zb		zefg	zefg	fg	g										zhij				zu		zw		zy					zABC	2F	
	uwyCF																klmnogr															
																	s															
Disagree (NET)	196 9%	95	101 9%	24 10%	26 6%	33 8%	42 10%	70 9%	3 4%	17 7%	21 11%	19 10%	16 10%	20 10%	17 9%	27 9%	28 9%	9	14 8%	4 7%	133 9%	64 9%	107 8%	90 9%	85 11%	111 8%	41 10%	44 7%	53 10%	40 7%	157 9%	34 11%
	976	9%	576	10%	076	676	±0%	376	476	176	1176 h	10%	10%	10%	576	576	<b>3%</b>	3/6	070	776	576	576	0%	576	1176	0/0	1076	/76	1076	,76	57%	1176
Don't know	753	285	459	52	80	131	164	326	28	86	65	73	60	77	76	117	56	32	62	21	452	301	405	348	205	548	134	227	189	119	611	120
	34%	26%	41%	20%	19%	32%	40%	44%	32%	36%	36%	38%	37%	36%	40%	38%	18%	31%	33%	34%	30%	42%	32%	36%	25%	38%	34%	37%	36%	22%	33%	37%
	acdp		za			cd	zcde	zcde	р	р	р	р	р	р	р	р		р	р	р		zt		v		zx	D	D	D			
	tvxD								1																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/t/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q18. 3. To what extent of you appea or disagree with the following statements? - Charging goints are easy to use

Base: All adults aged 18-75 in the UK

		CAR DRIV	ING LICENSE				VEHI	CLE TYPE						VE	HICLE OWNERS	HIP				TYPES OF	FDRIVING				PAI	RKING LOCATIO					ELECTRIC	VEHICLES		INTE	NTION TO BU	JY NEXT VEHICLE
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY			ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN,	NEVER DRIVEN,	WITHIN THE	N THE NEVT	IN THE NEVT
	TOTAL (z)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	HYBRID (j)	BUYING (k)	MEANS (I)	LEASING IT (m)	ON FINANCE (n)			FINANCE (q)	PLEASURE (r)	G (s)	WORK (t)	DRIVE (u)	PROPERTY (v)	PROPERTY (w)	CAR PARK (x)			OFF-STREET (B)	ON-STREET (C)	DRIVE (D)		PASSENGER (F)			3 YEARS	10 YEARS
JNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%		317 344 15%	1519 1530 68%	378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%		1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%	316 289 13%		1021 968 43%			456 460 21%		1268 1219 54%	583 600 27%	237 202 9%	267 258 12%	797 777 35%	903 965 43%	349 312 14%	1064 1002 45%	1545 1470 66%
2) Strongly agree	241 11% cdhi vG	216 11%	24 7%	101 9%	29 7%	41 19% 2cdh	40 34% zcde hij	2 18%	25 7%	130 8%	82 24% zcde hi	115 11%	63 14% zmq	8 6%	21 11%	6 16%	178 12% 2	28 9%	158 10%	134 16% zr	59 20% zrsu	4 6%	89 9%	20 17% zvB	15 11%	59 13%	24 17% zv8	125 10% v	83 14% zvB	73 36% zEFG	50 19% zFG	74 10% G	39 4%	68 22% 2IJK	159 16% zJK	196 13% z
1) Tend to agree	529 24% clvG	466 24% z	63 19%	236 21%	87 22%	72 33% 2cdh i	52 44% zcdh i	3 34%	75 22%	322 21%	125 37% 2cdh i	230 22%	111 25%	43 33% zko	55 28%	9 22%	341 23%	98 30% zkp	361 23%	250 29% zru	103 36% zrsu	8 12%	199 21%	39 33% zv8	36 27%	128 28% zvB	35 25%	274 22% v	163 27% zv	84 41% zFG	95 37% 2FG	196 25% G	148 15%	97 31% z	295 29% zJK	404 28% z
0) Neither agree nor disagree	522 23% ftD	450 24%	71 21%	264 23% f	115 29% zfhj	53 24% fj	14 11%	1 11%	71 21% f	379 25% zf	67 20% f	228 22%	108 25%	36 27%	58 29% k	10 25%	337 23%	94 28% zkp	370 24% t	185 21% t	47 16%	24 37% zrst	235 24%	27 22%	36 27%	103 22%	32 23%	298 24%	135 23%	23 12%	54 21% D	192 25% D	238 25% D	63 20%	231 23%	346 24%
-1) Tend to disagree	143 6% h	121 6%	20 6%	83 7% h	26 7%	11 5%	9 8% h	2 19%	10 3%	109 7% h	20 6%	75 7%	23 5%	18 13% zklno q	8 4%	3 7%	98 7%	26 8% n	107 7%	58 7%	29 10% zrs	4 6%	80 8% zx	8 7%	3 2%	27 6%	8 6%	91 7% 2x	35 6%	13 6%	16 6%	48 6%	64 7%	19 6%	60 6%	103 7% I
-2) Strongly disagree	53 2% sF	47 2%	4 1%	26 2%	14 4%	4 2%	2 1%	- :	6 2%	40 3%	6 2%	24 2%	12 3%	5 4%	4 2%	1 2%	36 2%	9 3%	43 3% 5	11 1%	6 2%	- :	24 2%	4 3%	2 1%	11 2%	2 2%	30 2%	13 2%	6 3%	6 2%	8 1%	32 3% zF	6 2%	26 3%	35 2%
Mean	0.51 cdi mrvBG	0.53	0.45	0.43	0.33	0.75 zcd	1.03 zcd ehii	0.62	0.55 d	0.4	0.86 zcd ehi	0.5	0.6 m	0.28	0.54 q	0.61	0.53 m	0.43	0.47	0.69 zru	0.74 zru	0.3	0.4	0.65 v	0.65 v	0.6 v	0.69 V	0.46 v	0.62 zvB	1.03 zEF G	0.76 zFG	0.54 G	0.19	0.8 2U K	0.65 zJK	0.57 z
gree (NET)	770 34% bcdh luvG	682 36% zb	88 27%	336 30%	116 29%	114 52% 2cdh	93 78% zcde hij	5 52%	100 29%	452 30%	206 61% zcde hi	345 33%	174 39% zkp	51 39%	76 38%	15 38%	519 35% k	127 38%	519 33% u	384 45% zru	162 56% zrsu	12 18%	288 30%	60 50% zvB	51 39%	187 41% zvB	59 42% V	399 33% v	246 41% zvB	157 77% zEFG	145 56% zFG	271 35% G	186 19%	166 53% 2IJK	454 45% zJK	600 41% zK
Disagree (NET)	196 9% h	168 9%	25 8%	108 10% h	40 10% h	15 7%	11 9%	2 19%	16 5%	149 10% zh	26 8%	100	34 8%	22 17% zklnp q	13 6%	3 9%	134 9%	35 11% n	150 10% s	69 8%	35 12% 25	4 6%	104 11% zx	12 10%	5 4%	38 8%	10 7%	121 10% x	49 8%	19 9%	22 8%	56 7%	96 10%	25 8%	86 9%	138 9%
Don't know	753 34% aefj Imngstw yCDEHU K	608 32%	145 44% za	422 37% zefj	128 32% efj	36 16% fj	2 1%	2 18%	158 46% zcde fij	550 36% zefj	37 11% f	371 36% Imnp q	124 28% m	23 17%	51 26%	11 28%	496 33% Imq	74 22%	520 33% st	224 26% t	45 15%	26 39% st	342 35% wyBC	21 18%	39 30% W	132 29% w	39 28%	402 33% w	171 28% w	4 2%	37 14% D	258 33% DE	445 46% 2DEF	58 19%	231 23% H	385 26% HI

Proportions/Means: Columns Tested (5% risk level) -z/z/b - 2/z/d/z/H/g/h/l/l - 2/kl/l/m/h/o/p/q - 2/r/s/k/u - z/v/w/n/g/A/B/C - z/D/E/F/G - z/kl/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2025

#### Q18 3 - To what extent do you agree or disagree with the following statements? - Charging points are easy to use Base: All adults aged 18-75 in the UK

base: All addits aged 18-75 in the	UK																																						
		NEXT PURC	HASE - PROB	ABLY/ DEFINITE	LY CONSIDER			OBABLY/ DEFINI	TELY NOT	OVERALL OF	INION ON VEH	CLES VERY/FA	AIRLY POSITIVE	OVERAL	L OPINION ON NEG		Y/FAIRLY	EVER CHARG					EVER BUY - E	v			POL	ICY CHANGE -:	SWITCH TO E	LECTRIC VEHIC	CLES				TEN	IURE			
	TOTAL	PETROL	DIESEL	HYBRID (c)	EV (d)	PETROL	DIESEL	HYBRID (a)	EV	PETROL	DIESEL	HYBRID	EV	PETROL (m)	DIESEL	HYBRID (o)	EV	YES	NO (r)	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10 YEARS	MORE THAN 10 YEARS	IN THE NEXT	IN THE NEXT 10 YEARS	EVER BUY		RECALL HEARING SOMETHING	NO (C)	YES/ RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE			RENTED LA./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Strongly agree	241 11% ghno prvBF	122 12%	93 18% 2a	168 20% za	165 25% zabc	50 19% zfeh	74 10% gh	14 4%	16 3%	139 11%	126 17% zi	204 18% zi	204 23% ziik	46 18% znoo	65 9% oo	7 2%	16 2%	112 26% 2r	124 7%	54 39% ztuv	74 25% zuvxv	39 9%	12 5%	128 30% ztuv	167 20% zuvv	179 16% zuv	104 14% zBD	64 8%	69 11%	168 11% B	73 11%	46 8%	102 11%	48 12% F	20 10%	20 16% F	1 4%	148 10%	89 12% F
(1) Tend to agree	529 24% hopr	241 24%	152 29% 2a	279 33% za	268 40% zabc	97 37% zfgh	200 27% zgh	76 20% h	72 13%	314 25%	195 26%	350 31% 2ij	340 38% zijk	80 31% 20p	203 27% 20p	50 14%	82 13%	179 42% 2r	346 19%	55 39% zvy	117 40% zuvy	132 32% zv	49 20%	172 40% zuvx	304 36% zuvy	352 32% zv	186 24%	200 25%	129 21%	385 25%	144 21%	148 26%	192 22%	112 29% 2GJL M	47 23%	24 18%	2%	340 23%	182 25%
(0) Neither agree nor disagree	522 23% cdek Imnqstw	238 23% cd	118 22% d	176 21% d	106 16%	45 17%	159 21%	99 27% ef	164 30% zef	299 24% kl	180 24% kl	208 19% 	141 16%	38 15%	125 17%	84 24% mn	171 26% mn	69 16%	437 25% 2q	21 15%	50 17%	102 25% stwx	82 33% zstu wxy	71 17%	173 20% W	254 23% stwx	170 22%	180 23%	162 26%	350 22%	172 25%	131 23%	197 22%	91 24%	59 29%	28 22%	4 24%	328 22%	178 25%
(-1) Tend to disseree	143 6% dlwxC E	81 8% 2cd	34 7%	49 6% d	30 4%	17 6%	60 8% 2	26 7%	51 9% z	92 7% I	49 7%	69 6% I	44 5%	15 6%	58 8%	32 9% 2	64 10% z	34 8%	107 6%	4 3%	13 5%	25 6%	24 10% 2stwx	18 4%	42 5%	67 6% wx	62 8% 2CE	51 6%	28 4%	113 7% 2CE	31 4%	36 6%	61 7%	28 7%	11 5%	5 4%		97 7%	43 6%
(-2) Strongly disagree	53 2% cklux yE	30 3% cd	18 3% cd	11 1%	11 2%	5 2%	18 2%	20 5% zef	26 5% zef	38 3% jkl	14 2% kl	10 1%	7 1%	5 2%	17 2%	27 8% zmn	37 6% zmn	9 2%	44 2%	1 1%	4 2%	4 1%	7 3%	5 1%	9 1%	17 2% x	29 4% 2CE	16 2%	8 1%	45 3% zE	8 1%	13 2%	26 3%	6 2%	6 3%		1 7%	39 3%	12 2%
Mean	0.51 gho prv	0.48	0.64 za	0.8 zab	0.94 zab c	0.8 zfg h	0.49 gh	0.16 h	•	0.48	0.66 zi	0.8 zij	0.94 zij k	0.81 2no p	0.52 op	-0.11	-0.06	0.87 2r	0.38	1.16 ztu vwxy	0.94 zuv xy	0.59 V	0.2	1.02 zuv xy	0.83 zuv y	0.7 zuv	0.5	0.48	0.56	0.49	0.57	0.48	0.49	0.59	0.46	0.78 2F IL	-0.12	0.48	0.58
Agree (NET)	770 34% shoo rv	363 36%	245 46% 2a	447 53% zab	433 65% zabc	147 56% zfeh	275 37% ah	90 24% h	88 16%	454 36%	321 43% zi	555 50% zii	544 60% ziik	126 49% znoo	268 36% oo	57 16%	98 15%	291 69% 2r	470 26%	109 78% ztuv wxv	191 66% zuvx v	171 41% zv	61 25%	299 70% ztuv xv	470 56% zuvv	531 49% zuv	290 38% 2E	263 33%	197 32%	553 35%	217 32%	195 34%	293 33%	160 41% zFGL	67 33%	44 34%	1 5%	488 33%	271 38% 2
Disagree (NET)	196 9% cdkl swxCE	112 11% 2cd	53 10% cd	60 7%	41 6%	22 8%	79 11%	46 12% 2	77 14% zef	130 10% 2kl	63 9% I	79 7% I	52 6%	19 7%	74 10%	59 17% zmn	100 15% zmn	43 10%	150 8%	5 4%	18 6%	29 7%	32 13% zstuw xy	23 5%	52 6%	83 8% swx	91 12% 2CE	67 8%	36 6%	158 10% 2CE	38 6%	49 9%	87 10% J	34 9%	16 8%	5 4%	1 7%	137 9%	55 8%
Don't know	753 34%	301 30%	113 21%	168 20%	89 13%	49 19%	232 31%	138 37%	217 40%	389 31%	178 24%	271 24%	168 19%	72 28%	275 37%	149 43%	284 43%	22 5%	721 41%	4 3%	32 11%	113 27%	74 30%	36 8%	149 18%	223 20%	220 29%	280 35%	222 36%	500 32%	253 37%	206 35%	310 35%	101 26%	59 30%	51 40%	10 64%	515 35%	211 29%

Proportions/Means: Columns Tested (5% risk levell - 1/a/b/c/d - 2/e/t/e/h - 2/t/t/k/h - 2/t/t/k/h - 2/e/t/c/h - 2/e/t- 2/s/t/u/w/x/v - 2/a/B/C/D/E - 2/F/G/H/t/t/t/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testine



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q18\_3 - To what extent do you agree or disagree with the following statements? - Charging points are easy to use

Base: All adults aged 18-75 in the UK

												DD0/53/53/19			25.45.04.5.4.0	T 61 100 FN T1 V	BB11/531 51/18		VE EVERENCE	25150115116	T GUDDENELV
		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		I CURRENILY	DRIVEN EV IN		VE EXPERIENCE, RIVING DISAGRI		CORRENTLY
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(2) Strongly agree	241 11%	24 29% z	70 42% zade	75 44% zade	33 28% z	25 25% z	43 44% z	1 11%	-	28 51% z	44 57% zf	33 18% z	96 31% zkn	103 36% zkln	60 25% zk	34 26% zk	45 32% z	1 6%	-	24 30% z	45 32% z
(1) Tend to agree	529 24%	35 41% z	74 44% z	97 56% zabd	55 48% z	52 51% za	44 46% zj	4 57%	-	20 36% z	29 38% z	66 37% z	139 44% zk	181 64% zkln o	103 43% z	56 44% z	65 47% z	11 43%	-	37 46% z	71 50% z
(0) Neither agree nor disagree	522 23% bcde fijlmnp st	16 19% bc	19 11% c	-	15 13% c	15 14% c	6 6%	-	-	3 6%	2 3%	44 24% Imn	41 13% m	-	38 16% m	23 18% m	12 8%	7 28%	-	11 14%	13 9%
(-1) Tend to disagree	143 6% bclmp st	5 6% bc	4 2%		9 8% bc	9 9% bc	4 4%	1 16%	12 75%	2 3%	2 2%	10 6% m	9 3% m	-	13 5% m	10 8% Im	2 1%	3 11%	17 95%	-	3 2%
(-2) Strongly disagree	53 2% bclmn	4 5% bcde	-	-	1 1%	1 1%	-	1 16%	4 25%	3 5% f	-	-	-	-	-	-	1 1%	1 3%	1 5%	1 1%	1 1%
Mean	0.51	0.84 z	1.27 zad e	1.44 zab de	0.96 z	0.9 z	1.3 z	0.3	-1.25	1.25 z	1.49 zfi	0.8 z	1.13 zkn o	1.36 zkl no	0.99 zk	0.93 z	1.22 z	0.4	-1.05	1.14 z	1.17 z
Agree (NET)	770 34%	59 69% z	145 87% zad e	172 100% zabd e	88 76% z	78 76% z	87 90% z	4 68%	-	48 87% z	73 95% zfi	99 55% z	235 75% zkn	284 100% zkln o	163 67% zk	90 70% zk	110 79% z	13 49%	-	61 77% z	115 82% z
Disagree (NET)	196 9% bcjl mnpst	9 10% bc	4 2%	-	10 9% bc	10 10% bc	4 4%	2 32%	16 100%	4 7%	2 2%	10 6% m	9 3% m		13 5% m	10 8% Im	2 2%	4 14%	18 100%	1 1%	4 3%
Don't know	753 34% abcde fijklmno pst	2 2%	-	-	2 1%	-	-	- -	-	- -	-	28 16% Imo	27 9% m	- -	29 12% mo	5 4% m	14 10% t	2 9%	÷	6 8%	8 6%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing$ 



15 May 2025

Q18\_4 - To what extent do you agree or disagree with the following statements? - Charging points are often unavailable because they are in use by others

Base: All adults aged 18-75 in the l	UK																															
		GEN	NDER			AGE								REG	SION						WORKING	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241																								1249							326
WEIGHTED BASE	2241																								803							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	320	170	146	42	54	66	45	113	12	35	24	22	24	28	31	36	49	12	38	9	224	96	192	128	128	193	61	77	73	87	267	44
	14%	16%	13%	17%	13%	16%	11%	15%	14%	15%	13%	11%	15%	13%	17%	12%	16%	11%	20%	14%	15%	13%	15%	13%	16%	13%	15%	13%	14%	16%	14%	13%
	f					f													zko						z							
(1) Tend to agree	701	354	337	74	140	121	119	248	27	75	59	55	59	68	55	105	103	32	47	14	469	232	419	282	254	447	119	200	158	184	576	110
	31%	32%	30%	29%	33%	30%	29%	33%	31%	31%	33%	28%	37% rs	32%	29%	34% s	33%	31%	25%	22%	31%	32%	33%	30%	32%	31%	30%	33%	30%	33%	31%	34%
(0) Neither agree nor disagree	480	257	217	70	106	84	82	138	16	49	37	52	38	44	34	56	65	27	48	15	339	141	254	227	157	323	93	133	123	104	397	68
	21%	24%	19%	27%	25%	21%	20%	18%	18%	21%	20%	27%	23%	21%	18%	18%	21%	26%	26%	24%	22%	20%	20%	24%	20%	22%	23%	22%	24%	19%	21%	21%
	bgvx	zb		zfg	R							0												v								
(-1) Tend to disagree	199	100	98	32	52	31	43	41	11	17	19	12	6	24	20	27	35	5	15	8	151	49	128	72	100	99	20	50	36	84	170	21
	9%	9%	9%	13%	12%	8%	10%	5%	12%	7%	10%	6%	4%	11%	11%	9%	11%	5%	8%	13%	10%	7%	10%	7%	12%	7%	5%	8%	7%	15%	9%	6%
	gluyA			zg	zg		g		1		1			1	1		1			lq	zu		z		zy					zABC		
(-2) Strongly disagree	58	30	28	6	25	13	8	6	1	4	3	5	-	6	3	6	22	4	3	1	48	10	46	12	31	27	2	12	19	23	51	5
	3%	3%	3%	2%	6%	3%	2%	1%	1%	2%	2%	2%	-	3%	1%	2%	7%	4%	2%	2%	3%	1%	4%	1%	4%	2%		2%	4%	4%	3%	2%
	guwyA				zcfg	g											zhijk Inor	1		1	zu		zw		zy				A	zAB		
Mean	0.58	0.59	0.57	0.51	0.38	0.62	0.5	0.78	0.59	0.67	0.58	0.53	0.79	0.53	0.64	0.61	0.44	0.52	0.67	0.44	0.54	0.67	0.56	0.62	0.52	0.62	0.74	0.59	0.56	0.47	0.57	0.67
	dpt					d		zcd					zkm									zt				×	zCD					
	xD							ef					pqs																			
Agree (NET)	1021	524	483	116	194	187	163	361	39	110	83	76	83	97	86	141	153	44	85	23	693	328	611	410	381	640	180	277	231	271	844	154
	46%	48%	43%	46%	46%	46%	40%	48%	45%	46%	46%	39%	51%	45%	46%	46%	49%	42%	46%	37%	46%	46%	48%	43%	47%	45%	45%	45%	44%	49%	46%	47%
	bf	zb						f					s										ž		z							
Disagree (NET)	257	129	126	38	78	44	51	46	11	21	22	17	6	29	23	32	58	10	18	10	199	59	174	83	131	127	22	62	55	107	221	26
	11%	12%	11%	15%	18%	11%	13%	6%	13%	9%	12%	9%	4%	14%	12%	11%	18%	9%	10%	15%	13%	8%	14%	9%	16%	9%	5%	10%	11%	19%	12%	8%
	gluw			g	zefg	g	R				1			1	1	1	ziklo			1	zu		zw		zy			À	A	zABC		
	γA																qr															
Don't know	482	181	294	31	44	90	114	203	21	60	39	49	35	43	45	78	38	24	35	15	290	193	247	236	134	349	103	137	111	69	389	78
	22%	17%	26%	12%	10%	22%	28%	27%	24%	25%	22%	25%	22%	20%	24%	25%	12%	23%	19%	24%	19%	27%	19%	25%	17%	24%	26%	22%	21%	12%	21%	24%
	acdp		za			cd	zcd	zcd	р	р	р	р	р	р	р	р		p		р		zt		zv		zx	zD	D	D			
	tvxD																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/w/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025
Q18. 4 - To what extent do you agree or disagree with the following statements? - Charging points are often unavailable because they are in use by others

#### Base: All adults aged 18-75 in the UK

		CAR DRIVI	NG LICENSE				VEHI	CLE TYPE						VE	HICLE OWNER	SHIP				TYPES O	F DRIVING				PA	RKING LOCATIO	ONS				ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VEHIC	CLE
																								OFF-STREET		ON-STREET	ON-STREET									-	
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT		DIRECTLY IN FRONT OF/ NEXT TO MY	FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE BEEN	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL (7)	ANY YES	NO (b)	PETROL (c)	DIESEL	HYBRID (a)	EV (f)	OTHER (a)	NO VEHICLE	ICE (I)	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE (r)	G (e)	WORK (+)	DRIVE	PROPERTY (v)	PROPERTY (w)	CAR PARK	PROPERTY	PROPERTY (A)	OFF-STREET	ON-STREET (C)	DRIVE (D)	THE PAST (F)	PASSENGER (E)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS	10 YEARS	EVER BUY
LINWEIGHTED RASE	2241	1926	201	1120	200	2//2	135	1 167	217	1519	279	1042	461	126	209	48	1502	225	1591	916	316	(6)	1021	115	100	456	127	1268	502	227	267	797	902	249	1064	1545	1601
WEIGHTED BASE	2241	1908										1044					1485		1559				968					1219							1002		1526
	100%																		70%				43%														
(2) Strongly agree	320	298	22	170	69	27	24	1	29	239	51	159	71	21	34	3	230	55	236	124	60	10	144	26	16	76	20	186	96	39	43	103	130	62	160	238	246
	14%	16%	7%	15%	17%	12%	20%	11%	8%	16%	15%	15%	16%	16%	17%	8%	15%	17%	15%	14%	21%	15%	15%	22%	12%	17%	14%	15%	16%	19%	17%	13%	13%	20%	16%	16%	16%
	bh	zb		h	h		h			zh	h						z				zrs			z						zFG				zl		z	z
(1) Tend to agree	701	629	69	380	130	94	24	7	64	510	118	362	143	56	56	13	505	112	539	291	95	18	317	41	48	167	48	406	215	54	96	265	279	101	341	522	534
	31%	33%	21%	34%	33%	43%	20%	80%	19%	33%	35%	35%	32%	43%	28%	34%	34%	34%	35%	34%	33%	28%	33%	34%	37%	36%	34%	33%	36%	27%	37%	34%	29%	32%	34%	35%	35%
	bfh	zb		zfh	fh	zcdf hii				zfh	fh	2		znq			2	n	z							z		2	z		zDG	G			z	2	z
(0) Neither agree nor disagree	480	401	78	226	78	53	33	1	81	303	86	196	96	34	51	8	292	85	310	188	57	21	198	21	28	96	32	247	127	50	55	171	192	73	222	313	321
	21% ikpr	21%	24%	20%	20%	24%	28%	9%	24%	20%	26%	19%	22%	26%	26%	21%	20%	26% kn	20%	22%	20%	31%	20%	17%	21%	21%	23%	20%	21%	25%	21%	22%	20%	23%	22%	21%	21%
(-1) Tend to disagree	199	171	29	102	22	20	25		17	135	45	89	46	7	21		135	39	150	98	31	7	95	15	10	27	0	128	46	35	76	90	55	28	109	152	156
(-1) rend to disagree	9%	9%	9%	9%	8%	9%	21%		5%	9%	14%	9%	10%	6%	16%	13%	9%	12%	10%	11%	11%	10%	10%	12%	13%	8%	6%	10%	8%	17%	10%	10%	6%	9%	11%	10%	10%
	hG	-		h			zcdeh			h	zcdeh				zkmp			m		zr								2		zEFG	G	G			z	z	2
(-2) Strongly disagree	58	52	4	24	7	7	12		6	30	19	26	16	3	4	1	42	7	38	34	15	1	24	2	2	16	6	28	22	20	9	16	10	22	41	46	48
	3%	3%	1%	2%	2%	3%	10%		2%	2%	6%	3%	4%	2%	2%	3%	3%	2%	2%	4%	5%	1%	2%	1%	2%	3%	4%	2%	4%	10%	4%	2%	1%	7%	4%	3%	3%
	IG						zcdeh				zcdeh									zr	zr									zEFG	G			zIJK	zJK	z	2
Mean	0.58	0.61	0.38	0.63	0.7	0.56	0.19	1.01	0.47	0.65	0.43	0.65	0.56	0.7	0.49	0.4	0.62	0.57	0.62	0.51	0.6	0.54	0.59	0.72	0.52	0.64	0.57	0.6	0.63	0.29	0.6	0.57	0.7	0.53	0.54	0.59	0.59
	bfj sD	zb		fj	fhi	fj			f	zfh i	f	2					2		25												D	D	zDF				- 1
Agree (NET)	1021	927	92	550	199	121	48	8	93	749	169	521	214	77	90	16	735	167	775	415	154	28	461	67	64	243	68	592	311	93	139	368	409	162	501	760	780
	46% bhG	49% zb	28%	49% zh	50%	56% zfbi	40%	91%	27%	49%	50% fb	50%	48%	58% zng	46%	42%	50%	51%	50%	48%	53%	43%	48%	56%	49%	53%	48%	49%	52%	46%	54%	47%	42%	52%	50%	52% 2K	51%
Disagree (NET)	257	223	33	126	40	28	37		22	166	64	115	62	200	35	-	177	45	188	132	46	7	119	16	20	53	15	155	68	55	25	or	65	50	150	199	204
Disagree (NET)	11%	12%	10%	11%	10%	13%	31%		7%	11%	19%	11%	14%	8%	18%	16%	12%	14%	12%	15%	16%	11%	12%	14%	15%	11%	11%	13%	11%	27%	14%	12%	7%	16%	15%	14%	13%
	hG			b		b	zcdeh			b	zcde				zkmp			m		71	zr									zEFG	6	6		7	zJK	7	7
	"						ij.				hi				9																						
Don't know	482	357	126	230	82	16	1		147	312	17	211	70	11	21	8	281	33	286	127	32	10	190	15	20	69	25	225	94	5	28	142	299	27	130	198	221
	22%	19%	38%	20%	21%	7%	1%		43%	20%	5%	20%	16%	8%	11%	22%	19%	10%	18%	15%	11%	15%	20%	13%	15%	15%	18%	18%	16%	2%	11%	18%	31%	9%	13%	14%	14%
	aefj		za	efj	efj	fj			zcde	efj	f	mnq	q			mq	mnq		st												D	DE	2DEF		н	н	HU
	Imnpgrs								fij																												
	twyBCDE																																				
	I ⊩HUK	1																	1											1							

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

OIS 4-To what extent do you agree or disagree with the following statements? - Charsing points are often unavailable because they are in use by others
Base: All adults aged 18-75 in the UK

Date. An addica aged 10-75 in the										_										_							_												
		NEXT PURC	HASE - PROBA	RIY/ DEFINITE	IV CONSIDER	NEXT PL		BABLY/ DEFIN	ITELY NOT	OVERALL OP	INION ON VEH	ICLES VERY/FAI	RLY POSITIVE		L OPINION ON NEGA		Y/FAIRLY	EVER CHARG	ED EV / PLUG-				EVER BUY - E	v			١,	OLICY CHANGE -	SWITCH TO F	FCTRIC VEHICI	FS				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (a)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS		MORE THAN 10 YEARS			EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)			BOUGHT ON MORTGAGE (F)			RENTED LA./		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%		594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*		1522 1468 65%	663 714 32%
(2) Strongly agree	320 14% IrCE	182 18% zd	103 19% 2d	140 16% zd	94 14%	35 13%	106 14%	72 19% zef	114 21% zef	228 18% 2kl	140 19% zki	162 15% I	112 12%	29 11%	99 13%	77 22% zmn	152 23% 2mn	77 18% 2r	239 13%	26 19% tw	33 11%	63 15%	34 14%	59 14%	122 15%	157 14%	144 19% 2BCD E	113 14% CE	57 9%	257 16% 2BCE	63 9%	82 14%	143 16%	55 14%	20 10%	14 11%	2%	225 15%	90 13%
(1) Tend to agree	701 31% CEM	373 37% z	185 35%	315 37% 2d	228 34%	82 31%	268 36% 2	117 31%	191 35%	449 35% 2	259 35% 2	401 36% z	315 35% 2	88 35%	257 35% 2	101 29%	208 32%	140 33%	554 31%	42 30%	107 37% 2	158 38% z	98 39% z	149 35%	307 36% 2	405 37% z	287 37% 28CD	247 31% E	163 26% E	534 34% 2BCE	167 25%	180 31%	307 35% ziM	111 29%	51 25%	37 29%	9 58%	487 33% zM	199 28%
(0) Neither agree nor disagree	480 21% ahij knprADG L	184 18%	104 20%	176 21% a	155 23% ac	66 25% fh	143 19%	76 20%	94 17%	239 19%	130 17%	210 19%	201 22% ijk	46 18%	138 19%	62 18%	103 16%	104 25%	360 20%	32 23%	75 26%	88 21%	55 22%	107 25%	195 23%	250 23%	121 16%	169 21% AD	171 28% zABD	290 19% A	190 28% zABD	111 19%	170 19%	94 24% L	63 31% 2FGL	26 20%	3 19%	281 19%	183 26% zFGL
(-1) Tend to disagree	199 9% oor	92 9%	58 11%	100 12% za	93 14% zac	44 17% zfgh	83 11% 2h	36 10% h	36 7%	109 9%	74 10%	139 13% 2ii	121 13% zii	31 12% 00	77 10% 00	18 5%	34 5%	59 14% 2r	137 8%	17 13%	41 14% 2	51 12% 2	26 11%	59 14% 2	110 13% 2	136 12% 2	80 10%	68 9%	49 8%	148 9%	52 8%	60 10%	80 9%	37 10%	14 7%	8 6%		139 9%	59 8%
(-2) Strongly disagree	58 3% npr	30 3%	22 4% 2	35 4% za	39 6% zac	9 3%	15 2%	7 2%	7 1%	36 3%	28 4% 2	40 4% 2	44 5% zik	7 3%	12 2%	6 2%	7 1%	29 7% 2r	29 2%	20 14% ztuvw xv	12 4% u	5 1%	8 3%	32 7% ztuvx	37 4% zu	45 4% zu	23 3%	15 2%	18 3%	38 2%	20 3%	13 2%	20 2%	19 5% zFGL	5 3%	1		33 2%	24 3%
Mean	0.58 dek lqstwxy CEHM	0.68 2cd	0.61 d	0.55 d	0.4	0.38	0.6 e	0.68 e	0.83 zef g	0.68 zkl	0.65 kl	0.53 I	0.42	0.5	0.61	0.85 zmn	0.92 zmn	0.43	0.63 zq	0.27	0.4	0.61 stw xy	0.56 sw	0.36	0.48 sw	0.5 sw	0.69 2CE	0.61 CE	0.42	0.65 2CE	0.41	0.58	0.66 zHI M	0.46	0.44	0.66	0.8	0.63 zHM	0.49
Agree (NET)	1021 46% CEIM	555 55% zd	288 55% 2d	456 54% zd	322 48%	117 44%	375 50% 2	189 51%	305 56% zefe	677 53% zl	399 54% zl	563 51% zl	426 47%	117 46%	355 48%	178 51%	361 55% zmn	217 51% 2r	793 45%	68 49%	140 48%	222 54% 2	132 53% 2	208 48%	430 51% z	561 51% z	431 56% 2BCD E	360 46% CE	220 36% E	791 51% zBCE	230 34%	262 45% I	449 51% zHIM	165 43%	72 36%	51 40%	9 61%	712 48% ziM	289 40%
Disagree (NET)	257 11% hopr	122 12%	80 15% za	135 16% za	132 20% zabc	53 20% zfgh	98 13% h	44 12% h	44 8%	145 11%	102 14% zi	179 16% zi	165 18% zijk	38 15% op	89 12% op	24 7%	41 6%	88 21% 2r	167 9%	37 27% ztuv wxy	53 18% 2	56 14%	34 14%	91 21% 2uvx V	147 17% zu	181 17% zu	102 13%	83 11%	67 11%	186 12%	72 11%	72 12%	100 11%	56 14% JM	19 10%	8 7%		172 12%	83 12%
Don't know	482 22% abcd efijklq stuvwxy ADG	153 15% bcd	57 11%	84 10%	59 9%	27 10%	130 17% e	65 17% e	104 19% e	212 17% kl	111 15%	160 14% 	113 12%	54 21%	160 22%	84 24%	149 23%	15 4%	459 26% 2q	2 2%	22 8% sw	47 11% SWX	28 11% sw	24 6% s	71 8% sw	99 9% sw	116 15%	178 23% AD	160 26% zAD	295 19% A	188 28% 2ABC D	134 23%	168 19%	71 18%	47 23%	42 33% 2GHL M	3 21%	302 21%	159 22% H

Proportions/Means: Columns Tested (5% risk levell - 1/a/b/c/d - 2/e/t/e/h - 2/t/t/k/h - 2/t/t/k/h - 2/e/t/c/h - 2/e/t- 2/s/t/u/w/x/v - 2/a/B/C/D/E - 2/F/G/H/t/t/t/M Overlap formulae used. \* small base: \*\* verv small base (under 30) ineliable for siz testine



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q18\_4 - To what extent do you agree or disagree with the following statements? - Charging points are often unavailable because they are in use by others

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT P	UBLIC CHARGI	NG LOCATION		DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE			DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120				100	194	344		255	139	162				161
WEIGHTED BASE	2241	85*					97*					181					139				141
(2) 2:	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	320 14%	26	26	27 16%	42	32 32%	6 6%	4	8	-	3 4%	46	46 15%	38	64	35 27%	9	3 11%	3	-	7
	fijp	31% zbc	15%	10%	36% zbc	zbc	0%	67%	48%	-	476	26% zlm	15%	13%	27% zlm	zlm	7% s	1176	14%	-	5%
	st	200			ZUC	200						21111			21111	21111	3				
(1) Tend to agree	701	38	59	61	73	44	20	1	3	-	16	84	134	125	178	63	45	7	10	-	49
	31%	45%	35%	35%	64%	43%	21%	10%	19%	-	21%	47%	43%	44%	73%	49%	32%	26%	55%	-	35%
	fijs	zbc			zabc	z	i				i	z	Z	z	zklm	z	s				s
					e										0						
(0) Neither agree nor disagree	480	12	33	34	-	17	25	1	1	-	14	24	55	49	-	20	32	8	5	-	26
	21%	14%	20%	20%	-	17%	26%	11%	7%	-	18%	13%	17%	17%	-	15%	23%	29%	26%	-	19%
	dikn	d	d	d		d	ij				i	n	n	n		n	S				S
(-1) Tend to disagree	s 199	6	32	32	-	6	29	1	3	38	27	12	44	46		q	33	6	-	61	39
(-1) Tella to disagree	9%	7%	19%	19%		6%	30%	12%	16%	68%	35%	7%	14%	16%		7%	24%	23%	-	77%	28%
	dn	d	zade	zade		d	z			zfj	z	n	zkno	zkno		n	z			zpt	z
(-2) Strongly disagree	58	1	16	16	-	2	17		2	18	16	1	15	15		1	13	1	1	19	16
	3%	1%	10%	10%	-	2%	17%	-	10%	32%	20%	1%	5%	5%	-	*	9%	3%	5%	23%	11%
	n		zade	zade			z			zfj	Z		zkno	zkno			z			zpt	Z
Mean	0.58	1	0.28	0.29	1.36	0.97	-0.31	1.33	0.78	-1.32	-0.48	0.97	0.52	0.46	1.27	0.97	0.03	0.18	0.73	-1.23	-0.06
	bcf	zbc			zab	zb	i				i	zlm			zkl	zlm	S				S
Acres (NET)	ijmpst 1021	65	85	88	ce 115	76	26	5	10		19	130	180	163	mo 242	97	54	9	13		56
Agree (NET)	46%	76%	51%	51%	100%	74%	27%	5 77%	67%		25%	72%	58%	57%	100%	76%	39%	36%	69%		40%
	fijs	zbc	3270	31/0	zabc	zbc	i	*****	0770		i	zlm	Z	z	zklm	zlm	s	30,0	0370		s
	.,,-				e										0		_				
Disagree (NET)	257	7	48	48	-	8	46	1	4	56	43	13	59	61	-	9	46	7	1	80	55
	11%	8%	29%	28%	-	8%	47%	12%	26%	100%	56%	7%	19%	22%	-	7%	33%	27%	5%	100%	39%
	dn	d	zade	zade		d	z			zfj	zf	n	zkno	zkno		n	Z			zpt	Z
Don't know	482	2	2	2	-	1	-	-	-	-	1	13	19	11	-	2	7	2	-	-	3
	22%	2%	1%	1%	-	1%	-	-	-	-	1%	7%	6%	4%	-	2%	5%	8%	-	-	2%
	abcde fijklmno											mno	mno	n			S				
	pst																				
	hzr	l																			

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Base: All adults aged 18-75 in the UK

#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22NO APRIL 2025 PUBLIC IPSOS

15 May 2025

Q18\_5 - To what extent do you agree or disagree with the following statements? - Charging points are often damaged or not working

		GE	NDER			AGE									ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC			INCO			URBAN/	/RURAL
									l		YORKS &	WEST	EAST	EAST OF		l						NOT				NON	UPTO	£20000-	£35000-		(	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(1)	())	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241								116												1505				1249							
WEIGHTED BASE	2241								88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	169	85	82	23	31	30	30	54	6	18	14	17	12	18	19	15	28	7	11	4	116	53	100	69	72	97	41	45	21	54	132	33
	8%	8%	7%	9%	7%	8%	7%	7%	7%	7%	7%	9%	8%	8%	10%	5%	9%	7%	6%	7%	8%	7%	8%	7%	9%	7%	10%	7%	4%	10%	7%	10%
	C																								2		2C	С		zC		
(1) Tend to agree	390	208	177	60	96	69	50	114	20	32	40	31	30	29	26	47	69	16	43	7	272	118	231	159	172	218	59	109	96	111	326	57
	17%	19%	16%	23%	23%	17%	12%	15%	23%	13%	22%	16%	18%	14%	14%	15%	22%	15%	23%	11%	18%	16%	18%	17%	21%	15%	15%	18%	18%	20%	18%	17%
	fy			zfg	zfg				is		is						zimn		imns						zy					z		
																	s															
(0) Neither agree nor disagree	543	290	243	60	85	93	127	179	25	64	38	56	27	55	39	76	73	31	43	18	381	162	301	242	166	377	102	158	119	119	448	76
	24%	27%	22%	23%	20%	23%	31%	24%	28%	27%	21%	29%	17%	26%	21%	25%	23%	29%	23%	29%	25%	23%	23%	25%	21%	26%	26%	26%	23%	22%	24%	23%
	blx	zb					zdeg		1									1		- 1						zx						
(-1) Tend to disagree	279	159	120	40	84	64	44	47	6	30	19	14	15	36	29	39	50	12	23	6	219	60	166	113	126	153	42	62	64	102	243	30
	12%	15%	11%	16%	20%	16%	11%	6%	7%	13%	11%	7%	9%	17%	15%	13%	16%	11%	12%	9%	14%	8%	13%	12%	16%	11%	11%	10%	12%	18%	13%	9%
	bgku	zb		g	zfg	zg	g							hk	k		hk				zu				zy					zABC		
	V																															
(-2) Strongly disagree	99	68	29	16	36	19	10	18	-	6	7	6	7	6	7	14	25	8	8	5	74	25	68	31	52	47	15	15	28	37	88	6
	4%	6%	3%	6%	9%	5%	2%	2%	-	2%	4%	3%	4%	3%	4%	5%	8%	8%	4%	7%	5%	3%	5%	3%	7%	3%	4%	2%	5%	7%	5%	2%
	bfghy	zb		fg	zefg											h	zhim	him		hi			zw		zy				В	zB	F	
	BF																															
Mean	0.17	0.1	0.25	0.17	0.01	0.1	0.18	0.33	0.46	0.17	0.28	0.31	0.28	0.13	0.18	0.05	0.1	0.02	0.21	0.01	0.13	0.27	0.15	0.2	0.14	0.19	0.26	0.28	0.06	0.1	0.14	0.4
	adt		za					zde	zmo													zt					C	CD				zE
	E								pqs																							
Agree (NET)	559	293	259	83	127	100	81	168	26	50	54	48	42	47	45	62	97	23	54	11	388	171	331	228	244	315	100	155	117	165	458	90
	25%	27%	23%	33%	30%	25%	20%	22%	30%	21%	30%	25%	26%	22%	24%	20%	31%	22%	29%	18%	26%	24%	26%	24%	30%	22%	25%	25%	23%	30%	25%	28%
	fy			zefg	zfg				os		os						zios		0						zy					zC		
Disagree (NET)	378	227	149	56	120	83	54	66	6	36	27	20	22	42	36	54	75	20	31	11	293	85	234	144	178	200	58	77	91	139	332	36
	17%	21%	13%	22%	28%	21%	13%	9%	7%	15%	15%	10%	13%	20%	19%	17%	24%	19%	16%	17%	19%	12%	18%	15%	22%	14%	14%	13%	18%	25%	18%	11%
	bfgh	zb		zfg	zefg	fg	g							hk	hk	h	zhij	h	h	h	zu		z		zy				В	zABC	2F	
	kuyBF																kl															
Don't know	761	281	469	56	90	129	149	336	30	90	63	70	71	69	69	116	68	32	58	23	458	303	419	342	215	546	138	219	193	127	613	124
	34%	26%	42%	22%	21%	32%	36%	45%	35%	37%	35%	36%	44%	32%	37%	38%	22%	31%	31%	36%	30%	42%	33%	36%	27%	38%	35%	36%	37%	23%	33%	38%
	acdp		za			cd	cd	zcde	p	р	р	р	zpqr	р	р	р			р	р		zt				zx	D	D	D		(	
	txD							f																	1							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q18 5 - To what extent of you agree or disagree with the following statements? - Chapting points are often damaged or not working

## Base: All adults aged 18-75 in the UK

		CAR DRIVII	NG LICENSE				VFF	IICLE TYPE						VEH	ICLE OWNERS	HIP				TYPES O	FDRIVING		1		PΔ	RKING LOCATIO	nns.				ELECTRIC	VEHICLES		INT	ENTION TO BE	JY NEXT VEHIO	E
							1	1			1			- 1										OFF-STREET		ON-STREET											
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL	HYBRID	EV (f)	OTHER (a)	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN G	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	PRIVATE NOT NEXT	OFF-STREET IN A SHARED CAR PARK	DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET	CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST	NEVER DRIVEN, HAVE BEEN PASSENGER	NEVER DRIVEN, NOR BEEN A PASSENGER	WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY
UNWEIGHTED BASE	2241	1936	301	1120	399	243	135	7/	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	588	237	267	797	903	349	1064	1545	1601
	2241 100%	1908 85%								1530 68%		1044 47%					1485 66%			862 38%			968 43%												1002 45%	1470 66%	1526 68%
(2) Strongly agree	169 8% bh	154 8% zb	12 4%	96 9% h	30 8% h	18 8% h	12 10% h	3 30%	7 2%	127 8% h	30 9% h	85 8%	38 9%	16 12%	17 9%	2 5%	123 8%	33 10%	125 8%	64 7%	32 11% 25	3 4%	85 9%	10 8%	11 8%	41 9%	12 9%	105 9%	53 9%	29 14% zEFG	20 8%	57 7%	59 6%	30 9%	87 9%	126 9% z	130 9% z
(1) Tend to agree	390 17% bhF	355 19% 2b	35 11%	183 16% h	77 19% h	57 26% zchi	33 28% zchi	4 41%	37 11%	259 17% h	90 27% 2cdh	188 18%	83 19%	35 26% zkp	38 19%	4 11%	270 18%	72 22% 2	291 19% 2	161 19%	81 28% zrs	12 18%	178 18%	27 23%	21 16%	83 18%	33 23%	226 19%	116 19%	60 30% zFG	69 27% 2FG	104 13%	152 16%	78 25% 2IJK	206 21% 2	304 21% 2	312 20% z
(0) Neither agree nor disagree	543 24% kv	462 24%	79 24%	266 23%	107 27%	58 27%	23 20%	1 11%	79 23%	372 24%	81 24%	227 22%	129 29% zkp	29 22%	58 29% k	10 26%	356 24% k	86 26%	366 23%	214 25%	67 23%	19 29%	211 22%	40 34% zvB	33 25%	117 25%	34 25%	285 23% v	151 25%	38 19%	70 27% D	205 26% D	216 22%	69 22%	249 25%	359 24%	371 24%
(-1) Tend to disagree	279 12% G	248 13%	31 9%	139 12%	45 11%	28 13%	31 26% zcdeh		33 10%	185 12%	59 18% zcde hi	132 13%	52 12%	14 11%	36 18% zp	9 22%	184 12%	50 15%	201 13%	139 16% zr	45 15%	11 16%	125 13%	17 14%	22 17%	55 12%	18 13%	164 13%	73 12%	44 22% zG	40 16% G	124 16% 2G	63 7%	47 15%	160 16% 2	219 15% 2	224 15% z
(-2) Strongly disagree	99 4% clG	88 5%	11 3%	39 3%	13 3%	21 10% 2cdh	17 14% zcdh	2 18%	8 2%	52 3%	38 11% zcdhi	49 5%	21 5%	8 6%	8 4%	3 8%	71 5%	16 5%	68 4%	59 7% zr	23 8% 2r	2 3%	36 4%	8 7%	6 5%	30 6% zv	11 8%	50 4%	40 7% zvB	26 13% zFG	20 8% zFG	29 4%	24 2%	29 9% zIJK	67 7% zJK	78 5% z	81 5% z
Mean	0.17 fjs Fl	0.18	0.04	0.22 fj	0.24 fh	0.12	-0.06	0.65	0.02	0.22 zfh	0.05	0.19	0.2	0.36	0.13	-0.24	0.19	0.22	0.19 s	0.05	0.22 s	0.06	0.24	0.12	0.09	0.15	0.17	0.21	0.16	0.11	0.13	0.07	0.31 zDF	0.12	0.11	0.17 I	0.17 I
Agree (NET)	559 25% bhFG	510 27% zb	47 14%	279 25% h	107 27% h	74 34% zchi	45 38% zcdh	7 71%	44 13%	386 25% h	119 36% 2cdh	273 26%	121 27%	50 38% zklo	55 28%	6 16%	394 27% z	105 32% z	416 27% z	225 26%	113 39% zrsu	15 22%	263 27%	36 31%	31 24%	124 27%	45 32%	331 27% z	169 28%	89 44% zEFG	89 34% zFG	162 21%	212 22%	108 34% zijK	293 29% 2	431 29% z	442 29% z
Disagree (NET)	378 17% hiG	336 18% 2	42 13%	179 16%	58 15%	49 23% 2cdh i	48 40% zcde hij	2 18%	41 12%	237 16%	97 29% zcde hi	182 17%	73 16%	22 17%	43 22%	12 30% zlp	254 17%	65 20%	269 17%	198 23% 2r	68 23% 2r	13 19%	160 17%	26 21%	28 21%	85 18%	29 21%	214 18%	113 19%	71 35% zEFG	60 23% zG	153 20% 2G	87 9%	77 25% 2JK	227 23% zJK	297 20% 2	305 20% z
Don't know	761 34% aefj Imnpqst wyABCDE HUK	600 31%	161 49% za	408 36% efj	127 32% efj	36 17% fj	3 2%	:	179 52% zcde fij	535 35% efj	39 11% f	362 35% Imnp q	118 27%	31 24%	42 21%	10 27%	481 32% Inq	73 22%	509 33% st	226 26% t	41 14%	20 30% t	334 34% wABC	17 14%	39 30% w	134 29% w	32 23%	390 32% wA	166 28% w	4 2%	39 15% D	257 33% DE	450 47% 2DEF	59 19%	233 23% H	383 26% HI	409 27% HIJ

Proportions/Means: Columns Tested (5% risk level) -z/z/b - 2/z/d/z/H/g/h/l/l - 2/kl/l/m/h/o/p/q - 2/r/s/k/u - z/v/w/n/g/A/B/C - z/D/E/F/G - z/kl/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



#### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

Old 5 - To what extent do you agree or disparee with the followine statement? - Charsine points are often damaged or not working

#### Base: All adults aged 18-75 in the UK

base: All adults aged 16-75 in the																																							
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER	NEXT PL	RCHASE - PRO	BABLY/ DEFINI SIDER	ITELY NOT	OVERALL OF	INION ON VEH	ICLES VERY/FAI	RLY POSITIVE	OVERAL	L OPINION ON NEGA		Y/FAIRLY	EVER CHARG	ED EV / PLUG-				EVER BUY - EV	,			,	OLICY CHANGE -	SWITCH TO EL	ECTRIC VEHIC	ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (g)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10			IN THE NEXT 10 YEARS (x)		YES (A)	RECALL HEARING SOMETHING (B)				BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Strongly agree	169 8% mr	99 10% z	69 13% zacd	74 9%	58 9%	16 6%	50 7%	37 10%	61 11% zef	132 10% zki	87 12% zki	82 7%	64 7%	10 4%	46 6%	40 11% zmn	71 11% zmn	55 13% 2r	109 6%	20 14% ztuwx y	16 6%	32 8%	20 8%	36 8% t	68 8%	88 8%	80 10% zBCDE	49 6%	39 6%	129 8% B	40 6%	50 9%	64 7%	30 8%	13 7%	8 6%	7%	113 8%	51 7%
(1) Tend to agree	390 17% rCE	202 20% z	126 24% 2a	185 22% z	156 23% 2a	60 23% 2f	126 17%	69 18%	99 18%	263 21% 2	173 23% zi	231 21% 2	205 23% 2k	43 17%	116 16%	59 17%	110	118 28% 2r	265 15%	36 26% 2	68 24% z	91 22% 2	49 20%	104 24% 2	196 23% 2	245 22% z	155 20% 2CE	151 19% CE	79 13%	306 20% 2CE	84 12%	86 15%	180 20% 2FL	59 15%	42 21%	17 13%	1 8%	266 18% F	118 16%
(0) Neither agree nor disagree	543 24% ikin qD	240 24%	119 23%	199 23%	149 22%	59 22%	170 23%	92 25%	126 23%	280 22%	165 22%	243 22%	184 20%	19%	149 20%	23%	149 23%	85 20%	25% q	28 20%	75 26%	102 25%	63 25%	103 24%	205 24%	267 24%	170 22%	188 24%	169 27% A	358 23%	185 27% A	134 23%	204 23%	116 30% zFGJ LM	25%	19%	9%	338 23%	190 27%
(-1) Tend to disagree	279 12% hoor	124 12%	75 14%	152 18% zab	149 22% zabc	49 19% zeh	116 16% zeh	39 10% h	41 7%	154 12%	87 12%	189 17% zii	178 20% ziik	52 20% 2000	116 16% 200	29 8%	43 7%	90 21% 2r	188 11%	28 20% 2	61 21% 2	65 16% 2	39 16%	90 21% zv	155 18% 2	194 18% z	102 13%	101 13%	67 11%	203 13%	76 11%	70 12%	112 13%	57 15%	20 10%	15 12%	3 20%	182 12%	93 13%
(-2) Strongly disagree	99 4% hprL	43 4%	30 6%	55 6% za	57 9% zabc	23 9% zfgh	39 5% h	17 4% h	9 2%	57 4%	43 6% i	74 7% zi	77 8% zijk	20 8% znop	34 5% p	10 3% p	10 2%	47 11% 2r	51 3%	24 17% ztuvw xy	26 9% zuv	17 4%	9 4%	50 12% ztuvx y	67 8% zuvy	76 7% zuv	43 6% BD	26 3%	28 5%	69 4% B	30 4%	21 4%	30 3%	26 7% zFGL	12 6%	8 7%	1 8%	50 3%	46 6% 2FGL
Mean	0.17 def klmnstw xyEHM	0.27 2cd	0.31 zcd	0.11 d	0.01	-0.01	0.07	0.27 ef	0.48 zef g	0.29 zkl	0.31 zki	0.07 I		-0.17	0.05 m	0.41 zmn	0.49 zmn	0.11	0.18	-0.01	-0.05	0.18 twx	0.17	-0.03	0.06 W	0.09 tw	0.23 E	0.19	0.09	0.21 zE	0.07	0.21	0.23 HM	0.04	0.18	0.01	-0.25	0.22 2HM	0.07
Agree (NET)	559 25% nrCE	301 30% z	195 37% zacd	259 30% z	214 32% 2	77 29% f	176 24%	106 28%	159 29% zf	395 31% zk	260 35% ziki	313 28% 2	269 30% 2	53 21%	162 22%	99 28% mn	181 28% mn	173 41% 2r	375 21%	56 40% ztuv wxy	85 29%	124 30% 2	69 28%	140 33% 2	264 31% 2	333 31% 2	235 31% 28CD E	199 25% CE	118 19%	435 28% 2BCE	124 18%	136 23%	243 27% 2	89 23%	55 28%	24 19%	2 15%	379 26%	169 24%
Disaeree (NET)	378 17% hoor	166 16%	105 20% a	207 24% zab	206 31% zabc	72 27% zfeh	155 21% zeh	56 15% h	50 9%	210 17%	130 18%	263 24% zii	255 28% ziik	72 28% 2000	150 20% 200	39 11% 0	54 8%	137 32% 2r	239 13%	52 38% zuvx V	87 30% zuvv	82 20%	49 20%	139 32% zuvx V	222 26% 2UV	270 25% zu	146 19%	127 16%	95 15%	272 17%	106 16%	91 16%	141 16%	83 22% zFGL	32 16%	23 18%	4 28%	232 16%	139 19%
Don't know	761 34% abcd eijklqs tuvwxyA DHM	307 30% bcd	110 21% d	187 22% d	99 15%	55 21%	244 33% e	120 32% e	211 39% zefg	388 30% jkl	187 25% 	293 26% 	197 22%	82 32%	280 38% 2m	131 37%	269 41% 2m	29 7%	721 41% 2q	3 2%	44 15% sw	106 26% stwx y	68 27% stwx Y	47 11% s	153 18% sw	221 20% stwx	219 28%	277 35% AD	235 38% 2AD	496 32% A	265 39% 2AD	219 38% zHM	299 34% H	98 25%	63 31%	56 44% 2HM	7 48%	518 35% HM	217 30% H

Proportions/Means: Columns Tested (5% risk level) - 1/a/h/2/d - 1/e/h/2/h - 1/i/h/h - 2/m/n/o/p - 1/a/r - 1/s/du/w/w/y - 2/A/B/C/D/E - 2/F/G/N/N/N\_L/M
Overlan formulae used. \* small base: \*\* vers small base inuder 301 ineliable for six testina



## 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q18\_5 - To what extent do you agree or disagree with the following statements? - Charging points are often damaged or not working

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	ı - AGDEE	CHARGING	VEHICLE AT E	PUBLIC CHARGI	IG LOCATION	DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	TOBLIC CHARG	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	OBLIC CHARGII	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	JAIVING - AGRE	OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT	NIVING DISAGN	OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*					4%*					8%					6%				6%
(2) Strongly agree	169	16	20	21	22	29	5	1	6	3	-	23	22	22	25	30	3	3	3	2	-
	8%	19%	12%	12%	19%	28%	6%	14%	37%	6%	-	13%	7%	8%	10%	23%	2%	12%	15%	2%	-
	jpt	zbc	Z	Z	zbc	zabcd	j			j		zlm			1	zklmn					
(1) Tend to agree	390	36	54	57	54	73	24	4	4	5	-	65	67	68	72	99	15	9	7	8	-
	17%	43%	32%	33%	47%	72%	24%	63%	26%	9%	-	36%	21%	24%	30%	77%	11%	36%	39%	10%	-
	jpt	zbc	Z	Z	zbc	zabc d	ij			j		zlmn		Z	zlm	zklm n	t			t	
(0) Neither agree nor disagree	543	19	23	21	20	-	10	-	2	2	-	40	66	58	54	-	22	6	3	11	-
	24%	22%	14%	12%	17%	-	11%	-	10%	4%	-	22%	21%	20%	22%	-	16%	24%	18%	13%	-
	bcef ijopst	bce	e	e	е		ij					0	0	0	0		t			t	
(-1) Tend to disagree	279	8	42	44	11	-	32	1	-	22	46	23	87	82	42	-	50	3	1	37	103
	12%	9%	25%	25%	10%	-	33%	23%	-	39%	60%	13%	28%	29%	17%	-	36%	13%	6%	47%	73%
	eo	e	zade	zade	e		z			z	zfi	0	zkno	zkno	zo		z			zp	zps
(-2) Strongly disagree	99	2	28	30	8	-	25	-	2	21	31	4	33	33	14	-	27	1	3	18	38
	4%	3%	17%	17%	7%	-	26%	-	11%	38%	40%	2%	11%	12%	6%	-	19%	3%	16%	22%	27%
	eo		zade	zade	ae		z			zf	zf		zkno	zkno	ko		z			z	zp
Mean	0.17	0.69	-0.03	-0.03	0.62	1.28	-0.5	0.68	0.94	-1	-1.4	0.52	-0.15	-0.14	0.25	1.23	-0.7	0.45	0.34	-0.82	-1.27
	bcf	zb			zbc	za	ij			j		zl			lm	zk	t			t	
	ijlmpst	С				bcd						mn				lmn					
Agree (NET)	559	52	74	78	76	102	29	5	10	8	-	88	89	90	97	129	18	12	10	9	-
	25%	62%	44%	45%	66%	100%	30%	77%	63%	15%	-	49%	28%	32%	40%	100%	13%	48%	54%	12%	-
	jpst	zbc	z	Z	zbc	zabc d	ij			j		zlmn		Z	zlm	zklm n	t			t	
Disagree (NET)	378	10	70	73	19	-	57	1	2	43	78	27	120	115	56	-	76	4	4	55	141
	17%	12%	42%	43%	17%	-	59%	23%	11%	77%	100%	15%	38%	41%	23%	-	55%	16%	22%	69%	100%
	eo	e	zade	zade	e		z			zf	zfi	0	zkno	zkno	zko		z			zp	zps
Don't know	761	3	-	-	-	-	-	-	3	3	-	26	38	21	34	-	22	3	1	5	-
	34%	4%	-	-	-	-	-	-	16%	5%	-	14%	12%	7%	14%	-	16%	11%	6%	6%	-
	abcde	bcd								f		mo	mo	0	mo		st			t	
	fijklmno																				
	pst																				

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



OS 15 May 2025

Q19 - Regardless of whether it would be your next car or van, or not, when, if ever, do you think you will buy or lease a fully electric car or van, either new or used, for your private use?

Base: All adults aged 18-75 in the UK who will buy a car in the future

		GEF	NDER			AGE								REC	ION						WORKIN	G STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN	/RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	YORKS & HUMBER	WEST MIDLANDS	EAST MIDLANDS	EAST OF ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000- £34999	£35000- £54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE WEIGHTED BASE	1857 1816	944 935	893 861	211 194		334 335	356 329	583 587		183 187	137 138	155 161	130 136	166 178	156 157	255 268	246 251	98 82*	145 142		1328 1308	529 508		580 700	1105 714	752 1103	245 257	435 486	450 450	615 511	1474 1486	284 279
WEIGHTED BASE	100%	51%	47%	11%	20%	18%	18%	32%		10%	8%	9%	7%	10%	9%	15%	14%	5%*	8%	3%*	72%	28%	61%	39%	39%	61%	14%	27%	25%	28%	82%	15%
Within the next year	139	94	42	18	68	26	11	17	2	12	9	7	3	11	7	18	52	7	9	2	131	8	117	22	105	34	10	26	16	85	127	10
	8% bfgl	10%	5%	9% fe	18%	8%	3%	3%	3%	6%	6%	5%	2%	6%	4%	7%	21% zhiik	8%	6%	3%	10%	2%	10%	3%	15%	3%	4%	5%	4%	17% zABC	9%	4%
	uwvACF	zb		TR.	zcefg	rg											Imnoars				zu		zw		zy					ZABL	21-	
More than 1 year, up to 3 years'	291	182	107	31	96	62	43	58	8	35	23	32	11	21	17	37	64	13	27	4	228	63	215	75	141	150	26	75	66	116	256	31
time	16%	19%	12%	16%	26%	18%	13%	10%	12%	19%	16%	20%	8%	12%	11%	14%	26%	16%	19%	7%	17%	12%	19%	11%	20%	14%	10%	15%	15%	23%	17%	11%
	bgls	zb	1270	10% g	zcef	g g	1570	10%	1270	ls	1070	ls	0.70	1276	11/0	1470	zhlm	1070	ls ls	770	ZU	1270	2W	11%	zy	1470	10/6	13/0	1370	zABC	2F	11/6
	uwyAF				g												nos															
More than 3 years, up to 10 years'	414	215	195	61	81	76	81	114	13	54	24	36	38	38	36	58	57	23	25	11	304	110	269	145	183	230	48	102	126	121	334	68
time	23%	23%	23%	32%	22%	23%	25%	19%	21%	29%	17%	22%	28%	21%	23%	22%	23%	28%	18%	22%	23%	22%	24%	21%	26%	21%	19%	21%	28%	24%	22%	24%
	g			zdeg						jr															zy				zAB			
In more than 10 years' time	248 14%	123 13%	121 14%	39 20%	38 10%	42 12%	52 16%	77 13%	10 15%	15 8%	23 17%	18 11%	18 14%	29 16%	23 15%	50 19%	23 9%	9 11%	19 14%	9 17%	176 13%	72 14%	144 13%	104 15%	77 11%	171 16%	41 16%	73 15%	59 13%	56 11%	195 13%	44 16%
	ipxD	1570	14/0	zdeg	10%	1270	d d	13/0	1379	0.70	ip	1176	14/6	ip	13/0	zip	370	1170	14/0	ip	1370	1470	13/0	13/0	1170	X 10%	10/6	13/0	1370	1170	13/0	10%
Never	347	160	183	10	39	57	59	182	15	40	33	28	30	38	36	57	12	18	24	15	220	128	169	178	87	261	71	99	83	56	272	60
	19% acdp	17%	21% za	5%	11% c	17% cd	18% cd	31% zcde	24% p	21%	24%	17%	22% p	21%	23%	21%	5%	22%	17%	30% zkpr	17%	25%	15%	25% zv	12%	24%	27% zCD	20% D	18% D	11%	18%	22%
	tvxD		24		·	cu	cu	f	,	p	P	p p	ь	ь	P	P		P	p p	ZKDI		zt		24		zx	200					
In the next 3 years' time (NET)	430	275	149	49	164	87	54	75	10	46	31	39	14	32	24	55	116	20	36	5	359	71	332	97	246	183	37	101	82	202	383	41
	24% bfgl	29% zb	17%	25% fg	44% zcef	26% fo	16%	13%	15%	25% le	23%	25%	10%	18%	15%	20%	46% zhij	24%	25%	11%	27% zu	14%	30%	14%	35% zv	17%	14%	21%	18%	39% zABC	26%	15%
	nsuwyAC			'^	R												klmnogr													ZADC		
	F																s															
In the next 10 years' time (NET)	843 46%	490 52%	344 40%	110 57%	245 66%	164 49%	135 41%	189 32%	23 36%	100 54%	55 40%	75 47%	52 38%	71 40%	61 39%	112 42%	173 69%	43 53%	61 43%	17 32%	662 51%	181 36%	601 54%	242 35%	430 60%	414 38%	84 33%	203 42%	208 46%	322 63%	717 48%	109 39%
	bfgs	zb		zfg	zcef	g	g			hjlm		s					zhij	hs			zu		zw		zy			A	A	zABC	2F	
	uwyABF				R					nos							klmnogr															
More than 3 years (NET)	662	338	316	100	120	118	133	191	23	69	47	54	57	68	59	108	s 80	32	45	20	480	182	413	249	260	402	88	175	185	177	529	112
, , ,	36%	36%	37%	52%	32%	35%	40%	32%	36%	37%	34%	34%	42%	38%	38%	40%	32%	40%	31%	39%	37%	36%	37%	36%	36%	36%	34%	36%	41%	35%	36%	40%
	g			zdef			dg																						z			
More than 3 years/never (NET)	1009	498	499	110	159	175	192	373	38	109	80	82	87	106	95	165	92	51	69	36	700	309	582	427	347	662	159	274	269	233	801	172
	56%	53%	58%	57%	43%	52%	59%	63%	60%	58%	58%	51%	64%	59%	61%	62%	36%	62%	49%	69%	53%	61%	52%	61%	49%	60%	62%	56%	60%	46%	54%	62%
	dptv xDE			d		d	d	zde	р	р	Р	р	pr	р	Р	pr		Р	р	zkpr		zt		zv		zx	D	D	D			zE
More than 10 years/never (NET)	596	283	304	49	78	99	112	259	25	55	56	46	49	67	59	108	35	28	44	24	396	199	313	282	164	432	111	172	143	113	467	104
	33%	30%	35%	25%	21%	29%	34%	44%	39%	30%	41%	29%	36%	38%	37%	40%	14%	34%	31%	47%	30%	39%	28%	40%	23%	39%	43%	35%	32%	22%	31%	37%
	acdp tvxDE		za			d	cd	zcde	р	р	р	р	р	р	р	zikp		р	р	zikp		zt		zv		2X	zCD	D	D			
Ever buy (NET)	1091	614	465	149	284	206	187	266	33	116	78	94	70	100	83	163	196	52	80	26	839	253	745	346	506	585	125	276	268	379	912	153
	60%	66%	54%	77%	76%	61%	57%	45%	51%	62%	57%	58%	52%	56%	53%	61%	78%	64%	57%	50%	64%	50%	67%	49%	71%	53%	49%	57%	59%	74%	61%	55%
	bguw vA	zb		zefg	zefg	g	R										zhij klmnoar				zu		zw		zy				A	zABC	z	
	YA.																s s															
Don't know	378	161	213	35	48	73	82	139	16	32	27	39	35	40	38	49	43	11	37	11	250	128	202	176	120	257	61	111	99	76	301	65
	21% adtv	17%	25% za	18%	13%	22% d	25% d	24% d	25%	17%	19%	24%	26%	23%	24%	18%	17%	14%	26% q	21%	19%	25% zt	18%	25% zv	17%	23% zx	24% D	23% D	22% D	15%	20%	23%
	xD xD		20																٠,			21					,	,				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/f/f/h/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/h/B/c/D - z/E/F Overlap formulae used. \* small base



1900 15 May 2005

Q19 - Regardless of whether it would be your next car or van, or not, when, if ever, do you think you will buy or lease a fully electric car or van, either new or used, for your private use?

Base: All adults aged 18-75 in the	UK who will bu	y a car in the fi	uture																																		
		CAR DRIVIN	G LICENSE				VEHIC	LE TYPE						VEH	ICLE OWNERS	HIP				TYPES OF	DRIVING				PA	RKING LOCATI				_	ELECTRIC	VEHICLES	=	IN	TENTION TO B	UY NEXT VEHIC	LE
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (R)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (i)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTIN G (s)	USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)		OFF-STREET IN A SHARED CAR PARK (x)		NOT IN FRONT OF/ NEXT TO MY	OFF-STREET (B)	ON-STREET (C)		NOT CURRENTLY BUT HAVE IN THE PAST (E)				IN THE NEXT 3 YEARS (I)		EVER BUY
UNWEIGHTED BASE WEIGHTED BASE	1857 1816 100%	1857 1816 100%		1033 1030 57%	365 359 20%	228 204 11%	130 115 6%			1398 1389 76%	358 318 18%	971 965 53%	438 412 23%		194 181 10%		1409 1376 76%	308 299 16%	1506 1458 80%	881 819 45%	307 276 15%		957 898 49%	110 114* 6%*				1192 1134 62%	528 537 30%	236 202 11%	243 234 13%	661 637 35%	696 722 40%	349 312 17%	1064 1002 55%	1545 1470 81%	1601 1526 84%
Within the next year	139 8% cdiG	139 8%	-	60 6%	14 4%	35 17% 2cdh i	27 24% zcdhi	:	3 3%	74 5%	62 19% 2cdhi	66 7%	40 10%	12 10%	15 9%	3 10%	105 8%	28 9%	113 8%	98 12% zr	50 18% zrsu	1 2%	67 7%	16 14% zvxB	6 4%	37 9%	7 5%	88 8%	44 8%	48 24% zEFG	37 16% zFG	40 6% G	14 2%	136 43% zijk	136 14% zJK	136 9% 2K	136 9% z
More than 1 year, up to 3 years' time	291 16% cdiv	291 16%		125 12%	41 11%	61 30% acdh	48 42% zcdeh		16 16%	165 12%	109 34% zcde	139	75 18%	18%	35 19%	12%	214 16%	57 19%	229 16%	163 20%	20%	7	122	23	19 15%	75 18%	30 24% zv8	164 14%	105 20% zv8	80 39% zEFG	53 23% 2FG	98 15%	58 8%	51 16%	283 28% zHJK	283 19% 2K	283 19% 2
More than 3 years, up to 10 years'	BG	414		252	71	47	ij 25	2	15	323	hi 72	194	102	38	53	8	296	91	317	182	70	12	219	26	28	89	26	273	115	41	54	177	137	25	194	393	393
time	23% kprG HI	23%		24%	20%	23%	22%	28%	15%	23%	23%	20%	25%	32% zkp	29% zkp	27%	22%	31% zkp	22%	22%	25%	27%	24%	23%	23%	22%	21%	24%	21%	20%	23%	28% zDG	19%	8%	19% H	27% zHIK	26% zHI
In more than 10 years' time	248 14% fivC DHI	248 14%	:	137 13% fi	69 19% zcef ij	24 12% fi	4 3%	3 35%	10 11% f	207 15% zcfi	28 9% f	144 15%	50 12%	15 13%	24 13%	2 7%	194 14%	39 13%	203 14%	100 12%	38 14%	6 13%	137 15% vC	19 17% v	23 18% vC	36 9%	20 16% vC	179 16% zvC	57 11% V	18 9%	25 11%	97 15% D	102 14%	20 7%	101 10% H	213 14% HI	237 16% zHU
Never	347 19% efjs tDEFUK	347 19%	:	224 22% zefj	87 24% zefj	18 9% fj	3 2%	3 37%	13 14% fj	311 22% zefj	20 6% f	201 21%	79 19%	19 16%	27 15%	7 26%	280 20% 2	46 15%	304 21% zst	130 16% t	27 10%	8 17%	187 21% B	19 16%	16 13%	80 19%	25 20%	222 20%	104 19%	6 3%	32 14% D	80 13% D	227 31% 2DEF	50 16%	159 16%	243 17%	261 17% J
In the next 3 years' time (NET)	430 24% cdik vG	430 24%	:	184 18%	55 15%	95 47% 2cdh	75 66% zcdeh		19 20%	239 17%	170 54% zcde hi	205 21%	114 28% zkp	34 29%	50 28%	7 22%	319 23% k	84 28% k	342 23%	261 32% zr	106 38% zrsu	7 17%	188 21%	39 34% zvxB	24 20%	112 27% v	37 30%	252 22%	148 28% zvB	128 63% zEFG	90 38% 2FG	138 22% G	72 10%	187 60% zIJK	419 42% zJK	419 28% 2K	419 27% 2
In the next 10 years' time (NET)	843 46% cdhi kprG	843 46%	:	436 42% di	126 35%	142 70% zcdh	100 87% zcde hii	2 28%	34 35%	562 40% d	242 76% zcde hi	399 41%	216 52% zkp	72 61% zkp	103 57% zkp	14 50%	615 45% k	176 59% zkp	659 45%	443 54% zr	177 64% zrsu	19 43%	407 45%	65 57% zvxB	52 42%	201 49%	63 51%	525 46%	263 49%	169 84% zEFG	144 62% zFG	316 50% G	209 29%	212 68% zIJK	612 61% zJK	811 55% 2K	811 53% z
More than 3 years (NET)	662 36% fivC DGHI	662 36%	:	389 38% fhi	141 39% fh	71 35%	28 25%	5 63%	25 26%	530 38% zfhi	100 31%	338 35%	152 37%	54 45% k	77 42%	10 34%	490 36%	131 44% zkp	520 36%	282 34%	109 39%	17 39%	356 40% zvC	45 39%	51 41% v	125 30%	46 37%	452 40% zvC	172 32%	59 29%	79 34%	274 43% zDEG	239 33%	45 15%	295 29% H	605 41% zHI	629 41% zHI
More than 3 years/never (NET)	1009 56% efhj styCDEH	1009 56%	:	613 59% zefh j	228 64% zefh I	89 44% fj	31 27%	7 100%	39 40%	841 61% zefh i	120 38% f	539 56%	231 56%	73 61%	104 57%	17 60%	770 56%	176 59%	824 56% st	412 50%	136 49%	25 56%	544 61% zyC	63 56%	66 54%	205 50%	71 57%	673 59% zyC	276 51%	66 32%	111 47% D	355 56% D	466 65% zDEF	96 31%	454 45% H	848 58% zHI	890 58% zHU
More than 10 years/never (NET)	596 33% efjs tyDEFHI	596 33%	:	361 35% zefj	157 44% zcef hij	42 20% fj	6 5%	5 72%	24 25% f	518 37% zcef hj	48 15% f	344 36% zq	129 31%	34 29%	50 28%	10 33%	474 34% z	85 28%	507 35% zst	230 28%	65 24%	13 30%	324 36% zyC	37 33%	38 31%	116 28%	45 36%	400 35% zy	161 30%	24 12%	57 24% D	177 28% D	329 46% 2DEF	71 23%	260 26%	455 31% HI	498 33% HU
Ever buy (NET)	1091 60% cdhi kG	1091 60%	:	574 56%	195 54%	167 82% zcdh i	103 90% zcdh ij	5 63%	44 45%	769 55%	270 85% 2cdh i	542 56%	266 65% zkp	88 74% zko	127 70% zko	17 57%	809 59% k	215 72% zkp	861 59%	543 66% zr	215 78% zrsu	25 56%	545 61%	84 74% zvvB C	75 61%	237 57%	83 67%	704 62% z	320 60%	187 93% zEFG	169 72% zG	412 65% zG	311 43%	232 74% zJK	713 71% zK	1024 70% zK	1048 69% z
Don't know	378 21% efjl mqstvwB DEHUK	378 21%	:	233 23% efj	76 21% efj	19 10%	9 8%	:	40 41% zcde fij	309 22% zefj	28 9%	221 23% zlmn pq	66 16%	11 10%	27 15%	5 17%	288 21% Imq	39 13%	293 20% t	146 18% t	34 12%	12 27% t	166 18% w	11 10%	33 26% wAB	96 23% wAC	16 13%	209 18% w	112 21% wA	9 4%	33 14% D	144 23% DE	184 26% zDE	30 10%	130 13% H	203 14% H	217 14% HJ

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/l/g/h/i/j - z/b/l/m/n/o/p/q - z/r/s/t/u - z/w/w/x//A/B/C - z/D/E/F/G - z/H/i/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

eused. "small base," very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipos Terms and Conditions.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2015

O15 - Resardies of whether it would be your next car or van, or not, when, if ever, do you think you will how or lesse a fully electric car or wan, either new or used, for your orivate use?

Base: All adults aged 18-75 in the UK who will buy a car in the future

		NEXT PURCE	URCHASE - PROBABLY/ DEFINITELY CONSIDER		Y CONSIDER	NEXT PUR		BABLY/ DEFINIT SIDER	ELY NOT	OVERALL OPI	NION ON VEHIC	CLES VERY/FAI	RLY POSITIVE	OVERAL	OPINION ON V		/FAIRLY	EVER CHARGE IN HY					EVER BUY - EV				PC	LICY CHANGE - S	WITCH TO ELE	ECTRIC VEHICL	.ES				TEN	JRE			
																				WITHIN THE			MORE THAN					RECALL HEARING				BOUGHT ON		RENTED	RENTED LA./	RENTED			
	TOTAL	PETROL (2)	DIESEL	HYBRID (c)	EV (d)	PETROL (a)	DIESEL	HYBRID (e)	EV (b)	PETROL	DIESEL	HYBRID	EV	PETROL (m)	DIESEL	HYBRID (o)	EV (n)	YES	NO (r)	NEXT YEAR	1 TO 3 YEARS		10 YEARS	3 YEARS	10 YEARS	EVER BUY	YES (A)	SOMETHING (B)		HEARING (D)		MORTGAGE (E)			COUNCIL		OTHER (K)	OWNED	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	1857 1816	1043 1014	552 528	940 851	748 669	290 262	788 745	358 373	546 546	1135 1124	664 645	1001 931	824 751	201 183	653 625	273 284	532 560	460 403	1373 1381	169 139	308 291	450 414	243 248	477 430	927 843	1170 1091	719 679	647 632	449 455	1366 1311	491 505	542 521	807 752	286 289	111 126*	75 90*	13 12**	1349 1273	472 504
Within the next year	100% 139 8% shnop	56% 77 8%	29% 59 11%	47% 118 14%	124 19% zabc	34 13% zfeh	51 7% ah	12 3%	30% 5 1%	85 8%	68 11%	51% 122 13%	129 17% 21k	20 11% non	34% 31 5%	16% 8 3%	31% 3 1%	85 21%	76% 54 4%	139 100% ztuvw	16%	23%	14%	24% 139 32% ztuv	139 16% ztuv	139 13% ztuv	62 9%	35% 41 7%	25% 32 7%	72% 104 8%	28% 35 7%	32 6%	41% 69 9%	28 10%	73/5 4 3%	5%* 3 4%	1%**	70% 102 8%	28% 35 7%
More than 1 year, up to 3 years'	rtuv 291	139	99	217	240	87	142	30	18	143	105	217	227	56	104	13	10	121	169	xy	291			xy 291	y 291	291	129	99	62	228	62	70	138	50	18	13		208	80
time	16% aghi oprsuvE	14%	19% a	26% zab	36% zabc	33% zfgh	19% 2gh	8% h	3%	13%	16% i	23% zij	30% zijk	31% znop	17% op	5% p	2%	30% 2r	12%		100% 25UVW			68% zsuv xv	34% 29uv	27% 25uv	19% 2CE	16%	14% E	17% zE	12%	13%	18% 2FL	17%	14%	15%		16% F	16%
More than 3 years, up to 10 years'		259	110	277	208	77	214	52	69	251	136	264	224	55	174	29	53	93	316		. xy	414			414	414	163	145	100	308	106	138	150	74	28	19	4	287	121
Citie	23% ghop	26% zb	21%	33% zab	31% zab	29% zgh	29% zgh	14%	13%	22%	21%	28% zij	30% zij	30% 20p	28% 20p	10%	9%	23%	23%			100% zstvw			49% zstv	38% zstv	24%	23%	22%	23%	21%	26% 2GL	20%	26%	22%	21%	37%	23% G	24%
In more than 10 years' time	248 14% cdkl stuwx	173 17% 2cd	96 18% zcd	96 11% d	52 8%	26 10%	105 14% e	78 21% zef	132 24% zef	162 14% ki	81 13% 	104 11% I	71 9%	19 10%	88 14%	39 14%	109 19% zmno	47 12%	196 14%	:	:		248 100% zstuw	:	wy -	248 23% 2stu wx	89 13%	91 14%	62 14%	180 14%	68 14%	73 14%	94 13%	43 15%	26 20% G	9	4 36%	167 13%	77 15%
Never	347 19% cdef kimngst	215 21% 2cd	102 19% cd	52 6% d	5 1%	21 8%	122 16% e	159 43% zef	239 44% zef	276 25% 281	156 24% zkl	73 8% I	9 1%	10 5%	90 14% m	152 54% zmn	286 51% zmn	19 5%	327 24% 2q	:	:	:	:	:	:	:	140 21%	104 17%	90 20%	245 19%	103 20%	100 19% H	157 21% H	37 13%	23 18%	27 30% zHM	1 9%	257 20% H	87 17% H
In the next 3 years' time (NET)	430 24% aghi opruvEF	216 21%	158 30% 2a	335 39% zab	364 54% zabc	121 46% zfgh	193 26% gh	42 11% h	23 4%	228 20%	173 27% zi	339 36% zij	356 47% zijk	76 41% 2nop	136 22% op	21 7% p	13 2%	206 51% 2r	223 16%	139 100% 2uv XV	291 100% zuvxy	:	:	430 100% zuvx	430 51% zuvy	430 39% zuv	191 28% 28CD	140 22%	95 21% E	332 25% 2BE	98 19%	103 20%	208 28% 2FIL	77 27% FM	21 17%	16 18%	:	310 24% F	115 23%
In the next 10 years' time (NET)	843 46% ghio pryE	475 47%	268 51% z	612 72% zab	572 86% zabc	199 76% zfgh	407 55% zgh	95 25% h	92 17%	478 43%	309 48% i	602 65% zij	581 77% zijk	130 71% znop	309 50% op	50 18% p	66 12%	299 74% 2r	539 39%	139 100% zvy	291 100% zvy	414 100% zvy	:	430 100% zvy	843 100% zvy	843 77% zv	355 52% 2BCD	285 45%	195 43% E	640 49% zBCE	203 40%	240 46%	357 47%	151 52% zIM	49 39%	35 40%	4 37%	597 47%	236 47%
More than 3 years (NET)	662 36% opst wG	431 43% z	206 39%	372 44% zbd	260 39%	103 39%	320 43% zgh	130 35%	201 37%	413 37%	217 34%	368 40% zi	295 39% zi	73 40% op	262 42% 20p	68 24%	161 29% 0	140 35%	512 37%	:	:	414 100% 2st ww	248 100% 2stwx	:	414 49% 2stw	662 61% 2stw	253 37%	235 37%	162 36%	488 37%	174 34%	210 40% 2GL	244 32%	117 40% G	54 42%	28 31%	9 72%	454 36% G	198 39% G
More than 3 years/never (NET)	1009 56% cdek Imastwx	647 64% zbcd	308 58% cd	424 50% d	265 40%	124 47%	442 59% 20	289 77% zef	439 80% zef	689 61% zjkl	373 58% kl	441 47% I	304 40%	83 45%	353 56% m	220 78% zmn	448 80% zmn	159 39%	839 61% 2q	:	:	414 100% 2st wwy	248 100% 2stwx	:	414 49% stw	662 61% 2stw	393 58%	340 54%	252 55%	733 56%	276 55%	310 60% 2GL	401 53%	154 53%	77 61%	54 61%	10 81%	711 56% G	285 57%
More than 10 years/never (NET)	596 33% cdek Imnqstu wxy	388 38% 2cd	198 38% zcd	147 17% d	57 9%	47 18%	228 31% e	237 63% zef	370 68% zef	438 39% zkl	237 37% zki	178 19% 	80 11%	28 16%	179 29% m	191 67% 2mn	395 71% zmn	66 16%	523 38% 2q	:	:		248 100% 2stuw xy	:	:	248 23% stuw x	230 34%	195 31%	152 33%	425 32%	171 34%	173 33%	251 33%	80 28%	49 38%	35 39%	5 44%	424 33%	164 32% H
Ever buy (NET)	1091 60% ghio orF	647 64% z	364 69% 2a	707 83% zab	624 93% zabc	224 85% zfgh	513 69% zgh	172 46% h	224 41%	641 57%	390 61% i	706 76% zij	652 87% zijk	149 82% znop	398 64% zop	89 31%	174 31%	345 86% 2r	735 53%	139 100% 2	291 100% z	414 100% 2	248 100% z	430 100% z	843 100% 2	1091 100% 2	444 65% 2BCD	376 59%	257 56% E	820 63% 2BCE	272 54%	313 60%	452 60%	194 67% zJLM	75 59%	44 49%	9 72%	764 60%	313 62% J
Don't know	378 21% abcd efghijk Imoqstu vwxyAD	151 15% bcd	62 12% d	92 11% d	40 6%	17 7%	110 15% e	42 11%	84 15% eg	208 18% ji	99 15% I	151 16% 	91 12%	24 13%	136 22% mo	43 15%	99 18%	38 9%	319 23% 2q	:	:	:	:	:	:	:	95 14%	152 24% 2AD	109 24% AD	247 19% A	131 26% 2ACD	108 21%	144 19%	57 20%	28 22%	19 21%	2 19%	251 20%	105 21%

Proportions/Means: Columns Tested (5% risk level) - 1/a/b/c/d - 1/e/l/p/h - 1/l/j/h/1 - 1/l/j/h/1 - 1/e/n/n/o/p - 1/a/r - 2/s/l/u/w/x/y - 2/a/B/C/D/E - 2/F/G/H/N/K/L/M Overlap formulae used. \* small base; \*\* wery small base (under 30) ineligible for sig testing



15 May 2025

Q19 - Regardless of whether it would be your next car or van, or not, when, if ever, do you think you will buy or lease a fully electric car or van, either new or used, for your private use?

Base: All adults aged 18-75 in the UK who will buy a car in the future

		CHARGIN	S VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT D	UBLIC CHARGI	IG LOCATION	- DISAGREE	DRIVEN		POSITIVE EXPER		ONS NOT	DRIVEN		OSITIVE EXPER		ONS NOT
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
UNWEIGHTED BASE WEIGHTED BASE	(z) 1857 1816 100%	(a) 99 79* 4%*	(b) 197 159 9%	(c) 200 165 9%	(d) 134 109 6%	(e) 116 97* 5%*	(f) 117 95* 5%*	(g) 9 6** ***	(h) 19 15** 1%**	(i) 68 55* 3%*	(j) 98 77* 4%*	(k) 172 160 9%	(I) 305 279 15%	(m) 283 253 14%	(n) 224 214 12%	(o) 125 114* 6%*	(p) 142 122 7%	(q) 25 23** 1%**	(r) 16 13** 1%**	(s) 92 76* 4%*	(t) 145 127 7%
Within the next year	139 8%	26 32% z	52 33% z	55 33% z	29 27% z	28 29% z	31 33% z	1 17%	2 10%	22 40% z	30 39% z	25 15% z	52 19% z	54 21% z	39 18% z	24 21% z	25 20% z	5 22%	1 6%	14 19% z	27 21% z
More than 1 year, up to 3 years' time	291 16%	25 32%	62 39%	64 39%	37	32	39 41%	37%	11%	20 37%	31 40%	41 26%	89 32%	85 34%	60 28%	32 28%	39 32%	2 9%	28%	20	36 28%
More than 3 years, up to 10 years' time	414 23%	2 17 21%	z 28 18%	z 28 17%	z 28 25%	z 23 24%	11 12%	1	4 29%	z 8 14%	2 9 11%	63 39%	2 92 33%	zk 72 29%	z 77 36%	z 39 34%	z 35 29%	10 41%	4 34%	z 26 34%	z 45 35%
In more than 10 years' time	cfj 248 14% abcde fijlmn	4 5%	7 5% c	5 3%	bc 4 3%	6 6%	4 4%	1 10%	2 13%	1 2%	1 2%	zm 15 9%	zm 22 8%	z 24 9%	zm 17 8%	z 11 10%	11 9%	5 20%	2 18%	z 13 18% p	14 11%
Never	347 19% abcde fijklmno pst	5 6% bc	2 2%	4 2%	6 5% bc	3 3%	3 3%	* 6%	4 29%	3 5%	2 2%	1 1%	2 1%	-	2 1%	-	1 *	-	2 13%	-	1 1%
In the next 3 years' time (NET)	430 24%	51 64% z	114 72% zde	120 73% zde	66 60% z	60 62% z	71 75% z	3 55%	3 22%	43 77% z	61 79% z	66 41% z	142 51% zk	140 55% zkln	99 46% z	56 49% z	63 52% z	7 31%	5 35%	34 45% z	63 50% z
In the next 10 years' time (NET)	843 46%	68 85% z	142 89% z	147 89% z	94 86% z	83 86% z	82 86% z	4 65%	8 51%	50 91% z	69 91% z	128 80% z	234 84% z	212 84% z	176 83% z	95 84% z	99 81% z	17 72%	9 69%	60 79% z	107 85% z
More than 3 years (NET)	662 36% abcf ij	21 26%	35 22%	32 20%	31 28% c	29 30% bc	16 16%	1 20%	6 42%	9 16%	10 13%	78 49% zm	114 41%	96 38%	94 44% z	50 44%	46 38%	14 62%	7 52%	39 52% zp	59 47% zp
More than 3 years/never (NET)	1009 56% abcd efijlmn op	26 32% bc	38 24%	36 22%	37 34% bc	33 34% bc	19 20%	2 26%	11 71%	11 20%	12 15%	79 49% m	116 42%	96 38%	96 45% m	50 44%	47 38%	14 62%	8 65%	39 52% p	60 47% p
More than 10 years/never (NET)	596 33% abcd efijklm nopst	9 11% bc	10 6%	8 5%	9 9%	9 10% c	7 8% j	1 16%	6 42%	4 6%	3 4%	16 10%	24 8%	24 9%	19 9%	11 10%	12 9%	5 20%	4 31%	13 18% p	15 12%
Ever buy (NET)	1091 60%	72 90% z	149 94% zd	152 92% z	97 89% z	89 92% z	86 91% z	5 75%	10 64%	51 93% z	71 92% z	144 90% z	256 92% z	236 93% z	193 90% z	106 93% z	110 90% z	22 92%	11 87%	73 97% zp	122 96% zp
Don't know	378 21% abcde fijklmno pst	3 3%	8 5%	9 6%	6 6%	5 5%	6 6%	1 19%	1 7%	1 3%	4 6%	15 10%	21 7%	18 7%	19 9%	7 7%	12 10% st	2 8%	-	2 3%	4 3%



# 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025

PUBLIC IPSOS

15 May 2025

Q20 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - Summary table

Base: All adults aged 18-75 in the UK

			I am waiting to see				
			the experiences				The range of a
			others have with			EVs are more	fully electric car
		I am nervous	fully electric	I will not change to	I would find it	complicated to	(the distance it can
	I am excited about	about the shift to	vehicles before I	an electric vehicle	difficult to learn	learn how to use	travel on a single
	the shift to fully	fully electric	would consider	until there is no	how to charge an	than petrol/diesel	charge) does not
	electric vehicles	vehicles	getting one myself	other choice	EV	vehicles	worry me
UNWEIGHTED BASE	2241	2241	2241	2241	2241	2241	2241
WEIGHTED BASE	2241	2241	2241	2241	2241	2241	2241
(2) Strongly agree	277	405	320	518	114	152	214
	12%	18%	14%	23%	5%	7%	10%
(1) Tend to agree	399	635	677	501	263	375	401
	18%	28%	30%	22%	12%	17%	18%
(0) Neither agree nor disagree	541	509	552	462	585	653	451
	24%	23%	25%	21%	26%	29%	20%
(-1) Tend to disagree	389	310	214	294	581	410	520
	17%	14%	10%	13%	26%	18%	23%
(-2) Strongly disagree	504	232	169	157	454	239	478
	22%	10%	8%	7%	20%	11%	21%
Mean	-0.21	0.32	0.4	0.48	-0.5	-0.11	-0.31
Agree (NET)	676	1040	997	1019	377	527	614
	30%	46%	44%	45%	17%	24%	27%
Disagree (NET)	893	542	383	451	1036	649	998
	40%	24%	17%	20%	46%	29%	45%
Don't know	131	150	191	191	244	412	178
	6%	7%	9%	9%	11%	18%	8%
Not applicable	-	-	119	119	-	-	-
	-	-	5%	5%	-	-	-



Q20\_1 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am excited about the shift to fully electric vehicles

Base: All adults aged 18-75 in the UK

		GEI	NDER			AGE			1					RFG	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN/	/RURAI
		-	Ī.			1					YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241								116												1505		1444		1249							
WEIGHTED BASE	2241								88*												1520		1285		803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	277	170	104	33	112	68	32	32	7	33	23	18	14	23	18	32	67	14	22	6	223	54	192	85	153	124	41	57	48	125	247	24
	12%	16%	9%	13%	27%	17%	8%	4%	8%	14%	13%	9%	8%	11%	9%	11%	21%	13%	12%	9%	15%	8%	15%	9%	19%	9%	10%	9%	9%	23%	13%	7%
	bfgu	zb		fg	zcef	zfg	g										zhij				zu		zw		zy					zABC	2F	- 1
	wyBCF				R												klmnors															
(1) Tend to agree	399	237	154	76	120	74	62	66 9%	15 17%	36 15%	29	32	23 14%	38 18%	34 18%	54	80	17 16%	31 17%	10	305	93	260	139	189	209	62	97 16%	86 17%	142	351	38
	18% bguw	22% zb	14%	30% zefg	29% zefg	18% g	15%	976	1/76	1576	16%	17%	14%	18%	18%	17%	25%	10%	1/76	16%	20% zu	13%	20%	14%	24% zv	15%	15%	10%	1/76	26% zABC	19%	12%
	DKGM.	20		Zeig	zeig	ĸ	ĸ										lor				20		ZW		ZV					ZABC	( "	
(0) Neither agree nor disagree	541	274	259	77	89	92	106	178	20	68	30	56	40	47	42	65	73	28	59	14	369	172	308	233	182	359	88	162	141	107	437	89
(o) recities agree not disagree	24%	25%	23%	30%	21%	23%	26%	24%	22%	28%	17%	29%	25%	22%	22%	21%	23%	26%	32%	23%	24%	24%	24%	24%	23%	25%	22%	27%	27%	19%	24%	27%
	ixD			zd						i		i							zio									D	D		ĺ	
(-1) Tend to disagree	389	170	215	38	53	59	79	161	15	38	29	34	36	36	34	69	37	14	34	13	248	141	216	173	114	275	67	103	115	75	315	61
	17%	16%	19%	15%	12%	15%	19%	21%	17%	16%	16%	18%	22%	17%	18%	23%	12%	13%	18%	20%	16%	20%	17%	18%	14%	19%	17%	17%	22%	14%	17%	19%
	adpx		za				d	zcde					р			zp				р						zx			zD		( /	
	D																															
(-2) Strongly disagree	504	209	291	12	36	84	101	272	26	50	55	39	36	56	52	76	41	22	33	18	299	205	247	257	131	373	111	144	107	90	391	95
	22%	19%	26%	5%	9%	21%	24%	36%	29%	21%	31%	20%	22%	26%	28%	25%	13%	21%	18%	28%	20%	28%	19%	27%	16%	26%	28%	24%	21%	16%	21%	29%
	acdp		za			cd	cd	zcde	pr	р	zkpr		р	р	pr	р				р		zt		zv		zx	zCD	D			Ĺ	zE
	tvxDE							f																								
Mean	-0.21 hf	-0.01 zb	-0.43	0.34 zef	0.54	-0.04	-0.41	-0.81	-0.46	-0.17	-0.39	-0.24	-0.39	-0.31	-0.39	-0.35	0.33	-0.14	-0.15	-0.44	-0.07	-0.52	-0.05	-0.43	0.15	-0.42	-0.39	-0.32	-0.29	0.25 zA	-0.14	-0.54
		ZD		zer	ze f-	21	В										iiklmn				zu		zw		zy					ZA DC	23*	
	guwyAF			R	TR.	R											oors													BL.	( /	
Agree (NET)	676	406	258	109	233	143	93	98	22	69	52	51	37	62	52	86	147	32	52	16	528	148	452	223	343	333	103	153	134	267	598	62
	30%	37%	23%	43%	55%	35%	23%	13%	25%	28%	29%	26%	23%	29%	28%	28%	47%	30%	28%	25%	35%	20%	35%	23%	43%	23%	26%	25%	26%	48%	32%	19%
	bfgu	zb		zfg	zcef	zfg	8										zhij				zu		zw		zy					zABC	2F	
	wyBCF				g												klmnogr														Ĺ	- 1
																	s														i .	
Disagree (NET)	893	379	507	50	89	143	179	432	41	89	84	73	72	91	86	145	77	36	67	30	548	346	463	430	246	648	178	247	222	165	706	157
	40%	35%	45%	20%	21%	35%	44%	58%	47%	37%	47%	38%	44%	43%	46%	47%	25%	34%	36%	48%	36%	48%	36%	45%	31%	45%	45%	41%	43%	30%	38%	48%
	acdp		za			cd	cde	zcde	р	р	р	р	р	р	р	zipq			р	р		zt		2V		zx	D	D	D			zĒ
	tvxDE							f								r																
Don't know	131	33	96	19	12	27	33	40	5	15	14	14	13	13	8	12	16	10	8	2	76	55	61	69	33	98	29	47	23	12	110	18
	6%	3%	9%	7%	3%	7%	8%	5%	6%	6%	8%	7%	8%	6%	4%	4%	5%	10%	4%	4%	5%	8%	5%	7%	496	7%	7%	8%	4%	2%	6%	6%
	adtvx D		za	d d		d	d											0				zt		v		×	D	D			í	1
	D																				1		1									

 $Proportions/Means: Columns Tested \\ (5\% risk level) - z/a/b - z/c/d/e/f/g \cdot z/h/f/j/k/l/m/n/o/p/q/r/s \cdot z/t/u - z/v/w \cdot z/x/y \cdot z/A/B/C/D - z/E/F Overlap formulae used. * small base$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

15 May 2025



15 May 2025

Q20\_1 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am excited about the shift to fully electric vehicles

Base: All adults aged 18-75 in the UK

		CAR DRIVIN						ICLE TYPE											_				_			RKING LOCATIO				_	ELECTRIC V						
		CAR DRIVII	NG LICENSE				VEH	ICLE TYPE						VE	IICLE OWNERS	HIP				I YPES OF	DRIVING			OFF-STREET	PA	ON-STREET					ELECTRIC	EHICLES	$\overline{}$	IN	ENTION TO BU	IUY NEXT VEHIC	IE .
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	PRIVATE NOT NEXT	OFF-STREET IN A SHARED CAR PARK	DIRECTLY IN	NOT IN FRONT OF/	017 179117	ON-STREET	CURRENTLY			NEVER DRIVEN, NOR BEEN A PASSENGER	WITHIN THE NEXT YEAR	IN THE NEXT		EVER BUY
	(1)	ANT TES	(6)	(c)	(d)	(a)	(6)	(a)	(b)	(0)	(A	(N)	(II)	(m)	(n)	(a)	(a)	(a)	rLEASURE (r)	(e)	(t)	(u)	(h)	(w)	(v)	hd.	(A)	(B)	(C)	(D)	(E)	(E)	(G)	(H)	3 TEARS	10 TEAKS	(K)
UNWEIGHTED BASE WEIGHTED BASE (2) Strongly agree	2241 2241 100% 277	1936 1908 85% 242	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%	7 9**	317 344 15%	1519 1530 68% 129	378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%	43 39* 2%*	1503 1485 66%	335 330 15% 46	1591 1559 70%	916 862 38%	316 289 13%	64 67* 3%*	1021 968 43% 106	115 119* 5%*	132 132 6%	456 460 21%	127 140 6% 26	1268 1219 54% 143	583 600 27% 87	237 202 9% 88	267 258 12%	797 777 35%	903 965 43%	349 312 14% 75	1064 1002 45%	1545 1470 66%	
(2) Strongly agree	12% cdiF G	13%	10%	8%	9%	53 24% 2cdh i	47% zcde hij	12%	9%	8%	108 32% zcde hi	12%	15%	17%	12%	10%	13%	14%	12%	151 18% zr	25% zrs	13%	11%	17%	17	13%	19% vB	12%	15%	43% zEFG	20% 2FG	10% G	55 6%	24% 2IJK	179 18% zJK	221 15% z	15% 2
(1) Tend to agree	399 18% kvG	351 18%	47 14%	198 18%	68 17%	40 18%	37 32% zcdeh ij		51 15%	267 17%	77 23% zceh i	165 16%	100 23% zkp	30 22%	40 20%	6 15%	265 18% k	70 21% k	263 17%	192 22% zr	81 28% zrs	10 15%	147 15%	29 24% v	29 22%	102 22% zvB	30 22%	205 17% v	133 22% zvB	61 30% zFG	58 22% G	162 21% 2G	112 12%	83 27% 2IJK	225 22% zJK	305 21% z	316 21% z
(0) Neither agree nor disagree	541 24% frAD H	450 24%	89 27%	274 24% f	84 21%	63 29% dfj	16 14%	20%	96 28% f	357 23% f	79 24% f	233 22%	108 25%	28 21%	49 25%	15 37% k	341 23%	77 23%	348 22%	188 22%	63 22%	25 38% zrst	222 23%	30 25%	26 20%	120 26% AC	21 15%	278 23%	141 23% A	25 12%	64 25% D	213 27% zD	225 23% D	59 19%	229 23% H	339 23% H	350 23%
(-1) Tend to disagree	389 17% fjit DH	340 18%	47 14%	220 19% zefj	81 20% efj	28 13% fj	4 3%	4 40%	51 15% f	301 20% zefj	32 10% f	209 20% zlp	58 13%	22 16%	42 21% I	4 9%	267 18% I	64 19% I	299 19% zt	148 17% t	27 10%	8 11%	190 20% 2	19 16%	27 20%	72 16%	23 16%	236 19% 2	94 16%	16 8%	37 14%	166 21% zDEG	165 17% D	31 10%	157 16% H	263 18% HI	271 18% HI
(-2) Strongly disagree	504 22% befh istDEFI	447 23% 2b	57 17%	306 27% zefh	112 28% zefh	27 12% fj	4 4%	3 28%	52 15% fj	418 27% zefhj	31 9% f	275 26% znq	100 23%	30 22%	35 18%	9 23%	375 25% 2n	65 20%	413 27% zst	164 19% t	40 14%	13 19%	275 28% 2wyB C	20 17%	28 21%	88 19%	35 25%	323 26% zwyC	123 21%	9	38 15% D	122 16% D	332 34% zDEF	60 19%	196 20%	314 21% I	328 22% I
Mean	-0.21 cd ikprv8G	-0.22	-0.18	-0.41	-0.44	0.3 zcd hi	1.16 zc dehii	-0.73	+0.14 cd	-0.42	0.61 zc dehi	-0.35	-0.06 zk p	+0.05 k	-0.14	-0.23	-0.26 k	-0.1 k	+0.33	0.02 zr	0.41 zr su	-0.08	-0.4	0.08 zv B	-0.15	-0.05 zv B	-0.08 V	-0.33 v	-0.06 zvB	1.02 2EF G	0.2 zF G	-0.13 G	-0.68	0.27 2U K	0.03 zJ K	·0.1 z	+0.1 z
Agree (NET)	676 30% bchi krvG	593 31% zb	80 24%	292 26%	103 26%	93 43% zcdh i	93 78% zcde hij	1 12%	84 24%	395 26%	185 55% zcde hi	286 27%	166 38% zkp	52 40% zk	64 32%	9 24%	451 30% k	116 35% k	447 29%	343 40% zr	152 53% zrsu	19 29%	253 26%	49 41% zv8	46 35%	164 36% zvB	56 40% zv8	348 29% v	220 37% zvB	149 73% zEFG	111 43% 2FG	238 31% G	167 17%	158 51% zIJK	404 40% zJK	526 36% z	545 36% z
Disagree (NET)	893 40% befh jstyDEH	787 41% zb	104 32%	526 47% zefh i	193 48% zefh i	55 25% fi	8 7%	6 68%	103 30% fi	719 47% zefh i	63 19% f	484 46% zlog	157 36%	51 39%	78 39%	13 32%	642 43% zl	129 39%	713 46% zstu	312 36% t	68 23%	20 31%	465 48% zwvB C	39 33%	54 41%	160 35%	58 41%	559 46% zwvC	218 36%	26 13%	75 29% D	288 37% DE	497 51% 2DEF	91 29%	354 35% H	578 39% HI	599 39% HI
Don't know	131 6% acfij klmpgrs tvwvBCD HUK	76 4%	55 17% za	39 3%	19 5%	6 3%	2 1%		61 18% zcdef ij	58 4%	8 2%	41 4%	10 2%	1 1%	7 4%	2 6% m	51 3%	8 2%	52 3% s	19 2%	7 2%	2 2%	28 3%	1 1%	5 4%	17 4%	5 3%	34 3%	22 4%	4 2%	8 3%	38 5%	76 8% 2DEF	5 1%	16 2%	27 2%	31 2% J

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 205

ODD 1. Thinking about everything voo have seen and heard about fully electric, vehicles foot hybrids. to what extent do you agree or disagree with the following statements? -I am excited about the shift to fully electric vehicles.

Base: All adults aged 19-75 in the UK.

Base: All adults aged 18-75 in the																																							
		NEXT PURC	HASE , PRORA	BLY/ DEFINITE	IV CONSIDER	NEXT PU	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT	OVERALI OPI	NION ON VEHIC	CLES VERY/FAI	IRIY POSITIVE	OVERAL		VEHICLES VERY	//FAIRLY		ED EV / PLUG- BRID				EVER BUY - EV				Pr	DLICY CHANGE -:	SWITCH TO FI	FCTRIC VEHIC	IFS				TEN	IRF			
UNWEIGHTED BASE	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d) 748	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)		WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)	3 TO 10	MORE THAN	IN THE NEXT		EVER BUY (v)		RECALL HEARING SOMETHING (B)			NO/DON'T	BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
WEIGHTED BASE	2241 100%	1014 45%	528 24%	851 38%	669 30%	262 12%	745 33%		546 24%	1273 57%	742 33%	1112 50%	905 40%		742 33%	349 16%	654 29%	424 19%	1778 79%			414 18%	248 11%	430 19%	843 38%	1091 49%	771 34%			1561 70%	680 30%	580 26%	887 40%			128* 6%*		1468 65%	
(2) Strongly agree	277 12% hioo rvBEF	118 12%	95 18% za	177 21% za	207 31% zabc	72 28% zfeh	98 13% h	37 10% h	10 2%	141 11%	128 17% zi	214 19% zi	242 27% ziik	67 26% 2000	96 13% oo	25 7% 0	16 2%	146 34% 2f	131 7%	62 44% ztuv wxy	90 31% zuvx V	54 13% v	13 5%	152 35% ztuv xy	206 24% zuvv	219 20% zuv	141 18% zBCDE	69 9%	63 10%	210 13% 2BE	67 10%	52 9%	132 15% zFIL	57 15% FI	16 8%	16 12%	2 15%	184 13% F	89 12% I
(1) Tend to agree	399 18% ghio pr	184 18%	94 18%	249 29% zab	234 35% zabc	75 29% zfgh	163 22% 2gh	32 8% h	29 5%	201 16%	120 16%	305 27% 2ij	308 34% zijk	78 30% znop	165 22% zop	20 6%	29 4%	118 28% 2r	275 15%	49 36% zuvy	100 34% zuvy	108 26% zv	36 15%	149 35% zuvx V	258 31% zuvy	294 27% zv	139 18%	135 17%	115 19%	274 18%	125 18%	108 19%	142 16%	84 22% G	41 20%	19 15%	1 4%	251 17%	144 20%
(0) Neither agree nor disagree	541 24% abgh ijopqsA G	211 21%	103 20%	205 24% ab	146 22%	57 22% gh	172 23% gh	46 12%	80 15%	251 20%	130 18%	264 24% ij	209 23% ij	56 22% op	181 24% op	31 9%	66 10%	79 19%	447 25% q	16 12%	71 25% sw	124 30% 25VW XV	51 21% s	88 20% s	212 25% sw	263 24% sw	160 21%	205 26% AD	158 26%	365 23% A	176 26% A	154 27% GL	184 21%	95 25%	54 27%	34 27%	4 29%	338 23% G	184 26% G
(-1) Tend to disagree	389 17% cdel mqstwxA	205 20% 2cd	100 19% cd	122 14% d	55 8%	33 12%	131 18% e	73 20% e	141 26% zefe	246 19% zkl	135 18% 	178 16% I	91 10%	29 11%	133 18% m	51 14%	135 21% zmo	47 11%	339 19% 20	7 5%	22 8%	89 21% zstw xy	74 30% 2stuw xy	29 7%	117 14% stw	191 18% stwx	112 15%	169 21% 2ACD E	102 17%	281 18% A	108 16%	105 18%	156 18%	71 18%	33 17%	19 15%	3 17%	262 18%	123 17%
(-2) Strongly disagree	504 22% cdek Imngstu wxyCEHM	276 27% zbcd	125 24% cd	86 10% d	19 3%	25 9%	172 23% e	180 48% zef	279 51% zef	389 31% ziki	202 27% zki	118 11% 	27 3%	14 6%	141 19% m	210 60% zmn	388 59% zmn	30 7%	472 27% 2q	3 2%	7 2%	27 7% stwx	68 27% stuwx y	10 2%	37 4% w	105 10% stuw x	198 26% zCE	180 23%	119 19%	378 24% zCE	126 19%	131 23% H	236 27% 2HM	62 16%	38 19%	27 21%	5 30%	368 25% zHM	127 18%
Mean	-0.21 ag hioprvB L	-0.34	-0.13 a	0.37 zab	0.84 zab c	0.53 zf gh	-0.16 gh	-0.89 h	-1.21	-0.44	-0.23 i	0.3 zij	0.74 zij k	0.63 zn op	-0.08 20 p	-1.19 p	-1.34	0.72 2r	-0.45	1.18 ztu vwxy	0.84 zuv xy	0.18 zv	-0.61	0.95 ztu vxy	0.58 zuv y	0.31 zu v	-0.12 28 D	-0.34	-0.17 B	-0.23 B	-0.17 B	-0.28	-0.26	0.01 2F GL	-0.21	-0.19	-0.45	-0.27	-0.08 2FGL
Agree (NET)	676 30% shio prv8	302 30%	188 36% za	426 50% zab	441 66% zabc	147 56% zfeh	261 35% zeh	69 18% h	38 7%	341 27%	248 33% zi	519 47% zii	550 61% ziik	145 57% znon	261 35% 200	44 13% 0	45 7%	263 62% 2r	405 23%	111 80% ztuv wxy	190 65% zuvx V	163 39% zv	50 20%	301 70% ztuv xy	464 55% zuvv	514 47% zuv	280 36% 28CD E	204 26%	179 29%	484 31% B	192 28%	160 28%	274 31%	141 37% zFLM	57 28%	35 28%	3 19%	435 30%	233 33%
Disagree (NET)	893 40% cdek Imgstuw xyCEHM	481 47% zbcd	224 42% cd	208 24% d	75 11%	57 22%	303 41% e	253 68% zef	420 77% zefg	635 50% zjkl	338 45% zki	296 27% I	118	43 17%	274 37% m	260 75% zmn	522 80% zmno	76 18%	811 46% 2q	9 7%	29 10%	116 28% stwx	142 57% 2stuw xy	38 9%	154 18% stw	297 27% stwx	310 40% E	348 44% zCE	221 36% E	659 42% 2CE	235 35%	237 41%	393 44% 2HM	133 34%	72 36%	46 36%	7 47%	630 43% zHM	250 35%
Don't know	131 6% abcde fghijkl noostuv wxvABDG L	20 2%	12 2% d	12 1%	7 1%	1 *	9	6 2%	8	46 4%	26 4%	34 3%	28 3%	12 5%	26 4%	14 4%	20 3%	6 1%	115 6% 2q	2 296 t	:	11 3% twx	5 2% t	2 1%	13 2% W	18 2% tw	21 3%	33 4%	59 10% 2ABD	54 3%	77 11% 2ABCD	29 5%	37 4%	17 4%	18 9% GHL	13 10% GHL	1 5%	65 4%	48 7% GH

Proportions/Means: Columns Tested (5% risk level) - 2/a/b/c/d - 1/e/f/g/h - 2/l/f/g/h - 2/l/f/k/l - 2/m/n/o/p - 2/a/t - 1/s/t/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q20\_1 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am excited about the shift to fully electric vehicles

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -	DISAGREE	DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE, RIVING DISAGRI		T CURRENTLY
		DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
(2) 51	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	277 12%	36 43%	79 48%	81 47%	45 39%	41 40%	43 44%	3 47%	1 7%	33 60%	42 55%	46 26%	99 32%	95 34%	67 28%	41 32%	42 30%	6 22%	5 25%	27 34%	42 30%
	12/0	4370 Z	zd	zd	2 Z	7	Z 2	47/0	770	zf	zf	Z Z Z	32/0 Z	zkn	20/0 Z	7	7	22/0	23/6	34/0 Z	2 Z
(1) Tend to agree	399	26	49	51	33	32	31	1	3	14	22	59	116	105	89	43	54	5	4	26	54
( )	18%	30%	29%	30%	29%	31%	32%	17%	22%	26%	29%	33%	37%	37%	37%	34%	39%	18%	21%	33%	38%
		z	Z	z	Z	z	z				Z	z	Z	z	Z	z	z			Z	z
(0) Neither agree nor disagree	541	11	23	22	22	17	11	1	5	2	6	46	60	54	52	31	26	6	5	14	25
	24% abcf	12%	14%	13%	19% ac	17%	11% i	11%	31%	3%	7%	25%	19%	19%	22%	24%	19%	24%	26%	18%	18%
	ijlm																				
(-1) Tend to disagree	389	5	11	12	8	6	8	*	1	2	6	23	27	22	26	12	13	9	5	10	14
	17%	6%	6%	7%	7%	5%	8%	8%	9%	3%	7%	13%	9%	8%	11%	9%	9%	36%	28%	12%	10%
	abcde											m									
	fijlmnop																				
(-2) Strongly disagree	504	6	3	5	6	5	5	1	5	4	1	4	10	7	7	1	4		-	2	4
( -/	22%	7%	2%	3%	5%	5%	5%	16%	30%	8%	2%	2%	3%	2%	3%	1%	3%	-	-	3%	3%
	abcde	b			b	b				j											
	fijklmno																				
	pst																				
Mean	-0.21	0.99	1.15	1.12	0.9	0.97	1.03	0.72	-0.33	1.27	1.27	0.67	0.86	0.92	0.75	0.87	0.85	0.26	0.43	0.84	0.84
Agree (NET)	676	2 62	zd 129	zd 132	z 78	73	74	4	5	zf 48	zf 65	z 105	zk 215	zkn 201	z 156	zk 84	96	10	8	z 53	2 96
Agree (NET)	30%	73%	77%	77%	68%	71%	76%	65%	29%	86%	83%	58%	69%	71%	64%	66%	69%	40%	46%	67%	69%
	30,0	z z	zd	zd	Z	z .	z z	0370	2370	zf	zf	z	zk	zkn	Z	z	z	4070	4070	z	z
Disagree (NET)	893	11	14	17	14	11	12	2	6	6	7	27	37	29	33	13	16	9	5	12	18
	40%	12%	8%	10%	12%	11%	13%	24%	39%	11%	9%	15%	12%	10%	14%	10%	12%	36%	28%	15%	13%
	abcd											m									
	efijklm																				
Don't know	nopst 131	1	1		1							2	1				*				1
DOII E KNOW	6%	2%	1 1%	1 1%	1 1%	1 1%		-	-	-	-	1%	1	1	*		*	-	-	1%	1%
	bcdfi	270	1/0	1/0	1/0	1/0			-	_		1 ***				•		-	-	1/0	1/0
	klmnops																				
	t																				
	•	•					•					•					•				

 $Proportions/Means: \ Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \ Overlap \ formulae \ used. * small \ base; ** very \ small \ base \ (under 30) \ ineligible \ for \ sig \ testing$ 



IPSOS

15 May 2025

Q20\_2 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am nervous about the shift to fully electric vehicles

Base: All adults aged 18-75 in the UK

		GEN	IDER			AGE			1					REG	SION						WORKING	G STATUS	SOCIAL	GRADE	EDUCA	TION		INCO	OME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
UNWEIGHTED BASE	2241	(a)	1130	(c)	(0)	(e)	435	(g)	(n) 116	(1)	173	(K)	(1)	(m)	(n)	(0)	(p)	122	(F)	115	(t)	(u)	(V)	(W)	1249	(y)	(A)	(B) 544	(C)	(D)	(E) 1800	326
WEIGHTED BASE	2241	1082	1120	208	415	392	435	731	116	220	1/3	181	153	199	187	293		122	179	115	1505	736	1285		803	1438	375	544	515	653	1852	326
WEIGHTED BASE	100%	1092	50%	254	10%	1994	19%	749 23%	88° 496*	1192	9%	194	7%	213	188	1.4%	1/%	596	180	244*	68%	22%	1285 57%	43%	36%	64%	19%	27%	224	251	92%	15%
(2) Strongly agree	405	180	221	33	71	71	75	154	16	49	36	33	39	47	30	52	48	15	28	14	273	132	224	181	136	269	87	98	102	84	326	65
	18%	16%	20%	13%	17%	18%	18%	21%	18%	20%	20%	17%	24%	22%	16%	17%	15%	14%	15%	22%	18%	18%	17%	19%	17%	19%	22%	16%	20%	15%	18%	20%
	cD							c					р														BD					
(1) Tend to agree	635	290	338	80	104	122	112	217	24	67	52	62	51	61	51	95	79	28	48	16	421	214	368	267	210	425	96	206	143	145	498	121
	28%	27%	30%	31%	25%	30%	27%	29%	27%	28%	29%	32%	31%	29%	27%	31%	25%	26%	26%	25%	28%	30%	29%	28%	26%	30%	24%	34%	27%	26%	27%	37%
	хE																											zACD				zE
(0) Neither agree nor disagree	509	276	225	56	96	85	106	165	19	52	39	41	36	41	49	77	73	25	47	11	353	156	274	235	172	337	94	151	118	112	432	65
	23%	25%	20%	22%	23%	21%	26%	22%	22%	22%	21%	21%	22%	19%	26%	25%	23%	24%	25%	18%	23%	22%	21%	25%	21%	23%	23%	25%	23%	20%	23%	20%
	ь	zb																														
(-1) Tend to disagree	310	165	139	45	82	59	37	87	16	33	24	22	9	33	24	36	50	17	33	12	216	94	201	108	145	165	45	61	85	106	269	29
	14%	15%	12%	18%	19% zfg	15%	9%	12%	18%	14%	13%	11%	6%	15%	13%	12%	16%	16%	18%	19%	14%	13%	16%	11%	18%	11%	11%	10%	16%	19%	15%	9%
	flwy BF			TE.	zig	,				'	'						'	'		'			zw		zy				В	zAB	,	
(-2) Strongly disagree	232	140	90	20	56	42	47	67	6	20	14	18	15	19	21	35	43	10	22	8	171	61	151	81	104	128	44	42	40	90	195	30
	10%	13%	8%	8%	13%	10%	11%	9%	7%	8%	8%	9%	9%	9%	11%	11%	14%	9%	12%	12%	11%	8%	12%	8%	13%	9%	11%	7%	8%	16%	11%	9%
	bwyB	zb			cg																		zw		zy					zABC		
	С																															
Mean	0.32	0.19	0.46	0.26	0.13	0.32	0.35	0.44	0.33	0.42	0.44	0.4	0.59	0.41	0.26	0.31	0.13	0.21	0.14	0.27	0.29	0.4	0.26	0.41	0.17	0.41	0.37	0.46	0.37	0.05	0.29	0.53
	adp		za				d	zd		р	р	р	znp	р										zv		2X	D	zD	D			zE
	vxDE												qr																			
Agree (NET)	1040	469 43%	559	113 44%	175 42%	194 48%	187 46%	371 50%	40 45%	116 48%	88 49%	95 49%	90 55%	108	82 44%	147 48%	127 40%	42 40%	75 41%	30 47%	694 46%	346	592 46%	448 47%	346 43%	694 48%	182 46%	304 50%	245 47%	228	824 45%	186
	46%	43%	50%	44%	42%	48%	46%	50%	45%	48%	49%	49%		51%	44%	48%	40%	40%	41%	4/76	46%	48%	40%	47%	43%	48%	40%	50%	4/76	41%	45%	57%
	apxD		za					a					zpqr	р												×		D				ZE
Disagree (NET)	542	306	229	65	138	102	84	154	22	53	38	40	25	52	45	71	93	27	56	19	387	155	353	189	249	292	89	103	125	196	464	58
	24%	28%	20%	25%	33%	25%	20%	21%	26%	22%	21%	20%	15%	25%	24%	23%	30%	26%	30%	31%	25%	21%	27%	20%	31%	20%	22%	17%	24%	36%	25%	18%
	bglw	zb			zefg												zkl	1	1	1			zw		zy				В	zABC	F	
	yBF																															
Don't know	150	41	107	21	12	24	34	59	7	20	16	18	11	12	11	13	21	11	8	3	86	63	66	83	36	114	33	50	32	15	131	16
	7%	4%	10%	8%	3%	6%	8%	8%	8%	8%	9%	9%	7%	6%	6%	4%	7%	11%	4%	5%	6%	9%	5%	9%	5%	8%	8%	8%	6%	3%	7%	5%
	adtvx		za	d			d	d				0						or				zt		zv		zx	D	D	D			
	D																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base



15 May 2025

Q20, 2 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am nervous about the shift to fully electric vehicles

#### Base: All adults aged 18-75 in the UK

	1	CAR DRIVE	ING LICENSE				VEHIC	LE TYPE						VE	HICLE OWNERS	UID				TYPES O	F DRIVING		1		DA.	RKING LOCATIO	nwc .			_	ELECTRIC	VEHICLES		IN.	ENTION TO BE	UY NEXT VEHIC	CIE .
UNWEIGHTED BASE	TOTAL (2)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e) 243	EV (f) 135	OTHER (g)	NO VEHICLE (h)	ICE (i) 1519	EV OR HYBRID (j) 378	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTIN G (s)	USE AS PART	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)		OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON-STREET NOT IN FRONT OF/ NEXT TO MY	OFF-STREET (B)	ON-STREET (C) 588		NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN,	NEVER DRIVEN, NOR BEEN A PASSENGER (G)				
WEIGHTED BASE (2) Strongly agree	2241 100% 405	1908 85% 367	328 15% 35	1131 50% 236	399 18% 85	217 10% 26	119 5% 16	9**	344 15% 33	1530 68% 322	336 15% 42	1044 47% 204	441 20% 97	132 6% 19	198 9% 41	39* 2%* 6	1485 66% 301	330 15% 61	1559 70% 319	862 38% 170	289 13% 52	67* 3%*	968 43% 196	119* 5%* 18	132 6% 33	460 21% 82	140 6% 34	1219 54% 247	600 27% 116	202 9% 27	258 12% 37	777 35% 115	965 43% 221	312 14% 50	1002 45% 190	1470 66% 293	1526 68% 301
	18% behi F	19% zb	11%	21% zehi	21% ehj	12%	13%	48%	10%	21% zehi	13%	20%	22% z	15%	21%	15%	20% 2	18%	20% z	20%	18%	15%	20% z	15%	25%	18%	24%	20% z	19%	13%	14%	15%	23% zDEF	16%	19%	20% z	20% z
(1) Tend to agree	635 28% bfhD	568 30% zb	66 20%	355 31% zfhi	133 33% zfhi	71 33% fhi	10 9%	1 12%	60 18% f	488 32% zfhi	81 24% f	316 30%	143 32%	35 27%	58 29%	11 29%	458 31% z	93 28%	478 31% z	261 30%	83 29%	20 30%	306 32% z	38 32%	31 24%	137 30%	41 29%	375 31% z	178 30%	31 15%	85 33% D	242 31% D	270 28% D	94 30%	305 30%	453 31% 2	466 31% z
(0) Neither agree nor disagree	509 23% rsvJ K	429 22%	79 24%	263 23%	79 20%	49 23%	21 17%	2 22%	91 26%	342 22%	70 21%	237 23%	97 22%	21 16%	43 22%	21%	334 23%	20%	331 21%	169 20%	61 21%	20 30%	197 20%	30 25%	33 25%	111 24%	24 17%	260 21%	135 23%	38 19%	54 21%	178 23%	228 24%	62 20%	213 21%	308 21%	325 21%
(-1) Tend to disagree	310 14% clpG	252 13%	57 17%	138 12%	50 13%	35 16%	27 22% zcdi		57 17%	188 12%	62 18% zcdi	135 13%	52 12%	25 19%	27 14%	20%	187 13%	52 16%	205 13%	131 15% r	53 18% 2r	10 15%	125 13%	16 13%	14 11%	67 15%	23 16%	155 13%	89 15%	42 21% 2G	43 17% G	127 16% 2G	94 10%	61 19% 2UK	155 16%	215 15%	221 14%
(-2) Strongly disagree	232 10% ciFG	201 11%	32 10%	93 8%	29 7%	28 13% cdi	44 37% zcde hij	2 18%	32 9%	123 8%	72 21% zcde hi	107 10%	41 9%	28 21% zkino pq	19 9%	2 5%	148 10%	47 14% znp	165 11%	104 12%	33 11%	5 7%	108	11 9%	14 10%	47 10%	12 9%	133 11%	59 10%	60 29% zEFG	32 12% G	65 8%	71 7%	42 13%	120 12% z	172 12% z	178 12% z
Mean	0.32 bfh imDH	0.36 zb	0.06	0.46 zef hi	0.52 zef hi	0.15 fj	-0.62	0.71	0.02 f	0.48 ze fhi	-0.12 f	0.38 m	0.47 zm a	-0.06	0.41 mq	0.32	0.4 zmq	0.22 m	0.39 z	0.31	0.24	0.33	0.38	0.33	0.44	0.32	0.47	0.38 z	0.35	-0.39	0.21 D	0.3 D	0.54 zDE F	0.16	0.29 H	0.33 H	0.33 H
Agree (NET)	1040 46% bfhj D	935 49% zb	101 31%	591 52% zfhj	219 55% zefh j	97 45% fhj	26 22%	5 60%	94 27%	810 53% zefh i	123 37% fh	520 50% z	240 54% zm	55 41%	99 50%	17 44%	760 51% z	154 47%	796 51% z	431 50% z	135 47%	30 45%	503 52% z	56 47%	64 49%	219 48%	75 54%	623 51% z	294 49%	57 28%	121 47% D	357 46% D	491 51% zD	144 46%	494 49% z	746 51% z	767 50% z
Disagree (NET)	542 24% clpG	453 24%	89 27%	231 20%	80 20%	63 29% cdi	70 59% zcde hij	2 18%	89 26% i	311 20%	134 40% zcde hi	242 23%	93 21%	53 40% zkln pq	46 23%	10 25%	335 23%	99 30% zkln p	370 24%	235 27% zr	86 30% 21	14 22%	233 24%	26 22%	28 21%	114 25%	35 25%	287 24%	149 25%	102 50% zEFG	75 29% G	191 25% G	165 17%	102 33% zIJK	276 28% z	387 26% z	399 26% z
Don't know	150 7% acfij kipqrst vyBCDEH UK	91 5%	59 18% za	46 4%	21 5%	7 3%	2 1%	:	69 20% zcdef ij	68 4%	9 3%	45 4%	12 3%	3 2%	9 5%	4 10% Im	57 4%	12 4%	62 4%	27 3%	7 2%	2 3%	36 4%	7 6%	7 5%	16 4%	6 4%	49 4%	22 4%	5 2%	8 3%	50 6% D	81 8% zDE	4 1%	19 2%	29 2%	35 2% J

Proportions/Means: Columns Tested (5% risk level) -z/z/b - 2/z/d/z/H/g/h/l/l - 2/kl/l/m/h/o/p/q - 2/r/s/k/u - z/v/w/n/g/A/B/C - z/D/E/F/G - z/kl/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 17TH - 22ND APRIL 2025

15 May 2025

ODD 2 - Thinking about everything voo have seen and heard about fully electric vehicles foot hebrids), to what extent do you agree or disagree with the following statements? - I am nervous about the shift to fully electric vehicles Base: All adults aged 18-75 in the UK

		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	Y CONSIDER	NEXT PU		BABLY/ DEFINIT	TELY NOT	OVERALL OPI	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OVERALI	OPINION ON	VEHICLES VERY	/FAIRLY	EVER CHARG					EVER BUY - EV				PC	DLICY CHANGE -	SWITCH TO EL	LECTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)	3 TO 10	MORE THAN 10 YEARS (v)	IN THE NEXT		EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTE (M)
NWEIGHTED BASE IEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 74%	940 851 38%	748 669 30%		788 745 33%		546 546 74%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 796		308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	663 714 32%
Strongly agree	405 18% cdek Imngstw xyCEHM	242 24% 2cd	127 24% 2cd	128 15% d	81 12%	29 11%	142 19% e	123 33% zef	179 33% zef	313 25% zkl	170 23% zki	150 13% 	98 11%	21 8%	116 16% m	132 38% zmn	241 37% zmn	58 14%	343 19% 20	15 11%	28 9%	61 15% w	53 21% stuw xy	43 10%	104 12% w	157 14% twx	156 20% CE	146 19%	93 15%	303 19% 2CE	103 15%	110 19% H	178 20% HM	51 13%	35 17%	20 15%	5 35%	288 20% 2HM	106 15%
Tend to agree	635 28% egmo IM	344 34% zd	162 31%	282 33% 2d	182 27%	58 22%	222 30% eg	84 23%	178 33% 20g	400 31% zi	228 31% I	356 32% 2l	243 27%	44 17%	208 28% mo	70 20%	185 28% mo	106 25%	525 30% 2	34 24%	88 30%	139 33% 25	88 35% 25	122 28%	261 31% z	349 32% 25	217 28%	232 29%	177 29% E	450 29%	186 27%	173 30% I	275 31% 2/M	104 27%	43 21%	32 25%	3 21%	448 31% ziM	178 25%
Neither agree nor disagree	509 23% acde fhijklm nopswxA	191 19%	110 21%	172 20%	129 19%	42 16%	140 19%	72 19%	91 17%	238 19%	148 20%	219 20%	173 19%	45 17%	144 19%	56 16%	104 16%	89 21%	405 23%	21 15%	54 18%	93 23%	64 26% sw	75 17%	168 20%	232 21% swx	149 19%	187 24%	151 24% A	336 22%	173 25% A	125 22%	195 22%	87 23%	62 31% 2FGL M	25 20%	3 17%	320 22%	174 24%
Tend to disagree	310 14% ghop	133 13%	63 12%	151 18% zab	142 21% zabc	54 21% 2gh	129 17% 2gh	32 9%	45 8%	165 13%	91 12%	209 19% zij	205 23% zijk	57 22% 20p	133 18% 20p	24 7%	42 6%	85 20% 2r	218 12%	36 26% zuvy	62 21% zv	69 17%	27 11%	98 23% zuvx	167 20% zuvy	194 18% zv	115 15%	116 15%	75 12%	231 15%	79 12%	86 15%	117 13%	67 17% IM	21 10%	13 10%	2 10%	203 14%	101 14%
l) Strongly disagree	232 10% ahipr vBGL	84 8%	54 10%	108 13% za	128 19% zabc	73 28% zfgh	97 13% zh	52 14% 2h	40 7%	106 8%	75 10%	142 13% zij	158 17% zijk	75 29% znop	105 14% zp	49 14% 2p	51 8%	80 19% 2r	151 8%	32 23% zuvx	58 20% zuvx	43 10% v	11 4%	89 21% zuvx	132 16% zuvy	143 13% zuv	111 14% zBCDE	64 8%	55 9%	175 11% B	57 8%	61 11%	73 8%	52 14% 2GL	17 9%	25 20% 2FGI	2 12%	135 9%	95 13% 2GIL
lean	0.32 cde klmngst wxyHM	0.53 zcd	0.48 2cd	0.2 d	-0.08	-0.33	0.25 e	0.53 zef	0.77 zef g	0.53 zkl	0.46 zkl	0.15 I	-0.09	-0.5	0.14 m	0.64 zmn	0.84 zm no	-0.06	0.42 2q	-0.25	-0.12	0.26 stw x	0.6 zs tuwxy	-0.16	0.05 stw	0.17 stw x	0.26	0.38	0.33	0.32	0.33	0.33 HM	0.44 2HJ M	0.09	0.32	0.06	0.59	0.4 2HJ M	0.15
ree (NET)	1040 46% delm qstwsEH	587 58% 2cd	290 55% 2cd	410 48% d	264 39%	88 33%	364 49% e	207 55% zef	357 65% zefe	713 56% zkl	398 54% zki	505 45% I	341 38%	65 26%	324 44% m	203 58% zmn	426 65% zmno	164 39%	868 49% 20	49 35%	116 40%	200 48% stwx	141 57% 2stw xy	165 38%	364 43% sw	506 46% stwx	373 48% E	379 48%	271 44% E	752 48% zE	288 42%	283 49% HIM	453 51% 2HIM	155 40%	77 39%	51 40%	9 56%	736 50% zHIM	284 40%
sagree (NET)	542 24% ahip rvEG	218 21%	117 22%	259 30% zab	271 40% zabc	127 49% zigh	226 30% 28h	84 23% h	85 16%	271 21%	166 22%	351 32% zij	363 40% zijk	132 52% znop	238 32% zop	73 21% p	94 14%	165 39% 2r	370 21%	67 48% zuvx v	120 41% zuvx	112 27% V	38 15%	187 44% zuvx	299 35% zuvy	337 31% zuv	226 29% 28CD E	179 23%	130 21%	406 26% 28CE	136 20%	147 25%	190 21%	119 31% 2GIL M	38 19%	39 30% I	3 22%	337 23%	196 27% 2GIL
on't know	150 7% abcde fghijkl noostuv wxxADFL	19 2% cd	12 2% cd	9 1%	5 1%	6 2%	15 2%	10 3%	12 2%	50 4%	30 4%	36 3%	28 3%	14 5%	36 5%	17 5%	30 5%	7 2%	136 8% zq	2 1%	1 1%	9 2%	5 2%	3	12 1%	17 2%	22 3%	45 6% AD	66 11% zABD	67 4% A	83 12% zABCD	25 4%	50 6%	24 6%	24 12% 2FGH L	13 10% F	1 5%	75 5%	60 8% FGHI

Proportions/Means: Columns Tested (5% risk level) - z/a/b/t/d - z/e/l/p/h - z/i/j/b/h - z/m/n/o/p - z/a/t - z/s/t/u/v/w/x/y - z/A/B/C/D/E - z/F/G/H/I/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q20\_2 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am nervous about the shift to fully electric vehicles

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	I - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION -		DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(2) Strongly agree	405 18% bjlm pst	18 22% bc	20 12%	23 13%	20 18% b	20 20% bc	11 11% j	1 10%	5 34%	9 16% j	4 5%	34 19% Im	38 12%	31 11%	36 15%	22 17% m	11 8%	2 8%	3 17%	6 8%	12 9%
(1) Tend to agree	635 28% cfij pt	24 29%	37 22%	37 21%	38 33% bc	31 30% bc	11 12% i	2 29%	4 28%	3 5%	10 13% i	63 35% Im	87 28%	77 27%	77 32%	48 38% zlm	24 18%	9 36%	3 16%	16 20%	25 18%
(0) Neither agree nor disagree	509 23% cdfi Imps	13 15%	28 17% c	23 13%	14 13%	15 15%	13 14%	-	-	5 9%	12 15%	35 20%	54 17%	48 17%	43 18%	24 19%	18 13%	4 15%	4 21%	9 12%	22 16%
(-1) Tend to disagree	310 14%	14 17%	29 17%	37 22% zbde	15 13%	14 14%	24 25% z	2 29%	4 22%	15 26% z	21 27% z	33 18%	74 24% z	72 25% zk	54 22% z	24 19%	46 33% z	8 31%	6 34%	28 35% z	49 35% z
(-2) Strongly disagree	232 10%	12 14%	51 31% zade	51 29% zade	24 21% za	21 20% z	37 38% z	2 32%	3 16%	24 43% z	31 40% z	13 7%	55 18% zkno	53 19% zkno	30 12% ko	9 7%	38 28% z	3 10%	2 12%	18 23% z	29 21% z
Mean	0.32 bcf ijlmnps t	0.28 bc	-0.33	-0.33	0.13 bc	0.15 bc	-0.67	-0.43	0.41	-0.76	-0.84	0.4 lm n	-0.07	-0.13	0.15 Im	0.38 Im n	-0.55	0.02	-0.08	-0.46	-0.42
Agree (NET)	1040 46% bcfi jlmpst	43 50% bc	56 34%	59 35%	58 51% bc	51 50% bc	22 23%	2 39%	10 62%	12 21%	14 18%	97 53% Imn	125 40%	109 38%	113 47% Im	70 55% Im	35 26%	11 44%	6 33%	22 28%	37 26%
Disagree (NET)	542 24%	26 31%	80 48% zade	88 51% zade	39 34% z	35 34% z	61 63% z	4 61%	6 38%	39 69% z	52 67% z	46 25%	129 41% zkno	125 44% zkno	84 35% zko	34 26%	85 61% z	11 41%	8 46%	46 57% z	78 56% z
Don't know	150 7% bcefi jklmnop t	3 3%	2 1%	2 1%	3 2%	1 1%	-	-	-	-	-	3 2%	5 2%	3 1%	2 1%	*	*	-	-	3 3%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PSOS

15 May 2025

Q20\_3 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am waiting to see the experiences others have with fully electric vehicles before I would consider getting one myself

Rase: All adults aged 18-75 in the UK

		GEN	NDER			AGE								REG	SION						WORKING	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	DME		URBAN	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE									116												1505					992						
WEIGHTED BASE									88*												1520					1438						
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	320	157	158	39	59	46	54	121	12	24	36	31	23	32	24	34	49	16	28	10	211	109	191	129	129	191	57	94	65	85	267	42
	14%	14%	14%	15%	14%	11%	13%	16%	14%	10%	20%	16%	14%	15%	13%	11%	16%	15%	15%	16%	14%	15%	15%	13%	16%	13%	14%	16%	12%	15%	14%	13%
											zio														2							
(1) Tend to agree	677	333	335	86	142	123	124	203	24	86	50	54	55	62	53	100	90	30	57	15	463	214	382	295	245	432	120	173	189	152	546	116
	30%	30%	30%	34%	34%	30%	30%	27%	28%	36%	28%	28%	34%	29%	28%	33%	29%	28%	31%	24%	30%	30%	30%	31%	31%	30%	30%	28%	36%	28%	29%	35%
	g				R																								zBD			2
(0) Neither agree nor disagree	552	278	267	53	88	97	113	201	26	58	32	49	43	49	45	86	68	29	52	15	374	178	305	247	170	383	97	177	129	117	452	85
	25%	25%	24%	21%	21%	24%	27%	27%	30%	24%	17%	25%	26%	23%	24%	28%	22%	27%	28%	24%	25%	25%	24%	26%	21%	27%	24%	29%	25%	21%	24%	26%
	jxD							d	i							i			i							×		zD				
(-1) Tend to disagree	214	111	101	31	55	48	30	50	9	23	17	20	8	25	15	27	35	7	20	8	161	53	132	82	88	126	32	54	46	73	177	29
	10%	10%	9%	12%	13%	12%	7%	7%	10%	9%	9%	10%	5%	12%	8%	9%	11%	7%	11%	12%	11%	7%	10%	9%	11%	9%	8%	9%	9%	13%	10%	9%
	gu			g	zfg	fg			_											- !	zu				2					zABC		
(-2) Strongly disagree	169	95	71	14	17	31	35	72		20	16	15	10 6%	14	15	26	18 6%	10	12	6	111	58	99	70	60	109	41	38	29	39	143	20
	8%	9%	6%	6%	4%	8%	9%	10%	7%	8%	9%	8%	6%	6%	8%	8%	6%	10%	7%	10%	7%	8%	8%	7%	8%	8%	10%	6%	6%	7%	8%	6%
	0.4						0.37	20																								
Mean Agree (NET)	997	0.35 490	0.44	0.47	0.47	0.31 169	177	0.39	0.33	0.33	0.49	0.39	0.53 78	0.41	0.38 77	0.33	0.44	0.37	0.4	0.29	0.38 674	0.43	0.39	0.4	0.43 374	0.38	0.35 177	0.43	0.47	0.37	0.39	0.45
Agree (NET)	44%	45%	493 44%	125 49%	201 48%	42%	43%	325 43%	36 41%	110 46%	87 48%	85 44%	48%	95 45%	41%	134 44%	138 44%	46 43%	85 46%	25 40%	44%	322 45%	573 45%	423 44%	47%	622 43%	44%	267 44%	253 49%	237 43%	813 44%	158 48%
	44%	45%	44%	49%	48%	42%	43%	43%	41%	40%	48%	44%	48%	45%	41%	4476	44%	43%	40%	40%	44%	4576	45%	44%	4/%	43%	44%	4476	49%	4376	44%	48%
Disagree (NET)	383	207	172	45	72	79	65	121	16	43	33	25	18	20	20	53	54	18	32	14	272	111	231	152	148	235	73	93	75	112	320	49
Disagree (NET)	17%	19%	15%	18%	17%	20%	16%	16%	18%	18%	18%	18%	11%	18%	16%	17%	17%	17%	17%	22%	18%	15%	18%	16%	18%	16%	18%	15%	14%	20%	17%	15%
		15/0	2370	10/0	2770	20%	10/0	20,0	10/2	2070	1074	10/0	11/0	20/0	20/0		2770	27.70	2770	1	2070	1570	10/4	20/0	10/0	10/0	20,0	13/4	2470	2BC	2770	13/4
Don't know	191	49	139	21	13	39	40	77	8	23	23	16	16	14	22	20	23	14	7	6	105	86	83	108	40	150	45	57	38	19	163	22
DOTTERION	9%	4%	12%	8%	3%	10%	10%	10%	9%	9%	13%	8%	10%	7%	12%	7%	7%	13%	4%	9%	7%	12%	6%	11%	5%	10%	11%	9%	7%	3%	9%	7%
	adrtv		78	d	3,0	d	d	d	3.0	r	or	-74	r - 070		-2.70		. 74	or		-70	1 "	27	-74	zv	1	77	D.	D	D	274	-~	. 74
	xD xD			"				u			J1							J1									-	_	_			
Not applicable	119	69	49	10	47	21	16	24	2	7	6	9	8	16	14	14	30	-	9	3	95	23	92	27	71	48	7	16	26	66	103	12
	5%	6%	4%	4%	11%	5%	4%	3%	2%	3%	3%	5%	5%	8%	8%	5%	10%		5%	5%	6%	3%	7%	3%	9%	3%	2%	3%	5%	12%	6%	4%
	gguwy				zcefg							a	a	ia	ia	a	zhiio		a	a	zu		zw		zv				A	zABC		
	AB											7	- 1	-			a		7	-	"											

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



FIRST STATE OF THE STATE OF THE

Q20 3. Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am waiting to see the experiences others have with fully electric vehicles before I would consider getting one myself
Base: All adults aged 18-75 in the UK

	1	CAR DRIVIN	C LICENSE				VELUE	LE TYPE						ME	IICLE OWNERS	un				TVOCC OF	r namene		_			RKING LOCATIO	our				FIFETRIC	erinci re			TENTION TO B	HIN MENT VEHI	
ſ		CAR DRIVIN	IO LICENSE				VEHIC	AE ITPE						VER	HILLE OWNERS	nir				ITPES OF	PORIVING			OFF-STREET	PA	ON-STREET			1		ELECTRIC	remittes		IN	IENTION TO B	OT NEXT VEHI	-te
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/		COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT TO MY		DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY		ON-STREET		NOT CURRENTLY BUT HAVE IN						EVER BUY
	TOTAL (1)	ANY YES	NO (b)	PETROL (c)	DIESEL	HYBRID	EV (6)	OTHER (=)	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	(a)	(n)	FINANCE	PLEASURE (r)	(4)	WORK	DRIVE	PROPERTY	PROPERTY (w)	CAR PARK	PROPERTY	PROPERTY (A)	OH-SIKEEI	(C)	DRIVE (D)	THE PAST	PASSENGER (E)	PASSENGER (G)	NEXT YEAR	3 YEARS	10 YEARS	EVER BUY
UNWEIGHTED BASE	2241	1936	201	1120	200	243	135	187	317	1519	378	1042	461	126	209	(0)	(p)	225	1591	916	316	(0)	1021	(W)	137	456	(A)	1268	502	(D)	(E) 267	797	902	2.69	1064	1545	1601
WEIGHTED BASE	2241	1908										1044					1485						968					1219	600						1007		1526
																							43%														
(2) Strongly agree	320	285	32	181	68	37		1	30	249	37	152	77	12	38	6	229	50	240	124	34	16	145	24	27	69	17	196	86	15	37	106	154	52	169	244	252
	14%	15%	10%	16%	17%	17%		10%	9%	16%	11%	15%	17%	9%	19%	14%	15%	15%	15%	14%	12%	24%	15%	20%	21%	15%	12%	16%	14%	7%	14%	14%	16%	17%	17%	17%	16%
	bfhD	zb		zfhj	fhi	fhj			f	zfhj	f		m		mq			m	z			zt						z			D	D	D		2	2	
(1) Tend to agree	677 30%	614 32%	63 19%	413 37%	124 31%	65 30%		3 29%	66 19%	537 35%	65 19%	349 33%	135 31%	38 29%	69 35%	6 16%	484 33%	107 32%	515 33%	301 35%	89 31%	18 27%	311 32%	38 32%	38 29%	161 35%	45 32%	386 32%	206 34%	28 14%	82 32%	290 37%	271 28%	88 28%	322 32%	511 35%	524 34%
	bfhi bfhi	zb	19%	zfhj	fhi	fbi		29%	15% f	zfhi	15% f	20	31%	25%	33%	10%	3370	32%	33%	2	31%	2770	3279	32%	23%	33%	32%	32%	34%	1470	32% D	zDG	2070 D	20%	3270	zHI	2HI
	D D			2110	****	,				21111		10					10		•	•						•			•			100				2111	***
(0) Neither agree nor disagree	552	471	79	277	112	59		3	93	390	59	278	93	23	44	11	371	67	374	181	69	19	241	28	34	107	32	303	139	26	59	186	268	70	233	328	346
	25%	25%	24%	25%	28%	27%		34%	27%	25%	18%	27%	21%	18%	22%	27%	25%	20%	24%	21%	24%	28%	25%	24%	26%	23%	23%	25%	23%	13%	23%	24%	28%	22%	23%	22%	23%
	fjsD			fj	fj	fj			fj	fj	f	Iq					1		s												D	D	zD				
(-1) Tend to disagree	JK 214	178	35	107	30	20			36	146	30	0.4		10			142	32	140	0.4	40	4	84	0	10	38	19	109	57	14	35	0.4	74	39	00	142	150
(-1) rend to disagree	10%	9%	11%	9%	10%	14%		9%	10%	10%	9%	8%	13%	14%	7%	1%	10%	10%	9%	11%	14%	7%	9%	8%	12%	8%	14%	9%	10%	7%	14%	11%	8%	13%	10%	10%	10%
	fkG	370	11/4	f	f	2f)		3,4	f	f	f	0.0	zkno	0	,,,	1/4	k	20/4	3,4		25	***	1 22	0.0	11.70	0.0	24/4	370	2070	1.4	zDG	6	0.0	23/4	2070	10%	10/4
													р																			-					
(-2) Strongly disagree	169	139	30	90	35	16			28	125	16	76	33	13	11	7	109	25	121	62	15	4	82	4	2	39	11	88	50	10	30	44	84	24	66	100	102
	8%	7%	9%	8%	9%	7%			8%	8%	5%	7%	7%	10%	6%	19%	7%	7%	8%	7%	5%	7%	9%	4%	1%	8%	8%	7%	8%	5%	12%	6%	9%	8%	7%	7%	7%
	fjxFK			, ,	,	tj			*	1)	,					zkinp							хB			×	×	×	×		zDF		F				
Mean	0.4	0.43	0.14	0.46	0.4	0.37		0.48	0.14	0.44	0.37	0.44	0.42	0.17	0.61	0.09	0.44	0.45	0.44	0.44	0.35	0.6	0.41	0.66	0.63	0.44	0.31	0.46	0.41	0.25	0.25	0.46	0.4	0.38	0.48	0.5	0.49
	bh	zb		zh	h					zh		m			zma		zm	m	z					zA	zA			zv		1 020		E		0.00	z	2	z
Agree (NET)	997	899	95	594	193	102		4	96	787	102	501	212	50	107	12	713	157	755	424	123	35	456	62	65	230	62	582	292	43	119	396	425	140	492	755	775
	44%	47%	29%	52%	48%	47%		39%	28%	51%	30%	48%	48%	38%	54%	31%	48%	48%	48%	49%	42%	52%	47%	51%	49%	50%	44%	48%	49%	21%	46%	51%	44%	45%	49%	51%	51%
	bfhj D	zb		zfhj	fhi	fhj			f	zfhj	f	20			zmoq		zmo	m	zt	zt			z			z		z	z		D	zDG	D		z	zHIK	zH
Disagree (NET)	383	317	65	197	74	AG		1	62	271	46	160	01	21	76		251	57	261	155	55	0	167	12	17	77	20	197	107	24	65	129	158	64	164	242	252
Disagree (NET)	17%	17%	20%	17%	18%	21%		9%	18%	18%	14%	15%	21%	24%	13%	19%	17%	17%	17%	18%	19%	13%	17%	11%	13%	17%	21%	16%	18%	12%	25%	17%	16%	20%	16%	16%	16%
	fD			f	f	fj			f	f	f		zknp	knq			k	n	21,12											1	zDFG		20.0	IJK			
Don't know	191	106	85	63	20	10		2	92	83	10	56	18	4	8	4	74	12	73	27	8	4	40	5	9	24	9	53	33	1	13	59	113	3	28	37	44
	9%	6%	26%	6%	5%	4%		18%	27%	5%	3%	5%	4%	3%	4%	10%	5%	4%	5%	3%	3%	6%	4%	4%	7%	5%	7%	4%	5%	1%	5%	8%	12%	1%	3%	3%	3%
	acdef		za	f	f	fj			zcdef	f									s												D	D	2DEF		Н		HJ
	ijklmnp grstvyB																																				
	CDEHUK																																				
Not applicable	119	115	4				119				119	48	27	23	14	5	76	37	95	74	35	1	65	12	7	22	7	84	30	108	2	8	2	35	85	108	109
	5%	6%	1%				100%				35%	5%	6%	17%	7%	13%	5%	11%	6%	9%	12%	1%	7%	10%	5%	5%	5%	7%	5%	53%	1%	1%	•	11%	8%	7%	7%
	bcdeh	zb					zcdeh				zcdeh			zkino		zko		zklno	z	zr	zru		z					2		zEFG		G		zJK	zJK	2	2
	IEFG						- 1							q																							

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



033 3 - Thinkine about evertfiles wo have seen and heard about fully electric vehicles for thinkine, about evertfiles we have seen and heard about fully electric vehicles for thinkine, about evertfiles were the experiences others have with fully electric vehicles before I would consider extitute one most!

### Base: All adults aged 18-75 in the UK

						NEVT DIII	BUNNE BRUI	BABLY/ DEFINIT	TELV NOT					OVERALI	OBINION ON I	VEHICLES VERY	/EAIDI V	EVER CHARGE	DEV/BILIG																				
		NEXT PURC	HASE - PROBAE	BLY/ DEFINITEL	Y CONSIDER	HEXI F O	CON			OVERALL OPI	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OTLINE	NEGA		// Alle:	IN HY					EVER BUY - EV				PI	DLICY CHANGE -	SWITCH TO E	ECTRIC VEHIC	LES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)	NO/DON'T KNOW (E)	BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Strongly agree	320 14% e	196 19% zd	121 23% zacd	145 17% zd	100 15%	22 9%	100 13% e	67 18% ef	109 20% zef	226 18% zkl	141 19% zki	172 15% I	116 13%	27 10%	103 14%	61 17% m	127 19% zmn	49 12%	269 15%	25 18%	38 13%	62 15%	56 23% ztuw	63 15%	125 15%	182 17% zx	130 17% 2E	106 13%	80 13%	236 15%	84 12%	78 13%	146 16% 2	55 14%	26 13%	12	1 8%	224 15%	93 13%
(1) Tend to agree	677 30% opql	380 37% zd	178 34%	318 37% 2d	213 32%	65 25%	266 36% zegh	97 26%	170 31% g	415 33% 2	237 32%	391 35% z	311 34% 2	72 28% 0	254 34% zmop	67 19%	153 23%	98 23%	572 32% 2q	32 23%	95 33%	175 42% zstw xy	103 42% 25W	127 30% s	302 36% 25W	406 37% 25W	234 30%	256 32%	176 29%	490 31%	187 27%	190 33% I	267 30%	131 34% IM	45 22%	35 28%	4 25%	457 31% I	211 30% I
(0) Neither agree nor disagree	552 25% abcd fkimnqs vwxyAD	214 21%	111 21%	165 19%	129 19%	54 21%	147 20%	92 25% f	125 23%	292 23% I	171 23% 	233 21% 	172 19%	39 15%	139 19%	85 24% mn	158 24% mn	76 18%	465 26% 2q	23 16%	62 21%	98 24%	46 19%	85 20%	183 22%	229 21%	163 21%	197 25%	171 28% AD	360 23%	192 28% zAD	132 23%	224 25%	89 23%	62 31% F	32 25%	3 21%	355 24%	183 26%
(-1) Tend to disagree	214 10% rGL	85 8%	43 8%	97 11% zab	88 13% zabc	39 15% zeh	85 11%	35 9%	48 9%	113 9%	63 8%	132 12% zii	119 13% zii	35 14% 200	81 11%	29 8%	56 9%	58 14% 2r	145 8%	18 13%	35 12%	37 9%	23 9%	53 12% 2	90 11%	113 10%	83 11%	79 10%	47 8%	161 10%	52 8%	59 10%	64 7%	47 12% GL	17 9%	16 12%	3 17%	123 8%	80 11% G
(-2) Strongly disagree	169 8% cdklt uxy	69 7% c	34 6%	41 5%	34 5%	20 8%	56 7%	40 11% zf	67 12% zf	103 8% kl	61 8% ki	62 6%	52 6%	30 12% zn	59 8%	57 16% zn	100 15% zn	32 8%	137 8%	13 9% tuwxy	11 4%	9 2%	12 5%	24 5% tux	32 4% u	45 4% u	68 9%	54 7%	43 7%	122 8%	47 7%	40 7%	66 7%	23 6%	23 12% H	12 9%	3 19%	106 7%	58 8% H
Mean	0.4 emo pql	0.58 zd	0.64 zd	0.56 zd	0.45	0.16	0.41 e	0.35	0.4 e	0.48 z	0.5 2	0.48 zi	0.42	0.16	0.41 mop	0.15	0.25	0.23	0.44 zq	0.35	0.48	0.64 29W X	0.7 zst w	0.44	0.54 25W	0.58 zsw	0.41	0.41	0.39	0.41	0.37	0.41	0.47 zij M	0.43 M	0.19	0.19	-0.16	0.45 ziM	0.32
Agree (NET)	997 44% eoqE	576 57% zd	300 57% 2d	463 54% ad	313 47%	87 33%	367 49% 20	164 44% e	279 51% 20g	641 50% z	378 51% 2	563 51% zl	427 47% 2	99 39%	357 48% zmop	128 37%	280 43% o	147 35%	841 47% zq	57 41%	133 46%	237 57% 2stw x	159 64% 2stw xv	190 44%	428 51% 25W	587 54% 2stw x	363 47% E	362 46% E	256 42% E	726 46% zE	271 40%	268 46% I	413 47%	186 48% IM	71 35%	48 37%	5 32%	681 46% zi	304 43% I
Disaeree (NET)	383 17% arux yGL	154 15%	76 14%	138 16%	123 18% abc	58 22% 2	141 19%	76 20%	115 21% 2	216 17%	123 17%	194 17%	171 19%	65 25% zn	140 19%	86 25% 2n	156 24% 2n	90 21% 2r	282 16%	31 22% uxy	46 16%	46 11%	35 14%	77 18% uxy	122 15% u	157 14% u	150 19% 2CE	133 17%	90 15%	283 18%	99 15%	99 17%	130 15%	70 18%	41 20%	27 21%	5 36%	229 16%	139 19% G
Don't know	191 9% abcde fghijkl ngstuvw xyADGL	30 3% cd	12 2% d	14 2% d	4 1%	4 1%	20 3%	15 4%	22 4%	74 6% kl	38 5% kl	38 3%	29 3%	19 7%	44 6%	36 10% n	54 8%	4 1%	179 10% 2q	1 1%	1 1%	8 2%	4 2%	2 1%	10 1%	14 1%	33 4%	63 8% AD	80 13% zABD	95 6% A	95 14% zABCD	46 8%	59 7%	27 7%	26 13% 2GHL	16 12%	2 11%	105 7%	69 10% H
Not applicable	119 5% ahior vCEIM	40 4%	30 6% a	71 8% zab	99 15% zabc	59 22% zfeh	70 9% zh	26 7% h	5 1%	50 4%	32 4%	83 7% zii	106 12% ziik	34 13% 2000	62 8% 200	14 4% 0	5 1%	107 25% 2r	11 1%	27 20% zuvx v	48 16% zuvov	25 6% V	4 1%	75 18% zuvx v	100 12% zuvv	103 9% zuv	61 8% zBCDE	36 4%	20 3%	97 6% 2BCE	22 3%	36 6% IM	62 7% 2HIM	14 4%	1 1%	5 4%		98 7% ziM	20 3% I

Proportions/Means: Columns Tested (5% risk level) - 2/a/b/c/d - 1/e/f/g/h - 2/l/f/g/h - 2/l/f/k/l - 2/m/n/o/p - 2/a/t - 1/s/t/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Base: All adults aged 18-75 in the UK

### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q20\_3 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I am waiting to see the experiences others have with fully electric vehicles before I would consider getting one myself

												1									
		CHARGIN	G VEHICLE AT	F PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT I	PUBLIC CHARGI	NG LOCATION		DRIVEN EV IN		IVE EXPERIENCE DRIVING - AGRE			DRIVEN EV IN		IVE EXPERIENCE		
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				
(2) Changh anns	100% 320	4%* 19	7% 26	8% 24	5% 19	5%* 19	4%* 8	***	1%** 1	2%* 5	3%* 7	8% 40	14% 52	13% 46	11% 46	6% 23	6% 15	1%** 4	1%** 1	4%* 12	6% 15
(2) Strongly agree	14%	23% zbc	16%	14%	17%	18%	8%	10%	7%	9%	9%	22% z	16%	16%	19%	18%	11%	15%	7%	15%	11%
(1) Tend to agree	677	20	33	34	30	27	11	2	2	4	7	84	125	108	114	63	53	8	12	22	50
	30% bcfi i	23%	20%	20%	26% b	26%	11%	29%	12%	7%	9%	47% zm	40% z	38% z	47% zlm	49% zlm	38% zs	32%	65%	28%	35%
(0) Neither agree nor disagree	552 25% bcde filmnp	16 19% ce	21 13%	18 11%	16 14%	12 12%	6 7%	-	4 23%	8 15% f	8 11%	40 22% n	58 19%	54 19%	40 16%	25 20%	22 16%	4 16%	2 12%	15 19%	28 20%
(-1) Tend to disagree	214 10%	6 7%	19 11%	21 12%	14 12%	8 8%	16 16%	2 29%	3 21%	7 13%	14 18%	12 7%	46 15% zko	44 15% zko	31 13%	8 6%	29 21%	8 29%	3 16%	14 18%	30 21%
(-2) Strongly disagree	169 8%	1 1%	13 8%	14 8%	a 5 4%	4 4%	13 14%	* 6%	1 5%	7 13%	11 14%	2 1%	24 8%	25 9%	ko 6 3%	6 4%	18 13%	2 6%	-	13 17%	z 15 11%
Mean	akn 0.4 fij pst	0.8 zbc d	a 0.35	a 0.3	a 0.52	0.68 zb c	-0.3	0.11	-0.07	-0.24	-0.3	0.83 zlm	kn 0.44	kno 0.38	0.68 zlm	k 0.72 zlm	0.13	0.21	0.63	z 0.08	0.15
Agree (NET)	997 44% bcfi	39 46% bc	58 35%	59 34%	49 43% bc	46 45% bc	18 19%	2 39%	3 19%	9 16%	14 18%	124 69% zlm	177 57% z	154 54% z	160 66% zlm	87 67% zlm	68 49%	12 48%	13 72%	35 43%	65 46%
Disagree (NET)	383 17% ak	7 8%	32 19% ae	35 20% ae	19 17% a	12 12%	29 30%	2 35%	4 26%	14 26%	25 32% z	14 8%	70 22% zkno	69 24% zkno	37 15% k	14 11%	47 34% z	9 36%	3 16%	27 34%	45 32% z
Don't know	191 9% abcde fijklmn	1 1%	1 1%	1 1%	1 1%	1 1%		-	:	:	-	2 1%	5	4 1%	2	*	*		:	3 3%	3 2%
Not applicable	119 5% klmn	21 25%	54 32%	59 34% zad	29 26%	31 30%	43 45%	2 26%	5 32%	24 43%	30 39%	1 1%	3 1%	3 1%	3 1%	3 2%	1 1%		-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q20\_4 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I will not change to an electric vehicle until there is no other choice

Rase: All adults aged 18-75 in	

228   228   238   239			GEN	NDER			AGE								RE	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUCA	ATION		INCO	OME		URBAN/	/RURAL
Control of the cont																																	1
Secretarization of Secretarizati					18-24			45-54	55-75		NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING										
NEASTICAN SECULAL SECULAL SECULAL SECULAR SECU			()		(c)	(-,	(=)	(f)	(g)		(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)			(*)		6.9	(0)		(D)		
Company content where the property of the company					208					116	226	1/3	181	153	199	187	293	297	122	1/9			736					3/5	544		653		
Commonweigner   State   Stat	WEIGHTED BASE		1092	1120	254	109/	405	411	749	88"	241	180	194	76/	213	188	308	149/	100	180	20/#	1520	721	1285	950	369	1438	398	2009	220	221	1852	
2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(2) Strongly sarea		227	272	30	55	99	9.4	2/11	22	47	51	46	25	61	54	70	51	10	27	16	222	195	254	264	149	368	106	144	117	107	410	
Column   C	(2) Strongly agree												24%		29%		26%		18%														
Company of the part of the p							d					D.					n				n					25.13							
Part									f	_																		_					
Company   Comp	(1) Tend to agree	501	245	253	42	93	102	94	170	22	58	38	43	47	45	34	86	54	25	35	13	331	170	268	234	157	344	76	153	142	98	412	76
Observative conditative condit		22%	22%	23%	17%	22%	25%	23%	23%	25%	24%	21%	22%	29%	21%	18%	28%	17%	23%	19%	20%	22%	24%	21%	24%	20%	24%	19%	25%	27%	18%	22%	23%
Second continue   Co							c							npr			znpr										×		D	zAD			
218																																	
Califord to disuaree   284   162   127   251   91   42   58   52   9   39   20   18   12	(0) Neither agree nor disagree														36	34																	
18			21%	20%		17%	20%	21%	20%	20%	19%	18%	25%	24%	1/%	18%	20%	19%	19%		19%	21%	20%	20%	21%	18%					15%	21%	19%
\$\ \begin{array}{c c c c c c c c c c c c c c c c c c c		dxD			zdeg																						×	р в	zD	D			
25%   15%   15%   15%   15%   20%   22%   22%   23%   15%	(-1) Tend to disagree	294	162	127	51	91	42	58	52	9	39	20	18	12	30	20	37	52	19		10	213	81	213	81	136	158	42	62	67	107	242	42
Book	,																																
13		bgwy	zb					8			1							kl	kl					zw		zy							
Process of the content of the cont																																	
B	(-2) Strongly disagree	157	97	57	22		34							8						12	3	121	36	116	41		59					135	
Mean   B				5%	8%		8%	5%	5%	5%	8%	6%	6%	5%	5%	7%	5%		10%	7%	6%		5%		4%		4%	6%	4%	6%		7%	6%
March   Marc			zb		g	zfg	g												0			zu		zw		zy					zABC		
Agree (NET)   1019   482   527   82   148   189   188   411   46   105   89   89   82   106   89   105   105   43   72   29   664   355   522   457   327   712   182   296   258   205																																	
Agree (NET)    199	Mean		0.38		0.12	0.05					0.36		0.56					0.1	0.23	0.35	0.53	0.41		0.3		0.18					0.15	0.45	0.61
Agree (NET)  482 527 82 148 189 188 411 46 105 89 89 12 106 89 105 105 43 72 29 664 355 522 467 307 712 112 296 258 205 82 106 89 105 105 43 72 29 664 355 522 467 307 712 112 296 258 205 82 106 89 105 105 43 72 29 106 105 105 415 215 105 105 105 105 105 105 105 105 105 1				za			cd	cd	zcd	pq		pq	р	pq	pq	pq	zip				р		zt		zv		zx	ь	zD	D			
## 45%   45%	Acree (NET)		492	527	92	1/19	199	199	A11	46	105	90	99	92	106	90	165	105	//2	72	20	664	255	522	497	207	712	197	206	258	205	922	168
Colst   Cols	AGCC (NC1)				32%								46%			47%																	
Daagnee (NET)											р	р	p	p	p	p					p												
20%   24%   15%   28%   33%   19%   12%   12%   24%   17%   15%   13%   19%   18%   17%   29%   28%   21%   22%   22%   22%   23%   22%   22%   22%   23%   23%   23%   29%   15%   17%   14%   19%   32%   24%		VxD							f								r																
Second   S	Disagree (NET)						75												30														
Well		20%	24%	16%		33%	19%	19%	12%	16%	24%	17%	15%	13%	19%	18%	17%	29%	28%	21%	21%	22%	16%	26%	13%	29%	15%	17%	14%	19%		20%	19%
191   56   132   19   18   36   41   76   9   76   72   19   14   13   17   15   27   12   10   6   107   84   86   105   48   143   49   62   30   23   150   22   23   24   25   25   25   25   25   25   25			zb		zefg	zefg	g	R			kl							zhjk	zhjk			zu		zw		zy					zABC		
9% 12% 28% 4% 9% 10% 10% 10% 11% 12% 10% 8% 6% 9% 5% 9% 5% 9% 7% 12% 7% 11% 6% 10% 12% 10% 6% 4% 9% 7% 12% 7% 11% 6% 10% 12% 10% 6% 4% 9% 7% 12% 7% 11% 6% 10% 12% 10% 6% 4% 9% 7% 12% 7% 11% 6% 10% 12% 10% 6% 4% 9% 7% 12% 10% 10% 6% 4% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9%																			lo														
Add	Don't know						36			9											6												
Not applicable  110   15			5%		8%	4%	9%	10%	10%	10%	11%		10%	8%	6%	9%	5%	9%		5%	9%	/%	I	/%		6%				0%	4%	9%	/76
Not applicable 119 69 49 10 47 21 15 24 2 7 6 9 8 16 14 14 30 - 9 3 95 23 92 27 71 48 7 16 26 66 103 12 55 66 45 115 55 45 25 25 25 25 25 25 25 25 25 25 25 25 25				za			d		đ		0	or							0				zt		zv		zx	zcb zcb	CD				
5% 6% 4% 11% 5% 6% 3% 2% 3% 3% 5% 5% 8% 8% 5% 5% 5% 5% 8% 2% 3% 5% 5% 5% 6% 4% 7% 3% 5% 5% 5% 5% 6% 4% 12% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Not applicable		69	49	10	47	21	16	24	2	7	6	9	8	16	14	14	30	-	q	3	95	23	92	27	71	48	7	16	26	66	103	12
gquwy zcelg q q iq iq q zhijo q q zu zw zy A zABC			6%		4%		5%			2%	3%	3%	5%	5%	8%	8%	5%	10%		5%	5%							2%					
													q		iq		9			q										A			
		AB																q															

 $Proportions/Means: Columns Tested [5\% risk level] \cdot z/a/b \cdot z/c/d/e/t/g \cdot z/h/i/j/k/l/m/n/o/\rho/q/t/s \cdot z/t/u \cdot z/w/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F Overlap formulae used. * small base$ 



IP505

Q20.4 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I will not change to an electric vehicle until there is no other choice

### Base: All adults aged 18-75 in the UK

	1	CAR DRIVI	NG LICENSF				VFHII	CLE TYPE						VE	HICLE OWNER	HIP			1	TYPES OF	F DRIVING		_		ΡΔΙ	RKING LOCAT	IONS				ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VFHI	CLE
UNWEIGHTED BASE WEIGHTED BASE	TOTAL (z) 2241 2241 100%	ANY YES (a) 1936 1908	NO (b) 301 328	PETROL (c) 1120 1131	DIESEL (d) 399 399	HYBRID (e) 243 217	EV (f) 135 119	OTHER (g) 7	NO VEHICLE (h) 317 344	ICE (I) 1519 1530	EV OR HYBRID (j) 378 336	OWN IT OUTRIGHT AFTER BUYING (k) 1042 1044	OWN IT OUTRIGHT OTHER MEANS (I) 461 441		BUYING IT	SOME OTHER WAY (o) 43 39*	OWN OUTRIGHT (p) 1503 1485	LEASE/ FINANCE (q) 335 380	SOCIAL/ DOMESTIC/ PLEASURE (r) 1591 1559		USE AS PART OF MY WORK (t) 316 289	RARELY DRIVE (u) 64 67*	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v) 1021 963	NOT NEXT	OFF-STREET IN A SHARED	ON-STREET DIRECTLY IN FRONT OF/	ON-STREET NOT IN FRONT OF/ NEXT TO MY	(B) 1268 1219	ON-STREET (C) 583 600		NOT CURRENTLY BUT HAVE IN THE PAST (E) 267 258	NEVER DRIVEN, HAVE BEEN	PASSENGER (G) 903 965	WITHIN THE NEXT YEAR (H) 349 312	IN THE NEXT 3 YEARS (I) 1064 1002	IN THE NEXT 10 YEARS (J) 1545 1470	EVER BUY (K) 1601 1526
(2) Strongly agree	518 23% befh	85% 474 25% zb	15% 42 13%	50% 314 28% zefh	126 32% zefh	37 17% fhj	5%	3 28%	36 10% f	439 29% zefh	37 11% f	283 27% 2	108 25%	36 27%	42 21%	5 14%	392 26% 2	15% 78 24%	423 27% 2st	186 22%	13% 58 20%	3%* 16 24%	256 26% 2	26 22%	41 31%	106 23%	40 29%	54% 323 26% 2	27% 147 24%	19 9%	37 14%	147 19% D	43% 311 32% 2DEF	14% 67 22%	45% 226 23%	346 24%	68% 360 24%
(1) Tend to agree	501 22% bfhi mD	466 24% zb	33 10%	305 27% zfhi	104 26% fhi	51 23% fhi	:	2 18%	39 11% f	409 27% zfhi	51 15% f	268 26% zmo	113 26% m	18 13%	56 28% moa	4 11%	381 26% zmo	74 22% m	394 25% z	215 25% 2	61 21%	13 19%	248 26% z	34 28%	28 21%	112 24%	32 23%	310 25% z	144 24%	18 9%	64 25% D	189 24% D	223 23% D	65 21%	234 23%	377 26% zHI	390 26% zHI
(0) Neither agree nor disagree	462 21% afjp rsvBDHI JK	362 19%	99 30% za	225 20% fj	78 20% f	47 22% fj	:		103 30% zcde fij	303 20% fj	47 14% f	197 19%	85 19%	20 15%	39 20%	8 21%	281 19%	58 18%	275 18%	145 17%	50 17%	16 24%	176 18%	21 18%	30 22%	86 19%	23 16%	227 19%	109 18%	18 9%	56 22% D	183 24% zD	190 20% D	47 15%	178 18%	257 17%	273 18% J
(-1) Tend to disagree	294 13% fpG	252 13%	41 13%	146 13% f	51 13% f	41 19% zcfii		3 31%	48 14% f	198 13% f	41 12% f	120 12%	57 13%	23 17%	27 14%	9 23% k	177 12%	50 15%	201 13%	133 15%	55 19%	8 12%	119 12%	13 11%	12 9%	70 15%	22 16%	145 12%	93 15%	22 11%	48 18% 20G	123 16%	92 9%	53 17%	158 16%	222 15%	227 15% z
(-2) Strongly disagree	157 7% dfG	133 7%	24 7%	81 7% f	17 4% f	33 15% zcdfh ij	:	1 11%	24 7% f	99 6% f	33 10% zdfi	66 6%	38 9%	10 8%	13 7%	4 11%	104 7%	23 7%	100 6%	76 9% zr	26 9%	5 8%	63 7%	8 7%	11 8%	40 9%	5 4%	82 7%	46 8%	17 8% G	36 14% 2FG	61 8% G	41 4%	38 12% zJK	96 10% zJK	121 8% 2	122 8% 2
Mean	0.48 beh istDEFH	0.53 zb	0.11	0.58 zeh i	0.72 zeh i	0.08		0.23	0.06	0.62 zeh i	80.0	0.62 2	0.49	0.44	0.49	-0.09	0.58 2	0.47	0.6 zst	0.4	0.28	0.44	0.6 zy	0.56	0.63	0.42	0.65	0.6 zy	0.47		0.07	0.34 DE	0.79 zDE F	0.26	0.38	0.46 HI	0.47 HI
Agree (NET)	1019 45% bfhj oD	940 49% zb	75 23%	618 55% zefh	230 58% zefh	87 40% fhj	:	4 46%	75 22% f	848 55% zefh	87 26% f	552 53% zmo	221 50% 20	53 40%	98 50% o	9 24%	773 52% zmo	151 46% o	817 52% zst	401 46%	118 41%	29 43%	504 52% 2	60 50%	69 52%	218 47%	72 51%	632 52% z	290 48%	37 18%	101 39% D	336 43% D	535 55% zDEF	133 43%	461 46%	722 49% zHI	749 49% zHI
Disagree (NET)	451 20% fkG	385 20%	66 20%	228 20% f	69 17% f	74 34% zcdfh	:	4 42%	72 21% f	296 19% f	74 22% f	187 18%	94 21%	33 25%	40 20%	13 34% zkp	281 19%	73 22%	301 19%	210 24% 2r	81 28% 2r	13 20%	183 19%	21 18%	23 17%	111 24% zvB	27 20%	227 19%	138 23% B	39 19%	84 33% zDFG	184 24% 2G	132 14%	92 29% zJK	254 25% zJK	343 23% 2K	349 23% 2
Don't know	191 9% acdef ijklmnp arstvxv BCDHUK	105 6%	85 26% za	61 5% f	22 6% f	9 4% f		1 12%	94 27% zcdef ij	83 5% f	9 3%	61 6%	14 3%	3 3%	7 3%	3 8%	75 5% I	10 3%	71 5% t	33 4% t	4 2%	8 12% rst	40 4%	6 5%	4 3%	22 5%	10 7%	50 4%	33 5%	1 *	15 6% D	66 8% D	106 11% zDE	6 2%	25 2%	39 3%	46 3% J
Not applicable	119 5% bcdeh IEFG	115 6% zb	1%	:	:	:	119 100% zcdeh ij	:	:	:	119 35% zcdeh i	48 5%	27 6%	23 17% 2klnp q	14 7%	5 13% zkp	76 5%	37 11% zkinp	95 6% 2	74 9% zr	35 12% zru	1 1%	65 7% z	12 10%	7 5%	22 5%	7 5%	84 7% 2	30 5%	108 53% zEFG	2 1%	8 1% G	*	35 11% zJK	85 8% zJK	108 7% 2	109 7% z

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/g/h/i/j - z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



### 020 4 - Thinkine about everythine voo have seen and heard about fully electric vehicles foot hebrids). to what extent do you agree or disagree with the followine statements? - I will not chanse to an electric vehicle until there is no other choice Base: All adults aged \$8.75 in the UK

																				1																			
		NEXT PURC	HASE - PROBAI	BLY/ DEFINITEL	Y CONSIDER	NEXT PUR	CHASE - PROB	BABLY/ DEFINIT		OVERALL OP	NION ON VEHI	CLES VERY/FAI	RLY POSITIVE	OVERAL	OPINION ON NEGA	VEHICLES VERY	/FAIRLY	EVER CHARGI					EVER BUY - EV				PO	LICY CHANGE -:	SWITCH TO ELE	CTRIC VEHICL	ES				TEN	URE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (i)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS	3 TO 10		IN THE NEXT		EVER BUY		RECALL HEARING SOMETHING (B)	,		NO/DON'T	BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Strongly agree	518 23% cdek Imnqstu wxyHM	303 30% 2cd	151 28% zcd	110 13% d	50 7%	30 11%	169 23% e	184 49% zef	280 51% zef	419 33% zkl	230 31% zkl	148 13% 	69 8%	10 4%	144 19% m	202 58% zmn	369 56% zmn	51 12%	465 26% 20	13 9%	19 6%	11%	79 32% zstuw xy	32 7%	76 9%	155 14% tuwx	216 28% 28CD E	165 21%	128 21%	380 24% 28	137 20%	136 24%	234 26% 2HM	68 18%	43 21%	26 21%	4 29%	370 25% 2HM	137 19%
(1) Tend to agree	501 22% elmo qswCEI	304 30% 2cd	163 31% zcd	220 26% 2d	134 20%	34 13%	164 22% e	71 19% e	150 28% 2efg	327 26% zi	207 28% 2kl	265 24% I	178 20%	21 8%	154 21% m	58 17% m	145 22% mo	79 19%	414 23%	14 10%	64 22% sw	107 26% swx	95 38% zstu wxy	79 18% s	186 22% sw	281 26% 29WX	177 23% E	202 26% 2CE	115 19%	380 24% 2CE	122 18%	138 24% 	210 24% I	84 22%	30 15%	30 23%	3 21%	348 24% I	145 20%
(0) Neither agree nor disagree	462 21% abfg hijnopq wADGL	146 14%	80 15%	163 19% ab	121 18% a	44 17% h	119 16% h	45 12% h	49 9%	196 15%	113 15%	228 21% iil	168 19% ij	55 21% op	128 17% op	27 8%	68 10%	69 16%	381 21% q	22 16%	49 17%	100 24% stvw xy	42 17%	70 16%	170 20% w	212 19% w	105 14%	185 23% zAD	151 25% zAD	290 19% A	171 25% 2AD	109 19%	154 17%	93 24% GL	64 32% 2FGL	28 22%	3 21%	262 18%	185 26% 2FGL
(-1) Tend to disagree	294 13% ghio pvG	142 14%	63 12%	179 21% zab	154 23% zab	49 19% zgh	123 16% 2gh	17 5%	32 6%	140 11%	84 11%	215 19% 2ij	213 24% zijk	62 24% znop	130 17% 20p	11 3%	22 3%	65 15%	225 13%	27 20% zv	69 24% zvy	92 22% zv	20 8%	96 22% zvy	188 22% zvy	208 19% zv	107 14%	103 13%	78 13%	210 13%	84 12%	93 16% 2GL	93 10%	68 18% 2GIL M	21 10%	13 10%	7%	186 13% G	102 14% G
(-2) Strongly disagree	157 7% abghi prvB	51 5%	23 4%	94 11% zab	101 15% zabc	43 16% zfgh	81 11% zgh	15 4%	13 2%	70 6%	43 6%	117 10% zij	128 14% zijk	51 20% znop	74 10% zop	15 4% p	11 2%	50 12% 2r	102 6%	33 24% ztuv wxy	42 14% zuvy	35 8% v	5 2%	75 18% ztuv xy	110 13% zuvy	115 11% zv	74 10% zBDE	39 5%	40 6%	114 7% B	44 6%	36 6%	64 7%	30 8%	13 6%	12 9%	10%	100 7%	55 8%
Mean	0.48 cde fklmnqs tuwxyHM	0.71 2cd	0.74 zcd	0.1 d	-0.22	-0.21	0.33 e	1.18 zef	1.25 zef	0.77 zkl	0.73 zkl	0.12 I	-0.2	-0.63	0.26 m	1.35 zmn	1.36 zmn	0.05	0.58 zq	-0.49	-0.21	0.09 stw x	0.92 2s tuwwy	-0.3 s	-0.1 sw	0.16 stw x	0.52	0.5	0.42	0.51	0.4	0.48 H	0.61 2HM	0.27	0.4	0.43	0.58	0.56 2HM	0.33
Agree (NET)	1019 45% cdek Imngstu wxyCEHI M	607 60% 2cd	313 59% zcd	330 39% d	183 27%	63 24%	334 45% e	255 68% zef	430 79% zefe	746 59% zkl	436 59% zkl	413 37% I	247 27%	30 12%	299 40% m	260 74% zmn	514 79% zmno	130 31%	879 49% 20	27 20%	83 29%	151 37% stwx	174 70% 2stu wxy	111 26% s	262 31% sw	435 40% stwx	393 51% 2CE	367 46% CE	243 39% E	760 49% 2CE	259 38%	275 47% HIM	444 50% 2HIM	153 40%	73 36%	56 44%	8 50%	718 49% zHIM	282 40%
Disagree (NET)	451 20% bghi joprvG	193 19%	86 16%	273 32% zab	256 38% zabc	92 35% zfgh	204 27% 28h	32 8%	45 8%	210 17%	127 17%	331 30% 2ij	341 38% zijk	114 44% znop	203 27% 20p	26 7% p	33 5%	115 27% 2r	328 18%	61 44% zuvx V	111 38% zvy	127 31% 2v	25 10%	171 40% zuvx V	298 35% zuvy	324 30% zv	181 24% 28DE	142 18%	118 19%	324 21% B	127 19%	129 22%	157 18%	98 25% 2GIL M	34 17%	25 19%	3 17%	286 19% G	157 22%
Don't know	191 9% abcde fehilkl postuvw xvADFL	28 3% cd	19 4% cd	14 2%	10 2%	5 2%	19 3%	15 4%	17 3%	71 6%	34 5%	56 5%	43 5%	23 9%	50 7%	22 6%	34 5%	4	180 10% 2q	2 196	1 *	11 3% twx	4 2%	2 1%	13 2% tw	17 2% tw	30 4%	61 8% AD	85 14% 2ABD	90 6% A	101 15% 2ABCD	32 6%	71 8%	28 7%	29 14% 2FGH LM	14 11%	2 11%	104 7%	70 10% FHL
Not applicable	119 5% ahipr vCEIM	40 4%	30 6% a	71 8% zab	99 15% zabc	59 22% zfgh	70 9% zh	26 7% h	5 1%	50 4%	32 4%	83 7% 2ij	106 12% 2ijk	34 13% 2nop	62 8% 20p	14 4% p	5 1%	107 25% 2r	11 1%	27 20% zuvx y	48 16% zuvxy	25 6% v	4 1%	75 18% zuvx y	100 12% 20Vy	103 9% zuv	61 8% zBCDE	36 4%	20 3%	97 6% 2BCE	22 3%	36 6% IM	62 7% 2HIM	14 4%	1 1%	5 4%	:	98 7% ziM	20 3% I

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) \ -1/a/b/c/d - 1/e/l/c/h - 2/l/l/h - 1/l/l/h/l - 1/l/l/h/l - 1/e/l/c/p - 1/a/r - 1/s/l/u/w/x/y - 2/A/B/C/D/E - 2/F/G/h/l/l/k/l/M \ Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q20\_4 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I will not change to an electric vehicle until there is no other choice

Base: All adults aged 18-75 in the UK

		CHARGIN	IG VEHICLE AT	F PUBLIC CHARG	ING LOCATION		CHARGING	VEHICLE AT F	PUBLIC CHARGII	NG LOCATION		DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE			DRIVEN EV IN		VE EXPERIENCE		
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE	OFTEN IN USE BY OTHERS (d)	OFTEN DAMAGED /NOT WORKING (e)	DIFFICULT TO LOCATE NEAREST (f)	IN SAFE/ WELL-LIT AREAS (g)	EASY TO USE	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (i)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (I)	EASY TO USE	OFTEN IN USE BY OTHERS (n)	OFTEN DAMAGED /NOT WORKING (o)	DIFFICULT TO LOCATE NEAREST (p)	IN SAFE/ WELL-LIT AREAS (q)	EASY TO USE	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(2) Strongly agree	518 23% bcde fijklmn pst	13 16% bcde	9 5%	8 4%	11 10% bc	8 8%	3 3%	2 27%	5 33%	4 7% f	3 3%	23 13%	26 8%	24 8%	26 11%	21 16% Imn	5 4%	7 26%	2 8%	4 5%	4 3%
(1) Tend to agree	501 22% fijl mpst	20 24%	30 18%	29 17%	27 24% c	25 24% c	8 8%	* 8%	2 16%	3 5%	6 8%	48 26% Im	54 17%	47 17%	62 26% Im	39 30% zlm	12 9%	6 22%	7 36%	9 12%	11 8%
(0) Neither agree nor disagree	462 21% bcef ijs	13 16% bc	16 9%	16 9%	16 14%	11 11%	3 3%	1 10%	1 9%	1 1%	7 9% fi	42 23%	64 20%	56 20%	51 21%	22 17%	21 15%	4 15%	5 26%	7 9%	28 20% s
(-1) Tend to disagree	294 13%	10 12%	28 17%	30 17%	14 13%	17 17%	18 19%	1 12%	* 2%	11 19%	14 18%	38 21% z	91 29% zko	85 30% zkno	59 24% z	23 18%	59 42% z	4 17%	1 5%	28 35% z	55 39% z
(-2) Strongly disagree	157 7%	6 7%	28 17% zae	28 16% zae	15 13% za	9 8%	22 23%	1 17%	1 8%	13 24% z	17 22%	23 12% z	65 21% zkno	61 22% zkno	35 14% z	17 13% z	40 29% z	5 19%	3 17%	28 34% z	39 28%
Mean	0.48 bcd efijklm nopst	0.39 bc de	-0.33	-0.37	0.07 bc	0.09 bc	-0.92	0.21	0.95	-0.86	-0.79	0.06 Im	-0.38	-0.41	-0.06 Im	0.2 Im n	-0.85	0.19	0.13	-0.85	-0.84
Agree (NET)	1019 45% bcde fijlmnp st	33 39% bc	39 23%	37 21%	39 34% bc	33 32% bc	10 11%	2 35%	8 49%	7 12%	9 11%	71 39% Im	81 26%	71 25%	88 36% Im	60 46% Imn	17 13%	13 48%	8 44%	14 17%	15 11%
Disagree (NET)	451 20%	16 19%	56 34% zad	57 33% zad	30 26% a	26 25%	40 41% z	2 29%	2 10%	24 43% z	31 40% z	60 33% z	156 50% zkno	146 52% zkno	94 39% zo	40 31% z	99 72% z	9 36%	4 23%	56 70% z	94 67% z
Don't know	191 9% abcde fijklmn pt	1 1%	2 1%	2 1%	1 1%	2 2%	-	-	÷	-	1 1%	7 4%	9 3%	8 3%	6 3%	5 4%	*	÷	1 6%	3 4% p	4 3%
Not applicable	119 5% klmn pst	21 25% z	54 32% z	59 34% zad	29 26% z	31 30% z	43 45% z	2 26%	5 32%	24 43% z	30 39% z	1 1%	3 1%	3 1%	3 1%	3 2%	1 1%	-	-	-	-



Q20\_5 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I would find it difficult to learn how to charge an EV

		GEI	NDER			AGE								REC	ION						WORKING	G STATUS	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN	I/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
			1130						116												1505				1249							
WEIGHTED BASE			1120						88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	114	58	56	16	33	29	15	21	6	15	16	5	8	7	10	10	25	4	7	2	85	29	64	50	53	61	26	26	15	37	97	16
	5%	5%	5%	6%	8%	7%	4%	3%	6%	6%	9%	3%	5%	3%	6%	3%	8%	4%	4%	3%	6%	4%	5%	5%	7%	4%	7%	4%	3%	7%	5%	5%
	gC			R	zfg	g					zkmo						zko								zy		C			C		
(1) Tend to agree	263	124	133	52	69	46	37	58	7	36	23	18	19	23	17	38	44	13	17	7	202	61	154	109	98	165	42	86	62	60	227	29
	12%	11%	12%	20%	16%	11%	9%	8%	8%	15%	12%	10%	12%	11%	9%	12%	14%	12%	9%	12%	13%	8%	12%	11%	12%	11%	11%	14%	12%	11%	12%	9%
	gu			zefg	zfg																žu											
(0) Neither agree nor disagree	585	257	316	62	103	95	111	213	24	51	48	57	51	61	41	80	72	26	56	17	389	196	298	286	179	406	128	175	137	92	475	92
	26%	24%	28%	24%	24%	24%	27%	28%	28%	21%	27%	29%	31%	29%	22%	26%	23%	25%	30%	27%	26%	27%	23%	30%	22%	28%	32%	29%	26%	17%	26%	28%
	avxD		za										- 1											zv		2X	zD	D	D			
(-1) Tend to disagree	581	295	282	66	111	105	104	195	22	61	43	56	34	62	49	88	82	27	42	16	383	198	364	217	224	357	102	134	142	168	478	88
	26%	27%	25%	26%	26%	26%	25%	26%	25%	25%	24%	29%	21%	29%	26%	28%	26%	25%	23%	25%	25%	27%	28%	23%	28%	25%	26%	22%	27%	30%	26%	27%
(-2) Strongly disagree	wB	288	462	24	92	04	91	450	18	49	31	22	33	22	47	59		19	52	15	240	426	zw	450	2	200	59	402	404	zB 4CO	274	68
(-2) Strongly disagree	454 20%	288	163 15%	12%	22%	81 20%	22%	160 21%	20%	20%	17%	17%	20%	15%	47 25%	19%	66 21%	18%	28%	25%	319 21%	136 19%	286 22%	169 18%	189 23%	266 18%	15%	103 17%	104 20%	169 31%	371 20%	21%
	bcwy	zb zb	1370	1270	2270	20%	2270	21/0	20%	20%	1770	1770	20%	13/0	23/0	19/6	21%	1070	zikm	23/0	2170	15/0	ZW	10/0	zy zy	10/0	1370	1770	20%	zABC	20%	21/0
	ΔR	20																	238311				200		2 y					ZABC		
Mean	-0.5	-0.62	-0.38	-0.19	-0.39	-0.46	-0.6	-0.64	-0.51	-0.44	-0.32	-0.55	-0.45	-0.48	-0.64	-0.54	-0.42	-0.49	-0.66	-0.63	-0.47	-0.57	-0.56	-0.41	-0.54	-0.48	-0.35	-0.39	-0.56	-0.7	-0.48	-0.56
IVICUIT	ag	0.02	78	70	fa	0.40	0.0	0.04	0.51	0.44	nr	0.33	0.45	0.40	0.04	0.54	0.42	0.43	0.00	0.03	0.47	0.57	0.30	74	0.54	0.40	2C	*C	0.50	0.7	0.40	0.50
	vD vD			fe		^																		.,			D	D				
Agree (NET)	377	182	189	68	102	74	53	80	13	51	38	24	27	30	27	48	69	17	24	9	287	90	218	159	151	226	68	112	77	97	324	44
	17%	17%	17%	27%	24%	18%	13%	11%	15%	21%	21%	12%	17%	14%	15%	16%	22%	16%	13%	14%	19%	13%	17%	17%	19%	16%	17%	18%	15%	18%	17%	14%
	fgu			zefg	zfg	g				k	k						zkmr				zu				2							
Disagree (NET)	1036	583	446	97	202	186	194	355	40	110	75	89	67	94	96	147	148	45	94	31	702	334	650	386	413	622	160	237	247	336	849	156
	46%	53%	40%	38%	48%	46%	47%	47%	45%	46%	41%	46%	41%	44%	51%	48%	47%	43%	50%	49%	46%	46%	51%	40%	51%	43%	40%	39%	47%	61%	46%	48%
	bcwy	zb			c		c	c															zw		zy				В	zABC		
	AB																															
Don't know	244	70	170	27	14	49	53	101	11	29	19	24	17	27	24	33	24	17	12	6	143	101	119	124	61	183	42	85	60	25	204	34
	11%	6%	15%	11%	3%	12%	13%	13%	12%	12%	11%	13%	11%	13%	13%	11%	8%	16%	7%	10%	9%	14%	9%	13%	8%	13%	11%	14%	11%	5%	11%	10%
	adtvx	1	za	d		d	d	zd										pr			1	zt		zv		zx	D	zD	D			
	D																															

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/w/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q20 5 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I would find it difficult to learn how to charge an EV Baser. All adults aged 18-75 in the UK

		CAR DRIVI	IG LICENSE				VEHIC	LE TYPE						VE	IICLE OWNERS	HIP				TYPES OF	PORIVING				PA.	RKING LOCATIO					ELECTRIC	VEHICLES		IN	TENTION TO E	IUY NEXT VEHIC	CLE
WEIGHTED BASE	TOTAL (2) 22(5)	ANY YES (a) 1936	NO (b) 301	PETROL (c) 1120	DIESEL (d)	HYBRID (e) 243	EV (f) 135	OTHER (g)	NO VEHICLE (h)	ICE (I) 1519	EV OR HYBRID (j)	OWN IT OUTRIGHT AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I) 461	LEASING IT (m)	BUYING IT ON FINANCE (n) 209	SOME OTHER WAY (o)	(p) 1503	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	G (s) 916	USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	NOT NEXT		NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY	(B) 1268	ON-STREET (C)	DRIVE (D) 237	NOT CURRENTLY BUT HAVE IN THE PAST (E) 267	PASSENGER (F) 797		NEXT YEAR (H) 349	IN THE NEXT 3 YEARS (I) 1064	10 YEARS (J) 1545	EVER (K
IGHTED BASE Strongly agree	2241 100% 114	1908 85% 91	328 15% 21	1131 50% 60	399 18%	217 10%	119 5%	9**	344 15%	1530 68% 73	336 15% 22	1044 47% 40	441 20% 36	132 6%	198 9%	39* 2%*	1485 66% 76	330 15% 19	1559 70% 66	862 38% 39	289 13%	67* 3%*	968 43% 39	119* 5%*	132 6%	460 21% 25	140 6% 13	1219 54%	600 27% 38	202 9% 20	258 12% 15	777 35% 29	965 43%	312 14% 19	1002 45% 56	1470 66% 73	15 68 7
ar origin agree	5% krF	5%	6%	5%	3%	7% d	5%	10%	5%	5%	6%	4%	8% zkp	3%	7%	-	5% k	6%	4%	5%	7% rs	12% 2rs	4%	6%	7%	6%	9% zvB	5%	6%	10% zFG	6%	4%	5%	6%	6%	5%	55
Tend to agree	263 12% bvF	235 12% zb	26 8%	152 13% zh	42 11%	28 13%	9 8%	2 18%	28 8%	194 13% h	37 11%	115 11%	68 15% zkp	20 15%	26 13%	1 4%	183 12% k	47 14%	181 12%	111 13%	54 19% zrs	7 11%	91 9%	27 22% zvxB	11 8%	66 14% v8	27 20% zvxB	129 11% v	94 16% zvxB	22 11%	39 15% F	72 9%	121 13%	40 13%	129 13%	191 13% 2	20 13 2
Neither agree nor disagree	585 26% fjit DUK	494 26%	90 28%	296 26% fj	122 31% efj	48 22%	18 15%	2 22%	92 27% fj	418 27% fj	66 20%	296 28% zlp	96 22%	28 21%	56 28%	7 17%	392 26% I	84 25%	399 26% t	217 25% t	55 19%	17 25%	246 25%	25 21%	38 29%	121 26%	43 31%	309 25%	165 27%	32 16%	54 21%	205 26% D	284 29% zDE	76 24%	240 24%	362 25%	37 25
Tend to disagree	581 26% bG	516 27% zb	65 20%	315 28%	91 23%	62 29%	27 22%	3 31%	78 23%	406 27%	89 27%	281 27%	114 26%	39 29%	48 24%	11 28%	395 27%	87 26%	431 28% z	250 29% z	82 28%	12 18%	280 29% zA	25 21%	35 26%	121 26%	27 19%	340 28% z	147 25%	49 24%	71 28%	243 31% 2G	211 22%	88 28%	281 28%	430 29% z	44 29 2
1 Strongly disagree	454 20% bchA G	406 21% zb	46 14%	203 18%	90 23% h	52 24% h	57 48% zcde hij	2 18%	49 14%	293 19%	109 32% 2cde hi	219 21%	92 21%	36 27%	38 19%	16 40% zkin pq	311 21%	74 22%	349 22% z	189 22%	64 22%	11 16%	233 24% zyAC	27 23%	28 21%	87 19%	18 13%	289 24% zAC	104 17%	76 38% zEFG	65 25% G	156 20% G	150 16%	75 24%	244 24% z	340 23% z	34 23 2
an	+0.5 af jorvBDF JK	-0.52	-0.36	-0.44 zf i	-0.57 f	+0.51 fj	-1.04	-0.3	-0.44 fj	-0.47 fj	-0.7 f	0.55	-0.38 zk op	-0.63 o	-0.38 o	-1.18	+0.5 ko	-0.48 o	-0.57	-0.54	-0.41 r	-0.19 r	-0.65	-0.34 vB	-0.51	-0.42 vB	-0.06 zv xyBC	-0.6 v	-0.34 zv yB	-0.7	-0.54	-0.6	-0.36 zD F	-0.54	-0.56	-0.55	-0.!
pree (NET)	377 17% kovB F	327 17%	47 14%	212 19% zdhi	54 14%	44 20% dh	15 12%	3 28%	44 13%	266 17% d	59 18%	155 15%	105 24% zkop	25 19% 0	40 20% o	1 4%	259 17% ko	65 20% 0	248 16%	150 17%	75 26% zrs	15 23%	130 13%	34 29% zvxB	20 15%	92 20% vB	40 29% zvxB	184 15% v	132 22% zvyB	42 21% F	54 21% F	101 13%	169 17% F	59 19%	185 18%	264 18%	27 18 2
sagree (NET)	1036 46% bhAC G	922 48% zb	111 34%	518 46% h	181 45% h	114 53% h	84 70% zcde hij	5 50%	127 37%	699 46% h	198 59% zcde hi	501 48%	205 47%	75 56% znq	86 43%	26 68% zkin pq	706 48%	160 49% n	780 50% zu	439 51% zu	146 50% u	23 34%	513 53% zyAC	53 44%	63 48% A	207 45% AC	44 32%	629 52% zyAC	252 42% A	125 62% zFG	136 53% zG	400 51% 2G	361 37%	163 52% z	525 52% 2	771 52% 2K	79 52 2
n't know	244 11% acefi jkimpqrs tvBDEHIJ	164 9%	80 24% za	106 9% efj	41 10% efj	11 5%	2 2%	:	80 23% zcde fij	147 10% efj	13 4%	93 9%	35 8%	4 3%	16 8%	5 12%	128 9%	20 6%	133 9% st	55 6%	14 5%	12 18% rst	79 8%	8 7%	10 8%	40 9%	12 8%	97 8%	52 9%	3 2%	14 5% D	72 9% D	150 16% zDEF	13 4%	53 5%	73 5%	8: 51 J

Proportions/Means: Columns Tested (5% risk level) -z/z/b - 2/z/d/z/H/g/h/l/l - 2/kl/l/m/h/o/p/q - 2/r/s/k/u - z/v/w/n/g/A/B/C - z/D/E/F/G - z/kl/l/K Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

O20 5 - Thinkline about everthine you have seen and heard about fully electric vehicles incl hebrids. to what extent do you agree or disagree with the following statements? - I would find it difficult to learn how to charge an EV

### LZO > - Invasiva about everythmic you have seen and heard about fully electric vehicles inot rivoriess, to what extent oo you agree or disparee with the following statements: - I would find it difficult to learn how to charite. Base: All adults aged 18-75 in the UK

		NEVT DUD	HASE - PROBAE	IV/DEEINITEI	v consinse	NEXT PU	RCHASE - PROI	BABLY/ DEFINIT	ELY NOT	OVERALL OPIN	IION ON VEHIC	I EC WEDY/EAI	IDI V DOSITIVE	OVERAL		VEHICLES VER	//FAIRLY	EVER CHARGI					EVER BUY - EV				D.C.	DLICY CHANGE -:	SWITCH TO SI	ECTRIC VEHIC					TEN	HE			
																				WITHIN THE		3 TO 10	MORE THAN	IN THE NEXT				RECALL HEARING		YES/ RECALL	NO/DON'T	BOUGHT ON			RENTED LA./	RENTED			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	NEXT YEAR (s)	1 TO 3 YEARS (t)	YEARS (u)	10 YEARS (v)	3 YEARS (w)	10 YEARS (x)	EVER BUY (v)	YES (A)	SOMETHING (B)	NO (C)	HEARING (D)	KNOW (E)	MORTGAGE (F)	OUTRIGHT (G)	PRIVATE (H)	COUNCIL (I)	H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
WEIGHTED BASE EIGHTED BASE	2241 2241 100%	1043 1014	552 528 24%	940 851	748 669	290 262	788 745	358 373	546 546 246	1261 1273 576	742 742	1179 1112 50%	977 905	281 256	775 742	323 349	604 654	479 424	1730 1778 70%	169 139	308 291	450 414	243 248	477 430	927 843	1170 1091	806 771 24%	788 791	594 617	1594 1561 70%	647 680	592 580	930 887	381 386 17%		109 128*	17 15**	1522 1468 65%	663 714 32%
1 Strongly agree	114 5% for	65 6% 2	44 8% z	51 6%	44 7%	8	25 3%	19 5%	27 5%	84 7% z	57 8% zk	60 5%	57 6% 2	11 4%	28 4%	35 10% zmnp	39 6%	37 9% 2f	76 4%	14 10% zuvov	18 6%	19 5%	9	33 8% ZW	52 6%	61 6%	45 6%	32 4%	33 5%	77 5%	37 5%	30 5%	52 6%	16 4%	8 4%	3	2 16%	82 6%	28 4%
I) Tend to agree	263 12% AL	135 13%	79 15% 2	121 14% 2	106 16% 2	23 9%	82 11%	49 13%	63 12%	170 13% z	101 14%	139 12%	126 14% 2	23 9%	75 10%	43 12%	66 10%	55 13%	200 11%	19 14%	44 15%	54 13%	35 14%	63 15%	117 14% 2	152 14% z	73 9%	101 13%	87 14% AE	174 11%	89 13%	54 9%	100 11%	59 15% zFL	28 14%	13 10%	4 27%	154 11%	100 14% FL
0) Neither agree nor disagree	585 26% cdfk Imnqstu wxxADFL	245 24% cd	134 25% cd	174 20% d	113 17%	57 22%	156 21%	108 29% ef	166 30% zef	311 24% kl	189 25% kl	233 21% 	162 18%	40 16%	143 19%	86 25% m	193 30% zmno	77 18%	492 28% 2q	23 17%	50 17%	90 22%	89 36% zstu wxy	74 17%	164 19%	253 23% stwx	160 21%	227 29% AD	172 28% A	387 25% A	198 29% AC	131 22%	225 25%	102 27%	74 37% 2FGH LM	37 29%	3 18%	355 24%	214 30% zFHL
-1) Tend to disagree -2) Strongly disagree	581 26% oEIM 454	311 31% 2b 204	139 26% 109	258 30% 2d 222	183 27% 209	76 29% 86	240 32% 2g 197	97 26% 72	153 28% 97	345 27% i 264	178 24%	324 29% 2i 287	250 28% i 264	77 30% o 84	241 32% 200 188	71 20% 65	156 24% 117	115 27% 136	462 26% 316	38 28% 43	81 28% 90	135 33% 2 96	76 31% 34	120 28%	255 30% 2 229	331 30% z 264	214 28% E 236	212 27%	149 24% E 74	427 27% zE 378	154 23% 77	180 31% 2HIM 125	241 27% IM 184	87 23% 83	35 17% 30	31 24% 27	2 15%	421 29% zHIM 309	153 21% 139
	20% n/CE	20%	21%	26% zab	31% zabc	33% zfgh	27% 2gh	19%	18%	21%	22%	26% zij	29% zijk	33% znop	25% 20p	19%	18%	32% 2r	18%	31% zvy	31% zuvy	23% v	14%	31% zuvx V	27% zuvy	24% zv	31% 2BCD E	18% CE	12%	24% 2BCE	11%	22%	21%	21%	15%	21%	19%	21%	20%
Mean	-0.5 cd efidmnq twxyADF L	-0.47 cd	-0.38 za cd	-0.58	-0.62	-0.84	-0.72	-0.45 ef	-0.46 ef	-0.46 kl	-0.42 2k 	-0.61	-0.62	-0.85	-0.72	-0.29 zm np	-0.43 mn	-0.62	-0.48 q	-0.55	-0.64	-0.59	-0.38 tu wxy	-0.61	-0.6	-0.55 x	-0.72	-0.46 AD	-0.28 2A BD	-0.59 A	-0.26 2A BD	-0.61	-0.5	-0.46	-0.29 2F L	-0.58	0.06	-0.54	-0.44 F
Agree (NET)	377 17% efnr	200 20% 2	123 23% 2a	172 20% z	150 22% 2	31 12%	107 14%	67 18% e	90 16%	254 20% 2	158 21% 2k	198 18%	184 20% zk	34 13%	103 14%	79 23% zmnp	105 16%	92 22% 2r	276 16%	34 24% 2	62 21% 2	74 18%	44 18%	96 22% 2	169 20% z	213 20% 2	118 15%	133 17%	120 19%	251 16%	126 19%	84 15%	152 17%	75 20%	36 18%	16 13%	7 43%	237 16%	127 18%
Disagree (NET)	1036 46% oorC EIM	514 51% 2	248 47%	480 56% zab	391 59% 2ab	162 62% zsh	437 59% zeh	169 45%	250 46%	609 48%	339 46%	612 55% zii	513 57% 2ii	162 63% 200	428 58% 200	136 39%	274 42%	251 59% 2r	778 44%	81 58% 2v	172 59% zv	232 56% 2v	111 45%	253 59% zw	484 57% zvv	595 55% 2V	451 58% 2BCD E	354 45% CE	223 36% E	804 52% 2BCE	231 34%	305 53% 2HIM	424 48% IM	170 44% I	64 32%	58 45% I	5 34%	729 50% zlM	292 41% I
on't know	244 11% abcde fhijklqs tuvwwAD	55 5% cd	24 5% d	25 3%	15 2%	13 5%	44 6%	29 8%	40 7%	99 8% kl	56 8% I	69 6% I	45 5%	20 8%	68 9%	48 14% mn	82 12% n	4 1%	232 13% 2q	1	7 2%	17 4% swy	5 2%	7 2%	25 3% w	30 3%	42 5%	77 10% AD	102 16% zABD	119 8% A	124 18% 2ABC D	60 10%	86 10%	38 10%	27 13%	17 13%	1 5%	147 10%	81 11%

Proportions/Means: Columns Tested [5% risk level) - 1/a/b/c/d - 2/e/l/g/h - 2/l/l/h/ - 2/m/n/o/p - 2/q/t - 2/s/l/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/M Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q20\_5 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - I would find it difficult to learn how to charge an EV

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGI	NG LOCATION :	· DISAGREE	DRIVEN EV IN		VE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE RIVING DISAGR		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(2) Strongly agree	114 5% pt	18 21% zbcde	15 9% z	14 8% z	14 12% z	12 12%	2 2%	1 10%	3 16%	4 7% f	4 5%	18 10% zn	19 6%	17 6%	14 6%	15 12% zlmn	1 1%	-	2 12%	4 5% pt	2 1%
(1) Tend to agree	263 12% fijp	15 18% bc	19 12%	17 10%	17 15%	15 14%	3 3%	-	2 11%	2 4%	2 2%	42 23% zlm	42 14%	44 15%	44 18% zl	28 22% zlm	6 4%	5 20%	2 12%	5 6%	11 8%
(0) Neither agree nor disagree	585 26% bcfi jlmnpst	19 23% bc	23 13%	25 15%	27 23% bc	21 20% b	5 5%	2 25%	2 12%	-	7 9% i	40 22% Im	50 16%	41 15%	44 18%	25 20%	14 10%	7 28%	2 14%	8 9%	17 12%
(-1) Tend to disagree	581 26%	15 17%	42 25%	42 25%	23 20%	26 26% a	31 32%	2 36%	7 42%	18 33%	22 29%	46 25%	90 29%	82 29%	69 28%	35 27%	49 35% z	7 29%	6 34%	30 38% z	52 37% z
(-2) Strongly disagree	454 20%	17 20%	68 41% zade	71 41% zade	33 28% za	27 26%	55 57% z	2 29%	3 19%	32 56% z	43 56% z	30 17%	105 34% zko	95 33% zko	71 29% zko	22 17%	67 48% z	6 23%	4 22%	32 40% z	57 41% z
Mean	-0.5 bcf ijlmpst	0.04 zb cde	-0.77	-0.81	-0.38 bc	-0.41 bc	-1.39	-0.74	-0.36	-1.28	-1.27	-0.16 zl mn	-0.72	-0.69	-0.57 I	-0.16 zl mn	-1.27	-0.55	-0.46	-1.05 p	-1.08 p
Agree (NET)	377 17% fjpt	33 39% zbcd e	34 20%	32 18%	31 27% zbc	27 26% zc	5 5%	1 10%	4 27%	6 11% f	6 7%	60 33% zlmn	62 20%	61 22% z	58 24% z	44 34% zlmn	7 5%	5 20%	4 23%	8 10%	13 9%
Disagree (NET)	1036 46%	31 37%	110 66% zade	114 66% zade	56 48% a	53 52% a	86 89% z	4 65%	10 61%	50 89% z	65 84% z	76 42%	196 63% zko	177 62% zko	140 58% zko	57 44%	116 84% z	13 52%	10 56%	62 77% z	109 77% z
Don't know	244 11% abcde fijklmno pst	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	-	-	5 3% n	5 2%	5 2%	*	3 2%	1 1%	-	1 7%	2 3%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q20\_6 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - EVs are more complicated to learn how to use than petrol/diesel vehicles

#### Rase: All adults aged 18-75 in the UK

		GEN	IDER			AGE			1					RE	SION						WORKING	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	N/RURAL
[											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
									116												1505				1249							
									88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Strongly agree	152	84	67	22	41	37	23	29	7	21	17	8	11	20	13	12	27	3	12	2	110	42	77	75	51	102	31	51	34	33	120	30
	7%	8%	6%	9%	10%	9%	6%	4%	7%	9%	9%	4%	7%	9%	7%	4%	9%	3%	7%	3%	7%	6%	6%	8%	6%	7%	8%	8%	6%	6%	6%	9%
	go			g	zg	g					oq			po			0															
(1) Tend to agree	375	188	184	50	97	81	56	91	15	45	26	32	31	32	29	54	67	15	23	9	282	93	235	140	163	212	67	93	81	110	325	41
	17%	17%	16%	20%	23%	20%	14%	12%	17%	19%	15%	16%	19%	15%	15%	17%	21%	14%	12%	15%	19%	13%	18%	15%	20%	15%	17%	15%	16%	20%	18%	12%
	guyF			g	zfg	fg											zr				zu		zw		zy					2	É	
(0) Neither agree nor disagree	653	300	340	73	115	104	120	240	31	66	43	63	42	67	47	103	90	29	50	22	444	209	374	279	212	441	109	197	152	142	541	90
	29%	27%	30%	29%	27%	26%	29%	32%	35%	27%	24%	32%	26%	32%	25%	33%	29%	28%	27%	35%	29%	29%	29%	29%	26%	31%	27%	32%	29%	26%	29%	28%
	xD																									×		D				
(-1) Tend to disagree	410	236	171	56	91	67	83	112	13	39	41	29	36	39	31	57	51	21	44	10	292	118	260	150	169	241	64	100	90	133	340	61
	18%	22%	15%	22%	22%	17%	20%	15%	14%	16%	23%	15%	22%	18%	16%	19%	16%	20%	24%	15%	19%	16%	20%	16%	21%	17%	16%	16%	17%	24%	18%	19%
	bgw	zb		g	g		g																ZW		zy					zABC		
(-2) Strongly disagree	239	157	81	15	49	41	52	83	4	22	21	18	9	19	30	29	43	11	26	8	168	71	145	94	100	139	31	52	62	85	195	36
	11%	14%	7%	6%	12%	10%	13%	11%	5%	9%	11%	9%	6%	9%	16%	10%	14%	10%	14%	12%	11%	10%	11%	10%	12%	10%	8%	9%	12%	15%	11%	11%
	bch	zb			c		c	c							zhi		hi		hl	h					zy					zAB		
Mean	-0.11	-0.2	-0.02	0.04	-0.02	0.02	-0.25	-0.23	0.1	0.02	-0.15	-0.12	-0.01	-0.03	-0.25	-0.15	-0.06	-0.28	-0.31	-0.24	-0.1	-0.15	-0.15	-0.07	-0.15	-0.09	0.01	-0.02	-0.16	-0.25	-0.11	-0.12
	at		za	zt	tg	zt			ngr	r			r	r													D	В				
Agree (NET)	grD 527	272	254	72	420	g		440	S 24		42	40	42	52	42			17	25		202	425	242	245	24.4	242	00	442	445	442	445	74
Agree (NET)	24%	272 25%	251 22%	28%	138 33%	118 29%	19%	119 16%	21 24%	66 27%	43 24%	40 20%	26%	24%	42 22%	65 21%	94 30%	17%	35 19%	11 18%	392 26%	135 19%	312 24%	215 22%	214 27%	313 22%	98 25%	143 24%	115 22%	143 26%	445 24%	71 22%
	fgu	2576	22%	287b		29% afa	19%	10%	24%	2/76	24%	20%	20%	2476	22%	21%	zkoq	1/%	19%	18%	20% ZU	19%	24%	22%		22%	25%	24%	22%	20%	24%	22%
	igu			18	zfg	218				4							zkoq				20				zy							
Disagree (NET)	649	393	252	71	140	108	134	195	17	60	62	48	45	EO	61	06	0.4	32	70	18	461	189	405	244	269	380	94	152	153	217	535	97
Disaktee (IAE1)	29%	393	23%	28%	33%	27%	33%	26%	19%	25%	34%	48 25%	28%	27%	33%	28%	30%	30%	38%	28%	30%	26%	32%	26%	33%	26%	24%	25%	29%	39%	29%	30%
	bhwy	30% zb	2376	2676	3.576	2/75	3376	20%	19%	23%	54% h	2.376	26%	2/76	53% h	2676	30% h	3076	zhik	28%	30%	20%	3276 ZW	20%	3376 ZV	20%	2476	23%	25%	zABC	2376	3076
	AB	-0					×				"				"		.,		A.HK											- DC		
Don't know	412	127	277	38	28	75	77	195	19	49	33	44	33	36	38	53	35	27	31	12	224	188	194	218	109	303	97	115	101	49	331	69
	18%	12%	25%	15%	7%	18%	19%	26%	22%	20%	18%	23%	21%	17%	20%	17%	11%	26%	17%	19%	15%	26%	15%	23%	14%	21%	24%	19%	19%	9%	18%	21%
	adpt	1 -2.70	23/0	4	7.0	4	-5/0	zcde	-2.70	20,0	-074	23/0	-1/0	2770	_0,0		-270	-0/4		-5/0	23/6	**	-3/4	zv	1	71	zD.	D.	2570	274	-370	22/0
	vxD		-0	a a		u	u	f	"	,		,	,		P			ь		,	1	24					10	,				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/w/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q20\_6 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - EVs are more complicated to learn how to use than petrol/diesel vehicles

### Base: All adults aged 18-75 in the UK

		CAR DRIVI	NG LICENSE				VEH	ICLE TYPE						VE	HICLE OWNERS	HIP				TYPES O	DRIVING				PA	RKING LOCATION	ONS				ELECTRIC	VEHICLES		IN	TENTION TO P	BUY NEXT VEHIC	CLE
							T								T									OFF-STREET		ON-STREET	ON-STREET										
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT	OFF-STREET	DIRECTLY IN FRONT OF/ NEXT TO MY	NOT IN FRONT OF/			CURRENTLY	NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE REEN	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	l
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE			FINANCE	PLEASURE	6	WORK	DRIVE	PROPERTY		CAR PARK	PROPERTY	PROPERTY	OFF-STREET	ON STREET	DRIVE	THE PAST	PASSENGER	PASSENGER	NEXT YEAR	3 YEARS	10 YEARS	L DATE D
	(7)	(a)	(b)	(c)	(d)	(e)	(f)	(e)	(b)	(0	(0)	(k)	(1)	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(F)	(F)	(G)	(H)	(0)	(1)	(K)
IWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	160
IGHTED BASE	2241																						968														
	100%																						43%														
Strongly agree	152	134	17	85	24	18	4	1	19	109	22	64	38	16	10	3	102	26	103	51	31	4	60	9	13	32	17	82	49	19	19	36	77	31	81	107	109
	7%	7%	5%	8%	6%	8%	4%	10%	5%	7%	7%	6%	9%	12%	5%	8%	7%	8%	7%	6%	11%	5%	6%	7%	10%	7%	12%	7%	8%	9%	7%	5%	8%	10%	8%	7%	7%
	F													zkn				n			zrs						zv			F			F	zJK	z		
Tend to agree	375	342	32	194	75	44	18	3	39	269	62	186	83	15	43	4	269	58	269	179	75	10	159	26	25	88	30	210	119	45	57	125	144	58	190	282	293
	17%	18%	10%	17%	19%	20%	15%	34%	11%	18%	18%	18%	19%	11%	22%	9%	18%	18%	17%	21%	26%	15%	16%	21%	19%	19%	22%	17%	20%	22%	22%	16%	15%	19%	19%	19%	19%
	bh	zb		h	h	h				h	h				mq		2	m		zr	zrs								z	2G	2FG				z	2	2
Neither agree nor disagree	653	561	91	354	118	61	19	4	88	472	81	317	125	36	66	6	443	102	464	247	69	19	270	43	40	146	36	352	182	35	76	233	294	90	288	422	437
	29%	29%	28%	31%	30%	28%	16%	47%	26%	31%	24%	30%	28%	27%	33%	16%	30%	31%	30%	29%	24%	29%	28%	36%	30%	32%	26%	29%	30%	17%	30%	30%	30%	29%	29%	29%	29%
	fjtD			zfj	f	fj				zfj	f								t												D	D	D				
) Tend to disagree	410	353	55	196	82	46	27		53	278	73	183	81	34	40	10	264	73	295	188	67	15	192	22	20	86	23	235	110	41	53	171	140	58	192	305	313
	18%	19%	17%	17%	21%	21%	23%		15%	18%	22%	18%	18%	25%	20%	24%	18%	22%	19%	22%	23%	22%	20%	19%	16%	19%	17%	19%	18%	20%	21%	22%	14%	19%	19%	21%	20%
	G																			zr	z										G	2G				21	
) Strongly disagree	239 11%	222 12%	17 5%	102 9%	37 9%	31 14%	47	9%	21 6%	139 9%	78 23%	119 11%	56 13%	20 15%	15 8%	7 19%	175 12%	35 11%	187 12%	106 12%	29 10%	3 4%	126	12	13 10%	51 11%	10 7%	151 12%	61 10%	58 28%	39 15%	82 11%	56 6%	48 15%	143 14%	190 13%	198
		12%	5%	9%	9%	chi	zcdeh	9%	6%	9%		11%	13%	15%	8%	19%	12%		12%	12%	10%	4%	15%	10%	10%	11%	/%	12%	10%	zEFG	2G	11%	6%	15%	14%	15%	13%
	bchi	20				cni	zcaen				zcde					n	2	n	2				2					2		ZEFG	26	G		z	23	2	2
330	-0.11	-0.12	-0.11	-0.04	-0.1	-0.14	-0.82	0.34	-0.09	-0.05	-0.39	-0.12	-0.09	-0.22	-0.04	-0.49	-0.11	-0.12	-0.15	-0.15	0.05	+0.06	-0.2	-0.02	0.05	-0.09	0.17	-0.16	+0.03	-0.37	-0.15	-0.21	0.06	-0.12	-0.14	-0.15	-0.15
	6	-0.11	-0.11	-6.04	fi	fi	-0.02	0.34	6	-0.03	f	-0.12	-0.03	-0.11	-0.04	-0.43	-0.11	-0.12	-0.15	-0.15	0.03	-0.00	-0.2	-0.02	0.03	-0.03	711	-0.10	VV	-0.37	-0.13	-0.22	*D	-0.22	-0.14	-0.15	-0.23
	VDF			1 1	"	"			"	ï																	R		*,				EF				
ree (NET)	527	476	49	279	99	62	22	4	58	378	84	251	120	31	53	7	371	84	372	230	106	14	219	35	38	120	47	292	167	63	76	161	221	90	271	389	403
	24%	25%	15%	25%	25%	28%	19%	43%	17%	25%	25%	24%	27%	24%	27%	17%	25%	25%	24%	27%	37%	21%	23%	29%	29%	26%	34%	24%	28%	31%	30%	21%	23%	29%	27%	26%	26%
	bhF	zb		h	h	h				h	fh						z			zr	zrsu						zvB	v	zv	zFG	zFG			z	z	z	z
agree (NET)	649	575	72	297	119	77	75	1	74	417	151	302	137	54	55	17	439	109	483	294	96	18	318	34	34	138	33	386	171	98	93	253	196	106	335	495	510
	29%	30%	22%	26%	30%	35%	63%	9%	22%	27%	45%	29%	31%	41%	28%	43%	30%	33%	31%	34%	33%	27%	33%	29%	25%	30%	24%	32%	28%	49%	36%	33%	20%	34%	33%	34%	33%
	bchi	zb			h	zchi	zcdeh				zcde			zknp				n	z	zr			2					2		zEFG	zG	2G		z	2	2	z
	G						- 9				hi			q																							
n't know	412	295	116	201	62	18	2		124	264	20	174	58	11	24	9	232	35	241	90	18	16	162	8	20	56	24	189	80	6	13	131	254	26	108	164	176
	18%	15%	35%	18%	16%	8%	2%		36%	17%	6%	17%	13%	8%	12%	23%	16%	11%	15%	10%	6%	24%	17%	7%	15%	12%	17%	16%	13%	3%	5%	17%	26%	8%	11%	11%	12%
	aefj		za	efj	efj	fj			zcde	efj	f	mq				mq	mq		st	t		st	wyB				w	w				DE	2DEF				1
	Imnoars			I					fil																					l							
	twyBCDE																																				
	HUK			1																																	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/de/t/lg/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q20 6 - Thinkine about everythine you have seen and heard about fully electric vehicles (not hybrids). to what extent do you arese or disazerse with the followins statements? - EVs are more complicated to learn how to use than extra/diseal vehicles

						1				_																						1							
		NEXT PURC	HASE - PRORA	BLY/ DEFINITE	IV CONSIDER	NEXT PU		BABLY/ DEFINI	TELY NOT	OVERALL OF	PINION ON VEH	CLES VERY/FAI	IRIY POSITIVE	OVERAL	OPINION ON NEGA		Y/FAIRLY	EVER CHARG					EVER BUY - EV	,			Pr	DLICY CHANGE -	SWITCH TO F	ECTRIC VEHIC	FS.				TEN	URE			
																				WITHIN THE		3 TO 10	MORE THAN	IN THE NEXT				RECALL HEARING		YES/ RECALL	NO/DON'T	BOUGHT ON			RENTED LA./	RENTED			
	TOTAL (z)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	NEXT YEAR (s)	1 TO 3 YEARS (t)	YEARS (u)	10 YEARS (v)	3 YEARS (w)	10 YEARS (x)	EVER BUY (v)	YES (A)	SOMETHING (B)	NO (C)	HEARING (D)	KNOW (E)	MORTGAGE (F)	OUTRIGHT (G)	PRIVATE (H)	COUNCIL (I)	H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014	552 528	940 851	748 669		788 745		546 546	1261 1273	742 742	1179 1112	977 905		775 742	323 349	604 654	479 424	1730 1778			450 414	243 248	477 430	927 843	1170 1091				1594 1561 70%	647 680	592 580	930 887	381 386 176		109 128*	17 15**	1522 1468	
(2) Strongly agree	152 7% emnl	96 9%	55 10%	63 7%	52 8%	2	44 6%	36 10% zef	47 9% ef	122 10%	86 12% 284	68 6%	61 7%	5 2%	38 5%	52 15%	68 10%	37 9%	112 6%	13 10%	13 4%	30 7%	15 6%	26 6%	56 7%	71 7%	62 8%	47 6%	42 7%	109 7%	43 6%	37 6%	49 6%	25 6%	22 11%	16 12%	1 8%	86 6%	63 9% 2GHL
(1) Tend to agree	375 17% r	207 20% 2	123 23% 2	174 20% z	143 21% 2	44 17%	114 15%	60 16%	103 19%	237 19% 2	157 21% zi	210 19% 2	170 19% 2	41 16%	116 16%	49 14%	119 18% 0	96 23% 2r	275 15%	29 21%	61 21%	68 16%	60 24% zu	90 21% 2	157 19%	217 20% zu	116 15%	159 20% 2ACD	94 15%	275 18% A	100 15%	90 15%	159 18%	85 22% 2FU	25 13%	14 11%	:	249 17%	124 17%
(0) Neither agree nor disagree	653 29% cdek ImngA	285 28% d	138 26%	219 26% d	155 23%	55 21%	200 27% e	106 29% e	166 30% e	367 29% kl	195 26%	274 25%	209 23%	40 16%	183 25% m	90 26% m	183 28% m	91 21%	545 31% 2q	36 26%	84 29%	114 28%	83 33%	120 28%	233 28%	317 29%	201 26%	241 30%	187 30%	441 28%	211 31%	175 30%	268 30%	101 26%	57 28%	31 24%	3 23%	443 30%	188 26%
(-1) Tend to disagree	410 18% 00	192 19%	100 19%	211 25% zab	166 25% zab	73 28% zeh	180 24% zeh	56 15%	88 16%	228 18%	129 17%	263 24% zii	230 25% zii	74 29% 2000	161 22% 200	42 12%	85 13%	98 23% 2r	311 18%	28 20%	63 22%	117 28% zvwx	46 18%	91 21%	207 25% zw	253 23% 2	169 22% 28CD	135 17%	102 17%	304 19% B	106 16%	128 22% 2GL	151 17%	75 19%	34 17%	20 15%	2 15%	279 19% G	128 18%
(-2) Strongly disagree	239 11% rBCE	107 11%	61 12%	119 14% za	126 19% zabc	65 25% zfgh	113 15% zh	54 14% zh	53 10%	133 10%	84 11%	154 14% zi	148 16% zijk	55 22% znop	107 14% zp	44 12% p	59 9%	96 23% 2r	140 8%	32 23% zuvx	58 20% 2uvx	43 10%	22 9%	89 21% zuvx	132 16% zuvy	153 14% zuv	128 17% 2BCDE	61 8%	48 8%	189 12% 2BCE	51 7%	56 10%	99 11%	48 12%	18 9%	13 10%	2 14%	155 11%	79 11%
Mean	-0.11 cd efkimnq twxyA	-0.01 zcd	0.02 zc d	-0.19 d	-0.27	-0.65	-0.31 e	-0.1 ef	0.01 2e f	-0.01 zkl	0.05 zk I	-0.23	-0.29	-0.62	-0.3 m	0.09 zmn	0.1 zm n	-0.29	-0.07 2q	-0.26	-0.33	-0.2	0.01 st uwxy	-0.31	-0.26	-0.2 tw x	-0.27	zA D	-0.04 A	-0.14 A	-0.04 A	-0.16	-0.13	-0.11		-0.01	-0.45	-0.14	-0.06
Agree (NET)	527 24% emnr	302 30% 2	177 34% zac	237 28% 2	195 29% 2	46 17%	159 21%	96 26% e	150 27% zef	359 28% zk	243 33% ziki	279 25%	230 25%	45 18%	154 21%	101 29% zmn	187 29% zmn	133 31% 2r	387 22%	42 30% 2	74 25%	97 24%	75 30% 2	116 27%	213 25%	288 26% 2	178 23%	206 26% E	136 22% E	384 25%	143 21%	127 22%	208 23%	110 28% 2FL	47 24%	30 23%	1 8%	335 23%	187 26%
Disagree (NET)	649 29% orBC E	298 29%	161 31%	330 39% zab	292 44% 2abc	138 53% zfeh	293 39% zeh	109 29%	140 26%	361 28%	213 29%	417 38% zii	377 42% ziik	129 50% 2000	268 36% 200	85 24%	144 22%	194 46% 2r	451 25%	59 43% 2v	121 42% zv	159 39% zv	67 27%	180 42% zvv	339 40% zvv	407 37% zv	297 39% 28CD E	195 25%	150 24% E	492 32% 28CE	157 23%	184 32%	250 28%	123 32%	52 26%	33 26%	4 28%	434 30%	207 29%
Don't know	412 18% abcd efijklq stuvwxy ADH	128 13% bcd	52 10% d	65 8% d	27 4%	23 9%	93 12%	61 16% e	90 16% ef	186 15% ji	90 12%	142 13% 	87 10%	42 16%	137 18%	73 21%	139 21%	7 2%	395 22% 2q	2 1%	12 4%	43 10% stwxy	23 9% stw	14 3%	57 7% stw	80 7% stw	95 12%	148 19% AD	144 23% zAD	243 16% A	169 25% zABC D	94 16%	161 18%	53 14%	45 22% H	34 27% zFGH LM	6 41%	255 17%	132 18% H

Proportions/Means: Columns Tested (5% risk level) - z/a/b//d - z/e/f/g/h - z/l/j/h/h - z/m/n/a/p - z/a/r - z/s/l/u/w/x/y - z/A/B/C/D/E - z/F/G/H/l/k/k/M
Overlao formulas used. \* small base: " verv small base lunder 301 ineliable for siz testels

This work was carried out in accordance with the requirements of the international quality standard for market research. ISO 20252 and with the losos Terms and Conditions.



15 May 2025

Q20\_6 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - EVs are more complicated to learn how to use than petrol/diesel vehicles

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT P	UBLIC CHARGIN	NG LOCATION	- DISAGREE	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	104 85*	205 167	207 172	139 115	120 102*	120 97*	9 6** ***	20 16**	70 56*	100 78*	194 181	344 313	315 284	255 242	139 129	162 139	27 26**	21 18**	97 80*	161 141
(2) Strongly agree	100% 152 7%	4%* 14 17%	7% 16 10%	8% 18 11%	5% 18 15%	5%* 16 15%	4%* 7 7%	-	1%** 3 21%	2%* 4 6%	3%* 1 1%	8% 19 11%	14% 21 7%	13% 26 9%	11% 20 8%	6% 16 12%	6% 3 2%	1%** 3 10%	1%** - -	4%* 4 5%	6% 4 3%
(1) Tend to agree	jp <b>375</b>	zb 25	38	z 34	zb 26	zb 31	j 12	2	*	6	7	z 47	65	1 54	52	zl 37	19	3	6	7	16
(0) Neither agree nor disagree	17% 653	29% zc 16	23% z 30	20%	22%	30% zbcd 19	13%	29%	3%	11%	9%	26% zm 43	21% 70	19%	21% 52	29% zlmn 29	14%	12%	31%	9%	11% 36
(u) Neither agree nor disagree	29% abce fiilmnp	19%	18%	17%	25%	19%	11%	6%	5%	9%	16% fi	24%	22%	21%	21%	23%	13%	22%	20%	23% p	25% p
(-1) Tend to disagree	410 18%	17 20%	36 21%	37 21%	22 20%	18 18%	25 26%	3 48%	6 41%	18 32% z	23 29%	49 27% z	78 25%	76 27%	65 27%	29 22%	48 35%	10 41%	6 34%	29 36%	51 36% z
(-2) Strongly disagree	239 11%	10 12%	47 28% zade	50 29% zade	20 17% z	16 16%	41 43% z	-	4 26%	23 42% z	33 43% z	13 7%	62 20% zko	60 21% zko	41 17% zk	15 12%	41 29% zt	2 6%	2 9%	19 24% z	31 22% z
Mean	-0.11 bcf ijlmpst	0.19 zb c	-0.36	-0.39	-0.01 bc	0.12 zb c	-0.85	-0.23	-0.51	-0.92	-1.05	0.06 lm n	-0.32	-0.33	-0.24	0.08 Im n	-0.81	-0.23	-0.22	-0.67	-0.64
Agree (NET)	527 24% jpst	39 46% zbcd	54 32% z	52 30% z	44 38% z	47 46% zbcd	19 20%	2 29%	4 24%	10 17%	8 10%	66 36% zlmn	86 27%	79 28%	71 29%	53 42% zlmn	22 16%	6 22%	6 31%	11 14%	20 14%
Disagree (NET)	649 29%	27 32%	83 49% zade	87 51% zade	43 37%	34 33%	66 69% z	3 48%	11 67%	41 74% z	56 72% z	62 34%	141 45% zko	136 48% zko	z 105 43% zko	44 34%	89 64% z	12 47%	8 43%	48 60% z	82 58% z
Don't know	412 18% abcde fijklmno pst	3 4% b	1 1%	3 2% b	4 3% b	2 2%	1 1%	1 17%	1 4%	-	1 1%	10 5% o	16 5% m	8 3%	14 6% mo	2 2%	9 7% t	2 8%	1 6%	2 3%	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



PSOS 15 May 2025

Q20\_7 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - The range of a fully electric car (the distance it can travel on a single charge) does not worry me

Base: All adults aged 18-75 in the UK

		GEI	NDER			AGE								REG	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	/RURAL
			T								YORKS &	WEST	EAST	EAST OF	Ī							NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75		NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241	1082							116																1249						1800	
WEIGHTED BASE	2241 100%	1092	1120	254	422	405	411	749	4%*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285 57%	956 43%	803 36%	1438 64%	398	609	521	551	1852 83%	326 15%
(2) Strongly agree	214	126	85	28	81	41	27	37	9	24	17	15	16	16	10	24	52	11	12	9	171	43	140	74	110	104	27	58	42	85	184	21
	10%	12%	8%	11%	19%	10%	6%	5%	10%	10%	9%	8%	10%	8%	6%	8%	17%	10%	6%	14%	11%	6%	11%	8%	14%	7%	7%	10%	8%	15%	10%	6%
	bfgu	zb		g	zcef	g											zikm			n	zu		zw		zy					zABC		
	wy				g												nor															
(1) Tend to agree	401	239	156	77	100	79	62	83	15	46	31	36	26	31	27	50	83	16	33	8	296	105	254	146	188	213	75	99	83	135	353	40
	18%	22%	14%	30%	24%	19%	15%	11%	18%	19%	17%	18%	16%	14%	14%	16%	27%	15%	18%	12%	19%	15%	20%	15%	23%	15%	19%	16%	16%	24%	19%	12%
	bguw	zb		zefg	zfg	g											zilm nogrs				zu		zw		zy					zBC	2F	
(0) Neither agree nor disagree	451	218	227	57	99	82	87	126	18	53	38	43	19	43	43	57	61	24	41	12	334	117	257	194	152	299	78	141	105	94	392	48
	20%	20%	20%	23%	24%	20%	21%	17%	21%	22%	21%	22%	12%	20%	23%	18%	19%	23%	22%	19%	22%	16%	20%	20%	19%	21%	20%	23%	20%	17%	21%	15%
	gluD F				g					1	1	1			1			1	1		zu							D			zF	
(-1) Tend to disagree	520	234	280	37	75	100	97	210	20	53	38	39	50	58	40	86	52	23	46	16	327	193	298	222	170	350	82	132	150	118	407	97
	23%	21%	25%	15%	18%	25%	24%	28%	23%	22%	21%	20%	31%	27%	22%	28%	16%	21%	25%	26%	21%	27%	23%	23%	21%	24%	21%	22%	29%	21%	22%	30%
	cdpt					cd	c	zcd					zp	р		Р			р	Р		zt							zABD			zE
(-2) Strongly disagree	xE 478	220	240	24	45	75	97	220	19	42	36	46	42		40		45	40	45	45	207	404	257	224	442	225	0.0	424	00	402	200	05
(-2) Strongly disagree	21%	230 21%	240 21%	31 12%	45 11%	75 19%	24%	230 31%	22%	43 18%	20%	46 24%	42 26%	25%	26%	67 22%	45 14%	19 18%	45 24%	15 23%	287 19%	191 27%	257 20%	221 23%	143 18%	335 23%	96 24%	124 20%	99 19%	103 19%	368 20%	95 29%
	cdpt	2170	2176	12,0	1170	d	cd cd	zcde	22/9	10/0	20%	24% n	20% n	2370 n	20%	22,00 n	1470	1070	24% D	23/0 D	15%	zt zt	20%	2.570	10/0	2370 ZX	24/0	20%	1970	1570	20%	2570 2F
	xE					-		f				-	-	-		-			-	-						-						
Mean	-0.31	-0.19	-0.44	0.14	0.24	-0.24	-0.48	-0.75	-0.3	-0.21	-0.29	-0.37	-0.49	-0.51	-0.53	-0.43	0.15	-0.25	-0.45	-0.36	-0.19	-0.59	-0.23	-0.43	-0.06	-0.46	-0.41	-0.3	-0.38	-0.04	-0.25	-0.68
	bf	zb		zef	ze	fg	g			mn							zh				zu		zw		zy					zA	2F	
	gmnuwyF			g	fg												ijklmn													BC		
Agree (NET)		366	242	405	404	420		420	24		40		42	47	37	74	ogrs	27	45	46	467	440	394	220	200	24.5	402	453	424	220	527	61
Agree (NET)	614 27%	34%	242 22%	105 41%	181 43%	120 30%	89 22%	120 16%	24	69 29%	48 26%	51 26%	42 26%	22%	20%	24%	135 43%	27 25%	45 24%	16 26%	31%	148 21%	31%	220 23%	298 37%	316 22%	102 26%	157 26%	124 24%	220 40%	537 29%	19%
	bfgn	zb	2270	zefg	zefg	fe	2270	10/0	20/9	2570	20%	20%	20%	2270	20%	24/6	zhij	2370	24/0	20/0	2U	21%	ZW	2.570	zv	2270	20/0	20%	2470	zABC	2570 2F	13/0
	uwyF			2018	ac-B	-6											klmnogr													LADC		
	umj.																S															
Disagree (NET)	998	465	520	68	120	176	194	440	39	95	74	85	91	112	88	152	97	41	91	31	614	384	555	443	313	685	178	256	249	220	775	192
	45%	43%	46%	27%	29%	43%	47%	59%	44%	40%	41%	44%	56%	53%	47%	50%	31%	39%	49%	49%	40%	53%	43%	46%	39%	48%	45%	42%	48%	40%	42%	59%
	cdpt					cd	cd	zcde	р		р	р	zijk	zijp	р	ip			р	р		zt				zx			D			zE
David Lance	xDE		424	24	24	20	42	f		22	24	45	pq	q	40	25	24				400	72	70	-00	40	427	40		42	47	440	26
Don't know	178 8%	43 4%	131 12%	24 9%	21 5%	28 7%	42 10%	63 8%	6 7%	23 9%	21 12%	15 8%	9 6%	12 5%	19 10%	25 8%	21 7%	14 13%	9 5%	4 6%	106 7%	72 10%	79 6%	99 10%	40 5%	137 10%	40 10%	55 9%	42 8%	17 3%	148 8%	26 8%
	adtvx	470	22/0 28	J/0	370	. 70	d d	370	///	370	1270	5/6	U/0	3/6	20%	5/6	, 70	mr 1370	3/4	U/0	//	zt zt	0,0	2V	1 3/6	2X	D D	D	D.	3/0	570	U/0
	D		20	a			a															-1					"	ь				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F Overlap formulae used. \* small base



15 May 2025

Q20, 7 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - The range of a fully electric car (the distance it can travel on a single charge) does not worry me

		CAR DRIVII	IG LICENSE	_			VEHIC	LE TYPE			-			VEHI	CLE OWNERSH	IIP				TYPES OF	DRIVING			OFF-STREET	PA	ON-STREET					ELECTRIC V	EHICLES		IN	TENTION TO B	UY NEXT VEHIC	LE
	TOTAL (2)	ANY YES	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE HY	/ OR 'BRID (j)	AFTER BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (I)		BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTIN G (s)	USE AS PART OF MY WORK (t)	RARELY DRIVE (u)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (v)	PRIVATE NOT NEXT	IN A SHARED CAR PARK (x)	DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	NOT IN FRONT OF/ NEXT TO MY PROPERTY (A)	OFF-STREET (B)		CURRENTLY DRIVE (D)	NOT CURRENTLY BUT HAVE IN THE PAST (E)	NEVER DRIVEN, HAVE BEEN PASSENGER (F)		WITHIN THE NEXT YEAR (H)	3 YEARS (I)	10 YEARS (J)	(K)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%	7 9** ***	317 344 15%		378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%	43 39* 2%*	1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%	316 289 13%	64 67* 3%*	1021 968 43%	115 119* 5%*	132 132 6%	456 460 21%	127 140 6%	1268 1219 54%	583 600 27%	237 202 9%	267 258 12%	797 777 35%	903 965 43%	349 312 14%	1064 1002 45%	1545 1470 66%	1601 1526 68%
(2) Strongly agree	214 10% bhiG	197 10% zb	14 4%	93 8%	35 9%	33 15% zcdh	31 26% zcde hij	1 12%	19 5%	8% :	64 19% cde hi	101 10%	55 12% z	11 8%	24 12%	1 2%	156 11%	35 11%	151 10%	110 13% zr	42 15% zr	6 9%	87 9%	14 12%	17 13%	57 12% z	13 9%	118 10%	71 12%	52 26% zEFG	37 14% 2FG	64 8%	59 6%	58 19% zIJK	148 15% zJK	177 12% z	183 12% z
(1) Tend to agree	401 18% dikv G	345 18%	56 17%	191 17%	50 12%	64 30% 2cdh i	37 31% zcdh i	3 28%	53 15%	16%	101 30% cdh	160 15%	101 23% zkp	26 19%	44 22% k	10 26%	261 18% k	70 21% k	263 17%	185 21% zr	85 30% zrs	16 24%	147 15%	39 33% zvxv BC	24 18%	90 20%	37 26% zv8	209 17% v	127 21% zv	70 35% zEFG	63 24% zG	144 19% G	120 12%	80 26% 2IJK	216 22% z	297 20% z	306 20% z
(0) Neither agree nor disagree	451 20% arvB JK	366 19%	84 26% za	215 19%	81 20%	39 18%	22 19%	2 22%	86 25% zci		61	202 19%	79 18%	26 20%	35 18%	10 25%	281 19%	61 19%	286 18%	164 19%	62 22%	11 16%	166 17%	23 19%	30 23%	90 19%	31 22%	219 18%	120 20%	35 17%	47 18%	148 19%	205 21%	64 21%	186 19%	260 18%	274 18%
(-1) Tend to disagree	520 23% bjtw D	458 24% 2b	60 18%	297 26% zefh	97 24% i	38 18%	19 16%	1	64 19%		57 17%	267 26% 20	96 22%	38 28% o	44 22%	4 10%	363 24% 0	81 25%	389 25% zst	187 22% t	47 16%	17 26%	267 28% zwAB C	13 11%	33 25% w	104 23% w	23 17%	313 26% zwA	127 21% W	25 12%	48 19%	226 29% zDEG	212 22% D	61 20%	230 23%	369 25% zHI	379 25% zHI
(-2) Strongly disagree	478 21% bfhj tDFHI	435 23% 2b	43 13%	268 24% zefh	116 29% zefh	35 16%	10 8%	3 29%	47 14%		45 13% f	254 24% 2	95 22%	28 21%	39 20%	12 31%	349 23% 2	67 20%	387 25% zst	179 21% t	45 16%	12 19%	261 27% zyBC	21 18%	26 20%	87 19%	29 20%	308 25% zyC	115 19%	17 8%	50 19% D	142 18% D	266 28% 2DEF	45 15%	190 19% H	319 22% HI	330 22% HI
Mean	+0.31 cd lkrv8G	-0.33	-0.24	-0.43	-0.55	0.11 zcd hi	0.5 zc dehii	-0.17	-0.25 di		1.25 zc lehi	-0.42	-0.18 zk D	-0.36	-0.16 k	-0.45	+0.35 k	-0.24	-0.4	-0.17 zr	0.11 zr s	-0.23	-0.5	0.11 zv B	-0.22 v	-0.17 zv B	-0.13 vB	-0.41 v	-0.16 zv8	0.58 zE FG	-0.05 zF G	-0.33 G	-0.59	0.14 zi JK	-0.1 zJ K	-0.25 z	-0.25 z
Agree (NET)	614 27% bcdh ikvG	542 28% zb	70 21%	284 25%	85 21%	97 45% zcdh i	68 57% zcde hij	4 39%	72 21%	24%	165 19% cde hi	261 25%	156 35% zkp	37 28%	68 34% zk	11 28%	417 28% k	105 32% k	414 27%	295 34% zr	128 44% zrs	22 33%	234 24%	53 45% zvxy BC	40 31%	147 32% zv	50 36% zv	327 27% v	197 33% zv8	123 61% zEFG	99 39% zFG	208 27% G	179 19%	138 44% zIJK	364 36% zJK	474 32% z	489 32% z
Disagree (NET)	998 45% befh jtwCDEH	893 47% 2b	103 31%	564 50% zefh i	212 53% zefh i	73 34%	29 24%	4 39%	111 32%		102	521 50% zlp	191 43%	65 50%	83 42%	16 41%	712 48% zl	148 45%	776 50% zst	365 42% t	92 32%	29 44%	528 54% zwvA BC	34 29%	59 45% W	191 41% w	52 37%	621 51% zwvA C	243 40% w	42 21%	99 38% D	368 47% DE	478 50% zDE	107 34%	419 42% H	688 47% zHI	709 46% zHI
Don't know	178 8% acefi jklpqrs tvxBDHI JK	107 6%	71 22% za	68 6% fj	21 5% fj	7 3%	•		75 22% zcdef ij	89 6% fj	7 2%	60 6%	14 3%	4 3%	12 6%	2 6%	74 5% I	16 5%	82 5% t	38 4%	7 2%	5 7%	41 4%	9 7%	2 2%	33 7% vxB	7 5%	52 4%	40 7% x	2 1%	12 5% D	54 7% D	103 11% 2DEF	3 1%	33 3% H	48 3% H	54 4% HJ

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q20 7 - Thinkins about everythins you have seen and heard about fully electric vehicles front hydrids), to what extent do you agree or disagree with the following statements? - The range of a fully electric car (the distance it can travel on a sindle charse) does not worry me

### Base: All adults aged 18-75 in the UK

						NEXT PU	RCHASE . PRO	BABLY/ DEFINIT	TELY NOT					OVERAL	OPINION ON	VEHICLES VERY	//FAIRI Y	EVER CHARG	ED EV / PLUG-																				
		NEXT PURC	HASE - PROBA	BLY/ DEFINITE	LY CONSIDER			ISIDER		OVERALL OPI	NION ON VEHIC	LES VERY/FAI	IRLY POSITIVE		NEGA		,		BRID				EVER BUY - EV				PO	LICY CHANGE -	SWITCH TO E	LECTRIC VEHIC	LES				TEN	IURE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS			IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	RECALL HEARING SOMETHING (B)	NO (C)	YES/RECALL HEARING (D)	NO/DON'T KNOW (E)	BOUGHT ON MORTGAGE (F)		RENTED PRIVATE (H)	RENTED LA./ COUNCIL (I)	RENTED H.A./TRUST (J)	OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%		927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	663 714 32%
(2) Strongly agree	214 10% hor	123 12% 2	81 15% za	137 16% za	139 21% zabc	36 14% zah	76 10% h	31 8% h	24 4%	125 10%	104 14% zi	154 14% zi	156 17% ziik	38 15% znon	66 9% p	30 9% p	34 5%	90 21% 2r	122 7%	40 29% zuvx	64 22% zuvxv	37 9%	19 8%	104 24% zuvx	141 17% zuvv	160 15% zuv	99 13% zBCDE	64 8%	47 8%	162 10% B	52 8%	52 9%	92 10%	46 12% IM	11 6%	9 7%	2 13%	144 10%	66 9%
(1) Tend to agree	401 18% ghop	193 19%	115 22% 2	218 26% za	206 31% zabc	67 25% zigh	130 18% gh	46 12%	56 10%	224 18%	139 19%	289 26% zij	287 32% zijk	64 25% 20p	153 21% 20p	26 8%	50 8%	138 32% 2r	260 15%	50 36% zuvx	90 31% zuvy	89 22% 2	42 17%	139 32% zuvx	229 27% zuvy	271 25% zv	158 21% 2E	136 17%	102 16%	295 19%	106 16%	110 19%	142 16%	83 21% G	40 20%	21 16%	3 18%	252 17%	143 20%
(0) Neither agree nor disagree	451 20% abcf ghijkin opADL	140 14%	78 15%	134 16%	134 20% abc	49 19% h	123 17% h	59 16%	71 13%	194 15%	128 17%	170 15%	162 18% ik	44 17%	117 16%	48 14%	85 13%	78 18%	356 20%	28 20%	65 23%	75 18%	39 16%	94 22%	169 20%	208 19%	96 13%	172 22% AD	162 26% zAD	268 17% A	183 27% 2ABD	107 19%	169 19%	82 21%	58 29% 2FGJ LM	20 15%	1 5%	276 19%	159 22%
(-1) Tend to disseree	520 23% bdil qswCEI	260 26% zbd	102 19%	206 24% bd	121 18%	63 24%	226 30% zee	92 25%	150 27% 2	317 25% ii	146 20%	276 25% II	187 21%	58 23%	210 28% zmoo	69 20%	136 21%	62 15%	451 25% 20	13 9%	56 19% sw	123 30% 2stw xy	81 33% 2stw xy	68 16% s	191 23% sw	272 25% stwx	186 24% CE	206 26% zCE	118 19%	392 25% 2CE	128 19%	157 27% 2IM	209 24% I	88 23% I	25 12%	34 27% I	3 17%	366 25% ziM	147 21% I
(-2) Strongly disagree	478 21% cdek Imgstuw xvCEHM	258 25% 2cd	135 26% zcd	140 16% d	58 9%	43 16%	163 22% e	128 34% zef	222 41% 2efg	344 27% zkl	192 26% 2kl	172 15% 	78 9%	38 15%	151 20% m	151 43% zmn	307 47% zmn	53 12%	424 24% 2q	8 5%	15 5%	73 18% stwx y	58 23% stwxy	23 5%	95 11% stw	153 14% stwx	209 27% 28CD E	159 20%	105 17%	368 24% 2BCE	110 16%	118 20%	217 24% 2HM	58 15%	40 20%	33 26% H	5 35%	336 23% 2HM	131 18% H
Mean	-0.31 gh ioprt.	-0.35	-0.18 za	0.01 zab	0.37 za bc	-0.04 zf gh	-0.37 gh	-0.67 h	-0.94	-0.44	-0.26 i	-0.02 zij	0.29 zij k	0.02 2n op	-0.33 op	-0.88 p	-1.03	0.36 2r	-0.49	0.74 ztu vwxy	0.45 zu vxy	-0.26 V	-0.49	0.55 ztu vxy	0.16 zuv y	0.01 zu v	-0.33	-0.35	-0.25	-0.34	-0.24	-0.33	-0.38	-0.08 zF GJLM	-0.25	-0.52	-0.46	-0.36	-0.21 2GJL
Agree (NET)	614 27% shoo rE	316 31% 2	196 37% za	355 42% zab	346 52% zabc	103 39% zfeh	207 28% gh	77 21% h	80 15%	349 27%	243 33% zi	444 40% zii	443 49% ziik	102 40% 2000	218 29% op	56 16%	83 13%	228 54% 2r	381 21%	90 65% ztuv	153 53% zuvx	126 31%	61 25%	243 57% zuvx	369 44% zuvv	431 39% zuv	257 33% 2BCD E	200 25%	149 24%	457 29% 28CE	158 23%	162 28%	234 26%	129 33% 2GLM	51 25%	30 23%	5 32%	396 27%	210 29%
Disagree (NET)	998 45% cdkl mqstwxy CEHIM	518 51% zbcd	237 45% d	345 41% d	180 27%	106 40%	389 52% 20	220 59% zef	372 68% zefg	661 52% zjkl	337 45% kl	448 40% I	265 29%	96 38%	361 49% zm	220 63% 2mn	443 68% zmno	115 27%	876 49% 2q	20 15%	71 24% s	195 47% stwx V	139 56% 2stw xy	91 21% s	286 34% stw	425 39% stwx	395 51% 2CE	365 46% CE	223 36%	760 49% 2CE	238 35%	275 47% HIM	426 48% 2HIM	147 38%	65 33%	67 52% HIM	8 51%	702 48% zHIM	279 39%
Don't know	178 8% abcde fghijkl nqstuvw xvADL	40 4% cd	17 3% d	17 2% d	8 1%	4 2%	26 3%	17 5%	22 4%	69 5% I	33 4%	51 5%	34 4%	13 5%	46 6%	26 7%	42 6%	4 196	165 9% 2q	1 1%	1	17 4% twxy	10 4% tw	2 *	18 2% tw	28 3% tw	22 3%	54 7% AD	83 13% zABD	76 5% A	101 15% zABCD	35 6%	59 7%	28 7%	27 14% zFGHL	11 9%	2 11%	94 6%	67 9% L

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/l/g/h - z/i/j/k/h - z/m/n/o/p - z/q/r - z/s/t/u/w/w/x/y - z/A/B/C/D/E - z/F/G/H/\/J/K/L/M
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, 8O 20252 and with the Ipsos Terms and Conditions.



Base: All adults aged 18-75 in the UK

### 25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1 17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q20\_7 - Thinking about everything you have seen and heard about fully electric vehicles (not hybrids), to what extent do you agree or disagree with the following statements? - The range of a fully electric car (the distance it can travel on a single charge) does not worry me

DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE DRIVING - AGREE DRIVING DISAGREE OFTEN DIFFICULT TO OFTEN IN DIFFICULT TO IN SAFE/ OFTEN IN DIFFICULT TO OFTEN IN DIFFICULT TO OFTEN IN IN SAFE/ DAMAGED DAMAGED IN SAFE/ DAMAGED IN SAFE/ DAMAGED LOCATE WELL-LIT USE BY /NOT TOTAL NEAREST AREAS EASY TO USE OTHERS WORKING (b) (c) (d) (e) (k) (1) (n) (o) (q) (s) (t) (2) Strongly agree 214 17 50 49 24 20 32 22 29 29 63 63 45 28 32 19 28 10% 20% 30% 28% 21% 19% 34% 40% 37% 16% 20% 22% 18% 21% 23% 10% 15% 24% 20% zade (1) Tend to agree 61 44 103 401 40 60 43 26 20 71 93 83 54 11 28 18% 47% 37% 35% 38% 42% 27% 35% 20% 25% 26% 39% 33% 33% 34% 42% 25% 43% 41% 35% 32% zbcd zlmn z (0) Neither agree nor disagree 451 20% 12% 14% 17% 14% 12% 17% 21% 2% 16% 18% 12% 17% 18% 15% 12% 18% 8% 7% 11% 20% beko (-1) Tend to disagree 520 20 17 36 63 48 53 21 16 26 23% 12% 12% 15% 17% 13% 28% 29% 7% 11% 20% 20% 17% 22% 17% 23% 17% 27% 20% 19% abcdf а а m ijm (-2) Strongly disagree 478 11 12 13 8 20 24 26 25 11 13 2 12 21% 11% 6% 7% 11% 9% 9% 16% 49% 12% 7% 11% 8% 9% 10% 8% 9% 22% 10% 9% 8% abcd b efjklmn opst 0.74 0.43 0.29 0.51 0.24 0.47 Mean -0.31 0.56 0.73 0.67 0.43 0.47 0.62 -0.26 -1.07 0.76 0.3 0.39 0.3 0.02 0.36 zkn Agree (NET) 614 57 157 127 47 72 112 109 63 100 166 10 81 27% 67% 67% 63% 59% 62% 60% 35% 20% 65% 63% 55% 53% 55% 52% 63% 48% 53% 56% 59% 51% zd zln Disagree (NET) 17 31 33 30 26 12 10 14 87 74 78 32 10 23 38 45% 20% 18% 19% 26% 25% 22% 44% 78% 19% 18% 31% 28% 26% 32% 25% 32% 39% 37% 28% 27% abcd efijklm nonst Don't know 178 1 1 8% 1% 1% 1% 1% 1% 1% 1% 2% 2% 1% 2% 2% 2% abcde

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

fijklmn



Q23 - In early April this year the UK Government changed its existing golicy on the switch to electric vehicles. This means that in 2010, the sale of new cars and vans that run solely on petrol or diesel in the UK will be banned (with a few small exceptions). The sale of new hybrid electric cars and vans will also be banned in 2015. Before taking this survey, had you heard about these changes in policy?

		GEI	NDER			AGE								REG	SION						WORKING	STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN	N/RURAL
[											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE									116												1505				1249							
WEIGHTED BASE									88*												1520				803							
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Yes, I had	771	441	322	69	148	119	143	292	33	96	61	58	58	71	74	111	103	28	56	21	527	244	459	312	303	467	111	212	177	231	619	130
	34%	40%	29%	27%	35%	29%	35%	39%	38%	40%	34%	30%	36%	33%	40%	36%	33%	27%	30%	34%	35%	34%	36%	33%	38%	33%	28%	35%	34%	42%	33%	40%
	bceA	zb			c			zce		q					q										zy			A		zABC		zE
I recall hearing something about it	791	375	404	82	125	145	151	287	37	75	59	73	58	71	68	105	104	42	74	25	531	259	462	328	275	515	137	220	178	195	661	105
	35% d	34%	36%	32%	30%	36%	37%	38% d	42%	31%	33%	38%	36%	33%	36%	34%	33%	40%	40%	39%	35%	36%	36%	34%	34%	36%	34%	36%	34%	35%	36%	32%
No, I had not	617	247	361	94	130	127	111	155	15	62	59	59	41	62	39	82	98	32	52	16	413	204	335	281	209	408	142	152	149	118	519	82
	28%	23%	32%	37%	31%	31%	27%	21%	18%	26%	33%	30%	25%	29%	21%	27%	31%	31%	28%	25%	27%	28%	26%	29%	26%	28%	36%	25%	29%	22%	28%	25%
	aghn xD		za	zfg	g	g	g				hn	h		h			hn	h									zBCD		D			
Don't know	63	29	33	9	19	14	6	15	2	8	1	4	5	9	7	10	9	2	4	2	49	14	28	34	16	47	9	24	17	7	52	9
	3% vxD	3%	3%	4%	4% fg	3%	1%	2%	3%	3%	1%	2%	3%	4%	4%	3%	3%	2%	2%	3%	3%	2%	2%	4%	2%	3%	2%	4% D	3% D	1%	3%	3%
Yes/ recall hearing (NET)	1561	816	726	151	273	264	294	579	70	171	121	131	116	142	142	216	207	71	130	46	1058	503	921	640	578	983	248	432	355	425	1280	236
	70%	75%	65%	59%	65%	65%	72%	77%	80%	71%	67%	68%	71%	67%	76%	70%	66%	67%	70%	72%	70%	70%	72%	67%	72%	68%	62%	71%	68%	77%	69%	72%
	bcdA	zb					c	zcde	zjkm						р								zw		2			A		zABC		
								f	pq																							
No/ Don't know (NET)	680	276	394	103	149	140	117	170	18	70	60	63	46	71	46	92	106	35	56	17	462	218	364	316	225	455	150	177	166	125	572	90
	30%	25%	35%	41%	35%	35%	28%	23%	20%	29%	33%	32%	29%	33%	24%	30%	34%	33%	30%	28%	30%	30%	28%	33%	28%	32%	38%	29%	32%	23%	31%	28%
	aghv xD		za	zfg	zg	g	g				h	h		h			hn	h						v			zBD	D	D			

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Q23 - In early April this year the UK Government changed its existing policy on the switch to electric vehicles. This means that in 2030, the sale of new cars and vans that run solely on petrol or diesel in the UK will be banned (with a few small exceptions). The sale of new hybrid electric cars and vans will also be banned in 2035. Before taking this survey, lad you heard about these changes in policy?

Base: All adults aged 18-75 in the UK

																							_														
		CAR DRIVIN	G LICENSE				VEHI	LE TYPE				_		VE	HICLE OWNERS	SHIP				TYPES OF	DRIVING					RKING LOCATI					ELECTRIC	VEHICLES		IN	TENTION TO B	UY NEXT VEHI	CLE
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTIN	USE AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY		OFF-STREET IN A SHARED CAR PARK		NOT IN FRONT OF/ NEXT TO MY	OFF-STREET	ON-STREET	CURRENTLY DRIVE	NOT CURRENTLY BUT HAVE IN THE PAST	NEVER DRIVEN, HAVE BEEN PASSENGER	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT		EVER BUY
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(0)	00	(k)	(1)	(m)	(n)	(o)	(p)	(g)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%			399 399 18%			7 9**		1519 1530 68%	378 336 15%	1042 1044 47%					1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%			1021 968 43%			456 460 21%		1268 1219 54%	583 600 27%						1064 1002 45%	1545 1470 66%	1601 1526 68%
Yes, I had	771	696	71	375	167	101	61		65	542	162	381	164	65	81	10	546	146	614	314	120	16	408	48	54	144	41	509	185	105	88	260	313	130	399	584	598
	34% bh	37% zb	22%	33% h	42% zchi	46% zchi	52% zchi		19%	35% ch	48% zchi	37%	37%	49% zklo p	41%	26%	37% 2	44% zkop	39% zsu	36%	42% zu	24%	42% zyAC	40%	41%	31%	30%	42% zyAC	31%	52% zEFG	34%	33%	32%	42% z	40% z	40% 2K	39% z
I recall hearing something about it	791	671	118	433	115	70	36	7	123	548	105	377	154	39	70	13	531	108	552	297	98	26	341	39	46	172	44	426	216	61	88	294	333	104	338	502	521
	35% d	35%	36%	38% zdij	29%	32%	30%	79%	36%	36% d	31%	36%	35%	29%	35%	34%	36%	33%	35%	34%	34%	39%	35%	33%	35%	37%	32%	35%	36%	30%	34%	38%	35%	33%	34%	34%	34%
No, I had not	617	490	127	297	105	41	20	2	145	402	61	260	114	27	39	15	374	66	362	228	66	24	197	32	29	135	48	258	183	34	77	209	286	71	251	362	379
	28% aefi knpqrv8 DUK	26%	39% za	26% efi	26% fi	19%	17%	21%	42% zode fij	26% efi	18%	25%	26%	20%	20%	37% mna	25%	20%	23%	26% r	23%	35% r	20%	27%	22%	29% vB	34% vxB	21%	30% vB	17%	30% D	27% D	30% D	23%	25%	25%	25%
Don't know	63	50	13	27	11	5	2		10	39	7	26	8	2	8	1	34	9	32	24	5	1	22	1	4	10	6	26	16	2	5	15	33	6	14	22	28
	3% rBUK	3%	4%	2%	3%	2%	2%		3%	3%	2%	2%	2%	1%	4%	2%	2%	3%	2%	3%	2%	2%	2%	1%	3%	2%	5%	2%	3%	1%	2%	2%	3%	2%	1%	1%	2% J
Yes/recall hearing (NET)	1561 70% bhG	1367 72% zb	189 57%	808 71% h	283 71% h	171 79% zchi	97 82% zcdh	7 79%	188 55%	1090 71% zh	268 80% 2cdh	758 73% z	318 72%	104 78% zo	151 76%	24 60%	1077 73% 2	254 77% 20	1165 75% 25	610 71%	218 75% z	42 63%	749 77% zyAC	86 72%	99 75% A	316 69%	85 61%	935 77% zyAC	401 67%	166 82% zEFG	176 68%	553 71%	646 67%	234 75% z	737 74% z	1086 74% 2K	1120 73% z
No/ Don't know (NET)	680 30% aefi jkmpqrt vBDHJIK	540 28%	140 43% za	324 29% efj	116 29% fj	47 21%	22 18%	2 21%	156 45% zcde fij	440 29% efj	68 20%	286 27%	123 28%	28 22%	47 24%	15 40% mq	408 27%	75 23%	393 25%	252 29% r	71 25%	25 37%	219 23%	33 28%	32 25%	145 31% vB	54 39% vx8	284 23%	199 33% vB	36 18%	82 32% D	224 29% D	318 33% zD	78 25%	265 26%	383 26%	406 27% J

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/i/j/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



O23 - In early April file war the UK Government chanced its existing colicy on the switch to electric vehicles. This means that in 2000, the sale of new cars and vans that run solely on extrol or disest in the UK will be banned with a few small exceptions). The sale of new helvid electric cars and vans will also be banned in 2005. Before takins this survey, had voo heard about these chances in eolicy?

Base: All edults aged \$9.75 in the UK

	r									_																													$\overline{}$
						NEXT PU		BABLY/ DEFINIT	TELY NOT					OVERAL	L OPINION ON V		//FAIRLY		ED EV / PLUG-																				
		NEXT PURC	ASE - PROBA	BLY/ DEFINITE	LY CONSIDER		CON	ISIDER		OVERALL OP	NION ON VEH	CLES VERY/FAI	IRLY POSITIVE		NEGA	ATIVE		IN H	BRID				EVER BUY - EV	/		_	PO	RECALL	SWITCH TO EL	ECTRIC VEHIC	.ES				TEN	URE			-
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES		WITHIN THE	1 TO 3 YEARS		MORE THAN 10 YEARS	IN THE NEXT 3 YEARS		EVER BLIV	YES	HEARING SOMETHING		YES/ RECALL HEARING		BOUGHT ON MORTGAGE			RENTED LA./	RENTED H.A./TRUST	OTHER	OWNED	RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	m	(g)	(h)	(i)	(i)	(k)	(0)	(m)	(n)	(0)	(p)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE	2241	1043		940	748	290	788	358	546	1261		1179	977	281		323	604	479	1730	169	308	450	243		927	1170	806	788	594	1594	647	592	930	381		109		1522	663
WEIGHTED BASE	2241									1273									1778						843					1561	680							1468	714
Yes, I had	771	387	215	355	288	119	300	152	215	472	306	436	366	108	272	130	241	203	559	62	129	163	90	191	355	444	771	35%	20%	771	30%	216	347	109	57	27	9	558	197
102.1180	34%	38%	41%	42%	43%	45%	40%	41%	39%	37%	41%	39%	40%	42%	37%	37%	37%	48%	31%	45%	44%	40%	36%	45%	42%	41%	100%			49%		37%	39%	28%	26%	29%	52%	38%	28%
	rBCE HIM	2	2	za	23	2	2	2	2	2	zi	z	zi	z				2f		z	2	2		zvv	z	2	zBCDE			2BCE		нім	2HIM					zHIM	
I recall hearing something about it	791	363	161	285	224	77	275	120	183	443	218	380	302	79	278	106	227	144	638	41	99	145	91	140	285	376		791		791		196	338	134	68	44	3	534	247
	35% bejA CE	36% b	30%	34%	33%	29%	37% e	32%	34%	35% i	29%	34% i	33% i	31%	37% mo	30%	35%	34%	36%	30%	34%	35%	37%	33%	34%	34%		100% zACDE		51% zACE		34%	38% 2	35%	34%	35%	23%	36%	35%
No, I had not	617	254	144	196	146	58	156	95	142	333	203	274	217	60	178	104	172	75	530	32	62	100	62	95	195	257	-		617	-	617	153	196	133	75	40	4	349	247
	28% acde fkingtw xvABDGL	25%	27% cd	23%	22%	22%	21%	26%	26% f	26%	27%	25%	24%	24%	24%	30% n	26%	18%	30% 2q	23%	21%	24%	25%	22%	23%	24%			100% zABDE		91% zABD	26%	22%	34% zFGL	37% 2FGL	31%	25%	24%	35% zFGL
Don't know	63	10	9	15	10	9	14	6	6	24	14	22	19		14	8	13	2	50	3		6	6	3	9	15					63	15	17	11	6	7		27	23
	3%	1%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%		3%	2%		196	3%	1%	1%	1%					9%	3%	1%	3%	3%	5%		2%	3%
	acdhi kqtwxyA BCDGL			a		h													q	tw			t								zABCD					GL			G
Yes/recall hearing (NET)	1561	750	376	640	512	196	574	272	398	915	524	817	668	187	550	237	469	347	1198	104	228	308	180	332	640	820	771	791		1561		412	679	242	121	82	12	1092	444
	70%	74%	71%	75%	77%	75%	77%	73%	73%	72%	71%	73%	74%	73%	74%	68%	72%	82%	67%	75%	79%	74%	73%	77%	76%	75%	100%	100%		100%		71%	77%	63%	60%	64%	75%	74%	62%
	rCEH IM	2		zb	zb		zh			2		2	2		20			2f			2	2		2	2	2	2CE	2CE		2CE		HIM	zFHI JLM					2FHI JM	
No/ Don't know (NET)	680	264	153	211	157	67	170	101	148	357	218	296	236	69	192	113	185	77	580	35	62	106	68	98	203	272			617		680	168	208	144	80	46	4	376	270
	30%	26%	29%	25%	23%	25%	23%	27%	27%	28%	29%	27%	26%	27%	26%	32%	28%	18%	33%	25%	21%	26%	27%	23%	24%	25%			100%		100%	29%	23%	37%	40%	36%	25%	26%	38%
	acdf iklnqtu wxyABDG		cd						f							n			zq										zABD		zABD	GL		zFGL	2FGL	GL		G	2FGL

Proportions/Means: Columns Tested (5% risk levell - z/a/b/c/d - z/e/l/c/h - z/li/l/c/h - z/li/l/c/h - z/e/r/c/a-z/e/r - z/s/t/u/w/w/v - z/a/B/c/D/E - z/F/G/H/l/JK/L/M Overtao formulae used. \* small base: \*\* verv small base (under 30) inelieible for six testine

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



17TH - 22ND APRIL 2025 PUBLIC IPSOS

15 May 2025

Q23 - In early April this year the UK Government changed its existing policy on the switch to electric vehicles. This means that in 2030, the sale of new cars and vans that run solely on petrol or diesel in the UK will be banned (with a few small exceptions). The sale of new hybrid electric cars and vans will also be banned in 2035. Before taking this survey, had you heard about these changes in policy?

### Base: All adults aged 18-75 in the UK

												DRIVEN EV IN				T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE,		OT CURRENTLY
Г		CHARGING	3 VEHICLE AT	PUBLIC CHARG	ING LOCATIO	OFTEN	CHARGING	VEHICLE AT P	UBLIC CHARGIN	IG LOCATION	- DISAGREE OFTEN			DRIVING - AGRE	E	OFTEN		<u>D</u>	RIVING DISAGR	EE	
		DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	DAMAGED	DIFFICULT TO	IN SAFE/		OFTEN IN	OFTEN DAMAGED
		LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT	LOCATE	WELL-LIT		USE BY	/NOT
	TOTAL	NEAREST		EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING	NEAREST	AREAS	EASY TO USE	OTHERS	WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	(6)	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*	167	172	115	102*	97*		16**	56*	78*	181		284	242	129	139	26**	18**	80*	141
WEIGHTED BASE	100%	4%*	7%	8%	5%	5%*	4%*		1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
Yes, I had	771	46	95	90	66	55	52	3	10	28	38	59	114	101	96	53	61	13	7	30	51
,	34%	55%	57%	52%	57%	54%	54%	43%	62%	50%	49%	33%	36%	35%	40%	41%	44%	52%	40%	38%	36%
		z	zc	z	z	z	z			z	z				k	k	z				
I recall hearing something about it	791	26	51	56	35	40	31	2	5	16	22	63	108	91	81	41	48	7	7	27	50
	35%	31%	30%	32%	30%	39%	32%	28%	31%	29%	28%	35%	35%	32%	33%	32%	35%	27%	39%	34%	36%
						bd															
No, I had not	617	11	21	26	14	7	14	2	1	11	17	57	84	87	64	33	26	5	3	20	36
	28%	13%	13%	15%	12%	7%	14%	29%	7%	19%	22%	32%	27%	31%	27%	25%	19%	19%	15%	26%	25%
	abcd	e	e	e	e						f			ı							ļ
	efp													_							
Don't know	63	1	1	1		-	-		•	1	1	2	6	5 2%	1	2	3	2%	1 6%	2 3%	4
	3% bcn	1%		•	-	-	-		•	1%	1%	1%	2%	2%	•	1%	2%	2%	6%	3%	3%
Yes/ recall hearing (NET)	1561	73	145	145	101	95	83	4	15	44	60	122	n 222	192	177	94	109	20	14	57	101
res/ recall nearing (NET)	70%	86%	87%	84%	88%	93%	86%	71%	93%	79%	77%	67%	71%	68%	73%	73%	79%	79%	79%	72%	72%
	7070	7	Z Z	Z Z	Z	zabc	zj	/1/0	3370	7570	7770	0770	7170	0070	m	7370	zt	7570	7570	7270	7270
		'	2	2	2	d	4)								- 111		21				ļ
No/ Don't know (NET)	680	12	22	27	14	7	14	2	1	12	18	59	91	92	65	34	29	5	4	23	40
,	30%	14%	13%	16%	12%	7%	14%	29%	7%	21%	23%	33%	29%	32%	27%	27%	21%	21%	21%	28%	28%
	abcd	e	e	e	e						f			n							р
	efp																				

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q24A - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How important, or not, do you think it is that this happens?

Base: All adults aged 18-75 in the UK

		GE	NDER	I		AGE			T					PE	SION						WORKING	SILTATES	SOCIAL	GRADE	EDUC	ATION		INC	OME		URBAN	/PLIPAL
		GE.	NUER			AGE					YORKS &	WEST	EAST	EAST OF	JION						WORKIIV	NOT	SOCIAL	GRADE	EDUC	NON	UPTO	£20000-	£35000-	1	UKBAN	RURAL
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH FAST	MODTH WEST			MIDI ANDS	ENGLAND	SOUTH WEST	COUTHEACT	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES		£19999	£34999	£54999	£55000+	URBAN	RURAL
	(a)	(a)	(h)	(e)	(4)	(0)	43-34	(4)	(h)	(i)	HOIVIBER 63	(h)	(I)	(m)	(e)	(e)	(a)	(a)	3COTEAND	(4)	(A)	(v)	ADCI	(w)	GRADUATES	(u)	(4)	£34999	(C)	(D)	(F)	(F)
UNWEIGHTED BASE	2241	1082	1130	260	415	202	435	731	116	226	173	101	152	100	107	202	207	122	179	115	1505	726	1444	(W)	1249	992	375	544	515	(D)	1800	326
WEIGHTED BASE				200	413	332	411		110	220		101			107	255		122		538	1505		1285		803			544		653	1852	326
WEIGHTED BASE	2241 100%	1092	1120		422	405	411	749	88"	241	180	194	102		188	308		106	180	03"	1520		1285	956	803	1438	398	909	321	221	83%	15%
		49%	50%	67	19%	18%	18%	33%	476*	11%	8%	975	/%	976	8%	1475	87	5%	879	376"	08%	32%	5/%	45%	30%	0476	18%	2/%	23%	2575		
(4) Very important	371	217	148	37	117	83	45 11%	69	9	44	27 15%	26	14	36	15%	39		21	31	10 15%	288 19%	83	252	119	211	160	61	78 13%	77 15%	146	325	36
	17%	20%	13%	22%	28%	21%	11%	9%	10%	18%	15%	14%	8%	17%	15%	13%	28%	20%	17%	15%		11%	20%	12%	26%	11%	15%	13%	15%	27%	18%	11%
	bfgl	zb		zfg	zefg	zfg				- 1							zhij	1	1		zu		zw		zy					zABC	2F	
	uwyBF																klmnors															
(3) Fairly important	750	372	367	111	178	135	115	212	28	88	46	58	59	53	65	97	123	36	76	22	533	218	443	307	295	456	112	215	181	209	624	104
	33%	34%	33%	44%	42%	33%	28%	28%	32%	37%	25%	30%	36%	25%	34%	32%	39%	34%	41%	35%	35%	30%	34%	32%	37%	32%	28%	35%	35%	38%	34%	32%
	fgim			zefg	zefg					jm			m				zim		zjm		u				zy			A		zA		
	uA																															
(2) Not very important	385	186	196	44	50	59	86	146	23	30	37	35	41	40	36	65	27	16	27	9	240	145	216	169	123	262	73	106	92	77	314	62
	17%	17%	18%	17%	12%	15%	21%	20%	27%	12%	20%	18%	25%	19%	19%	21%	9%	15%	15%	14%	16%	20%	17%	18%	15%	18%	18%	17%	18%	14%	17%	19%
	dptx						zde	d	zipq		р	p	zipr	р	р	ip						zt										
	D								rs																							
(1) Not important at all	395	214	176	15	39	59	85	197	19	35	42	36	23	47	28	63	40	13	32	16	251	144	179	216	95	299	84	102	93	71	309	69
	18%	20%	16%	6%	9%	15%	21%	26%	21%	14%	23%	19%	14%	22%	15%	21%	13%	12%	17%	26%	17%	20%	14%	23%	12%	21%	21%	17%	18%	13%	17%	21%
	bcdp	zb				cd	cde	zcde	Р		ipq			pq		р				ziln				zv		zx	D		D			
	vxDE																			pq												
Mean	2.58	2.6	2.55	2.92	2.97	2.72	2.36	2.24	2.34	2.72	2.38	2.48	2.46	2.45	2.59	2.42	2.93	2.77	2.63	2.43	2.65	2.41	2.71	2.4	2.86	2.4	2.45	2.53	2.55	2.86	2.61	2.39
	fgh			zef	zef	zfg				hjl							zhi	hjk	h		zu		zw		zy					zAB	2F	
	jouwyAF			R	g					mos							jklmnor	Imos												C		
																	s															
Important (NET)	1121	589	515	168	295	218	160	281	37	132	73	85	72	89	92	136	210	57	107	31	821	300	695	426	506	615	173	292	258	355	950	140
	50%	54%	46%	66%	70%	54%	39%	37%	42%	55%	40%	44%	45%	42%	49%	44%	67%	54%	58%	50%	54%	42%	54%	45%	63%	43%	43%	48%	49%	64%	51%	43%
	bfgi	zb		zefg	zefg	fg				hjkm							zhij	i	hjkl		zu		zw		zy					zABC	2F	
	muwyAF									0							klmnogs		mo													
Not important (NET)	780	400	372	59	89	118	171	343	42	64	79	71	64	87	64	128	67	28	60	25	492	288	395	385	218	562	158	208	185	148	623	132
	35%	37%	33%	23%	21%	29%	42%	46%	48%	27%	44%	37%	39%	41%	34%	42%	21%	27%	32%	40%	32%	40%	31%	40%	27%	39%	40%	34%	36%	27%	34%	40%
	cdei					d	zcde	zcde	zinp		zipq	p	ip	ipq	p	zipq			p	ip	1	zt		zv		zx	D	D	D			zE
	ptvxDE								qr		r																					
Don't know	340	103	233	27	38	69	80	125	9	44	29	38	26	36	32	44	36	20	19	7	208	132	195	145	80	260	67	108	78	48	279	55
	15%	9%	21%	11%	9%	17%	19%	17%	10%	18%	16%	20%	16%	17%	17%	14%	12%	19%	10%	10%	14%	18%	15%	15%	10%	18%	17%	18%	15%	9%	15%	17%
	adtxD		za			cd	zcd	cd		r		pr										zt				zx	D	D	D			

Proportions/Means: Columns Tested (SM risk level) - z/a/b - z/c/d/e/ft/g - z/h/ij/k/l/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/b/C/D - z/E/F Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q24A - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How important, or not, do you think it is that this happens?

### Base: All adults aged 18-75 in the UK

		CAR DRIVI	NG LICENSE				WEL	HICLE TYPE						VE	HICLE OWNERS	UID				TYPES O	FDRIVING		_		DA.	RKING LOCATION	ONS				ELECTRIC '	/EUICI ES		INT	TENTION TO E	BUY NEXT VEHI	are .
		CAR DRIVI	NG LICENSE				VE	IICLE TYPE			EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER	Ve	BUYING IT	SOME	OWN	LEASE/	SOCIAL/ DOMESTIC/	COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	NOT NEXT TO MY	OFF-STREET	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY	ON-STREET NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN	NEVER DRIVEN, HAVE BEEN	NEVER DRIVEN, NOR BEEN A	WITHIN THE	IN THE NEXT	IN THE NEXT	
	TOTAL (z)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	HYBRID (j)	BUYING (k)	MEANS (I)	LEASING IT (m)	ON FINANCE (n)	OTHER WAY (o)	OUTRIGHT (p)	FINANCE (q)	PLEASURE (r)	G (s)	WORK (t)	DRIVE (u)	PROPERTY (v)	PROPERTY (w)	CAR PARK (x)	PROPERTY (v)	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST (E)	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS (I)	10 YEARS (J)	EVER BUY (K)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1936 1908 85%	301 328 15%	1120 1131 50%	399 399 18%	243 217 10%	135 119 5%			1519 1530 68%	378 336 15%	1042 1044 47%	461 441 20%	126 132 6%	209 198 9%		1503 1485 66%	335 330 15%	1591 1559 70%	916 862 38%	316 289 13%		1021 968 43%			456 460 21%		1268 1219 54%	583 600 27%	237 202 9%	267 258 12%	797 777 35%	903 965 43%	349 312 14%	1064 1002 45%	1545 1470 66%	1601 1526 68%
(4) Very important	371 17% cdiv G	316 17%	53 16%	167 15%	44 11%	54 25% 2cdh i	48 41% zcdeh ij	:	55 16%	211 14%	102 30% zcde hi	156 15%	94 21% zkp	22 17%	33 17%	6 16%	250 17% k	55 17%	258 17%	183 21% zr	83 29% zrs	14 21%	142 15%	27 22%	29 22% v	79 17%	28 20%	197 16% v	108 18%	90 45% zEFG	45 17% G	133 17% G	96 10%	89 28% 2UK	213 21% zJK	289 20% 2	295 19% 2
(3) Fairly important	750 33% prG	636 33%	114 35%	365 32%	126 32%	97 45% 2cdh i	43 37%	6 63%	108 31%	491 32%	140 42% 2cdh i	325 31%	148 33%	52 40%	85 43% zklo	15 38%	473 32%	138 42% zklo	492 32%	297 34% r	111 38% r	25 38%	318 33%	48 40% x	35 27%	163 35%	45 32%	401 33%	208 35%	77 38% G	110 43% zG	291 37% 2G	263 27%	99 32%	370 37% 2H	528 36% 2	548 36% z
(2) Not very important	385 17% efjD	342 18% z	43 13%	221 20% zefh	75 19% fj	27 12%	12 10%	2 19%	45 13%	296 19% zefh	39 11%	191 18%	82 19%	18 13%	37 19%	7 18%	273 18%	54 17%	276 18%	159 18%	41 14%	12 17%	182 19%	22 18%	19 15%	86 19%	24 17%	223 18%	110 18%	19 9%	43 17% D	132 17% D	188 19% zD	54 17%	171 17%	263 18%	273 18%
(1) Not important at all	395 18% efhj nstDFIJ K	346 18%	48 15%	222 20% zefh i	95 24% zefh i	22 10%	7 6%	2 18%	45 13% f	316 21% zefhj	29 9%	211 20% znq	82 19% n	28 21% nq	21 10%	6 15%	293 20% zn	48 15% n	322 21% zst	124 14%	33 11%	8 12%	204 21% zwyB	14 12%	24 18%	68 15%	31 22%	241 20% zwy	99 17%	10 5%	40 15% D	105 13% D	237 25% 2DEF	53 17%	156 16%	241 16%	250 16%
Mean	2.58 cdi kprvBG	2.56	2.66	2.49	2.35	2.92 zcd hi	3.2 zcd ehij	2.44	2.68 cdi	2.45	3.02 zcd ehi	2.48	2.63 kp	2.58	2.74 zkp	2.63	2.53 k	2.68 kp	2.51	2.71 zr	2.91 2rs	2.77	2.47	2.79 vB	2.65	2.64 v	2.55	2.52 v	2.62 v	3.27 2EF G	2.67 G	2.68 2G	2.28	2.76 zK	2.7 zJK	2.66 2	2.65 z
Important (NET)	1121 50% cdik rG	953 50%	167 51%	532 47%	171 43%	151 69% zcdh i	92 77% zcdh i	6 63%	163 47%	702 46%	242 72% 2cdh i	481 46%	242 55% zkp	75 57% k	118 60% zko	21 54%	723 49% k	193 59% zkp	750 48%	480 56% zr	194 67% zrs	39 59%	460 47%	75 62% zv8	64 49%	243 53%	73 52%	599 49% v	316 53%	167 83% zEFG	155 60% zG	424 55% 2G	358 37%	188 60% z	582 58% zJK	817 56% 2	843 55% z
Not important (NET)	780 35% befh jtDF	688 36% zb	92 28%	443 39% zefh i	170 43% zefh i	48 22%	19 16%	3 37%	90 26% f	613 40% zefh	68 20%	401 38% znq	164 37%	45 34%	57 29%	13 32%	566 38% znq	103 31%	598 38% zst	283 33% t	74 26%	19 29%	385 40% zyB	36 30%	43 33%	154 33%	55 39%	464 38% 2	209 35%	29 14%	82 32% D	237 30% D	424 44% 2DEF	107 34%	327 33%	503 34%	523 34%
Don't know	340 15% aefj ipgrstv wABDEHI JK	267 14%	70 21% za	157 14% efj	58 15% efj	18 8%	8 7%	:	90 26% zcde fij	215 14% efj	26 8%	162 15%  pq	35 8%	12 9%	22 11%	5 14%	197 13% 	34 10%	211 14% st	100 12% t	20 7%	8 12%	123 13%	9 7%	24 19% wA	64 14%	11 8%	156 13%	75 12%	7 3%	21 8% D	116 15% DE	182 19% zDE	17 5%	93 9% H	149 10% H	160 10% HI

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/l/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

O244 - Thinking about the UK Government's solicy to ban the usio of new vetrol or discal cars and vans in 2009, and new helpful electric vehicles in 2005. How important, or not, do you think it is that this haspen?

Base: All adults aged 18-75 in the UK

										_																													
		NEVT DUD	HASE BOODA	BLY/ DEFINITE	I V CONSIDER	NEXT PL		BABLY/ DEFINI	TELY NOT	OVERALI OF	INION ON VEH	ri es visov/sai	IDI V DOCITIVE	OVERAL	L OPINION ON I		Y/FAIRLY		ED EV / PLUG- YBRID				EVER BUY - EV	,			pr.	DLICY CHANGE -	SWITCH TO EI	ECTRIC VEHICI	re				TEN	URE			
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO.	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10		IN THE NEXT 3 YEARS		EVER BUY		RECALL HEARING SOMETHING				BOUGHT ON MORTGAGE			RENTED LA./		OTHER	OWNED	RENTED
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%		546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%		775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%		308 291 13%	450 414 18%	243 248 11%		927 843 38%	1170 1091 49%		788 791 35%		1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%		109 128* 6%*		1522 1468 65%	663 714 32%
(4) Very important	371 17% shio prvBCEF	165 16%	111 21% 2a	223 26% zab	228 34% zabc	87 33% zfeh	152 20% zeh	46 12% h	40 7%	172 14%	130 18% i	282 25% zii	282 31% ziik	105 41% znop	166 22% 200	28 8%	39 6%	141 33% 2r	226 13%	61 44% zuvx V	102 35% zuvx V	84 20% zv	20 8%	163 38% zuvx V	247 29% zuvv	268 25% zuv	187 24% 28CD E	100 13%	82 13% E	287 18% 28CE	84 12%	69 12%	172 19% 2FL	78 20% F	29 15%	17 13%	3 21%	242 16% F	124 17% F
(3) Fairly important	750 33% ghop rCEG	341 34%	174 33%	371 44% zab	311 47% zabc	100 38% gh	264 35% gh	75 20%	114 21%	402 32%	230 31%	473 43% 2ij	432 48% zijk	93 36% op	272 37% 20p	43 12%	93 14%	175 41% 2r	560 31%	52 38%	131 45% z	196 47% zvy	90 36%	184 43% 2	379 45% 25Vy	469 43% zv	258 34% E	304 38% 2CE	174 28%	562 36% 2CE	188 28%	219 38% 2GL	268 30%	150 39% 2GM	62 31%	37 29%	2 15%	487 33% G	249 35%
(2) Not very important	385 17% cdek ImgtwxA	203 20% 2cd	100 19% cd	126 15% d	71 11%	32 12%	122 16%	82 22% zef	129 24% zef	249 20% zkl	138 19% kl	156 14% I	106 12%	24 9%	121 16% m	64 18% m	134 21% zmn	54 13%	328 18% 2q	18 13%	36 12%	58 14%	76 30% zstu wxy	53 12%	111 13%	187 17% tuwx	114 15%	151 19% A	117 19% E	265 17% A	120 18%	99 17%	151 17%	69 18%	40 20%	23 18%	2 14%	251 17%	131 18%
(1) Not important at all	395 18% cdek Imnostu wxyHM	201 20% 2cd	109 21% cd	70 8% d	30 4%	27 10%	118 16% e	124 33% zef	196 36% zef	308 24% zkl	175 24% zki	97 9% I	31 3%	14 6%	92 12% m	173 50% zmn	303 46% zmn	36 8%	358 20% 20	3 2%	14 5%	33 8% swx	39 16% stuwx v	17 4%	49 6% sw	88 8% stwx	159 21% 28D	122 15%	105 17%	281 18% B	114 17%	106 18% HM	182 20% 2HM	40 10%	31 15%	27 21% HM	5 30%	288 20% zHM	98 14% H
Mean	2.58 agh ijoprvE L	2.52	2.58	2.95 zab	3.15 zab c	3 zfg h	2.68 zgh	2.13 h	2	2.39	2.47 i	2.93 zij	3.13 zij k	3.22 2no p	2.79 zop	1.76	1.77	3.04 2r	2.44	3.28 2uv xy	3.14 zuv xy	2.9 zv	2.41	3.18 zuv xy	3.05 zuv y	2.91 zv	2.66 2CE	2.56	2.49	2.61 2CE	2.48	2.51	2.56	2.79 2FG ULM	2.55	2.43	2.34	2.54	2.66 zFJL
Important (NET)	50% ghio prCE	506 50%	285 54% a	594 70% zab	539 81% zabc	187 71% zfgh	416 56% zgh	121 32%	154 28%	574 45%	360 49% i	755 68% zij	714 79% zijk	199 78% znop	438 59% zop	71 20%	132 20%	315 74% 2r	786 44%	114 82% zuvx V	233 80% 2uvx V	280 68% zv	110 44%	347 81% zuvx V	627 74% zuvy	737 67% zv	445 58% 2BCD E	404 51% CE	256 42% E	849 54% zBCE	272 40%	288 50%	440 50%	228 59% 2FGI JLM	91 46%	54 42%	5 36%	728 50%	374 52% J
Not important (NET)	780 35% cdek Imnastu wxyH	405 40% 2cd	208 39% zcd	196 23% d	100 15%	59 23%	240 32% e	206 55% zef	325 60% zef	557 44% 2kl	313 42% zkl	252 23% 	137 15%	38 15%	212 29% m	237 68% zmn	437 67% zmn	90 21%	687 39% 20	20 15%	50 17%	90 22%	115 46% zstu wxv	70 16%	160 19% W	275 25% stwx	273 35%	273 35%	222 36% E	546 35%	234 34%	206 35% H	333 38% 2HM	109 28%	71 35%	49 39%	7 44%	539 37% 2H	229 32% H
Don't know	340 15% abcd efhijkl mnqstuv wxyADGL	103 10% bcd	35 7% d	61 7% d	29 4%	16 6%	89 12% e	46 12% e	67 12% e	142 11%	69 9% I	105 9% I	54 6%	19 7%	92 12% m	42 12%	84 13% m	19 5%	306 17% 2q	5 3%	8 3%	44 11% stwx V	24 10% stw	12 3%	56 7% tw	80 7% stw	52 7%	114 14% AD	139 22% zABD	166 11% A	174 26% 2ABC D	87 15%	114 13%	49 13%	39 19% G	24 19%	3 21%	201 14%	112 16% H

Proportions/Means: Columns Tested (5% risk level) - z/a/b//d - z/e/f/g/h - z/l/j/h/h - z/m/n/a/p - z/a/r - z/s/l/u/w/x/y - z/A/B/C/D/E - z/F/G/H/l/k/k/M
Overlao formulas used. \* small base: " verv small base lunder 301 ineliable for siz testels



15 May 2025

Q24A - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How important, or not, do you think it is that this happens?

Base: All adults aged 18-75 in the UK

		CHARGIN	IG VEHICLE AT	PUBLIC CHARG	ING LOCATION	N - AGREE	CHARGING	VEHICLE AT F	UBLIC CHARGIN	IG LOCATION -		DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(4) Very important	371 17%	39 46% z	88 53% zd	88 51% z	50 44% z	46 45% z	52 54% z	-	2 16%	29 51% z	42 54% z	45 25% z	99 32% zk	90 32% zk	71 29% z	38 30% z	45 32% z	4 15%	4 20%	25 32% z	40 28% z
(3) Fairly important	750 33%	35 41%	61 36%	65 37%	49 42% z	38 37%	30 31%	3 41%	4 27%	17 30%	25 32%	99 55% z	164 52% z	146 51% z	135 56% z	69 54% z	71 51% z	11 42%	9 51%	36 45% z	73 52% z
(2) Not very important	385 17% abcde flmn	6 7%	16 10%	14 8%	6 5%	8 8%	10 10%	2 26%	3 17%	7 13%	9 12%	27 15% n	34 11%	36 13%	25 10%	15 12%	16 11%	8 29%	4 24%	12 15%	21 15%
(1) Not important at all	395 18% abcde fijklmno pst	5 5% b	1 *	4 2% b	7 6% bc	6 6% bc	4 4%	1 16%	5 30%	3 5%	1 2%	3 1%	9 3%	7 3%	4 2%	3 3%	5 4%	4 14%	1 4%	2 3%	3 2%
Mean	2.58	3.28 z	3.43 zad e	3.39 z	3.27 z	3.27 z	3.37 z	2.3	2.32	3.3 z	3.39 z	3.07 z	3.16 z	3.14 z	3.16 zk	3.13 z	3.14 z	2.56	2.88	3.12 z	3.1 z
Important (NET)	1121 50%	74 87% z	149 89% ze	152 89% ze	99 86% z	84 82% z	82 85% z	3 41%	7 43%	46 82% z	67 87% z	144 80% z	263 84% z	235 83% z	207 85% zk	107 83% z	116 84% z	14 56%	13 72%	61 76% z	113 80% z
Not important (NET)	780 35% abcd efijklm nopst	11 13%	17 10%	17 10%	13 11%	14 14%	13 14%	3 42%	7 47%	10 17%	10 13%	29 16%	43 14%	43 15%	29 12%	19 15%	21 15%	11 44%	5 28%	14 17%	23 17%
Don't know	340 15% abcde fijklmno pst	1%	2 1%	2 1%	3 3% a	4 4% bc	1 1%	1 17%	2 11%	1 1%	-	7 4%	8 2%	5 2%	7 3%	2 2%	2 1%	-	-	5 6% p	4 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q248 - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How likely, or not, do you think it is that these targets will be met?

		GEN	NDER			AGE								REG	SION						WORKIN	G STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN/	/RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	HUMBER	MIDLANDS	MIDLANDS	ENGLAND	SOUTH WEST	SOUTH EAST	LONDON	WALES	SCOTLAND	NI	WORKING	WORKING	ABC1	C2DE	GRADUATES	GRADUATES	£19999	£34999	£54999	£55000+	URBAN	RURAL
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226		181	153	199	187	293	297		179		1505	736	1444	797	1249	992	375	544	515	653	1800	326
WEIGHTED BASE	2241		1120																													326
	100%		50%																													15%
(4) Very likely	166	122	42	22	84	39	10	11	3	23	9	13	5	13	11	16	54	7	10	3	144	22	117	49	119	47	17	33	20	95	150	13
	7%	11%	4%	9%	20%	10%	2%	2%	3%	9%	5%	7%	3%	6%	6%	5%	17%	6%	6%	5%	9%	3%	9%	5%	15%	3%	4%	5%	4%	17%	8%	4%
	bfgu	zb		fg	zcef	fg				1							zhijk				zu		zw		zy					zABC	2F	
	wyACF				g												Imnogrs															
(3) Fairly likely	441	247	189	88	142	89	54	68	15	51	31	41	20	34	38	51	99	18	30	13	353	87	280	161	192	249	71	124	99	138	385	43
	20%	23%	17%	35%	34%	22%	13%	9%	17%	21%	17%	21%	12%	16%	20%	17%	31%	17%	16%	21%	23%	12%	22%	17%	24%	17%	18%	20%	19%	25%	21%	13%
	bfgl	zb		zefg	zefg	fg				1							zhij				zu		žw		zy					zAC	2F	
	uwyF																klmnogr															
(2) Not very likely	825	359	451	84	121	131	158	331	31	80	65	76	70	91	66	127	79	37	81	22	509	316	481	345	276	549	139	235	208	174	668	135
	37%	33%	40%	33%	29%	32%	38%	44%	36%	33%	36%	39%	43%	43%	35%	41%	25%	35%	44%	35%	33%	44%	37%	36%	34%	38%	35%	39%	40%	32%	36%	42%
	adpt		za				d	zcde			р	р	р	р	р	р			р			zt						D	D			
	хD																															
(1) Not likely at all	543 24%	273 25%	265 24%	36 14%	10%	22%	130 32%	245 33%	22 25%	57	30%	44	48 30%	24%	45 24%	84 27%	46 15%	26 24%	49 26%	18 28%	347 23%	196 27%	264 21%	279 29%	152 19%	391 27%	107 27%	150 25%	126 24%	106 19%	426 23%	99 30%
		25%	24%	14%	10%	22%			2576	24%	30%	23%	30%	24%	24%	27%	15%	24%	20%	28%	2376	2/76	21%		1976	2/76	2/76	25%	24%	1976	2.576	30%
	cdpv xDE					ca	zcde	zcde	P	Р	Р	Р	Р	Р	Р	Р		Р	Р	Р		zt		zv		zx	D D	D				ZE
Mean	2.12	2.22	2.01	2.42	2.68	2.23	1.84	1.76	1.99	2.19	1.97	2.13	1.87	2.05	2.08	1.99	2.58	2.06	2.01	2.03	2.22	1.9	2.22	1.98	2.38	1.96	1.99	2.08	2.03	2.43	2.16	1.89
ivicali	bfg	2.22 7h	2.01	zef	zce	zfg	1.04	1.70	1.55	2.19	1.57	2.13	1.07	2.03	2.00	1.55	zhi	2.00	2.01	2.03	zu	1.5	ZW	1.50	zy zy	1.50	1.55	2.00	2.03	zAB	2.10	1.05
	louwyAC	20		201	fa	zig				10							iklmnog				20		ZW		29					C	LF .	
	E			^													rs															
Likely (NET)	607	369	231	110	225	128	64	79	18	74	40	54	25	47	48	67	153	25	41	16	497	109	397	210	311	296	88	158	119	233	535	56
	27%	34%	21%	43%	53%	32%	16%	11%	21%	31%	22%	28%	15%	22%	26%	22%	49%	23%	22%	25%	33%	15%	31%	22%	39%	21%	22%	26%	23%	42%	29%	17%
	bfgl	zh		zefg	zcef	zfg				In		i i			1		zhij				zu		7W		zv					zABC	2F	
	ouwyACF				g												klmnoar															
																	s															
Not likely (NET)	1368	632	716	120	164	219	288	576	53	137	118	120	119	141	111	211	124	63	130	40	856	512	745	623	428	940	246	385	334	280	1093	235
	61%	58%	64%	47%	39%	54%	70%	77%	61%	57%	65%	62%	73%	66%	59%	69%	40%	60%	70%	63%	56%	71%	58%	65%	53%	65%	62%	63%	64%	51%	59%	72%
	acde		za			d	zcde	zcde	р	р	р	р	zhin	р	р	zip		р	zip	р		zt		zv		zx	D	D	D			zE
	ptvxDE							f					pq																			
Don't know	267	90	173	24	32	58	59	93	16	30	22	20	19	25	28	30	36	18	15	8	167	99	143	123	64	202	64	66	68	38	223	36
	12%	8%	15%	10%	8%	14%	14%	12%	19%	13%	12%	10%	12%	12%	15%	10%	12%	17%	8%	12%	11%	14%	11%	13%	8%	14%	16%	11%	13%	7%	12%	11%
	adxD		za			ď	d	đ	zor									r								zx	zBD	D	D			

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g - z/h/i/j/k/i/m/n/o/p/q/r/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F
Overlap formulae used. \* small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q248 - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How likely, or not, do you think it is that these targets will be met?

### Base: All adults aged 18-75 in the UK

	r	CAR DRIVII						CLE TYPE							HICLE OWNERS					TYPES OF						RKING LOCATION					ELECTRIC					UY NEXT VEHIC	
		CAR DRIVI	NG LICENSE	_			VEHI	CLE TYPE	_					V.	HILLE OWNER	ниг				I YPES OF	DRIVING			OFF-STREET	PA					_	ELECTRIC	VEHICLES		INI	ENTION TO B	JY NEXT VEHIC	<u>at</u>
											EV OR	OWN IT OUTRIGHT AFTER	OWN IT OUTRIGHT OTHER		BUYING IT	SOME	own	LEASE/		COMMUTIN	USE AS PART OF MY	RARELY	OFF-STREET PRIVATE NEXT TO MY	PRIVATE NOT NEXT TO MY	OFF-STREET IN A SHARED	NEXT TO MY	NOT IN FRONT OF/ NEXT TO MY				NOT CURRENTLY BUT HAVE IN		NEVER DRIVEN, NOR BEEN A				
	TOTAL (z)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	HYBRID (i)	BUYING (k)	MEANS (I)	LEASING IT (m)	ON FINANCE (n)	OTHER WAY	OUTRIGHT (p)	FINANCE (g)	PLEASURE (r)	(s)	WORK (t)	DRIVE (u)	PROPERTY (v)	PROPERTY (w)	CAR PARK (x)	PROPERTY (v)	PROPERTY (A)	OFF-STREET (B)	ON-STREET (C)	DRIVE (D)	THE PAST (E)	PASSENGER (F)	PASSENGER (G)	NEXT YEAR (H)	3 YEARS (I)	10 YEARS (J)	EVER BUY (K)
LINWEIGHTED BASE	2241	1936	301	1120	399	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	1601
WEIGHTED BASE	2241																						968														
	100%																						43%														
(4) Very likely	166	154	11	71	23	32	31	-	8	94	63	83	48	6	18	1	131	24	129	111	54	2	61	16	13	44	18	90	62	59	33	50	23	67	123	147	148
	7%	8%	3%	6%	6%	15%	26%	-	2%	6%	19%	8%	11%	4%	9%	4%	9%	7%	8%	13%	19%	3%	6%	13%	10%	9%	13%	7%	10%	29%	13%	6%	2%	21%	12%	10%	10%
	bhiG	zb		h		zcdh	zcdeh			h	zcdeh		zm				2		z	zru	zrsu			zvB		v	zvB	v	zv	zEFG	zFG	G		zIJK	zJK	zK	2
						1	- 4				1																										
(3) Fairly likely	441	386	54	199	61	76	44	3	54	260	120	171	120	30	48	9	291	77	291	193	91	14	158	39	29	107	35	226	142	80	81	142	130	76	240	334	347
	20%	20%	16%	18%	15%	35%	37%	34%	16%	17%	36%	16%	27%	22%	24%	23%	20%	23%	19%	22%	31%	21%	16%	32%	22%	23%	25%	19%	24%	39%	31%	18%	13%	24%	24%	23%	23%
	cdik					zcdh	zcdh				zcdh		zko		k		k	k		zr	zrs			zvB		v	v	v	zvB	zFG	2FG	G		z	Z	2	Z
	vG					1	1				1																										
(2) Not very likely	825	710	113	435	171	63	29	2	124	606	92	405	150	49	71	17	555	121	582	298	78	30	396	40	43	163	40	479	204	36	65	346	367	92	347	547	569
	37%	37%	35%	38%	43%	29%	25%	20%	36%	40%	27%	39%	34%	37%	36%	44%	37%	37%	37%	35%	27%	46%	41%	33%	32%	35%	29%	39%	34%	18%	25%	45%	38%	29%	35%	37%	37%
	efjt DEH			efj	zefj				1	zefj									t	t		t	zABC					zA				zDEG	DE		н	HI	HI
(1) Not likely at all	543	466	75	305	114	33	-		74	418	40	276	94	27	43	0	369	80	406	184	54	14	269	10	32	102	31	319	133	16	55	157	305	64	224	338	352
(1) NOT likely at all	24%	24%	23%	27%	28%	15%	6%	46%	22%	27%	12%	26%	21%	28%	22%	24%	25%	24%	26%	21%	19%	22%	28%	15%	25%	22%	22%	26%	22%	8%	21%	20%	32%	21%	22%	23%	23%
	efjs	24/4	23/4	zefi	efi	fi	0.0	40%	fi	zefi	f	7	22/4	2070	11.0	24/4	23/0	24/4	zst	22.0	1374	11/0	zwyB	13/4	2370	22.70	22/4	zw	22/4	0,0	D.	D.	2DEF	1170		237	23/4
	twDF			2007								-											- C								-	_					
Mean	2.12	2.13	2	2.04	1.98	2.53	2.89	1.88	1.99	2.02	2.65	2.06	2.3	2.03	2.23	2.07	2.14	2.15	2.1	2.29	2.52	2.06	2.01	2.47	2.2	2.22	2.33	2.08	2.25	2.95	2.39	2.12	1.84	2.48	2.28	2.21	2.21
	cdh	z				zed	zcd				zcd		zkm		k		k			zr	zrs			zvy		zvB	zvB	v	zvB	2EF	2FG	G		zIJ	zJK	z	z
	ikvBG					hi	ehij				ehi		p								u			BC						G				K			
Likely (NET)	607	540	65	269	84	108	75	3	62	353	183	253	169	35	66	10	422	101	419	304	145	16	219	55	42	150	53	316	204	139	113	192	153	143	362	482	496
	27%	28%	20%	24%	21%	50%	63%	34%	18%	23%	54%	24%	38%	27%	33%	27%	28%	31%	27%	35%	50%	24%	23%	46%	32%	33%	38%	26%	34%	69%	44%	25%	16%	46%	36%	33%	32%
	bcdh	2b				zcdh	zcde				zcde		zkmp		k		k	k		zr	zrsu			zvyB	v	zvB	zvB	v	zvB	zEFG	2FG	G		zIJK	zJK	2	2
	ikvG					1	hii				hi													С													
Not likely (NET)	1368	1176	189	739	285	95	36	6	198	1024	132	681	243	87	114	26	924	201	988	483	132	45	666	58	75	266	71	798	337	52	120	503	672	156	571	884	921
	61%	62%	57%	65%	71%	44%	30%	66%	58%	67%	39%	65%	55%	66%	58%	68%	62%	61%	63%	56%	46%	67%	69%	48%	57%	58%	51%	65%	56%	26%	47%	65%	70%	50%	57%	60%	60%
	efil			zefh	zefh	1			efj	zcef	1	zip							zst	t		t	zwxy					zwyA			D	zDE	zDE		н	HI	HI
	stwACDE HI			'	1					nj													ABC					c									
Don't know	267	192	75	123	30	14	8		83	153	22	110	29	10	18	2	139	28	151	75	12	6	84	7	14	44	15	106	59	11	24	81	139	13	69	104	110
	12%	10%	23%	11%	8%	6%	7%		24%	10%	6%	11%	7%	8%	9%	6%	9%	8%	10%	9%	4%	8%	9%	6%	11%	10%	11%	9%	10%	6%	9%	10%	14%	4%	7%	7%	7%
	adei		za	1					zcde			lp.					1		t	t												D	zDF		н	н	н
	jlpgrst								fij																												
	VBDHUK																																				

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/e/t/y/h/li/- z/k/l/m/n/o/p/e - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2015

O246 - Thinkins about the UK Government's colic to ban the sale of new actival or diseast cars and vars in 2030, and new whirid electric vehicles in 2035. How likely, or not, do you blink it is that those travets will be met?

### Base: All adults aged 18-75 in the UK

		NEVT DUE	CHASE - PROBA	DIV/DEEINITE	V CONGINED	NEXT PUI	RCHASE - PRO CON	BABLY/ DEFINI	TELY NOT	OVERALI ORI	INION ON VEHI	CLES VERY/FAIF	N DOCUME	OVERALI	OPINION ON V		Y/FAIRLY	EVER CHARG					EVER BUY - EV					DLICY CHANGE -	SWITCH TO SI	ECTRIC VEHICI	EC.				TEN	HE			
		NEXTPOR	CHASE - PROBA	BLT/ DEFINITE	LT CONSIDER		CON	SIDER		OVERALLOF	INION ON VEHI	CLES VERT/FAIR	ALI PUSITIVE		INEGA	IIVE		IN D	BRID				EVEN BUT - EV	Ĭ			- rc	RECALL .	SWIICH IOEL	ECTRIC VEHICL					TEN	UNE			_
																				WITHIN THE				IN THE NEXT				HEARING				BOUGHT ON			RENTED LA./				
	TOTAL	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	PETROL	DIESEL	HYBRID	EV	YES	NO	NEXT YEAR	1 TO 3 YEARS	YEARS	10 YEARS	3 YEARS	10 YEARS	EVER BUY	YES	SOMETHING	NO	HEARING	KNOW	MORTGAGE	OUTRIGHT	PRIVATE	COUNCIL	H.A./TRUST	OTHER		RENTED
UNWEIGHTED BASE	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	1043	552 578	940	748	290 262	788	358 373	546 546	1261 1273	742	1179 1112		281 256		323	604 654	479 424	1730 1778	169 139	308		243			1170	806 771	788	594	1594	647	592	930	381		109		1522	663 714
WEIGHTED BASE	100%		24%	20%	20%	17%	743		246	57%	742	50%	40%	1166	2200	16%	20%	10%	70%		1292	10%	116	10%	20%	4001	24%	2500	10%	70%	20%	26%	40%	17%	201	200.0		1468	32%
(4) Very likely	166	96	81	129	131	38	47	12	12	109	105	136	140	27	32	9	7	100	63	49	54	29	8	104	133	141	85	42	37	128	38	26	92	34	6	9		118	48
	7%	10%	15%	15%	20%	14%	6%	3%	2%	9%	14%	12%	16%	10%	4%	3%	1%	23%	4%	36%	19%	7%	3%	24%	16%	13%	11%	5%	6%	8%	6%	4%	10%	9%	3%	7%		8%	7%
	ehno	2	za	za	zabc	zfeh	gh			2	2i	2i	zik	noo	D	D		21		ztuv	ZUVV			ztuv	ZUVV	ZUV	zBCDE			В			2FILM	FIM				FI	1
(3) Fairly likely	prvBFI		124	238					42	234							47	150	284	wxy				158	273		165			322		117							167
(s) Fairly likely	441 20%	189	24%	258	236 35%	33%	142 19%	16%	42 8%	18%	168 23%	300 27%	303	69 27%	19%	10%	7%	35%	284 16%	36%	37%	115 28%	19%	158 37%	32%	320 29%	21%	20%	109	21%	119 17%	20%	148	202	22%	16%	17%	265 18%	23%
	hopr	1370	22	zab	zabc	zfgh	b	h	0,4	10%	21	211	ziik	2000	00	0		27	10%	zvy	zuvv	2074 2V	2570	ZUVX	ZUVV	24	22/4	2070	2074	22.0	2774	20%	2174	2FGJ	22.00	20%	27.00	10%	zGL
	GL																							٧										L					
(2) Not very likely	825	394	163	307	201	80	326	128	218	453	222	406	313	96	315	96	231	104	708	24	95	169	122	119	288	410	270	339	208	609	216	229	330	127	78	47	7	559	252
	37%	39%	31%	36%	30%	31%	44%	34%	40%	36%	30%	37%	35%	38%	42%	28%	35%	25%	40%	17%	33%	41%	49%	28%	34%	38%	35%	43%	34%	39%	32%	39%	37%	33%	39%	37%	45%	38%	35%
	bdej ogswxE	bd		bd			zeg		eg	1		i	1	0	zop		0		zq		SW	stwx	zstw	s	sw	SWX		zACD	E	zACE									
(1) Not likely at all	oqswxt 543	273	136	132	74	26	168	142	226	374	205	187	20	40	175	181	321	50	492	11	76	60	XV E0	27	105	163	212	179	146	390	152	151	230	20	42	20	2	381	156
(2) NOT HEREY BY BIT	24%	27%	26%	16%	11%	14%	23%	38%	41%	29%	28%	17%	11%	16%	24%	52%	49%	12%	28%	8%	9%	16%	23%	9%	12%	15%	27%	23%	24%	25%	22%	26%	26%	22%	21%	24%	13%	26%	22%
	cdek	zcd	cd	d			e	zef	zef	2kl	zki	1			m	zmn	zmn		20			stwx	stuwx		tw	stwx	2BDE		Ε									2	
	Imastuw																						v																
Mean	2.12	2.11	2.3	2.45	2.00	2.53	2.1	1.84	1.68	2.07	2.25	2.37	2.57	2.36	2.05	1.6	1.57	2.74	1.95	3.02	2.67	2.28	2.02	2.79	2.54	2.42	2.17	2.09	2.07	2.13	2.08	2.03	2.13	2.24	2.09	2.07	2.05	2.09	2.17
Mean	ghi	2.11	2.3	2.45 7ah	2.66 zab	2.53 zfg	Z.1	1.84	1.68	2.07	2.25	237	2.5/	2.36 200	2.05	1.6	1.57	2.74	1.95	3.02 ztu	2.67 70W	2.28 7V	2.02	2.79 ztu	2.54 Zuv	Z.4Z	2.1/	2.09	2.07	2.13	2.08	2.03	2.13	2.24	2.09	2.07	2.05	2.09	2.17
	noorF			280		h h	W-1						k k	D	Op.			-		vwxv	XV	**		VW	V	101								M					· 1
Likely (NET)	607	286	205	368	366	125	189	73	54	343	273	436	444	95	176	44	54	250	348	100	161	144	55	261	405	461	250	200	146	449	157	142	241	135	50	29	3	383	215
	27%	28%	39%	43%	55%	48%	25%	20%	10%	27%	37%	39%	49%	37%	24%	13%	8%	59%	20%	72%	56%	35%	22%	61%	48%	42%	32%	25%	24%	29%	23%	25%	27%	35%	25%	23%	17%	26%	30%
	ghno		2a	zab	zabc	zfgh	gh	h			2i	2i	2ijk	znop	ор	Р		21		ztuv	ZUVX	ZV		ztuv	ZUVY	2UV	2BCD			2BCE				2FGI					
Not likely (NET)	prCE 1368	667	298	440	275	116	494	270	445	827	427	594	408	136	490	278	552	154	1200	wxy 35	121	237	180	156	393	573	481	518	354	999	368	379	sen	JLM 211	120	77	0	940	408
THE THEORY (THE ! )	61%	66%	56%	52%	41%	44%	66%	72%	81%	65%	58%	53%	45%	53%	66%	80%	84%	36%	67%	25%	47%	57%	73%	36%	47%	53%	62%	66%	57%	64%	54%	65%	63%	55%	60%	60%	58%	64%	57%
	bcde	zbcd	cd	d			20	zef	zefe	zikl	kl	1			zm	zmn	zmno	1 -0/4	20	-5/1	SW	stwx	zstu	5	SW	stwx	E	zCE	E	2CE	- 174	zHM	HM	-3/4	2.000			2HM	
	iklmast					1				1												v	wxv																
	wxvEHM																																						
Don't know	267	61	25 5%	44 5%	28 4%	21 8%	61 8%	31 8%	47 9%	102	42 6%	83 7%	53	24 10%	75 10%	28	48 7%	20 5%	231 13%	3%	8	32 8%	13 5%	12	45 5%	58	39 5%	73	117	113 7%	154 23%	59 10%	10%	39	31 15%	21 17%	4	145	91 13%
	12% abcdf	6%	5%	3%	4%	6%	6%	676	5%	- SN	6%	776	0%	10%	10%	0%	/%	5%	15%	3%	3/4	STWXY	5%	3%	3%	5% tw	5%	9% AD	zABD	/% A	zABC	10%	10%	10%	12%	GI	25%	10%	1570
	ghijklop																		-4			a.exxy						AD.	2760	-	D				GL.	- GE			
	qstuvwxy																																						
	ABDGL																																						

Proportions/Means: Columns Tested [5% risk level) - 1/a/b/c/d - 2/e/l/g/h - 2/l/l/h/ - 2/m/n/o/p - 2/q/t - 2/s/l/u/w/w/x/y - 2/A/B/C/D/E - 2/F/G/H/I/I/K/M Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q24B - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... How likely, or not, do you think it is that these targets will be met?

Base: All adults aged 18-75 in the UK

		CHARGIN	G VEHICI E AT	PUBLIC CHARG	ING LOCATION	J - ΔGREF	CHARGING	VEHICLE AT E	UBLIC CHARGIN	IG LOCATION .		DRIVEN EV IN		VE EXPERIENCE, DRIVING - AGRE		T CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		T CURRENTLY
		DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT	DIFFICULT TO LOCATE	IN SAFE/ WELL-LIT		OFTEN IN USE BY	OFTEN DAMAGED /NOT
	TOTAL (z)	NEAREST (a)	AREAS (b)	EASY TO USE (c)	OTHERS (d)	WORKING (e)	NEAREST (f)	AREAS (g)	EASY TO USE (h)	OTHERS (i)	WORKING (i)	NEAREST (k)	AREAS (I)	EASY TO USE (m)	OTHERS (n)	WORKING (o)	NEAREST (p)	AREAS (q)	EASY TO USE (r)	OTHERS (s)	WORKING (t)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	104 85* 4%*	205 167 7%	207 172 8%	139 115 5%	120 102* 5%*	120 97* 4%*	9 6** ***	20 16** 1%**	70 56* 2%*	100 78* 3%*	194 181 8%	344 313 14%	315 284 13%	255 242 11%	139 129 6%	162 139 6%	27 26** 1%**	21 18** 1%**	97 80* 4%*	161 141 6%
(4) Very likely	166 7%	29 34% z	58 35% z	57 33% z	33 29% z	35 35% z	27 28% z	-	-	20 36% z	23 30% z	27 15% z	58 18% z	55 19% zn	35 15% z	29 22% zkn	27 19% z	2 7%	3 17%	17 21% z	22 15% z
(3) Fairly likely	441 20%	32 37% z	64 38% z	70 41% ze	43 38% z	33 32% z	35 37% z	1 23%	2 11%	21 37% z	36 46% zf	60 33% z	122 39% z	117 41% zk	87 36% z	55 43% zk	40 29% z	6 22%	6 36%	26 32% z	52 37% zp
(2) Not very likely	825 37% abcd eijmo	16 19%	37 22%	34 20%	23 20%	22 22%	29 30% j	3 46%	10 61%	14 25%	15 19%	68 38% mo	103 33%	84 30%	90 37% mo	33 26%	52 38%	8 30%	6 33%	33 41%	61 43%
(1) Not likely at all	543 24% abcde fijklmno pst	5 6%	8 5%	8 5%	11 9% bc	7 7%	5 6%	1 23%	2 13%	1 2%	3 4%	18 10%	22 7%	22 8%	23 9%	9 7%	15 10% t	10 37%	3 15%	4 5%	6 4%
Mean	2.12	3.03 z	3.03 z	3.04 z	2.9 z	2.98 z	2.86 z	1.99	1.98	3.07 zf	3.02 zf	2.55 z	2.71 zkn	2.74 zkn	2.57 z	2.81 zkn	2.59 z	1.98	2.54	2.69 z	2.64 z
Likely (NET)	607 27%	60 71% z	122 73% z	127 74% zd	76 66% z	68 66% z	62 64% z	1 23%	2 11%	41 73% z	59 76% zf	86 48% z	179 57% zkn	172 61% zkn	122 50% z	83 65% zkn	66 48% z	7 29%	9 52%	42 53% z	73 52% z
Not likely (NET)	1368 61% abcd efijklm nopst	21 25%	45 27%	42 25%	34 29%	30 29%	34 36% j	4 69%	12 75%	15 27%	18 24%	86 48% Imo	125 40%	106 37%	113 47% Imo	43 33%	67 48%	17 67%	9 48%	37 46%	67 47%
Don't know	267 12% abcde fijklmno pst	3 4% b	-	3 2%	5 4% bc	5 5% bc	-	* 8%	2 14%	-	-	8 4%	8 3%	6 2%	7 3%	2 2%	5 4% t	1 4%	-	1 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/tOverlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



15 May 2025

Q24C - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vars in 2030, and new hybrid electric vehicles in 2035... In terms of any impact on your own life, do you think it will have a negative impact, or a neither positive nor negative impact,

#### Base: All adults aged 18-75 in the UK

_		GEN	IDER			AGE								REG	SION						WORKIN	IG STATUS	SOCIAL	GRADE	EDUC	ATION		INCO	OME		URBAN/	RURAL
											YORKS &	WEST	EAST	EAST OF								NOT				NON	UPTO	£20000-	£35000-			
	TOTAL (z)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44	45-54	55-75	NORTH EAST I	NORTH WEST	HUMBER	MIDLANDS (k)	MIDLANDS	ENGLAND (m)	SOUTH WEST	SOUTH EAST	LONDON (n)	WALES (a)	SCOTLAND (r)	NI (a)	WORKING (t)	WORKING (u)	ABC1	C2DE (w)	GRADUATES (x)	GRADUATES (v)	£19999 (A)	£34999 (B)	£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1130	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1249	992	37S	544	515	653	1800	326
WEIGHTED BASE	2241		1120						88*																803							326
	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
(2) Very positive impact	215	137	76	31	97	48	18	20	3	36	17	18	6	12	19	23	57	7	15	3	189	25	161	53	128	87	18	46	41	107	203	8
	10%	13%	7%	12%	23%	12%	4%	3%	3%	15%	10%	9%	3%	6%	10%	8%	18%	7%	8%	5%	12%	4%	13%	6%	16%	6%	5%	8%	8%	19%	11%	3%
	bfgh	zb		fg	zcef	fg				zhlm					1		zhikl				zu		zw		zy					zABC	2F	
(1) Fairly positive impact	JuwyAF 341	188	146	65	g 110	67	43	56	9	ogs 43	20	26	16	25	23	38	mnogrs 85	14	34	7	266	75	231	110	169	172	42	87	85	112	307	26
(2) Family positive impact	15%	17%	13%	25%	26%	17%	10%	7%	10%	18%	11%	14%	10%	12%	12%	12%	27%	13%	18%	12%	18%	10%	18%	12%	21%	12%	11%	14%	16%	20%	17%	8%
	bfgu	zb		zefg	zefg	fg											zhij				zu		zw		zy				A	zAB	2F	
	wyAF																klmnogr															
																	s															
(0) A neither positive nor negative	588	299	283	70	92	95	121	210	25	58	39	62	36	63	51	96	61	28	51	19	405	184	332	256	206	382	91	175	144	145	471	99
impact	26%	27%	25%	28%	22%	23%	29%	28%	28%	24%	21%	32%	22%	29%	27%	31%	19%	26%	27%	29%	27%	25%	26%	27%	26%	27%	23%	29%	28%	26%	25%	30%
	do	2770	23,0	20/4	22/0	2374	d	d	20%	24/0	2274	ip	22.70	0	27,0	ip	1370	2070	2770	D	2770	2370	20%	2770	20%	27.70	23/0	23/4	2070	20%	23/0	30%
(-1) Fairly negative impact	318	137	176	39	38	61	71	109	14	31	33	21	40	29	21	50	30	16	25	9	198	120	189	129	98	220	53	86	80	71	251	58
	14%	13%	16%	15%	9%	15%	17%	15%	16%	13%	18%	11%	25%	14%	11%	16%	10%	15%	13%	14%	13%	17%	15%	13%	12%	15%	13%	14%	15%	13%	14%	18%
	dptx			d		d	d	d			р		zikm			р						zt										
	293												npr																			
(-2) Very negative impact	13%	147 13%	145 13%	12 5%	27 6%	41 10%	63 15%	151 20%	15 17%	26 11%	21 12%	25 13%	22 13%	40 19%	25 13%	43 14%	17 6%	19 18%	29 15%	10 16%	192 13%	102 14%	143 11%	150 16%	80 10%	213 15%	60 15%	88 14%	75 14%	45 8%	226 12%	57 17%
	cdpv	1370	1370	3/6	070	10%	cd	zcde	D 1779	D D	D D	D D	D D	zip	13/0	n 1476	070	0	D D	D D	1570	1476	11/0	2V	10%	2X	13/0	D	D	0/0	1276	zE
	xDE								_																	-						
Mean	-0.08	0.03	-0.2	0.29	0.58	0.06	-0.37	-0.58	-0.44	0.16	-0.16	-0.06	-0.47	-0.36	-0.07	-0.21	0.54	-0.31	-0.12	-0.34	0.05	-0.39	0.07	-0.3	0.24	-0.28	-0.35	-0.17	-0.14	0.34	0.01	-0.52
	bfg	zb		zef	zce	fg	g			zh		hl			hl		zh		1		žu		zw		zy				Α	zAB	2F	
	hlmuwyAF			R	fg					Imogs							ijklmn													С		
Positive impact (NET)	555	325	222	96	208	115	61	76	12	79	37	44	22	37	42	61	ogrs 142	21	48	10	455	100	392	163	297	259	61	133	127	220	510	35
	25%	30%	20%	38%	49%	28%	15%	10%	14%	33%	21%	23%	13%	17%	22%	20%	45%	20%	26%	16%	30%	14%	31%	17%	37%	18%	15%	22%	24%	40%	28%	11%
	bfgh	zb		zefg	zcef	fg	g			zhil		1					zhij		hl		zu		zw		zy			A	A	zABC	2F	
	lmuwyAF				g					mnoqs							klmnogr															
Name of Street Bullion	611	204	220	F4	cr	403	422	200	20		54	47	63		45	02	5	25	52	40	200	222	222	270	470	422	442	473	455	447	477	445
Negative impact (NET)	27%	284 26%	320 29%	51 20%	65 15%	102 25%	133 32%	260 35%	29 33%	57 24%	54 30%	47 24%	62 38%	69 32%	46 24%	93 30%	47 15%	35%	53 29%	19 31%	389 26%	222 31%	332 26%	279 29%	179 22%	433 30%	113 28%	173 28%	155 30%	117 21%	477 26%	115 35%
	cdpt	20%	25%	20%	1370	d d	zcde	zcde	p	2470 D	D	24% n	zikn	3270 n	2470 n	n	1370	3370 D	25% n	n n	20%	zt zt	20/6	25%	2270	2X	D D	D	D	2170	20%	zE
	xDE								_				р																			
It will have no impact on my life	266	117	145	20	29	42	50	124	14	22	29	18	22	28	27	32	33	11	22	7	140	125	119	146	67	199	80	61	46	40	216	43
	12%	11%	13%	8%	7%	10%	12%	17%	16%	9%	16%	9%	14%	13%	15%	10%	10%	11%	12%	10%	9%	17%	9%	15%	8%	14%	20%	10%	9%	7%	12%	13%
	dtvx CD						d	zcde														zt		zv		zx	zBCD					
Don't know	220	66	149	18	27	51	46	78		25	21	22	20	16	21	24	31	11	11	9	130	90	109	111	55	165	53	66	49	29	177	35
DOI CANON	10%	6%	13%	7%	6%	13%	11%	10%	9%	10%	12%	12%	13%	8%	11%	8%	10%	10%	6%	13%	9%	12%	8%	12%	7%	11%	13%	11%	9%	5%	10%	11%
	adtvx		za			cd	d	d							-							zt		v		zx	zD	D	D		,,,,	
	D																															

 $Proportions/Means: Columns Tested [5\% risk level] \cdot z/a/b \cdot z/c/d/e/t/g \cdot z/h/i/j/k/l/m/n/o/\rho/q/t/s \cdot z/t/u \cdot z/w/w \cdot z/x/y \cdot z/A/B/C/D \cdot z/E/F Overlap formulae used. * small base$ 



15 May 2005

Q24C - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2018, and new hybrid electric vehicles in 2035... In terms of any impact on your own life, do you think it will have a negative impact, a positive impact, or a neither positive nor negative impact?

### Base: All adults aged 18-75 in the UK

	1	CAR DRIVII	NG LICENSE				VEHIC	LE TYPE						VE	HICLE OWNERS	UID				TYPES OF	DBINING		1		DAD	KING LOCATIO	nwc .				ELECTRIC	VEHICLES		IN.	TENTION TO BU	IIV NEVT VEHI	ris
[		CAN DRIVI	ING EIGENSE				VERIC							VE.	IICLE OWNERS					PES UP	Dimanied			OFF-STREET		ON-STREET					LECTRIC	VLINCES		- 14	LINION IO BO	U INCAT VENI	-
												OWN IT	OWN IT										OFF-STREET			DIRECTLY IN					NOT	NEVER	NEVER				.
												OUTRIGHT	OUTRIGHT						SOCIAL/		USE AS PART		PRIVATE		OFF-STREET						CURRENTLY	DRIVEN,	DRIVEN,				
											EV OR	AFTER	OTHER		BUYING IT	SOME	OWN	LEASE/	DOMESTIC/	COMMUTIN	OF MY	RARELY	NEXT TO MY	TO MY	IN A SHARED	NEXT TO MY	NEXT TO MY			CURRENTLY	BUT HAVE IN	HAVE BEEN	NOR BEEN A	WITHIN THE	IN THE NEXT		
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	HYBRID	BUYING	MEANS	LEASING IT	ON FINANCE	OTHER WAY	OUTRIGHT	FINANCE	PLEASURE	G	WORK	DRIVE	PROPERTY	PROPERTY	CAR PARK	PROPERTY			ON-STREET	DRIVE	THE PAST	PASSENGER		NEXT YEAR	3 YEARS		EVER BUY
	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)
UNWEIGHTED BASE	2241																						1021					1268							1064		1601
WEIGHTED BASE	2241 100%	1908		1131	399			9**	344	1530	336	1044	441		198	39*	1485	330	1559	862	289	67*	968	119*		460	140	1219	600		258		965		1002	1470	1526
(2) Very positive impact	215	193	20	86	18	46	46	1	17	103	91	91	64	18	18	270	155	35	149	129	59	7	83	21	10	54	24	114	78	74	24	67	40	79	154	183	185
(2) very positive impact	10%	10%	6%	8%	4%	21%	38%	12%	5%	7%	27%	9%	15%	13%	9%	13%	10%	11%	10%	15%	20%	11%	9%	17%	8%	12%	17%	9%	13%	37%	13%	8%	4%	25%	15%	12%	12%
	bcdh	b				zedh	zcde				zcdeh		zkp				k		2000	zr	zrs			zvxB	-		zvxB		zvB	zEFG	FG	G		zIJK	zJK	2	z
	IG					i i	hij				1																										
(1) Fairly positive impact	341	291	50	141	62	54	28	2	51	203	82	142	74	23	43	3	216	65	221	147	67	13	106	32	21	85	30	159	115	56	55	119	106	54	178	257	264
	15%	15%	15%	12%	16%	25%	23%	22%	15%	13%	24%	14%	17%	17%	22%	7%	15%	20%	14%	17%	23%	19%	11%	27%	16%	19%	21%	13%	19%	28%	21%	15%	11%	17%	18%	17%	17%
	civB					zcdh	zchi				zcdh				zko			zko		r	zrs			zvB		VΒ	vB	٧	zvB	zFG	2FG	G			Z	2	Z
(0) A neither positive nor negative	G 588	522	66	323	117	51	20	2	73	440	71	286	117	33	53	17	404	85	425	248	67	11	288	35	36	115	23	359	139	36	74	247	221	74	284	410	422
impact																																					
	26%	27%	20%	29%	29%	24%	17%	20%	21%	29%	21%	27%	27%	25%	27%	45%	27%	26%	27%	29%	23%	17%	30%	30%	27%	25%	17%	29%	23%	18%	29%	32%	23%	24%	28%	28%	28%
	bfhj	zb		zfhj	fhi					zfhj						zkim				zt			zAC	A				zAC			D	zDG			н	z	z
(-1) Fairly negative impact	ADG 318	286	31	219		10		- 1	22	268	22	173		10	22	npq	230	52	246	124	41	15	163	0	22	**	24	194	90		35	128	143	33	131	228	240
(-1) Pairty negative impact	14%	15%	9%	19%	12%	8%	3%	18%	7%	18%	6%	17%	13%	14%	17%	12%	15%	16%	16%	14%	14%	23%	17%	7%	17%	14%	17%	16%	15%	4%	14%	16%	15%	11%	13%	15%	16%
	befh	zb	3/4	zdef	fhi	0,4	3,0	10/0	***	zdefh	0,0	2	13/4	2470	17.00	12.74	2	10/0	Z 2	2474	24/4	2370	zw		27.00	2470	w	zw	1374	7/4	D D	2D	D	****	13.0	zHI	zHI
	jD			hij						1																											
(-2) Very negative impact	293	272	20	170	88	15	3	2	14	258	18	165	71	17	18	5	237	35	249	98	30	5	162	14	26	57	16	201	72	5	22	74	187	37	124	202	209
	13%	14%	6%	15%	22%	7%	3%	18%	4%	17%	5%	16%	16%	13%	9%	12%	16%	11%	16%	11%	10%	8%	17%	11%	20%	12%	11%	17%	12%	3%	9%	10%	19%	12%	12%	14%	14%
	befh	zb		zefh	zcefh					zcefh		zna	na				zna		zst				2C		2C			zC			D	D	2DEF			1	1
Mana	IDEF -0.08	-0.1	0.1	-0.26	-0.38	0.54	1.08	-0.1	0.2	-0.29	0.73	-0.21	0.01	0.04	0.05	-0.05	-0.14	0.05	-0.17	0.11	0.32	0.01	-0.27	0.34	-0.28	0.03	0.2	-0.2	0.07	1.04	0.19	-0.05	-0.48	0.38	0.12	-0.01	-0.02
recall	cd	-0.1	0.1	10.20	10.30	0.5÷	70	*0.1	70.2	-0.29	0.75 2C	10.21	kn kn	0.04	0.05	10.05	10.14	ko	10.17	21	ZFS	0.01	-0.27	0.54 7V	10.28	vxB	71/	V.2	ZVX	2EF	0.19 7F	6	10.46	2U	2J	7	7
	ikprvBG					hi	dehii		d		dehi		-							-				xB			xВ		В	G	G	-		K	К		
Positive impact (NET)	555	484	70	227	80	100	73	3	68	306	174	233	138	40	60	8	371	100	370	277	126	20	188	53	31	139	54	272	193	130	89	181	146	132	332	440	449
	25%	25%	21%	20%	20%	46%	62%	34%	20%	20%	52%	22%	31%	30%	30%	19%	25%	30%	24%	32%	44%	30%	19%	44%	24%	30%	39%	22%	32%	64%	35%	23%	15%	42%	33%	30%	29%
	cdhi					zcdh	zcde				zcde		zko		k		k	zk		zr	zrs			zvxv		zvB	zvxB	v	zvB	zEFG	2FG	G		zIJK	zJK	2K	z
	kvBG					1	hij				hi													BC													
Negative impact (NET)	611	557	51	389 34%	138 35%	33	7 6%	3 36%	37	526 34%	40	339	128 29%	36	51	9 24%	467 31%	87	495	223 26%	71 25%	21	325 34%	23	48 36%	123 27%	40 28%	395 32%	163	13	59 23%	202 26%	330	70	254 25%	429	449
	27% befh	29% zb	15%	zefh	zefh	15%	6%	36%	11%	zefh	12%	32%	29%	27%	26%	24%	31%	26%	32% zst	26%	25%	31%	zwyC	19%	36% ZW	27%	28%	ZWYC	27%	6%	23%	26% D	34% zDEF	22%	25%	29% zHI	29% zHI
	IDH	20		Zein	Zem	"				Zeili i		4					2		251				ZWYL		zw			ZWYL			ь	D	ZDEF			ZHI	ZHI
It will have no impact on my life	266	168	98	97	27	18	15	1	105	124	33	95	26	14	16	5	121	30	138	56	14	7	85	4	11	43	10	100	54	20	20	71	150	24	72	105	114
	12%	9%	30%	9%	7%	8%	12%	10%	30%	8%	10%	9%	6%	10%	8%	12%	8%	9%	9%	6%	5%	10%	9%	3%	8%	9%	7%	8%	9%	10%	8%	9%	16%	8%	7%	7%	7%
	acdik		za						zcdef								1		st														2DEF				1
	lorstvwB CEFHUK																																				
Don't know	220	176	44	96	36	15	4		61	133	19	91	32	9	18		123	27	131	59	11	8	81	5	7	40	12	93	52	4	16	75	118	12	60	86	93
	10%	9%	13%	9%	9%	7%	3%		18%	9%	6%	9%	7%	7%	9%		8%	8%	8%	7%	4%	12%	8%	4%	5%	9%	9%	8%	9%	2%	6%	10%	12%	4%	6%	6%	6%
	afijp		za	f	f				zcdef	f									st	t		t									D	D	zDE				
	rstBDHU								4																												
	К																																				

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/d/e/t/g/h/l/j - z/k/l/m/n/o/p/q - z/r/z/t/u - z/v/w/x/y/A/B/C - z/D/E/F/G - z/H/l/J/K
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



024C - Thinkins about the UK Government's colicy to bas the sale of new actrol or discel cars and vans in 2090, and new hebrid electric vehicles in 2095. In terms of any imact on your own life, do you think it will have a negative imacct, a ocitive innacct, a neither costilve non-nec

Base: All adults aged 18-75 in the UK

						NEXT PUR		BABLY/ DEFINIT	ELY NOT					OVERAL		VEHICLES VER	Y/FAIRLY	EVER CHARGE																					
		NEXT PURC	HASE - PROBAI	BLY/ DEFINITEL	Y CONSIDER		CON	SIDER		OVERALL OPI	NION ON VEHIC	LES VERY/FAI	IRLY POSITIVE		NEG	ATIVE		IN HY	BRID				EVER BUY - EV				PO	RECALL :	WITCH TO EU	ECTRIC VEHICLE	ES				TENL	JRE			
	TOTAL (2)	PETROL (a)	DIESEL (b)	HYBRID (c)	EV (d)	PETROL (e)	DIESEL (f)	HYBRID (g)	EV (h)	PETROL (i)	DIESEL (j)	HYBRID (k)	EV (I)	PETROL (m)	DIESEL (n)	HYBRID (o)	EV (p)	YES (q)	NO (r)	WITHIN THE NEXT YEAR (s)	1 TO 3 YEARS (t)		MORE THAN 10 YEARS (v)	IN THE NEXT 3 YEARS (w)		EVER BUY	YES (A)	HEARING SOMETHING (B)	NO (C)	YES/ RECALL HEARING (D)		BOUGHT ON MORTGAGE (F)			RENTED LA./ COUNCIL (I)		OTHER (K)	OWNED (L)	RENTED (M)
UNWEIGHTED BASE WEIGHTED BASE	2241 2241 100%	1043 1014 45%	552 528 24%	940 851 38%	748 669 30%	290 262 12%	788 745 33%	358 373 17%	546 546 24%	1261 1273 57%	742 742 33%	1179 1112 50%	977 905 40%	281 256 11%	775 742 33%	323 349 16%	604 654 29%	479 424 19%	1730 1778 79%	169 139 6%	308 291 13%	450 414 18%	243 248 11%	477 430 19%	927 843 38%	1170 1091 49%	806 771 34%	788 791 35%	594 617 28%	1594 1561 70%	647 680 30%	592 580 26%	930 887 40%	381 386 17%	173 201 9%	109 128* 6%*	17 15** 1%**	1522 1468 65%	663 714 32%
(2) Very positive impact	215 10% shoo rvBCEF	102 10%	84 16% za	155 18% za	160 24% zabc	58 22% zfeh	79 11% gh	14 4% h	11 2%	116 9%	98 13% zi	173 16% zi	187 21% ziik	59 23% znoo	78 11% oo	11 3% p	6 1%	105 25% 2r	108 6%	57 41% ztuv	76 26% zuvxv	38 9% v	6 2%	133 31% ztuv	171 20% zuvv	177 16% zuv	118 15% zBCDE	50 6%	43 7%	168 11% 2BCE	47 7%	41 7%	105 12% 2FL	10%	15 7%	11 8%	1 9%	146 10% F	65 9%
(1) Fairly positive impact	341 15% ghio prG	157 15%	103 19% 2a	216 25% zab	197 29% zabc	57 22% 2fgh	115 15% gh	23 6%	27 5%	173 14%	125 17% i	264 24% zij	269 30% zijk	62 24% znop	121 16% op	15 4%	27 4%	113 27% 2r	217 12%	36 26% zv	74 26% zv	99 24% zv	36 14%	110 26% 2v	210 25% avy	246 22% zv	126 16%	127 16%	85 14%	253 16%	88 13%	103 18% GL	105 12%	79 20% 2GL	31 15%	18 14%	:	208 14% G	128 18% zGL
(0) A neither positive nor negative impact	588 26%	268 26%	125 24%	231 27%	163 24%	55 21%	206	79 21%	126	326 26%	168 23%	286	213	47 18%	200	55 16%	123 19%	92 22%	483	27 19%	93	128 31%	82 33%	120 28%	247	330	177	233	168 27%	410 26%	179 26%	162 28%	231	109	53	24 19%	3	393 27%	186 26%
	gjlm opqsA		2471	d			egh	21%		1		1			mop	10%			q	19%	25W	25	25	\$	25	25	23%	zAD	27%	A		20%		20%	20%	19%	10%		
(-1) Fairly negative impact	318 14% dekl mastwxl M	195 19% 2bcd	74 14% d	108 13% d	57 8%	19 7%	128 17% 20	76 20% ze	129 24% zef	236 19% zjkl	108 15%	140 13% 	76 8%	14 6%	106 14% m	68 20% zmn	147 23% zmn	37 9%	281 16% 2q	7 5%	14 5%	70 17% stwx	28% zstuw xy	21 5%	90 11% stw	160 15% stwx	98 13%	131 17% 2	85 14%	229 15% A	89 13%	99 17% zHIM	140 16% HIM	42 11%	18 9%	16 13%	10%	239 16% 2HIM	76 11%
(-2) Very negative impact	293 13% cdkl mnqstuw xvB	164 16% 2cd	96 18% zcd	45 5% d	17 3%	25 9%	94 13%	119 32% zef	170 31% zef	232 18% zkl	150 20% zki	67 6% I	24 3%	7 3%	78 10% m	119 34% zmn	223 34% 2mn	22 5%	271 15% 2q	2 1%	9 3%	20 5%	33 13% stuwx y	11 3%	31 4%	64 6% stwx	130 17% 2BCD E	87 11%	73 12%	217 14% B	76 11%	72 12%	129 15%	42 11%	26 13%	16 12%	3 21%	202 14%	84 12%
Mean	-0.08 ag hioprvL	-0.18	0.01 a	0.44 zab	0.72 zab c	0.49 2f sh	-0.07 gh	-0.84	-0.91	-0.27	-0.13 i	0.36 zij	0.68 zij k	0.8 zno	0.03 20 0	-1	-1.06	0.66 zr	-0.29	1.08 ztu vwxy	0.73 zuv xv	0.18 zv	-0.38	0.85 ztu vxv	0.53 zuv v	0.32 zuv	•	-0.12	-0.13	-0.06	-0.13	-0.12	-0.12	0.11 2F GL	-0.07	-0.1	-0.58	-0.12	0.03 zL
Positive impact (NET)	555 25% ghio pryCE	259 26%	186 35% za	371 44% zab	356 53% zabc	114 44% zfgh	194 26% gh	37 10% h	38 7%	288 23%	224 30% zi	437 39% zij	456 50% zijk	121 47% znop	199 27% op	26 8% p	33 5%	218 51% 2r	325 18%	93 67% ztuv	150 52% zuvx	137 33% zv	42 17%	243 57% ztuv	381 45% zuvy	422 39% zuv	244 32% 28CD	177 22%	129 21%	420 27% 28CE	135 20%	144 25%	210 24%	118 31% 2GLM	46 23%	29 22%	1 9%	354 24%	193 27%
Negative impact (NET)	611 27% cdek Imgstuw xyHM	359 35% 2cd	170 32% 2cd	152 18% d	74 11%	43 17%	222 30% e	195 52% zef	299 55% zef	468 37% 2kl	258 35% zki	207 19% I	99 11%	22 8%	184 25% m	187 54% zmn	371 57% zmn	58 14%	552 31% 20	9	23 8%	90 22% stwx	102 41% zstuw xy	32 7%	121 14% stw	223 20% stwx	228 30% E	218 28%	157 26% E	446 29%	165 24%	171 30% HM	269 30% 2HIM	84 22%	44 22%	32 25%	5 31%	441 30% 2HIM	160 22%
It will have no impact on my life	266 12% abcdf hijklstv wxyF	71 7% b	26 5%	60 7%	52 8% b	33 12%	72 10%	38 10%	47 9%	113 9% i	52 7%	109 10% i	88 10% i	50 20% znp	107 14% z	55 16% 2p	79 12%	39 9%	226 13% 2	6 4%	19 7%	38 9% V	12 5%	25 6%	64 8%	75 7%	86 11%	87 11%	85 14%	174 11%	92 14%	51 9%	110 12% FL	41 11%	32 16% F	25 20% zFGH L	3 19%	160 11% F	98 14% FH
Don't know	220 10% abcdf ghijkinp ostuvwzy ADGL	57 6% d	21 4%	36 4%	23 3%	17 6%	50 7%	25 7%	36 7%	78 6%	41 6%	74 7% I	48 5%	16 6%	53 7%	25 7%	48 7%	17 4%	192 11% 2q	4 3%	5 2%	21 5% tw	10 4%	10 2%	30 4% w	40 4% w	36 5%	76 10% AD	78 13% zAD	112 7% A	108 16% 2ABCD	52 9%	67 8%	33 9%	26 13% G	18 14% G	4 23%	120 8%	77 11% G

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) \ -1/a/b/c/d - 1/e/l/c/h - 2/l/l/h - 1/l/l/h/l - 1/l/l/h/l - 1/e/l/c/p - 1/a/r - 1/s/l/u/w/x/y - 2/A/B/C/D/E - 2/F/G/h/l/l/k/l/M \ Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing$ 

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



15 May 2025

Q24C - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... In terms of any impact on your own life, do you think it will have a negative impact, a positive impact, or a neither positive nor negative impact?

Base: All adults aged 18-75 in the UK

		CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE OFTEN						VEHICLE AT F	PUBLIC CHARGI	NG LOCATION	- DISAGREE	DRIVEN EV IN		IVE EXPERIENCE DRIVING - AGRE		OT CURRENTLY	DRIVEN EV IN		VE EXPERIENCE		OT CURRENTLY
	TOTAL	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING	DIFFICULT TO LOCATE NEAREST	IN SAFE/ WELL-LIT AREAS	EASY TO USE	OFTEN IN USE BY OTHERS	OFTEN DAMAGED /NOT WORKING
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	2241	104	205	207	139	120	120	9	20	70	100	194	344	315	255	139	162	27	21	97	161
WEIGHTED BASE	2241	85*					97*					181					139				141
	100%	4%*					4%*					8%					6%				6%
(2) Very positive impact	215	30	69	72	36	30	39	1	-	28	36	28	69	67	45	30	30	1	3	21	28
	10%	36%	41%	42%	31%	29%	41%	12%	-	51%	47%	15%	22%	24%	19%	24%	22%	3%	15%	27%	20%
		Z	zde	zde	Z	z	Z			zf	Z	z	zk	zk	z	zk	Z			z	Z
(1) Fairly positive impact	341	27	47	47	34	35	22	3	2	10	15	59	102	88	85	43	39	5	3	14	42
	15%	31%	28%	28%	29%	34%	23%	47%	16%	18%	20%	33%	33%	31%	35%	33%	28%	18%	16%	18%	30%
(2)		Z	Z	Z	Z	Z	Z	*	_	_	_	Z	Z	Z	Z	Z	ZS				zs
(0) A neither positive nor negative impact	588	13	21	24	18	17	14		3	8	8	49	69	66	58	30	32	6	4	22	34
	26% abcd efij	16%	13%	14%	16%	17%	15%	8%	20%	14%	10%	27%	22%	23%	24%	23%	23%	25%	24%	27%	24%
(-1) Fairly negative impact	318	2	11	6	5	5	7	-	1	2	6	25	31	30	26	16	21	7	6	9	16
	14% abcde fil	2%	7% ac	4%	4%	5%	7%	-	4%	3%	8%	14%	10%	10%	11%	12%	15%	27%	32%	12%	12%
(-2) Very negative impact	293	5	3	4	7	4	4	1	6	4	3	6	8	9	6	4	3	5	1	5	4
	13%	6%	2%	2%	6%	4%	4%	16%	40%	7%	4%	3%	3%	3%	2%	3%	2%	18%	6%	6%	3%
	bcdef jklmnopt	bc			bc															pt	
Mean	-0.08	0.97	1.11	1.16	0.87	0.9	0.98	0.46	-0.86	1.12	1.1	0.47	0.69	0.67	0.63	0.65	0.58	-0.41	0.02	0.52	0.59
		z	zde	zde	z	z	z			z	z	z	zk	zk	zk	zk	Z			z	Z
Positive impact (NET)	555	57	115	119	70	65	61	4	2	38	52	87	171	155	131	73	69	6	6	36	69
	25%	67%	69%	69%	61%	63%	63%	58%	16%	69%	67%	48%	55%	55%	54%	57%	50%	22%	30%	45%	49%
Name of Column	C44	7 7	zd	zd	Z	Z	Z		7	Z	Z	Z	Z	z	2	zk	Z	42	-	Z	z
Negative impact (NET)	611 27% abcde fijklmno pt	8%	14 8% c	10 6%	12 10%	9 9%	11 12%	1 16%	44%	6 10%	9 12%	31 17%	39 13%	38 14%	32 13%	20 15%	24 17%	12 45%	7 37%	15 18%	20 14%
It will have no impact on my life	266	7	14	15	9	8	8	1	1	4	7	9	24	18	13	3	11	1	*	6	13
	12% klmno	8%	8%	9%	8%	8%	8%	17%	7%	8%	9%	5%	8% o	6% o	5%	3%	8%	4%	2%	8%	10%
Don't know	220	1	2	4	6	4	2	-	2	-	2	5	9	6	9	2	3	1	1	2	3
	10% abcef ijklmnop st	1%	1%	2% b	5% abc	4%	2%	-	13%	-	2%	3%	3%	2%	4%	2%	2%	4%	6%	2%	2%

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b/c/d/e - z/f/g/h/i/j - z/k/l/m/n/o - z/p/q/r/s/t \\ Overlap formulae used. * small base; ** very small base (under 30) in eligible for sig testing$