



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

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

	TOTAL (z)	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
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	336	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 wyAE	zb		c	c	c	c	zc				hip	hip	zhij	zhij	per				hip	zu		zw		zv		A	zA	zABC				
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	
	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%	
	apvxD F	za		zdef	R	R	R							zlmno			zlmno				zt		v				D	D	D		zF		
Yes, an international (i.e., non-GB/UK) licence that is valid in the UK	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	
	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%	
	be zb			zfe					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%	
	bciuw JA	zb		zde	c	c					htr			zhij	qr						zu		zw		zv		A	zAB	zABC				
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%	18%	15%	10%	7%	15%	12%	
	adot vxCD		za	zdef				d	kmo	kmo	mo							kmo			it			zv	zx	zBCD		D					
Don't know	5	2	3	*	-	2	3	-	-	-	1	-	-	4	-	-	-	*	-	-	5	-	4	2	*	5	-	3	2	*	4	2	
	* x	*	*	*	-	*	1%	-	-	-	1%	-	-	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

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.



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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

	CAR DRIVING LICENCE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (J)	ANY YES (J)	NO (J)	PETROL (J)	DIESEL (J)	HYBRID (J)	EV (J)	OTHER (J)	NO VEHICLE (J)	ICE (J)	EV OR HYBRID (J)	OWN IT OUTRIGHT AFTER BUYING (J)	OWN IT OUTRIGHT OTHER MEANS (J)	LEASING IT (J)	BUYING IT ON FINANCE (J)	SOME OTHER WAY (J)	OWN OUTRIGHT (J)	LEASE/ FINANCE (J)	SOCIAL/ DOMESTIC/ PLEASURE (J)	COMMUTIN G (J)	USE AS PART OF MY WORK (J)	RARELY DRIVE (J)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (J)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (J)	OFF-STREET IN A SHARED CAR PARK (J)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (J)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (J)	OFF-STREET (J)	ON STREET (J)	CURRENTLY DRIVE (J)	NOT CURRENTLY BUT HAVE IN THE PAST (J)	NEVER DRIVEN HAVE BEEN PASSENGER (J)	NEVER DRIVEN, NOR BEEN A PASSENGER (J)	WITHIN THE NEXT YEAR (J)	IN THE NEXT 3 YEARS (J)	IN THE NEXT 10 YEARS (J)	EVER BUY (J)							
UNWEIGHTED BASE	2241	1336	905		1131	399	217	119	9**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	963	119*	132	460	140	1219	600	202	258	777	865	312	1002	1470	1526						
WEIGHTED BASE	100%	63%	37%		50%	18%	10%	5%	6%	15%	65%	15%	67%	27%	6%	26%	24*	65%	15%	70%	35%	13%	25*	41%	52%	6%	23%	5%	54%	22%	6%	12%	25%	23%	24%	45%	63%	63%	63%					
Yes, full UK car driving licence	1691	1691	-		974	338	183	103	5	86	1313	286	921	392	103	158	27	1313	262	1395	772	252	34	866	103	114	380	103	1084	483	189	220	557	709	293	909	1323	1368						
	75%	89%	-		86%	85%	84%	87%	58%	25%	86%	85%	88%	89%	78%	80%	70%	88%	79%	89%	90%	87%	51%	90%	86%	86%	82%	74%	89%	81%	94%	85%	72%	73%	94%	91%	90%	90%						
	bhuf	zb	-		zh	zh	zh	zh			zh	zh	zmm	zmm				zmm		zu	zu	zu		zvAC	1A	1A	1C	zvAC	z	zEG	zFG		zJK	z	zK	z								
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%						
	bck	zb	-		bck	zb	zb	zb	-	zcdel	zb	zb	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm					
Yes, an international (i.e., non-GB/UK) licence that is valid in the UK	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%	3%	1%	1%	1%	1%	2%						
	cd	zb	-		cd	zb	zb	zb		zcd	zb	zb	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm					
Yes (NET)	1908	1908	-		1059	370	207	115	7	143	1429	322	992	420	120	184	31	1412	305	1488	833	282	53	913	116	126	427	130	1156	557	202	241	660	782	312	1002	1470	1526						
	85%	94%	-		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	-		bHG	zb	zb	zb		zcd	zb	zb	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm					
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%	-	-	-	-						
	zdef	-	za		zdef	zb	zb	zb	zdef	zdef	zdef	zdef	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm					
Don't know	5	-	-		3	*	-	-	-	3	*	*	-	1	*	2	-	1	2	2	2	2	-	-	1	2	-	*	-	3	*	-	*	2	-	-	-	-	-					
	*	-	-		-	1%	-	-	-	-	*	*	-	*	*	1%	-	*	1%	*	*	1%	-	-	*	2%	-	*	-	*	-	*	*	*	-	-	-	-	-					
	g	-	-		cl								zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm	zmm					

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/AA/BB - z/CC/DD/EE/FF - z/G/H/I/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

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

	NEXT PURCHASE - PROBABLY / DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY / DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY / FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY / FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID					EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE									
	TOTAL (G)	PETROL (H)	DIESEL (I)	HYBRID (J)	EV (K)	PETROL (L)	DIESEL (M)	HYBRID (N)	EV (O)	PETROL (P)	DIESEL (Q)	HYBRID (R)	EV (S)	PETROL (T)	DIESEL (U)	HYBRID (V)	EV (W)	YES (X)	NO (Y)	WITHIN THE NEXT YEAR (Z)	1 TO 3 YEARS (AA)	3 TO 10 YEARS (AB)	MORE THAN 10 YEARS (AC)	IN THE NEXT 3 YEARS (AD)	IN THE NEXT 10 YEARS (AE)	EVER BUY (AF)	YES (AG)	RECALL HEARING SOMETHING (AH)	NO (AI)	YES / RECALL HEARING (AJ)	NO / DON'T KNOW (AK)	BOUGHT ON MORTGAGE (AL)	OWNED OUTRIGHT (AM)	RENTED PRIVATE (AN)	RENTED L.A. COUNCIL (AO)	RENTED H.A. / TRUST (AP)	OTHER (AQ)	OWNED (AR)	RENTED (AS)																
UNWEIGHTED BASE	2241	1043	528	585	745	262	745	373	546	1261	742	1179	917	251	742	349	664	429	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	396	201	128*	15**	1468	714																
WEIGHTED BASE	1596	736	368	408	516	173	516	276	368	916	516	676	516	156	516	276	368	236	916	136	256	361	216	383	744	960	644	601	401	1246	445	495	747	229	105	78	12	1242	412																
Yes, full UK car driving licence	1691	925	462	751	585	230	693	347	516	1071	599	844	661	155	597	283	555	364	1297	133	250	361	216	383	744	960	644	601	401	1246	445	495	747	229	105	78	12	1242	412																
75% HMC EHUM	75%	91%	87%	88%	87%	88%	93%	93%	94%	84%	81%	76%	73%	61%	80%	81%	85%	86%	73%	96%	86%	87%	87%	89%	88%	88%	84%	84%	76%	65%	80%	65%	83%	84%	59%	52%	61%	79%	85%	58%															
Yes, provisional UK driving licence for car	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																
8% THMP SADFGL	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%	12%	6%	4%	16%	19%	14%	FGI	4%	5%	16%														
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%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%	2%	4%	1%	*	1%	2%	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	*	4%	2%	2%	2%	*	3%															
Yes (NET)	1908	1014	528	851	669	262	745	373	546	1164	665	963	773	198	662	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% HMC EHUM	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%	100%	90%	80%	79%	88%	79%	92%	88%	79%	73%	77%	85%	80%	80%	77%														
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% JBCD FBJKUP QJWNEY ADFGI	15%	-	-	-	-	-	-	-	-	8%	10%	13%	14%	22%	12%	13%	9%	3%	17%	-	-	-	-	-	-	-	9%	15%	21%	12%	21%	8%	12%	20%	27%	22%	15%	10%	22%	15%															
Don't know	5	-	-	-	-	-	-	-	-	2	4	4	1	1	-	-	-	*	4	-	-	-	-	-	-	-	4	2	-	5	-	-	-	-	4	*	1	-	-	5															
*	*	-	-	-	-	-	-	-	-	*	*	*	*	1%	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	*	-	-	-	-	-	1%	-	-	1%	-	1%														

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

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17TH - 22ND APRIL 2025  
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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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%	4%	5%	4%	5%	6%	4%	-	4%	-	1%	18%	13%	14%	17%	18%	11%	15%	8%	8%	10%
	cij											zl	z	z	zl	z					
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%
		z	z	z	z	z	z			z	z		z	z	z				z	z	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
	15%	5%	4%	3%	4%	4%	1%	-	2%	1%	1%	10%	9%	8%	8%	11%	9%	8%	25%	5%	8%
	abcde fijlmnst																				
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/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.



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

	TOTAL	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
100%	100%	49%	50%	11%	19%	15%	13%	31%	43%	11%	8%	9%	7%	9%	8%	14%	14%	3%	5%	5%	67%	33%	57%	43%	23%	24%	10%	21%	25%	25%	83%	15%	
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	253	819	187	
50%	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			p		zkip	rs	prs	prs		prs					z					A	zAD			zE	
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%	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									p	p	np	p	np	p		np		p	p	zhik	u	v		v				A	A	A			zE
AE																				mnopqr													
A hybrid electric vehicle (plug-in or self-charging)	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	
10%	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										lm		hlm					zhlm						zw		zw	zv					zABC	zF	
uwvABF														noqrs																			
A fully electric vehicle (i.e., not a hybrid)	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%	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%	
qsuwv												q	q	iq	iq	q	zhio		q	q		zu	zw	zw	zv	zv		2%	3%	5%	zABC		
AB																																	
Another vehicle type (e.g., LPG, etc.)	9	2	6	2	1	3	2	2	-	3	-	-	1	-	4	-	1	-	1	-	8	1	4	6	3	6	2	2	-	4	9	-	
*	*	*	1%	1%	*	1%	*	*	-	1%	-	-	1%	-	2%	-	*	-	*	-	1%	1%	*	*	*	*	*	*	*	-	1%	*	-
I/My household do not personally use or have access to any type of car or van	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	
15%	15%	13%	17%	13%	14%	15%	17%	16%	26%	14%	16%	13%	10%	11%	14%	11%	22%	17%	21%	13%	12%	23%	11%	21%	11%	18%	34%	18%	9%	4%	17%	7%	
aotv									ziki								ziki		zimo												zF		
xCDF									mno								mno																
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	863	1218	266	
68%	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									p	pr	p	p	zhik	pr	p	zior		pr	p	p		zu				x		zAD	zAD	A			zE
AE													pr																				
EV or hybrid (NET)	336	198	134	43	104	62	43	83	7	36	17	36	15	28	28	39	87	8	27	9	257	79	254	82	185	151	32	53	72	159	295	32	
13%	13%	18%	12%	17%	25%	15%	11%	11%	7%	15%	9%	19%	9%	13%	15%	13%	28%	8%	15%	14%	17%	11%	20%	9%	23%	11%	8%	9%	14%	29%	16%	10%	
bigh												hig					zhik				zu		zw		zy						zF		
jsuwvAB																	lmnoqrs																
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%	1%	1%	2%	1%	*	2%	*	1%	3%	1%	1%	2%	1%	*	*	*	-	1%	-	1%	2%	1%	2%	1%	3%	1%	3%	1%	*	1%	1%	
atvx										zop																							

Proportions/Mean: 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

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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 22ND APRIL 2025  
PUBLIC  
IPSO5

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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (a)	ANY YES (a)	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 (l)	LEASING IT (m)	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 PRIVATE NOT NEXT TO MY PROPERTY (w)	OFF-STREET IN A SHARED CAR PARK (x)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON-STREET (ab)	ON-STREET (ac)	ON-STREET (ad)	CURRENTLY DRIVE (ae)	NOT CURRENTLY BUT HAVE IN THE PAST (af)	NEVER DRIVEN, HAVE BEEN A PASSENGER (ag)	NEVER DRIVEN, NOT BEEN A PASSENGER (ah)	WITHIN THE NEXT YEAR (ai)	IN THE NEXT 3 YEARS (aj)	IN THE NEXT 10 YEARS (ak)	EVER BUY (al)													
UNWEIGHTED BASE	2241	1536	301	1120	399	243	185	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1208	583	237	267	797	903	349	1054	1545	1001															
WEIGHTED BASE	2241	1536	301	1120	399	217	119	9**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	419*	132	460	140	1210	600	202	258	777	965	349	1864	1546	1401															
A petrol vehicle	1131	85%	15%	50%	18%	10%	5%	***	15%	68%	15%	47%	20%	6%	9%	21*	66%	15%	702	38%	13%	31*	43%	51*	6%	21%	6%	54%	27%	9%	12%	35%	43%	14%	45%	66%	68%	857														
	100%	1059	73	1131	-	-	-	-	-	1131	-	642	276	71	111	18	938	182	942	508	141	45	594	59	80	294	71	734	365	27	145	416	533	166	546	835	857															
	50%	56%	22%	100%	-	-	-	-	-	74%	-	61%	63%	54%	56%	47%	62%	55%	60%	59%	49%	68%	61%	50%	61%	64%	51%	60%	61%	13%	56%	54%	55%	53%	54%	56%	56%															
	boef	hD		zdeh						zdeh		z	z						z	z		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z				
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%	19%	8%	-	100%	-	-	-	-	26%	-	25%	19%	8%	18%	22%	23%	14%	22%	20%	21%	19%	21%	21%	24%	19%	23%	22%	20%	5%	19%	18%	20%	17%	19%	20%	20%															
	boef	hD		zdeh						zdeh		z	z						z	z		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	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%	11%	3%	-	-	100%	-	-	-	-	65%	9%	12%	20%	18%	19%	10%	19%	12%	12%	17%	12%	10%	15%	8%	11%	21%	11%	13%	27%	15%	9%	5%	15%	14%	12%	12%															
	boef	hD		zdeh						zdeh		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	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%															
	boef	hD		zdeh			zdeh			zdeh		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	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															
	*	+	1%	-	-	-	-	100%	-	-	-	*	-	2%	1%	-	*	1%	*	*	1%	-	*	-	1%	1%	-	*	1%	-	-	-	12%	*	-	+	+	+	+	+	+	+	+	+	+	+	+	+	+			
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													
	15%	8%	61%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	10%	17%	19%	3%	3%	4%	4%														
	boef	hD		zdeh			zdeh			zdeh		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z		
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%	75%	30%	100%	100%	-	-	-	-	100%	-	66%	82%	61%	74%	68%	83%	69%	82%	79%	70%	87%	83%	73%	83%	74%	82%	81%	18%	75%	72%	75%	70%	73%	76%	76%																
	boef	hD		zef		zef				zef		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	
EV or hybrid (NET)	335	322	13	-	-	217	119	-	-	-	336	140	80	49	49	12	220	99	274	179	84	9	165	30	18	74	36	212	111	162	40	75	51	83	238	288	293															
	15%	17%	4%	-	-	100%	100%	-	-	-	100%	13%	18%	37%	25%	32%	15%	30%	16%	21%	29%	13%	17%	25%	14%	16%	26%	17%	18%	80%	16%	10%	5%	26%	23%	20%	19%															
	boef	hD		zef		zef	hD			zef		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z		
Don't know	22	6	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	6	1	2	4	4															
	1%	+	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
	boef	hD		zef		zef	hD			zef		z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z		

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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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

15 May 2025

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHANGED TV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE									
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 10 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	R/CAL HEARING SOMETHING	YES/RECALL	YES/RECALL	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED									
																																									(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
UNWEIGHTEDE BASE WEIGHTED BASE	2241	1014	522	851	796	262	743	373	546	1241	742	1139	973	241	691	335	464	434	1779	159	291	414	348	430	843	1001	771	791	617	1561	680	180	187	365	201	118*	15**	1468	714										
A control vehicle	100%	67%	41%	52%	46%	27%	68%	68%	69%	62%	41%	47%	43%	11%	33%	52%	20%	15%	72%	43%	43%	61%	55%	43%	52%	53%	49%	54%	53%	23%	20%	3%	26%	2%	17%	6%	14**	15%	57%										
kinetech JM	2241	1014	522	851	796	262	743	373	546	1241	742	1139	973	241	691	335	464	434	1779	159	291	414	348	430	843	1001	771	791	617	1561	680	180	187	365	201	118*	15**	1468	714										
A diesel vehicle	399	165	213	137	109	67	38	84	126	222	262	362	134	43	39	86	148	50	339	14	41	71	68	55	126	195	167	115	105	283	116	124	160	61	28	17	3	284	106										
flin qswfM	399	165	213	137	109	67	38	84	126	222	262	362	134	43	39	86	148	50	339	14	41	71	68	55	126	195	167	115	105	283	116	124	160	61	28	17	3	284	106										
A hybrid electric vehicle (plug-in or self-charging)	217	86	44	161	119	54	100	8	41	115	73	192	130	35	79	2	39	117	99	35	61	47	34	95	142	167	101	70	41	171	47	57	100	29	18	8	1	157	56										
gpcvC E	217	86	44	161	119	54	100	8	41	115	73	192	130	35	79	2	39	117	99	35	61	47	34	95	142	167	101	70	41	171	47	57	100	29	18	8	1	157	56										
A fully electric vehicle (i.e., not a hybrid)	119	40	30	71	99	59	70	26	5	50	32	83	106	34	62	14	5	107	11	27	48	25	4	75	100	103	61	36	20	97	22	36	62	14	1	5	-	98	20										
gpcvC E	119	40	30	71	99	59	70	26	5	50	32	83	106	34	62	14	5	107	11	27	48	25	4	75	100	103	61	36	20	97	22	36	62	14	1	5	-	98	20										
gpcvC E	119	40	30	71	99	59	70	26	5	50	32	83	106	34	62	14	5	107	11	27	48	25	4	75	100	103	61	36	20	97	22	36	62	14	1	5	-	98	20										
gpcvC E	119	40	30	71	99	59	70	26	5	50	32	83	106	34	62	14	5	107	11	27	48	25	4	75	100	103	61																						

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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
100%	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	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 efij				a												z			zpt	
A diesel vehicle	399	12	15	12	12	10	5	-	5	6	3	35	57	52	47	31	22	5	4	11	22
	18%	14%	9%	7%	11%	9%	5%	-	30%	11%	4%	19%	18%	18%	19%	24%	16%	20%	23%	14%	16%
	bcde fj	c								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				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											o									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%
		z	z	z	z	z	z			z	z										
Don't know	22	-	1	1	1	-	1	-	-	-	-	3	2	2	2	2	-	-	2	-	-
	1%	-	1%	1%	1%	-	1%	-	-	-	-	2%	*	1%	1%	1%	-	-	8%	-	-

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

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

	TOTAL (z)	GENDER		AGE				REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL			
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	1904	950	933	228	361	345	361	609	87	191	147	160	136	175	159	259	237	104	144	105	1347	557	1299	605	1110	794	239	445	467	630	1499	300	
WEIGHTED BASE	1875	942	913	214	359	345	335	623	65*	199	150	167	144	187	161	272	244	88*	144	55*	1334	541	1138	738	712	1163	253	496	473	526	1522	298	
100%	100%	50%	49%	11%	19%	18%	18%	33%	31*	11%	8%	9%	8%	10%	9%	15%	13%	5%	8%	3%	71%	29%	61%	39%	38%	62%	13%	26%	25%	28%	81%	10%	
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% cefp tvx		55%	56%	47%	53%	50%	48%	67% zcde f	50%	53%	60% p	61% pq	54%	59%	56%	61% pq	48%	47%	55%	59%	53%	62% it	54%	58%	53%	57%	61%	57%	55%	53%	55%	57%	
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	66	
24% ruw		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 rented, usually for several years)	132	71	61	22	18	29	24	38	4	16	14	6	10	11	14	23	16	5	9	3	96	36	78	54	42	90	17	36	35	36	109	20	
7% x		8%	7%	10% d	5%	8%	7%	6%	6%	8%	10%	3%	7%	6%	9%	8%	7%	5%	6%	6%	7%	7%	7%	7%	6%	8%	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.)	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% gouA		10%	11%	11% r	13% r	15% ze	12% r	5% o	16% o	13% o	11%	10%	7%	9%	9%	6% o	12% o	15% o	11%	18% zmn o	12% zu	6%	10%	11%	12% z	10%	6%	12% A	12% A	10%	10%	10%	
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% de	1%	2%	3%	1%	2%	1%	*	3%	2%	1%	3%	2%	3%	3%	5%	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% ce		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%	
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	
18% gu</td <td></td> <td>18%</td> <td>18%</td> <td>21% g</td> <td>18%</td> <td>24% ze</td> <td>19% g</td> <td>12% c</td> <td>23%</td> <td>21%</td> <td>20%</td> <td>13%</td> <td>15%</td> <td>16%</td> <td>18%</td> <td>15%</td> <td>19%</td> <td>20%</td> <td>17%</td> <td>25% ko</td> <td>20%</td> <td>12%</td> <td>17%</td> <td>18%</td> <td>18%</td> <td>17%</td> <td>13%</td> <td>19%</td> <td>19%</td> <td>17%</td> <td>18%</td> <td>17%</td>		18%	18%	21% g	18%	24% ze	19% g	12% c	23%	21%	20%	13%	15%	16%	18%	15%	19%	20%	17%	25% ko	20%	12%	17%	18%	18%	17%	13%	19%	19%	17%	18%	17%	
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% netC D		*	2%	6% zdefg	1%	1%	*	*	1%	1%	1%	-	2%	2%	1%	*	1%	5% zknor	-	-	*	3%	1%	1%	1%	1%	3%	1%	1%	+	+	1%	2%

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/U/V  
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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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (a)	ANY YES (a)	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 (l)	LEASING IT (m)	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 PRIVATE NOT NEXT TO MY PROPERTY (w)	OFF-STREET IN A SHARED CAR PARK (x)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON STREET (ab)	ON STREET (ac)	ON STREET (ad)	CURRENTLY DRIVE (ae)	NOT CURRENTLY BUT HAVE IN THE PAST (af)	NEVER DRIVEN, HAVE BEEN PASSENGER (ag)	NEVER DRIVEN, NOR BEEN A PASSENGER (ah)	WITHIN THE NEXT YEAR (ai)	IN THE NEXT 3 YEARS (aj)	IN THE NEXT 10 YEARS (ak)	EVER BUY (al)								
UNWEIGHTED BASE	1804	1798	103	1033	1120	399	243	135	7	1123	319	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1268	583	235	242	669	734	337	1029	1490	1450	1536									
WEIGHTED BASE	1875	1759	113*	1121	399	217	119	9**	**	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1210	600	199	233	641	779	301	966	1411	1459										
Own it outright (after buying it outright, or being given the vehicle by someone else)	1004	992	52*	606	218	121	68	4	***	875	185	56%	24%	7%	11%	21%*	79%	15%	83%	46%	15%	43%*	52%	63%*	7%	25%	7%	65%	32%	11%	12%	34%	42%	94	116	364	460	170	523	770	795						
	56% efj mnocutD	56% zb	46% 113*	57% efj	65% zcf ij	42% zcf ij	41% zcf ij	48% zcf ij	-	59% zcf ij	42% zcf ij	100% zlmno pq	-	-	-	-	70% zlmno q	-	59% zstu t	56% zstu t	45% zstu t	42% zstu t	58% zw	47% zw	58% zw	54% zw	51% zw	57% zw	54% zw	47% zw	50% zw	57% D	59% zDE	56% D	54% D	55% D	54% D										
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% kmmno qr	24% zb	18% 113*	24% efj	21% zcf ij	24% zcf ij	23% zcf ij	-	-	24% zcf ij	24% zcf ij	-	100% zlmno pq	-	-	-	30% zlmno q	-	22%	24%	30%	26%	24%	19%	20%	23%	31%	23%	25%	27%	28%	22%	22%	23%	24%	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% dmkn prs	7% zb	10% 113*	6% efj	3% zcf ij	12% zcf ij	19% zcf ij	22% zcf ij	-	5% zcf ij	15% zcf ij	-	-	100% zlmno pq	-	-	40% zlmno p	-	6%	6%	10%	8%	7%	8%	11%	6%	8%	7%	7%	12%	6%	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% klm opv	10% zb	10% 113*	10% efj	9% zcf ij	16% zcf ij	12% zcf ij	18% zcf ij	-	10% zcf ij	15% zcf ij	-	-	100% zlmno pq	-	-	60% zlmno p	-	10%	13%	13%	10%	9%	24% zw	11%	12%	10%	10% zw	11%	12%	13%	11% zFG	12%	13%	11% zFG	9% zFG	8% zK	11% zK	12% z	12% z							
I have the vehicle in some other way	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										
	2% rbluk aoo	2% zb	7% 113*	2% efj	2% zcf ij	3% zcf ij	4% zcf ij	-	-	2% zcf ij	4% zcf ij	-	-	-	-	100% zlmno pq	-	-	2%	2%	1%	9%	2%	*	*	4% zw	1%	2%	3%	2%	2%	3%	2%	2%	2%	1% zK	1% zK	1% z	1% z								
Own outright (NET)	1485	1412	71	918	343	145	76	4	-	1260	320	1044	441	-	-	-	1485	-	1270	689	217	45	792	80	103	358	134	974	472	147	182	508	633	239	755	1110	1151										
	79% befj mnocutD	80% zb	63% 113*	81% efj	86% zcf ij	67% zcf ij	64% zcf ij	48% zcf ij	-	82% zcf ij	66% zcf ij	100% zlmno pq	100% zlmno pq	-	-	-	100% zlmno q	-	81% zstu t	80% zstu t	75% zstu t	67% zstu t	82% zw	67% zw	78% zw	78% zw	82% zw	80% zw	79% zw	74% zFG	78% zFG	79% zFG	81% zFG	79% zK	78% zK	79% z	79% z										
Lease/ finance (NET)	330	305	23	182	46	62	37	4	-	228	99	-	-	132	198	-	-	330	258	156	66	12	149	39	29	83	25	217	108	48	45	109	124	56	196	278	284										
	18% dkl oov	17% zb	20% 113*	16% efj	12% zcf ij	28% zcf ij	31% zcf ij	40% zcf ij	-	15% zcf ij	29% zcf ij	-	-	100% zlmno pq	100% zlmno pq	-	100% zlmno q	-	17% zstu t	18% zstu t	23% zstu t	18% zstu t	15% zw	32% zw	22% zw	18% zw	18% zw	100% zw	18% zFG	24% zFG	19% zFG	17% zFG	16% zK	20% zK	20% z	19% z											
Don't know	21	11	11	14	2	4	1	1	-	16	5	-	-	-	-	-	-	-	6	3	3	4	9	1	-	2	-	10	2	-	-	9	9	1	3	4	4										
	1% aklpr scijk	1% zb	9% 113*	1% efj	*	2% zcf ij	1% zcf ij	12% zcf ij	-	1% zcf ij	1% zcf ij	-	-	-	-	-	-	-	*	*	1% zstu t	6% zstu t	1% zw	1% zw	-	*	-	1% zw	*	-	-	1% zFG	1% zFG	*	*	*	*	*	*								

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/n/l/h/n/l - z/n/l/m/n/h/p/q - z/i/z/u - z/z/w/z/z/A/B/C - z/D/R/I/G - z/N/I/U/K  
Overlap formulas used: \*small base; \*\* very small base (under 30) ineligible for sig testing

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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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER								NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER								OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE								OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE								EVER CHANGED TV / PUG-IN-HYBRID														POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE															
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO YES/RECALL HEARING	YES/RECALL HEARING	KNOW/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./C.H.A.	RENTED H.O.J/TRUST	OTHER	OWNED	RENTED																																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)																																
UNWEIGHTED BASE	1795	1001	330	289	293	252	761	366	512	1179	676	959	762	183	613	305	590	401	47	136	274	397	237	410	807	1044	704	661	464	1365	510	541	798	277	113	81*	17**	1139	406																																		
WEIGHTED BASE	100%	52%	22%	41%	34%	12%	38%	20%	21%	82%	39%	51%	43%	13%	24%	17%	31%	22%	72%	7%	13%	21%	11%	21%	33%	43%	50%	31%	33%	25%	73%	27%	23%	43%	11%	75%	45%	130**	71%	24%																																	
Ownt it outright (after buying it vehicle by someone else)	344	53	292	416	319	121	389	206	130	665	396	492	370	92	341	177	366	203	823	66	139	194	144	205	399	542	381	377	260	758	286	237	520	135	63	47	6	777	244																																		
	56% cdek kowvff hnd	57% cd	58% cd	51%	50%	49%	54%	56% e	58% e	56% m	59% m	51% i	49%	50%	54%	58%	62% amn	50%	57% q	48%	51%	49%	61% stuw sv	50%	49%	52% x	54%	57%	56%	56%	56%	47%	65% jfhf LM	49%	46%	56%	51%	58% jfhf M	49%																																		
Ownt 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	160	231	204	40	138	70	122	107	328	40	75	102	50	114	216	266	164	154	114	318	123	131	201	54	22	16	5	338	92																																		
	24% M	24% z	24% z	26% z	27% z	25% </td	23% </td	24% </td	23% </td	24% </td	24% </td	24% </td	27% ah</td	22% </td	22% </td	23% </td	21% </td	26% </td	23% </td	29% </td	27% </td	26% </td	21% </td	28% </td	27% </td	26% </td	23% </td	23% </td	23% </td	23% </td	23% </td	24% </td	25% M</td	25% M</td	20% </td	16% </td	19% </td	44% </td	23% ahM</td	19% </td																																	
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% b	7% d	5% zab	9% zab</td	9% zab</td	11% zab</td	10% zab</td	7% zab</td	7% j</td	7% j</td	5% zi</td	9% zj</td	11% zj</td	11% zj</td	10% zj</td	10% zj</td	6% zj</td	9% zj</td	6% zj</td	9% zj</td	8% zj</td	10% zj</td	7% zj</td	8% zj</td	9% zj</td	8% zj</td	9% zj</td	6% zj</td	6% zj</td	8% zj</td	6% zj</td	10% zj</td	4% zj</td	9% zj</td	8% zj</td	9% zj</td	3% zj</td	7% zj</td	9% zj</td	6% zj</td																																	
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	28	98	35	52	45	151	15	35	53	24	50	103	127	81	80	5	11	47	78	34	50	28	8	-	112	86																																		
	11% gL	11%	* 1% b</td	11% b</td	13% b</td	14% b</td	11% </td	11% </td	10% </td	10% </td	9% </td	12% ah</td	12% ah	13% </td	11% </td	12% </td	9% </td	11% </td	10% </td	11% </td	13% </td	13% </td	10% </td	12% </td	13% </td	12% </td	z 1% </td	12% </td	11% </td	8% </td	11% </td	9% </td	14% jgL	4% jgL</td	18% jgL</td	21% jgL	10% </td	-	8% jgL</td	17% jgL																																	
I have the vehicle in some other way	26	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	z 1% </td	12% </td	13% </td	15	24	15	13	7	7	8	3	*	19	18																																	
	2% kL	1%	*	1% b</td	1% b</td	1%	2%	1%	2%	2%	1%	2%	2%	3%	3%	1%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	3%	1%	1%	3%	6%	4%	2%	1%	4%	3%																																
Ownt outright (NET)	1485	787	423	628	491	185	548	295	433	943	590	723	574	135	479	247	489	330	1151	105	214	296	194	339	615	809	546	531	374	1077	408	394	721	189	85	62	12	1135	337																																		
	79% ef	81% ef	81% ef	79% ef	77%	73%	79%	77%	81% ef	80% m	81% m	79% m	73%	72%	76%	77%	81%	78%	80%	77%	78%	78%	78%	82%	78%	76%	76%	77%	80%	81%	79%	80%	79%	81%	79%	80%	83%	75%	92%	10%	81%	79%																															
Lease/ finance (NET)	330	181	81	170	136	65	156	65	90	203	98	202	159	44	135	53	88	84	242	28	57	91	39	84	176	215	146	108	166	66	254	75	132	69	74	39	16	*	200	128																																	
	18% jL	18% zab	2ab	2ab	2ab	26% ah	26% ah	18% jL	17%	17% jL	15%	17%	15%	20%	17%	13%	17%	17%	17%	20%	21%	23%	17%	21%	21%	z 1% </td	z 1% </td	z 1% </td	16%	14%	19%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%																															
Don't know	1%	3	1	2	2	-	-	1	2	2	12	8	12	1	3	1	3	5	17	-	-	2	2	-	2	3	2	2	8	9	10	11	2	2	2	2	2	2	-	4	13																																
	1% abcd hnwafD GL	*	*	*	*	-	-	*	*	1%	1%	1%	1%	1%	*	*	*	1%	1%	-	-	*	1%	-	*	*	*	*	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%																															

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	159	164	110	98*	94*	6**	16**	55*	76*	150	275	253	214	117	127	21**	17**	77*	127
	100%	4%*	8%	9%	6%	5%*	5%*	***	1%**	3%*	4%*	8%	15%	13%	11%	6%	7%	1%**	1%**	4%*	7%
Own it outright (after buying it outright, or being given the vehicle by someone else)	1044	37	80	83	47	42	50	2	6	35	44	68	147	121	101	53	68	9	9	38	65
	56% dekm no	46%	50%	50%	43%	42%	53%	30%	36%	64% f	58%	46%	53% mn	48%	47%	45%	53%	42%	52%	49%	51%
Own it outright (after initially acquiring it through other means, such as hire purchase, loan, leasing, finance, etc.)	441	20	42	41	34	26	23	1	5	13	20	46	77	76	67	37	29	4	5	18	35
	24%	25%	26%	25%	31%	27%	24%	11%	33%	24%	26%	31% z	28%	30% z	31% z	31%	23%	19%	30%	24%	28%
Leasing it (e.g., through 'personal contract hire' where the vehicle is rented, usually for several years)	132	9	16	20	15	13	10	2	3	2	6	10	16	16	13	9	7	6	2	5	3
	7% t	11%	10%	12% z	14% z	14% z	11% i	32%	21%	4%	8%	7%	6%	6%	6%	7%	6%	28%	11%	7% t	2%
Buying it on finance (i.e., paying for the vehicle in instalments, such as with a loan, hire purchase, etc.)	198	13	19	17	12	16	9	2	1	4	5	20	31	34	26	15	21	2	-	13	19
	11%	16%	12%	11%	11%	16%	10%	28%	7%	8%	6%	13%	11%	13%	12%	13%	17% z	11%	-	17%	15%
I have the vehicle in some other way	39	2	2	3	2	1	1	-	1	1	1	4	4	4	5	2	2	-	-	2	4
	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% ae	71%	76%	76%	74%	69%	78%	41%	70%	87% f	84%	76%	81%	78%	79%	76%	76%	61%	82%	73%	79%
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% z	22%	23%	25%	29%	21% ij	59%	27%	11%	15%	20%	17%	20%	18%	20%	22%	39%	11%	23%	17%
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

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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

	GENDER			AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
	TOTAL (z)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £49999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	1904	950	933	228	361	345	361	609	87	191	147	160	136	175	159	259	237	104	144	105	1347	557	1299	605	1110	794	339	445	467	630	1499	300	
WEIGHTED BASE	1875	942	913	214	359	345	335	623	65*	199	150	167	144	187	161	272	244	88*	144	55*	1334	541	1138	738	712	1163	253	496	473	526	1522	298	
	100%	50%	49%	11%	19%	15%	15%	33%	34*	11%	15%	16%	14%	18%	16%	15%	15%	5%	5%	5%	71%	29%	61%	39%	63%	37%	11%	20%	25%	28%	31%	10%	
For social, domestic and pleasure purposes (e.g., at weekends and to visit supermarkets, etc.)	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	
	83% ct	83%	83%	64% c	81% c	81% c	84% c	92% zcde f	83%	82%	82%	85%	79%	83%	87%	86%	79%	84%	82%	92% zlp	82%	87% it	84%	82%	83%	83%	82%	85%	81%	84%	82%	85%	
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% bxuw yABF	49% zb	43% z	47% R	71% zcd	54% xe	48% R	26% z	43% R	50% z	43% z	40% z	47% z	50% z	42% z	47% kr	52% kr	46% z	40% z	40% z	60% zu	12% z	52% zw	36% z	59% zy	38% z	26% z	38% A	52% zAB	60% zABC	48% zF	38%	
I use my vehicle as part of my work (e.g., to visit clients, make deliveries or drive clients to locations, etc.)	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	
	15% bxuw yAF	18% zb	12% z	24% zfg	23% zfg	22% zfg	13% R	6% z	11% z	17% z	15% z	16% z	9% z	12% z	15% z	14% z	28% zhik lmnors	9% z	13% z	11% z	20% zu	4% z	19% zw	10% z	23% zy	11% z	10% z	13% z	14% zABC	24% zF	16% z	11%	
I rarely drive my vehicle, or it is not currently on the road (e.g., kept in a garage, etc.)	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	
	4% xbvx D	2% za	5% za	8% zdefg	3% z	3% z	3% z	2% z	1% z	2% z	2% z	3% z	6% n	4% z	1% z	4% z	4% z	3% z	7% am	3% z	3% it	6% z	2% zv	5% zv	3% z	3% z	4% zD	4% zD	4% zD	2% z	3% z	4% z	
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% at	1% z	3% za	6% zdefg	1% z	2% z	1% z	1% z	2% z	2% z	3% z	1% z	4% z	3% z	1% z	1% z	1% z	2% z	4% z	-	1%	4%	2%	2%	2%	2%	3% B	1% z	1% z	2% z	2%	2%	2%

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

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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT BUYING (l)	OWN IT OUTRIGHT OTHER MEANS (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN OUTRIGHT (q)	LEASE/ FINANCE (r)	SOCIAL/ DOMESTIC/ PLEASURE (s)	COMMUTIN G (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (w)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON-STREET (ac)	CURRENTLY DRIVE (ad)	NOT CURRENTLY BUT HAVE IN THE PAST (ae)	NEVER DRIVEN HAVE BEEN A PASSENGER (af)	NEVER DRIVEN, NOR BEEN A PASSENGER (ag)	WITHIN THE NEXT YEAR (ah)	IN THE NEXT 3 YEARS (ai)	IN THE NEXT 10 YEARS (aj)	EVER BUY (ak)										
UNWEIGHTED BASE	1504	1759	1131	1131	399	217	119	9**	**	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	908	119*	132	460	140	1219	600	199	233	641	779	301	966	1411	1409										
WEIGHTED BASE	100%	84%	69*	60%	21%	12%	6%	4**	**	82%	18%	56%	24%	7%	11%	29*	72%	18%	83%	46%	15%	41*	52%	68*	7%	25%	7%	65%	32%	11%	12%	34%	42%	16%	52%	75%	78%										
For social, domestic and pleasure purposes (e.g., at weekends and to visit supermarkets, etc.)	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										
	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%	88%	85%	85%	85%	85%									
	bloq	zb										zlmn					zlmn		zstu	tu	u		zwyw	abc			C					E	zDEF			z	z	z									
For commuting to and from work	862	833	27	508	173	105	74	2	-	681	179	692	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%										
	blms	zb					zcd			zcd		m			zkmq		m		u	ztu	zvu					zvc		zvb		zj	zj	zj		zjk	zjk	zjk	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%										
	bk	zb				zcd	zcd			zcd		zhp	k	k	k		zhp		u	zvu	zvu					zwy	v	v		zfg	zfg	G		zjk	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%	3%	12%	4%	3%	4%	*	-	-	4%	3%	3%	4%	4%	3%	16%	3%	4%	-	-	-	100%	3%	2%	6%	3%	5%	3%	4%	1%	2%	4%	4%	1%	2%	2%	2%										
	alprs	z										zlmn			zlmn		zlmn					zrst			v							D	D														
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%	1%	19%	2%	1%	2%	2%	12%	-	2%	2%	1%	2%	2%	1%	7%	1%	1%	-	-	-	-	2%	1%	-	1%	-	1%	1%	-	2%	2%	1%	1%	1%	*	*										
	ljk	z														zlmn																															

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m/n/o/p/q - z/r/z/u/v - z/w/x/y/z/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH -23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

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

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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHANGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED		
	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)
UNWEIGHTED BASE	1874	1003	530	499	715	274	303	333	334	1173	585	1031	835	705	683	735	753	463	1413	115	219	430	715	464	485	1123	719	572	454	1411	443	541	445	445	273	113	83	13	464	407	
WEIGHTED BASE	1875	972	507	810	635	252	716	366	532	1179	676	959	762	183	633	305	590	409	1438	136	274	397	237	410	807	1044	704	661	464	1363	510	541	798	277	136*	81*	12**	1339	496		
15000	52%	27%	42%	42%	42%	12%	23%	20%	22%	42%	20%	23%	23%	13%	21%	12%	21%	22%	22%	7%	12%	22%	12%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
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% km/h CEM		86%	82%	81%	82%	85%	89%	91%	92%	85%	81%	80%	79%	76%	86%	89%	90%	78%	85%	83%	83%	80%	86%	83%	82%	83%	87%	84%	78%	85%	77%	83%	89%	75%	68%	84%	88%	87%	75%		
For commuting to and from work	862	483	265	433	374	130	324	158	226	569	330	482	414	86	266	130	226	239	615	98	163	182	100	261	443	543	314	297	228	610	252	299	317	151	45	32	7	616	228		
46% npt		50%	53%	53%	59%	52%	45%	43%	42%	48%	49%	50%	54%	47%	42%	43%	38%	59%	43%	72%	60%	46%	42%	64%	55%	52%	45%	45%	45%	49%	45%	49%	55%	40%	54%	33%	39%	53%	46%	46%	
I use my vehicle as part of my work (e.g., to visit clients, make deliveries or drive clients to locations, etc.)	389	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% npt		19%	23%	23%	26%	13%	13%	11%	11%	16%	21%	20%	24%	16%	11%	10%	11%	32%	11%	37%	21%	18%	16%	26%	22%	21%	17%	15%	14%	16%	14%	14%	15%	23%	16%	6%	6%	15%	18%		
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% npt		2%	3%	3%	3%	2%	2%	2%	2%	3%	3%	3%	4%	4%	7%	4%	4%	2%	2%	4%	1%	2%	3%	2%	2%	2%	2%	2%	4%	5%	3%	5%	3%	2%	5%	10%	2%	12%	2%	6%	
Don't know	35	4	2	3	*	-	4	2	2	9	7	18	13	8	30	3	3	3	27	-	1	4	2	1	5	7	8	13	11	21	14	11	9	2	3	4	-	20	11		
2% npt		*	*	*	*	-	3%	1%	*	1%	1%	2%	2%	4%	2%	1%	1%	1%	2%	-	*	1%	1%	*	1%	1%	1%	1%	2%	2%	2%	3%	2%	1%	1%	4%	4%	-	1%	2%	
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Proportions/Means: Columns Tested (5% risk level) - z/a/h/i/d - z/h/f/h - z/i/i/h/h - z/m/n/a/a - z/a/i - z/h/h/h/h/h/v - z/a/B/C/D/E - z/R/G/H/I/J/K/L/M  
Overlap formulae used. \* small base: \*\* very small base (under 30) unreliable for site testing

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	159	164	110	98*	94*	6**	16**	55*	76*	150	275	253	214	117	127	21**	17**	77*	127
	100%	4%*	8%	9%	6%	5%*	5%*	***	1%**	3%*	4%*	8%	15%	13%	11%	6%	7%	1%**	1%**	4%*	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% klmno	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%	64%	67%	60%	55%	72%	77%	39%	67%	79%	55%	61%	65%	55%	53%	66%	49%	35%	61%	69%
		z	ze	zae	z		z			z	zfi	z	zn	zkno	z		z			z	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%
	c		c									zm									
Don't know	35	-	-	-	-	-	-	-	-	-	-	1	2	2	3	3	-	1	1	1	1
	2%	-	-	-	-	-	-	-	-	-	-	*	1%	1%	1%	2%	-	4%	5%	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

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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

	TOTAL (z)	GENDER		AGE				REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	1904	950	933	228	361	345	361	609	87	191	147	160	136	175	159	259	237	104	144	105	1347	557	1299	605	1110	794	239	445	467	630	1499	300
WEIGHTED BASE	1875	942	913	214	359	345	335	623	65*	199	150	167	144	187	161	272	244	88*	144	55*	1334	541	1138	738	712	1163	253	496	473	526	1522	298
100%	100%	50%	50%	11%	19%	15%	13%	31%	23%	11%	8%	8%	3%	10%	8%	15%	13%	23%**	5%	23%**	71%	29%	31%	29%	23%	25%	13%	20%	25%	26%	31%	13%
Off-street parking (NET)	1215	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	362	961	219
65% cdpE	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%
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% cdpE	52%	49%	54%	29%	41%	45%	58%	66%	51%	48%	53%	58%	58%	53%	57%	54%	37%	48%	53%	60%	49%	59%	54%	48%	53%	51%	51%	50%	50%	53%	49%	65%
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% gduF	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%
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% gduF	25%	26%	23%	36%	25%	25%	26%	19%	21%	26%	25%	18%	24%	21%	14%	27%	32%	27%	31%	23%	25%	22%	25%	24%	24%	25%	26%	25%	25%	24%	26%	19%
On-street parking that is not in front of or next to my property	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
7% fgovx D	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%
Off-street parking in a shared car park	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
7% z	7%	7%	7%	6%	9%	8%	7%	6%	7%	7%	4%	4%	4%	12%	8%	8%	11%	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	6	4	4	99	20	65	54	43	77	9	34	35	37	104	12
6% bglu	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%
None of these	43	13	29	7	10	10	4	13	-	5	2	7	5	3	4	5	5	3	5	1	27	16	21	22	13	30	5	9	13	12	36	6
2% a	2%	1%	3%	3%	3%	3%	1%	2%	-	2%	1%	4%	4%	2%	2%	2%	2%	4%	3%	1%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	2%	2%
Don't know	13	7	6	6	4	*	2	1	*	-	*	-	5	-	-	-	2	2	3	*	9	3	7	5	7	6	3	1	2	5	11	1
1% z	1%	1%	1%	3%	1%	*	*	*	1%	-	*	-	3%	-	-	-	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*

Proportions/Mean: 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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 22ND APRIL 2025  
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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 DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (J)	ANY YES (a)	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 (l)	LEASING IT (m)	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 PRIVATE NOT NEXT TO MY PROPERTY (w)	OFF-STREET IN A SHARED CAR PARK (x)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON-STREET (ab)	CURRENTLY DRIVE (ac)	NOT CURRENTLY BUT HAVE IN THE PAST (ad)	NEVER DRIVEN, NOR BEEN A PASSENGER (ae)	NEVER DRIVEN, NOR BEEN A PASSENGER (af)	WITHIN THE NEXT YEAR (ag)	IN THE NEXT 3 YEARS (ah)	IN THE NEXT 10 YEARS (ai)	EVER BUY (aj)									
UNWEIGHTED BASE	1504	1798	103	1120	399	243	135	7	-	1510	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1208	583	235	242	669	736	337	1029	1490	1536									
WEIGHTED BASE	1504	1798	103	1120	399	243	135	7	-	1510	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1208	583	235	242	669	736	337	1029	1490	1536									
100%	56%	61%	61%	60%	21%	12%	6%	***	-	82%	102%	56%	24%	7%	11%	21*	79%	18%	83%	46%	15%	41*	52%	65*	7%	25%	7%	65%	32%	11%	12%	34%	42%	16%	52%	75%	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	554	201	639	945	974									
65% body AC	66%	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%	67%								
Off-street private parking, next to my property (e.g., a driveway or garage, etc.)	968	913	54	594	208	100	65	2	-	802	165	564	228	66	83	18	792	149	854	425	127	27	968	-	-	-	-	968	-	92	118	322	425	160	498	747	771									
52% netw vyAC	52%	52%	48%	53%	52%	46%	55%	19%	-	52%	49%	54%	52%	50%	42%	46%	53%	45%	55%	49%	44%	40%	100%	zywA BC	-	-	-	-	79%	zywA C	-	46%	50%	50%	53%	53%	53%	53%	53%							
On-street parking (NET)	609	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% rxwz B	32%	32%	38%	32%	30%	37%	25%	40%	-	32%	33%	31%	34%	31%	34%	46%	32%	33%	31%	30%	34%	33%	-	-	-	100%	100%	100%	35%	32%	32%	32%	32%	31%	31%	31%	31%									
On-street parking directly in front of or next to my property	460	427	33	294	88	52	22	4	-	382	74	250	108	30	53	17	358	83	376	245	69	15	-	-	-	460	-	460	40	65	160	191	72	236	329	341										
25% vwA BJK	24%	24%	29%	26%	22%	24%	19%	40%	-	25%	22%	24%	24%	23%	27%	44%	24%	25%	24%	28%	24%	23%	-	24%	-	100%	-	77%	20%	28%	25%	25%	24%	24%	23%	23%	23%									
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									
7% crwz vyB	7%	7%	9%	6%	8%	13%	6%	-	-	7%	11%	7%	10%	8%	7%	2%	8%	7%	7%	7%	10%	10%	-	-	-	100%	-	23%	14%	4%	7%	7%	7%	7%	8%	8%	8%									
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% vwA C	7%	7%	5%	7%	8%	5%	6%	18%	-	7%	5%	7%	6%	10%	8%	1%	7%	9%	7%	7%	8%	13%	-	-	100%	zywA BC	-	11%	zywA 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	33	10	29	*	80	39	88	55	36	2	-	119	-	-	-	119	-	21	20	39	40	16	78	99	101									
6% bcprv vyAC	6%	7%	1%	5%	8%	8%	10%	-	-	6%	9%	5%	5%	8%	14%	1%	5%	12%	6%	6%	12%	4%	-	100%	zywA BC	-	10%	zywA C	-	10%	8%	6%	5%	9%	8%	7%	7%									
None of these	43	38	5	28	7	4	3	1	-	35	7	25	6	1	4	3	30	5	24	16	3	7	-	-	-	-	-	-	3	6	14	17	5	16	25	25	25									
2% rvBEC JK	2%	2%	5%	2%	2%	2%	3%	11%	-	2%	2%	2%	1%	*	2%	7%	2%	1%	2%	2%	10%	10%	-	-	-	-	-	-	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%								
Don't know	13	9	4	5	1	4	3	1	-	5	6	2	7	1	-	-	9	1	5	3	1	-	-	-	-	-	-	-	3	1	5	1	1	4	6	6	6									
1% nlrv BGJK	1%	*	4%	*	*	2%	2%	12%	-	*	2%	*	2%	1%	-	-	1%	*	*	*	*	-	-	-	-	-	-	-	1%	1%	1%	*	*	*	*	*	*	*								

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/n/h/l/h/i - z/n/m/n/o/p/q - z/i/h/z/u - z/v/w/h/y/n/B/C - z/D/R/F/G - z/N/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE									
	TOTAL (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	YES (n)	NO (n)	WITHIN THE NEXT YEAR (n)	1 TO 3 YEARS (n)	3 TO 10 YEARS (n)	MORE THAN 10 YEARS (n)	IN THE NEXT 3 YEARS (n)	IN THE NEXT 10 YEARS (n)	EVER BUY (n)	YES (n)	RECALL HEARING SOMETHING (n)	NO (n)	YES/RECALL HEARING (n)	NO/ DON'T KNOW (n)	BOUGHT ON MORTGAGE (n)	OWNED OUTRIGHT (n)	RENTED PRIVATE (n)	RENTED L.A./ COUNCIL (n)	RENTED H.A./ TRUST (n)	OTHER (n)	OWNED (n)	RENTED (n)								
UNWEIGHTED BASE	1874	1003	530	399	715	274	303	333	314	1173	585	1033	835	705	633	735	753	465	1413	115	219	430	713	469	875	1813	719	577	454	1411	493	577	845	273	113	93	13	1604	407								
WEIGHTED BASE	1875	972	507	830	635	252	716	366	532	1179	676	959	762	183	633	305	599	409	1438	136	274	397	237	410	807	1044	704	661	464	1363	510	541	798	277	130*	63*	12**	1339	496								
1219	62%	32%	22%	42%	24%	12%	23%	20%	22%	62%	32%	33%	23%	11%	21%	12%	23%	22%	22%	22%	21%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%				
Off-street parking (NET)	1219	647	324	519	404	171	495	256	374	784	431	634	469	115	427	204	415	269	937	88	164	273	179	252	525	704	509	426	258	935	384	359	571	157	68	45	10	829	270								
ICV	65%	67%	64%	64%	64%	68%	69%	70%	70%	67%	64%	64%	62%	63%	67%	67%	70%	66%	65%	65%	60%	69%	75%	61%	65%	67%	72%	64%	56%	69%	56%	68%	72%	57%	50%	54%	84%	69%	54%								
LM	1M					2			2	1				2			2		2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M					
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								
JRT	52%	53%	48%	50%	49%	53%	57%	55%	59%	54%	48%	48%	46%	45%	53%	56%	59%	52%	52%	49%	44%	55%	58%	46%	51%	52%	58%	52%	42%	55%	43%	57%	61%	34%	27%	33%	60%	60%	32%								
b	1M					2			2	2M				2M			2M		2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M					
On-street parking (NET)	400	307	168	271	218	74	209	103	150	369	230	316	274	64	194	93	166	128	464	44	105	115	57	148	263	330	185	216	183	401	199	166	207	113	64	37	2	373	215								
h	32%	32%	33%	34%	34%	29%	29%	28%	28%	31%	34%	33%	36%	35%	31%	31%	28%	31%	32%	32%	38%	29%	24%	38%	33%	31%	26%	33%	39%	29%	39%	31%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%					
hqv	1M					2M			2M	2M			2M	2M			2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M				
On-street parking directly in front of or next to my property	460	230	117	197	158	56	157	79	116	282	162	232	207	47	154	76	124	84	369	37	75	89	36	112	201	237	144	172	135	316	145	135	153	83	50	29	2	288	163								
hqv	25%	24%	23%	24%	25%	22%	22%	22%	22%	24%	24%	24%	27%	26%	24%	25%	21%	20%	20%	27%	27%	22%	15%	27%	25%	23%	20%	26%	29%	23%	28%	25%	19%	30%	37%	35%	16%	21%	33%								
hqv	1M					2M			2M	2M			2M	2M			2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M	2M				
On-street parking that is not in front of or next to my property	140	76	51	74	60	18	52	24	34	87	68	84	67	16	40	18	42	44	94	7	30	26	20	37	63	83	41	44	48	85	54	32	54	30	14	8	-	86	52								
h	7%	8%	10%	9%	9%	7%	7%	6%	6%	7%	10%	9%	9%	9%	6%	6%	7%	11%	7%	5%	11%	7%	9%	9%	8%	8%	6%	7%	10%	6%	11%	6%	7%	11%	10%	10%	-	6%	11%								
h	1M					2			2	2			2	2			2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2				
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								
h	7%	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%	12%	17%	22%	5%	12%								
h	1M					2			2	2			2	2			2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2				
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								
h	6%	7%	8%	8%	8%	8%	5%	6%	4%	6%	8%	8%	9%	8%	7%	5%	4%	8%	6%	12%	8%	7%	8%	10%	8%	8%	7%	6%	7%	6%	6%	4%	6%	11%	11%	4%	2%	5%	10%								
h	1M					2			2	2			2	2			2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2				
None of these	43	15	12	17	11	4	9	5	7	22	9	22	13	3	9	5	7	7	31	2	4	7	1	6	14	15	8	16	18	24	20	12	17	6	4	-	-	29	30								
above	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	*	2%	2%	1%	1%	2%	2%	4%	2%	4%	2%	2%	2%	3%	-	-	2%	2%							
D	1M					2			2	2			2	2			2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2				
Don't know	13	3	2	2	3	3	3	3	1	4	5	7	6	2	3	3	1	5	6	2	2	2	*	3	5	5	3	2	2	5	5	8	4	3	-	*	-	7	1								
h	1%	*	*	*	*	1%	*	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%				

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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.



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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	159	164	110	98*	94*	6**	16**	55*	76*	150	275	253	214	117	127	21**	17**	77*	127
	100%	4%*	8%	9%	6%	5%*	5%*	***	1%**	3%*	4%*	8%	15%	13%	11%	6%	7%	1%**	1%**	4%*	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%
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% dkl m nt	41%	49% d	47%	41%	45%	61%	58%	68%	63% j	54%	36%	44% m	38%	40%	43%	49%	45%	69%	52% t	42%
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% z	37%	40% z	39% z	41%	34%	36%	22%	36%	39%
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% z	30% z	32% z	31% z	31%	29%	18%	16%	29%	29%
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
	7%	13% z	10%	10%	14% z	12%	5%	17%	15%	4%	8%	10%	7%	7%	8%	10%	5%	19%	6%	7%	10% p
Off-street parking in a shared car park	132	5	11	12	7	6	6	-	-	3	5	13	26	26	19	8	14	1	1	5	12
	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 not next to my property (e.g., a separate garage building, etc.)	119	13	18	19	14	14	3	-	-	1	3	15	23	26	21	9	5	3	1	5	9
	6%	16% z	11% z	12% z	13% z	14% z	3%	-	-	2%	4%	10%	8%	10% z	10%	8%	4%	13%	6%	6%	7%
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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	TOTAL (z)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL			
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
I currently drive an electric vehicle	202	124	76	20	77	51	20	33	4	15	13	14	10	16	22	24	58	4	16	6	176	26	154	49	132	71	10	29	42	114	175	21	
	9% blgr wywAB	11% zb	7%	8% g	18% zcfg	13% zfg	5%	4%	4%	6%	7%	7%	6%	7%	12%	8%	19% zhjk lmoprs	4%	9%	9%	12% zu	4%	12% zw	5%	16% zy	5%	3%	5%	8% AB	21% zABC		9%	7%
I don't currently drive an electric vehicle, but I have driven one in the past	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	
	12% bzquw y	15% zb	8%	14% r	16% zr	13% r	11%	8%	9%	9%	10%	10%	12%	13%	12%	12%	15% zi	9%	11%	12%	14% zu	7%	13% zw	9%	14% zy	10%	9%	10%	12%	16% zAB		12%	11%
I have never driven an electric vehicle, but have been a passenger in one	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	
	35% gnw	34%	35%	47% zdef r	38% r	31%	35%	30%	32%	29%	32%	39%	33%	35%	24%	41%	39%	38%	36%	25%	35%	33%	37% zw	31%	38%	33%	32%	33%	35%	39% zA		35%	33%
I have never driven, nor been a passenger, in an electric vehicle	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	
	43% acdtp lvwDE	38%	49% za	28%	25%	41% cd	47% cd	57% zude f	52% op	52% zop	48% p	42% p	47% p	42% zop	51% zop	38% p	26%	46%	43%	53% p	38%	54% p	36% p	52% zv	30%	50% zx	52% zCD	50% zCD	43% D	24%	42%	48%	
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	6	3	35	4	
	2% gaD	2%	2%	3% r	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%	

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

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

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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT AFTER BUYING (l)	OWN IT OUTRIGHT OTHER MEANS (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN OUTRIGHT (q)	LEASE/ FINANCE (r)	SOCIAL/ DOMESTIC/ PLEASURE (s)	COMMUTIN G (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (w)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON STREET (ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)								
UNWEIGHTED BASE	2241	1508	328	1131	399	217	119	9**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	965	312	1002	1470	1526								
WEIGHTED BASE	100%	83%	15%	50%	18%	10%	5%	***	15%	65%	15%	47%	23%	8%	3%	21*	20%	19%	70%	25%	12%	21*	43%	52*	6%	21%	5%	54%	27%	2%	12%	55%	42%	14%	65%	66%	28%								
I currently drive an electric vehicle	202	202	-	27	9	54	108	-	4	36	162	94	53	24	24	5	147	48	161	117	73	1	92	21	12	40	28	125	69	202	-	-	-	-	62	152	191	197							
9% both IEFG	9%	11%	-	2%	2%	25%	51%	-	1%	2%	48%	9%	12%	18%	12%	8%	10%	15%	10%	14%	25%	2%	10%	17%	9%	9%	20%	10%	11%	100%	-	-	-	-	20%	15%	13%	13%							
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% BHD FG	12%	13%	5%	13%	12%	18%	1%	-	7%	13%	12%	11%	15%	11%	15%	16%	12%	13%	11%	16%	25%	8%	12%	16%	10%	14%	7%	12%	12%	-	100%	-	-	-	17%	15%	14%	13%							
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% BD EG	35%	35%	35%	37%	36%	31%	6%	69%	37%	37%	22%	35%	33%	31%	34%	41%	34%	33%	34%	39%	27%	38%	33%	33%	43%	35%	32%	34%	34%	-	-	100%	-	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% aefl HDEHI JK	43%	41%	56%	47%	48%	23%	1%	31%	52%	47%	15%	44%	39%	39%	37%	34%	43%	38%	44%	31%	21%	52%	44%	33%	37%	41%	40%	42%	41%	-	-	-	100%	26%	33%	36%	37%								
Don't know	39	22	14	10	6	7	-	-	7	16	7	9	5	1	3	*	14	4	12	8	4	*	12	*	*	3	2	12	5	-	-	-	-	1	6	14	14								
2% ackp HBDHIH JK	2%	1%	4%	1%	1%	3%	-	-	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%	1%	-	-	-	-	*	1%	1%	1%								

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/N/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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH -23RD APRIL 2025  
PUBLIC  
IPSO5

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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE								
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO YES/RECALL HEARING	NO/ DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED LA/ COUNCIL	RENTED H.A/ TRUST	OTHER	OWNED	RENTED								
	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)		
UNWEIGHTED BASE	2241	1043	528	560	743	252	395	358	346	1261	742	1112	905	256	742	349	654	424	1778	339	291	414	248	430	843	1091	771	791	617	1551	687	580	887	386	201	128*	15**	2468	613	714	1572	613	714	1572	613	714
WEIGHTED BASE	1286	625	241	255	338	125	170	157	151	525	328	520	406	111	328	155	278	185	708	125	105	155	115	120	238	326	241	325	825	355	305	175	125	65	45	111	30	10	6	-	156	45	156	45	156	45
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	156	45	156	45			
	9% hspC EM	9%	14%	17%	26%	28%	12%	10%	3%	9%	12%	14%	19%	16%	9%	5%	2%	43%	1%	35%	27%	10%	7%	20%	20%	17%	14%	8%	6%	11%	5%	8%	12%	8%	5%	4%	-	11%	6%	11%	6%	11%	6%	11%	6%	
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	164	87	164	87			
	12% mr	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%	11%	12%	11%	12%	11%	12%	
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	475	275	475	275			
	35% pocd GL	36%	34%	39%	37%	32%	36%	30%	31%	33%	31%	39%	37%	34%	37%	24%	28%	19%	38%	29%	34%	43%	39%	32%	37%	38%	34%	37%	34%	35%	33%	37%	GL	29%	42%	35%	33%	56%	32%	38%	32%	38%	32%	38%		
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	657	288	657	288			
	43% bcd hspC wvGH	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%	45%	40%	45%	40%	45%	40%	
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	16	19	16	19			
	2% sdg wvGH L	1%	1%	1%	1%	1%	1%	*	-	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	3%	*	1%	1%	1%	1%	1%	2%	1%	3%	1%	1%	3%	FL	2%	4%	2%	1%	3%	FL	2%	4%		

Proportions/Means: Columns Tested (5% risk level) - z/a/h/i/d - z/a/h/i/h - z/i/h/a/h - z/m/n/a/o - z/a/h - z/h/h/h/w/v - z/a/B/C/D/R - z/R/G/H/I/J/K/L/M  
Overlap formulae used. \* small base: \*\* very small base (under 30) unreliable for site testing

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	43	91	97	58	60	59	3	6	32	41	-	-	-	-	-	-	-	-	-	-
	9% klmn opst	51% z	55% z	56% z	51% z	58% z	61% z	47%	39%	57% z	53% z	-	-	-	-	-	-	-	-	-	-
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% z	26% z	24% z	25% z	23% z	26% z	6%	20%	24% z	28% z	33% z	33% z	36% z	32% z	42% zklm	26% z	26%	16%	34% z	27% z
I have never driven an electric vehicle, but have been a passenger in one	777	16	22	26	22	10	11	3	4	6	13	121	211	182	165	74	103	19	15	53	103
	35% abcd efij	18% e	13%	15%	19% e	10%	11%	47%	23%	11%	17% f	67% z	67% z	64% z	68% z	58% z	74% z	74%	84%	66% z	73% 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	2	-	1	*	-	-	1	*	-	-	-	-	-	-	-	-	-	-
	2% lm	-	1%	1%	-	1%	*	-	-	2%	*	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: 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

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25-025907-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 22ND APRIL 2025  
PUBLIC  
IPSO5

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

	TOTAL (z)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL				
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)		
UNWEIGHTED BASE	1936	978	978	219	380	343	379	615	93	188	142	164	135	174	162	265	259	102	149	103	1373	563	1309	627	1134	802	269	462	464	619	1543	290		
WEIGHTED BASE	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		
100%	100%	51%	48%	11%	20%	18%	18%	31%	45*	10%	8%	9%	7%	10%	9%	15%	14%	9%	6%	3%	71%	29%	60%	40%	28%	55%	15%	27%	24%	27%	82%	15%		
The reliability of the vehicle (i.e., whether or not it's prone to faults, breakdowns, etc.)	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		
	61% crtw BE	59%	64%	z	45%	57%	59%	62%	70%	61%	60%	57%	61%	69%	65%	64%	64%	53%	61%	64%	62%	58%	69%	65%	56%	63%	z	60%	60%	56%	64%	64%	60%	70%
The on-going running costs of the vehicle (such as insurance, taxes and tolls)	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		
	57% acdp IE	54%	60%	za	43%	49%	53%	61%	66%	52%	57%	65%	p	58%	59%	59%	57%	61%	p	49%	51%	54%	60%	53%	67%	57%	57%	60%	56%	57%	54%	55%	66%	
The up-front cost of the vehicle (e.g., buying, financing or leasing, etc.)	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		
	54% acdp IE	51%	57%	za	39%	47%	54%	59%	60%	49%	54%	58%	p	54%	59%	51%	59%	52%	56%	57%	p	52%	59%	55%	52%	55%	53%	57%	53%	52%	52%	52%	61%	
The safety of the vehicle (in the event of an accident)	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		
	48% chpt	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., hatchback, SUV, van, saloon, etc.)	850	461	378	40	157	153	160	339	25	83	62	76	61	81	97	118	119	37	66	26	574	276	548	302	354	496	126	215	208	242	680	145		
	45% bctw	47%	42%	20%	41%	44%	46%	54%	35%	43%	43%	44%	44%	44%	59%	43%	44%	43%	44%	47%	42%	51%	48%	40%	48%	42%	44%	42%	45%	47%	43%	51%		
The reputation of the brand or manufacturer (e.g., Ford, Kia, Tesla, BMW, etc.)	818	427	381	69	170	136	150	293	25	84	62	78	60	77	76	110	124	32	66	25	564	254	538	280	361	457	109	187	193	264	647	147		
	43% cwvB E	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%		
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		
	43% ctBE	41%	44%	35%	40%	37%	47%	48%	42%	37%	39%	44%	50%	51%	40%	47%	37%	40%	42%	43%	40%	48%	45%	39%	45%	41%	45%	38%	44%	44%	41%	51%		
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%	38%	29%	40%	41%	47%	46%	37%	38%	38%	48%	42%	41%	47%	44%	43%	33%	49%	31%	42%	43%	43%	41%	46%	40%	43%	41%	40%	45%	42%	47%		
Its driving performance (e.g., responsiveness, power, etc.)	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		
	40% bqvw B	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%		
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		
	39% cwvB E	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 time	505	278	222	39	117	66	90	193	19	44	47	55	29	49	51	52	75	26	46	12	341	165	342	163	225	280	87	115	101	168	415	78		
	26% ceot wyBC	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%		
Its overall impact on the environment (from its production, everyday use over its life and its disposal)	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		
	21% bfof oswvB	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%		
Other factor(s)	51	33	17	2	12	8	10	18	-	6	2	3	3	5	4	8	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 choosing a new or used car	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		
	2% xG	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%	2%	1%	2%	2%	2%		
Don't know	72	28	43	14	10	13	15	20	6	5	5	4	2	8	10	13	7	8	5	-	51	21	32	40	10	62	9	21	25	8	64	8		
	4% avxD	3%	5%	7%	3%	4%	4%	3%	8%	3%	3%	2%	2%	4%	6%	5%	2%	9%	4%	-	4%	4%	3%	5%	3%	4%	5%	4%	5%	2%	4%	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

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 with a driving licence

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

Q7 - Which of the following factors, if any, would be important to you if you were choosing a 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

	TOTAL (N)	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	NO	YES/RECALL HEARING SOMETHING	NO/ DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED				
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
UNWEIGHTED BASE	1370	655	314	530	399	163	514	255	386	743	414	595	446	120	430	201	409	240	923	55%	59%	64%	64%	58%	61%	62%	69%	60%	54%	65%	52%	66%	67%	52%	46%	51%	77%	67%	50%			
WEIGHTED BASE	1308	1014	528	851	669	262	743	373	546	1164	665	963	773	188	652	305	594	411	1463	43%	51%	61%	59%	49%	55%	56%	62%	57%	52%	60%	50%	58%	59%	56%	52%	49%	73%	59%	53%			
The reliability of the vehicle (i.e., whether or not it's prone to faults, breakdowns, etc.)	1170	665	314	530	399	163	514	255	386	743	414	595	446	120	430	201	409	240	923	55%	59%	64%	64%	58%	61%	62%	69%	60%	54%	65%	52%	66%	67%	52%	46%	51%	77%	67%	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%	66%	66%	66%	69%	63%	62%	69%	60%	54%	65%	52%	66%	67%	52%	46%	51%	77%	67%	50%			
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	43%	51%	61%	59%	49%	55%	56%	62%	57%	52%	60%	50%	58%	59%	56%	52%	49%	73%	59%	53%			
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	41%	45%	60%	57%	44%	52%	53%	69%	60%	54%	65%	52%	66%	67%	52%	46%	51%	77%	67%	50%			
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	48%	48%	43%	39%	48%	46%	44%	55%	42%	36%	49%	34%	47%	49%	33%	41%	42%	30%	48%	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	140	176	98	208	384	482	382	282	174	664	186	249	386	102	60	41	4	635	203			
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	46%	48%	47%	41%	48%	47%	46%	49%	48%	43%	37%	46%	36%	41%	48%	43%	38%	36%	15%	45%	40%		
Its range (how far it can travel on a full tank or charge)	804	425	200	407	318	145	374	150	226	494	270	449	362	107	330	118	241	181	619	69	146	200	97	215	415	512	353	283	171	636	178	242	356	118	48	40	5	598	206			
Its driving performance (e.g., responsiveness, power, etc.)	762	440	225	396	313	119	323	153	231	515	214	429	344	86	255	124	249	194	562	49%	50%	46%	39%	50%	48%	47%	49%	48%	43%	36%	49%	34%	42%	44%	42%	43%	47%	14%	43%	43%		
Its external appearance (e.g., the colour, styling, trim, etc.)	749	444	220	381	284	115	336	150	234	510	291	405	313	70	261	129	252	166	570	71	121	169	104	192	361	465	315	249	173	565	184	229	329	100	44	33	5	559	177			
Its likelihood to hold its value over time	505	280	159	260	196	80	199	90	145	329	175	276	209	51	178	77	165	116	384	56	94	110	58	150	260	318	204	176	120	380	125	128	249	73	28	21	3	377	122			
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			
Other factor(s)	51	24	17	19	14	5	17	10	15	35	21	27	22	5	19	10	15	9	42	8	3	9	9	11	20	30	29%	29%	26%	24%	28%	23%	24%	32%	24%	19%	22%	22%	29%	22%		
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	-	24	20				
Don't know	72	16	3	7	3	-	8	7	8	34	15	14	11	3	8	10	19	5	56	2	4	2	2	6	8	10	1	8	21	27	29	43	15	16	13	9	5	-	30	28		

Proportions/Mean: Columns Totals (5% risk level) - z/a/b/c/d - z/h/f/g/h - z/i/j/k/h - z/m/n/o/a - z/p/l - z/h/h/u/w/v - 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

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.



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

15 May 2025

Q7 - Which of the following factors, if any, would be important to you if you were choosing a 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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE						DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE						DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE					
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	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	80*	159	166	110	98*	95*	6**	15**	55*	77*	162	285	262	222	115*	126	24**	14**	76*	129			
	100%	41*	8%	9%	6%	53*	55*	***	16**	33*	45*	8%	15%	14%	12%	61*	7%	11**	14**	48*	7%			
The reliability of the vehicle (i.e., whether or not it's prone to faults, breakdowns, etc.)	1170	43	98	104	64	55	72	4	12	39	55	94	167	143	133	62	82	10	6	41	78			
	61% m	54%	62%	63%	58%	56%	76% z	59%	77%	70%	71%	58%	59%	55%	60%	54%	65% s	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			
	54% bcef lmos	45%	40%	41%	46%	42%	41%	53%	74%	37%	41%	54% mo	49% m	45%	56% lmo	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% o	50% zo	50% zo	48% o	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	74	80	47	42	46	3	5	27	41	81	137	128	106	50	69	11	2	38	65			
	42%	46%	47%	48%	43%	43%	49%	53%	31%	49%	53% z	50%	48% z	49% z	48%	43%	55% z	46%	16%	49%	50%			
Its driving performance (e.g., responsiveness, power, etc.)	762	36	80	90	51	42	61	4	6	36	50	72	140	127	99	45	75	6	6	36	73			
	40%	45%	50% z	54% zbde	46%	42%	64% z	57%	42%	64% z	64%	44%	49% zo	48% z	45%	39%	60% zs	26%	43%	47%	56% z			
Its external appearance (e.g., the colour, styling, trim, etc.)	749	38	73	74	47	37	46	3	7	29	40	74	125	109	97	43	59	5	6	28	65			
	39%	47% e	46%	45%	43%	37%	49% z	54%	47%	53% z	52% z	46% o	44%	42%	44%	37%	47% s	20%	43%	37%	50% zs			
Its likelihood to hold its value over time	505	26	50	49	32	29	30	1	5	21	26	52	95	78	67	31	40	3	3	21	42			
	26%	33%	32%	30%	29%	29%	31%	17%	32%	37%	34%	32%	33% z	30%	30%	27%	32%	11%	21%	28%	32%			
Its overall impact on the environment (from its production, everyday use over its life and its disposal)	406	36	73	80	44	38	48	3	1	26	38	56	109	100	75	40	51	6	-	31	50			
	21%	45% z	46% ze	48% z	40%	38%	50% z	45%	3%	47% z	50%	35% z	38% z	38% z	34% z	35% z	40% z	27%	-	40%	39%			
Other factor(s)	51	2	6	4	2	2	3	-	-	3	2	3	4	3	4	4	2	2	1	1	-			
	3%	3%	4%	3%	2%	2%	3%	-	-	6%	3%	2%	1%	1%	2%	4% m	2%	7%	4%	2%	-			
There are no factors which would be important to me if I was choosing a new or used car	45	-	2	2	-	1	1	-	-	2	1	-	4	4	2	-	1	1	1	1	1			
	2%	-	1%	1%	-	1%	1%	-	-	3%	1%	-	1%	1%	1%	-	1%	4%	7%	1%	1%			
Don't know	72	-	-	2	2	-	-	-	-	-	2	-	2	2	3	1	*	1	1	-	2			
	4% bcklm	-	-	1%	1%	-	-	-	-	-	2%	-	1%	1%	1%	1%	*	3%	6%	-	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

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.



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

	TOTAL	GENDER			AGE				REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		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	
UNWEIGHTED BASE	1936	978	935		219	380	343	379	615	93	188	142	164	135	174	162	265	259	102	149	103	1373	563	1309	627	1134	802	269	462	464	619	1543	590	
WEIGHTED BASE	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	
	100%	55%	52%		11%	20%	17%	18%	33%	43*	10%	12%	9%	9%	10%	9%	15%	14%	13*	25*	15*	21%	29%	20%	40%	25%	32%	25%	27%	24%	27%	32%	31%	
Within the next year	312	155	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										zhk					l	l	l	zu		zw		zv					zABC	F	
	uwvf														lno																			
More than 1 year, up to 3 years' time	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	
	36%	39%	34%		38%	39%	35%	37%	34%	40%	39%	40%	38%	34%	33%	38%	31%	40%	30%	38%	30%	38%	33%	39%	32%	38%	35%	26%	36%	37%	44%	36%	39%	
	wa	z																						zw		z		A	A	zABC				
More than 3 years, up to 10 years' time	467	224	236		58	85	73	98	154	15	53	32	36	46	52	36	81	47	24	33	13	323	144	266	201	177	290	76	132	117	109	373	82	
	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%	
	pD													rkp	p		p																	
In more than 10 years' time	56	27	27		8	8	13	12	16	-	4	6	11	5	2	5	15	-	2	3	3	40	16	24	32	19	38	14	20	13	7	45	9	
	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										p	p	zhmp	p	p	zhmp	p	p	hnp	p	hnp				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%	
	dhvd						d	d														zt			zv		zt	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												zhk					zu		zw		zy			A	A	zABC			
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%	77%	90%	77%	78%	
	bguw	zb			g	zcef											n					zu		zw		zy			A	A	zABC			
More than 3 years (NET)	524	251	263		66	92	86	110	170	15	57	38	46	51	54	41	97	47	26	37	16	363	160	290	233	196	328	90	152	130	116	417	90	
	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										p	p	p	zhnp	p		zhnp											D	D					
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	232	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%	
	dpvt				d		zde							p			p					zt			zv		x		D	D				
More than 10 years/never (NET)	148	68	74		16	17	26	30	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		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	zb			zcef																	zu		zw		zy			A	A	zABC			
Don't know	290	110	177		25	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	
	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%	
	advx	za			zcd											ps						it					zx	D	D					

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - h/i/j/k/l/m/n/o/p/q/r/s - z/h/u - z/v/w - z/x/y - z/A/B/C/D - u/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.

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

	CAR DRIVING LICENSE										VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES										INTENTION TO BUY NEXT VEHICLE				
	TOTAL		ANY YES		NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT AFTER BUYING	OWN IT OUTRIGHT AFTER LEASING	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC	COMMUNIT G	AS PART OF MY WORK	RARELY DRIVE	OFF-STREET PRIVATE NEXT TO MY PROPERTY	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY	OFF-STREET IN A SHARED CAR PARK	ON-STREET IN FRONT OF MY PROPERTY	ON-STREET NOT IN FRONT OF MY PROPERTY	ON-STREET	CURRENTLY DRIVE	NOT CURRENTLY DRIVE	NEVER DRIVEN	NEVER BEEN A PASSENGER	WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY																												
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)																										
UNWEIGHTED BASE	1936	1936	-	1056	975	231	131	5	132	1431	862	994	445	115	197	86	1439	312	1530	891	312	50	971	112	127	425	119	1230	544	237	248	685	741	349	1064	1545	1601																												
WEIGHTED BASE	1308	1308	**	1059	370	207	115	7**	143	1429	322	952	420	120*	184	134	31**	1432	305	1488	833	282	53*	913	118*	126	427	130*	1156	557	202	241	660	782	312	1002	1470	1526																											
	100%	100%	**	956	396	116	75	17*	51*	1176	276	676	326	126*	176	126	25**	1436	286	1536	836	316	53*	916	118*	126	427	130*	1156	557	202	241	660	782	312	1002	1470	1526																											
Within the next year	312	312	-	166	53	48	35	-	10	219	83	170	69	33	24	1	249	56	255	178	82	4	160	26	15	72	22	201	99	62	54	113	82	312	312	312	312	312																											
16% HG	16%	16%	-	146	14%	23%	30%	-	7%	15%	24%	26%	17%	17%	24%	13%	16%	17%	18%	17%	21%	29%	7%	18%	22%	12%	17%	17%	17%	31%	22%	17%	10%	100%	31%	21%	20%	2																											
More than 1 year, up to 3 years' time	691	691	-	380	135	95	50	5	25	515	146	353	162	54	86	8	516	140	570	332	102	17	338	52	47	164	49	437	213	90	95	249	252	-	691	691	691																												
	36%	36%	-	306	136	64%	44%	63%	17%	36%	45%	14%	40%	45%	47%	26%	36%	46%	38%	40%	36%	32%	37%	39%	45%	38%	38%	38%	38%	44%	39%	28%	32%	-	69%	47%	45%																												
	36%	36%	-	306	136	64%	44%	63%	17%	36%	45%	14%	40%	45%	47%	26%	36%	46%	38%	40%	36%	32%	37%	39%	45%	38%	38%	38%	38%	44%	39%	28%	32%	-	69%	47%	45%																												
More than 3 years, up to 10 years' time	467	467	-	279	106	36	23	1	20	385	60	247	108	26	56	7	355	82	376	198	72	10	249	21	37	92	35	307	128	39	54	164	202	-	467	467	467																												
	24%	24%	-	24%	29%	18%	20%	14%	14%	27%	18%	23%	26%	21%	31%	21%	23%	27%	25%	24%	25%	20%	27%	18%	29%	22%	27%	23%	19%	22%	23%	26%	-	-	32%	31%	20%																												
	24%	24%	-	24%	29%	18%	20%	14%	14%	27%	18%	23%	26%	21%	31%	21%	23%	27%	25%	24%	25%	20%	27%	18%	29%	22%	27%	23%	19%	22%	23%	26%	-	-	32%	31%	20%																												
Is more than 10 years' time	56	56	-	32	10	5	1	-	9	42	6	25	16	2	4	*	41	6	41	11	8	1	24	3	2	12	6	29	19	7	3	16	30	-	-	-	56																												
	3%	3%	-	3%	3%	2%	1%	-	6%	3%	2%	3%	4%	1%	2%	1%	3%	2%	3%	1%	3%	3%	3%	3%	2%	2%	3%	5%	3%	3%	1%	1%	2%	4%	-	-	56																												
	3%	3%	-	3%	3%	2%	1%	-	6%	3%	2%	3%	4%	1%	2%	1%	3%	2%	3%	1%	3%	3%	3%	3%	2%	2%	3%	5%	3%	3%	1%	1%	2%	4%	-	-	56																												
Never	91	91	-	29	12	4	*	-	46	41	4	28	8	2	3	2	36	6	30	14	6	9	15	3	3	14	6	21	20	*	7	23	59	-	-	-	91																												
	5%	5%	-	3%	3%	2%	*	-	32%	3%	1%	3%	2%	2%	2%	6%	3%	2%	2%	2%	2%	16%	2%	2%	2%	3%	5%	2%	4%	*	3%	4%	8%	-	-	-	91																												
	5%	5%	-	3%	3%	2%	*	-	32%	3%	1%	3%	2%	2%	2%	6%	3%	2%	2%	2%	2%	16%	2%	2%	2%	3%	5%	2%	4%	*	3%	4%	8%	-	-	-	91																												
Major vehicle																																																																	
in the next 3 years (NET)	1002	1002	-	546	188	143	85	5	35	733	228	523	232	86	110	13	755	196	825	510	184	20	498	78	63	236	71	639	307	152	149	362	334	312	1002	1002	1002																												
	53%	53%	-	52%	51%	69%	74%	63%	24%	51%	71%	53%	55%	72%	59%	42%	53%	64%	55%	61%	65%	38%	55%	67%	50%	55%	54%	53%	53%	75%	62%	53%	43%	100%	100%	100%	100%																												
	53%	53%	-	52%	51%	69%	74%	63%	24%	51%	71%	53%	55%	72%	59%	42%	53%	64%	55%	61%	65%	38%	55%	67%	50%	55%	54%	53%	75%	62%	53%	43%	100%	100%	100%	100%																													
in the next 10 years' time (NET)	1470	1470	-	825	293	179	108	6	55	1118	288	770	340	112	166	20	1110	278	1302	708	236	31	747	99	99	329	106	945	455	191	203	527	536	312	1002	1470	1470																												
	77%	77%	-	728	293	168	77%	38%	73%	88%	89%	78%	81%	93%	64%	79%	91%	83%	85%	91%	58%	82	85%	85%	79%	77%	82%	82%	78%	94%	84%	804%	536	100%	100%	100%	100%																												
	77%	77%	-	728	293	168	77%	38%	73%	88%	89%	78%	81%	93%	64%	79%	91%	83%	85%	91%	58%	82	85%	85%	79%	77%	82%	82%	78%	94%	84%	804%	536	100%	100%	100%	100%																												
More than 1 years (never) (NET)	524	524	-	311	115	41	24	1	29	427	65	272	124	28	60	7	396	88	417	209	79	12	274	23	39	105	42	316	146	45	57	180	233	-	-	467	524																												
	27%	27%	-	229%	31%	20%	21%	14%	20%	30%	20%	27%	30%	23%	33%	22%	28%	29%	28%	25%	28%	23%	30%	20%	31%	25%	32%	29%	26%	22%	24%	27%	30%	-	-	32%	34%																												
	27%	27%	-	229%	31%	20%	21%	14%	20%	30%	20%	27%	30%	23%	33%	22%	28%	29%	28%	25%	28%	23%	30%	20%	31%	25%	32%	29%	26%	22%	24%	27%	30%	-	-	32%	34%																												
More than 10 years (never) (NET)	615	615	-	340	127	45	24	1	75	467	69	299	133	30	64	9	432	94	447	223	86	21	289	26	42	119	48	357	167	45	64	204	292	-	-	467	524																												
	32%	32%	-	32%	34%	22%	21%	14%	21%	52%	33%	21%	32%	25%	34%	28%	31%	31%	30%	27%	30%	39%	32%	32%	22%	33%	28%	37%	31%	30%	22%	27%	31%	37%	-	-	32%	34%																											
	32%	32%	-	32%	34%	22%	21%	14%	21%	52%	33%	21%	32%	25%	34%	28%	31%	31%	30%	27%	30%	39%	32%	32%	22%	33%	28%	37%	31%	30%	22%	27%	31%	37%	-	-	32%	34%																											
More than 10 years (never) (NET)	148	148	-	61	21	9	1	-	55	82	10	52	25	4	7	2	77	11	70	25	14	10	40	5	5	5	27	12	50	39	7	10	39	90	-	-	56																												
	8%	8%	-	6%	6%	4%	1%	-	38%	6%	3%	5%	6%	3%	4%	7%	5%	4%	5%	3%	5%	13%	4%	5%	5%	5%	6%	9%	4%	7%	3%	4%	6%	13%	-	-	56																												
	8%	8%	-	6%	6%	4%	1%	-	38%	6%	3%	5%	6%	3%	4%	7%	5%	4%	5%	3%	5%	13%	4%	5%	5%	5%	6%	9%	4%	7%	3%	4%	6%	13%	-	-	56																												
Ever buy (NET)	1526	1526	-	857	303	184	109	6	64	1160	293	795	356	114	170	20	1151	284	1342	719	264	32	771	101	102	341	112	974	453	197	206	543	566	312	1002	1470	1526																												
	80%	80%	-	81%	82%	88%	95%	77%	64	1416	91%	80%	85%	90%	92%	65%	81%	93%	83%	86%	93%	61%	85%	87%	81%	80%	84%	81%	84%	81%	81%	85%	82%	72%	100%	100%	100%	100%																											
	80%	80%	-	81%	82%	88%	95%	77%	64	1416	91%	80%	85%	90%	92%	65%	81%	93%	83%	86%	93%	61%	85%	87%	81%	80%	84%	81%	84%	81%	81%	85%	82%	72%	100%	100%	100%	100%																											
Don't know	290	290	-	173	56	19	6	2	34	229	25	170	96	4	11	9	226	16	216	100	13	12	126	12	22	72	12	160	81	5	28	99	156	-	-	-	290																												
	15%	15%	-	14%	15%	9%	5%	23%	21%	21%	16%	17%	13%	4%	6%	30%	16%	5%	11%	11%	4%	23%	14%	11%	17%	17%	9%	14%	15%	2%	2%	14%	15%	2%	100%	100%	100%																												
	15%	15%	-	14%	15%	9%	5%	23%	21%	21%	16%	17%	13%	4%	6%	30%	16%	5%	11%	11%	4%	23%	14%	11%	17%	17%	9%	14%	15%	2%	2%	14%	15%	2%	100%	100%	100%																												

Proportions/Mean: Columns Tested [5% risk level] - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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15 May 2023

[illegible]

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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY				
		DRIVING - AGREE					DRIVING - DISAGREE					DRIVING - AGREE					DRIVING - DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	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	80*	159	166	110	98*	95*	6**	15**	55*	77*	162	285	262	222	115*	126	24**	14**	76*	129
	100%	4%*	8%	9%	6%	5%*	5%*	***	1%**	3%*	4%*	8%	15%	14%	12%	6%*	7%	1%**	1%**	4%*	7%
Within the next year	312	30	61	64	38	38	38	2	3	24	31	38	79	72	55	36	34	10	4	20	30
	16%	37%	38%	39%	34%	39%	40%	28%	18%	43%	40%	24%	28%	28%	25%	32%	27%	42%	30%	26%	23%
		z	z	z	z	z	z			z	z	z	z	z	z	zk	z			z	z
More than 1 year, up to 3 years' time	691	34	72	75	43	37	44	3	7	26	37	62	121	114	80	37	58	4	4	36	61
	36%	42%	45%	45%	39%	38%	46%	53%	47%	47%	48%	38%	42%	44%	36%	33%	46%	15%	27%	47%	47%
		z	z	z			z				z		zno	zno			z				z
More than 3 years, up to 10 years' time	467	12	19	17	20	17	7	*	4	4	4	48	62	51	62	34	23	7	4	16	29
	24%	15%	12%	10%	18%	18%	8%	8%	27%	7%	6%	29%	22%	20%	28%	29%	18%	30%	29%	21%	22%
	abcf ij				bc	c						lm			lm	m					
In more than 10 years' time	56	*	1	*	1	1	1	-	1	-	-	2	3	2	2	1	1	-	1	1	*
	3%	*	1%	*	1%	1%	1%	-	4%	-	-	1%	1%	1%	1%	1%	1%	-	4%	2%	*
	clm																				
Never	91	1	*	1	1	1	*	-	-	*	*	2	6	8	8	1	3	1	1	*	3
	5%	1%	*	1%	1%	1%	*	-	-	1%	*	1%	2%	3%	4%	1%	3%	2%	4%	1%	2%
	bcd fj klo														ko						
In the next 3 years' time (NET)	1002	64	133	139	81	75	82	5	10	50	68	100	201	187	136	74	91	14	8	56	91
	53%	80%	83%	84%	73%	76%	87%	81%	65%	90%	88%	62%	70%	71%	61%	64%	73%	57%	57%	73%	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	76	152	155	101	92	90	6	14	54	72	148	263	238	197	108	114	21	12	72	120
	77%	95%	95%	94%	91%	94%	94%	89%	93%	97%	94%	91%	92%	91%	89%	94%	91%	87%	86%	94%	93%
		z	zd	z	z	z	z			z	z	z	z	z	z	zn	z			z	z
More than 3 years (NET)	524	12	20	17	21	19	8	*	5	4	4	50	65	54	64	35	24	7	4	17	29
	27%	15%	12%	10%	19%	19%	9%	8%	32%	7%	6%	31%	23%	21%	29%	30%	19%	30%	33%	23%	23%
	abcd fjjmp				bc	bc						lm			lm	m					
More than 3 years/never (NET)	615	13	20	18	22	19	8	*	5	4	5	52	71	62	72	35	27	8	5	18	32
	32%	17%	13%	11%	19%	20%	9%	8%	32%	8%	6%	32%	25%	24%	32%	31%	22%	32%	37%	23%	25%
	abcd efjjlmp				bc	bc						m			lm						
More than 10 years/never (NET)	148	1	1	2	2	2	1	-	1	*	*	4	9	11	10	2	5	1	1	2	3
	8%	2%	1%	1%	2%	2%	1%	-	4%	1%	*	2%	3%	4%	5%	1%	4%	2%	8%	2%	2%
	abcde fjjklmo t														o						
Ever buy (NET)	1526	76	153	156	102	93	91	6	15	54	72	149	266	240	199	108	115	21	12	73	120
	80%	95%	96%	94%	92%	95%	95%	89%	97%	97%	94%	92%	93%	92%	90%	94%	92%	87%	90%	96%	93%
		z	zcd	z	z	z	z			z	z	z	zn	z	z	z	z			z	z
Don't know	290	3	6	9	8	4	4	1	*	1	4	11	13	13	14	5	7	3	1	3	7
	15%	4%	4%	6%	7%	4%	5%	11%	3%	3%	6%	7%	5%	5%	6%	5%	6%	11%	6%	4%	5%
	abcde fjjklmno 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

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

**17TH - 22ND APRIL 2025**

**PUBLIC**

**IPSOS**

**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**

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

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

		GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL			
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)		
UNWEIGHTED BASE	1601	846	738	186	347	276	306	486	73	159	118	134	109	142	127	215	222	85	127	90	1175	426	1124	477	1000	601	194	370	385	571	1266	245		
WEIGHTED BASE	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		
	100%	84%	45%	11%	22%	16%	18%	31%	23%	10%	35%	6%	7%	10%	3%	15%	15%	5%	1%	2%	74%	23%	33%	16%	26%	35%	11%	21%	23%	21%	32%	32%	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%	40%	
(1) Would probably consider	494	256	236	55	116	84	87	152	23	59	34	35	42	50	34	83	67	17	17	10	361	132	307	187	209	284	66	122	134	155	407	77		
	32%	31%	35%	33%	34%	31%	31%	33%	44%	27%	29%	26%	38%	34%	27%	37%	31%	24%	33%	22%	32%	33%	32%	33%	32%	32%	33%	30%	36%	33%	33%	33%	33%	
(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%	14%	
(-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%	7%	
(-2) Would definitely not consider	103	60	39	9	25	19	18	32	5	10	6	6	6	12	11	9	23	3	11	2	80	23	68	35	52	52	9	40	20	32	89	12		
	7%	7%	6%	5%	7%	7%	6%	7%	10%	6%	6%	5%	5%	8%	9%	4%	10%	5%	9%	4%	7%	6%	7%	6%	8%	6%	4%	10%	5%	7%	7%	5%	5%	
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		
	px								p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	p	zx	zx	zx	zx	zx	zx	zx	zx	zx
Consider (NET)	1014	536	469	102	223	176	194	319	39	112	81	81	79	108	80	169	117	43	76	29	740	274	618	396	402	612	147	265	244	307	816	169		
	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%	z	
Not consider (NET)	262	151	107	32	67	42	45	76	9	24	20	24	11	21	22	31	60	11	19	9	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%	13%	
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%	-	1%	1%	2%	2%	-	1%	1%	1%	1%	1%	1%	+	1%	1%	1%	1%	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

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

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

	CAR DRIVING LICENSE		VEHICLE TYPE										VEHICLE OWNERSHIP							TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR	OWN IT	OWN IT	LEASING IT	BUYING IT	SOME	OWN	LEASE/	SOCIAL/	COMMUTIN	USE AS PART	RARELY	OFF-STREET	OFF-STREET	OFF-STREET	ON STREET	ON STREET	OFF-STREET	ON STREET	CURRENTLY	NOT	NEVER	NEVER	WITHIN THE	IN THE NEXT	IN THE NEXT	EVER BUY			
	(J)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	
UNWEIGHTED BASE	15591	15591		833	117	211	113	8	13	1653	334	624	366	1107	165	25	1210	256	1333	756	729	33	838	97	80	337	103	1043	463	275	118	376	618	349	1664	1546	1403			
WEIGHTED BASE	1526	1526	**	857	303	184	109*	6**	64*	1160	293	795	356	114*	170	20**	1151	284	1242	719	264	32**	771	101*	102*	341	112*	974	453	197	206	543	566	312	1002	1470	1526			
100%	100%	**	826	298	174	76*	6**	61*	63*	1076	286	776	356	114*	170	20**	1151	284	1242	719	264	32**	771	101*	102*	341	112*	974	453	197	206	543	566	312	1002	1470	1526			
(2) Would definitely consider	329	329	-	385	63	32	16	2	30	448	48	291	112	35	56	5	402	91	439	248	93	10	266	32	32	128	38	329	366	39	51	194	257	127	350	502	530			
	34%	34%	-	45%	21%	17%	15%	30%	32%	39%	16%	37%	31%	31%	33%	24%	35%	32%	35%	35%	35%	31%	34%	31%	31%	37%	34%	34%	37%	20%	25%	36%	42%	41%	35%	34%	34%			
	def			ij					efi	zdef									z														zijk							
(1) Would probably consider	494	494	-	292	102	54	24	1	20	394	79	262	123	29	51	6	385	80	398	235	90	8	249	35	34	103	38	318	141	52	78	168	189	87	305	476	494			
	32%	32%	-	34%	34%	30%	22%	16%	31%	34%	27%	33%	34%	25%	30%	28%	33%	28%	32%	33%	34%	26%	32%	34%	34%	30%	34%	33%	31%	26%	36%	31%	33%	28%	30%	32%	32%			
	ij			fi						zfi																														
(0) Undecided	236	236	-	101	69	43	9	2	10	170	52	112	57	21	25	8	169	46	186	99	47	6	118	15	16	53	17	149	70	32	39	92	69	45	169	221	236			
	15%	15%	-	12%	23%	23%	8%	36%	15%	18%	18%	14%	16%	18%	15%	40%	15%	16%	15%	14%	18%	20%	15%	15%	16%	15%	15%	15%	15%	16%	19%	17%	12%	15%	17%	15%	15%			
	cij			zefi		zefi				c	cf																													
(-1) Would probably not consider	159	159	-	52	40	33	26	-	8	92	59	74	38	16	23	1	111	39	130	72	23	6	81	12	11	35	9	103	44	35	23	53	47	32	107	158	159			
	10%	10%	-	6%	13%	18%	24%	-	13%	8%	20%	9%	11%	14%	13%	3%	10%	14%	10%	10%	9%	18%	10%	12%	10%	10%	8%	11%	10%	18%	11%	10%	8%	10%	11%	15%	10%			
	ci			zci		zci				c	c																													
(-2) Would definitely not consider	103	103	-	19	27	21	33	1	2	46	54	49	24	13	14	1	73	27	83	58	10	*	53	7	8	21	8	67	29	38	14	30	19	20	68	103	103			
	7%	7%	-	2%	9%	11%	30%	18%	4%	4%	18%	6%	7%	11%	8%	4%	6%	9%	7%	8%	4%	1%	7%	7%	8%	6%	8%	7%	6%	19%	7%	5%	1%	6%	7%	7%	7%			
	cij			ci		zci				zcdab																														
Mean	0.77	0.77	-	1.14	0.44	0.24	-0.32	0.39	0.77	0.36	0.03	0.85	0.74	0.5	0.67	0.65	0.82	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	0.82	1.03	0.87	0.76	0.76	0.77			
	def			zde		fi			efi	zde	f	zmq																												
	ijmqd			fhi						fi																														
Consider (NET)	1014	1014	-	677	180	86	40	3	40	843	127	553	234	64	107	10	787	171	837	463	182	18	334	66	66	230	76	647	307	90	130	361	426	214	655	978	1014			
	66%	66%	-	79%	55%	47%	37%	46%	63%	73%	43%	70%	66%	56%	63%	13%	68%	60%	67%	67%	69%	57%	67%	66%	65%	68%	66%	68%	60%	46%	63%	67%	73%	69%	65%	67%	66%			
	def			zdef		zci			efi	zdef																														
	ijmqd			hi		zci			zdef	hi																														
Not consider (NET)	262	262	-	71	67	54	59	1	11	138	112	123	62	29	36	2	185	65	213	130	34	6	133	19	19	56	18	171	74	73	37	83	66	52	175	261	262			
	17%	17%	-	8%	22%	29%	18%	17%	12%	17%	12%	15%	17%	25%	21%	8%	16%	23%	17%	18%	13%	19%	17%	19%	18%	16%	18%	16%	18%	18%	18%	15%	12%	17%	17%	18%	17%			
	cij			zci		zci			c	c	zcd																													
Don't know	14	14	-	8	1	1	1	-	3	9	2	7	3	-	1	-	10	1	7	6	1	1	6	1	1	2	1	7	3	2	-	6	6	1	3	10	14			
	1%	1%	-	1%	+	1%	1%	-	3%	1%	1%	1%	1%	-	1%	-	1%	+	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	+	+	1%	1%			
	ij																																							

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m/n/o/p/q - z/r/z/s/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

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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

[illegible]

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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	1601	95	191	191	127	113	112	8	18	66	93	161	291	269	212	119	135	22	15	87	137
WEIGHTED BASE	1526	76*	153	156	102	93*	91*	6**	15**	54*	72*	149	266	240	199	108*	115	21**	12**	73*	120
	100%	5%*	10%	10%	7%	6%*	6%*	***	1%**	4%*	5%*	10%	17%	16%	13%	7%*	8%	1%**	1%**	5%*	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%
(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%
(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%
(-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%
(-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%
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
	bcd efijlm p t											lm									
Consider (NET)	1014	49	82	82	55	50	43	2	10	28	36	105	156	137	124	65	58	12	8	45	65
	66%	65%	53%	53%	54%	54%	47%	29%	69%	51%	50%	70%	59%	57%	62%	60%	50%	56%	66%	62%	54%
	bcde fijlmpt											lmno								p	
Not consider (NET)	262	20	44	47	31	29	33	3	4	16	22	24	59	61	39	24	35	6	2	17	28
	17%	27%	29%	30%	30%	31%	37%	51%	28%	31%	31%	16%	22%	25%	20%	23%	30%	28%	15%	23%	23%
	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z	z
Don't know	14	-	2	1	-	1	-	-	-	1	-	-	2	1	-	1	*	-	-	1	-
	1%	-	1%	*	-	1%	-	-	-	2%	-	-	1%	*	-	1%	*	-	-	2%	-
			c																		

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

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

	TOTAL (z)	GENDER		AGE				REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	1601	846	738	186	347	276	306	486	73	159	118	134	109	142	127	215	222	85	127	90	1175	426	1124	477	1000	601	194	370	385	571	1266	245	
WEIGHTED BASE	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	
	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	234	143	89	30	67	39	35	62	8	24	18	16	24	38	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%	12%	22%	22%	19%	8%	11%	14%	16%	21%	31%	16%	14%	13%	19%	14%	16%	18%	16%	12%	17%	14%	20%	
	bmvx	zb			efg								no	n					no	zhij				zv									
	CE																		knopq	zhij													
(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					zimm			m					m								z								
	R																																
(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%	
																									z								
(-1) Would probably not consider	292	158	132	30	70	52	54	88	12	34	31	26	28	29	22	24	44	17	16	9	218	75	206	87	141	151	31	71	89	87	239	44	
	19%	19%	19%	17%	20%	20%	19%	19%	22%	21%	26%	19%	25%	20%	18%	11%	20%	25%	14%	20%	19%	19%	22%	15%	22%	17%	16%	17%	24%	19%	19%	19%	
	ow								o	o	or		or	o	o	o	o	o	o				zw		zy				zA				
(-2) Would definitely not consider	452	239	206	23	61	68	106	195	12	43	37	41	23	57	53	76	55	15	33	8	303	149	283	169	169	283	55	124	115	128	370	75	
	30%	29%	30%	13%	18%	25%	38%	42%	22%	27%	32%	30%	20%	39%	43%	34%	25%	22%	27%	17%	27%	37%	30%	30%	30%	32%	27%	31%	31%	27%	30%	32%	
	cdst			cd		zede					s			zhlp	zhil	b					it				x								
	x										psrs			as	psrs	k																	
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		fg			n	n	n	n	n	n	n	n	n	n	n	zi	zu		v			C	C	C	C	C	C	C	
	mwC			R		fg														zhmnpq													
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%	36%	36%	30%	33%	38%	34%	35%	40%	34%	30%	38%	34%	35%	
	bmvx	zb		zefg		zefg			jno	n		n	n			n	n	n	n	zimm	u						C						
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		zede			oprs		oprs			zopr	zhlo					prs	zt		zw					zAD					
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								p							zp				p			v			D	D	D					

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

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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING				PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (J)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT BUYING IT OUTRIGHT MEANS (k)	OWN IT OUTRIGHT LEASING IT (l)	BUYING IT ON FINANCE SOME OTHER WAY (m)	SOME OTHER WAY (n)	OWN OUTRIGHT (o)	LEASE/ FINANCE (p)	SOCIAL/ DOMESTIC/ PLEASURE (q)	COMMUTIN G (r)	USE AS PART OF MY WORK (s)	RARELY DRIVE (t)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (u)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (v)	OFF-STREET IN A SHARED CAR PARK (w)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (x)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (y)	OFF-STREET (z)	ON-STREET (aa)	CURRENTLY DRIVE (ab)	NOT CURRENTLY BUT HAVE IN THE PAST (ac)	NEVER DRIVEN HAVE BEEN PASSENGER (ad)	NEVER DRIVEN, NOR BEEN A PASSENGER (ae)	WITHIN THE NEXT YEAR (af)	IN THE NEXT 3 YEARS (ag)	IN THE NEXT 10 YEARS (ah)	EVER BUY (ai)							
UNWEIGHTED 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	337	104	1043	461	229	118	578	563	349	1064	1545	1401						
WEIGHTED BASE	1526	1000	**	857	303	184	109*	6**	64*	1160	203	785	355	114*	170	20**	1151	284	1242	719	264	32**	771	101*	102*	341	112*	974	453	197	206	543	566	312	1002	1470	1526						
(2) Would definitely consider	224	234	-	76	127	18	7	-	6	203	25	136	57	50	23	2	193	33	194	112	41	5	118	39	37	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%	12%	14%	16%	16%	12%	14%	16%	15%			
cef	hij		acef	hij		acef			acef		m						2m										y																
(1) Would probably consider	295	295	-	142	87	26	23	2	15	228	49	156	74	13	34	-	230	48	219	152	78	10	128	24	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%	29%	17%	18%	24%	20%	19%	19%						
cvb	ace		ace	ace		ace			c																																		
(0) Undecided	235	235	-	120	52	37	8	3	14	172	45	105	62	15	28	7	166	44	184	121	54	1	114	21	12	63	6	147	69	29	42	83	80	46	157	218	235						
15%	15%	-	14%	17%	20%	7%	52%	22%	15%	15%	13%	17%	14%	17%	36%	14%	16%	15%	15%	17%	21%	4%	15%	21%	11%	19%	5%	15%	15%	14%	21%	15%	14%	15%	16%	15%	15%						
flaj	ace		f	f	cf	f	f	f	f	f	z																																
(-1) Would probably not consider	292	292	-	192	24	44	19	-	14	216	63	164	60	18	11	4	224	59	241	148	45	6	135	17	26	70	25	178	95	29	43	123	94	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	ace		ace	d	d	d	d	d	d	d	d																																
(-2) Would definitely not consider	452	452	-	315	14	36	51	1	14	329	107	225	98	15	11	7	324	106	394	176	47	7	269	20	28	87	28	317	115	66	45	146	191	91	294	435	452						
30%	30%	-	37%	5%	30%	47%	18%	23%	28%	36%	28%	28%	28%	49%	30%	35%	28%	37%	32%	25%	18%	23%	35%	19%	28%	25%	25%	32%	33%	22%	27%	34%	29%	29%	30%	30%							
dot	ace		ace	d	d	d	d	d	d	d	d																																
Mean	ce	-0.29	-	-0.63	0.95	-0.52	-0.78	-0.06	-0.26	-0.21	-0.61	-0.24	-0.2	-0.85	-0.31	-0.73	-0.22	-0.53	-0.34	-0.17	0.08	-0.01	-0.41	0.06	-0.3	-0.24	-0.04	-0.35	-0.19	-0.33	-0.13	-0.27	-0.34	-0.14	-0.25	-0.28	-0.29						
ceim	ace		ace	ace		ace			d	d	d																																
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%	17%	24%	28%	30%	32%	37%	25%	37%	37%	21%	34%	9%	37%	33%	37%	37%	45%	47%	32%	42%	35%	34%	45%	33%	37%	37%	37%	33%	34%	41%	36%	35%	35%						
cejm	ace		ace	ace		ace			d	d	d																																
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%	-	39%	12%	54%	64%	18%	44%	47%	58%	49%	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%						
dot	ace		ace	d	d	d	d	d	d	d	d																																
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%	1%	-	8%	1%	1%	*	1%	3%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%					
fl	hij				d				d		d																																

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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.



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

## 15 May 2023

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	1601	95	191	191	127	113	112	8	18	66	93	161	291	269	212	119	135	22	15	87	137
WEIGHTED BASE	1526	76*	153	156	102	93*	91*	6**	15**	54*	72*	149	266	240	199	108*	115	21**	12**	73*	120
	100%	5%*	10%	10%	7%	6%*	6%*	***	1%**	4%*	5%*	10%	17%	16%	13%	7%*	8%	1%**	1%**	5%*	8%
(2) Would definitely consider	234	19	26	27	17	15	12	*	5	10	10	31	44	43	33	22	15	2	1	7	11
	15%	25%	17%	17%	17%	16%	13%	7%	32%	19%	14%	20%	16%	18%	17%	20%	13%	9%	12%	9%	9%
(1) Would probably consider	295	21	39	38	22	25	19	1	3	13	17	39	51	46	43	29	15	3	3	16	22
	19%	27%	26%	25%	21%	27%	21%	23%	19%	24%	24%	26%	19%	19%	22%	27%	13%	16%	22%	22%	18%
(0) Undecided	235	7	18	18	13	13	10	-	1	4	9	21	44	41	35	20	15	2	1	7	18
	15%	10%	12%	12%	13%	14%	11%	-	5%	8%	12%	14%	16%	17%	17%	18%	13%	10%	5%	10%	15%
(-1) Would probably not consider	292	14	27	29	22	17	18	4	3	9	16	34	55	52	45	18	25	4	4	12	29
	19%	18%	17%	18%	21%	18%	20%	71%	23%	17%	21%	22%	21%	22%	23%	17%	22%	19%	31%	16%	24%
(-2) Would definitely not consider	452	15	41	44	28	24	32	-	3	16	21	25	68	59	43	19	42	8	4	28	41
	30%	20%	27%	28%	28%	25%	35%	-	22%	30%	29%	17%	25%	25%	22%	18%	37%	40%	30%	39%	34%
Mean	-0.29	0.18	-0.11	-0.16	-0.22	-0.1	-0.41	-0.35	0.16	-0.15	-0.26	0.11	-0.2	-0.16	-0.11	0.16	-0.57	-0.69	-0.45	-0.55	-0.57
	pt	zb	cde				zl	mn				zl	mn				zl	mn			
Consider (NET)	528	40	65	65	39	40	31	2	8	23	28	69	94	89	76	51	30	5	4	23	32
	35%	52%	43%	42%	38%	43%	35%	29%	51%	43%	38%	46%	36%	37%	38%	48%	26%	25%	34%	32%	27%
Not consider (NET)	745	29	68	72	50	41	49	4	7	25	36	59	123	111	88	37	68	12	7	40	70
	49%	38%	44%	47%	49%	44%	54%	71%	45%	47%	50%	39%	46%	46%	44%	34%	59%	59%	61%	55%	58%
	ko	a					o					o					z			z	
Don't know	18	-	1	-	-	-	-	-	-	1	-	-	5	-	-	-	2	1	-	3	-
	1%	-	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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	TOTAL (z)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	1601	846	738	186	347	276	306	486	73	159	118	134	109	142	127	215	222	83	127	90	1175	426	1124	477	1000	601	194	370	385	571	1266	245	
WEIGHTED BASE	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	
100%	54%	54%	45%	11%	22%	17%	18%	31%	36*	10%	36*	9%	71*	10%	8%	15%	14%	36*	8%	33*	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	38	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%	27%	21%	21%	23%	20%	27%	16%	30%	17%	13%	18%	21%	33%	25%	11%	
	bah vwyABF	zb		zcef R										klmnoqr s								zw			zv				A	ABC	zF		
(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%	
	farA			fe	zfg				mnr	r						r	mr						zw		zv				A				
(3) 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 D	za		de	de				np			p					p								x		D	D	D				
(-1) Would probably not consider	197	80	113	24	34	27	46	67	7	17	17	16	21	24	19	31	8	7	23	7	148	50	105	92	55	142	39	62	47	41	153	38	
	13%	10%	17%	14%	10%	10%	16%	14%	14%	11%	15%	12%	19%	17%	16%	14%	4%	10%	19%	14%	13%	13%	11%	16%	9%	16%	19%	15%	13%	9%	12%	16%	
	apvx D	za		d	d	d			p	p	p	p	p	p	p	p	p	p	p	p					zx		zD						
(-2) Would definitely not consider	176	101	74	12	15	26	36	88	9	7	20	11	11	23	23	21	13	9	19	9	117	59	85	91	52	124	42	45	38	38	131	36	
	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%	
	djpt vxDE			d	d	d	zede f		ip		ip			ip	zikop			i	ip	ziko p		zt		zv	zx	zB	zCD						
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 mruwvA F	zb		R	zce fg	fe			hj mers			lmn r				mr	zhi jklmnoq rs				zu		zw		zv			A	A	A	zAB C	zF	
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	
	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%	
	bfgj mruwyAF	zb		zcef g	zfg				mnr			r				mr	zhi klmnoqr s				zu		zw		zy			A	A	ABC	zF		
Not consider (NET)	373	181	187	36	49	53	81	154	16	25	37	27	32	48	42	52	52	16	42	16	265	109	180	183	107	266	81	107	85	80	284	74	
	24%	22%	27%	21%	14%	20%	29%	33%	11%	15%	32%	20%	29%	32%	34%	23%	10%	23%	35%	33%	23%	27%	20%	32%	17%	30%	40%	26%	23%	17%	23%	32%	
	adip vxDE	za		de	zede				ip	ip	ip	p	ip	zikp	zikp	p		p	ziko p	ikp				zv	zx	zB	zCD	D	D	D		zE	
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%	*	2%	1%	1%	-	1%	-	2%	1%	-	1%	*	1%	1%	1%	1%	*	1%	1%	1%	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

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 with a driving licence who will buy a vehicle in the future

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/l - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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

## 15 May 2023

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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 size testing

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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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE					
	TOTAL (z)	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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1601	95	191	191	127	113	112	8	18	66	93	161	291	269	212	119	135	22	15	87	137
WEIGHTED BASE	1526	76*	153	156	102	93*	91*	6**	15**	54*	72*	149	266	240	199	108*	115	21**	12**	73*	120
	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%
		z	z	z	z	z	z			z	z	z	zk	zk	zk	z	zs			z	z
(1) Would probably consider	507	28	53	51	38	27	22	1	2	15	26	74	111	100	86	48	36	7	6	32	46
	33%	36%	34%	32%	37%	29%	25%	21%	17%	28%	24%	50%	42%	42%	43%	44%	31%	34%	40%	44%	38%
					e					f		z	z	z	z	z			zp		
(0) Undecided	288	5	10	11	5	7	7	1	2	3	4	15	26	22	13	9	12	3	1	8	16
	19%	7%	6%	7%	5%	7%	8%	20%	12%	5%	6%	10%	10%	9%	7%	8%	11%	12%	5%	12%	13%
	abcde fijklmno p																				
(-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
	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 nopst			b																	
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	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 lmnopst						j														
Don't know	13	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-

Proportions/Mean: 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

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

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

	TOTAL (a)	GENDER		AGE					REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (b)	WOMAN (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)		
UNWEIGHTED BASE	1601	846	738	188	347	276	306	486	73	159	118	134	109	142	127	215	222	83	127	90	1175	426	1124	477	1000	601	194	370	385	571	1266	245		
WEIGHTED BASE	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		
	100%	54%	45%	11%	22%	17%	18%	31%	3%	10%	8%*	9%	7%*	10%	8%*	15%	14%	3%	5%	3%	74%	26%	43%	37%	27%	35%	15%	27%	27%	21%	52%	52%		
(2) Would definitely consider	332	203	125	36	122	78	44	52	10	36	26	26	13	36	22	34	91	16	23	9	278	54	257	75	208	124	26	63	69	171	295	28		
	22% bfg ouwyABF	25% zb	18%	22% R	36% zefg	29% zfg	16%	11%	19%	23% I	22%	19%	12%	18%	18%	15%	41% zhij klmnoqr	23%	19%	19%	25% zu	14%	23% zw	13%	32% zv	14%	13%	16%	18%	37% zABC	24%	12%		
(1) Would probably consider	337	199	133	54	106	57	56	64	9	38	22	33	21	26	26	47	68	15	25	7	272	65	221	116	165	172	30	98	84	108	285	45		
	22% bzgUA	24% b	19%	32% zefg	31% zefg	21% R	20%	14%	18%	24% I	19%	24%	19%	17%	21%	21%	31% zhij mos	21%	21%	14%	24% zu	16%	23% zv	20%	25% zv	20%	15% A	24% A	22% A	23% A	23% zF	19%		
(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% dtxv D	18%	20%	26% zde	14% zde	16% zde	19%	21% d	20%	22% I	17%	25%	25%	17%	20%	16%	16%	21%	15%	15%	17%	23% zt	17%	22% v	16%	21% x	24% D	19% D	23% zD	13%	19%	21%		
(-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% apxD	15%	21%	17% za	14% za	16% d	21% d	19%	17%	15% p	15% p	15% p	24% p	20% p	18% p	25% zijkp	4%	18%	23% p	22% p	16% zu	20% z	18% zw	17% z	14% x	18% D	18% D	19% zAB	14% C	16% zF	21%			
(-2) Would definitely not consider	283	149	131	4	19	39	65	155	14	25	29	21	20	40	28	45	14	11	22	14	181	101	133	150	76	207	62	79	58	59	210	58		
	18% cdpt vxDE	18%	19%	3% cd	6% cd	15% cd	23% xcde	33% xcde f	27% p	16% p	25% p	15% p	18% p	27% p	23% p	20% p	7% zijkp	15% p	19% p	29% zijkp q	16% zt	25% z	14% zv	26% zv	12% zx	24% zBCD	20% D	16% D	13% zAB	17% zF	25% zE			
Mean	0.11 bfg mosuwyA F	0.23 zb	-0.03	0.54 zfg	0.78 zce	0.36 zfg	-0.16 R	-0.5	-0.16 lmos	0.23 I	*	0.18 ms	-0.17	-0.21	-0.06	-0.15	0.97 zhi jklmnoqr rs	0.2	-0.02	-0.29	0.25 zu	-0.28	0.32 zw	-0.23	0.53 zv	-0.19	-0.39 A	-0.02 A	0.09 A	0.58 zABC	0.2 zF	-0.29		
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% bfgl ouwyAF	49% zb	38%	53% zfg	60% zcef R	51% zfg	35% g	25%	36% I	47% I	41% I	43% I	31% I	35% I	39% I	36% I	72% zhij klmnoqr s	44% p	40% p	33% p	49% zu	30% z	50% zw	33% z	58% zy	40% z	28% A	40% A	41% zABC	40% zF	47% zE			
Not consider (NET)	546	269	271	33	66	81	124	242	23	49	46	41	46	69	50	102	24	23	30	24	365	181	301	245	168	378	98	154	131	124	414	108		
	36% acdP tvxDE	33% za	40%	20% cd	19% cd	31% cd	44% xcde	52% xcde	44% p	31% p	39% p	30% p	42% p	47% p	40% p	46% zijkp	11% zijkp	33% p	42% p	52% zijkp q	32% zt	45% z	31% zv	43% zv	26% zx	49% zBCD	38% D	35% D	27% zABC	33% zF	46% zE			
Don't know	24	9	15	2	2	8	3	9	-	1	3	3	3	1	1	6	1	1	4	-	19	5	15	9	5	19	1	14	6	3	19	5		
	2% xD	1%	2%	1% x	1% x	3% x	1% x	2%	-	1% I	3% I	2% I	2% I	1% I	1% I	3% I	1% I	2% I	3% I	-	2% zu	1% z	2% zw	2% z	1% zy	1% z	1% A	3% A	1% zABC	1% zF	2% zE			

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

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.









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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	1601	95	191	191	127	113	112	8	18	66	93	161	291	269	212	119	135	22	15	87	137
WEIGHTED BASE	1526	76*	153	156	102	93*	91*	6**	15**	54*	72*	149	266	240	199	108*	115	21**	12**	73*	120
	100%	5%*	10%	10%	7%	6%*	6%*	***	1%**	4%*	5%*	10%	17%	16%	13%	7%*	8%	1%**	1%**	5%*	8%
(2) Would definitely consider	332	44	105	107	56	54	69	4	4	41	55	49	109	100	73	35	51	4	4	31	53
	22%	58%	69%	69%	55%	58%	76%	73%	24%	76%	76%	33%	41%	42%	37%	33%	44%	20%	30%	42%	44%
		z	zade	zade	z		z			z	z	z	zk	zko	z		z			z	
(1) Would probably consider	337	20	36	36	30	26	12	1	2	7	13	69	118	109	88	53	49	11	3	29	52
	22%	26%	24%	23%	29%	28%	13%	12%	16%	13%	17%	46%	44%	46%	44%	49%	42%	51%	27%	39%	44%
	f						z			z	z	z	z	z	z	z	z			z	z
(0) Undecided	288	2	4	3	3	3	2	-	3	2	3	20	24	20	21	14	10	4	4	8	9
	19%	3%	3%	2%	3%	3%	2%	-	19%	4%	4%	13%	9%	8%	10%	13%	9%	18%	32%	11%	8%
	abcde fijlmnpt																				
(-1) Would probably not consider	263	6	7	7	9	7	5	*	3	1	2	12	14	10	17	6	5	2	1	6	4
	17%	8%	4%	5%	9%	7%	6%	9%	19%	2%	2%	8%	5%	4%	8%	5%	4%	12%	11%	8%	4%
	abcde fijklmno pst				bc		ij								lm						
(-2) Would definitely not consider	283	3	*	3	4	3	3	*	3	3	*	*	1	1	1	-	1	-	-	-	1
	19%	4%	*	2%	4%	4%	3%	7%	23%	5%	1%	*	*	*	1%	-	*	-	-	-	*
	abcde fijklmno pst	b		b	b	b	j														
Mean	0.11	1.25 z	1.56 zade	1.52 zade	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	64	141	143	85	80	80	5	6	48	68	118	227	210	161	88	100	15	7	59	106
	44%	84%	92%	91%	84%	86%	89%	84%	39%	90%	93%	79%	85%	87%	81%	81%	86%	71%	57%	81%	88%
		z	zade	zade	z	z	z			z	z	z	zkn	zkn	z	z	z			z	z
Not consider (NET)	546	10	7	10	13	10	8	1	6	4	2	12	15	11	18	6	5	2	1	6	5
	36%	13%	5%	7%	13%	11%	9%	16%	42%	7%	3%	8%	5%	4%	9%	5%	5%	12%	11%	8%	4%
	abcd efijklm nopst	bc			bc	b	j								lm						
Don't know	24	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-
	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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING				PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE							
	TOTAL (J)	ANY YES (J)	NO (K)	PETROL (L)	DIESEL (M)	HYBRID (N)	EV (O)	OTHER (P)	NO VEHICLE (Q)	ICE (R)	EV OR HYBRID (S)	OWN IT OUTRIGHT BUYING (T)	OWN IT OUTRIGHT OTHER MEANS (U)	LEASING IT (V)	BUYING IT ON FINANCE (W)	SOME OTHER WAY (X)	OWN OUTRIGHT (Y)	LEASE/ FINANCE (Z)	SOCIAL/ DOMESTIC/ PLEASURE (AA)	COMMUTING (AB)	USE AS PART OF MY WORK (AC)	RARELY DRIVE (AD)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (AE)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (AF)	OFF-STREET IN A SHARED CAR PARK (AG)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (AH)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (AI)	OFF-STREET (AJ)	ON STREET (AK)	CURRENTLY DRIVE (AL)	NOT CURRENTLY BUT HAVE IN THE PAST (AM)	NEVER DRIVEN BUT HAVE BEEN A PASSENGER (AN)	NEVER DRIVEN, NOR BEEN A PASSENGER (AO)	WITHIN THE NEXT YEAR (AP)	IN THE NEXT 3 YEARS (AQ)	IN THE NEXT 10 YEARS (AR)	EVER BUY (AS)												
UNWEIGHTED BASE	748	748		342	123	139	111		32	465	250	367	195	55	88	8	562	143	594	437	193	15	364	56	48	174	57	468	231	201	139	276	127	219	548	735	748												
WEIGHTED BASE	669	669	**	340	100*	139	99*	**	32**	418	218	319	172	56*	80*	6**	491	136	521	374	163	16**	312	173	53*	40*	158	60*	404	218	174	122	247	120*	190	489	658	669											
It is better for the environment	371	371	-	172	49	72	58	-	21	221	130	165	301	34	45	4	266	79	290	206	87	11	193	26	22	82	23	241	106	97	70	134	68	104	274	365	371												
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	332	335												
I like the quiet and smooth driving experience	272	272	-	111	31	59	57	-	13	142	116	139	65	21	31	3	204	51	216	170	74	6	124	18	18	70	23	160	93	91	51	90	37	90	216	268	272												
I can charge my electric vehicle at home	258	258	-	102	41	47	55	-	13	143	102	129	57	31	26	2	185	57	208	148	53	4	146	11	12	57	14	169	70	85	48	87	18	80	197	255	258												
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	250	251												
Electric vehicles suit my daily needs (e.g. 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	200	202												
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	193	196												
I have read good things about electric cars (online and elsewhere)	189	189	-	87	19	33	23	-	8	105	55	81	45	14	19	2	126	32	127	121	53	2	73	15	11	47	12	100	59	40	37	68	14	66	141	167	189												
There is a wide variety of electric vehicles available to buy	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	160	165												
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	157												
I have a lot of options for public charging where I live or travel	141	141	-	49	21	28	33	-	10	70	61	71	38	7	15	1	109	21	112	92	48	2	62	17	10	29	9	88	38	57	33	35	15	56	108	139	141												
The dealership has recommended it	76	76	-	32	12	18	12	-	1	44	30	41	17	4	13	-	58	17	58	55	30	1	26	9	5	24	8	40	32	33	14	18	10	32	60	72	76												
Other reasons	12	12	-	5	2	2	3	-	-	7	5	7	3	-	1	-	10	1	8	7	1	-	6	2	-	4	-	8	4	7	1	2	2	9	12	12													
Don't know	2%	2%	-	1%	2%	2%	3%	-	-	2%	2%	2%	2%	-	2%	-	2%	1%	2%	1%	1%	-	2%	-	-	1%	1%	1%	1%	1%	2%	-	*	6	4	-	5	12	12										

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/d/d/e/f/g/h/i/j - z/l/m/n/o/p/q/r/s - z/t/u/v/u - z/w/x/y/z/ABC - z/D/R/T/G - z/M/U/V/K  
Overlap formulae used: \* small base; \*\* very small base (under 30) ineligible for 5% 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.

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

[illegible]

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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	748	78	174	174	104	95	100	6	6	60	86	127	251	238	169	98	118	16	9	75	123
WEIGHTED BASE	669	64*	141	143	85*	80*	80*	5**	6**	48*	68*	118	227	210	161	88*	100*	15**	7**	59*	106*
	100%	10%*	21%	21%	13%*	12%*	12%*	1%**	1%**	7%*	10%*	18%	34%	31%	24%	13%*	15%*	2%**	1%**	9%*	16%*
It is better for the environment	371	30	82	87	43	39	55	3	2	35	46	63	140	121	95	48	66	6	4	40	68
	55%	47%	58%	61%	51%	49%	69%	62%	42%	73%	69%	53%	62%	58%	59%	55%	66%	40%	56%	67%	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
	50%	46%	49%	51%	51%	46%	58%	84%	87%	55%	57%	49%	53%	51%	57%	42%	63%	61%	54%	47%	57%
I like the quiet and smooth driving experience	272	32	79	80	43	40	51	4	3	31	42	54	99	95	69	35	46	8	3	29	53
	41%	49%	56%	56%	50%	49%	63%	89%	49%	64%	62%	45%	44%	45%	43%	39%	46%	55%	43%	49%	50%
I can charge my electric vehicle at home	258	28	66	67	41	40	40	2	4	23	32	31	89	81	52	30	46	6	2	23	39
	39%	44%	47%	47%	48%	50%	50%	50%	76%	47%	48%	27%	39%	39%	32%	34%	47%	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%	47%	43%	37%	56%	62%	24%	60%	60%	37%	47%	45%	42%	35%	50%	27%	54%	42%	53%
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
	30%	35%	49%	48%	40%	40%	61%	34%	47%	53%	58%	28%	27%	30%	28%	32%	33%	52%	38%	29%	27%
Need to upgrade as petrol, diesel and hybrid vehicles are being phased out by the government	196	20	42	42	29	25	21	1	1	17	21	42	74	64	60	33	29	6	4	16	31
	29%	31%	30%	30%	34%	32%	26%	23%	13%	35%	31%	36%	33%	30%	37%	37%	29%	40%	56%	28%	29%
I have read good things about electric cars (online and elsewhere)	169	19	46	42	26	20	27	1	1	14	27	42	78	71	52	28	29	4	2	18	41
	25%	30%	33%	29%	30%	25%	34%	23%	13%	28%	40%	35%	34%	34%	33%	31%	30%	27%	28%	30%	39%
There is a wide variety of electric vehicles available to buy	165	22	47	48	31	23	25	2	-	14	22	37	70	66	48	33	30	5	2	19	34
	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 friends/family	157	23	44	43	22	21	18	-	-	15	22	30	72	66	47	18	30	2	2	17	32
	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 charging where I live or travel	141	20	49	43	28	24	29	1	1	17	24	23	53	49	39	25	26	2	2	10	18
	21%	32%	35%	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%	18%	16%	18%	18%	13%	-	-	12%	15%	10%	12%	12%	12%	12%	11%	3%	-	7%	8%
Other reasons	12	-	2	2	2	*	2	-	-	-	1	-	1	1	-	-	1	-	-	1	1
	2%	-	2%	2%	3%	1%	3%	-	-	-	1%	-	1%	1%	-	-	1%	-	-	1%	1%
Don't know	12	-	-	-	-	-	-	-	-	-	-	1	2	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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025907-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 22ND APRIL 2025  
PUBLIC  
IPSOS

15 May 2025

Q108 - 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

	TOTAL	GENDER			AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL		
		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-£49999	£50000+	URBAN	RURAL	
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	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*	
100%	100%	51%	49%	15%**	18%**	15%**	19%**	35%**	40**	12%**	7%**	12%**	10%**	9%**	9%**	12%**	12%**	5%**	6%**	2%**	68%	32%**	56%	44%**	25%**	35%**	16%**	27%**	30%**	21%**	81%	19%**	
I'm unclear what the range (the distance it can travel on a single charge) of an electric vehicle would be	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	
	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%	
I don't know if the running costs 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%	30%	41%	28%	40%	30%	29%	41%	43%	31%	31%	35%	49%	26%	30%	44%	26%	36%	39%	37%	31%	43%	31%	40%	33%	36%	45%	36%	35%	29%	33%	40%	
I need more information about electric vehicle models and features	100	47	52	14	19	8	18	41	4	13	10	12	9	6	7	15	7	4	10	2	60	40	61	39	30	70	13	27	32	23	81	17	
	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% E	
I'm not sure if I could charge an electric vehicle at home	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	
	32% cD	28%	35%	13%	34%	28%	41% c	35% c	30%	34%	25%	28%	28%	19%	31%	44%	39%	34%	35%	21%	33%	30%	34%	29%	36%	30%	34%	38%	36%	20%	30%	43%	
I'm unsure what the purchase or leasing costs would be	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	
	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% xF	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% t	31% t	29%	25%	29%	27%	45% tB	14%	30% B	29%	27%	30%
I've heard mixed things from friends and family	77	39	37	12	12	15	11	26	3	8	6	11	5	2	8	7	11	5	9	1	43	33	37	40	27	50	18	19	18	21	57	19	
	27% t	27%	27%	28%	26%	36%	20%	26%	33%	24%	30%	32%	18%	6%	30%	21%	32%	33%	48%	16%	22%	36% t	32%	23%	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% z	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	
	18%	22%	13%	16%	16%	25%	10%	20%	13%	12%	19%	25%	16%	20%	11%	24%	16%	18%	20%	10%	14%	25% t	18%	17%	21%	16%	22%	20%	16%	13%	18%	16%	
The dealership didn't recommend it	10	10	-	7	1	1	1	*	-	-	-	5	1	2	-	*	2	-	-	-	8	2	6	5	3	7	2	4	3	1	10	-	
	3% tB	7%	-	17% zdfx	2%	2%	1%	*	-	-	-	13%	2%	8%	-	1%	7%	-	-	-	4%	2%	3%	4%	3%	4%	4%	5%	4%	1%	4%	-	
Other reasons	10	8	2	1	-	-	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% t	2%	6%	3%	4%	9%	6%	1%	1%	3%	5%	
Don't know	7	2	5	1	-	3	1	2	-	2	1	1	-	1	-	-	-	2	-	4%	4	3	3	4	3	4	*	2	3	-	7	-	
	2%	1%	4%	3%	-	7%	1%	2%	-	5%	3%	3%	-	5%	-	-	-	12%	-	4%	2%	3%	2%	3%	3%	3%	1%	2%	4%	-	3%	-	

Proportions/Means: Columns Treated (5% risk level) - z/a/b - z/c/d/t/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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
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IPSOS

15 May 2025

Q108 - 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE									
	TOTAL (N)	PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)	PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)	PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)	PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)	YES (N)	NO (N)	WITHIN THE NEXT YEAR (N)	1 TO 3 YEARS (N)	3 TO 10 YEARS (N)	MORE THAN 10 YEARS (N)	IN THE NEXT 3 YEARS (N)	IN THE NEXT 10 YEARS (N)	EVER BUY (N)	YES (N)	RECALL HEARING SOMETHING (N)	NO (N)	YES/RECALL HEARING (N)	NO/DON'T KNOW (N)	BOUGHT ON MORTGAGE (N)	OWNED OUTRIGHT (N)	RENTED PRIVATE (N)	RENTED L.A./ COUNCIL (N)	RENTED H.A./TRUST (N)	OTHER (N)	OWNED (N)	RENTED (N)													
UNWEIGHTED BASE	287	167	82	147	-	37	114	22	-	163	88	141	76	22	105	21	57	38	241	8	27	112	48	36	147	155	92	106	82	136	89	85	114	50	20	12	4	139	82													
WEIGHTED BASE	268	167	83*	149	**	34**	131	27**	**	169	85*	145	77*	21**	105*	21**	41**	32**	246	6**	24**	111*	49*	30**	142	130	88*	108*	84*	137	91*	82*	110*	51*	27**	14**	27**	152	52*													
100%	636	333	170**	300**	-	174**	463*	89**	-	274**	139**	274**	141**	79**	176**	79**	141**	111**	266**	77**	89**	354**	174**	108**	456**	313**	209**	239**	183**	259**	183**	118**	130**	56**	36**	114**	56**	114**	274**													
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													
I don't know if the running costs would be lower than a petrol, diesel or hybrid vehicle	41%	50%	46%	53%	-	35%	52%	17%	-	47%	46%	48%	37%	45%	53%	16%	42%	32%	42%	14%	34%	45%	55%	30%	42%	45%	48%	41%	36%	44%	35%	44%	44%	48%	21%	25%	55%	44%	36%													
I need more information about electric vehicle models and features	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													
I don't know about the options for public charging where I live or travel	35%	39%	45%	38%	-	27%	30%	31%	-	38%	41%	31%	29%	33%	30%	37%	53%	38%	35%	37%	29%	31%	50%	30%	31%	36%	36%	35%	36%	35%	34%	33%	43%	28%	15%	46%	40%	39%	27%													
I'm not sure if I could charge an electric vehicle at home	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													
I'm not sure if I could charge an electric vehicle at home	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													
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													
I'm unsure what the purchase or leasing costs would be	32%	38%	29%	33%	-	25%	36%	29%	-	32%	30%	29%	34%	17%	36%	41%	47%	7%	36%	2	29%	32%	31%	22%	31%	31%	29%	32%	32%	32%	32%	31%	32%	28%	35%	37%	47%	31%	29%	37%												
I have read mixed things about electric cars (online and elsewhere)	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													
I've heard mixed things from friends and family	28%	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%	20%	34%	19%	39%	40%	27%	30%													
The environmental impact of the production and disposal of electric vehicle batteries	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	34	33	11	4	6	-	57	21													
I'm uncertain whether an electric vehicle would suit my daily needs (e.g., range, size, etc.)	29%	29%	29%	32%	-	26%	30%	27%	-	32%	25%	30%	15%	42%	33%	28%	41%	24%	27%	7%	37%	29%	29%	31%	30%	29%	35%	30%	18%	32%	17%	29%	30%	21%	15%	45%	-	30%	23%													
Don't know	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													
The dealership doesn't recommend it	25%	31%	38%	27%	-	23%	22%	24%	-	32%	37%	27%	20%	10%	24%	47%	40%	24%	27%	12%	37%	23%	30%	30%	32%	25%	26%	31%	28%	23%	29%	21%	28%	24%	31%	26%	31%	-	26%	30%												
Other reasons	30%	19	5	4	-	1	5	2	-	9	4	3	2	-	3	2	2	1	9	1	2	3	1	2	6	7	4	5	1	10	1	2	4	2	-	2	*	6	4													
Don't know	2%	1%	3%	1%	-	3%	2%	2%	-	1%	2%	1%	2%	-	2%	-	1%	2%	3%	-	1%	1%	1%	1%	1%	1%	-	1%	5%	1%	6%	1%	6%	3%	1%	4%	5%	-	2%	3%												

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
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15 May 2025

Q108 - 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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	287	4	7	6	5	6	4	-	4	4	4	21	25	20	24	15	9	3	5	7	9
WEIGHTED BASE	288	2**	4**	3**	3**	3**	2**	..*	3**	2**	3**	20**	24**	20**	21**	14**	10**	4**	4**	8**	9**
	100%	1%**	2%**	1%**	1%**	1%**	1%**	..*	1%**	1%**	1%**	7%**	8%**	7%**	7%**	5%**	3%**	1%**	1%**	3%**	3%**
I'm unclear what the range (the distance it can travel on a single charge) of an electric vehicle would be	119	1	2	1	1	2	*	-	1	1	1	10	9	8	9	6	5	2	2	4	5
	41%																				
I don't know if the running costs would be lower than a petrol, diesel or hybrid vehicle	100	1	2	2	1	*	1	-	1	1	2	2	6	4	5	1	48%	48%	63%	55%	56%
	35%																				
I need more information about electric vehicle models and features	100	1	2	1	2	-	-	-	1	-	2	6	8	6	7	5	32%	-	42%	5%	39%
	35%																				
I don't know about the options for public charging where I live or travel	99	1	2	1	1	*	1	-	1	*	1	6	9	7	10	7	3	-	1	1	3
	35%																				
I'm not sure if I could charge an electric vehicle at home	92	-	*	*	-	-	*	-	-	*	*	7	6	2	7	5	33%	-	15%	13%	28%
	32%																				
I'm unsure what the purchase or leasing costs would be	80	*	*	*	1	1	-	-	-	-	-	10	10	7	10	4	32%	-	37%	30%	25%
	28%																				
I have read mixed things about electric cars (online and elsewhere)	79	2	2	1	1	*	-	-	1	-	1	5	5	3	7	3	65%	30%	37%	39%	74%
	28%																				
I've heard mixed things from friends and family	77	1	1	1	1	-	-	-	1	-	1	4	7	5	8	3	44%	-	26%	-	24%
	27%																				
I'm uncertain whether an electric vehicle would suit my daily needs (e.g., range, size, etc.)	75	1	2	-	2	1	-	-	2	-	1	6	7	8	8	5	35%	-	-	-	24%
	26%																				
The environmental impact of the production and disposal of electric vehicle batteries	51	*	1	1	*	*	*	-	-	*	*	4	3	3	5	4	44%	48%	27%	27%	51%
	18%																				
The dealership didn't recommend it	10	-	1	-	1	-	-	-	1	-	1	-	1	-	1	*	4%	22%	-	11%	4%
	3%																				
Other reasons	10	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	4%												5%	-	6%	-	-	-	-	-	-
Don't know	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	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. \*\* 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 with a driving licence who are not considering buying an electric vehicle

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

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

	TOTAL (N)	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE												
		PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)		PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)		PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)		PETROL (N)	DIESEL (N)	HYBRID (N)	EV (N)	YES (N)	NO (N)	WITHIN THE NEXT YEAR	1 TO 3 YEARS	3 TO 10 YEARS	10 TO 20 YEARS	MORE THAN 20 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES (N)	RECALL HEARING SOMETHING	YES (N)	NO (N)	YES/RECALL HEARING	NO/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON ROAD	OWNED OUTRIGHT	RENTED PRIVATE	RENTED LA/CO-LEASE	RENTED H.A./TRUST	OTHER	OWNED	RENTED						
		546	464	200	158	143	40*	271	290	546	446	233	160	54*	17**	163	183	377	54*	489	16**	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				
UNWEIGHTED BASE	546	464	200	158	143	40*	271	290	546	446	233	160	54*	17**	163	183	377	54*	489	16**	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					
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
They are more expensive to buy or lease, compared with a petrol, diesel or hybrid vehicle	258	262	104	70	-	-	17	147	169	298	244	124	76	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
I can't charge at home	49%	49%	53%	42%	-	-	50%	48%	52%	49%	50%	51%	43%	23%	-	-	31%	44%	63%	58%	45%	49%	-	25%	33%	40%	19%	30%	39%	-	-	-	54%	49%	40%	52%	41%	52%	51%	44%	34%	42%	65%	51%	41%	-	-	-	-		
I simply prefer petrol or diesel vehicles	245	220	89	63	-	-	11	127	139	252	206	106	67	27	-	-	9	79	85	174	21	228	2	8	26	63	10	35	99	93	97	58	191	61	76	99	35	20	15	5	175	68	5	175	68	5	175	68			
There is a lack of options for public charging where I live or travel	240	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	-	-	-	-	-	-			
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	70	59	51	129	53	45	89	24	8	11	4	134	42	-	-	-	-	-	-		
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	23	11	6	4	119	37	-	-	-	-	-	-		
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	-	-	-	-	-	-			
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	-	-	-	-	-	-			
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	-	-	-	-	-	-			
I have heard negative things from friends and family	97	89	38	29	-	-	4	48	51	97	85	47	30	2	-	-	2	30	49	88	11	86	1	1	10	21	2	12	33	48	21	27	68	29	26	48	10	5	4	3	74	18	-	-	-	-	-	-			
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	-	-	-	-	-	-			
The dealership has recommended against it	34	13	5	4	-	-	-	6	5	34	11	4	2	4	-	-	2	10	6	8	4	10	1	-	1	7	1	2	8	10	2	3	12	3	1	6	1	4	2	-	-	-	-	-	-	-	-	-	-		
Other reasons	20	16	14	-	-	-	2	5	13	20	18	14	1	1	-	-	1	12	19	4	16	-	-	-	1	5	-	1	6	13	3	4	16	4	7	5	5	-	1	1	13	6	-	-	-	-	-	-			
I don't know	2	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/h/u/d - z/h/f/g/h - z/d/f/g/h - z/m/n/o/p - z/a/h - z/h/u/v/w/x/y - z/A/P/K/D/R - z/P/R/M/N/U/A/M  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (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	10**	7**	10**	13**	10**	8**	1**	6**	4**	2**	12**	15**	11**	18**	6**	5**	2**	1**	6**	5**
100%	100%	2%**	1%**	2%**	2%**	2%**	2%**	***	1%**	1%**	***	2%**	3%**	2%**	3%**	1%**	1%**	***	***	1%**	1%**
I am worried about the range, or distance electric vehicles can travel on one charge	302	6	*	2	5	2	1	1	5	3	1	10	6	4	10	3	2	1	1	1	1
They are more expensive to buy or lease, compared with a petrol, diesel or hybrid vehicle	298	62%	7%	20%	35%	24%	13%	100%	81%	73%	54%	83%	41%	34%	54%	54%	36%	22%	100%	13%	11%
I have concerns about the reliability or lifespan of the batteries in electric vehicles	266	15%	39%	19%	18%	9%	17%	*	16%	27%	70%	18%	58%	48%	42%	21%	51%	-	-	51%	83%
I can't charge at home	252	3	1	4	6	3	4	43%	73%	73%	54%	33%	47%	20%	39%	52%	57%	22%	100%	13%	11%
I simply prefer petrol or diesel vehicles	245	27%	16%	41%	50%	29%	46%	43%	25%	-	30%	55%	35%	39%	52%	21%	27%	-	-	13%	13%
There is a lack of options for public charging where I live or travel	245	4	2	4	5	5	4	*	3	4	1	2	4	4	1	-	2	1	-	4	3
I am worried about the running costs being higher	181	41%	26%	40%	38%	49%	52%	43%	54%	100%	46%	16%	28%	38%	3%	-	29%	50%	-	72%	70%
I have read negative things about electric cars (online and elsewhere)	160	4	3	3	5	5	4	1	3	-	1	6	7	5	8	5	2	1	1	3	3
The environmental impact of the production and disposal of electric vehicle batteries	155	39%	47%	33%	42%	51%	45%	100%	40%	-	30%	48%	49%	51%	45%	91%	45%	29%	100%	48%	51%
I do not believe petrol, diesel and hybrid vehicles will be phased out by the government	119	*	-	3	3	3	3	*	*	-	-	1	2	1	2	1	1	1	-	1	1
Other reasons	20	4%	-	25%	22%	29%	30%	43%	6%	-	-	11%	17%	11%	12%	9%	12%	22%	-	15%	30%
Don't know	2	6	4	5	5	4	3	-	3	3	*	1	5	4	5	2	3	-	-	-	1
	29%	58%	57%	45%	36%	39%	33%	-	49%	73%	24%	11%	32%	34%	27%	34%	58%	-	-	-	24%
	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%
	97	4	2	1	3	2	1	-	1	-	1	2	2	4	2	1	-	1	-	2	2
	18%	14%	-	8%	15%	13%	7%	-	18%	-	30%	16%	17%	36%	11%	24%	-	22%	-	35%	40%
	92	40%	32%	9%	24%	22%	17%	43%	54%	73%	24%	-	4%	6%	4%	-	12%	-	-	-	13%
	14	2	*	1	1	1	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-
	17%	19%	6%	10%	10%	13%	-	43%	14%	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	7%	5%	4%	-	6%	-	-	-	24%	-	-	-	-	-	-	-	-	-	-
	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

PUBLIC  
IPSON

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 DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING							PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE					
	TOTAL (J)	ANY YES (K)	NO (L)	PETROL (M)	DIESEL (N)	HYBRID (O)	EV (P)	OTHER (Q)	NO VEHICLE (R)	ICE (S)	EV OR HYBRID (T)	OWN IT OUTRIGHT BUYING (U)	OWN IT OUTRIGHT OTHER MEANS (V)	LEASING IT (W)	BUYING IT ON FINANCE (X)	SOME OTHER WAY (Y)	OWN OUTRIGHT (Z)	LEASE/ FINANCE (AA)	SOCIAL/ DOMESTIC/ PLEASURE (AB)	COMMUTING (AC)	USE AS PART OF MY WORK (AD)	RARELY DRIVE (AE)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (AF)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (AG)	OFF-STREET IN A SHARED CAR PARK (AH)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (AI)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (AJ)	ON STREET (AK)	ON STREET (AL)	ON STREET (AM)	ON STREET (AN)	CURRENTLY DRIVE (AO)	NOT CURRENTLY BUT HAVE IN THE PAST (AP)	NEVER DRIVEN, HAVE BEEN PASSENGER (AQ)	NEVER DRIVEN, NOR BEEN A PASSENGER (AR)	WITHIN THE NEXT YEAR (AS)	IN THE NEXT 3 YEARS (AT)	IN THE NEXT 10 YEARS (AU)	EVER BUY (AV)									
UNWEIGHTED BASE	833	833	-	222	152	71	11	6	25	213	62	417	187	55	6	642	145	706	335	105	74	65	449	477	60*	177	52*	555	230	221**	63*	285	434	121	503	793	834											
WEIGHTED BASE	834	834	-	222	152	71	11	6	25	213	62	417	187	55	6	642	145	706	335	105	74	65	449	477	60*	177	52*	555	230	221**	63*	285	434	121	503	793	834											
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	205	14	26	69	16	246	85	10	33	125	183	49	204	338	354											
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	311	311	-	202	70	20	3	1	13	272	23	176	57	22	37	4	232	59	262	125	33	6	152	20	29	66	20	201	87	4	23	121	160	34	177	295	311											
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											
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 public charging where I live or travel	272	272	-	176	55	24	1	3	12	231	25	146	62	18	28	4	208	47	228	110	32	8	135	12	21	68	16	168	85	5	22	106	136	32	164	266	272											
If electric vehicles were better suited to my daily needs (e.g., range or size, etc.)	176	176	-	110	41	14	2	1	7	150	17	103	28	15	19	2	131	33	145	81	24	4	102	6	9	34	12	117	46	4	18	72	81	27	104	172	176											
If the environmental impact of the production and disposal of electric vehicle batteries was lower	161	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	22	96	155	161											
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											
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 models available to choose from	100	100	-	71	13	8	1	4	4	84	8	61	19	7	10	-	80	17	82	46	9	2	58	5	8	17	6	71	23	1	6	36	57	17	61	99	100											
If my friends and family were more positive about them	74	74	-	53	11	2	1	3	2	66	3	45	14	4	5	3	59	8	58	34	13	1	37	6	4	12	8	46	20	2	4	32	36	7	53	73	74											
If the car dealership recommended it	34	34	-	25	2	4	2	-	-	28	5	12	9	3	10	-	21	12	23	13	4	2	14	2	3	11	1	19	12	2	7	12	12	4	21	32	34											
Other reasons	42	42	-	24	10	5	-	1	1	34	5	20	15	2	4	*	34	6	39	13	*	*	28	*	1	6	4	29	10	3	3	11	25	6	19	36	42											
Don't know	96	96	-	57	24	9	-	-	6	81	9	50	21	9	8	1	72	17	87	24	6	*	47	6	4	22	9	57	31	*	9	24	62	13	64	92	96											

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i) - z/n/m/n/o/p/q - z/r/h/h/u - z/v/w/h/y/N/B/C - z/D/R/P/R - z/N/D/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.



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

15 May 2023

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

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

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

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

Proportions/Mean: 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

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

**17TH - 22ND APRIL 2025**

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**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**

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

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

15 May 2025

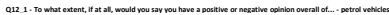
Q12\_1 - To what extent, if at all, would you say you have a positive or negative opinion overall of... - petrol vehicles

Base: All adults aged 18-75 in the UK

	TOTAL	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		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-£49999	£50000+	URBAN	RURAL	
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	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
100%	100%	49%	50%	11%	19%	15%	18%	33%	41*	11%	8%	9%	7%	9%	8%	14%	16%	3%	5%	21%	67%	33%	35%	35%	27%	27%	10%	24%	21%	25%	32%	32%	15%
(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%	cerB	25%	21%	17%	26%	18%	23%	26%	19%	24%	27%	24%	27%	23%	19%	23%	21%	30%	16%	26%	23%	22%	24%	23%	23%	23%	23%	19%	21%	27%	23%	23%	23%
(1) Fairly positive	799	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%	kuaE	35%	33%	32%	31%	36%	37%	33%	42%	32%	29%	36%	37%	41%	41%	35%	39%	26%	40%	36%	35%	31%	34%	34%	32%	35%	27%	36%	36%	36%	33%	40%	
(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%	aD	26%	33%	33%	27%	33%	28%	29%	31%	28%	30%	41%	24%	28%	51	27%	31%	31%	34%	24%	22%	29%	32%	30%	29%	29%	30%	32%	32%	29%	25%	31%	26%
(-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%	y	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%	
(-2) Very negative	70	45	23	11	14	13	12	20	1	8	7	3	4	5	2	5	20	2	9	3	42	29	40	31	26	44	20	19	12	17	63	4	
3%	b	4%	2%	4%	3%	3%	3%	3%	1%	3%	4%	2%	3%	3%	1%	2%	6%	2%	5%	4%	3%	4%	3%	3%	3%	3%	5%	3%	2%	3%	3%	1%	
Mean	0.67	0.68	0.66	0.5	0.66	0.57	0.71	0.75	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	0.64	0.79	
xAE	cpu	xAE					c	zce					pr	p		p		pr			zu					x							
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	
57%	bcpu	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%	
xAE	zb	xAE					c	c				kp							zhkm	oq	zu				zy		iD						
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%	bhky	13%	10%	14%	15%	12%	10%	10%	5%	13%	12%	6%	10%	9%	11%	10%	16%	8%	18%	13%	11%	13%	12%	11%	11%	9%	15%	11%	11%	10%	12%	9%	
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%	axx	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%	
axx	zB	zB																								x							

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

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Base: All adults aged 18-75 in the UK

## 15 May 2025

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
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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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY				
	TOTAL (z)	DRIVING - AGREE					DRIVING DISAGREE					DRIVING - AGREE					DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	61	62	38	41	33	2	9	19	25	58	93	85	63	43	42	13	9	33	45
	34%	37%	37%	36%	33%	40%	35%	37%	58%	34%	33%	32%	30%	30%	26%	33%	30%	49%	52%	41%	32%
	n											n								p	
(0) Neither positive nor negative	664	19	40	43	31	24	22	1	*	11	16	40	86	73	67	25	41	6	3	22	39
	30%	22%	24%	25%	27%	24%	23%	17%	3%	20%	21%	22%	27%	26%	28%	19%	30%	24%	14%	28%	28%
	ko											o			o						
(-1) Fairly negative	185	10	21	23	16	9	13	2	2	8	14	24	52	43	39	16	25	2	4	8	20
	8%	12%	13%	13%	14%	9%	13%	28%	14%	14%	18%	13%	17%	15%	16%	12%	18%	8%	19%	10%	14%
		z	z	z	z		z				z	z	z	z	z		zs			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				p	
	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				p	
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	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) ineligible for sig testing

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

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

	TOTAL	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	2241	1082	1113	268	415	382	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1749	992	375	544	515	653	1800	326	
	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	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	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%	11%	9%	10%	10%	17%	11%	14%		
	buE	zb			zcfq												hn		zhij klmnopq r	zu													
(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%	
	ju			fg	zfg	g			mnopq r							m																	
(0) Neither positive nor negative	699	312	374	84	122	127	143	223	30	65	69	76	52	78	41	96	88	35	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		za						n		inpr	zinp	r	n	n	n	n	n								zx	D						
(-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%	16%	21%	19%	23%	18%	20%	18%	22%	19%	20%	20%	
	dhst v							zcdle f							zhik mga	hs	hs																
(-2) Very negative	299	165	128	26	36	53	61	123	9	38	19	25	13	33	34	46	33	12	30	6	184	115	184	115	104	195	48	83	68	75	247	46	
	13%	15%	11%	10%	8%	13%	15%	16%	11%	16%	10%	13%	8%	16%	18%	15%	11%	11%	16%	10%	12%	16%	14%	12%	13%	14%	12%	14%	13%	14%	13%	14%	
	bdt						d	zcd						lp					i														
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	
	pmu v			zce fg		g			n	n	n	n	n	n	n	n	n	n	n	n	klmnop qr	zu											
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	
	13%	36%	30%	36%	46%	35%	28%	27%	39%	35%	29%	31%	35%	26%	27%	31%	38%	35%	35%	35%	36%	28%	31%	36%	35%	32%	30%	32%	32%	41%	32%	36%	
	bfgm uvE		zb		zcef g				mn							mn					lmnopqr s	zu											
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 t					d		zede f		s				hs	zhij klmnopq r s	hs	hs	s	hs														
Don't know	59	10	47	11	5	11	14	17	4	11	5	1	4	7	7	4	8	3	4	1	43	16	26	32	15	44	16	20	11	6	52	6	
	3%	1%	4%	4%	1%	3%	3%	2%	4%	5%	3%	1%	2%	3%	4%	1%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	3%	2%	1%	3%	2%
	anxD		za		d				k	ko																	D	D					

Proportions/Mean: 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

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.









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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	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																			
		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
	p	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		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/Mean: 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.







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17TH -23RD APRIL 2025  
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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 (as in or self-charged)

Base: All adults aged 18-75 in the UK

	TOTAL (N)	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE									
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED										
		(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)								
UNWEIGHTED BASE	2241	1043	520	500	743	252	395	358	589	1261	743	1172	877	111	770	175	654	471	172	119	208	430	743	477	877	1170	606	708	554	1554	487	567	810	373	173	852	17	1572	613	714									
WEIGHTED BASE	2241	1014	528	851	669	262	743	373	546	1273	742	1112	905	256	742	349	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	396	201	128*	15**	1468	74										
(2) Very positive	336	167	107	263	220	67	129	9	35	219	162	336	270	45	56	-	32	141	191	77	89	69	25	166	235	260	142	112	78	253	82	80	139	80	13	18	1	219	110										
(1) Fairly positive	777	355	182	435	305	116	290	45	125	422	252	777	487	135	329	-	123	171	593	44	128	195	79	172	367	446	294	269	196	563	213	214	284	153	67	46	6	498	268										
(0) Neither positive nor negative	703	316	299	246	166	186	286	316	386	276	216	-	136	186	286	-	306	176	336	326	446	476	326	406	446	416	386	346	326	386	316	176	326	406	336	386	386	346	376										
(-1) Fairly negative	225	123	70	11	22	19	74	122	119	171	95	-	21	18	61	225	186	25	196	8	7	22	32	15	37	69	76	73	71	149	76	64	95	28	20	14	1	160	62										
(-2) Very negative	125	66	76	*	7	12	33	74	64	92	59	-	6	12	35	125	113	11	112	-	6	7	7	6	13	20	54	34	34	88	37	29	59	17	11	7	-	88	35										
Mean	0.45	0.49	0.49	1.12	1.07	0.79	0.55	-0.56	-0.1	0.41	0.5	1.3	1.11	0.72	0.53	-1.36	-0.35	0.96	0.32	1.37	1	0.73	0.34	1.12	0.93	0.8	0.52	0.46	0.36	0.49	0.36	0.45	0.4	0.67	0.26	0.42	0.47	0.42	0.51										
Positive (NET)	1112	522	289	698	525	183	419	54	180	640	414	1112	757	180	426	-	154	312	785	122	217	264	104	339	602	706	436	380	274	817	296	294	423	233	79	64	7	717	376										
Negative (NET)	189	186	206	16	46	126	146	526	336	216	216	-	36	126	136	1006	466	96	176	66	46	76	166	56	66	86	176	136	176	156	176	166	176	126	166	176	76	176	146										
Don't know	76	26	16	16	16	16	16	26	16	16	16	-	7	1	11	-	7	2	66	-	3	10	5	3	12	17	13	22	29	35	41	19	20	12	8	2	2	40	23										

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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.



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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	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
(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%	50%	53%	52%	50%	55%	51%	50%	49%
		z	z	z	z	z	z			z	z	z		z	z	z	z			z	z
(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	16
	31%	9%	11%	10%	12%	10%	15%	10%	19%	7%	9%	11%	12%	10%	10%	11%	10%	10%	4%	11%	12%
	abcde fijklmno pst						ij														
(-1) Fairly negative	225	2	5	8	7	5	7	*	1	3	4	4	5	3	3	4	3	1	2	-	2
	10%	3%	3%	5%	6%	5%	7%	6%	6%	5%	5%	2%	1%	1%	1%	3%	2%	5%	8%	-	2%
	abckl mnopst																				
(-2) Very negative	125	4	1	2	1	3	-	-	3	3	-	*	-	-	*	*	-	-	*	-	-
	6%	5%	1%	1%	1%	3%	-	-	20%	5%	-	*	-	-	*	*	-	-	2%	-	-
	bcd fjklmnop st	bcd							f												
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
		z	ze	z	z	z	z			z	zf	z	z	zk	z	z	z			z	z
Positive (NET)	1112	70	142	145	93	83	76	5	9	46	66	156	269	251	214	111	121	22	15	71	122
	50%	82%	85%	84%	81%	82%	78%	84%	54%	82%	86%	86%	86%	89%	88%	86%	87%	85%	85%	89%	87%
		z	z	z	z	z	z			z	zf	z	z	z	z	z	z			z	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	1	1	1	1	2	-	-	-	1	-	1	1	1	1	-	1	-	-	-	-
	3%	1%	*	*	1%	2%	-	-	-	1%	-	*	*	*	*	-	1%	-	-	-	-
	bcklm not																				

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

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

Base: All adults aged 18-75 in the UK

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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Base: All adults aged 18-75 in the UK

15 May 2025

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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%	62%	46%	48%	70%	76%	29%	78%	76%	32%	42%	45%	36%	37%	43%	32%	26%	53%	44%
		z	zade	zade	z	z	z			z	z	z	zkn	zkn	z	z	z			z	z
(1) Fairly positive	551	31	46	49	43	38	17	-	4	8	14	122	182	155	155	81	79	18	13	38	78
	25%	37%	28%	29%	38%	37%	17%	-	23%	15%	19%	68%	58%	55%	64%	63%	57%	68%	74%	47%	56%
		zb			zbc	zbc						zlm	z	z	zlm	zm	z			z	z
(0) Neither positive nor negative	601	5	10	7	8	5	4	-	1	2	3	-	-	-	-	-	-	-	-	-	-
	27%	6%	6%	4%	7%	5%	4%	-	6%	3%	4%	-	-	-	-	-	-	-	-	-	-
	abcde fijklmno pst																				
(-1) Fairly negative	341	3	6	4	5	5	5	*	2	-	1	-	-	-	-	-	-	-	-	-	-
	15%	4%	3%	3%	4%	5%	6%	8%	16%	-	1%	-	-	-	-	-	-	-	-	-	-
	abcde fijklmno pst						j														
(-2) Very negative	313	6	2	4	5	6	3	1	4	3	-	-	-	-	-	-	-	-	-	-	-
	14%	7%	1%	2%	5%	6%	3%	16%	26%	5%	-	-	-	-	-	-	-	-	-	-	-
	bcdef ijklmnop st	bc		b	b	b															
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	70	149	157	97	87	84	5	8	52	74	181	313	284	242	129	139	26	18	80	141
	40%	83%	89%	91%	84%	85%	88%	76%	53%	92%	95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		z	zad	zade	z	z	z			z	zf	z	z	z	z	z	z			z	z
Negative (NET)	654	9	8	8	10	10	8	2	7	3	1	-	-	-	-	-	-	-	-	-	-
	29%	11%	5%	5%	9%	10%	9%	24%	42%	5%	1%	-	-	-	-	-	-	-	-	-	-
	abcd efijklm nopst	bc			bc	bc	j														
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

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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

	Luxurious	Enjoyable	Familiar	Safe	No-nonsense	Technologically advanced	Powerful	Innovative	Good value for money
UNWEIGHTED BASE	2241	2241	2241	2241	2241	2241	2241	2241	2241
WEIGHTED BASE	2241	2241	2241	2241	2241	2241	2241	2241	2241
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%

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

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

	TOTAL (a)	GENDER			AGE					REGION															WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		MAN (b)	WOMAN (c)		18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (aa)	£20000-£34999 (ab)	£35000-£54999 (ac)	£55000+ (ad)	URBAN (ae)	RURAL (af)				
UNWEIGHTED BASE	2241	1093	1113	268	415	392	435	731	116	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1349	992	375	544	515	653	1800	326					
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326					
100%	49%	49%	50%	11%	19%	18%	18%	33%	45*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	55%	22%	57%	43%	30%	64%	18%	27%	23%	25%	83%	15%					
Describes fully electric vehicles much better than it does petrol/diesel 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					
12% fghu wydf		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%					
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	256	123	129	62	75	56	30	32	12	31	16	21	21	19	14	27	60	7	23	6	185	71	173	83	121	135	44	56	55	92	225	25					
11% fgvw F		11%	12%	25%	18%	14%	7%	4%	13%	13%	9%	11%	13%	9%	7%	9%	19%	7%	12%	9%	12%	10%	13%	9%	15%	9%	11%	9%	11%	17%	12%	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% bcdp AE		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%					
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	151	74	73	17	37	26	15	55	5	25	13	5	7	17	8	24	23	8	10	5	111	40	88	62	61	90	23	47	31	36	123	22					
7% fk AE		7%	6%	7%	9%	6%	4%	7%	6%	11%	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					
7% pvnE		8%	6%	6%	5%	5%	8%	10%	6%	5%	7%	7%	9%	8%	8%	7%	4%	5%	12%	16%	7%	8%	6%	9%	6%	8%	9%	6%	7%	7%	6%	10%					
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					
24% fcdq uwvBF		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%					
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%	12%	16%	14%	10%	13%	16%	12%	15%	11%	13%	17%	25%	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% cdD		7%	9%	2%	4%	8%	8%	11%	9%	7%	9%	4%	10%	11%	4%	9%	8%	5%	9%	8%	7%	10%	8%	8%	7%	8%	9%	9%	9%	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 x D		9%	17%	9%	7%	13%	16%	16%	17%	11%	18%	13%	14%	14%	16%	12%	6%	19%	13%	10%	11%	16%	12%	15%	8%	16%	17%	14%	14%	5%	13%	14%					

Proportions/Mean: 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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

D13 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? - Laurious

Base: All adults aged 18-75 in the UK

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
	TOTAL (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	YES (n)	NO (n)	YES (n)	NO (n)	WITHIN THE NEXT YEAR (n)	1 TO 3 YEARS (n)	3 TO 10 YEARS (n)	MORE THAN 10 YEARS (n)	IN THE NEXT 3 YEARS (n)	IN THE NEXT 10 YEARS (n)	EVER BUY (n)	YES (n)	RECALL HEARING SOMETHING (n)	NO (n)	YES/RECALL HEARING (n)	NO/DON'T KNOW (n)	BOUGHT ON MORTGAGE (n)	OWNED OUTRIGHT (n)	RENTED PRIVATE (n)	RENTED L.A./ COUNCIL (n)	RENTED H.A./ TRUST (n)	OTHER (n)	OWNED (n)	RENTED (n)				
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)			
UNWEIGHTED BASE	2241	1043	528	540	744	285	389	358	346	1261	743	1173	1077	111	778	133	654	424	1778	119	208	430	243	477	177	1170	606	791	554	1554	147	507	810	373	173	89	17	1572	613						
WEIGHTED BASE	2241	1014	528	551	669	262	343	373	546	1273	742	1112	1055	256	742	349	654	424	1778	119	208	430	243	477	177	1170	606	791	551	1561	147	507	887	386	201	128*	15**	1468	714						
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	225	123	83	170	169	57	102	12	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						
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						
Describes both equally	911	450	197	368	267	106	365	152	234	565	312	486	362	81	335	115	269	156	767	46	116	191	117	162	353	470	350	337	224	686	245	256	384	151	77	48	6	640	276						
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	153	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 much better than it does fully electric vehicles	162	91	61	40	21	15	44	56	85	128	78	52	23	11	44	67	110	19	142	4	11	16	21	15	31	52	75	48	38	123	38	30	81	18	12	16	2	111	46						
Describes electric vehicles better than petrol/diesel 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						
Describes petrol/diesel vehicles better than electric vehicles (NET)	176	62	23	39	29	15	51	34	47	84	43	55	48	30	63	38	65	14	158	4	7	24	22	11	35	56	49	76	50	125	51	49	74	24	12	11	4	124	47						
Don't know	291	74	32	35	18	15	60	38	56	115	54	70	48	30	90	56	79	15	257	1	13	24	17	14	38	55	54	95	108	150	141	73	99	47	25	22	3	172	93						

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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	275	25	59	58	35	34	31	1	3	20	26	38	89	83	56	31	44	1	2	24	42
	12%	30% z	35% z	34% z	30% z	33% z	32% z	12%	19%	35% z	34% z	21% z	28% zkn	29% zkn	23% z	24% z	32% z	3%	14%	29% z	30% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	256	17	30	34	22	22	22	2	1	9	15	34	50	47	43	30	16	7	2	14	20
	11%	20% z	18% z	20% z	19% z	22% z	23% z	34%	6%	16% z	20% z	19% z	16% z	16% z	18% z	23% zlm	11%	27%	9%	18%	15%
Describes both equally	931	34	63	63	43	32	32	2	7	21	30	77	130	114	107	44	58	14	10	28	62
	42% e	40% e	38%	36%	37%	31%	34%	38%	43%	38%	38%	42% o	42%	40%	44% o	34%	42%	53%	57%	35%	44%
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% bcjlm npt	2%	1%	3% b	5% b	5% b	4% j	6%	10%	1%	1%	4% l	2%	4% l	3%	3%	1%	4%	-	4%	3%
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% z	53% z	54% z	49% z	55% z	55% z	45%	25%	51% z	54% z	40% z	44% z	46% z	41% z	48% z	43% z	29%	23%	47% z	44% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	312	6	12	14	10	11	9	1	3	5	4	22	29	30	23	21	12	4	4	10	13
	14% bcjl	7%	7%	8%	9%	11%	9%	16%	18%	9%	5%	12%	9%	10%	10%	16% lmn	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 jklmn ot	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 pst	-	1%	1%	2%	2%	1%	-	11%	-	1%	3%	1%	1%	2%	-	-	-	-	-	-

Proportions/Mean: 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.



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

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

	TOTAL (z)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326	
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	18%	18%	33%	45*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	15%	5%	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	15%
Describes fully electric vehicles much better than it does petrol/diesel vehicles	201	120	80	24	83	41	22	30	5	20	17	20	13	14	13	14	56	7	15	5	162	38	140	60	112	88	33	39	32	92	183	13	
	9% bfao uwvBCF	11% zb	7%	9%	20% zcef	10% fg	5%	4%	6%	8%	10%	10% o	8%	6%	7%	5%	18% zhik Imnoqrs	7%	8%	8%	11%	5%	11%	6%	14%	6%	8%	6%	6%	17% zABC	10% zF	4%	
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% bfay	11% zb	8%	20% zefg	14% zfg	10% g	6%	4%	7%	9%	6%	8%	7%	9%	7%	9%	17% zhik Imnoqrs	6%	9%	9%	8%	10%	8%	10%	8%	12% zv	8%	7%	9%	8%	13% zAC	10%	7%
Describes both equally	866	427	430	102	153	150	182	279	31	100	67	71	62	79	80	130	198	43	72	23	592	273	514	351	304	561	146	243	208	209	723	119	
	39%	39%	38%	40%	36%	37%	44%	37%	35%	41%	37%	37%	38%	37%	43%	42%	34%	40%	39%	37%	39%	38%	40%	37%	38%	39%	37%	40%	40%	38%	39%	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	
	12% x	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%	18%	16%	12%	15%	17%	11%	13%	11%	13%	8%	11%	18%	19%	12%	15%	12%	14%	12%	14%	14%	13%	14%	10%	12%	18%	
									16% p	22% p	15% p	17% p	11% p	13%	11%	13%	10% p	11%	18% p	19% p													
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% bfao wvCF	22% zb	15%	29% zefg	34% zefg	20% fg	12%	8%	13%	18%	16%	18%	15%	15%	14%	14%	35% zhik kImnoqrs	13%	17%	15%	21% zu	13%	21% zw	15%	26% zv	14%	16%	16%	15%	30% zABC	20% zF	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% zccff	27% p	21%	25%	28% p	26%	27% p	26%	25% p	18%	22%	26% p	36% zpqd	24%	27%	23%	26%	22%	26% x	24%	25%	25%	23%	23%	32% zE	
Describes neither well	114	48	62	5	13	21	24	50	4	10	9	8	13	18	5	17	16	4	8	4	76	38	63	51	41	74	26	26	27	23	92	18	
	5% c	4%	5%	2%	3%	5%	6%	7%	5%	4%	5%	4%	8%	8%	3%	5%	5%	3%	4%	6%	5%	5%	5%	5%	5%	5%	7%	4%	5%	4%	5%	5%	
Don't know	303	88	209	20	37	49	63	134	17	37	32	25	21	27	28	40	24	23	25	4	179	124	141	161	75	228	66	88	81	28	249	50	
	14% acdp tvxD	8%	19%	8%	9%	12%	15%	18%	20% ps	15% ps	18% ps	13%	13%	12%	15% ps	13%	8%	22% zmoq	14%	6%	12%	17% zF	11%	17% zv	9%	16% zx	17% D	15% D	15% D	5%	13%	15%	

Proportions/Mean: 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

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

15 May 2025

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSOS

15 May 2025

D13 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

	TOTAL	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE						
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED		
		(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	
UNWEIGHTED BASE	2241	1043	528	540	743	282	88	38	346	1261	742	1112	877	311	742	125	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	613	714	
WEIGHTED BASE	2241	1043	528	540	743	282	88	38	346	1261	742	1112	877	311	742	125	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	613	714	
Describes fully electric vehicles much better than it does petrol/diesel vehicles	201	66	49	125	141	73	84	22	13	89	73	154	167	50	74	15	10	91	109	44	66	35	13	110	144	157	69	70	55	140	61	41	89	40	15	12	3	130	67		
9% agho ov		6%	9%	15%	21%	28%	11%	6%	2%	7%	10%	14%	18%	19%	10%	4%	1%	21%	6%	31%	23%	8%	5%	26%	17%	14%	9%	9%	9%	9%	9%	7%	10%	10%	7%	10%	17%	9%	9%		
Describes fully electric vehicles a little better than it does petrol/diesel 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% ehap r		10%	13%	16%	18%	14%	8%	3%	3%	8%	12%	15%	17%	14%	8%	1%	3%	19%	7%	22%	16%	13%	8%	18%	15%	14%	11%	8%	9%	10%	8%	7%	10%	10%	14%	8%	12%	9%	11%		
Describes both equally	866	402	195	359	285	93	126	128	170	497	269	487	405	90	311	83	179	158	701	42	138	199	101	180	380	481	306	309	233	615	251	256	313	168	78	32	7	570	278		
39% hops cj		40%	37%	42%	43%	35%	44%	14%	34%	39%	36%	44%	40%	35%	42%	24%	27%	37%	39%	31%	47%	48%	41%	42%	40%	44%	40%	39%	38%	39%	37%	44%	35%	43%	39%	25%	47%	39%	39%		
Describes petrol/diesel vehicles a little better than it does fully electric 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% dmt w		14%	13%	13%	9%	10%	12%	15%	18%	13%	13%	11%	8%	7%	12%	16%	18%	10%	12%	11%	7%	13%	15%	8%	11%	12%	14%	11%	9%	13%	9%	12%	12%	11%	10%	14%	4%	12%	11%		
Describes petrol/diesel vehicles much better than it does fully electric vehicles	291	189	102	59	21	13	98	99	167	246	140	81	40	14	78	116	204	28	258	3	12	27	48	15	42	90	128	101	60	229	62	60	145	32	24	27	*	205	83		
13% cdek Imnqtu wvzCFH		19%	19%	7%	3%	5%	13%	27%	31%	19%	19%	7%	4%	5%	10%	33%	31%	6%	10%	3%	4%	7%	19%	4%	5%	8%	17%	13%	10%	15%	9%	10%	16%	8%	12%	21%	2%	14%	12%		
Describes electric vehicles better than 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 pF		17%	22%	31%	39%	12%	20%	9%	5%	15%	22%	29%	33%	33%	18%	6%	4%	41%	13%	53%	39%	21%	14%	44%	33%	28%	20%	17%	18%	19%	17%	14%	20%	20%	21%	17%	29%	18%	20%		
Describes petrol/diesel vehicles better than electric vehicles (NET)	500	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 Imnqtu wvzCFH		33%	32%	19%	13%	15%	26%	42%	48%	33%	21%	18%	12%	12%	22%	49%	49%	17%	26%	13%	11%	20%	35%	12%	16%	20%	31%	24%	19%	27%	18%	23%	28%	19%	22%	36%	6%	26%	23%		
Describes neither well	114	38	14	20	12	8	30	22	35	46	22	28	23	22	43	30	44	9	105	2	3	16	11	6	21	32	22	52	38	74	40	28	49	16	12	7	*	78	36		
5% abdc kqctw xH		4%	3%	2%	2%	3%	4%	6%	6%	4%	3%	3%	3%	2%	6%	9%	7%	2%	6%	2%	1%	4%	4%	1%	3%	3%	3%	7%	6%	6%	5%	5%	6%	4%	6%	6%	2%	5%	5%		
Don't know	303	75	32	43	23	13	53	31	49	119	57	81	46	27	88	45	84	13	272	1	5	29	17	6	35	51	52	105	117	157	145	81	102	49	24	21	2	183	94		
14% abdc fghikq stuvwxyA Z		7%	6%	5%	3%	5%	7%	8%	9%	9%	8%	7%	5%	11%	12%	13%	13%	1%	2%	1%	2%	7%	7%	1%	4%	5%	7%	13%	19%	10%	21%	14%	11%	13%	12%	16%	10%	12%	13%		

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/h/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - z/s/t/u/v/w/x/y - z/A/B/C/D/R - z/P/G/H/I/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 30522 and with the Ipsos Terms and Conditions.



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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	201	17	47	48	29	25	32	1	2	17	25	25	67	64	44	23	36	1	2	20	34
	9%	20% z	28% z	28% z	25% z	25% z	34% z	20% z	15% z	30% z	33% z	14% z	22% zk	23% zk	18% z	18% z	26% z	3% z	14% z	25% z	24% 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% zd	22% z	19% z	18% z	21% z	17% z	-	16% z	22% z	18% z	19% z	18% z	18% z	18% z	21% z	19% zst	-	13% z	11% z	13% z
Describes both equally	866 39%	27 32%	62 37%	65 38%	41 35%	32 31%	36 38%	3 46%	4 28%	20 36%	33 43%	75 41%	138 44%	125 44%	107 44%	46 36%	63 45%	19 74%	8 44%	38 48%	74 52% 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
	12% fjlp t	14%	8%	8%	12%	14% bc	4%	18%	19%	8% j	2%	14% lm	8%	9%	12% l	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 jklmnopst	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% z	50% z	47% z	43% z	46% z	51% z	20% z	31% z	52% z	50% z	33% z	40% z	41% zk	36% z	39% z	45% zt	3% z	27% z	36% z	36% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	550	16	20	23	22	23	10	2	7	6	4	36	38	37	36	31	9	4	5	10	12
	25% bcfi jlmnpst	19% b	12%	13%	20% bc	22% bc	10% j	34%	41%	10%	5%	20% lmn	12%	13%	15%	24% lmn	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%	- -	- -	- -

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.



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

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

	TOTAL (d)	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326		
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326		
100%	100%	49%	50%	11%	19%	15%	18%	33%	45*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%	58%	32%	57%	43%	36%	54%	18%	27%	28%	25%	83%	15%		
Describes fully electric vehicles much better than it does petrol/diesel 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		
6% b/a/hv		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%		
		zb		fg	zefg	k				h	zhkn or			hino			zhno			h					zv									
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	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		
7% b/a/o		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%		
		zb		zfg	zfg	fg					o						zhil mnoqr				zu				zv					z		zF		
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%	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%		
		zb		k	k		k							ilm	jl															zAC				
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% a		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%		
						f							a	pa						a					z				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% dptE		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%		
				d		d	zode		p			zkkm		kpo		p		p	p	p		zt									zE			
Describes electric vehicles better than petrol/diesel vehicles (NET)	292	185	103	54	111	61	21	46	6	37	34	26	13	28	14	25	75	10	17	9	228	64	186	106	146	146	53	66	58	104	264	19		
13% b/a/g ouvF		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%		
		zb		zfg	zefg	fg				hno	zhkn oar						zhkl moors				zu		zw		zv					zABC		zF		
Describes petrol/diesel vehicles better than electric vehicles (NET)	1124	525	587	108	165	197	214	439	48	112	85	91	103	112	108	160	119	49	101	35	725	399	653	471	407	717	185	323	278	260	891	197		
50% cdpT E		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%		
						d	cd	zode	p				zjk opq	p	p	p		p	p	p		zt								zE				
Describes neither well	483	39	41	9	16	10	14	34	3	4	7	5	9	9	5	11	17	6	4	4	51	32	43	40	23	60	28	14	17	13	71	8		
4% xD		4%	4%	4%	4%	2%	3%	5%	3%	2%	4%	2%	5%	4%	3%	4%	6%	5%	2%	6%	3%	4%	3%	4%	3%	4%	7%	2%	3%	2%	4%	3%		
																i				i							zBCD							
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% adbnv D		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%		
			za			cd	cd		p		p			p			p	p					zv		zv		D	D	D					

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 formulas 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.





25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
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15 May 2025

D13 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
	TOTAL (N)	PETROL (O)	DIESEL (O)	HYBRID (O)	EV (O)	PETROL (O)	DIESEL (O)	HYBRID (O)	EV (O)	PETROL (O)	DIESEL (O)	HYBRID (O)	EV (O)	PETROL (O)	DIESEL (O)	HYBRID (O)	EV (O)	YES (O)	NO (O)	WITHIN THE NEXT YEAR (O)	1 TO 3 YEARS (O)	3 TO 10 YEARS (O)	MORE THAN 10 YEARS (O)	IN THE NEXT 3 YEARS (O)	IN THE NEXT 10 YEARS (O)	EVER BUY (O)	YES (O)	RECALL HEARING SOMETHING (O)	NO (O)	YES/RECALL HEARING (O)	NO/DON'T KNOW (O)	BOUGHT ON MORTGAGE (O)	OWNED OUTRIGHT (O)	RENTED PRIVATE (O)	RENTED L.A./ COUNCIL (O)	RENTED H.A./TRUST (O)	OTHER (O)	OWNED (O)	RENTED (O)						
		(O)	(O)	(O)	(O)																																								
UNWEIGHTED BASE	2241	1043	528	540	743	252	88	38	346	1261	743	112	377	311	743	133	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	613	714					
WEIGHTED BASE	1536	726	241	255	359	123	57	24	15	526	326	50	18	116	226	426	226	106	67	24	41	18	15	65	84	98	47	43	36	90	39	31	53	34	3	5	-	84	42						
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	17%	14%	4%	6%	15%	10%	9%	17%	6%	5%	6%	6%	6%	5%	6%	9%	2%	4%	-	6%	6%					
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						
Describes both equally	495	201	127	232	207	65	142	39	58	264	159	282	258	64	147	26	62	133	156	20%	16%	9%	8%	17%	13%	12%	8%	7%	7%	8%	8%	5%	8%	8%	13%	5%	-	6%	9%						
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	413	213	84	207	138	49	186	51	103	242	128	267	214	63	187	47	97	67	383	37%	30%	24%	19%	35%	30%	27%	152	183	142	335	160	135	185	92	46	28	2	320	166						
Describes petrol/diesel vehicles much better than it does fully electric vehicles	670	389	180	188	101	55	260	202	306	484	249	266	152	37	236	179	361	71	594	15%	16%	29%	18%	16%	22%	21%	23%	20%	23%	23%	23%	23%	20%	20%	21%	19%	26%	51%	20%	21%					
Describes electric vehicles better than petrol/diesel vehicles (NET)	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							
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						
Describes neither well	83	24	13	15	11	6	17	15	16	40	22	21	17	13	22	28	41	9	72	1	1	13	5	3	16	21	17	32	34	49	34	9	40	15	13	3	1	50	32						
Don't know	247	56	30	33	18	12	38	26	36	91	55	59	38	17	59	42	63	13	218	1	9	25	16	11	36	51	50	75	95	125	122	73	81	30	22	14	4	155	66						

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/h/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 30522 and with the Ipsos Terms and Conditions.



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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	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% z	16% z	8%	7%	19% z	17% z	9%	12% zn	11% zn	7%	15% zkn	10% z	4%	17% zp	17% z	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% zklm	11% z	18% z	10% z	18% z	12% z
Describes both equally	495	25	56	58	33	22	34	2	1	16	30	45	103	91	69	26	47	7	2	20	51
	22%	30% e	33% ze	34% ze	29% e	22% e	35% z	38%	8%	29% z	38% z	25% z	33% zko	32% zko	29% zo	21% z	34% z	29% z	12% z	25% zs	36% z
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
	20% bcj	14%	14%	13%	17%	19%	13%	12%	25%	13%	12%	30% zm	25% z	22%	30% zlm	26% z	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% zpt	35% z	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
	50% abcd efijlmp st	29%	26%	28%	38% abc	38% bc	32% j	53%	65%	26%	24%	45%	39%	38%	47% lm	41%	42%	49%	58%	37%	36%
Describes neither well	83	2	3	3	1	1	1	-	-	1	2	7	6	6	6	2	4	-	-	1	4
	4%	3%	2%	2%	1%	1%	1%	-	-	1%	2%	4%	2%	2%	2%	1%	3%	-	-	1%	3%
Don't know	247	1	3	1	2	1	1	-	1	1	*	4	3	1	2	1	-	-	1	1	-
	11%	1%	2%	1%	1%	1%	1%	-	3%	2%	1%	2%	1%	*	1%	1%	-	-	4%	2%	-
	abcde fijklmno pst											n									

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.



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

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

	TOTAL (z)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£50000+ (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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326
100%	100%	49%	50%	11%	19%	18%	18%	33%	43*	11%	8%	9%	7%	9%	8%	14%	14%	5%	6%	3%	55%	22%	57%	43%	25%	54%	15%	27%	23%	25%	83%	15%
Describes fully electric vehicles much better than it does petrol/diesel 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
9% bhf nowyCF		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%
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	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
8% baf		10%	5%	13%	13%	9%	6%	3%	6%	6%	6%	11%	8%	8%	7%	8%	11%	5%	5%	4%	8%	7%	8%	7%	9%	7%	6%	8%	7%	10%	8%	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%	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%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	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
10% x		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 much better than it does fully electric 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
12% dptv x		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%
Describes electric vehicles better than petrol/diesel vehicles (NET)	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
16% blgn uwyaCF		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%
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% dvx		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%
Describes neither well	103	45	55	11	17	18	21	35	7	7	7	12	9	9	8	15	16	3	7	3	65	38	53	51	30	74	30	27	19	17	92	9
5% xjD		4%	5%	4%	4%	4%	5%	5%	8%	3%	4%	6%	6%	4%	4%	5%	5%	3%	4%	4%	4%	5%	4%	5%	4%	5%	8%	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% acdp vxD		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%

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

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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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP								TYPES OF DRIVING				PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL [G]	ANY YES [G]	NO [G]	PETROL [G]	DIESEL [G]	HYBRID [G]	EV [G]	OTHER [G]	NO VEHICLE [G]	ICE [G]	EV OR HYBRID [G]	OWN IT OUTRIGHT BUYING [G]	OWN IT OUTRIGHT MEANS [G]	LEASING IT [G]	BUYING IT ON FINANCE [G]	SOME OTHER WAY [G]	OWN OUTRIGHT [G]	LEASE/ FINANCE [G]	SOCIAL/ DOMESTIC/ PLEASURE [G]	COMMUTIN G [G]	USE AS PART OF MY WORK [G]	RARELY DRIVE [G]	OFF-STREET PRIVATE NEXT TO MY PROPERTY [G]	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY [G]	OFF-STREET IN A SHARED CAR PARK [G]	ON-STREET DIRECTLY IN FRONT OF NEXT TO MY PROPERTY [G]	ON-STREET NOT IN FRONT OF NEXT TO MY PROPERTY [G]	OFF-STREET [G]	ON-STREET [G]	CURRENTLY DRIVE [G]	NOT CURRENTLY BUT HAVE IT PASSENGER [G]	NEVER DRIVEN, HAVE BEEN A PASSENGER [G]	NEVER DRIVEN, NOT BEEN A PASSENGER [G]	WITHIN THE NEXT 12 MONTHS [G]	IN THE NEXT 3 YEARS [G]	IN THE NEXT 10 YEARS [G]	EVER 10 YEARS [G]				
UNWEIGHTED BASE	2241	1596	301	1120	399	243	135	7	317	1519	378	1042	461	120	209	43	1503	335	1593	916	316	64	1021	115	132	456	127	1268	583	237	267	787	903	349	1064	1545	1603				
WEIGHTED BASE	2241	1908	328	1131	399	217	119	9**	344	1530	336	1064	481	132	138	39*	1485	330	1559	862	289	67*	966	115*	132	460	140	1230	600	252	236	777	965	312	1002	1470	1520				
	1301	816	156	506	195	106	56	***	156	686	115	476	203	6	76	66	1556	376	1706	986	316	276	816	116*	126	456	146	1236	606	256	236	776	966	316	1006	1476	1526				
Describes fully electric vehicles much better than it does petrol/diesel vehicles	222	171	21	73	19	39	34	-	26	92	72	82	43	9	28	2	125	38	133	103	41	4	70	12	13	52	15	95	67	55	33	61	39	55	134	162	164				
	9% cvg	9%	6%	6%	5%	18%	28%	-	8%	6%	22%	8%	10%	7%	14%	6%	8%	11%	9%	12%	14%	7%	7%	10%	10%	11%	8%	11%	27%	13%	8%	4%	18%	13%	11%	11%					
	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				
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	8%	8%	5%	6%	7%	12%	20%	22%	6%	6%	15%	8%	11%	13%	5%	1%	8%	8%	7%	8%	14%	8%	6%	16%	11%	8%	10%	7%	9%	19%	12%	7%	4%	13%	10%	9%	9%				
	cvg	cvg				cvg	cvg			cvg	cvg		cvg	cvg							cvg			cvg	cvg					cvg	cvg			cvg	cvg						
Describes both equally	993	861	131	540	175	94	47	1	129	716	141	487	185	67	87	22	671	154	715	401	121	32	475	52	58	195	59	585	254	71	112	406	391	126	449	675	705				
	44%	45%	40%	48%	44%	43%	40%	10%	37%	47%	42%	47%	42%	30%	48%	16%	45%	47%	46%	47%	42%	48%	49%	44%	44%	42%	42%	48%	42%	35%	44%	52%	40%	40%	45%	46%	46%				
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	218	193	23	120	49	24	5	1	17	169	29	108	41	19	25	5	149	44	170	82	31	7	104	9	14	45	19	127	64	19	25	64	105	27	98	160	164				
	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 much better than it does fully electric vehicles	128	239	30	155	63	10	5	3	31	218	15	143	53	9	26	4	196	35	208	95	26	2	137	10	19	54	11	166	66	9	24	74	159	38	125	188	194				
	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%				
	eHD F	eHD F		eHD F	eHD F					eHD F											eHD F																				
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%	17%	11%	12%	12%	30%	49%	22%	13%	12%	36%	14%	21%	20%	20%	7%	16%	20%	16%	20%	28%	14%	11%	24%	21%	20%	21%	11%	20%	47%	23%	15%	8%	11%	23%	20%	20%				
	bcd kvg	bcd kvg		bcd kvg	bcd kvg					bcd kvg											bcd kvg																				
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%	23%	16%	24%	28%	16%	8%	46%	14%	25%	13%	24%	21%	21%	26%	22%	23%	24%	24%	21%	20%	14%	25%	15%	25%	22%	22%	24%	22%	14%	19%	18%	27%	21%	22%	24%	23%				
	bcd of	bcd of		bcd of	bcd of					bcd of											bcd of																				
Describes neither well	103	75	29	45	18	6	2	1	31	63	7	39	24	1	5	3	63	6	53	28	12	4	35	6	3	17	4	44	21	3	8	31	60	6	28	47	78				
	5% smr sdvhd	5%	4%	9%	4%	4%	3%	2%	11%	9%	4%	2%	4%	1%	2%	7%	4%	2%	3%	3%	4%	6%	4%	4%	5%	2%	4%	3%	4%	4%	2%	3%	4%	6%	2%	3%	3%	3%			
	sdvhd	sdvhd		sdvhd	sdvhd					sdvhd											sdvhd																				
Don't know	295	215	79	130	46	19	2	1	90	176	21	119	45	10	16	3	164	26	169	83	18	12	93	11	10	59	17	113	76	5	23	87	168	20	67	102	108				
	13%	11%	24%	12%	11%	9%	2%	12%	26%	12%	6%	11%	10%	8%	8%	8%	11%	8%	11%	10%	6%	17%	10%	9%	7%	13%	12%	9%	13%	7%	2%	9%	11%	17%	7%	7%	7%				
	actv jdnqrs tbdvhd	actv jdnqrs tbdvhd		actv jdnqrs tbdvhd	actv jdnqrs tbdvhd					actv jdnqrs tbdvhd											actv jdnqrs tbdvhd																				

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/o/l/g/h/i/l - 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 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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

D13 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

	TOTAL (N)	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE										
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED						
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)					
UNWEIGHTED BASE	2241	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014
WEIGHTED BASE	2241	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014	1014
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% ahop	7%	9%	a	16%	22%	27%	12%	6%	1%	6%	8	13%	21%	11%	5%	0	20%	6%	30%	24%	8%	5%	26%	17%	14%	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%	8%	14%	13%	16%	12%	6%	3%	2%	7%	11%	12%	15%	14%	7%	2%	2%	16%	6%	16%	17%	11%	8%	16%	14%	12%	8%	8%	6%	8%	7%	7%	7%	11%	6%	8%	2%	7%	9%						
Describes both equally	993	484	212	410	299	102	177	133	234	580	301	558	446	104	375	90	215	178	808	54	129	230	124	184	414	538	379	358	239	737	257	291	387	167	87	45	9	678	299						
	44%	48%	40%	48%	45%	39%	51%	36%	43%	46%	41%	50%	49%	40%	51%	26%	33%	42%	45%	39%	45%	56%	50%	43%	49%	49%	49%	45%	43%	39%	47%	38%	50%	44%	43%	43%	35%	61%	46%	42%					
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	318	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%	11%	10%	10%	8%	10%	10%	15%	13%	12%	12%	8%	6%	7%	7%	15%	16%	8%	10%	6%	6%	13%	13%	6%	9%	10%	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%	16%	17%	6%	4%	4%	11%	27%	27%	17%	17%	7%	4%	2%	9%	32%	29%	7%	13%	5%	4%	5%	14%	5%	5%	7%	13%	12%	12%	12%	11%	10%	13%	11%	13%	18%	2%	12%	13%						
Describes electric vehicles better than petrol/diesel vehicles (NET)	1363	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						
	15%	23%	29%	38%	38%	18%	18%	9%	4%	13%	19%	25%	33%	35%	18%	6%	3%	36%	11%	41%	40%	18%	13%	42%	30%	26%	18%	16%	13%	17%	14%	14%	16%	20%	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						
	27%	28%	16%	12%	14%	14%	21%	41%	40%	29%	30%	16%	11%	20%	16%	47%	44%	15%	23%	11%	11%	17%	28%	11%	14%	17%	23%	21%	22%	22%	20%	19%	24%	22%	19%	31%	13%	22%	23%						
Describes neither well	103	30	18	20	16	9	24	19	21	52	25	32	20	21	33	28	40	13	87	3	2	15	7	6	21	28	25	39	36	64	39	17	42	16	15	7	*	59	39						
	50%	3%	3%	2%	2%	3%	3%	3%	3%	4%	3%	3%	3%	3%	8%	5%	6%	3%	5%	2%	1%	4%	3%	1%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
Don't know	295	73	27	36	20	14	54	34	52	111	57	68	38	17	87	45	89	15	266	3	11	21	17	14	35	52	47	99	122	146	149	81	104	43	24	17	2	185	84						
	13%	7%	5%	4%	3%	4%	5%	9%	9%	9%	8%	6%	4%	7%	12%	13%	14%	4%	15%	2%	4%	5%	7%	3%	4%	5%	6%	12%	20%	9%	22%	14%	12%	11%	12%	14%	16%	13%	13%	12%					

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



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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	192	22	42	39	24	23	26	1	4	19	21	28	73	69	46	26	37	1	1	18	34
	9%	25% z	25% z	22% z	21% z	22% z	26% z	12% z	28% z	34% z	27% z	15% z	23% zk	24% zkn	19% z	20% z	27% z	5% z	7% z	23% z	24% 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% z	20% z	14% z	13% z	15% z	15% z	13% z	17% z	16% z	11% z	4% z	15% z	9% z	11% z
Describes both equally	993	31	66	73	41	35	42	4	6	22	38	87	143	132	118	54	70	22	12	45	77
	44%	37%	39%	42%	36%	34%	43%	64%	36%	39%	49%	48%	46%	47%	49%	42%	50%	86%	68%	56%	55%
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
	10% 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% bklnm 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% z	45% z	43% z	44% z	47% z	45% z	20% z	48% z	48% z	40% z	30% z	38% zk	38% zk	35% z	36% z	37% z	9% z	23% z	32% z	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
	22% 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	2	3	2	2	1	1	-	-	*	2	9	9	7	5	4	4	-	-	-	1
	5% bct	3%	2%	1%	2%	1%	1%	-	-	1%	2%	5% n	3%	2%	2%	3%	3%	-	-	-	1%
Don't know	295	-	4	3	1	1	2	-	-	2	1	4	6	5	4	4	1	*	-	1	*
	13% abcde fijklmno pst	-	2%	1%	1%	1%	2%	-	-	4%	2%	2%	2%	2%	2%	3%	1%	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) 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.



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

	TOTAL	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		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		
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	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326		
100%	49%	49%	50%	11%	13%	18%	18%	23%	43*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	2%	15%	22%	57%	45%	26%	54%	13%	27%	23%	25%	83%	15%		
Describes fully electric vehicles much better than it does petrol/diesel vehicles	137	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		
7% bfaw yF		9% zb	5%	11% zfg	14% zefg	7% fg	3%	4%	3%	9%	7%	6%	6%	6%	4%	5%	12% zhmno	6%	7%	11% hn	8% zu	4%	8% zw	5%	10% zv	5%	5%	5%	6%	13% zABC	7%	4%		
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	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		
8% bfu wyF		10% zb	6%	12% zfg	17% zefg	9% fg	3%	4%	11% lq	6%	9%	8%	4%	7%	5%	6%	17% zijklmmnqrs	4%	8%	5%	9% zu	6%	10% zw	6%	12% zv	6%	7%	7%	7%	12% zABC	9% zF	4%		
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%			
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	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		
14%	12%	15%	17% d	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 much better than it does fully electric 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		
19% dpx E		20%	18%	13%	14%	16%	23% zcde</td <td>23% zcde</td> <td>19%</td> <td>17%</td> <td>22% p</td> <td>18%</td> <td>23% p</td> <td>20%</td> <td>20%</td> <td>19%</td> <td>14%</td> <td>21%</td> <td>23% p</td> <td>21%</td> <td>18%</td> <td>21%</td> <td>19%</td> <td>19%</td> <td>16%</td> <td>21% x</td> <td>19%</td> <td>22% D</td> <td>17%</td> <td>17%</td> <td>18%</td> <td>27% zE</td>	23% zcde	19%	17%	22% p	18%	23% p	20%	20%	19%	14%	21%	23% p	21%	18%	21%	19%	19%	16%	21% x	19%	22% D	17%	17%	18%	27% zE		
Describes electric vehicles better than petrol/diesel vehicles (NET)	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		
15% bfgu uwvF		19% zb	12%	23% zefg	31% zcef	16% fg	7%	8%	14%	14%	16%	14%	10%	13%	9%	11%	30% zhih klmnoar s	10%	15%	16%	18% zu	10%	18%	11%	22% zv	11%	12%	13%	13%	25% zABC	16% zF	8%		
Describes petrol/diesel vehicles better than electric vehicles (NET)	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		
33% dpxE		32%	33%	30%	25%	31%	35% d zcd	38% d zcd	35% p	35% p	34%	29%	40%	36%	33%	34%	23%	32%	33%	34%	31%	35%	33%	33%	29%	35% x	32%	35%	33%	29%	31%	42% zE		
Describes neither well	171	81	84	15	29	28	25	74	8	16	12	15	16	18	17	26	12	15	10	5	107	64	97	74	59	112	42	43	37	33	137	29		
8% p		7%	7%	6%	7%	7%	6%	10% zF</td <td>8%<!-- p</td--><td>7%</td><td>7%</td><td>8%</td><td>10%<!-- p</td--><td>9%<!-- p</td--><td>8%<!-- p</td--><td>4%<!-- zijk</td--><td>15% p</td><td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	8% p</td <td>7%</td> <td>7%</td> <td>8%</td> <td>10%<!-- p</td--><td>9%<!-- p</td--><td>8%<!-- p</td--><td>4%<!-- zijk</td--><td>15% p</td><td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	7%	7%	8%	10% p</td <td>9%<!-- p</td--><td>8%<!-- p</td--><td>4%<!-- zijk</td--><td>15% p</td><td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	9% p</td <td>8%<!-- p</td--><td>4%<!-- zijk</td--><td>15% p</td><td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td></td></td>	8% p</td <td>4%<!-- zijk</td--><td>15% p</td><td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td></td>	4% zijk</td <td>15% p</td> <td>6%<!-- zijk</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td></td>	15% p	6% zijk</td <td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td></td>	8% </td <td>7%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td></td>	7% </td <td>8%<!--</td--><td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td></td>	8% </td <td>7%<!--</td--><td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td></td>	7% </td <td>9%<!--</td--><td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td></td>	9% </td <td>8%<!--</td--><td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td></td>	8% </td <td>7%<!--</td--><td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td></td>	7% </td <td>8%<!--</td--><td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td></td>	8% </td <td>10%<!--</td--><td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td></td>	10% </td <td>7%<!--</td--><td>7%</td><td>6%</td><td>7%</td><td>9%</td></td>	7% </td <td>7%</td> <td>6%</td> <td>7%</td> <td>9%</td>	7%	6%	7%	9%		
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% active D		9%	21%	12%	9%	15% d</td <td>17% zcd</td> <td>18% zcd</td> <td>15%<!-- D</td--><td>15%<!-- D</td--><td>14%<!-- p</td--><td>14%<!--</td--><td>14%</td><td>17%<!--</td--><td>14%</td><td>14%</td><td>11%<!-- zB</td--><td>22%<!-- zB</td--><td>16%<!--</td--><td>13%<!--</td--><td>13%<!--</td--><td>19%<!-- zF</td--><td>13%<!--</td--><td>18%<!-- zB</td--><td>10%<!--</td--><td>18%<!-- zA</td--><td>18%<!-- D</td--><td>15%<!-- D</td--><td>17%<!-- D</td--><td>7%<!--</td--><td>15%<!--</td--><td>16%<!--</td--></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td></td>	17% zcd	18% zcd	15% D</td <td>15%<!-- D</td--><td>14%<!-- p</td--><td>14%<!--</td--><td>14%</td><td>17%<!--</td--><td>14%</td><td>14%</td><td>11%<!-- zB</td--><td>22%<!-- zB</td--><td>16%<!--</td--><td>13%<!--</td--><td>13%<!--</td--><td>19%<!-- zF</td--><td>13%<!--</td--><td>18%<!-- zB</td--><td>10%<!--</td--><td>18%<!-- zA</td--><td>18%<!-- D</td--><td>15%<!-- 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Proportions/Mean: 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 formulas used. \* small base

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

15 May 2025

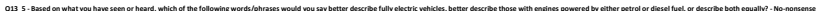
Q13\_5 - Based on what you have seen or heard, which of the following words/phrases would you say better describe fully electric vehicles, better describe those with engines powered by either petrol or diesel fuel, or describe both equally? - No response

Base: All adults aged 18-75 in the UK

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS					ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (a)	NO (a)	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 (l)	LEASING IT (m)	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 PRIVATE NOT NEXT TO MY PROPERTY (w)	OFF-STREET IN A SHARED CAR PARK (x)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON STREET (ab)	CURRENTLY DRIVE (ac)	NOT CURRENTLY BUY HAVE IN THE PAST (ad)	NEVER DRIVEN HAVE BEEN PASSENGER (ae)	NEVER DRIVEN, NOR BEEN A PASSENGER (af)	WITHIN THE NEXT YEAR (ag)	IN THE NEXT 3 YEARS (ah)	IN THE NEXT 10 YEARS (ai)	EVER BUY (aj)						
UNWEIGHTED BASE	2241	1936	301	1120	399	263	185	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1208	583	237	267	797	903	349	1054	1545	1001						
WEIGHTED BASE	2241	1908	339	1131	399	217	119	9**	344	1530	336	1044	441	132	138	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	965	312	1002	1470	1526						
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% cdFG	7%	6%	4%	4%	19% zcdh	27% zcdh	-	5%	4%	22% zcdh	7%	7%	10%	10%	7%	7%	10%	7%	10%	12%	5%	6%	9%	7%	8%	10%	6%	9%	26% zEFG	10% FG	5%	4%	14% zJK	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% chdv	9%	6%	6%	9%	15% zcdh	23% zcdh	34%	5%	7%	18% zcdh	7%	11%	10%	14%	5%	8% k	12% zdp	8%	10%	14%	11%	6%	17% zvb	8%	11%	13%	7%	11%	22% G	11% G	8%	4%	16% zJK	13% zJK	10% z	10% z						
Describes both equally	663	566	97	352	105	60	36	2	102	458	96	296	133	50	61	12	429	111	454	261	88	22	308	31	33	134	32	371	167	64	81	255	256	87	302	449	470						
	30%	30%	29%	31%	26%	28%	30%	18%	30%	30%	29%	28%	30%	38%	31%	32%	29%	34%	29%	30%	30%	34%	32%	32%	26%	25%	29%	23%	30%	28%	31%	32%	33%	27%	28%	30%	31%	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						
	14% D	14%	11%	15%	16%	11%	8%	9%	11%	15%	10%	14%	15%	13%	14%	8%	14%	13%	14%	14%	16%	20%	15%	20%	19%	11%	14%	16%	11%	8%	12%	15%	14%	10%	14%	15%	15%						
Describes petrol/diesel vehicles much better than it does fully electric vehicles	428	396	31	255	99	26	7	3	36	355	34	247	82	18	31	9	329	49	362	164	43	4	228	18	30	81	28	276	109	17	43	139	226	60	187	312	323						
	19% beff	21%	9%	23%	25%	12%	6%	28%	11%	23%	10%	24%	19%	14%	16%	23%	22%	15%	23%	19%	15%	6%	24%	15%	22%	18%	20%	23%	18%	9%	17%	18%	23%	19%	19%	21%	21%						
Describes electric vehicles better than petrol/diesel vehicles (NET)	340	300	40	113	50	74	59	3	35	163	133	141	80	26	47	5	221	73	227	170	75	10	119	30	19	88	32	169	120	98	55	105	74	93	226	271	279						
	15% chdv	16%	12%	10%	13%	34% zcdh	50% zcdh	34%	10%	11%	40% zcdh	13%	18%	20%	24%	12%	15%	22%	15%	20%	26%	16%	12%	25%	15%	19%	23%	14%	20%	48% zEFG	21% zFG	14%	8%	30%	23%	18%	18%						
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% beff	35%	20%	37%	41%	24%	14%	37%	21%	38%	20%	38%	34%	26%	29%	31%	37%	28%	37%	33%	31%	26%	38%	35%	42%	28%	35%	38%	30%	16%	29%	33%	37%	30%	32%	36%	36%						
Describes neither well	171	133	38	91	22	14	3	1	38	113	17	71	33	6	33	4	104	20	107	59	16	6	60	6	11	40	8	78	48	3	19	67	80	19	64	97	99						
	8% stvdD	7%	13%	8%	5%	7%	2%	11%	11%	11%	7%	7%	7%	5%	7%	11%	7%	6%	7%	7%	6%	9%	6%	5%	9%	6%	6%	8%	1%	7%	9%	9%	6%	6%	7%	6%							
Don't know	335	244	89	153	58	18	4	-	95	212	22	143	46	15	19	5	189	33	192	91	20	10	111	10	13	68	19	135	87	5	29	97	193	20	85	120	129						
	15% aeff	13%	27%	14%	15%	8%	3%	-	28%	14%	7%	14%	10%	11%	9%	14%	13%	10%	12%	11%	7%	16%	11%	8%	10%	15%	14%	11%	15%	2%	11%	12%	20%	6%	8%	8%	8%						

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/n/j/k/h/i/l - z/h/i/n/a/b/p/q - z/h/i/z/u - z/z/m/n/h/v/A/B/C - z/D/R/F/G - z/N/I/U/K  
Overlap formulas used: \* small base; \*\* very small base (under 30) ineligible for sig testing

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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHANGED TV / RUG- IN HYBRID				EVER BUY - EV				POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES				TENURE												
		TOTAL (N)	PETROL (P)	DIESEL (D)	HYBRID (H)	EV (E)	PETROL (P)	DIESEL (D)	HYBRID (H)	EV (E)	PETROL (P)	DIESEL (D)	HYBRID (H)	EV (E)	PETROL (P)	DIESEL (D)	HYBRID (H)	EV (E)	YES (Y)	NO (N)	WITHIN THE NEXT YEAR (Y)	1 TO 3 YEARS (Y)	3 TO 10 YEARS (Y)	MORE THAN 10 YEARS (Y)	IN THE NEXT 3 YEARS (Y)	IN THE NEXT 5 YEARS (Y)	IN THE NEXT 10 YEARS (Y)	EVER BUY (Y)	YES (Y)	NO (N)	YES/RECALL HEARING SOMETHING (Y)	NO (N)	YES/RECALL HEARING SOMETHING (Y)	NO (N)	BOUGHT ON MORTGAGE (Y)	OWNED OUTRIGHT (Y)	RENTED PRIVATE (Y)	RENTED LA/ COUNCIL (Y)	RENTED H.A/ TRUST (Y)	OTHER (Y)	OWNED (Y)	RENTED (Y)
UNWEIGHED BASE WEIGHTED BASE	2241	1043	552	680	748	290	768	318	546	1261	742	742	1179	977	281	775	323	604	479	1730	139	308	450	343	477	927	1170	806	768	594	1094	647	562	910	381	173	109	17	1522	663		
	2241	1043	552	680	748	290	768	318	546	1273	742	742	1182	980	286	775	323	604	479	1778	139	308	454	343	480	937	1091	771	791	617	680	580	887	380	173	109	17	1568	714			
	1000	636	436	536	636	122	336	176	246	576	376	376	506	426	116	376	176	276	206	766	66	136	176	116	186	386	456	246	546	256	266	356	656	176	76	656	136	276	636	276		
Describes fully electric vehicles much better than it does petrol/ diesel 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%	6%	8%	13%	17%	20%	8%	4%	1%	6%	7%	11%	14%	20%	8%	3%	1%	18%	4%	22%	19%	8%	1%	20%	20%	14%	11%	9%	5%	7%	7%	6%	7%	8%	13%	7%	8%					
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	184	87	53	119	112	45	66	18	14	98	83	145	143	38	52	11	10	74	108	33	58	33	19	91	124	143	71	74	36	145	39	38	75	37	23	5	3	113	66			
	8%	9%	10%	14%	17%	17%	9%	5%	3%	8%	11%	13%	16%	15%	7%	3%	2%	18%	6%	24%	20%	8%	8%	21%	15%	13%	9%	9%	6%	9%	6%	7%	8%	10%	11%	4%	18%	8%	9%			
Describes both equally	663	293	164	291	247	74	227	71	110	372	213	372	329	71	229	59	106	140	514	45	109	155	75	155	309	348	227	240	182	468	195	180	261	133	53	29	2	441	215			
	30%	29%	31%	34%	37%	28%	30%	19%	20%	29%	29%	31%	36%	28%	31%	17%	16%	33%	29%	33%	38%	37%	30%	36%	37%	37%	30%	30%	30%	29%	30%	29%	31%	29%	34%	20%	23%	14%	30%	30%		
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	303	155	79	135	78	32	119	51	93	183	103	162	120	24	122	44	102	49	251	15	24	75	48	3	2	14	162	110	106	85	215	88	38	110	54	29	19	2	197	102		
	14%	13%	15%	16%	12%	12%	16%	14%	17%	14%	14%	15%	13%	9%	16%	13%	16%	12%	14%	11%	8%	18%	20%	19%	9%	13%	13%	14%	13%	14%	14%	13%	15%	12%	14%	15%	15%	15%	13%	14%		
Describes petrol/diesel vehicles much better than it does fully electric vehicles	428	271	135	9																																						

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	157	22	41	40	22	22	21	1	3	15	22	24	50	47	35	22	23	1	5	11	22
	7%	26% z	25% z	23% z	19% z	21% z	21% z	17% z	18% z	27% z	28% z	13% z	16% z	16% z	14% z	17% z	16% z	4% z	27% z	14% z	16% 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% z	26% z	23% z	22% z	20% z	22% z	-	7% z	17% z	25% zi	12% z	15% z	19% zklm	14% z	17% z	18% z	5% z	8% z	21% z	20% z
Describes both equally	663	22	47	51	33	32	33	1	5	18	21	68	114	98	91	47	52	14	6	24	49
	30%	26% z	28% z	30% z	29% z	32% z	34% z	19% z	30% z	32% z	27% z	37% z	36% z	35% z	37% z	36% z	37% z	55% z	32% z	31% z	35% z
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% j	8% j	11% j	11% a	14% a	14% a	12% j	30% j	7% j	7% j	6% j	17% j	12% j	13% j	14% j	16% j	10% j	25% j	17% j	13% j	8% j
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% bc	5% b	9% b	9% b	6% j	34% j	34% j	9% j	3% j	7% j	6% j	5% j	7% j	6% j	6% j	7% j	3% j	11% j	8% j
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% zd	50% zde	50% zde	46% z	41% z	41% z	43% z	17% z	25% z	43% z	53% zf	25% z	31% z	35% zkn	28% z	34% zk	34% z	9% z	35% z	35% z	36% 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% j	14% j	17% j	23% bc	23% b	18% j	63% j	42% j	16% j	9% j	24% j	19% j	18% j	21% j	21% j	16% j	32% j	20% j	24% j	16% j
Describes neither well	171	3	7	7	6	2	2	-	1	4	6	15	32	25	23	8	15	*	1	7	14
	8% ef	4% e	4% e	4% e	5% e	2% e	2% e	-	3% f	7% f	8% f	8% e	10% f	9% f	10% f	6% f	11% e	1% e	7% e	9% e	10% e
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% p	3% p	3% p	2% p	2% p	2% p	-	-	2% p	3% p	5% p	3% p	4% p	4% p	2% p	1% p	2% p	6% p	2% p	3% p

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

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25-025907-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 22ND APRIL 2025  
PUBLIC  
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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

Base: All adults aged 18-75 in the UK

	TOTAL	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£30000-£34999 (B)	£35000-£49999 (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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
100%	49%	49%	50%	11%	19%	15%	18%	32%	45%	11%	8%	9%	7%	6%	8%	16%	16%	5%	6%	3%	65%	35%	57%	43%	25%	54%	15%	27%	23%	25%	85%	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	
	27% fgvw f	27%	26%	35% zfg	37% zfg	31% fg	20%	19%	21%	27%	23%	28%	27%	26%	20%	26%	32% zfh	25%	30% n	26%	27%	25%	29% zw	23%	31% zv	24%	25%	24%	26%	35% zABC	28% zF	19%	
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% zv	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	32	40	19	412	182	329	264	206	387	109	176	128	128	473	101	
	26% cdD	28%	25%	20%	18%	24%	32%	32%	23%	28%	26%	28%	23%	28%	31%	28%	23%	30%	22%	30%	27%	25%	26%	28%	26%	27%	27%	29%	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 z	6%	3%	8%	5%	7%	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	
	4% bE	6%	3%	4%	4%	3%	4%	6%	9%	4%	4%	4%	3%	5%	5%	4%	3%	2%	5%	10% zijk opq	4%	5%	4%	5%	4%	5%	6%	4%	4%	4%	4%	6%	
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% fgvw	51%	51%	61%	64%	52%	46%	42%	42%	48%	47%	51%	58%	48%	46%	48%	61%	48%	57% h	46%	51%	50%	56% zw	45%	58% zv	47%	46%	47%	54% A	62% zABC	52%	46%	
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% bfvE	12%	7%	12%	10%	10%	6%	9%	13%	12%	9%	7%	6%	10%	11%	8%	7%	11%	16% zklp	9%	9%	8%	11% v	9%	10%	9%	10%	9%	10%	9%	8%	9%	12%
Describes neither well	69	32	37	2	9	12	14	32	4	3	9	7	8	9	4	12	7	2	3	2	43	27	30	40	15	54	22	14	10	11	57	9	
	3% cve	3%	3%	1%	2%	3%	3%	4%	4%	1%	5%	3%	5%	4%	2%	4%	2%	2%	2%	4%	3%	4%	2%	4%	2%	4%	6%	2%	2%	2%	3%	3%	
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% acdps vxD	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%	

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

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15 May 2025

D13 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

Base: All adults aged 18-75 in the UK

	TOTAL (N)	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	YES/RECALL HEARING	NO/DONT KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)
UNWEIGHTED BASE	2241	1014	528	540	743	282	305	358	349	1261	742	1112	805	311	723	133	654	424	1772	10	208	430	743	477	177	1170	606	726	554	1554	647	567	4930	273	173	854	17	1572	613	714		
WEIGHTED BASE	2241	1014	528	540	743	282	305	358	349	1261	742	1112	805	311	723	133	654	424	1772	10	208	430	743	477	177	1170	606	726	554	1554	647	567	4930	273	173	854	17	1572	613	714		
Describes fully electric vehicles much better than it does petrol/diesel vehicles	995	250	129	303	278	112	242	77	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		
27%g ghio onvdcg		25%	25%	36%	42%	43%	32%	21%	16%	22%	25%	37%	43%	50%	33%	14%	12%	37%	24%	44%	43%	34%	18%	43%	39%	34%	30%	23%	28%	26%	27%	26%	23%	33%	33%	25%	34%	24%	32%	32%		
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	549	268	140	241	192	68	207	76	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% gdcg		26%	26%	28%	29%	26%	28%	20%	23%	26%	26%	30%	29%	25%	28%	18%	20%	28%	24%	26%	31%	29%	31%	29%	29%	30%	25%	28%	21%	26%	20%	29%	23%	25%	20%	24%	33%	25%	23%			
Describes both equally	993	286	148	192	128	49	176	109	172	358	205	238	174	34	163	105	224	89	498	28	54	102	70	82	185	255	219	215	147	434	159	132	262	91	52	29	1	414	172			
26% cdcf krmqgw xy		28%	28%	28%	23%	19%	19%	24%	29%	42%	28%	28%	21%	19%	13%	22%	30%	34%	21%	28%	20%	19%	25%	28%	19%	22%	23%	28%	27%	24%	28%	23%	28%	29%	24%	26%	23%	8%	28%	24%		
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	99	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%	7%	6%	6%	5%	4%	6%	5%	6%	7%	5%	5%	5%	4%	6%	7%	5%	5%	6%	4%	5%	7%	5%	5%	5%	5%	5%	5%	5%	5%	5%	3%	6%	5%	7%	5%	-	5%	5%		
Describes petrol/diesel vehicles much better than it does fully electric vehicles	99	63	38	27	13	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	*	f	67	30		
4% cdm twxy		6%	7%	3%	2%	4%	5%	11%	11%	6%	7%	2%	2%	1%	4%	13%	10%	5%	4%	3%	2%	2%	5%	2%	2%	3%	4%	4%	5%	4%	4%	3%	5%	4%	3%	8%	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	463	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%	70%	69%	60%	41%	39%	49%	51%	67%	72%	75%	63%	32%	32%	65%	48%	70%	74%	63%	49%	73%	68%	63%	54%	51%	49%	53%	47%	55%	47%	58%	53%	49%	69%	50%	55%			
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	*	135	68			
9% kltx f		12%	14%	9%	9%	9%	9%	18%	17%	12%	14%	7%	7%	6%	8%	20%	17%	10%	9%	9%	6%	7%	12%	7%	7%	8%	10%	9%	9%	9%	9%	6%	11%	8%	10%	13%	2%	9%	10%			
Describes neither well	69	28	14	6	3	2	13	18	26	42	17	8	5	6	17	27	39	5	62	-	2	7	9	2	8	18	21	22	27	42	27	14	29	11	8	5	*	42	24			
3% cdcf lqkxwy		3%	3%	1%	*	1%	2%	5%	5%	3%	2%	1%	1%	2%	2%	8%	6%	1%	3%	-	1%	1%	2%	1%	2%	3%	2%	3%	3%	3%	4%	3%	4%	3%	3%	4%	4%	4%	2%	3%	3%	
Don't know	226	57	22	31	11	9	42	26	45	96	42	45	17	8	53	38	69	13	108	1	3	16	18	4	20	39	35	79	85	113	113	60	84	30	15	13	3	144	58			
50% abdcie lqkmoq stwayydt		4%	4%	8%	2%	3%	6%	7%	8%	7%	7%	7%	2%	3%	7%	7%	11%	3%	11%	*	1%	1%	2%	7%	1%	2%	3%	5%	5%	14%	14%	10%	9%	11%	8%	7%	10%	19%	10%	8%		

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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

Base: All adults aged 18-75 in the UK

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	595	34	75	79	43	37	52	3	7	35	44	74	161	137	117	50	79	6	7	38	75
	27%	40% z	45% z	46% zde	37% z	37% z	54% z	55% z	45% z	63% z	57% z	41% z	51% zko	48% zo	48% zko	39% z	57% z	22% z	37% z	48% z	53% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	549	24	45	46	28	28	24	1	3	9	16	58	85	80	69	43	35	8	6	23	42
	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 lmnopst	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% l	4%	5% l	5%	11% zlmn	-	10%	10%	5% p	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% Int	4%	2%	3% b	6% b	7% b	4% j	6%	5%	2%	1%	2%	2%	3%	1%	3%	1%	7%	3%	2%	1%
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% z	71% zd	73% zde	62% z	64% z	78% z	73% z	65% z	79% z	78% z	73% z	79% z	76% z	77% z	72% z	82% z	53% z	68% z	77% z	83% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	208	10	12	14	14	14	7	*	3	3	3	18	16	22	15	18	2	4	2	6	2
	9% ljpt	11%	7%	8%	12% b	13% b	7%	6%	16%	5%	3%	10% l	5%	8% l	6%	14% lmn	1%	17%	13%	7% pt	2%
Describes neither well	69 3% clmnp t	- -	2 1%	1 *	2 1%	2 2%	1 1%	- -	- -	- -	- -	1 1%	2 1%	1 *	2 1%	1 1%	- -	- -	- -	- -	- -
Don't know	226 10% abcde fijkimno pst	- -	1 1%	1 1%	3 2%	2 2%	* 1%	- -	2 11%	- -	* 1%	2 1%	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -

Proportions/Mean: 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

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

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

	TOTAL (z)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1749	992	375	544	515	653	1800	326	
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
100%	49%	50%	51%	19%	18%	18%	18%	31%	45*	11%	8%	9%	7%	9%	8%	14%	14%	9%	6%	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	209	118	89	34	73	38	33	31	6	22	24	19	11	20	16	12	50	7	18	5	167	42	137	71	107	101	34	44	31	94	184	19	
9% bapw wyCF		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%	
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% bapq uyf		11%	6%	11%	15%	9%	7%	5%	6%	11%	10%	8%	9%	6%	4%	10%	13%	3%	7%	9%	10%	4%	10%	7%	11%	7%	6%	8%	9%	12%	9%	5%	
Describes both equally	723	364	350	81	112	125	165	240	26	72	48	72	56	79	79	96	84	43	53	17	476	247	410	313	242	481	131	204	161	182	592	114	
32% dpx		33%	31%	32%	26%	31%	40%	32%	29%	30%	26%	37%	34%	37%	42%	31%	27%	41%	29%	27%	31%	34%	32%	33%	30%	33%	33%	33%	31%	33%	32%	35%	
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	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	
17% f		18%	16%	18%	18%	19%	13%	17%	14%	18%	10%	16%	18%	15%	17%	23%	19%	12%	16%	16%	17%	17%	17%	17%	18%	17%	15%	16%	21%	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% f		17%	16%	15%	13%	15%	16%	21%	25%	18%	17%	13%	13%	16%	13%	17%	13%	18%	22%	30%	16%	18%	16%	17%	16%	17%	17%	17%	17%	15%	15%	22%	
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% bapw wyF		21%	14%	24%	32%	18%	15%	9%	12%	20%	23%	18%	15%	15%	13%	13%	29%	10%	17%	17%	21%	10%	20%	15%	25%	14%	15%	15%	15%	29%	19%	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%	40%	36%	27%	29%	31%	31%	30%	40%	32%	29%	38%	46%	33%	35%	34%	33%	34%	33%	33%	32%	38%	31%	32%	39%	
Describes neither well	71	30	38	5	6	15	11	34	1	3	10	1	9	8	4	12	14	2	6	1	42	29	40	31	24	47	12	22	17	10	65	5	
3% dD		3%	3%	2%	2%	4%	3%	5%	1%	1%	6%	1%	5%	4%	2%	4%	4%	1%	3%	2%	3%	4%	3%	3%	3%	3%	3%	4%	3%	2%	3%	2%	
Don't know	297	79	215	24	36	53	56	128	16	32	32	30	22	27	26	36	26	19	26	5	177	120	144	153	66	232	67	94	67	29	247	46	
13% adpvr xID		7%	19%	9%	9%	13%	14%	17%	18%	13%	18%	15%	14%	13%	14%	12%	8%	18%	14%	8%	12%	17%	11%	16%	8%	16%	17%	15%	13%	13%	13%	14%	

Proportions/Mean: 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

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

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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE					
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT AFTER BUYING (l)	OWN IT OUTRIGHT OTHER MEANS (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN OUTRIGHT (q)	LEASE/ FINANCE (r)	SOCIAL/ DOMESTIC/ PLEASURE (s)	COMMUTIN G (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (w)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON-STREET (ac)	CURRENTLY DRIVE (ad)	NOT CURRENTLY BUT HAVE IN THE PAST (ae)	NEVER DRIVEN, HAVE BEEN PASSENGER (af)	NEVER DRIVEN, NOR BEEN A PASSENGER (ag)	WITHIN THE NEXT YEAR (ah)	IN THE NEXT 3 YEARS (ai)	IN THE NEXT 10 YEARS (aj)	EVER BUY (ak)									
UNWEIGHTED BASE	2241	1300	941	1131	899	217	119	9**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	965	312	1002	1470	1526									
100%	83%	15%	50%	18%	10%	5%	***	15%	68%	15%	47%	20%	6%	9%	29*	66%	15%	70%	38%	13%	3%	43%	59*	6%	21%	6%	54%	27%	9%	12%	33%	43%	14%	45%	66%	68%										
Describes fully electric vehicles much better than it does petrol/diesel vehicles	209	185	24	88	19	38	41	-	22	106	79	91	47	11	29	5	139	41	141	117	42	7	96	34	11	47	15	121	62	60	39	73	33	50	132	168	170									
9% cdG		10%	7%	8%	5%	18%	35%	-	6%	7%	24%	9%	11%	9%	15%	14%	9%	12%	9%	14%	14%	11%	10%	12%	8%	10%	11%	10%	10%	29%	15%	9%	3%	16%	13%	11%	11%									
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% bhd		9%	4%	8%	10%	13%	16%	9%	3%	9%	14%	8%	12%	17%	8%	15%	9%	12%	8%	10%	16%	14%	9%	16%	7%	8%	14%	9%	10%	19%	13%	8%	6%	14%	12%	11%	11%									
Describes both equally	723	626	95	383	125	74	34	4	96	507	108	350	139	83	59	13	489	112	520	284	89	23	310	43	48	181	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%	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%	18%	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% baf DEFH		17%	12%	18%	23%	9%	7%	10%	14%	19%	8%	18%	16%	13%	18%	20%	17%	16%	19%	16%	14%	9%	19%	16%	17%	15%	18%	18%	16%	7%	10%	14%	23%	12%	16%	18%	18%									
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%	11%	16%	15%	30%	50%	9%	9%	16%	37%	16%	23%	26%	23%	28%	18%	24%	17%	24%	30%	24%	19%	27%	16%	19%	25%	19%	20%	48%	28%	17%	9%	30%	25%	22%	22%									
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% efIO H		34%	29%	36%	39%	26%	18%	40%	31%	36%	23%	35%	33%	27%	37%	28%	35%	33%	36%	33%	32%	30%	35%	27%	38%	33%	34%	35%	33%	19%	33%	32%	38%	27%	33%	36%	36%									
Describes neither well	71	50	22	37	11	2	1	1	20	48	3	29	15	2	4	2	44	5	41	19	4	*	28	1	4	13	3	34	15	2	3	32	34	11	20	30	31									
3% adgS tSk		3%	7%	3%	3%	1%	*	11%	6%	3%	1%	3%	3%	1%	2%	4%	3%	2%	3%	2%	1%	*	3%	1%	3%	3%	2%	3%	3%	1%	1%	1%	4%	4%	3%	2%	2%	2%								
Don't know	297	213	81	131	49	19	3	-	90	180	22	125	43	7	17	3	167	24	171	72	16	7	106	10	9	50	17	125	66	6	26	77	174	18	69	103	113									
13% acef llmoar tivafOF HtK		11%	25%	12%	12%	9%	2%	-	26%	12%	6%	12%	10%	6%	9%	7%	11%	7%	11%	8%	6%	11%	11%	8%	7%	11%	12%	10%	11%	3%	10%	10%	18%	6%	7%	7%	7%									

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i/-z/h/m/n/o/p/q - z/i/z/h/-z/h/m/h/y/N/B/C - z/D/R/P/G - z/N/U/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH -23RD APRIL 2025  
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15 May 2025

D13 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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED		
		(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	
UNWEIGHTED BASE	2241	1043	552	540	748	290	768	358	546	1261	742	1179	977	281	775	523	604	479	1730	169	298	450	343	477	927	1170	806	788	594	1554	647	582	930	381	173	109	57	1522	613			
WEIGHTED BASE	2241	1014	528	551	669	262	745	373	546	1273	742	1112	905	256	742	349	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	714			
100%	100%	63%	24%	30%	30%	12%	33%	17%	15%	12%	33%	17%	15%	11%	33%	19%	20%	10%	79%	6%	13%	18%	11%	19%	36%	49%	14%	12%	70%	30%	28%	42%	17%	9%	6%	19**	25%	32%	32%			
Describes fully electric vehicles much better than it does petrol/diesel 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	70			
9% ahoor x		8%	10%	16%	21%	25%	13%	7%	3%	8%	10%	15%	18%	19%	11%	4%	3%	23%	6%	27%	22%	13%	4%	24%	18%	15%	12%	8%		7%	10%	8%	8%	11%	10%	11%	9%	7%	9%	10%		
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	9% ahoor x	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	64	75	49	139	51	67	66	40	14	2	-	133	57		
9% ahoor x		10%	14%	14%	16%	10%	9%	6%	5%	10%	13%	13%	15%	8%	7%	3%	4%	18%	6%	18%	17%	10%	11%	18%	14%	13%	8%	10%	8%	9%	9%	8%	12%	7%	10%	7%	2%	-	9%	8%		
Describes both equally	723	328	159	277	226	83	254	112	163	393	215	376	310	80	251	76	168	117	597	45	102	138	76	146	284	360	267	254	183	521	202	185	301	122	69	30	6	487	221			
32% rpo rpo rpo	32%	12%	30%	33%	34%	32%	34%	30%	30%	31%	29%	34%	34%	31%	34%	22%	26%	28%	34%	32%	30%	33%	30%	34%	34%	33%	30%	32%	32%	30%	33%	33%	34%	34%	34%	24%	42%	33%	31%			
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	380	179	83	168	155	41	137	53	89	225	122	205	139	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	140			
17% G		18%	16%	20%	17%	16%	18%	14%	16%	18%	16%	18%	18%	18%	20%	15%	16%	17%	17%	15%	15%	23%	21%	13%	19%	20%	18%	17%	17%	17%	16%	18%	15%	19%	18%	23%	10%	16%	20%	26%		
Describes petrol/diesel vehicles much better than it does fully electric vehicles	31	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	52	87	158	63	24	31	2	245	118			
17% cdeh imwqzu wvxf		22%	23%	11%	8%	10%	17%	32%	33%	22%	22%	12%	8%	9%	14%	35%	35%	9%	18%	5%	8%	12%	24%	7%	9%	12%	18%	17%	15%	18%	14%	15%	18%	16%	12%	24%	13%	17%	16%			
Describes electric vehicles better than 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	180	78	36	14	1	270	127			
18% r		18%	24%	30%	37%	35%	21%	11%	9%	18%	23%	27%	33%	27%	18%	7%	7%	41%	13%	45%	40%	23%	15%	41%	32%	28%	20%	18%	15%	19%	15%	19%	18%	20%	18%	11%	7%	18%	18%			
Describes petrol/diesel vehicles better 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	258			
33% cdeh imwqzu wvxf		40%	28%	31%	25%	25%	35%	40%	50%	39%	39%	30%	26%	27%	34%	15%	15%	26%	35%	20%	22%	35%	45%	25%	28%	32%	30%	34%	32%	35%	29%	33%	32%	35%	31%	48%	48%	33%	36%			
Describes neither well	71	20	8	10	5	7	14	14	19	34	16	16	13	8	24	26	34	4	67	3	1	10	6	4	14	21	16	25	27	41	30	12	37	11	7	4	*	48	22			
3% about highway		2%	1%	1%	1%	3%	2%	4%	4%	3%	2%	1%	1%	3%	3%	7%	5%	1%	4%	2%	*	2%	6	3%	1%	2%	2%	2%	3%	4%	4%	2%	4%	3%	4%	3%	3%	3%	3%			
Don't know	297	79	32	47	25	14	54	28	45	112	56	77	52	29	86	47	74	20	261	1	8	28	17	9	37	54	57	97	117	154	143	80	103	40	28	19	4	183	86			
13% shwqz fshwqz fshwqzA D		8%	6%	6%	4%	5%	7%	7%	8%	9%	7%	7%	6%	11%	12%	13%	11%	5%	15%	1	3%	7%	7%	7%	9	37	54	57	126	136	104	21%	14%	12%	10%	14%	15%	26%	12%	12%		

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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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% z	34% z	29% z	15% z	24% zkn	24% zkn	18% z	28% zkn	27% z	3%	16% z	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% z	12% z	15% z	12% z	17% z	9% z	20%	6% zpt	19% zpt	11% z
Describes both equally	723	19	41	43	30	24	25	1	1	14	25	64	105	101	86	37	47	12	5	25	58
	32% 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% bcef ijklmno pt	10% b	4%	7% b	13% bc	8% b	6%	44%	18%	3%	4%	9%	8%	8%	8%	6%	8%	14%	19%	11%	6%
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% z	52% z	51% z	45% z	50% z	49% z	45%	36% z	47% z	46% z	28% z	36% zk	38% zkn	30% z	45% zklm	37% z	22%	21% z	40% z	33% 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% bcdmn	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 st	4% c	2%	1%	3%	2%	1%	-	27%	7% fj	1%	2%	1% m	*	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

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

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

	TOTAL	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		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-£49999	£50000+	URBAN	RURAL	
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	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
Describes fully electric vehicles much better than it does petrol/diesel vehicles	525	262	250	76	141	104	73	131	10	51	42	34	35	48	37	72	101	32	50	12	372	153	358	167	250	275	84	132	106	181	455	58	
	23% fgtw yf	24%	22%	30% zfg	33% zefg	26% fg	18%	18%	12%	21%	23% h	18%	22%	22% h	20%	24% h	32% shk Imnos	30% hk	27% h	20%	24%	21%	28% zw	17%	31% zv	19%	21%	22%	20%	33% ABC	25% zF	18%	
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	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	
	27% iqA	29%	26%	26%	27%	28%	27%	27%	35% iq	20%	25%	25%	33% iq	32% iq	26%	29%	29% iq	19%	27%	24%	26%	29%	28%	26%	29%	26%	22%	27%	29%	29%	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% dx	25%	25%	20%	20%	22%	32% zode r	26% d	24%	29% f	23%	30% mr	25%	20%	30% mr	23%	24%	24%	17%	33% mr	25%	23%	24%	25%	22%	26%	24%	26%	25%	23%	23%	24%	27%
Describes petrol/diesel vehicles a little better than it does fully electric vehicles	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	
	5% pu	6%	4%	9% zfg	7% r	5%	4%	3%	2%	10% zhlmn pq	6%	6%	2%	4%	2%	6%	5%	2%	5%	7%	6% u	4%	5%	6%	5%	5%	6%	5%	6%	4%	5%	4%	
Describes petrol/diesel vehicles much better than it does fully electric 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	
	5% vs z	6%	4%	5%	5%	4%	4%	6% z	10% zlop op	7%	5%	4%	3%	5%	5%	3%	3%	5%	8% op	9% lop	5%	5%	4%	7%	4%	5%	6%	5%	4%	4%	5%	5%	
Describes electric vehicles better than petrol/diesel vehicles (NET)	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	
	51% bfsi wyA	53% b	48%	56% fg	61% zfg	54% fg	45%	44%	47%	41%	49%	43%	55% i	54% i	46%	52% i	62% zhk knoas	48%	53% i	43%	51%	50%	56% zw	43%	60% zv	45%	44%	49%	49%	62% ABC	51%	47%	
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% bfvx	12% zb	8%	14% zefg	12% f	9%	7%	10%	12%	17% zlmn opa	11%	10%	5%	9%	7%	8%	7%	8%	13% i	16% lnop	11%	9%	8%	12% zv	9%	11%	12%	10%	10%	9%	10%	9%	
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% cwD	3%	4%	1%	2%	4%	3%	5%	1%	3%	4%	2%	3%	4%	2%	6%	2%	3%	6%	4%	3%	4%	3%	5%	2%	4%	6%	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% adst vxD	7% xa	15%	8%	6%	11%	12% d	15% d	17%	10% p	13% ps	14% ps	12% p	12% p	14% ps	11% p	5%	17% ps	10% p	5%	10%	14% xt	9%	15% zv	7%	14% zx	14% D	12% D	13% D	4%	11%	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 formulas used. \* small base

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Base: All adults aged 18-75 in the UK

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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	525	29	75	78	43	35	51	3	2	31	42	59	130	117	92	41	61	4	6	34	58
	23%	34% z	45% zae	45% zade	37% z	34% z	53% z	55% z	15% z	56% z	54% z	33% z	41% zko	41% zko	38% z	32% z	44% z	16% z	30% z	43% z	41% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	608	25	45	46	30	29	24	1	3	10	16	63	95	85	85	50	47	10	7	19	38
	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%	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 little better than it does fully electric vehicles	114	5	7	7	7	5	3	1	2	1	5	18	21	22	17	10	3	3	3	8	12
	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% b	3%	5%	9% zbc	11% zbc	4%	6%	10%	1%	-	2%	1%	2% l	2%	4% l	1%	8%	-	1%	*
Describes electric vehicles better than petrol/diesel vehicles (NET)	1133	54	120	123	73	63	75	5	5	41	58	122	225	202	177	91	108	14	12	53	95
	51%	63% z	72% zde	72% zde	63% z	62% z	78% z	73% z	31% z	74% z	75% z	67% z	72% z	71% z	73% z	71% z	78% zst	56% z	66% z	67% z	68% z
Describes petrol/diesel vehicles better than electric vehicles (NET)	225	12	13	15	18	16	7	1	4	1	5	22	23	28	22	16	5	5	3	9	12
	10%	14% b	8%	9%	15% bc	15% bc	7%	16%	25%	3%	6%	12% l	7%	10% l	9%	12%	3%	21%	14%	11% p	9% p
Describes neither well	79	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	1%	*	-	1%	-	-	-	-	-	-
Don't know	252	-	1	1	3	2	*	-	2	-	*	-	2	-	-	-	1	-	-	-	-
	11%	-	1%	1%	2%	2%	1%	-	11%	-	1%	-	1%	-	-	-	1%	-	-	-	-

Proportions/Mean: 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.



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

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

		GENDER			AGE					REGION																WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					URBAN/RURAL	
		TOTAL (a)	MAN (b)	WOMAN (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	796	1444	797	1249	992	375	544	515	653	1800	326						
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	388	609	521	551	1852	326						
Describes fully electric vehicles much better than it does petrol/diesel 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						
	7% bfjo uwyF	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%						
Describes fully electric vehicles a little better than it does petrol/diesel vehicles	190	117	71	38	71	35	23	24	4	22	19	23	12	8	12	22	44	7	12	5	151	40	128	63	91	100	25	43	45	70	172	13						
	9% bfjm uwyF	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%						
Describes both equally	509	262	243	82	121	102	98	105	14	53	36	47	28	49	51	70	85	23	40	12	373	137	310	200	187	323	85	129	118	146	437	60						
	23% gu	24%	22%	32%	29%	25%	24%	14%	16%	22%	20%	24%	18%	23%	27%	23%	27%	22%	22%	19%	25%	19%	24%	21%	23%	22%	21%	21%	23%	26%	24%	18%						
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						
	19% dp	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%						
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% cdot xDE	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%						
Describes electric vehicles better than petrol/diesel vehicles (NET)	348	209	136	66	142	70	35	36	8	42	32	34	15	23	20	32	100	13	20	10	288	60	244	104	197	152	44	80	72	142	313	26						
	16% bfjd ouwyAF	19%	12%	26%	34%	17%	8%	5%	9%	18%	18%	17%	9%	11%	11%	10%	32%	13%	11%	15%	19%	8%	19%	11%	24%	11%	11%	13%	14%	26%	17%	8%						
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% cdop twxE	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%						
Describes neither well	182	77	99	5	28	33	25	91	10	8	15	11	21	28	10	31	19	12	13	4	100	82	93	89	51	131	44	60	40	23	151	27						
	8% ctxD	7%	9%	2%	7%	8%	6%	12%	12%	3%	8%	6%	13%	13%	5%	10%	6%	12%	7%	6%	7%	11%	7%	9%	6%	9%	11%	10%	8%	4%	8%	8%						
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% advx D	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%						

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

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15 May 2025

Base: All adults aged 18-75 in the UK

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	3 YEARS (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT AFTER BUYING (l)	OWN IT OUTRIGHT (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN FINANCE (q)	LEASE/ FINANCE (r)	SOCIAL/ PLEASURE (s)	COMMUTER (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NEXT TO MY HOME (w)	OFF-STREET PRIVATE NOT NEXT TO MY HOME (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON-STREET IN FRONT OF MY PROPERTY (z)	NOT IN FRONT OF MY PROPERTY (aa)	OFF-STREET (ab)	ON-STREET (ac)	CURRENTLY DRIVING (ad)	PRIVATE CURRENTLY NOT DRIVING (ae)	NEVER DRIVEN, HAVE BEEN PARKED (af)	NEVER DRIVEN, NOR BEEN A PASSENGER (ag)	NEVER DRIVEN, NOR BEEN A PASSENGER (ah)	WITHIN THE NEXT YEAR (ai)	IN THE NEXT 3 YEARS (aj)	IN THE NEXT 5 YEARS (ak)	EVER BUY (al)															
UNWEIGHTED BASE HEIGHTED BASE	2241 100%	1936 86%	301 15%	1120 50%	399 18%	243 10%	135 5%	7 ***	317 15%	1513 68%	378 15%	1042 47%	461 20%	126 6%	209 8%	43 2%*	1503 66%	335 15%	1591 70%	936 38%	336 13%	64 3%*	1021 46%	115 5%*	132 6%	456 21%	127 6%	1268 54%	583 27%	237 9%	267 12%	267 12%	737 35%	903 43%	349 14%	1064 45%	1545 66%	1601 68%															
Describes fully electric vehicles much better than it does petrol/ diesel vehicles	1508	147	11	57	20	38	30	-	13	77	68	65	43	6	29	1	108	34	121	92	40	4	63	15	13	34	14	91	48	55	27	47	48	28	52	119	135	139															
	7%	8%	3%	5%	5%	17%	26%	-	4%	5%	20%	6%	10%	4%	14%	2%	7%	10%	7%	11%	14%	7%	7%	13%	10%	7%	10%	7%	8%	27%	11%	6%	3%	17%	12%	9%	135																
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%	9%	5%	6%	8%	17%	21%	31%	6%	7%	19%	8%	12%	13%	8%	6%	9%	10%	7%	11%	13%	13%	7%	13%	10%	10%	17%	8%	11%	23%	11%	8%	5%	11%	12%	11%	10%																
Describes both equally	509	432	78	259	79	51	33	-	80	338	84	224	234	94	40	46	10	318	86	319	220	86	15	201	37	34	107	25	272	131	49	70	209	168	82	250	346	362															
	23%	23%	24%	23%	20%	23%	28%	-	23%	22%	25%	21%	21%	30%	23%	27%	21%	26%	20%	26%	30%	30%	22%	21%	31%	26%	23%	18%	22%	22%	24%	27%	27%	17%	26%	25%	24%	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	313	166	50	15	213	16	27	81	28	256	111	22	50	163	179	51	186	305	312																
	19%	19%	14%	23%	20%	14%	13%	39%	12%	21%	14%	21%	18%	19%	22%	20%	20%	21%	21%	19%	17%	22%	22%	14%	20%	18%	20%	21%	18%	11%	19%	21%	19%	16%	19%	21%	20%																
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%	23%	13%	25%	28%	14%	7%	18%	14%	26%	11%	27%	21%	15%	18%	21%	25%	17%	26%	19%	16%	15%	27%	16%	18%	23%	18%	25%	21%	10%	17%	18%	29%	19%	21%	23%	23%																
Describes electric vehicles better than petrol/diesel vehicles (NET)	188	318	29	128	50	75	56	3	32	178	131	144	94	23	44	3	218	67	225	183	76	13	144	29	30	27	79	38	186	117	102	56	111	75	87	236	293	298															
	16%	17%	9%	11%	13%	33%	47%	31%	9%	12%	39%	14%	21%	17%	22%	8%	16%	20%	14%	21%	26%	20%	13%	23%	20%	17%	27%	15%	19%	50%	22%	14%	8%	28%	24%	20%	20%																
Describes petrol/diesel vehicles better than electric vehicles (NET)	904	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%	43%	27%	47%	48%	28%	20%	57%	26%	47%	25%	47%	39%	34%	40%	40%	45%	38%	47%	38%	33%	37%	49%	30%	39%	41%	38%	46%	40%	21%	36%	39%	48%	35%	40%	44%	43%																
Describes neither well	182	142	40	83	30	15	2	1	41	122	17	80	34	10	10	5	113	20	118	57	12	7	72	7	13	32	9	92	41	6	13	63	99	19	55	96	101																
	8%	7%	12%	8%	8%	7%	2%	12%	12%	8%	5%	8%	8%	7%	5%	12%	8%	6%	8%	7%	4%	10%	7%	6%	10%	7%	7%	8%	7%	3%	5%	8%	10%	6%	5%	7%	7%																
Don't know	297	203	92	120	48	16	4	-	101	168	20	101	45	15	19	5	146	34	158	73	17	7	95	10	5	56	15	111	71	4	26	93	161	15	62	91	101																
	13%	11%	28%	11%	12%	7%	3%	-	29%	11%	6%	10%	10%	11%	9%	14%	10%	10%	10%	8%	6%	11%	10%	8%	6%	5%	12%	11%	9%	12%	2%	10%	12%	17%	5%	6%	6%	9%															
	13%	11%	28%	11%	12%	7%	3%	-	29%	11%	6%	10%	10%	11%	9%	14%	10%	10%	10%	8%	6%	11%	10%	8%	6%	5%	12%	11%	9%	12%	2%	10%	12%	17%	5%	6%	6%	9%															

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

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15 May 2025

Proportions/Mean: Columns Tested 15% risk level - z/a/b/c/d - z/e/f/h/i - z/l/i/k/h - z/m/n/o - z/p/r - z/s/t/u/v/w/x/y - z/A/B/C/D/E - z/F/G/H/I/J/K/L/N  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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	158	17	46	46	24	20	26	-	1	21	28	24	57	59	37	20	27	2	2	15	31
	7%	21% z	28% zde	26% z	21% z	20% z	27% z	-	4%	37% zf	36% zf	13% z	18% z	21% zkn	15% z	15% z	20% z	6% z	9% z	19% z	22% z
Describes fully electric vehicles a little better than it does petrol/ diesel vehicles	190	21	36	37	26	24	18	2	4	11	16	28	54	44	36	25	17	5	3	8	17
	9%	25% z	22% z	21% z	23% z	24% z	19% z	31%	24%	20% z	21% z	15% z	17% z	15% z	15% z	20% z	12% z	18% z	17% z	10% z	12% z
Describes both equally	509	26	46	46	28	22	20	-	3	14	20	50	92	90	67	37	43	8	4	29	51
	23%	31% e	27% z	27% z	24% z	21% z	21% z	-	20%	26% z	26% z	28% z	29% z	32% z	28% z	29% z	31% z	31% z	24% z	36% z	36% 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
	19%	13%	14%	13%	17%	19%	18% ij	36%	22%	6%	9%	25%	21%	19%	22%	23%	22%	27%	28%	20%	21%
Describes petrol/diesel vehicles much better than it does fully electric vehicles	487	5	8	13	9	12	9	1	2	3	2	19	21	22	25	11	9	3	2	8	9
	22% abcde fijklmno pst	6%	5%	8% b	8%	12% ab	9% j	16%	10%	5%	3%	11%	7%	8%	10% l	8%	7%	12%	14%	10%	6%
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% z	49% z	48% z	43% z	44% z	46% z	31%	28% zf	57% zf	57% zf	29% z	36% zk	36% zkn	30% z	35% z	32% z	24% z	26% z	29% z	34% 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% abcd efijklmn opt	19%	19%	21%	25%	31% abc	27% ij	52%	32%	12%	12%	35% lm	28%	27%	32% m	31%	29%	39%	42%	31%	27%
Describes neither well	182	3	2	5	4	2	4	1	1	2	2	9	14	10	14	5	9	1	1	2	4
	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 fijklmno pst	1%	2%	2%	4% a	3%	2%	-	11%	2%	2%	4% o	3%	2%	4% o	1%	2%	-	3%	2%	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

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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

	TOTAL (z)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
Yes	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
	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326
	100%	48%	50%	11%	19%	18%	18%	33%	40%	11%	8%	9%	7%	9%	8%	14%	15%	5%	8%	20%	67%	33%	57%	43%	23%	34%	18%	27%	25%	25%	83%	15%
	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%
	b/fo uwyAB			zfr	zcef	fr			o					o		klmnoqr s			o	zu		zw		zv					AB	zABC		
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 hwD	za		d		d	zcde	zcde	p	p	p	p	p	p	p	zkn	p	p	p	p	rt		zt		zv		zx	zCD	zCD	D		
Don't know	39	11	25	7	10	11	7	4	3	3	3	6	3	2	1	3	10	-	4	*	28	11	25	14	11	28	8	10	11	8	32	6
	2%	1%	2%	3%	2%	3%	2%	1%	4%	1%	1%	3%	2%	1%	*	1%	3%	-	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%
	8R			R	R	R			q								z															

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

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.





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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING				PARKING LOCATIONS				ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL	ANY YES	NO	PETROL	DIESEL	HYBRID	EV	OTHER	NO VEHICLE	ICE	EV OR HYBRID	OWN IT OUTRIGHT	OWN IT OUTRIGHT OTHER MEANS	LEASING IT	BUYING IT ON FINANCE	SOME OTHER WAY	OWN OUTRIGHT	LEASE/ FINANCE	SOCIAL/ DOMESTIC/ PLEASURE	COMMUTING	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 IN A SHARED CAR PARK	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY	OFF-STREET	ON-STREET	CURRENTLY DRIVE	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	115	7	317	1513	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	1401		
	2241	1508	733	1131	399	217	119	9**	344	1510	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	865	312	1002	1470	1526		
Yes	102%	85%	15%	50%	18%	10%	5%	***	15%	68%	15%	47%	20%	6%	9%	2%*	66%	15%	70%	38%	13%	3%*	4%	3%	5%*	6%	21%	6%	54%	27%	9%	12%	35%	43%	14%	45%	66%	68%	
	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	376		
No	15%	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%	25%		
	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	
Don't know	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	1124		
	79%	77%	95%	87%	83%	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%	78%	74%		
	aefh	za	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	zefi	
	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	IPS	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/AA/BB - z/DD/EE/FF - z/HH/II/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Base: All adults aged 18-75 in the UK

15 May 2025

[illegible]

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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	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	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

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25-025907-01 - 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

	TOTAL	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	YORKS & HUMB	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-£49999	£50000+£54999	URBAN	RURAL	
UNWEIGHTED BASE	479	299	175	86	167	102	48	76	20	50	36	40	28	39	42	45	109	23	31	26	404	75	382	97	303	126	38	68	85	272	394	59	
WEIGHTED BASE	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*	
	100%	63%	36%	17%	36%	20**	9%	18%	30**	11**	6**	8%	7**	9**	9**	8%	25**	45**	76**	39**	51%	105**	72%	205*	51%	41%	105**	195*	205*	114	185%	151**	
At my home (either onstreet or on a driveway/ in a garage)	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	
	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%	
At an on-street charging location (e.g., from a lamppost or bollard, etc.)	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	
	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%	
	bsuw f	zb		R	refg	R					imo						imo				zu		zw		zv						z	xf	
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		zy					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										hsgp						zu				zy					z			
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%	4%		
	ix													k							it												
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%	
	RUV			zcef													z				zu				zv					z			
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%	
	af	a																			t												

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/U/V - z/W - z/X/Y - z/A/B/C/D - z/U/F  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP								TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT AFTER BUYING (l)	OWN IT OUTRIGHT OTHER MEANS (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN OUTRIGHT (q)	LEASE/ FINANCE (r)	SOCIAL/ DOMESTIC/ PLEASURE (s)	COMMUTING (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (w)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON STREET (ac)	CURRENTLY DRIVE (ad)	NOT CURRENTLY BUT HAVE IN THE PAST (ae)	NEVER DRIVEN, HAVE BEEN A PASSENGER (af)	NEVER DRIVEN, NOR BEEN A PASSENGER (ag)	WITHIN THE NEXT YEAR (ah)	IN THE NEXT 3 YEARS (ai)	IN THE NEXT 10 YEARS (aj)	EVER BUY (ak)						
UNWEIGHTED BASE	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	376						
At my home (either onstreet or on a driveway/ in a garage)	205	198	7	37	19	70	76	-	2	56	146	97	53	20	23	6	150	43	161	119	69	6	119	36	10	34	35	145	50	120	41	29	12	52	139	180	184						
At an on-street charging location (e.g., from a lamppost or bollard, etc.)	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						
At a public charging location such as a supermarket/ or motorway service station	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%						
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						
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						
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						
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						

Proportions/Mean: Columns Tested (5% risk level) - J/L/B - J/L/D/N/H/A/H/I - J/N/I/M/N/O/P/Q - J/I/J/U - J/V/W/X/Y/A/B/C - J/D/R/P/G - J/N/U/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

Q16 - Thinkine about all the times you have charred 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE							
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED											
UNWEIGHTED BASE	479	244	100	35	31	114	105	11	60	211	217	84	303	17	147	3	47	471	10	100	5	47	471	10	100	5	47	471	10	100	5	47	471	10	100	5	47	471	10	100	5	47	471	10	100	5	47	471		
WEIGHTED BASE	424	213	152	272	291	96*	162	59*	54*	249	199	312	312	56*	125	37**	51*	424	**	85*	121	93*	47*	206	299	345	203	144	73*	347	77*	113	201	68*	24**	12**	1**	315	104*	111	111	111	111	111	111	111	111	111		
At my home (either onstreet or on a driveway/ in a garage)	205	87	66	134	153	60	85	29	14	109	87	159	165	36	66	16	14	205	-	44	51	58%	50%	31%	55%	54%	50%	48%	49%	45%	49%	46%	49%	57%	30%	29%	53%	-	54%	32%	32%	32%	32%	32%	32%	32%	32%	32%		
48% ship vntd	187	42%	42%	40%	52%	62%	52%	50%	26%	44%	46%	51%	52%	64%	52%	42%	28%	48%	-	51%	58%	50%	21%	52%	54%	50%	48%	49%	45%	49%	46%	49%	57%	30%	29%	53%	-	54%	32%	32%	32%	32%	32%	32%	32%	32%	32%			
At an on-street charging location (e.g., from a lamppost or bollard, etc.)	25%	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	36	36	36	36	36	36	36	36			
25% hFL	187	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%	35%	35%	35%	35%	35%	35%	35%	35%			
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	46	46	46	46	46	46	46	46			
52% hgv	187	50%	53%	55%	60%	64%	58%	58%	34%	50%	56%	57%	61%	65%	54%	40%	35%	52%	-	75%	65%	43%	19%	69%	61%	55%	57%	51%	42%	54%	41%	48%	60%	40%	51%	52%	25%	55%	44%	44%	44%	44%	44%	44%	44%	44%	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	34	34	34	34	34	34	34	34			
35% z	187	41%	37%	42%	40%	36%	36%	14%	17%	39%	38%	36%	36%	25%	34%	29%	30%	33%	-	42%	36%	35%	40%	39%	38%	38%	37%	31%	39%	34%	38%	37%	36%	34%	24%	42%	-	37%	32%	32%	32%	32%	32%	32%	32%	32%	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	4	4	4	4	4	4	4				
7% ck	187	8%	7%	4%	6%	8%	8%	13%	9%	6%	6%	5%	7%	11%	9%	8%	10%	7%	-	7%	7%	5%	9%	7%	6%	7%	12%	4%	4%	8%	4%	5%	12%	5%	-	5%	17%	8%	4%	4%	4%	4%	4%	4%	4%	4%				
Location outside home (NET)	351	186	117	238	256	79	111	47	43	215	187	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	92	92	92	92	92	92	92				
83% z	187	87%	90%	87%	88%	82%	81%	80%	79%	87%	88%	84%	86%	78%	81%	79%	84%	83%	-	94%	80%	84%	77%	88%	87%	86%	86%	81%	80%	84%	79%	78%	84%	92%	79%	95%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%			
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	2	2	2	2	2	2	2				
3% cd/w	187	2%	2%	1%	1%	1%	2%	7%	9%	2%	2%	2%	1%	3%	2%	4%	5%	3%	-	1%	-	2%	7%	*	1%	2%	2%	2%	2%	5%	2%	5%	3%	1%	2%	5%	-	58%	2%	2%	2%	2%	2%	2%	2%	2%	2%			

Proportions/Means: Columns Tested (5% risk level) - z/a/h/z/d - z/n/f/z/h - z/l/l/z/h - z/m/n/z/o - z/a/z - z/h/z/z/w/z/y - z/A/B/C/D/E - z/F/G/H/I/J/K/L/M  
Overlay formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
		479	104	205	207	139	120	9	20	70	100	60	110	121	82	56	52	8	5	34	61
UNWEIGHTED BASE	424	85*	167	172	115	102*	97*	6**	16**	56*	78*	54*	97*	106*	74*	50*	42*	8**	5**	29**	52*
WEIGHTED BASE	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 a driveway/ in a garage)	205	42	85	82	56	53	44	1	9	24	34	25	39	38	30	16	12	3	3	10	20
	48% mop	49%	51%	48%	48%	52%	46%	16%	58%	43%	44%	46% o	40%	36%	41%	33%	29%	43%	55%	35%	38%
At an on-street charging location (e.g., from a lamppost or bollard, etc.)	107	20	47	50	31	28	28	1	1	17	24	17	24	27	23	17	10	3	1	7	11
	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% z	100% z	100% z	100% z	100% z	100% z	100%	100%	100% z	100% z	46%	58%	57%	53%	54%	69% z	22%	38%	61%	62%
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
	83%	100%	100%	100%	100%	100%	100%	100%	100%	100% z	100% z	90%	90%	92%	90%	89%	89%	73%	68%	92%	91%
		z	z	z	z	z	z						z	z							
Don't know	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3% 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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

**17TH - 22ND APRIL 2025**

**PUBLIC**

**IPSOS**

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

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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)

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

		GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		TOTAL (a)	MAN (b)	WOMAN (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£50000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	243	140	101	35	77	59	29	43	7	23	32	22	18	18	21	32	54	6	14	16	200	43	198	45	185	58	11	35	38	150	195	32	
WEIGHTED BASE	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**	
	100%	55%	43**	14**	31**	23**	11**	20**	15**	11**	5**	9**	9**	8**	8**	12**	25**	2**	7**	4**	78**	21**	77*	23**	60*	40**	6**	17**	17**	55**	65**	15**	
(2) Very easy	137	76	60	13	45	31	17	32	2	14	7	12	15	14	10	15	31	4	8	5	110	27	106	31	82	55	11	26	20	81	114	17	
	67%	66%	67%	43%	70%	66%	72%	77%	65%	64%	71%	66%	83%	88%	65%	59%	61%	90%	58%	64%	68%	63%	68%	64%	68%	66%	45%	72%	57%	71%	66%	77%	
(1) Fairly easy	51	28	23	15	15	12	3	5	*	6	2	3	3	2	4	8	16	-	3	2	41	10	39	12	30	21	1	8	12	27	45	4	
	25%	24%	26%	50%	24%	27%	13%	13%	14%	29%	22%	19%	17%	12%	28%	32%	31%	-	22%	28%	25%	23%	29%	25%	24%	25%	10%	22%	36%	24%	26%	16%	
(0) Neither easy nor difficult	11	6	5	1	2	1	3	4	*	-	-	2	-	-	1	1	3	*	3	-	6	4	7	4	5	6	5	2	2	3	9	2	
	5%	5%	6%	3%	3%	1%	14%	10%	11%	-	-	12%	-	-	7%	4%	5%	10%	20%	-	4%	10%	4%	8%	4%	7%	34%	5%	5%	2%	5%	7%	
(-1) Fairly difficult	6	5	1	1	2	3	-	-	-	2	1	1	-	-	-	1	2	-	-	*	4	2	4	2	4	2	2	1	*	3	5	-	
	3%	4%	1%	3%	3%	5%	-	-	-	7%	7%	3%	-	-	-	4%	3%	-	-	4%	3%	4%	3%	3%	3%	2%	11%	1%	1%	3%	3%	-	
(-2) Very difficult	1	*	*	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	-	*	*	*	1	-	1	-	-	-	*	*	*	-	
	*	*	*	-	-	1%	1%	-	9%	-	-	-	-	-	-	-	-	-	-	-	4%	*	1%	*	-	1%	-	-	1%	*	*	-	
Mean	1.55	1.52	1.58	1.34	1.6	1.51	1.55	1.67	1.25	1.5	1.58	1.48	1.83	1.88	1.58	1.46	1.5	1.8	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	
Easy (NET)	188	103	82	28	60	43	20	38	2	20	10	16	18	16	15	23	47	4	11	7	151	37	145	43	112	76	7	33	32	108	159	22	
	92%	91%	93%	94%	94%	92%	85%	90%	79%	93%	93%	85%	100%	100%	93%	91%	92%	90%	80%	91%	93%	86%	93%	89%	92%	91%	55%	94%	93%	95%	92%	93%	
Difficult (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%	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/a/f/g - z/h/i/j/l/m/n/a/p/q/h/s - z/t/u - z/v/w - z/x/y - z/A/B/C/D - z/E/F  
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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
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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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING							PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	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	COMMUNING	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 IN A SHARED CAR PARK	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY	OFF-STREET	ON-STREET	CURRENTLY DRIVE	NOT CURRENTLY BUT HAVE IN THE PAST	NEVER DRIVEN, HAVE BEEN A PASSENGER	NEVER DRIVEN, NOR BEEN A PASSENGER	WITHIN THE NEXT YEAR	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY													
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)									
UNWEIGHTED BASE	243	237	6	82	23	86	33	-	-	63	177	115	29	11	0	6	136	51	200	158	25	4	145	11	11	63	15	172	73	145	47	17	13	16	100	215	233													
WEIGHTED BASE	205	198	7**	37**	19**	70*	76*	**	2**	56*	146	97*	53*	20**	23**	6**	150	43*	101*	119	69*	6**	119	16**	10**	34*	15**	50*	120	41*	29**	12**	52*	139	180	184														
	100%	97%	31**	185**	24**	165*	167*	**	15**	225*	226*	42**	25**	100**	116**	31**	72%	21%	75%	59%	24**	29**	126**	10**	15**	131**	15**	231*	226*	220**	165**	65**	225**	168*	206*	206*														
(2) Very easy	137	135	2	23	10	39	64	-	2	33	103	71	33	15	13	4	104	28	111	86	41	2	85	12	7	20	7	104	22	91	25	11	9	40	97	135	136													
	67%	68%	36%	62%	53%	56%	84%	-	100%	59%	71%	73%	61%	73%	56%	77%	69%	64%	69%	73%	59%	27%	71%	75%	73%	57%	47%	72%	54%	2	76%	61%	36%	78%	76%	70%	69%	69%												
(1) Fairly easy	51	48	3	8	6	25	11	-	-	14	37	18	15	6	9	1	32	15	38	26	22	4	26	3	2	13	6	31	18	26	7	14	3	11	32	43	45													
	25%	24%	41%	21%	34%	36%	15%	-	-	25%	25%	18%	28%	27%	39%	23%	22%	34%	23%	22%	31%	67%	21%	17%	24%	37%	38%	21%	37%	21%	16%	50%	22%	21%	23%	24%	24%													
(0) Neither easy nor difficult	11	11	-	6	1	4	-	-	-	7	4	6	4	-	1	-	10	1	9	5	4	*	7	-	-	2	2	7	3	2	8	1	-	*	7	8	8													
	5%	5%	-	16%	3%	6%	-	-	-	12%	3%	7%	7%	-	2%	-	7%	1%	6%	4%	5%	6%	6%	7%	-	5%	11%	5%	7%	1%	19%	4%	-	1%	5%	4%	4%													
(-1) Fairly difficult	3	4	2	*	2	1	1	-	-	2	2	1	2	-	1	-	4	1	3	2	3	-	1	1	*	*	1	3	1	1	6	1	3	-	1	3	4	4												
	3%	2%	23%	1%	9%	2%	1%	-	-	4%	1%	2%	4%	-	2%	-	2%	1%	2%	2%	4%	-	1%	8%	3%	1%	4%	2%	2%	1%	3%	10%	-	2%	2%	2%	2%													
(-2) Very difficult	1	1	-	-	*	*	-	-	-	*	*	1	-	-	-	-	1	-	1	-	-	-	*	-	-	-	-	*	-	-	1	-	-	-	*	1	1													
	*	*	-	-	1%	*	-	-	-	1%	*	1%	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	*	-	-	2%	-	-	-	*	*	*													
Mean	1.55	1.58	0.89	1.43	1.27	1.45	1.82	-	2	1.38	1.64	1.62	1.46	1.73	1.49	1.77	1.56	1.6	1.59	1.65	1.46	1.22	1.63	1.59	1.66	1.5	1.27	1.62	1.43	1.73	1.31	1.12	1.78	1.71	1.6	1.6	1.59													
Easy (NET)	188	183	5	31	16	64	75	-	2	47	139	89	48	20	22	6	136	42	149	112	63	5	110	15	10	32	13	135	45	117	31	25	12	50	129	167	171													
	92%	92%	77%	83%	86%	92%	99%	-	100%	84%	96%	91%	89%	100%	95%	100%	90%	98%	92%	94%	91%	94%	93%	92%	97%	94%	80%	93%	91%	98%	77%	86%	100%	97%	93%	93%	93%													
Difficult (NET)	6	6	2	*	2	1	1	-	-	2	2	2	2	-	1	-	4	1	3	2	3	-	2	1	*	*	1	3	1	1	1	2	3	-	1	3	4	5												
	3%	2%	23%	1%	10%	2%	1%	-	-	4%	2%	2%	4%	-	2%	-	3%	1%	2%	2%	4%	-	1%	8%	3%	1%	4%	2%	2%	1%	4%	10%	-	2%	2%	2%	3%													
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-										

Proportions/Mean: Columns Tested (5% risk level) - 1/2/3 - 1/2/4/5/6/7/8/9/10 - 1/2/10/11/12/13/14 - 1/2/15/16/17/18/19/20 - 1/2/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	NEXT PURCHASE...PROBABLY/DEFINITELY CONSIDER										NEXT PURCHASE...PROBABLY/DEFINITELY NOT CONSIDER										OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED IV / PLUS IN HYBRID		EVER BUY - EV					POLICY CHANGE...SWITCH TO ELECTRIC VEHICLES										TENURE				
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	NO	YES/RECALL HEARING SOMETHING	YES/RECALL HEARING	NO/KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED/LOANED	RENTED H.A./TRUST	OTHER	OWNED	RENTED													
UNWEIGHED BASE	249	109	84	169	182	72	109	13	22	113	106	192	200	41	79	18	11	243	-	56	81	55	10	137	192	211	120	84	91	37	204	39	71	138	22	8	5	-	207	18												
WEIGHED BASE	3057	1357	957	1657	1757	657	1057	107	207	1357	1257	2057	2157	507	857	1957	2057	2157	-	517	767	457	247	1157	1657	1757	1057	757	717	217	1257	2057	2157	507	857	1957	2057	507	857	1957	2057											
	100%	42%	32%	63%	75%	22%	32%	43%	14%	44%	43%	76%	81%	13%	23%	12%	16%	81%	77%	23%	21%	23%	7%	36%	55%	65%	43%	25%	23%	15%	40%	30%	36%	17%	36%	17%	36%	17%	36%	17%	36%											
(1/2) View 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													
	45%	20%	16%	28%	32%	17%	25%	7%	3%	68%	68%	72%	78%	80%	63%	77%	63%	78%	79%	23%	13%	13%	6%	31%	73%	73%	48%	24%	24%	72%	66%	69%	72%	12%	43%	68%	57%	60%	57%													
(1/4) Fairly easy	54	19	20	31	37	15	38	6	3	30	30	19	2	3	11	3	5	51	-	9	15	13	6	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2												
	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%													
(0) Neither easy nor difficult	5	4	1	3	5	1	2	3	2	2	2	3	5	2	1	5	1	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%	3%													
(1/4) Fairly difficult	6	2	2	2	1	1	-	2	4	2	4	2	4	1	3	1	6	-	1	1	1	1	*	2	3	4	-	5	1	5	1	1	2	3	-	-	-	-	-	3	3											
	3%	2%	3%	2%	1%	1%	2%	-	6%	13%	2%	5%	1%	2%	6%	2%	20%	4%	3%	-	3%	1%	3%	2%	2%	2%	2%	2%	7%	2%	3%	2%	1%	2%	15%	-	-	2%	9%	9%												
(1/2) Very difficult	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%	3%	-	2%	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-												
	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	3%	-	2%	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-												
Mean	1.55	1.36	1.54	1.65	1.67	1.73	1.77	1.36	1.26	1.61	1.56	1.66	1.66	1.61	1.53	1.39	1.28	1.55	-	1.7	1.64	1.65	1.39	1.66	1.66	1.64	1.7	1.63	1.68	1.52	1.7	1.62	1.58	1.22	1.57	1.13	1.85	-	1.6	1.3												
EASY (NET)	188	80	62	128	147	58	83	25	9	104	80	152	159	39	82	63	13	155	-	42	65	45	14	102	152	166	104	54	39	33	153	57	6	6	-	151	29	15	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%	93%	98%	90%	98%	96%	91%	85%	80%	100%	-	93%	87%													
Difficult (NET)	61	28	22	41	35	14	26	8	2	45	26	40	41	2	17	15	4	48	-	14	16	16	4	11	36	44	16	16	16	16	16	16	16	16	16	16	16	16	16	16												
	3%	3%	4%	2%	2%	2%	2%	2%	2%	3%	3%	2%	5%	2%	1%	2%	7%	3%	-	3%	1%	3%	5%	2%	2%	2%	2%	-	8%	2%	3%	2%	1%	2%	15%	5%	-	2%	10%													
Don't know	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1													

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

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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)

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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
	TOTAL (z)	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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	243	53	105	104	72	66	59	2	12	31	45	25	43	45	33	21	17	4	2	13	24
WEIGHTED BASE	205	42*	85*	82*	56*	53*	44*	1**	9**	24**	34*	25**	39*	38*	30**	16**	12**	3**	3**	10**	20**
	100%	20%*	41%*	40%*	27%*	26%*	21%*	***	4%**	12%**	17%*	12%***	19%*	18%*	15%**	8%***	6%**	2%**	1%**	5%**	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%
			c			c															
(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%
			c		c																
(-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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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
			z	zab			z							l							
Easy (NET)	188	40	82	82	52	52	43	1	7	24	33	22	35	37	27	14	12	3	-	10	19
	92%	96%	97%	99%	93%	98%	97%	100%	76%	100%	95%	87%	90%	97%	88%	84%	94%	80%	-	100%	95%
			z	zbd		zd								l							
Difficult (NET)	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								
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) ineligible for sig testing

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

	TOTAL	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	NORTH EAST	NORTH WEST	YORKS & HUMBUR	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-£49999	£50000+	URBAN	RURAL
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	100*	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**
	100%	73%	22%**	19**	53**	18**	5**	5**	3**	9**	5**	14**	1**	5**	7**	5**	42**	2**	7**	1**	91**	9**	82*	18**	70**	33**	10**	16**	16**	59**	96*	5**
(2) Very easy	44	33	10	8	26	8	2	*	-	5	3	4	-	2	2	3	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%
(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%	30%	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%
(-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) Very difficult	3	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	3	-	-	-	3	-	3	-	*	3	3	-	*	-	3	*
	3%	-	11%	-	-	-	-	54%	-	-	-	-	36%	-	-	-	6%	-	-	-	3%	-	3%	-	1%	7%	23%	-	3%	-	3%	9%
	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)	87	66	20	17	47	16	5	2	2	8	4	7	-	4	6	5	41	2	7	1	80	7	74	13	61	26	5	14	11	57	83	3
	81%	83%	74%	80%	83%	85%	100%	36%	74%	89%	72%	49%	-	62%	83%	100%	92%	100%	100%	55%	81%	76%	84%	67%	85%	73%	42%	92%	66%	89%	83%	50%
Difficult (NET)	7	3	4	1	3	1	-	4	-	-	-	1	*	1	1	-	4	-	-	-	7	-	6	1	5	3	3	1	1	2	6	1
	7%	4%	15%	3%	5%	3%	-	64%	-	-	-	7%	36%	11%	17%	-	8%	-	-	-	7%	-	7%	6%	6%	7%	28%	8%	7%	3%	6%	21%
Don'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

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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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (J)	ANY YES (K)	NO (L)	PETROL (M)	DIESEL (N)	HYBRID (O)	EV (P)	OTHER (Q)	NO VEHICLE (R)	ICE (S)	EV OR HYBRID (T)	OWN IT OUTRIGHT AFTER BUYING (U)	OWN IT OUTRIGHT OTHER MEANS (V)	LEASING IT (W)	BUYING IT ON FINANCE (X)	SOME OTHER WAY (Y)	OWN OUTRIGHT (Z)	LEASE/ FINANCE (AA)	SOCIAL/ DOMESTIC/ PLEASURE (AB)	COMMUTIN G (AC)	USE AS PART OF MY WORK (AD)	RARELY DRIVE (AE)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (AF)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (AG)	OFF-STREET IN A SHARED CAR PARK (AH)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (AI)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (AJ)	OFF-STREET (AK)	ON STREET (AL)	CURRENTLY DRIVE (AM)	NOT CURRENTLY BUT HAVE IN THE PAST (AN)	NEVER DRIVEN, HAVE BEEN PASSENGER (AO)	NEVER DRIVEN, NOR BEEN A PASSENGER (AP)	WITHIN THE NEXT YEAR (AQ)	IN THE NEXT 3 YEARS (AR)	IN THE NEXT 10 YEARS (AS)	EVER BUY (AT)							
UNWEIGHTED BASE	1722	1722		33	8	47	34	7	43	76	15	40	10	1	2	6	20	20	58	55	4	4	42	13	8	27	11	63	39	51	33	15	8	44	76	96	100	100						
WEIGHTED BASE	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*	51*	33**	15*	8**	44*	76**	96*	100*	100*						
(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	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%	44%	43%						
(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	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%	42%						
(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	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%	11%						
(-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%	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%	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%	*	*					
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							
Easy (NET)	87	87	-	21	9	28	25	-	4	30	54	37	32	7	7	-	69	14	60	58	37	3	34	9	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%	85%						
Difficult (NET)	7	7	-	5	-	1	2	-	-	5	2	5	1	1	1	1	5	1	6	7	5	-	4	-	1	2	-	5	2	2	3	3	-	1	2	4	4	4						
	7%	7%	-	17%	-	2%	6%	-	-	13%	4%	10%	2%	6%	9%	37%	7%	7%	8%	9%	10%	-	9%	-	16%	8%	-	8%	6%	3%	8%	25%	-	3%	2%	4%	4%	4%						
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						

Proportions/Means: Columns Tested (5% risk level) - J/Jb - Jc/Jd/Je/Jf/Jg/Jh - Ji/Jj/Jk/Jl/Jm/Jn/Jp/Jq - Jr/Js/Jt/Ju - Jv/Jw/Jx/Jy/A/B/C - J/D/R/P/Q - J/M/U/V/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSOs

15 May 2025

D17 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE									
	TOTAL (G)	PETROL (G)	DIESEL (G)	HYBRID (G)	EV (G)	PETROL (G)	DIESEL (G)	HYBRID (G)	EV (G)	PETROL (G)	DIESEL (G)	HYBRID (G)	EV (G)	PETROL (G)	DIESEL (G)	HYBRID (G)	EV (G)	YES (G)	NO (G)	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 (G)	RECALL HEARING SOMETHING (G)	NO (G)	YES/RECALL HEARING (G)	NO/DON'T KNOW (G)	BOUGHT ON MORTGAGE (G)	OWNED OUTRIGHT (G)	RENTED PRIVATE (G)	RENTED L.A./COUNCIL (G)	RENTED H.A./TRUST (G)	OTHER (G)	OWNED (G)	RENTED (G)								
		(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)	(H)						
UNWEIGHTED BASE	172	50	55	171	176	21	43	11	8	8	5	104	107	18	30	2	1	172	172	172	172	172	172	17	12	9	5	29	39	43	22	14	7	36	7	5	23	13	1	1	-	28	15				
WEIGHTED BASE	107**	36**	53**	87**	91**	21**	34**	10**	5**	72**	52**	88**	90**	13**	27**	10**	10**	107**	107**	107**	107**	107**	107**	11	7	5	29	39	43	22	14	7	36	7	5	23	13	1	1	-	28	15					
(2) Very easy	44	26	26	40	40	11	11	3	3	33	28	41	41	4	7	1	2	44	-	-	-	-	44	-	15	11	11	4	26	38	42	22	15	6	37	6	5	26	8	3	2	-	31	13			
	41%	47%	49%	46%	44%	54%	32%	28%	54%	46%	55%	47%	45%	33%	26%	12%	16%	41%	-	-	-	-	41%	-	41%	42%	47%	34%	42%	43%	42%	44%	38%	37%	41%	37%	31%	47%	31%	43%	64%	-	43%	36%			
(1) Fairly easy	43	23	22	36	41	7	15	4	-	32	21	36	38	6	13	5	4	43	-	-	-	-	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%	35%	44%	43%	-	44%	41%	41%	42%	42%	46%	46%	41%	40%	-	-	-	-	40%	-	17%	12%	9%	5%	29%	39%	40%	46%	44%	44%	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	-	-	-	-	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%	9%	1%	9%	11%	12%	19%	25%	7%	12%	-	-	-	-	12%	-	9%	14%	5%	20%	11%	9%	11%	12%	12%	15%	12%	15%	27%	4%	13%	46%	-	-	9%	18%			
(-1) Fairly difficult	4	2	1	2	1	1	2	1	1	2	2	2	2	2	2	2	1	4	-	-	-	-	4	-	1	-	2	1	1	3	4	1	3	1	4	1	2	1	2	-	-	-	2	2			
	4%	4%	2%	3%	1%	3%	7%	13%	23%	3%	3%	3%	2%	13%	9%	17%	6%	4%	-	-	-	-	4%	-	2%	-	10%	6%	1%	3%	4%	1%	7%	4%	4%	4%	11%	1%	7%	-	-	-	3%	5%			
(-2) Very difficult	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-				
	3%	1%	-	-	-	-	1%	-	9%	1%	-	1%	-	-	-	-	30%	3%	-	-	-	3%	-	-	-	-	-	-	-	-	-	6%	3%	3%	3%	3%	5%	-	-	-	-	4%	-				
Mean	1.32	1.29	1.38	1.3	1.32	1.4	0.98	0.85	0.66	1.32	1.47	1.31	1.31	0.95	0.88	0.51	0.07	1.12	-	-	-	-	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	1.05	0.98	1.64	-	1.14	1.08			
Easy (NET)	87	49	48	76	81	19	26	7	3	65	50	77	79	10	19	6	6	87	-	-	-	-	87	-	32	23	21	9	55	76	85	44	29	13	74	13	10	49	22	4	3	-	59	28			
	81%	88%	91%	87%	90%	89%	76%	70%	54%	91%	96%	88%	87%	75%	72%	57%	57%	81%	-	-	-	-	81%	-	89%	86%	86%	74%	88%	87%	86%	87%	74%	78%	82%	78%	59%	96%	81%	54%	100%	-	-	83%	77%		
Difficult (NET)	7	3	1	2	1	1	3	1	2	3	2	3	2	2	2	2	4	7	-	-	-	-	7	-	1	-	2	1	1	3	4	1	6	1	6	1	2	3	2	-	-	-	5	2			
	7%	3%	1%	2%	1%	3%	8%	13%	32%	4%	3%	3%	2%	13%	9%	17%	36%	7%	-	-	-	-	7%	-	2%	-	10%	6%	1%	3%	4%	1%	14%	7%	7%	7%	14%	6%	7%	-	-	-	8%	5%			
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	122	26	57	62	40	33	36	2	2	21	31	19	27	32	25	17	13	2	1	9	15
WEIGHTED BASE	107*	20**	47*	50*	31*	28**	28*	1**	1**	17**	24**	17**	24**	27**	23**	17**	10**	3**	1**	7**	11**
	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	-	7	12	8	13	12	11	7	5	1	-	4	8
	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	*	-	-	*	*	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
	3%	3%	-	-	2%	2%	-	44%	49%	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.12	1	1.31	1.26	1.11	1.08	1.44	0.24	-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
	z						z														
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%	-	-	-	-	-	-	-	-	-	-
	c																				
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) ineligible for sig testing

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

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

	TOTAL (a)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	265	161	101	34	109	59	27	36	12	24	13	21	11	22	24	21	74	14	15	14	233	32	223	42	215	50	16	35	37	169	221	30
WEIGHTED BASE	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**
	100%	59%	40%	12%**	44%**	26%**	9%**	15%**	3%**	10%**	6%**	8%**	4%**	8%**	10%**	7%**	28%	5%**	6%**	3%**	88%	12%**	78%	21%	67%	33%	7%**	15%**	17%**	57%	85%	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%
(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%
	dbd																								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%	5%	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) Very difficult	4	1	4	-	3	1	*	1	-	-	-	-	-	3	*	1	-	-	-	*	4	1	2	3	2	3	*	*	-	4	1	3
	2%	1%	4%	-	3%	1%	2%	3%	-	-	-	-	-	14%	2%	7%	-	-	-	5%	2%	3%	1%	5%	1%	4%	2%	1%	-	3%	1%	12%
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
Easy (NET)	178	108	67	19	83	39	18	20	4	17	13	14	6	13	18	12	55	7	12	5	160	18	141	36	125	53	10	32	26	106	154	18
	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%
Difficult (NET)	20	11	9	1	10	4	1	4	*	1	-	2	1	4	2	3	4	2	1	1	18	2	14	6	15	6	*	1	3	14	15	5
	9%	8%	11%	5%	10%	8%	6%	14%	6%	3%	-	13%	12%	20%	11%	17%	6%	14%	4%	16%	9%	8%	8%	13%	10%	8%	2%	3%	9%	11%	8%	19%
Don'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.



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

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 DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE					
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT AFTER BUYING (l)	OWN IT OUTRIGHT OTHER MEANS (m)	LEASING IT (n)	BUYING IT ON FINANCE (o)	SOME OTHER WAY (p)	OWN OUTRIGHT (q)	LEASE/ FINANCE (r)	SOCIAL/ DOMESTIC/ PLEASURE (s)	COMMUTIN G (t)	USE AS PART OF MY WORK (u)	RARELY DRIVE (v)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (w)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (x)	OFF-STREET IN A SHARED CAR PARK (y)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON-STREET (ac)	CURRENTLY DRIVE (ad)	NOT CURRENTLY BUT HAVE IN THE PAST (ae)	NEVER DRIVEN, HAVE BEEN A PASSENGER (af)	NEVER DRIVEN, NOR BEEN A PASSENGER (ag)	WITHIN THE NEXT YEAR (ah)	IN THE NEXT 3 YEARS (ai)	IN THE NEXT 10 YEARS (aj)	EVER BUY (ak)																
UNWEIGHTED BASE	215	217	18	81	21	87	17	7	87	160	177	65	68	60	5	153	26	216	126	9	3	113	71	17	51	20	173	87	143	16	42	11	109	208	242	241																	
WEIGHTED BASE	221	213	8**	51*	21**	67**	73*	**	77**	71*	140	106	52*	24**	25**	4**	158	49*	178	133	72*	21**	107	21**	13**	43*	22**	141	65*	117	54*	36*	12**	76*	171	200	201																
100%	80%	80%	25**	23**	25**	23**	23**	**	25**	22**	64%	45%	25**	115**	115**	25**	71%	22**	35%	60%	23**	11**	40%	107**	15**	107**	106**	64%	22**	32%	25**	135**	55**	35**	76%	16%	16%	16%															
(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%	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	8	8	-	-	5	16	9	5	2	5	-	14	7	21	11	5	-	12	2	1	5	*	15	6	11	6	3	2	10	15	20	20																
	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	-	3	3	6	3	-	-	6	10	6	5	3	2	1	11	4	11	9	6	-	9	-	1	2	5	9	7	7	2	6	*	4	9	14	14																
	7%	7%	-	7%	14%	9%	5%	-	-	9%	7%	6%	9%	12%	6%	13%	7%	9%	6%	7%	8%	-	8%	-	4%	5%	20%	6%	10%	6%	4%	17%	3%	5%	5%	7%	7%																
(-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%	-	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	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	1.06	1.33	0.94	1.11	1.07	1.09	0.99	0.98	1.06	1.16	0.99	0.86	0.25	1.16	1.09	1.03	1.02																
Easy (NET)	178	172	6	43	13	54	61	-	7	56	115	87	42	19	19	3	129	37	141	113	81	2	82	19	12	35	17	113	52	99	44	26	7	62	142	162																	
	80%	81%	66%	84%	64%	80%	84%	-	100%	78%	82%	82%	81%	77%	75%	87%	82%	76%	80%	80%	85%	100%	77%	89%	88%	82%	78%	80%	81%	85%	82%	74%	59%	82%	83%	81%	81%																
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%	16	9	7%	8%	-	12%	-	4%	6%	20%	9%	11%	6%	7%	18%	26%	5%	8%	18	9%															
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-																

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i) - z/n/l/m/o/p/q - z/h/i/h/j - z/v/w/h/z/N/B/C - z/D/R/P/G - z/N/D/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSOs

15 May 2025

D17 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)								(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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.



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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (t)
UNWEIGHTED BASE	265	104	205	207	139	120	120	9	20	70	100	29	66	71	42	30	36	2	2	23	40
WEIGHTED BASE	221	85*	167	172	115	102*	97*	6**	16**	56*	78*	25**	56*	61*	39*	27**	29*	2**	2**	18**	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% e	28%	39%	39%	29%	22%	39%	12%	-	42%	53%	18%	38%	38%	33%	18%	40%	-	-	35%	53%
(1) Fairly easy	105	41	82	90	54	56	44	3	1	25	31	15	29	33	20	17	15	1	-	10	12
	48% j	49%	49%	52% z	47%	54%	45%	53%	3%	44%	39%	60%	52%	55%	51%	64%	50%	61%	-	57%	38%
(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% bcj	7%	6%	6%	10%	13%	10%	11%	24%	8%	5%	13%	4%	5%	6%	10%	6%	39%	-	5%	5%
(-1) Fairly difficult	16	10	9	4	14	10	4	1	7	*	1	2	3	1	4	2	1	-	2	*	1
	7% bcij	12%	5%	2%	12%	10%	4%	18%	44%	1%	1%	9%	6%	2%	10%	8%	4%	-	100%	3%	3%
(-2) Very difficult	4	4	-	-	2	1	1	*	4	3	1	-	-	-	-	-	-	-	-	-	-
	2% bcde	4%	-	-	2%	1%	1%	6%	28%	5%	1%	-	-	-	-	-	-	-	-	-	-
Mean	1.02 ae	0.84	1.23 zad e	1.28 zad e	0.9	0.87	1.18 z	0.47	-0.97	1.19	1.43 zfi	0.86	1.23	1.29 zn	1.07	0.92	1.26	0.61	-1	1.25	1.42 z
Easy (NET)	178 80%	65 77%	148 89%	157 91%	87 76%	78 76%	82 85%	4 65%	1 3%	48 86%	72 93%	19 78%	50 90%	57 93%	33 84%	22 82%	26 90%	1 61%	-	17 92%	29 92%
Difficult (NET)	20 9% bcfj m	14 16% zbc	9 5% c	4 2%	16 14% zbc	11 10% bc	5 5%	2 24%	11 72%	3 5%	2 2%	2 9%	3 6% m	1 2%	4 10% m	2 8%	1 4%	-	2 100%	* 3%	1 3%
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) 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.



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

	GENDER			AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL				
	TOTAL (z)	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £49999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)			
UNWEIGHTED 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	119	32	7	21	29	112	144	23	144	23	
WEIGHTED BASE	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**	124	23**	
100%	100%	73%**	26%**	13%**	38%**	26%**	6**	17%**	35%**	15%**	76%**	56%**	76%**	88%**	15%**	66%**	27%**	26%**	76%**	11%**	94%	66%**	73%	27%**	65%**	35%**	30**	16%**	21%**	60%**	124	106%**	124	106%**	
(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	63	9	
49%	49%	52%	41%	34%	56%	48%	47%	47%	26%	65%	26%	33%	56%	54%	52%	44%	52%	55%	43%	46%	49%	55%	54%	37%	57%	40%	32%	43%	35%	57%	51%	39%	51%	39%	
(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	41	8	
34%	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%	33%	35%	
(0) 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	4	3	8	4
D	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%	6%	12%	6%	12%
(-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	9	1	
vaD	7	8%	2%	5%	5%	4%	6%	16%	-	-	19%	-	5%	17%	-	13%	4%	-	24%	-	7%	6%	5%	11%	4	5%	10%	18%	15%	6%	4%	7%	4%	4%	4%
(-2) Very difficult	5	3	2	-	2	1	-	2	-	-	2	-	-	-	2	-	1	-	-	-	5	-	3	2	1	4	-	-	2	3	3	3	2	3	2
3%	3%	2%	6%	-	4%	2%	-	7%	-	-	21%	-	-	-	8%	-	2%	-	-	-	3%	-	3%	4%	1%	8%	-	-	6%	3%	2%	2%	2%	9%	
1x	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	1.24	0.89	
Easy (NET)	123	89	33	16	50	33	8	16	4	16	5	5	7	9	21	8	36	2	7	1	115	8	93	30	83	40	4	20	21	78	105	17	105	17	
83%	83%	81%	86%	83%	88%	86%	86%	64%	93%	93%	51%	67%	72%	79%	92%	87%	91%	55%	70%	71%	82%	94%	86%	74%	67%	75%	73%	85%	67%	88%	84%	74%	84%	74%	
Difficult (NET)	15	12	3	1	5	2	1	6	-	-	4	-	1	2	2	1	2	-	2	-	14	*	8	6	5	10	1	4	4	6	11	3	11	3	
10%	10%	11%	8%	5%	9%	6%	6%	24%	-	-	40%	-	5%	17%	8%	13%	6%	-	24%	-	10%	6%	8%	15%	5%	18%	18%	15%	12%	7%	9%	9%	14%	14%	
vs	15	12	3	1	5	2	1	6	-	-	4	-	1	2	2	1	2	-	2	-	14	*	8	6	5	10	1	4	4	6	11	3	11	3	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
va	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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/U/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.



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

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS								ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE				
	TOTAL (J)	ANY YES (a)	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 (l)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTING (s)	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)	OFF-STREET IN A SHARED CAR PARK (x)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON STREET (ab)	CURRENTLY DRIVE (ac)	NOT CURRENTLY BUT HAVE IN THE PAST (ad)	NEVER DRIVEN, HAVE BEEN PASSENGER (ae)	NEVER DRIVEN, NOR BEEN A PASSENGER (af)	WITHIN THE NEXT YEAR (ag)	IN THE NEXT 3 YEARS (ah)	IN THE NEXT 10 YEARS (ai)	EVER BUY (aj)								
UNWEIGHTED BASE	174	133	41	54	13	55	11	1	2	67	101	15	59	6	20	5	155	20	136	122	57	7	72	71	12	81	11	111	43	15	16	27	8	58	150	165	166								
WEIGHTED BASE	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*	64*	78*	46*	17**	7**	46*	109	142	143								
100%	100%	100%	**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**	100**					
(2) Very easy	73	73	-	30	5	15	23	-	-	35	38	33	24	7	6	4	57	12	58	59	30	1	39	5	5	15	8	49	24	43	22	4	1	4	55	57	69	70							
	49%	49%	-	55%	39%	41%	56%	-	-	52%	49%	46%	54%	77%	37%	73%	49%	51%	49%	56%	57%	100%	49%	36%	70%	51%	61%	49%	54%	55%	48%	23%	65%	56%	52%	49%	49%								
(1) Fairly easy	50	50	-	11	5	18	13	-	3	16	31	23	15	2	5	1	38	7	38	34	17	-	23	6	2	11	5	31	16	27	13	10	1	18	37	50	50								
	34%	34%	-	20%	40%	49%	31%	-	100%	24%	39%	32%	33%	23%	36%	27%	33%	31%	33%	33%	32%	-	28%	48%	23%	36%	39%	30%	37%	34%	27%	57%	12%	39%	34%	35%	35%								
(0) Neither easy nor difficult	11	11	-	6	1	3	2	-	-	6	5	7	2	-	2	-	9	2	10	7	2	-	7	1	*	2	-	8	2	4	5	1	1	2	8	11	11								
	8%	8%	-	11%	5%	8%	5%	-	-	10%	6%	10%	4%	-	16%	-	8%	10%	8%	7%	3%	-	8%	10%	7%	7%	-	8%	5%	12%	3%	10%	4%	7%	8%	8%									
(-1) Fairly difficult	10	10	-	5	2	-	2	1	-	7	2	6	4	-	-	-	10	-	6	1	4	-	7	1	-	2	-	8	2	3	6	-	1	-	5	8	8								
	7%	7%	-	10%	16%	-	4%	100%	-	11%	2%	9%	8%	-	-	-	8%	-	5%	1%	8%	-	9%	6%	-	7%	-	8%	5%	4%	13%	-	13%	-	5%	6%	5%								
(-2) Very difficult	5	5	-	2	-	1	2	-	-	2	3	3	-	-	2	-	3	2	5	3	-	-	5	-	-	-	-	5	-	2	-	3	-	1	3	5	5								
	3%	3%	-	4%	-	2%	4%	-	-	3%	3%	4%	-	-	12%	-	3%	8%	4%	3%	-	-	6%	-	-	-	-	5%	-	2%	-	17%	-	2%	2%	3%	3%								
Mean	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	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	1.28	1.2	1.2								
Easy (NET)	123	123	-	40	10	34	36	-	3	50	69	57	38	9	11	5	95	20	96	93	47	1	62	11	6	26	13	79	40	70	35	14	5	43	94	118	119								
	83%	83%	-	75%	79%	90%	87%	-	100%	76%	89%	78%	87%	100%	72%	100%	81%	82%	82%	89%	89%	100%	77%	84%	93%	87%	100%	79%	91%	89%	75%	79%	77%	95%	86%	84%	83%								
Difficult (NET)	15	15	-	8	2	1	3	1	-	10	2	9	4	-	2	-	13	2	11	4	4	-	12	1	-	2	-	13	2	5	6	3	1	1	8	13	13								
	10%	10%	-	14%	16%	2%	8%	100%	-	15%	5%	13%	8%	-	12%	-	11%	8%	10%	4%	8%	-	15%	6%	-	7%	-	13%	5%	6%	13%	17%	13%	2%	7%	9%	9%								
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								

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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSO5

15 May 2025

D17 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE									
	TOTAL (G)	PETROL (H)	DIESEL (I)	HYBRID (J)	EV (K)	PETROL (L)	DIESEL (M)	HYBRID (N)	EV (O)	PETROL (P)	DIESEL (Q)	HYBRID (R)	EV (S)	PETROL (T)	DIESEL (U)	HYBRID (V)	EV (W)	YES (X)	NO (Y)	WITHIN THE NEXT YEAR (Z)	1 TO 3 YEARS (AA)		3 TO 10 YEARS (AB)		MORE THAN 10 YEARS (AC)		IN THE NEXT 3 YEARS (AD)		IN THE NEXT 10 YEARS (AE)		EVER BUY (AF)	YES (AG)	RECALL HEARING SOMETHING (AH)	NO (AI)	YES/RECALL HEARING (AJ)	NO/DON'T KNOW (AK)	BOUGHT ON MORTGAGE (AL)	OWNED OUTRIGHT (AM)	RENTED PRIVATE (AN)	RENTED L.A./COUNCIL (AO)	RENTED H.A./TRUST (AP)	OTHER (AQ)	OWNED (AR)	RENTED (AS)			
		(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)		(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)							
UNWEIGHTED BASE	149	171	101	72	117	115	41	65	17	19	100	11	117	17	19	60	1	11	-	11	36*	44*	33**	19**	80*	112	131	74*	45*	29**	120	29**	42*	73*	23**	6**	5**	**	115	34**							
WEIGHTED BASE	149	1200	551**	255**	725	725	221**	121**	85**	131**	655*	455*	825	95**	225**	725**	125**	1105*	**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**	225**				
(2) Very easy	73	46	27	62	61	12	30	4	7	53	42	65	61	9	21	3	6	73	-	21	24	19	3	45	64	67	40	20	13	60	13	18	41	10	2	-	-	58	15								
	49%	53%	49%	54%	52%	2	6	36%	51%	30%	35%	54%	59%	57%	53%	66%	50%	26%	38%	49%	-	59%	55%	58%	15%	56%	57%	51%	54%	44%	44%	50%	44%	42%	56%	45%	40%	45%	-	51%	44%						
(1) Fairly easy	50	27	24	42	44	16	15	4	4	30	23	39	42	3	9	2	1	50	-	13	15	9	7	28	37	43	21	15	14	36	14	13	24	8	2	3	-	37	13								
(0) Neither easy nor difficult	11	4	1	7	7	5	8	1	1	2	2	7	4	1	7	2	1	11	-	1	2	3	4	4	7	11	4	7	1	10	1	8	1	2	1	-	-	9	3								
	8%	5%	3%	6%	6%	13%	14%	8%	5%	2%	2%	6%	4%	5%	17%	22%	7%	8%	-	4%	5%	10%	22%	4%	6%	8%	5%	14%	3%	9%	3%	19%	1%	7%	10%	-	-	8%	8%								
(-1) Fairly difficult	10	6	3	2	1	2	1	2	6	8	5	2	4	1	3	4	5	10	-	-	1	1	5	1	2	7	5	3	2	8	2	1	6	3	-	-	-	7	3								
	7%	7%	5%	2%	1%	4%	2%	15%	29%	9%	6%	2%	4%	6%	8%	34%	33%	7%	-	-	2%	5%	27%	1%	2%	6%	7%	6%	6%	7%	6%	2%	9%	12%	-	-	-	6%	8%								
(-2) Very difficult	5	4	-	1	3	-	4	2	2	4	1	1	3	-	2	-	2	5	-	1	2	-	-	3	3	3	4	1	-	5	-	3	2	-	-	-	-	-	5	-							
	3%	5%	-	1%	2%	-	7%	16%	11%	4%	1%	1%	2%	-	4%	-	15%	3%	-	2%	4%	-	-	3%	2%	2%	5%	2%	-	4%	-	7%	3%	-	-	-	-	4%	-								
Mean	1.18	1.2	1.36	1.42	1.37	1.14	1.12	0.43	0.38	1.23	1.41	1.46	1.36	1.5	1.04	0.37	0.23	1.19	-	1.49	1.34	1.4	0.39	1.4	1.4	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	73	51	104	105	28	45	8	11	83	65	104	103	12	30	5	7	123	-	34	39	28	10	73	101	110	61	35	27	96	27	31	64	19	5	5	-	95	28								
	83%	84%	92%	91%	90%	82%	77%	60%	54%	85%	90%	92%	91%	89%	70%	45%	46%	83%	-	94%	89%	86%	51%	91%	90%	84%	82%	78%	91%	81%	91%	72%	88%	80%	84%	100%	-	82%	84%								
Difficult (NET)	15	15	10	3	3	4	2	5	4	12	5	3	7	1	5	4	7	15	-	1	3	1	5	3	5	10	10	4	2	13	2	4	8	3	-	-	-	12	3								
	10%	12%	5%	3%	3%	4%	9%	31%	40%	13%	7%	2%	6%	6%	12%	34%	47%	10%	-	2%	6%	5%	27%	4%	4%	8%	13%	8%	6%	11%	6%	9%	11%	12%	-	-	-	10%	8%								
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						

Proportions/Mean: Columns Tested (5% risk level) - z1a/h1/c/d - z1h/f1/d - z1l/f1/h - z1m/f1/d/p - z1q1 - z1h/f1/h1/w1/y - z1A/B/C/D/R - z1P/R1/N1/U1/N1/M  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT WORKING (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**	57*	56*	35*	34*	36*	2**	2**	21**	27*	19**	30**	32**	23**	15**	10**	..*	1**	8**	17**
	100%	17%**	38%*	38%*	23%*	23%*	24%*	2%**	1%**	14%**	18%*	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%
(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%
(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%	-	-	-	-	-	-
bc																					
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
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%
bc																					
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/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

**17TH - 22ND APRIL 2025**

**PUBLIC**

**IPSOS**

**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**

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

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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

	TOTAL (z)	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	15%	15%	33%	40%	11%	8%	9%	7%	5%	8%	16%	16%	3%	6%	21%	67%	33%	57%	43%	23%	24%	15%	27%	23%	25%	33%	33%	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		o											zko				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%	17%	27%	27%	27%	27%	25%	27%	24%	29%	28%	28%	26%	29%	
	f			f					zhh																zj	D							
(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%	21%	18%	24%	20%	22%	20%	20%	20%	22%	21%
	k																																
(-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%	
	rwvA			zefk																	rw			zj									
(-2) Strongly disagree	113	68	44	11	31	24	23	24	1	12	6	8	7	8	12	13	26	3	10	6	83	30	76	37	51	62	16	23	25	43	94	12	
	5%	6%	4%	4%	7%	6%	6%	3%	2%	5%	3%	4%	4%	4%	6%	4%	8%	3%	5%	10%	5%	4%	6%	4%	6%	4%	4%	4%	5%	8%	5%	4%	
	bg	zb		zg													zh			zhjmo			z			zy				zAB			
Mean	0.36 dft vaD	0.35	0.36	0.48 df	0.17	0.31	0.23	0.53 zde f	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 zt	0.31	0.43 v	0.31	0.39	0.45 D	0.44 D	0.34	0.19	0.33	0.49	
Agree (NET)	897 40%	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	
	bf	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%	
Disagree (NET)	432 19%	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	
	bf ruvw k	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%	
	zef z			zcef													zmo				zu		zw		zy				zABC				
Don't know	420 19%	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	
	acd tsD	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%	
		za				cd	zede	zcd	p	p	p	p	p	p	p	p		p	p		zt				x	D	D	D					

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

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.

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

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
 Overlap formulae used. \* small base: \*\* very small base (under 30) Ineligible for site testing

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	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 pst	zbcde			zbc	bc				f		zlmn			lm	zlm				p	
(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 st	zbcde			bc	bc				f	f	zlmno			zlm	zlmn				p	p
(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 jkp		a	a	ab	a					fi		k	ko	k	k				p	p
(-1) Tend to disagree	319	-	45	52	16	22	61	1	3	22	31	-	90	82	44	14	106	2	1	32	57
	14%	-	27%	30%	14%	22%	63%	23%	19%	39%	40%	-	29%	29%	18%	11%	77%	9%	5%	40%	40%
	ak		zad	zade	a	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	z	z			z	z		zkno	zkno	k	k	z			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 ijlmpst	zbcde			bc	bc				f	f	zlmno			lm	zlmn				p	p
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 lpst	zbcde			zbc	zbc				f	f	zlmno			zlm	zlmn				p	p
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	zij			z	z		zkno	zkno	ko	k	zst			z	z
Don't know	420	-	2	1	-	1	-	-	-	2	-	-	13	5	6	-	-	1	1	4	2
	19%	-	1%	*	-	1%	-	-	-	4%	-	-	4%	2%	3%	-	-	4%	6%	5%	1%
	abcde fijklmno pst		c										kmo		k					pt	

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

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17TH - 22ND APRIL 2025  
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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

	TOTAL (z)	GENDER		AGE					REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)		
UNWEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326		
WEIGHTED BASE	100%	49%	50%	11%	19%	18%	18%	33%	4%*	11%	8%	9%	7%	9%	8%	14%	14%	3%	5%	3%*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	33%	15%		
(2) Strongly agree	256	165	86	44	98	49	27	39	12	33	13	17	14	25	14	26	69	9	16	9	203	53	185	71	144	112	35	49	49	117	228	20		
	11%	15%	8%	17%	23%	12%	7%	5%	14%	14%	7%	9%	9%	12%	7%	9%	22%	8%	9%	13%	13%	7%	14%	7%	18%	8%	9%	8%	9%	21%	12%	6%		
	zbfu wyBF	zb		zfg	zefg	fg										zijk mnoqr				zu		zw		zv						zABC	zF			
(1) Tend to agree	640	337	303	81	143	132	107	177	20	67	49	54	46	69	58	92	83	28	62	13	461	180	352	289	241	400	112	179	149	176	541	87		
	29%	31%	27%	32%	34%	33%	26%	24%	22%	28%	27%	28%	28%	32%	31%	30%	26%	27%	33%	20%	30%	25%	27%	30%	30%	28%	28%	29%	29%	32%	29%	27%		
	pu	z		R	zfg	R							S						S		zu									z				
(0) Neither agree nor disagree	600	311	275	73	98	89	113	227	31	56	39	62	36	59	50	74	81	36	54	22	394	206	335	264	182	418	104	171	144	133	481	97		
	27%	28%	25%	29%	23%	22%	27%	30%	15%	23%	21%	32%	22%	28%	26%	24%	26%	34%	29%	35%	26%	29%	26%	28%	23%	29%	26%	28%	28%	24%	26%	30%		
	ben						xde		llo			j					j			llo				zx										
(-1) Tend to disagree	169	67	101	21	32	23	33	59	3	17	25	10	15	12	12	22	24	8	15	5	115	54	93	75	65	104	33	44	44	34	135	29		
	8%	6%	9%	8%	8%	6%	8%	8%	3%	7%	14%	5%	9%	6%	6%	7%	8%	8%	8%	8%	8%	8%	7%	8%	8%	7%	8%	8%	7%	6%	7%	9%		
	a		za						zhkmm p																									
(-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%	1%	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				c									l													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					zik nna							zu		zw		zy									
	juwvF				R																				z									
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%	40%	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%		
	bfgju vF	zb		zfg	zefg	fg			zu					zhk loqr							zu		z		zy					zABC	zF			
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%	10%	9%	8%	10%	11%	9%	9%	10%	8%	10%	10%	9%	10%	10%	9%	12%	9%	10%	9%	9%	12%		
	h				f				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%		
	acdb tsoD	za			cd	zcd			p		p		mpqr		p						zt				zx		D	D	D					

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

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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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING				PARKING LOCATIONS				ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE					
	TOTAL (a)	ANY YES (b)	NO (c)	PETROL (d)	DIESEL (e)	HYBRID (f)	EV (g)	OTHER (h)	NO VEHICLE (i)	ICE (j)	EV OR HYBRID (k)	OWN IT OUTRIGHT (l)	OWN IT AFTER BUYING (m)	OWN IT PRIVATE (n)	LEASING IT (o)	BUYING IT ON FINANCE (p)	SOME OTHER WAY (q)	OWN OUTRIGHT (r)	LEASE/ FINANCE (s)	SOCIAL/ DOMESTIC/ PLEASURE (t)	COMMUTER (u)	USE AS PART OF MY WORK (v)	RARELY DRIVE (w)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (x)	OFF-STREET NOT NEXT TO MY PROPERTY (y)	OFF-STREET CAR PARK IN FRONT OF NEXT TO MY PROPERTY (z)	OFF-STREET NOT IN FRONT OF NEXT TO MY PROPERTY (aa)	OFF-STREET (ab)	ON-STREET (ac)	CURRENTLY DRIVING (ad)	PRIVATELY OWNED BUT NOT CURRENTLY DRIVING (ae)	NEVER OWNED (af)	NEVER OWNED (ag)	NEVER OWNED (ah)	WITHIN THE NEXT YEAR (ai)	IN THE NEXT YEAR (aj)	IN THE NEXT 2 YEARS (ak)	EVER BUY (al)				
UNWEIGHTED BASE	2241	1936	301	1120	899	243	135	7	317	1519	378	1042	461	126	209	43	1503	335	1591	916	316	64	1021	115	132	456	127	1208	583	237	267	737	903	349	1064	1545	160					
WEIGHTED BASE	1200	1008	200	400	300	100	50	10	150	650	150	300	120	30	50	10	300	60	300	150	50	10	20	30	10	40	10	100	50	20	20	70	80	30	100	150	200					
(1) Strongly agree	256	229	25	109	86	41	4	2	25	145	82	121	63	17	25	2	184	42	184	142	70	4	43	29	17	57	18	149	75	71	47	82	56	79	168	214	218					
	bhi	b	126	85	106	107	zcdh	h	zcdh	188	76	106	24	zcdh	h	zcdh	126	145	136	126	145	136	126	145	136	126	145	136	126	145	136	126	145	136	126	145	136	126	145	136	126	
(1) Tend to agree	640	568	71	334	109	78	40	5	75	440	118	311	124	45	67	11	435	112	640	285	84	22	276	37	51	140	42	365	182	68	92	259	210	104	336	481	493					
	bmg	ab	306	223	296	274	364	34	50	226	296	356	288	34	34	28	296	346	306	336	296	326	28	316	396	306	306	306	306	306	336	336	336	226	336	346	336	326				
(0) Neither agree nor disagree	300	276	31	171	111	68	37	2	77	428	87	267	138	38	50	17	405	87	428	208	62	23	281	27	29	124	35	317	160	74	51	184	174	74	251	384	404					
	zfh	z	276	246	286	286	256	276	226	226	286	266	266	316	296	256	436	276	276	276	236	226	346	296	236	226	276	256	286	276	256	266	256	286	246	256	266	266				
(-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					
	bd	8	86	76	76	106	76	26	106	76	8	86	56	8	106	46	76	116	86	78	96	8	74	8	96	5	86	96	76	86	36	15	76	86	96	86	86					
(-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	26	7	13	22	5	24	35	35				
	z	26	1	26	46	26	-	-	16	26	16	26	26	16	36	36	26	26	26	26	46	-	36	16	16	26	36	26	26	26	26	36	26	26	26	26	26	26	26	26		
Mean	0.52	0.44	0.44	0.49	0.44	0.71	1.03	0.34	0.34	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			
	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd	zcd		
Agree (NET)	886	797	97	443	143	119	82	6	100	586	200	432	187	61	92	13	619	153	644	427	155	25	379	39	69	197	60	514	257	139	138	341	266	183	504	694	712					
	bmg	ab	426	296	396	366	686	296	396	606	396	416	426	476	476	346	426	496	416	496	436	386	316	696	546	436	436	436	436	436	436	436	436	436	436	436	436	436	436	436		
Disagree (NET)	118	188	79	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	12	102	156	161				
	bd	106	106	96	96	146	96	96	146	96	146	106	86	136	126	76	96	136	106	116	136	86	106	106	106	66	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	
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	335	22	146	235	252					
	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	zfh	
Impacts twoDEHI	246	211	384	246	226	116	26	-	406	236	87	236	196	126	166	156	226	146	216	166	126	196	210	126	206	216	196	206	206	206	206	206	206	206	206	206	206	206	206	206	206	206

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHANGED TV / PUG- IN HYBRID		EVER BUY - EV					POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE											
	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 YEARS	10 MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 3 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L/A/ COUNCIL	RENTED H/A/ TRUST	OTHER	OWNED	RENTED						
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	(31)	(32)	(33)	(34)	(35)	(36)	(37)	(38)	(39)	(40)				
UNWEIGHED BASE WEIGHTED BASE	2241	1051	1051	1051	216	216	216	216	216	1273	742	1112	905	216	742	143	694	631	434	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	837	580	201	128*	15**	1468	15	15	112		
(1) Stronely agree	256	140	100	169	175	48	83	23	23	155	130	200	206	50	82	18	25	122	132	57	69	53	23	126	179	202	115	82	55	197	59	51	102	63	21	19	-	154	102	142				
(2) Disagree	116	146	196	200	206	188	114	6%	4%	126	176	186	236	206	116	5%	4%	296	7%	41%	246	136	96	296	216	186	156	156	136	9%	136	9%	9%	126	166	106	156	-	106	166	146			
(3) Tend to agree	140	139	164	323	227	60	260	100	112	385	237	406	368	93	225	65	129	149	484	300	138	158	70	178	336	467	2	237	138	473	368	169	244	127	54	36	4	412	219	219				
(4) Neither agree nor disagree	276	246	226	226	196	266	276	296	306	276	236	226	186	166	256	316	336	256	276	186	206	256	306	196	226	246	266	276	276	266	286	246	296	246	306	206	296	276	256	256				
(5) Tend to disagree	169	97	50	52	28	14	60	44	70	103	50	66	52	11	62	36	67	24	142	6	12	29	33	18	47	80	68	50	50	117	51	50	60	28	15	9	2	111	52	52				
(6) Strongly disagree	49	26	25	7	5	3	7	17	25	36	28	7	3	3	8	26	30	6	43	-	3	3	7	3	7	14	17	17	17	15	34	16	17	17	8	6	1	-	34	15	15			
Mean	0.54	0.58	0.8	0.8	0.96	0.75	0.57	0.23	0.14	0.51	0.64	0.78	0.89	0.89	0.55	0.55	0.11	0.88	0.41	1.15	0.91	0.66	0.33	0.99	0.84	0.73	0.58	0.53	0.42	0.55	0.42	0.44	0.52	0.65	0.44	0.72	0.17	0.89	0.6	0.6				
Agree (NET)	896	459	264	491	452	144	339	124	155	541	367	606	572	144	307	83	153	271	615	107	197	212	93	304	555	608	351	319	212	670	226	220	346	189	75	57	4	566	322	322				
Disagree (NET)	218	122	76	59	31	17	68	61	95	119	78	74	60	14	70	62	97	30	185	6	16	32	40	21	54	94	84	67	64	151	67	68	77	36	21	9	2	144	67	67				
Don't know	827	186	72	109	55	33	137	79	132	255	127	184	106	5	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17			

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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 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.





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

Base: All adults aged 18-75 in the UK

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	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
	11%	32%	47%	43%	33%	31%	44%	-	9%	53%	52%	20%	35%	32%	26%	27%	29%	-	17%	34%	36%
		z	zacde	zade	z	z	z			z	z	z	zkn	zkn	zk	zk	z			z	z
(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	zacde	z	z	z					z	z	zkmo	zko	zk	z	zs			z	z
(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%
	jlmnpst	bc		b	bc	bc	j					lmn		l	lm	lm					
(-1) Tend to disagree	169	3	-	4	5	5	3	6	2	1	1	12	-	13	7	10	5	23	3	6	3
	8%	3%	-	2%	4%	5%	3%	100%	13%	1%	2%	7%	-	4%	3%	8%	3%	89%	16%	7%	2%
	bcjlmnt	b		b	b	b						ln		l	l	ln				t	
(-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	zacd	zade	z	z	z			z	zf	z	zkmno	zkn	zko	z	z			z	z
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	zacde	zade	z	z	z			z	zf	z	zkmo	zkno	zk	zk	zs			z	zs
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%
	abcdfijlmnpst	b		b	b	b						ln		l	l	lmn				t	
Don't know	527	1	-	-	-	-	-	-	-	-	-	18	-	5	15	3	5	-	1	4	2
	24%	1%	-	-	-	-	-	-	-	-	-	10%	-	2%	6%	2%	3%	-	6%	5%	2%
	abcde											lmno		l	lmo	l				t	
	fijkimno																				
	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

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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

	TOTAL (j)	GENDER		AGE					REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)		
UNWEIGHTED BASE	2241	1082	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326		
WEIGHTED BASE	100%	49%	50%	11%	19%	18%	18%	33%	43*	11%	8%	9%	7%	9%	8%	14%	14%	3%	5%	2%	67%	33%	57%	43%	30%	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 wvACF	zb		zfg	zefg	fg											klmnoqr				zu		zw		zv					zABC	F			
(1) Tend to agree	529	301	222	89	134	106	83	117	19	62	45	35	28	52	46	59	97	24	51	10	395	133	315	214	236	293	95	140	113	166	456	63		
	24%	28%	20%	35%	32%	26%	20%	16%	21%	26%	25%	18%	17%	25%	25%	19%	31%	23%	28%	16%	26%	19%	25%	22%	29%	20%	24%	23%	22%	30%	25%	19%		
	bquv	zb		zefg	zfg	g											sklo		klk		zu				zv					zABC	z			
(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	zjlm np				n			n				zjn p					zx									
(-1) Tend to disagree	143	67	76	18	19	23	32	51	3	12	14	15	12	14	13	19	20	6	10	4	98	45	84	59	67	76	30	29	43	29	120	20		
	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									
(-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																																	
Mean	0.51	0.59	0.41	0.68	0.85	0.58	0.34	0.21	0.51	0.59	0.44	0.43	0.36	0.44	0.54	0.42	0.73	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	0.55	0.29		
	bfg uwvACF	zb		zfg	zef	fg											zik lmer				zu		zw		zv						zAB C	zF		
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 uwvCF	zb		zefg	zefg	fg	g										zhi klmnoqr				zu		zw		zv					zABC	zF			
Disagree (NET)	196	95	101	24	26	33	42	70	3	17	21	19	16	20	17	27	28	9	14	4	133	64	107	90	85	111	41	44	53	40	157	34		
	9%	9%	9%	10%	6%	8%	10%	9%	4%	7%	11%	10%	10%	10%	9%	9%	9%	9%	8%	7%	9%	9%	8%	9%	11%	8%	10%	7%	10%	7%	9%	11%		
	d										h														zv									
Don't know	753	285	459	52	80	131	164	326	28	86	65	73	60	77	76	117	96	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%		
	acd tvvD	za				cd	zcde	zcde	p	p	p	p	p	p	p	p	p	p	p	p	zt		v		zx		D	D	D					

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

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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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHANGED TV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE									
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED / LOANED	RENTED / LEAS A/ TRUST	OTHER	OWNED	RENTED										
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)	(29)	(30)	(31)	(32)	(33)	(34)	(35)	(36)	(37)	(38)	(39)	(40)									
UNWEIGHTED BASE WEIGHTED BASE	2241	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051	1051										
(1) Stronely agree	241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89									
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
(1) Tend to agree	241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89									
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89										
(0) Neither agree nor disagree	241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	64	69	168	73	46	102	48	30	20	1	148	89									
241	122	93	168	165	50	74	14	16	116	139	176	204	204	46	65	7	16	112	124	54	74	39	12	128	167	179	104	6																					

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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	241	24	70	75	33	25	43	1	-	28	44	33	96	103	60	34	45	1	-	24	45
	11%	29%	42%	44%	28%	25%	44%	11%	-	51%	57%	18%	31%	36%	25%	26%	32%	6%	-	30%	32%
		z	zade	zade	z	z	z			z	zf	z	zkn	zklno	zk	zk	z			z	z
(1) Tend to agree	529	35	74	97	55	52	44	4	-	20	29	66	139	181	103	56	65	11	-	37	71
	24%	41%	44%	56%	48%	51%	46%	57%	-	36%	38%	37%	44%	64%	43%	44%	47%	43%	-	46%	50%
		z	z	zabd	z	za	zj			z	z	z	zk	zklno	z	z	z			z	z
(0) Neither agree nor disagree	522	16	19	-	15	15	6	-	-	3	2	44	41	-	38	23	12	7	-	11	13
	23%	19%	11%	-	13%	14%	6%	-	-	6%	3%	24%	13%	-	16%	18%	8%	28%	-	14%	9%
		bcde	c		c	c						lmn	m		m	m					
		fijlmnpst																			
(-1) Tend to disagree	143	5	4	-	9	9	4	1	12	2	2	10	9	-	13	10	2	3	17	-	3
	6%	6%	2%	-	8%	9%	4%	16%	75%	3%	2%	6%	3%	-	5%	8%	1%	11%	95%	-	2%
		bc	bc		bc	bc						m	m		m	lm					
(-2) Strongly disagree	53	4	-	-	1	1	-	1	4	3	-	-	-	-	-	-	1	1	1	1	1
	2%	5%	-	-	1%	1%	-	16%	25%	5%	-	-	-	-	-	-	1%	3%	5%	1%	1%
		bcilmn								f											
Mean	0.51	0.84	1.27	1.44	0.96	0.9	1.3	0.3	-1.25	1.25	1.49	0.8	1.13	1.36	0.99	0.93	1.22	0.4	-1.05	1.14	1.17
		z	zade	zabde	z	z	z			z	zfi	z	zkn	zklno	zk	z	z			z	z
Agree (NET)	770	59	145	172	88	78	87	4	-	48	73	99	235	284	163	90	110	13	-	61	115
	34%	69%	87%	100%	76%	76%	90%	68%	-	87%	95%	55%	75%	100%	67%	70%	79%	49%	-	77%	82%
		z	zade	zabde	z	z	z			z	zfi	z	zkn	zklno	zk	zk	z			z	z
Disagree (NET)	196	9	4	-	10	10	4	2	16	4	2	10	9	-	13	10	2	4	18	1	4
	9%	10%	2%	-	9%	10%	4%	32%	100%	7%	2%	6%	3%	-	5%	8%	2%	14%	100%	1%	3%
		bcij	bc		bc	bc						m	m		m	lm					
		mnopst																			
Don't know	753	2	-	-	2	-	-	-	-	-	-	28	27	-	29	5	14	2	-	6	8
	34%	2%	-	-	1%	-	-	-	-	-	-	16%	9%	-	12%	4%	10%	9%	-	8%	6%
		abcde										lmo	m		mo	m	t				
		fijkimno																			
		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

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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

	TOTAL (z)	GENDER		AGE					REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £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	1349	992	375	544	515	653	1800	326		
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326		
	100%	49%	50%	11%	19%	15%	15%	33%	40%	11%	8%	8%	7%	5%	8%	14%	14%	3%	5%	3%	67%	33%	55%	45%	23%	24%	13%	27%	23%	25%	33%	33%		
(2) Strongly agree	320	170	146	42	54	66	45	113	12	35	24	22	24	38	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%		
(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%	32%	29%	34%	33%	31%	23%	22%	31%	32%	33%	30%	32%	31%	30%	33%	30%	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%		
(-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%		
(-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%		
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 xID					d		zcd ef					abm pas								zt					x	zCD							
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%		
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%		
	pluw vA			R	zefR	R	R		I	I	I		I	I	I	I	z				zu		zw		zy				A	A	zABC			
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%		
	acd twxD	za				cd	zcd	zcd	p	p	p	p	p	p	p	p		p		p	zt		zv		zx	zD	D	D						

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

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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 DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (a)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (l)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE/ (q)	SOCIAL/ DOMESTIC/ PLEASURE/ (r)	COMMUTING (s)	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)	OFF-STREET IN A SHARED CAR PARK (x)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	ON-STREET (aa)	ON-STREET (ab)	ON-STREET (ac)	ON-STREET (ad)	CURRENTLY DRIVE (ae)	NOT CURRENTLY BUT HAVE IN THE PAST (af)	NEVER DRIVEN, HAVE BEEN PASSENGER (ag)	NEVER DRIVEN, NOR BEEN A PASSENGER (ah)	WITHIN THE NEXT YEAR (ai)	IN THE NEXT 3 YEARS (aj)	IN THE NEXT 10 YEARS (ak)	EVER BUY (al)														
UNWEIGHTED BASE	2241	1336	905	1129	899	243	115	7	117	1633	978	1043	463	105	209	41	1503	35	1591	136	716	64	1021	115	812	462	112	127	683	123	127	107	917	918	349	1064	1365	1601															
WEIGHTED BASE	2241	1508	733	1131	999	217	119	9**	344	1530	936	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	965	312	1002	1470	1526																
(2) Strongly agree	320	298	22	170	69	27	24	1	29	239	51	159	71	21	34	5	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%	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%																
(1) Tend to agree	701	629	69	380	130	94	24	7	64	130	118	362	143	56	56	13	505	112	539	291	95	18	317	41	48	167	48	406	215	154	96	265	279	101	341	522	534																
31%	33%	21%	34%	33%	43%	20%	80%	20%	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%																
(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%	21%	24%	20%	20%	24%	28%	9%	24%	20%	26%	19%	19%	22%	26%	20%	21%	20%	20%	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	33	20	25	-	17	135	45	89	46	7	31	5	135	39	150	98	31	7	95	15	18	37	9	128	46	35	26	80	55	28	109	152	156																
9%	9%	9%	9%	8%	9%	21%	-	5%	9%	14%	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%																
(-2) Strongly disagree	38	32	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%	1%	3%	4%	2%	2%	3%	2%	2%	4%	5%	1%	2%	2%	1%	2%	3%	4%	2%	4%	10%	4%	2%	1%	7%	4%	3%	3%																
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																
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%	49%	28%	49%	50%	56%	40%	91%	27%	49%	50%	50%	50%	48%	58%	46%	42%	50%	51%	50%	48%	53%	43%	48%	56%	49%	53%	48%	49%	52%	46%	54%	47%	42%	52%	50%	52%	51%																
Disagree (NET)	257	223	33	126	40	28	37	-	22	166	64	115	62	10	35	6	177	45	168	132	46	7	119	16	20	53	15	155	68	55	35	96	65	50	150	199	204																
11%	12%	10%	13%	10%	13%	31%	-	7%	11%	19%	11%	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%																
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%	15%	20%	20%	16%	8%	11%	22%	19%	18%	16%	15%	11%	15%	20%	13%	13%	15%	18%	18%	16%	2%	11%	18%	11%	9%	13%	14%	14%																
Interquartile range	ae f	ae f	ae f	ae f	ae f	f	ae f	ae f	ae f	f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f	ae f													
Weighted base	2241	1508	733	1131	999	217	119	9**	344	1530	936	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	965	312	1002	1470	1526																

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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.



Base: All adults aged 18-75 in the UK

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

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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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
	TOTAL (z)	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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	320	26	26	27	42	32	6	4	8	-	3	46	46	38	64	35	9	3	3	-	7
	14%	31%	15%	16%	36%	32%	6%	67%	48%	-	4%	26%	15%	13%	27%	27%	7%	11%	14%	-	5%
	fjps	zbc			zbc	zbc						zlm			zlm	zlm	s				
(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%
	fjjs	zbc			zabc	z	i				i	z	z	z	zklm	z	s				s
(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%
	dikns	d	d	d		d	ij				i	n	n	n		n	s				s
(-1) Tend to disagree	199	6	32	32	-	6	29	1	3	38	27	12	44	46	-	9	33	6	-	61	39
	9%	7%	19%	19%	-	6%	30%	12%	16%	68%	35%	7%	14%	16%	-	7%	24%	23%	-	77%	28%
	dn	d	zade	zade		d	z			z	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			z	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			zklmo	zlm	s				s
	ijmpst				ce	c															
Agree (NET)	1021	65	85	88	115	76	26	5	10	-	19	130	180	163	242	97	54	9	13	-	56
	46%	76%	51%	51%	100%	74%	27%	77%	67%	-	25%	72%	58%	57%	100%	76%	39%	36%	69%	-	40%
	fjjs	zbc			zabc	zbc	i				i	zlm	z	z	zklm	zlm	s				s
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			z	z	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											mno	mno	n			s				
	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

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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

	TOTAL (z)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £49999 (C)	£50000+ (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	1349	992	375	544	515	653	1800	326	
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	15%	15%	33%	45%	11%	8%	8%	7%	5%	8%	14%	14%	5%	1%	3%	67%	33%	57%	43%	23%	24%	13%	24%	21%	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%	
(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	99	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%	
(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%	23%	23%	22%	24%	23%	
(-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%	
(-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%	
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	z	za	z	z	z	z	zde	zmo	prb	z	z	z	z	z	z	z	z	z	z	zt	z	z	z	z	z	z	z	z	z	z	z	z
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%	
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%	
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	z	z	z	cd	cd	cd	zcd	p	p	p	p	zpp	p	p	p	p	p	p	p	zt	z	z	z	z	z	D	D	D	z	z	z	

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

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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (J)	ANY YES (J)	NO (J)	PETROL (J)	DIESEL (J)	HYBRID (J)	EV (J)	OTHER (J)	NO VEHICLE (J)	ICE (J)	EV OR HYBRID (J)	OWN IT OUTRIGHT BUYING (J)	OWN IT OUTRIGHT OTHER MEANS (J)	LEASING IT (J)	BUYING IT ON FINANCE (J)	SOME OTHER WAY (J)	OWN OUTRIGHT (J)	LEASE/ FINANCE/ (J)	SOCIAL/ DOMESTIC/ PLEASURE (J)	COMMUTIN G (J)	USE AS PART OF MY WORK (J)	RARELY DRIVE (J)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (J)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (J)	OFF-STREET IN A SHARED CAR PARK (J)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (J)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (J)	ON-STREET (J)	ON-STREET (J)	CURRENTLY DRIVE (J)	NOT CURRENTLY BUT HAVE IN THE PAST (J)	NEVER DRIVEN, HAVE BEEN PASSENGER (J)	NEVER DRIVEN, NOR BEEN A PASSENGER (J)	WITHIN THE NEXT YEAR (J)	IN THE NEXT 3 YEARS (J)	IN THE NEXT 10 YEARS (J)	EVER BUY (J)												
UNWEIGHTED BASE	2241	1336	905	1129	899	243	115	7	117	1633	978	1043	463	105	209	41	1503	35	1598	136	716	64	1025	115	117	462	117	187	683	117	137	917	918	349	1064	1346	1403												
WEIGHTED BASE	2241	1508	733	1131	999	217	119	9**	344	1530	936	1044	441	132	198	39*	1485	330	1559	862	789	67*	968	119*	132	460	140	1219	600	202	758	777	965	312	1002	1470	1526												
(2) Strongly agree	169	154	12	96	30	18	12	3	7	127	30	85	38	16	17	2	123	33	125	64	32	3	85	10	11	41	12	105	58	29	14%	8%	8%	9%	9%	9%	9%	9%	9%	9%	9%								
(1) Tend to agree	390	355	35	183	77	57	33	4	37	299	90	188	83	35	38	4	270	72	291	161	83	12	178	27	21	83	33	226	116	160	69	104	152	78	206	304	312												
(0) Neither agree nor disagree	943	462	79	266	107	58	23	1	79	372	81	227	129	29	58	10	356	86	366	214	67	19	211	40	33	117	34	285	151	38	70	205	216	69	249	359	371												
(-1) Tend to disagree	279	248	31	139	45	28	31	-	33	185	59	132	52	14	36	9	184	50	201	139	45	11	125	17	22	55	18	164	73	22%	18%	16%	7%	15%	16%	15%	15%												
(-2) Strongly disagree	99	88	11	39	13	21	17	2	8	52	38	49	21	8	8	3	71	16	68	39	23	2	36	8	6	30	11	50	40	26	20	29	24	29	67	78	81												
Mean	0.17	0.18	0.04	0.22	0.24	0.12	-0.06	0.65	0.02	0.22	0.05	0.19	0.2	0.36	0.13	-0.24	0.19	0.22	0.19	0.05	0.22	0.06	0.24	0.12	0.09	0.15	0.17	0.21	0.16	0.11	0.13	0.07	0.31	0.12	0.11	0.17	0.17												
Agree (NET)	559	510	47	279	107	74	45	7	44	386	119	273	121	50	55	6	394	105	416	225	113	15	263	36	31	124	45	331	169	89	89	162	212	108	293	431	442												
Disagree (NET)	176	181	13%	16%	15%	23%	40%	18%	12%	16%	29%	17%	16%	17%	22%	30%	17%	20%	269	198	68	13	160	26	28	85	29	214	113	71	60	153	87	77	227	297	305												
Don't know	761	600	183	408	127	36	3	-	179	535	39	362	118	31	42	10	481	73	109	226	41	20	334	17	39	134	32	390	166	4	39	257	450	19	213	383	409												
	34%	31%	49%	36%	32%	17%	2%	-	52%	35%	11%	35%	27%	24%	21%	27%	32%	22%	33%	26%	14%	30%	34%	14%	30%	29%	23%	32%	28%	2%	15%	33%	47%	19%	23%	26%	27%												
	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	impd	st	t	t	t	wABC	w	w	w	wa	w	d	DE	dDEF	H	HI	HI	HI														

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/ABC - z/DEF/G - z/H/I/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
	TOTAL (z)	DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
100%	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	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			l	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	ij			j		zlmn		z	zlm	zklm	t			t	
						d										n					
(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		bce	e	e	e		ij					o	o	o	o		t			t	
ijopst																					
(-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	o	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
bcb		zb			zbc	za	ij			j		zl			lm	zk	t			t	
ijlmpst		c				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	ij			j		zlmn		z	zlm	zklm	t			t	
						d										n					
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	o	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	o	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  
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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

	CAR DRIVING LICENSE						VEHICLE TYPE							VEHICLE OWNERSHIP								TYPES OF DRIVING				PARKING LOCATIONS									ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE				
	TOTAL [C]	ANY YES [D]	NO [E]	PETROL [G]	DIESEL [H]	HYBRID [I]	EV [J]	OTHER [K]	NO VEHICLE [L]	ICE [M]	EV OR HYBRID [N]	OWN IT OUTRIGHT AFTER BUYING [O]	OWN IT OUTRIGHT MEANS [P]	LEASING IF [Q]	BUYING IT ON FINANCE [R]	SOME OTHER WAY [S]	OWN OUTRIGHT [T]	LEASE/ FINANCE [U]	SOCIAL/DOMESTIC [V]	COMMUNIT [W]	USE AS PART OF WORK [X]	RARELY DRIVE [Y]	OFF-STREET PRIVATE NOT NEARBY [Z]	PRIVATE OFF-STREET IN A SHARED CAR PARK [AA]	OFF-STREET IN A SHARED CAR PARK [AB]	ON-STREET OBJECTS IN FRONT OF PROPERTY [AC]	NOT IN FRONT OF PROPERTY [AD]	ON-STREET [AE]	CURRENTLY DRIVE [AF]	NOT CURRENTLY BUT HAVE IN THE PAST [AG]	NEVER DRIVEN PASSENGER [AH]	NEVER DRIVEN, NOR BEEN DRIVEN [AI]	WITHIN THE NEXT YEAR [AJ]	IN THE NEXT 2 YEARS [AK]	IN THE NEXT 3 YEARS [AL]	EVER BUY IT [AM]							
UNWEIGHTED BASE	1857	1857	-	1033	365	228	130	5	91	1388	358	971	438	114	194	34	1409	308	1506	881	307	43	957	110	125	414	114	1192	528	236	243	661	698	349	1064	1545	1601						
WEIGHTED BASE	1818	1818	-	1030	359	224	115	7**	91*	1383	318	965	412	111*	181	29**	1376	299	1458	819	276	44*	886	114*	121*	413	124*	1134	537	202	234	637	722	312	1002	1470	1526						
	100%	100%	-	57%	20%	11%	5%	***	50**	70%	18%	53%	23%	7%*	50**	23**	76%	16%	83%	45%**	15%	21*	48%	63%**	78**	233%	79%**	62%	30%	111%	33%	60%	111%	33%	84%	113%	84%						
Within the next year	138	138	-	60	14	35	27	-	3	74	62	66	40	12	15	3	105	28	113	98	50	1	67	16	6	37	7	88	44	37	40	14	136	136	136	136	9%	9%					
GSE	8%	8%	-	6%	4%	17%	24%	-	3%	5%	19%	7%	10%	10%	9%	10%	8%	9%	8%	12%	12%	18%	2%	7%	14%	4%	9%	5%	8%	8%	24%	16%	6%	2%	43%	14%	14%	9%	9%				
More than 1 year, up to 3 years' time	291	291	-	125	41	61	48	-	16	165	109	139	75	22	35	4	214	57	229	163	56	7	122	23	19	75	30	164	105	80	53	98	58	51	283	283	283	283					
	16%	16%	-	12%	11%	30%	42%	-	16%	12%	34%	14%	16%	18%	19%	12%	16%	19%	16%	20%	20%	20%	15%	14%	18%	20%	15%	18%	24%	14%	20%	39%	23%	15%	6%	16%	28%	19%	19%				
cdr																																											
bgl																																											
414	414	-	262	71	47	25	2	15	323	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	393						
23%	23%	-	24%	20%	23%	22%	28%	15%	23%	23%	20%	25%	32%	29%	27%	22%	31%	22%	22%	22%	25%	27%	24%	23%	23%	22%	21%	24%	21%	20%	23%	28%	19%	8%	19%	27%	26%						
kgrG																																											
id																																											
In more than 10 year's time	248	248	-	137	69	24	4	3	10	207	28	144	50	15	24	2	1																										

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/o/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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

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

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

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

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

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

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

	TOTAL (z)	GENDER			AGE					REGION																WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)		18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326					
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	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	277	170	104	33	112	68	32	32	7	33	23	18	14	21	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%					
	b/fju	zb		fg	zcef	zfg	R										klmnors				zu		zw		zv					zABC	zF						
(1) Tend to agree	399	237	154	76	120	74	62	66	15	36	29	32	23	38	34	54	80	17	31	10	305	93	260	139	189	209	62	97	86	142	351	38					
	18%	22%	14%	30%	29%	18%	15%	9%	17%	15%	16%	17%	14%	18%	18%	17%	25%	16%	17%	16%	20%	13%	20%	14%	24%	15%	15%	16%	17%	26%	19%	12%					
	bquw	zb		zefg	zefg	R	R										zjk				zu		zw		zv					zABC	zF						
(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					
	24%	25%	23%	30%	21%	23%	26%	24%	22%	28%	17%	29%	25%	22%	22%	21%	23%	26%	32%	23%	24%	24%	24%	23%	25%	22%	27%	27%	19%	24%	27%						
	jd			zd																																	
(-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						cdde					p			zp																					
(-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	f	pr	p	qpr	p	p	p	pr	p				p	zt		zv		zx		zCD	D				zE					
Mean	-0.21	-0.01	-0.43	0.34	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	-0.14	-0.54					
	bf	zb		zef	ze	zf	g										zh				zu		zw		zy												
	zuywvAF			R	R	R											iklmno													zA	zF						
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%					
	b/fju	zb		zfg		zfg	R														zu		zw		zv					zABC	zF						
	wyBCF				g												klmnors																				
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	cd	f	p	p	p	p	p	p	p	f				p	zt		zv		zx		D	D	D			zE					
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%	4%	7%	7%	8%	4%	2%	6%	6%					
	adtrv	za		d		d											o				zt		v		x	D	D	D									

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

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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

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH -23RD APRIL 2025  
PUBLIC  
IPSOS

15 May 2025

Q20 1 - Thinkline 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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES								TENURE							
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	NO	RECALL HEARING SOMETHING	YES/RECALL HEARING	NO/YES/RECALL HEARING	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED						
		(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)	(N)				
UNWEIGHTED BASE	2241	1043	572	590	748	290	368	358	346	1261	742	1179	977	261	775	823	604	479	1730	169	328	450	243	477	977	1170	606	748	791	617	1561	680	582	887	386	201	128*	151**	1468	714					
WEIGHTED BASE	2241	1014	528	551	669	262	343	373	346	1273	742	1112	905	256	742	816	654	424	1778	139	291	414	248	430	843	1091	771	791	791	617	1561	680	580	887	386	201	128*	151**	1468	714					
(1) Strongly agree	277	118	95	177	207	72	88	37	10	141	128	214	242	67	96	25	16	146	131	62	90	54	13	152	206	219	141	69	63	210	67	52	132	57	16	16	2	184	89						
(2) Somewhat agree	126	126	18	21	31	28	13	10	2	11	17	19	27	26	13	7	2	34	7	44	31	13	5	35	24	20	18	9	10	13	13	10	9	15	15	1	13	1	12	1					
(3) Tend to agree	399	184	94	249	234	75	163	32	29	201	120	305	308	78	165	20	29	118	275	49	100	108	36	149	258	294	139	135	115	274	125	108	142	84	19	1	251	144							
(4) Neither agree nor disagree	88	18	18	29	33	29	22	8	5	16	16	27	34	30	22	6	4	28	156	12	25	30	21	20	25	24	18	17	19	18	18	19	22	20	15	4	176	20							
(5) Strongly disagree	541	211	103	205	146	57	172	46	80	251	130	264	209	56	181	31	66	79	447	16	71	124	51	88	212	263	160	205	158	365	176	154	184	95	54	34	27	28	338	184					
(6) Tend to disagree	389	205	100	122	55	33	131	73	141	246	135	178	91	29	133	51	135	47	339	7	22	89	74	29	117	191	112	169	102	281	108	106	156	71	33	19	3	262	123						
(7) Strongly disagree	904	276	125	86	19	25	172	180	279	389	202	118	27	14	141	210	388	30	472	3	7	27	68	10	37	105	198	180	119	378	126	131	236	62	38	27	5	368	127						
Mean	-0.21	-0.13	0.17	0.84	0.53	-0.16	-0.89	-1.21	-0.44	0.23	0.3	0.74	0.63	-0.08	-1.19	-1.34	0.72	-0.45	1.18	0.84	0.18	-0.61	0.95	0.58	0.31	-0.12	-0.34	-0.17	-0.23	-0.17	-0.28	-0.26	0.01	0.21	-0.19	-0.45	-0.27	-0.08							
Agree (NET)	676	302	188	426	441	147	261	69	38	341	248	519	550	145	261	44	45	263	405	111	190	163	50	301	464	514	280	204	179	484	192	160	274	141	57	35	3	435	233						
Disagree (NET)	893	481	224	208	75	57	303	253	420	635	338	296	118	43	274	260	522	76	811	9	29	116	142	38	154	297	330	348	221	659	235	237	383	133	72	46	7	630	250						
Don't know	131	20	12	12	7	1	9	6	8	46	26	34	28	12	26	14	20	6	115	2	-	11	5	2	13	18	21	33	59	54	77	29	37	17	18	13	1	65	48						
	131	26	26	16	16	1	16	26	16	46	46	36	36	56	46	46	36	16	66	26	-	36	26	16	26	26	36	46	106	36	116	56	46	46	96	106	56	46	76	76					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/n/a/b/h - z/m/n/o/p - z/q/r - 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 50) ineligible for sig testing

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	277	36	79	81	45	41	43	3	1	33	42	46	99	95	67	41	42	6	5	27	42
	12%	43%	48%	47%	39%	40%	44%	47%	7%	60%	55%	26%	32%	34%	28%	32%	30%	22%	25%	34%	30%
		z	zd	zd	z	z	z			zf	zf	z	z	zkn	z	z	z			z	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	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%	12%	14%	13%	19%	17%	11%	11%	31%	3%	7%	25%	19%	19%	22%	24%	19%	24%	26%	18%	18%
		abcf			ac		i														
		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																			
		t																			
(-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%
		b			b	b				j											
		abcde																			
		fijkimno																			
		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
		z	zd	zd	z	z	z			zf	zf	z	zk	zkn	z	zk	z			z	z
Agree (NET)	676	62	129	132	78	73	74	4	5	48	65	105	215	201	156	84	96	10	8	53	96
	30%	73%	77%	77%	68%	71%	76%	65%	29%	86%	83%	58%	69%	71%	64%	66%	69%	40%	46%	67%	69%
		z	zd	zd	z	z	z			zf	zf	z	zk	zkn	z	z	z			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																			
		nopst																			
Don't know	131	1	1	1	1	1	-	-	-	-	-	2	1	1	*	-	*	-	-	*	1
	6%	2%	1%	1%	1%	1%	-	-	-	-	-	1%	*	*	*	-	*	-	-	1%	1%
		bcd fj																			
		klmnop																			
		t																			

Proportions/Mean: 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

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

	TOTAL (z)	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£54999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
WEIGHTED BASE	100%	49%	50%	11%	19%	18%	18%	33%	43*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	31*	68%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	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					p														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%	28%	25%	28%	28%	29%	28%	26%	30%	24%	24%	27%	26%	27%	37%	
	xE																										uACO						xE
(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%	
	z																																
(-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%	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			fg	zfg	f			l	l	l		l	l	l		l	l	l	l			zw		zw	zv			B	zAB	F		
(-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%	
	bwvB	z		z																			zw		zv			zABC					
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	z		p	p	p	p	mp	p												zx	D	zD	D			xE	
Agree (NET)	1040	469	559	113	175	194	187	371	40	116	88	95	90	108	82	147	127	42	75	30	694	346	592	448	346	694	182	304	245	228	824	186	
	46%	43%	50%	44%	42%	48%	46%	50%	45%	48%	49%	49%	55%	51%	44%	48%	40%	40%	41%	47%	46%	48%	46%	47%	43%	48%	46%	50%	47%	41%	42%	57%	
	apxD		za				d						mpor	p												x	D					xE	
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%	30%	30%	31%	25%	21%	27%	20%	31%	20%	22%	17%	24%	36%	25%	18%	
	bgfw	z		zfg												zAI	l	l	l	l			zw		zy			D	B	zABC	F		
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%	
	adthx	za		d			d	d				o						or				zt		zv		zv	D	D	D				

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

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Base: All adults aged 18-75 in the UK

## 15 May 2025

Proportions/Mean: Columns Tested (% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

Q20 2 - Thinkline 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 full electric vehicles

Base: All adults aged 18-75 in the UK

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER				NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER				OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE				OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE				EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES										TENURE							
		TOTAL (N)	PETROL (O)	DIESEL (P)	HYBRID (H)	EV (E)	PETROL (O)	DIESEL (P)	HYBRID (H)	EV (E)	PETROL (O)	DIESEL (P)	HYBRID (H)	EV (E)	PETROL (O)	DIESEL (P)	HYBRID (H)	EV (E)	YES (Y)	NO (N)	WITHIN THE NEXT YEAR (O)	1 TO 3 YEARS (O)	3 TO 10 YEARS (O)	MORE THAN 10 YEARS (O)	IN THE NEXT 3 YEARS (O)	IN THE NEXT 10 YEARS (O)	EVER BUY (M)	YES (O)	RECALL HEARING SOMETHING		YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED							
																													CE	NO																	
UNWEIGHTED BASE		2241	1043	528	590	743	252	305	358	346	1261	743	1172	877	311	778	123	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	151**	156*	151**	2468	613	714				
WEIGHTED BASE		2241	1014	528	591	669	262	343	373	346	1273	742	1112	905	256	742	349	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	151**	156*	151**	2468	613	714				
(2) Strongly agree	405 18% cde imnqpw xyCHLM	242	127	128	81	29	142	123	179	313	170	150	98	21	116	132	241	58	343	15	28	61	53	43	104	157	156	146	93	303	103	110	178	51	35	20	5	288	106								
(1) Tend to agree	582 26% efgh lm	344	162	262	182	58	222	84	178	400	228	356	243	44	208	70	185	106	525	106	525	34	88	139	88	122	261	349	217	232	177	450	186	173	275	104	43	32	3	448	178						
(0) Neither agree nor disagree	509 23% acde fghiklm noqrstvw	191	110	172	129	42	140	72	91	238	148	219	173	45	144	56	104	89	405	216	236	21	54	93	64	75	168	232	149	187	151	336	173	125	195	87	62	25	3	320	174						
(-1) Tend to disagree	310 14% fgh pqr	133	63	151	142	54	129	32	45	165	91	209	205	57	133	24	42	85	218	206	126	36	62	69	27	98	167	115	116	75	231	79	86	117	67	21	13	2	203	101							
(-2) Strongly disagree	212 10% gh pqr	84	54	108	128	73	97	52	40	106	75	142	158	75	105	49	51	80	151	196	88	32	58	43	11	89	132	143	111	64	55	175	57	61	73	52	17	25	2	135	95						
Mean	0.32 cde klmnop qrstvwxyz	0.53	0.48	0.2	-0.08	-0.33	0.25	0.53	0.77	0.53	0.46	0.15	-0.09	-0.5	0.14	0.64	0.84	-0.06	0.42	-0.25	-0.12	0.26	0.6	-0.16	0.05	0.17	0.26	0.26	0.38	0.33	0.32	0.33	0.33	0.44	0.09	0.32	0.06	0.59	0.4	0.15							
Agree (NET)	1040 46% defgh ijklm nopqrst	587	290	410	264	88	364	207	357	713	398	505	341	65	324	203	426	164	868	40	116	200	141	165	364	506	373	379	271	752	288	283	453	155	77	51	9	736	284								
Disagree (NET)	542 24% gh ijklm nopqr	118	117	259	271	127	226	84	85	271	166	351	363	112	238	73	94	165	170	67	120	112	38	187	209	137	236	179	130	406	136	147	190	119	38	39	3	137	196								
Don't know	150 7% gh ijklm nopqr	19	12	9	5	6	15	10	12	50	30	36	28	14	36	17	30	7	136	2	1	9	5	3	12	17	22	45	66	67	83	25	50	24	24	13	1	75	60								

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r - 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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	405	18	20	23	20	20	11	1	5	9	4	34	38	31	36	22	11	2	3	6	12
	18%	22%	12%	13%	18%	20%	11%	10%	34%	16%	5%	19%	12%	11%	15%	17%	8%	8%	17%	8%	9%
	bjlm pst	bc			b	bc	j			j		lm				m					
(1) Tend to agree	635	24	37	37	38	31	11	2	4	3	10	63	87	77	77	48	24	9	3	16	25
	28%	29%	22%	21%	33%	30%	12%	29%	28%	5%	13%	35%	28%	27%	32%	38%	18%	36%	16%	20%	18%
	cfij pt				bc	bc	i				i	lm				zlm					
(0) Neither agree nor disagree	509	13	28	23	14	15	13	-	-	5	12	35	54	48	43	24	18	4	4	9	22
	23%	15%	17%	13%	13%	15%	14%	-	-	9%	15%	20%	17%	17%	18%	19%	13%	15%	21%	12%	16%
	cdfi lmps		c																		
(-1) Tend to disagree	310	14	29	37	15	14	24	2	4	15	21	33	74	72	54	24	46	8	6	28	49
	14%	17%	17%	22%	13%	14%	25%	29%	22%	26%	27%	18%	24%	25%	22%	19%	33%	31%	34%	35%	35%
				zbde			z			z	z		z	zk	z		z		z	z	z
(-2) Strongly disagree	232	12	51	51	24	21	37	2	3	24	31	13	55	53	30	9	38	3	2	18	29
	10%	14%	31%	29%	21%	20%	38%	32%	16%	43%	40%	7%	18%	19%	12%	7%	28%	10%	12%	23%	21%
			zade	zade	za	z	z		z	z	z		zkno	zkno	ko		z		z	z	z
Mean	0.32	0.28	-0.33	-0.33	0.13	0.15	-0.67	-0.43	0.41	-0.76	-0.84	0.4	-0.07	-0.13	0.15	0.38	-0.55	0.02	-0.08	-0.46	-0.42
	bcf ijlmnp st	bc			bc	bc						lm n			lm	lm n					
Agree (NET)	1040	43	56	59	58	51	22	2	10	12	14	97	125	109	113	70	35	11	6	22	37
	46%	50%	34%	35%	51%	50%	23%	39%	62%	21%	18%	53%	40%	38%	47%	55%	26%	44%	33%	28%	26%
	bcbf jlmpst	bc			bc	bc						lmn			lm	lm					
Disagree (NET)	542	26	80	88	39	35	61	4	6	39	52	46	129	125	84	34	85	11	8	46	78
	24%	31%	48%	51%	34%	34%	63%	61%	38%	69%	67%	25%	41%	44%	35%	26%	61%	41%	46%	57%	56%
			zade	zade	z	z	z		z	z	z		zkno	zkno	zko		z		z	z	z
Don't know	150	3	2	2	3	1	-	-	-	-	-	3	5	3	2	*	*	-	-	3	3
	7%	3%	1%	1%	2%	1%	-	-	-	-	-	2%	2%	1%	1%	*	*	-	-	3%	2%
	bcefi jklmnop 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

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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

Base: All adults aged 18-75 in the UK

		GENDER			AGE						REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		TOTAL (a)	MAN (b)	WOMAN (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326				
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326				
	100%	49%	50%	11%	19%	18%	18%	33%	4%	11%	8%	9%	7%	9%	8%	14%	15%	5%	9%	3%	67%	33%	53%	47%	23%	24%	10%	21%	23%	25%	33%	33%	33%			
(2) Strongly agree	320	157	158	39	59	46	54	121	12	24	36	31	23	32	24	34	49	16	38	10	211	109	193	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%	14%	13%			
(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%	29%	35%			
(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%	24%	26%			
(-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%				
(-2) Strongly disagree	169	85	71	14	17	31	35	72	7	20	16	15	10	14	15	26	18	10	12	6	111	58	99	70	60	109	41	38	29	39	143	20				
	8%	8%	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%	8%	6%			
Mean	0.4	0.35	0.44	0.47	0.47	0.31	0.37	0.39	0.33	0.33	0.49	0.39	0.53	0.41	0.38	0.33	0.44	0.37	0.4	0.29	0.38	0.43	0.39	0.4	0.43	0.38	0.35	0.43	0.47	0.37	0.39	0.45				
Agree (NET)	997	490	493	125	201	169	177	325	36	110	87	85	78	95	77	134	138	46	85	25	674	322	573	423	374	622	177	267	253	237	813	158				
	44%	45%	44%	49%	48%	42%	43%	43%	41%	46%	48%	44%	48%	45%	41%	44%	44%	43%	46%	40%	44%	45%	45%	44%	47%	43%	44%	44%	49%	43%	44%	48%				
Disagree (NET)	383	207	172	45	72	79	65	121	16	43	33	35	18	39	30	53	54	18	32	14	272	111	231	152	148	235	73	93	75	112	320	49				
	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%				
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				
	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%	10%	9%	7%	3%	9%	7%			
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%	10%	-	5%	5%	6%	3%	7%	3%	9%	3%	2%	3%	5%	12%	6%	4%			

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

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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

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

Base: All adults aged 18-75 in the UK

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	320	19	26	24	19	19	8	1	1	5	7	40	52	46	46	23	15	4	1	12	15
	14%	23%	16%	14%	17%	18%	8%	10%	7%	9%	9%	22%	16%	16%	19%	18%	11%	15%	7%	15%	11%
		zbc										z									
(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%	23%	20%	20%	26%	26%	11%	29%	12%	7%	9%	47%	40%	38%	47%	49%	38%	32%	65%	28%	35%
		bcfi			b							zm	z	z	zlm	zlm	zs				
		j																			
(0) Neither agree nor disagree	552	16	21	18	16	12	6	-	4	8	8	40	58	54	40	25	22	4	2	15	28
	25%	19%	13%	11%	14%	12%	7%	-	23%	15%	11%	22%	19%	19%	16%	20%	16%	16%	12%	19%	20%
		bcde								f		n									
		fjlmnp																			
(-1) Tend to disagree	214	6	19	21	14	8	16	2	3	7	14	12	46	44	31	8	29	8	3	14	30
	10%	7%	11%	12%	12%	8%	16%	29%	21%	13%	18%	7%	15%	15%	13%	6%	21%	29%	16%	18%	21%
		a			a		z				z		zko	zko	ko		z			z	
(-2) Strongly disagree	169	1	13	14	5	4	13	*	1	7	11	2	24	25	6	6	18	2	-	13	15
	8%	1%	8%	8%	4%	4%	14%	6%	5%	13%	14%	1%	8%	9%	3%	4%	13%	6%	-	17%	11%
		akn	a	a	a		z				z		kn	kno	k		z			z	
Mean	0.4	0.8	0.35	0.3	0.52	0.68	-0.3	0.11	-0.07	-0.24	-0.3	0.83	0.44	0.38	0.68	0.72	0.13	0.21	0.63	0.08	0.15
		fj				zb						zlm			zlm	zlm					
		pst	d		c							n									
Agree (NET)	997	39	58	59	49	46	18	2	3	9	14	124	177	154	160	87	68	12	13	35	65
	44%	46%	35%	34%	43%	45%	19%	39%	19%	16%	18%	69%	57%	54%	66%	67%	49%	48%	72%	43%	46%
		bc			bc							zlm	z	z	zlm	zlm					
		j																			
Disagree (NET)	383	7	32	35	19	12	29	2	4	14	25	14	70	69	37	14	47	9	3	27	45
	17%	8%	19%	20%	17%	12%	30%	35%	26%	26%	32%	8%	22%	24%	15%	11%	34%	36%	16%	34%	32%
		ak	ae	ae	a		z				z		zkno	zkno	k		z			z	
Don't know	191	1	1	1	1	1	-	-	-	-	-	2	5	4	2	*	*	-	-	3	3
	9%	1%	1%	1%	1%	1%	-	-	-	-	-	1%	1%	1%	1%	*	*	-	-	3%	2%
		abcde																			
		fijklmn																			
		opt																			
Not applicable	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%	-	-	-	-
		z	z	zad	z	z	z			z	z										

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

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

17TH - 22ND APRIL 2025

PUBLIC

IPSON

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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE					
	TOTAL (J)	ANY YES (J)	NO (J)		PETROL (J)	DIESEL (J)	HYBRID (J)	EV (J)	OTHER (J)	NO VEHICLE (J)	ICE (J)	EV OR (J)	OWN IT BUYING (J)	OWN IT OTHER MEANS (J)	LEASING IT (J)	BUYING IT ON FINANCE (J)	SOME OTHER WAY (J)	OWN OUTRIGHT (J)	LEASE/ FINANCE (J)	SOCIAL/ DOMESTIC/ PLEASURE (J)	COMMUTING (J)	USE AS PART OF MY WORK (J)	RARELY DRIVE (J)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (J)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (J)	OFF-STREET IN A SHARED CAR PARK (J)	ON-STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (J)	NOT IN FRONT OF/ NEXT TO MY PROPERTY (J)	OFF-STREET (J)	ON-STREET (J)	CURRENTLY DRIVE (J)	NOT CURRENTLY BUT HAVE IN THE PAST (J)	NEVER DRIVEN HAVE BEEN PASSENGER (J)	NEVER DRIVEN, NOR BEEN A PASSENGER (J)	WITHIN THE NEXT YEAR (J)	IN THE NEXT 3 YEARS (J)	IN THE NEXT 10 YEARS (J)	EVER BUY (J)																
UNWEIGHTED BASE	2241	1336	905		1125	599	243	115	7	117	1513	578	1043	463	105	209	41	1503	335	1526	136	716	64	1025	115	817	462	117	170	583	217	137	917	1018	349	1064	1545	1403																
WEIGHTED BASE	1508	839	669		839	478	209	119	9**	104	1330	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	965	312	1002	1470	1526																	
(2) Strongly agree	518	251	267		287	156	131	7	3	36	439	37	283	108	36	42	5	392	78	423	186	58	16	256	26	41	106	40	323	147	19	37	147	311	67	226	346	360																
(1) Tend to agree	501	246	255		276	156	131	7	2	39	409	51	268	113	38	56	4	381	74	394	215	61	13	248	34	28	112	32	310	144	18	64	189	223	216	234	377	390																
(0) Neither agree nor disagree	462	232	230		232	128	104	47	-	-	103	47	197	85	20	39	8	281	58	275	145	30	18	178	21	30	86	23	227	109	18	56	183	190	47	178	257	273																
(-1) Tend to disagree	294	139	155		146	51	41	-	3	48	198	41	120	57	23	27	9	177	50	201	133	55	8	119	13	12	70	22	145	93	22	48	123	92	53	158	222	227																
(-2) Strongly disagree	157	76	81		81	17	33	-	1	24	99	33	66	38	10	13	4	104	23	100	76	26	5	63	8	11	40	5	82	46	17	36	61	41	38	96	121	122																
Mean	0.48	0.53	0.45		0.48	0.47	0.48	-	0.23	0.46	0.42	0.48	0.62	0.49	0.44	0.49	-0.09	0.58	0.47	0.6	0.4	0.28	0.44	0.6	0.56	0.63	0.42	0.65	0.6	0.47	*	0.07	0.34	0.79	0.26	0.38	0.46	0.47																
Agree (NET)	1019	490	75		618	230	87	-	4	75	848	87	552	221	53	98	9	773	151	817	401	118	29	504	60	69	218	72	632	290	37	101	336	535	433	461	722	749																
Disagree (NET)	451	206	209		228	69	74	-	4	72	296	74	187	84	33	40	13	281	73	301	210	81	13	183	21	23	111	27	227	138	39	84	184	132	92	254	343	349																
Don't know	191	105	85		61	22	9	-	1	94	83	9	61	14	3	7	3	75	10	71	33	4	8	40	6	4	22	10	50	33	1	15	66	106	6	25	39	46																
Not applicable	119	66	53		-	-	-	119	-	-	-	119	48	27	23	14	5	76	37	95	74	35	1	65	12	7	22	7	84	50	108	2	8	2	35	85	108	109																

Proportions/Means: Columns Tested (5% risk level) - z/Ja/- z/Jd/Ja/Jb/Jd/I/- z/JU/Jm/Jo/Jp/J/- z/Jr/Ju/- z/Jw/Jx/Jy/A/B/C/- z/D/R/F/G/- z/N/U/V/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

15 May 2025

[illegible]

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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	518	13	9	8	11	8	3	2	5	4	3	23	26	24	26	21	5	7	2	4	4
	23%	16%	5%	4%	10%	8%	3%	27%	33%	7%	3%	13%	8%	8%	11%	16%	4%	26%	8%	5%	3%
	bcde fijklmn pst	bcde			bc					f					lmn						
(1) Tend to agree	501	20	30	29	27	25	8	*	2	3	6	48	54	47	62	39	12	6	7	9	11
	22%	24%	18%	17%	24%	24%	8%	8%	16%	5%	8%	26%	17%	17%	26%	30%	9%	22%	36%	12%	8%
	fijl mpst				c	c						lm			lm	zlm					
(0) Neither agree nor disagree	462	13	16	16	16	11	3	1	1	1	7	42	64	56	51	22	21	4	5	7	28
	21%	16%	9%	9%	14%	11%	3%	10%	9%	1%	9%	23%	20%	20%	21%	17%	15%	15%	26%	9%	20%
	bcef ijs	bc									fi										s
(-1) Tend to disagree	294	10	28	30	14	17	18	1	*	11	14	38	91	85	59	23	59	4	1	28	55
	13%	12%	17%	17%	13%	17%	19%	12%	2%	19%	18%	21%	29%	30%	24%	18%	42%	17%	5%	35%	39%
							z	zko	zkno	z		z	zko	zkno	z		z			z	
(-2) Strongly disagree	157	6	28	28	15	9	22	1	1	13	17	23	65	61	35	17	40	5	3	28	39
	7%	7%	17%	16%	13%	8%	23%	17%	8%	24%	22%	12%	21%	22%	14%	13%	29%	19%	17%	34%	28%
		z	z	z	z	z	z	z	z	z	z	z	zkno	zkno	z	z	z	z	z	z	z
Mean	0.48	0.39	-0.33	-0.37	0.07	0.09	-0.92	0.21	0.95	-0.86	-0.79	0.06	-0.38	-0.41	-0.06	0.2	-0.85	0.19	0.13	-0.85	-0.84
	bcd efijklm nopst	bc de			bc	bc						lm			lm n						
Agree (NET)	1019	33	39	37	39	33	10	2	8	7	9	71	81	71	88	60	17	13	8	14	15
	45%	39%	23%	21%	34%	32%	11%	35%	49%	12%	11%	39%	26%	25%	36%	46%	13%	48%	44%	17%	11%
	bcde fijlmnp st	bc			bc	bc						lm			lm	lmn					
Disagree (NET)	451	16	56	57	30	26	40	2	2	24	31	60	156	146	94	40	99	9	4	56	94
	20%	19%	34%	33%	26%	25%	41%	29%	10%	43%	40%	33%	50%	52%	39%	31%	72%	36%	23%	70%	67%
		z	zad	zad	a		z	z	z	z	z	z	zkno	zkno	zo	z	z			z	z
Don't know	191	1	2	2	1	2	-	-	-	-	1	7	9	8	6	5	*	-	1	3	4
	9%	1%	1%	1%	1%	2%	-	-	-	-	1%	4%	3%	3%	3%	4%	*	-	6%	4%	3%
	abcde fijklmn pt																			p	
Not applicable	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										

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

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

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

	TOTAL (a)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL			
		MAN (b)	WOMAN (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-75 (h)	NORTH EAST (i)	NORTH WEST (j)	YORKS & HUMBER (k)	WEST MIDLANDS (l)	EAST MIDLANDS (m)	EAST OF ENGLAND (n)	SOUTH WEST (o)	SOUTH EAST (p)	LONDON (q)	WALES (r)	SCOTLAND (s)	NI (t)	WORKING (u)	NOT WORKING (v)	ABC1 (w)	C2DE (x)	GRADUATES (y)	NON GRADUATES (z)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£50000+ (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	1349	992	375	544	515	653	1800	326	
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	18%	19%	33%	4%	11%	8%	9%	7%	9%	8%	16%	15%	5%	8%	5%	68%	32%	57%	43%	23%	24%	11%	21%	21%	23%	35%	35%	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%	
	pC			R	zfg	R					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%	
	pu			zefg	zfg																zu					zj	D	D	D				
(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%	
	avd	za											I												zj		zD	D	D				
(-1) Tend to disagree	581	295	292	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%	
	wB																				zw				zj								
(-2) Strongly disagree	454	288	163	31	92	81	91	160	18	49	31	33	33	33	47	59	66	19	52	15	319	136	285	169	189	266	59	103	104	169	371	68	
	20%	26%	15%	12%	22%	20%	22%	21%	20%	20%	17%	17%	20%	15%	25%	19%	21%	18%	28%	25%	21%	19%	22%	18%	23%	18%	15%	17%	20%	31%	20%	21%	
	bcwy	zb			c	c	c	c						m				zjkm			zw				zy					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	
	at		za	ze	fx	z					rr														zc		zC	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			zfg	zfg	R			k		L			zkuv							zj				z								
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				B	zABC			
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%	
	adtrv		za	d		d	d	zd										pr			zt			zv		zx	D	zD	D				

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

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

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

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (J)	ANY YES (J)	NO (J)	PETROL (J)	DIESEL (J)	HYBRID (J)	EV (J)	OTHER (J)	NO VEHICLE (J)	ICE (J)	EV OR HYBRID (J)	OWN IT OUTRIGHT BUYING (J)	OWN IT OUTRIGHT OTHER MEANS (J)	LEASING IT (J)	BUYING IT ON FINANCE (J)	SOME OTHER WAY (J)	OWN OUTRIGHT (J)	LEASE/ FINANCE/ (J)	SOCIAL/ DOMESTIC/ PLEASURE/ (J)	COMMUTING (J)	USE AS PART OF MY WORK (J)	RARELY DRIVE (J)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (J)	OFF-STREET PRIVATE TO MY PROPERTY (J)	OFF-STREET IN A SHARED CAR PARK (J)	ON-STREET DIRECTLY IN NEXT TO MY PROPERTY (J)	ON-STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (J)	OFF-STREET (J)	ON-STREET (J)	CURRENTLY DRIVE (J)	NOT CURRENTLY BUT HAVE IN THE PAST (J)	NEVER DRIVEN HAVE BEEN PASSENGER (J)	NEVER DRIVEN, NOR BEEN A PASSENGER (J)	WITHIN THE NEXT YEAR (J)	IN THE NEXT 3 YEARS (J)	IN THE NEXT 10 YEARS (J)	EVER BUY (J)																	
UNWEIGHTED BASE WEIGHTED BASE	2241 100%	1336 150R	905 125	1125 125	509 125	235 125	213 119	115 119	7 9**	117 1530	378 336	1043 1044	463 441	125 132	209 198	43 39*	1503 1485	335 330	1536 1559	136 862	736 289	64 67*	1025 968	115 119*	112 132	460 460	140 1219	600 600	202 202	259 259	77 77	908 865	149 149	1064 1064	312 312	1002 1002	1470 1470	1526 1526																
(2) Strongly agree	114 5%	91 5%	21 6%	60 5%	12 3%	16 7%	6 5%	1 10%	16 5%	73 5%	22 6%	40 4%	36 8%	5 3%	14 7%	- -	76 5%	19 6%	66 4%	39 5%	21 7%	8 12%	39 4%	7 6%	9 7%	25 6%	13 9%	36 5%	38 6%	20 10%	15 6%	29 4%	47 5%	19 6%	56 13%	73 13%	76 13%																	
(1) Tend to agree	263 12%	235 12%	26 8%	152 13%	42 11%	28 13%	9 8%	2 18%	28 8%	194 13%	37 11%	115 11%	68 15%	20 15%	26 13%	1 4%	183 12%	47 14%	181 12%	111 13%	54 19%	7 11%	91 9%	27 22%	11 8%	66 14%	27 20%	129 11%	94 16%	32 11%	39 15%	72 9%	121 13%	40 13%	129 13%	191 13%	201 13%																	
(0) Neither agree nor disagree	585 26%	484 26%	90 28%	296 26%	122 31%	48 22%	18 15%	2 22%	92 27%	418 27%	66 20%	296 28%	96 22%	28 21%	56 28%	7 26%	392 25%	84 25%	399 26%	217 25%	55 19%	17 25%	246 25%	29 21%	38 29%	121 26%	43 31%	309 25%	355 27%	32 16%	54 21%	205 26%	284 29%	76 24%	240 24%	362 25%	376 25%																	
(-1) Tend to disagree	581 26%	516 27%	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%	411 28%	250 29%	82 28%	12 18%	280 29%	25 21%	35 26%	121 26%	27 19%	340 28%	147 25%	49 24%	71 28%	243 31%	211 22%	88 28%	281 28%	430 29%	443 29%																	
(-2) Strongly disagree	454 20%	406 21%	46 14%	203 18%	52 23%	57 24%	2 48%	2 18%	49 14%	293 19%	109 32%	219 21%	92 21%	36 27%	38 19%	16 40%	311 21%	74 22%	349 22%	189 22%	64 22%	11 16%	233 24%	27 23%	28 21%	87 19%	18 13%	289 24%	104 17%	76 28%	65 23%	156 20%	150 16%	75 24%	244 24%	340 23%	347 23%																	
Mean	-0.5 J	-0.52 J	-0.36 J	-0.44 J	-0.57 J	-0.53 J	-1.04 J	-0.3 J	-0.44 J	-0.47 J	-0.7 J	-0.55 J	-0.38 J	-0.63 J	-0.38 J	-1.18 J	-0.5 J	-0.48 J	-0.57 J	-0.54 J	-0.41 J	-0.19 J	-0.65 J	-0.34 J	-0.51 J	-0.42 J	-0.06 J	-0.6 J	-0.36 J	-0.7 J	-0.54 J	-0.6 J	-0.36 J	-0.54 J	-0.56 J	-0.55 J	-0.54 J																	
Agree (NET)	377 17%	327 17%	47 14%	212 19%	54 14%	44 20%	15 12%	3 28%	3 13%	266 17%	59 18%	155 15%	105 24%	25 19%	40 20%	1 4%	259 17%	65 20%	248 21%	150 17%	75 26%	15 23%	130 13%	34 29%	20 15%	92 20%	40 29%	184 15%	132 22%	42 21%	54 21%	101 13%	169 17%	59 19%	185 18%	264 18%	277 18%																	
Disagree (NET)	1036 46%	922 48%	111 34%	518 46%	181 43%	114 51%	84 70%	5 50%	127 37%	699 48%	198 59%	501 48%	205 47%	75 56%	86 43%	26 64%	706 48%	160 49%	780 50%	439 51%	146 50%	23 34%	513 53%	53 44%	63 48%	207 43%	44 32%	629 52%	252 42%	125 42%	136 53%	146 51%	361 37%	163 52%	525 52%	771 52%	790 52%																	
Don't know	244 11%	164 9%	80 24%	106 9%	41 10%	11 5%	2 2%	- -	80 23%	147 10%	13 4%	93 9%	35 8%	4 3%	16 8%	5 12%	128 9%	20 6%	133 9%	35 6%	14 5%	12 18%	79 8%	8 7%	10 8%	40 9%	12 8%	97 8%	52 9%	3 2%	14 5%	72 9%	100 16%	13 4%	53 5%	73 5%	83 5%																	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/s/u - z/v/w/x/y/z/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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSO5

15 May 2025

Q20 5- Thinkline 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE									
	TOTAL (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	YES (n)	NO (n)	WITHIN THE NEXT YEAR (n)	1 TO 3 YEARS (n)	3 TO 10 YEARS (n)	MORE THAN 10 YEARS (n)	IN THE NEXT 3 YEARS (n)	IN THE NEXT 10 YEARS (n)	EVER BUY (n)	YES (n)	RECALL HEARING SOMETHING (n)	NO (n)	YES/RECALL HEARING (n)	NO/DON'T KNOW (n)	BOUGHT ON MORTGAGE (n)	OWNED OUTRIGHT (n)	RENTED PRIVATE (n)	RENTED L.A./ COUNCIL (n)	RENTED H.A./ TRUST (n)	OTHER (n)	OWNED (n)	RENTED (n)								
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)						
UNWEIGHTED BASE	2241	1043	570	540	748	285	395	358	349	1261	743	1173	877	311	770	133	654	471	172	100	208	400	743	477	877	1010	600	748	554	1554	467	507	410	373	173	85	17	1572	673								
WEIGHTED BASE	2241	1014	528	551	669	262	743	373	546	1273	742	1112	905	256	742	349	654	424	1778	339	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	714								
(2) Strongly agree	114	65	44	51	44	8	25	19	27	84	57	60	57	11	28	35	39	37	76	14	18	19	9	33	52	61	45	32	33	77	37	30	52	16	8	3	2	82	28								
(1) Tend to agree	263	135	79	121	106	23	82	49	63	170	101	139	126	23	75	43	66	55	200	39	44	54	30	63	117	152	73	101	87	174	89	54	100	59	28	13	4	154	100								
(0) Neither agree nor disagree	585	245	134	174	113	57	156	108	166	311	189	233	162	40	143	86	193	77	492	23	50	90	89	74	164	253	160	227	172	387	198	131	225	102	74	37	3	355	214								
(-1) Tend to disagree	264	126	68	95	61	22	74	51	47	104	64	83	61	16	56	34	47	26	100	17	17	22	14	26	39	46	21	29	28	55	29	22	25	27	37	18	24	30	19								
(-2) Strongly disagree	454	204	109	222	209	86	197	72	97	264	161	287	264	84	188	65	117	136	316	43	90	96	34	133	229	264	236	141	12	248	116	125	184	83	30	27	3	309	139								
Mean	0.5	-0.47	-0.38	-0.58	-0.62	-0.84	-0.72	-0.45	-0.46	-0.46	-0.42	-0.61	-0.62	-0.85	-0.72	-0.29	-0.43	-0.62	-0.48	-0.55	-0.64	-0.59	-0.38	-0.61	-0.6	-0.55	-0.72	-0.46	-0.28	-0.59	-0.26	-0.61	-0.5	-0.46	-0.29	-0.58	-0.06	-0.54	-0.44								
Agree (NET)	377	200	123	172	150	31	107	67	90	254	158	198	184	34	103	79	105	92	276	34	62	74	44	96	169	213	118	133	120	251	126	84	152	75	36	16	7	237	127								
Disagree (NET)	126	54	248	480	395	162	437	140	250	609	339	612	513	162	438	136	274	251	778	81	172	232	111	233	484	595	451	354	223	804	231	305	434	170	64	58	5	729	292								
Don't know	244	55	24	25	15	13	44	29	40	99	56	69	45	20	68	48	82	4	232	1	7	17	5	7	25	30	42	77	102	119	124	60	86	38	27	17	1	147	81								

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/h/f/g/h - z/i/m/n/o/p - z/q/r - 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

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
100%	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	114	18	15	14	14	12	2	1	3	4	4	18	19	17	14	15	1	-	2	4	2
5%	5%	21%	9%	8%	12%	12%	2%	10%	16%	7%	5%	10%	6%	6%	6%	12%	1%	-	12%	5%	1%
pt	pt	zbcde	z	z	z	z				f		zn				zlmn				pt	
(1) Tend to agree	263	15	19	17	17	15	3	-	2	2	2	42	42	44	44	28	6	5	2	5	11
12%	12%	18%	12%	10%	15%	14%	3%	-	11%	4%	2%	23%	14%	15%	18%	22%	4%	20%	12%	6%	8%
fjip	fjip	bc										zlm			zl	zlm					
(0) Neither agree nor disagree	585	19	23	25	27	21	5	2	2	-	7	40	50	41	44	25	14	7	2	8	17
26%	26%	23%	13%	15%	23%	20%	5%	25%	12%	-	9%	22%	16%	15%	18%	20%	10%	28%	14%	9%	12%
bcfi	bcfi	bc			bc	b					i	lm									
jlmpnst	jlmpnst																				
(-1) Tend to disagree	581	15	42	42	23	26	31	2	7	18	22	46	90	82	69	35	49	7	6	30	52
26%	26%	17%	25%	25%	20%	26%	32%	36%	42%	33%	29%	25%	29%	29%	28%	27%	35%	29%	34%	38%	37%
a	a																z			z	z
(-2) Strongly disagree	454	17	68	71	33	27	55	2	3	32	43	30	105	95	71	22	67	6	4	32	57
20%	20%	20%	41%	41%	28%	26%	57%	29%	19%	56%	56%	17%	34%	33%	29%	17%	48%	23%	22%	40%	41%
zade	zade	zade			za		z			z	z		zko	zko	zko		z			z	z
Mean	-0.5	0.04	-0.77	-0.81	-0.38	-0.41	-1.39	-0.74	-0.36	-1.28	-1.27	-0.16	-0.72	-0.69	-0.57	-0.16	-1.27	-0.55	-0.46	-1.05	-1.08
bcbf	bcbf	zb			bc	bc						zl			l	zl				p	p
ijlmpst	ijlmpst	cde										mn				mn					
Agree (NET)	377	33	34	32	31	27	5	1	4	6	6	60	62	61	58	44	7	5	4	8	13
17%	17%	39%	20%	18%	27%	26%	5%	10%	27%	11%	7%	33%	20%	22%	24%	34%	5%	20%	23%	10%	9%
fjpt	fjpt	zabcd			zbc	zc				f		zlmn		z	z	zlmn					
e	e																				
Disagree (NET)	1036	31	110	114	56	53	86	4	10	50	65	76	196	177	140	57	116	13	10	62	109
46%	46%	37%	66%	66%	48%	52%	89%	65%	61%	89%	84%	42%	63%	62%	58%	44%	84%	52%	56%	77%	77%
zade	zade	zade			a	a	z			z	z		zko	zko	zko		z			z	z
Don't know	244	1	1	1	1	1	1	-	-	-	-	5	5	5	*	3	1	-	1	2	1
11%	11%	1%	1%	1%	1%	1%	1%	-	-	-	-	3%	2%	2%	*	2%	1%	-	7%	3%	1%
abcde	abcde											n									
fijklmno	fijklmno																				
pst	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

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17TH - 22ND APRIL 2025  
PUBLIC  
IPSOS

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

	TOTAL (z)	GENDER			AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)		18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£50000+ (D)	URBAN (E)	RURAL (F)
UNWEIGHTED BASE	2241	1082	1113	208	244	252	244	335	731	316	226	173	181	153	199	187	293	297	122	179	115	1505	736	1444	797	1349	992	375	544	515	653	1800	326
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	18%	18%	33%	41%	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%	69%	32%	57%	43%	25%	24%	13%	21%	23%	23%	33%	33%	15%
(2) Strongly agree	152	78	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%	6%	9%
	po			r	rk	r				o	oq			oq			o																
(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%	10%	20%	23%	20%	14%	17%	19%	15%	16%	19%	15%	15%	17%	21%	14%	12%	15%	19%	13%	18%	15%	20%	15%	17%	15%	16%	20%	18%	12%	
	rsvf			r	rfe	fr										rr					ru		rw		rv						z	f	
(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%	
	td																																
(-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%	
	bew	rb		r																	rw				rv					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						zhl		hl		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	D	-0.02	-0.16	-0.25	-0.11	-0.12
	af	aoD	za	rf	rk	rf			nqr	r	s		r	r			rs										D	D					
Agree (NET)	527	272	251	72	138	118	80	119	21	66	43	40	42	52	42	65	94	17	35	11	392	135	312	215	214	313	98	143	115	143	445	71	
	24%	25%	22%	28%	33%	29%	19%	16%	24%	27%	24%	20%	26%	24%	22%	21%	30%	17%	19%	18%	26%	19%	24%	22%	27%	22%	25%	24%	22%	26%	24%	22%	
	fgu			fg	rk	rk			q					rkq							zu				zy								
Disagree (NET)	649	393	252	71	140	108	134	195	17	60	62	48	45	58	61	86	94	32	70	18	461	189	405	244	269	380	94	152	153	217	535	97	
	29%	36%	23%	28%	33%	27%	33%	26%	19%	25%	34%	25%	28%	27%	33%	28%	30%	30%	38%	28%	30%	26%	32%	26%	33%	26%	24%	25%	29%	39%	29%	30%	
	bhwv	zb		r			r				h				h		h		zhik				rw		zy					zABC			
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%	
	adot		za	d		d	d	code	p	p		p	p		p			p		p		zt		zv		zk	zD	D					
	vaD							f																									

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

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.

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 DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (J)	ANY YES (L)	NO (O)	PETROL (C)	DIESEL (E)	HYBRID (H)	EV (F)	OTHER (G)	NO VEHICLE (N)	ICE (I)	EV OR HYBRID (J)	OWN IT OUTRIGHT BUYING (K)	OWN IT OUTRIGHT OTHER MEANS (L)	LEASING IT (M)	BUYING IT ON FINANCE (N)	SOME OTHER WAY (O)	OWN OUTRIGHT (P)	LEASE/ FINANCE (Q)	SOCIAL/ DOMESTIC/ PLEASURE (R)	COMMUTING (S)	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)	OFF-STREET IN A SHARED CAR PARK (X)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (Y)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (Z)	OFF-STREET (AA)	ON STREET (AB)	CURRENTLY DRIVE (AC)	NOT CURRENTLY BUT HAVE IN THE PAST (AD)	NEVER DRIVEN HAVE BEEN PASSENGER (AE)	NEVER DRIVEN, NOR BEEN A PASSENGER (AF)	WITHIN THE NEXT YEAR (AG)	IN THE NEXT 3 YEARS (AH)	IN THE NEXT 10 YEARS (AI)	EVER BUY (AJ)																
UNWEIGHTED BASE	2241	1336	905	1125	899	213	115	7	117	1653	978	1043	465	105	209	41	1503	335	1591	136	716	64	1021	115	812	462	112	175	683	217	177	917	908	1464	1561	1403																	
WEIGHTED BASE	100%	63%	37%	62%	50%	13%	7%	0%	64%	100%	63%	66%	23%	6%	10%	3%	100%	26%	70%	26%	12%	2%	42%	57%	6%	23%	6%	24%	60%	20%	12%	25%	23%	12%	45%	66%	66%	28%															
(2) Strongly agree	152	134	17	85	24	18	4	1	19	109	22	64	38	16	10	3	102	26	109	51	31	4	60	9	13	32	17	82	48	19	19	36	77	51	81	107	109																
(1) 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	158	190	282	293																
(0) Neither agree nor disagree	29%	29%	28%	31%	30%	28%	16%	47%	26%	31%	24%	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																
(-1) Tend to disagree	410	351	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																
(-2) Strongly disagree	239	222	17	102	37	31	47	1	21	139	78	119	56	20	15	7	175	35	187	106	29	3	126	12	13	51	10	151	61	58	39	82	56	48	143	190	198																
Mean	-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																
Agree (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	299	271	389	403																
Disagree (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																
Don't know	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%																

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/s/t/u - z/v/w/x/y/z/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.





25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH -23RD APRIL 2025  
PUBLIC  
IPSO

15 May 2025

Q20 6 - Thinkline 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

	NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID		EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE									
	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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./COUNCIL	RENTED H.A./TRUST	OTHER	OWNED	RENTED								
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)						
UNWEIGHTED BASE	2241	1043	570	540	744	282	305	338	546	1261	742	1179	977	311	720	133	654	429	1720	101	78	460	403	167	117	1170	606	768	574	1554	687	567	810	373	173	85	17	1572	673								
WEIGHTED BASE	2241	1014	528	511	669	262	243	273	546	1273	742	1112	905	256	742	349	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	151**	1668	714								
(2) Strongly agree	152	96	55	63	52	2	44	36	47	122	86	68	61	5	38	52	68	37	112	13	13	30	15	26	56	71	62	47	42	109	43	37	49	25	22	16	1	86	63								
(1) Tend to agree	375	207	123	174	143	44	114	60	103	237	157	210	170	41	116	49	119	96	275	29	61	68	60	90	157	217	116	159	94	275	100	90	159	85	25	14	-	249	124								
(0) Neither agree nor disagree	663	285	138	219	155	55	200	106	166	367	195	274	209	40	183	90	183	91	545	16	84	114	83	120	233	317	201	241	187	441	211	175	268	101	57	31	3	443	188								
(-1) Tend to disagree	410	192	100	211	166	73	180	56	88	228	129	263	230	74	161	42	85	98	311	28	63	117	46	91	207	253	169	135	102	304	106	128	151	75	34	20	2	279	128								
(-2) Strongly disagree	239	107	61	119	126	65	113	54	53	133	84	154	148	55	107	44	59	96	140	12	58	43	22	89	122	153	128	61	48	189	51	56	99	48	18	13	2	155	79								
Mean	-0.11	-0.01	0.02	-0.19	-0.27	-0.65	-0.31	-0.1	0.01	-0.01	0.05	-0.23	-0.29	-0.62	-0.3	0.09	0.1	-0.29	-0.07	-0.26	-0.33	-0.2	0.01	-0.31	-0.26	-0.2	-0.27	*	-0.04	-0.14	-0.04	-0.16	-0.13	-0.11	*	-0.01	-0.45	-0.14	-0.06								
Agree (NET)	527	302	177	237	195	46	159	96	150	359	243	279	230	45	154	101	187	133	387	42	74	87	75	116	213	288	178	206	136	384	143	127	208	110	47	30	1	335	187								
Disagree (NET)	440	218	145	330	295	138	293	109	140	361	213	417	377	129	268	85	144	194	451	39	121	159	67	180	339	407	297	195	150	492	157	184	250	123	52	33	4	434	207								
Don't know	184	128	52	65	27	23	93	61	90	186	90	142	87	42	137	73	139	7	395	2	12	43	23	14	57	80	95	148	144	243	169	94	161	53	45	34	6	255	132								
	about	below	d	d		e	e	ef		f		i						q			stwy	stw			stw	stw		AD	JAD	A	JABC	D		H	LM												

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/z/d - z/a/f/a/h - z/f/f/a/h - z/m/n/a/p - z/a/r - z/a/h/a/w/w/y - z/A/B/C/D/E - z/F/G/H/I/J/K/L/M  
Overlaid formulae used. \* small base; \*\* very small base (under 30) unreliable for six 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.



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

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

	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE						CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
	TOTAL (z)	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
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	152	14	16	18	18	16	7	-	3	4	1	19	21	26	20	16	3	3	-	4	4
	7%	17%	10%	11%	15%	15%	7%	-	21%	6%	1%	11%	7%	9%	8%	12%	2%	10%	-	5%	3%
		zb		z	zb	zb	j					z				zl					
(1) Tend to agree	375	25	38	34	26	31	12	2	*	6	7	47	65	54	52	37	19	3	6	7	16
	17%	29%	23%	20%	22%	30%	13%	29%	3%	11%	9%	26%	21%	19%	21%	29%	14%	12%	31%	9%	11%
		zc		z		zabcd						zm				zlmn					
(0) Neither agree nor disagree	653	16	30	30	25	19	11	*	1	5	13	43	70	61	52	29	18	6	4	19	36
	29%	19%	18%	17%	22%	19%	11%	6%	5%	9%	16%	24%	22%	21%	21%	23%	13%	22%	20%	23%	25%
											fi									p	p
(-1) Tend to disagree	410	17	36	37	22	18	25	3	6	18	23	49	78	76	65	29	48	10	6	29	51
	18%	20%	21%	21%	20%	18%	26%	48%	41%	32%	29%	27%	25%	27%	27%	22%	35%	41%	34%	36%	36%
							z				z	z		z		z	z			z	z
(-2) Strongly disagree	239	10	47	50	20	16	41	-	4	23	33	13	62	60	41	15	41	2	2	19	31
	11%	12%	28%	29%	17%	16%	43%	-	26%	42%	43%	7%	20%	21%	17%	12%	29%	6%	9%	24%	22%
			zade	zade	z		z			z	z		zko	zko	zk		zt			z	z
Mean	-0.11	0.19	-0.36	-0.39	-0.01	0.12	-0.85	-0.23	-0.51	-0.92	-1.05	0.06	-0.32	-0.33	-0.24	0.08	-0.81	-0.23	-0.22	-0.67	-0.64
		bcd	zb		bc	zb						lm				lm					
		ijlmpst	c			c						n				n					
Agree (NET)	527	39	54	52	44	47	19	2	4	10	8	66	86	79	71	53	22	6	6	11	20
	24%	46%	32%	30%	38%	46%	20%	29%	24%	17%	10%	36%	27%	28%	29%	42%	16%	22%	31%	14%	14%
		zabcd	z	z	z	zabcd	j			j		zlmn			z	zlmn					
Disagree (NET)	649	27	83	87	43	34	66	3	11	41	56	62	141	136	105	44	89	12	8	48	82
	29%	32%	49%	51%	37%	33%	69%	48%	67%	74%	72%	34%	45%	48%	43%	34%	64%	47%	43%	60%	58%
			zade	zade			z			z	z		zko	zko	zko		z			z	z
Don't know	412	3	1	3	4	2	1	1	1	-	1	10	16	8	14	2	9	2	1	2	3
	18%	4%	1%	2%	3%	2%	1%	17%	4%	-	1%	5%	5%	3%	6%	2%	7%	8%	6%	3%	2%
		b		b	b							o	m		mo		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

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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

Base: All adults aged 18-75 in the UK

	TOTAL (z)	GENDER		AGE					REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326
100%	43%	49%	50%	11%	19%	18%	16%	33%	4%	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%*	58%	32%	57%	43%	36%	64%	18%	27%	23%	25%	83%	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%
	bfoz	zb		R	zcef	R											zkm			n	zu		zw		zv					zABC		
	wy																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%
	bzuw	zb		zefg	zfg	R											zilm				zu		zw		zv					zBC	zF	
	yF																negs															
(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	209	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%
	gJuD			R					I	I	I				I			I	I		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	232	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		p		p				p	zt								zABD		zE	
	xE																															
(-2) Strongly disagree	478	230	240	31	45	75	97	230	19	43	36	46	42	54	48	67	45	19	45	15	287	191	257	221	143	335	96	124	99	103	368	95
	21%	21%	21%	12%	11%	19%	24%	zede	22%	18%	20%	24%	26%	25%	26%	22%	14%	18%	24%	23%	19%	27%	20%	23%	18%	22%	24%	24%	20%	19%	19%	20%
	cdpt			d		d		zede				p	p	p	p	p				p	zt				zx						zE	
	xE																															
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	R		mn								zjkm				zu		zw		zv					zA	zF	
	gmnuwvF			R													zjkmn															
Agree (NET)	614	366	242	105	181	120	89	120	24	69	48	51	42	47	37	74	135	27	45	16	467	148	394	220	298	316	102	157	124	220	537	61
	27%	34%	22%	41%	43%	30%	22%	16%	28%	29%	26%	26%	26%	22%	20%	24%	43%	25%	24%	26%	31%	21%	31%	23%	37%	22%	26%	26%	24%	40%	19%	19%
	bfgn	zb		zefg	zefg	fg	g										zj				zu		zw		zy					zABC	zF	
	uwvF																zjkmnoqr															
																	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%	38%	43%	46%	39%	48%	45%	42%	48%	40%	42%	59%
	cdpt			cd		cd	cd	zede	p		p	p	p	zjk	zlp	p			p	p	zt				zx	zx			D			zE
	xDE												zlk	zlp																		
Don't know	178	43	131	24	21	28	42	63	6	23	21	15	9	12	19	25	21	14	9	4	106	72	79	99	40	137	40	55	42	17	148	26
	8%	4%	12%	9%	5%	7%	10%	8%	17%	9%	12%	8%	6%	5%	10%	8%	7%	13%	5%	6%	7%	7%	6%	6%	5%	10%	10%	9%	8%	3%	8%	8%
	advx	za		d			d				r						mr				zt		zv		zx	D	D	D	D			
	D																															

Proportions/Mean: 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

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

Base: All adults aged 18-75 in the UK

	CAR DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS										ELECTRIC VEHICLES					INTENTION TO BUY NEXT VEHICLE				
	TOTAL (n)	ANY YES (a)	NO (b)	PETROL (c)	DIESEL (d)	HYBRID (e)	EV (f)	OTHER (g)	NO VEHICLE (h)	ICE (i)	EV OR HYBRID (j)	OWN IT OUTRIGHT BUYING (k)	OWN IT OUTRIGHT OTHER MEANS (l)	LEASING IT (m)	BUYING IT ON FINANCE (n)	SOME OTHER WAY (o)	OWN OUTRIGHT (p)	LEASE/ FINANCE (q)	SOCIAL/ DOMESTIC/ PLEASURE (r)	COMMUTING (s)	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)	OFF-STREET IN A SHARED CAR PARK (x)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (y)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (z)	OFF-STREET (aa)	ON STREET (ab)	CURRENTLY DRIVE (ac)	NOT CURRENTLY BUT HAVE IN THE PAST (ad)	NEVER DRIVEN, HAVE BEEN PASSENGER (ae)	NEVER DRIVEN, NOR BEEN A PASSENGER (af)	WITHIN THE NEXT YEAR (ag)	IN THE NEXT 3 YEARS (ah)	IN THE NEXT 10 YEARS (ai)	EVER BUY (aj)																	
UNWEIGHTED BASE	2241	1936	305	1120	399	243	135	7	117	1519	378	1042	461	126	209	41	1503	335	1551	916	316	64	1021	115	132	456	127	1268	583	237	267	797	903	349	1064	1545	1401																	
	100%	100%	13%	111%	39%	21%	11%	0**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	419*	132	460	140	1219	600	202	258	777	865	312	1002	1470	1526																	
(2) Strongly agree	214	197	14	93	35	33	31	1	19	128	64	101	55	11	24	1	156	35	151	110	42	6	87	14	17	57	13	118	71	52	37	64	59	58	148	197	183																	
	10%	10%	4%	8%	9%	15%	26%	12%	5%	8%	19%	10%	12%	8%	12%	2%	11%	11%	10%	13%	15%	9%	9%	12%	13%	12%	9%	10%	12%	26%	14%	8%	6%	19%	15%	12%	12%																	
	dhg	zb				zcdh	zcdh				zcdh		z						z	z										zfg	zfg				zjk	zjk	z	z																
(1) Tend to agree	401	345	56	191	50	64	37	3	53	240	101	160	101	26	44	10	261	70	263	185	85	16	147	39	24	90	37	209	127	70	63	144	120	80	216	297	306																	
	18%	18%	17%	17%	12%	30%	31%	28%	15%	16%	30%	15%	23%	19%	22%	26%	18%	21%	17%	21%	80%	24%	15%	33%	18%	20%	20%	17%	21%	35%	24%	19%	12%	26%	22%	20%	20%																	
	dkv										zcdh		zcdh						z	z																																		
(0) Neither agree nor disagree	451	366	84	215	81	39	22	2	86	296	61	202	79	26	35	10	281	61	286	164	62	11	166	28	30	90	31	219	120	35	47	148	205	64	186	260	274																	
	20%	19%	26%	19%	20%	18%	19%	22%	25%	19%	18%	19%	18%	20%	18%	21%	19%	19%	18%	19%	22%	16%	17%	19%	23%	19%	22%	18%	20%	17%	18%	19%	21%	21%	19%	18%	18%																	
	avb	za									zcdh		zcdh																																									
(-1) Tend to disagree	520	458	60	297	97	38	19	1	64	393	57	267	96	38	44	4	363	81	389	187	47	17	267	13	33	104	23	313	127	25	48	226	212	61	230	369	379																	
	23%	24%	18%	26%	24%	18%	16%	10%	19%	26%	17%	26%	22%	28%	22%	10%	24%	25%	25%	22%	16%	26%	28%	11%	25%	23%	17%	26%	21%	12%	19%	29%	22%	20%	23%	25%	25%																	
	baw	zb									zcdh		zcdh						zst	t																																		
(-2) Strongly disagree	478	435	43	268	116	35	10	3	47	383	45	254	95	28	39	12	349	67	387	179	45	12	261	21	26	87	29	308	115	17	50	142	266	45	190	319	330																	
	21%	21%	13%	24%	29%	16%	8%	29%	14%	25%	13%	24%	22%	21%	20%	31%	23%	20%	25%	21%	16%	19%	27%	18%	20%	19%	20%	25%	19%	8%	19%	18%	28%	15%	19%	22%	22%																	
	bhi	zb									zcdh		zcdh																																									
Mean	-0.31	-0.33	-0.24	-0.43	-0.55	0.11	0.5	-0.17	-0.25	-0.46	0.25	-0.42	-0.18	-0.36	-0.16	-0.45	-0.35	-0.24	-0.4	-0.17	0.11	-0.23	-0.5	0.11	-0.22	-0.17	-0.13	-0.41	-0.16	0.58	-0.05	-0.33	-0.59	0.14	-0.1	-0.25	-0.25																	
	cd					zcd	z				zcd		zcd						zst	z																																		
Agree (NET)	614	542	70	284	85	97	68	4	72	368	160	261	156	37	68	11	417	105	414	295	128	22	234	53	40	147	50	327	197	123	99	208	179	138	364	474	489																	
	27%	28%	21%	25%	21%	45%	57%	39%	21%	24%	49%	25%	35%	28%	34%	28%	32%	27%	27%	34%	44%	33%	24%	45%	31%	32%	36%	27%	33%	61%	39%	27%	19%	44%	36%	32%	32%																	
	bcdh										zcdh		zcdh																																									
Disagree (NET)	999	893	103	564	212	73	29	4	111	776	102	521	191	65	83	16	712	148	776	365	92	29	528	34	59	191	52	621	243	42	99	368	478	107	419	688	709																	
	45%	47%	31%	50%	53%	34%	39%	32%	51%	30%	30%	50%	43%	50%	42%	41%	48%	45%	50%	42%	32%	44%	54%	29%	45%	41%	37%	51%	40%	21%	38%	47%	50%	34%	42%	47%	46%																	
	zefh										zcdh		zcdh						zst	t																																		
Don't know	178	107	71	68	21	7	-	-	75	89	7	60	14	4	12	2	74	16	82	38	7	5	41	9	2	33	7	52	40	2	12	54	103	3	33	48	54																	
	8%	6%	22%	6%	5%	3%	-	-	22%	6%	2%	6%	3%	3%	6%	6%	5%	5%	5%	4%	2%	7%	4%	7%	2%	7%	5%	4%	7%	1%	5%	7%	11%	1%	3%	3%	4%																	
	acfh										zcdh								t																																			
	hbcdeh																																																					
	jk																																																					

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j - z/k/l/m/n/o/p/q - z/r/z/s/u - z/v/w/x/y/z/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

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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

[illegible]

Proportions/Mean: Columns Tested [5% risk level] - z/a/b/c/d - z/e/f/g/h - z/i/j/k/h - z/m/n/o/p - z/q/r - 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

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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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	6%
(2) Strongly agree	214	17	50	49	24	20	32	-	-	22	29	29	63	63	45	28	32	3	3	19	28
	10%	20%	30%	28%	21%	19%	34%	-	-	40%	37%	16%	20%	22%	18%	21%	23%	10%	15%	24%	20%
		z	zade	zde	z	z	z			z	z	z	z	zk	z	z	z			z	z
(1) Tend to agree	401	40	61	60	44	43	26	2	3	14	20	71	103	93	83	54	34	11	7	28	44
	18%	47%	37%	35%	38%	42%	27%	35%	20%	25%	26%	39%	33%	33%	34%	42%	25%	43%	41%	35%	32%
		zabcd	z	z	z	z	z			z	z	z	z	z	z	zlmn	z			zp	z
(0) Neither agree nor disagree	451	10	23	29	16	12	17	1	*	9	14	22	54	50	37	15	26	2	1	9	28
	20%	12%	14%	17%	14%	12%	17%	21%	2%	16%	18%	12%	17%	18%	15%	12%	18%	8%	7%	11%	20%
		s												k			s			s	
(-1) Tend to disagree	520	8	20	21	17	17	12	2	5	4	9	36	63	48	53	21	32	4	5	16	26
	23%	9%	12%	12%	15%	17%	13%	28%	29%	7%	11%	20%	20%	17%	22%	17%	23%	17%	27%	20%	19%
		abcd			a	a	i								m						
(-2) Strongly disagree	478	9	11	12	13	9	9	1	8	7	5	20	24	26	25	11	13	6	2	7	12
	21%	11%	6%	7%	11%	9%	9%	16%	49%	12%	7%	11%	8%	9%	10%	8%	9%	22%	10%	9%	8%
		abcd			b																
		efijklmn																			
		opst																			
Mean	-0.31	0.56	0.73	0.67	0.43	0.47	0.62	-0.26	-1.07	0.74	0.76	0.3	0.39	0.43	0.29	0.51	0.3	0.02	0.24	0.47	0.36
		z	zde	zd	z	z	z			z	z	z	z	z	z	zkn	z			z	z
Agree (NET)	614	57	112	109	68	63	58	2	3	37	49	100	166	157	127	81	66	14	10	47	72
	27%	67%	67%	63%	59%	62%	60%	35%	20%	65%	63%	55%	53%	55%	52%	63%	48%	53%	56%	59%	51%
		zd	zd	z	z	z	z			z	z	z	z	z	z	zln	z			zp	z
Disagree (NET)	998	17	31	33	30	26	21	3	12	10	14	56	87	74	78	32	45	10	7	23	38
	45%	20%	18%	19%	26%	25%	22%	44%	78%	19%	18%	31%	28%	26%	32%	25%	32%	39%	37%	28%	27%
		abcd			bc										m						
		efijklm																			
		nopst																			
Don't know	178	1	1	1	1	1	*	-	-	-	*	3	6	4	-	-	2	-	-	2	2
	8%	1%	1%	1%	1%	1%	1%	-	-	-	1%	2%	2%	1%	-	-	2%	-	-	2%	2%
		abcde											n								
		fijklmn																			
		opst																			

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

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IPSOS

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Base: All adults aged 18-75 in the UK

	TOTAL (d)	GENDER		AGE				REGION												WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326
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	407	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							35%	34%	36%	33%	38%	33%	28%	A		zAB	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%	34%	36%	32%	30%	36%	37%	38%	42%	31%	33%	38%	36%	33%	36%	34%	33%	40%	40%	39%	35%	36%	36%	34%	34%	36%	34%	36%	34%	35%	36%	32%
	d						d																									
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%
	aphn	za		dfe	r	r	r				hn	h		h		hn	h	h									rBCD					
	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%	3%	3%	4%	4%	3%	1%	2%	3%	3%	1%	2%	3%	4%	4%	3%	3%	2%	2%	3%	3%	2%	2%	4%	2%	3%	2%	4%	3%	1%	3%	3%
	vAd			fe																							D					
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						zode	qhm						p							zw				z			A		zBC		
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%	28%	38%	29%	32%	23%	31%	28%
	aphn	xD		dfe	ze	r	r				h	h		h		hn	h	h									rBD	D				

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

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Base: All adults aged 18-75 in the UK

	CAR DRIVING LICENSE			VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING					PARKING LOCATIONS										ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL (a)	ANY YES (a)	NO (a)	PETROL (c)	DIESEL (c)	HYBRID (c)	EV (c)	OTHER (c)	NO VEHICLE (c)	ICE (c)	EV OR HYBRID (c)	OWN IT OUTRIGHT AFTER BUYING (c)	OWN IT OUTRIGHT OTHER MEANS (c)	LEASING IT (c)	BUYING IT ON FINANCE (c)	SOME OTHER WAY (c)	OWN OUTRIGHT (c)	LEASE/ FINANCE/ (c)	SOCIAL/ DOMESTIC/ PLEASURE (c)	COMMUTIN G (c)	USE AS PART OF MY WORK (c)	RARELY DRIVE (c)	OFF-STREET PRIVATE NEXT TO MY PROPERTY (c)	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY (c)	OFF-STREET IN A SHARED CAR PARK (c)	ON STREET DIRECTLY IN FRONT OF/ NEXT TO MY PROPERTY (c)	ON STREET NOT IN FRONT OF/ NEXT TO MY PROPERTY (c)	OFF-STREET (c)	ON-STREET (c)	CURRENTLY DRIVE (c)	NOT CURRENTLY BUT HAVE IN THE PAST (c)	NEVER DRIVEN, HAVE BEEN A PASSENGER (c)	NEVER DRIVEN, NOR BEEN A PASSENGER (c)	WITHIN THE NEXT YEAR (c)	IN THE NEXT 3 YEARS (c)	IN THE NEXT 10 YEARS (c)	EVER BUY (c)									
UNWEIGHTED BASE	2241	1336	905	1126	894	241	115	7	117	1513	378	1043	463	105	209	41	1503	35	1538	136	716	64	1021	115	812	462	112	125	683	217	157	917	608	349	1064	1545	1401									
WEIGHTED BASE	2241	1508	733	1131	999	217	119	9**	344	1530	336	1044	441	132	198	39*	1485	330	1559	862	289	67*	968	119*	132	460	140	1219	600	202	258	777	865	312	1002	1470	1526									
Yes, I had	771	696	71	375	167	105	61	-	65	542	162	381	364	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%	37%	22%	33%	42%	46%	52%	-	19%	35%	48%	37%	37%	49%	41%	26%	37%	44%	39%	36%	42%	24%	42%	40%	41%	31%	30%	42%	31%	52%	34%	33%	32%	42%	40%	40%	39%									
	dh	zb		h	zch	zch	zch			ch	zch			ph			z	zhd	zhu				zhu			zhu		zhu		zhd		zhd			z	z	zK	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%	35%	36%	38%	29%	32%	30%	79%	36%	36%	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%									
	d			zch					d																																					
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%	26%	39%	26%	26%	19%	17%	21%	42%	26%	18%	25%	26%	20%	20%	37%	25%	20%	23%	26%	23%	35%	20%	27%	22%	29%	34%	21%	30%	17%	30%	27%	30%	23%	25%	25%	25%									
	aefl know/vb DUC	za		efl	fl				zode flj		efl				mna					r		r				vB		vB			D	D	D													
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%	3%	4%	2%	3%	2%	2%	-	3%	3%	2%	2%	2%	1%	4%	2%	2%	3%	2%	3%	2%	2%	2%	1%	1%	3%	2%	5%	2%	3%	1%	2%	2%	3%	2%	1%	1%	2%								
	r/BIK																																													
Yes/ recall hearing (NET)	1561	1367	189	808	283	171	97	7	188	1090	268	758	318	104	151	24	1077	254	1165	610	218	42	749	86	99	316	85	935	401	166	176	553	646	234	737	1086	1120									
	70%	72%	57%	71%	71%	79%	82%	79%	55%	71%	80%	73%	72%	78%	76%	60%	73%	77%	75%	71%	75%	63%	77%	72%	75%	69%	61%	77%	67%	82%	68%	71%	67%	75%	74%	74%	73%									
	hng	zb		h	h	zch	zch		zh	zch		z		zo					z				zhu		A		zhu		zhd		zhd		z	z	z	zK	z									
No/ Don't know (NET)	680	540	140	324	116	47	22	2	156	440	68	286	123	28	47	15	408	75	393	252	71	25	219	33	32	145	54	284	199	36	82	224	318	78	265	383	406									
	30%	28%	43%	29%	29%	21%	18%	21%	45%	29%	20%	27%	28%	22%	24%	40%	27%	23%	25%	29%	25%	37%	23%	28%	25%	31%	39%	23%	33%	18%	32%	29%	33%	25%	26%	26%	27%									
	aefl almost no/Don't know	za		efl	flj				zode flj		efl				mq				r							vB		vB		vB		D	D	D												

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/h/f/g/h/i) - z/h/m/n/o/p/q - z/i/h/j/u - z/v/w/h/z/N/C - z/D/R/P/G - z/N/I/D/K  
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Base: All adults aged 18-75 in the UK

	TOTAL (j)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	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	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% bd	32%	28%	31%	29%	28%	35%	35%	32%	33%	32%	35%	27%	39%	34%	36%
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% abcd efp	13% e	13% e	15% e	12% e	7%	14%	29%	7%	19%	22% f	32%	27%	31% l	27%	25%	19%	19%	15%	26%	25%
Don't know	63	1	1	1	-	-	-	-	-	1	1	2	6	5	1	2	3	1	1	2	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	222	192	177	94	109	20	14	57	101
	70%	86%	87%	84%	88%	93% zabc d	86% zj	71%	93%	79%	77%	67%	71%	68%	73% m	73%	79% zt	79%	79%	72%	72%
		z	z	z	z																
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% abcd efo	14% e	13% e	16% e	12% e	7%	14%	29%	7%	21%	23% f	33%	29%	32% n	27%	27%	21%	21%	21%	28%	28% p

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

Base: All adults aged 18-75 in the UK

	TOTAL (z)	GENDER		AGE					REGION											WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBUR (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000- £34999 (B)	£35000- £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	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326
100%	49%	50%	51%	19%	13%	13%	13%	31%	45*	116	81	91	71	91	81	145	145	31	51	21*	201	211	376	451	511	141	216	216	251	251	811	151
(4) Very important	371	217	148	57	117	83	45	69	9	44	27	26	14	36	27	39	87	21	31	10	288	83	252	119	211	160	61	78	77	146	325	36
17%	bfgj	20%	13%	22%	28%	21%	11%	9%	10%	18%	15%	14%	8%	17%	15%	13%	28%	20%	17%	15%	19%	11%	20%	12%	26%	11%	15%	13%	15%	27%	18%	11%
	uwvBf	zb		zfg	zefg	zfg				i				i			klmnoprs	i	i		zu		zw		zv					zABC	zF	
(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%	fghjm	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%
	uA			zefg	zefg					jm		m					zim				u				zv			A		zA		
(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%	dptx	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%
	D				zde	d			zpq	rs	p	p	zpq	p	p	ip					it											
(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%	bcdp	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%
	vkDE	zb			cd	cde	zcde		p	ipq			pq		p					zdn				zv		zx		D				
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			hij								klmnoprs	h	h		zu		zw		zv					zAB	zF	
	jouwyAF			k	k				mos								klmnoprs	lmos												C		
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%	bfgj	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%
	muwyAF	zb		zefg	zefg	fg			hklm					zhi			zhi	i	hkl		zu		zw		zv		zABC					
	ptvwDE						zcde	zcde	o			p	ip	ipq	p	zpq			mo								zD	D	D			zE
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%	cdei	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%
	ptvwDE				d	d	zcde	zcde	znp	qr	zpq	p	ip	ipq	p	zpq		p	p	ip		it		zv		zx	D	D	D			
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%	edvD	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%
	edvD	za			cd	cd	cd	cd	r	r	zF										zF				zF		D	D	D			

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

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.

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 DRIVING LICENSE				VEHICLE TYPE										VEHICLE OWNERSHIP										TYPES OF DRIVING										PARKING LOCATIONS				ELECTRIC VEHICLES				INTENTION TO BUY NEXT VEHICLE			
	TOTAL [A]	ANY YES [B]	NO [C]	PETROL [D]	DIESEL [E]	HYBRID [F]	EV [G]	OTHER [H]	NO VEHICLE [I]	ICE [J]	EV OR ON FINANCE [K]	OWN IT OUTRIGHT AFTER BUYING [L]	OWN IT OUTRIGHT OTHER MEANS [M]	LEASING [N]	BUYING IT ON FINANCE [O]	SOME OTHER WAY [P]	OWN OUTRIGHT [Q]	LEASE/ FINANCE [R]	SOCIAL/ DOMESTIC/ PLEASURE [S]	COMMUTIN G [T]	AS PART OF MY WORK [U]	RARELY DRIVE [V]	OFF-STREET PRIVATE NEXT TO MY PROPERTY [W]	OFF-STREET PRIVATE NOT NEXT TO MY PROPERTY [X]	OFF-STREET IN A SHARED CAR PARK [Y]	ON-STREET DIRECTLY IN FRONT OF NEXT TO MY PROPERTY [Z]	NOT IN FRONT OF NEXT TO MY PROPERTY [AA]	OFF-STREET [AB]	ON-STREET [AC]	CURRENTLY DRIVE [AD]	NOT CURRENTLY BUT HAVE IN THE PAST [AE]	NEVER DRIVEN, HAVE BEEN PASSENGER [AF]	NEVER DRIVEN, OR BEEN A PASSENGER [AG]	WITHIN THE NEXT YEAR [AH]	IN THE NEXT 3 YEARS [AI]	IN THE NEXT 10 YEARS [AJ]	EVER BUY [AK]									
UNWEIGHTED BASE WEIGHTED BASE	2241 2241	1936 1308	301 328	1120 1131	999 227	243 119	135 119	7 9**	817 144	1519 1530	978 136	1042 1044	461 381	126 132	209 43	43 39*	1503 1485	335 330	1591 1558	916 862	316 289	64 63*	1021 968	115 113*	132 132	456 460	140 140	1219 1219	600 600	202 202	258 258	777 777	965 965	112 112	1020 1020	1470 1470	1545 1545	1603 1603								
(4) Very important	171 171	176 176	166 166	156 156	116 116	256 256	41 41	-	166 166	146 146	306 306	156 156	216 216	176 176	176 176	166 166	176 176	176 176	176 176	216 216	296 296	216 216	146 146	142 142	227 227	296 226	176 176	206 206	166 166	186 186	456 456	176 176	176 176	106 106	286 286	216 216	206 206	196 196	196 196							
(3) Fairly important	750 750	636 336	114 114	366 326	126 326	97 43	43 336	6 6	108 136	491 326	140 140	325 336	148 138	52 40	85 38	15 37	133 426	138 426	492 392	297 346	111 386	25 386	336 336	48 276	35 35	163 326	45 326	401 326	208 308	77 336	110 308	291 263	263 276	99 376	376 376	376 376	376 376	376 376	376 376							
(2) Not very important	185 185	342 186	43 136	221 206	75 126	19 126	12 106	2 106	45 196	296 196	116 116	186 186	196 196	136 136	37 196	7 186	273 186	54 176	276 186	119 186	41 146	12 176	386 176	22 186	19 186	86 196	24 176	223 186	110 110	19 96	136 176	188 196	54 176	171 176	263 186	273 186	273 186	273 186								
(1) Not important at all	395 186	346 186	48 156	221 206	75 246	19 246	12 66	2 186	45 136	316 216	29 96	211 206	82 196	28 216	6 106	293 156	48 206	322 216	124 146	33 116	8 126	204 216	14 126	24 186	15 156	68 226	31 206	241 176	99 176	10 56	106 196	105 136	237 256	53 176	156 166	241 166	250 166	250 166								
Mean	2.58 2.58	2.56 2.56	2.66 2.66	2.49 2.49	2.35 2.35	2.92 2.92	3.2 3.2	2.44 2.44	2.68 2.68	2.45 2.45	3.02 3.02	2.48 2.48	2.63 2.63	2.58 2.58	2.74 2.74	2.63 2.63	2.53 2.53	2.68 2.68	2.51 2.51	2.71 2.71	2.91 2.91	2.77 2.77	2.47 2.47	2.79 2.79	2.65 2.65	2.64 2.64	2.55 2.55	2.52 2.52	2.62 2.62	3.27 3.27	2.67 2.67	2.68 2.68	2.28 2.28	2.76 2.76	2.7 2.7	2.66 2.66	2.65 2.65									
Important (NET)	1223 506	953 506	167 516	532 478	171 130	151 119	92 63	6 46	163 96	702 466	242 140	481 476	242 276	75 60	118 546	21 1	723 481	193 596	750 481	560 676	194 30	39 596	460 460	75 46	64 496	243 536	73 526	599 496	316 536	167 496	155 536	424 376	358 376	188 376	582 376	817 376	843 376									
Not important (NET)	780 356	688 366	92 286	478 396	130 436	48 226	19 136	3 376	613 266	613 406	780 206	401 386	164 376	45 346	57 296	13 326	566 386	103 316	598 386	283 336	74 266	19 296	385 406	36 306	43 336	154 396	55 386	464 356	209 386	82 146	237 306	427 406	107 346	327 346	503 346	523 346	523 346									
Don't know	340 150	267 146	70 216	157 146	58 156	18 86	7 76	-	206 146	216 46	780 146	162 156	35 86	12 96	22 116	5 146	197 346	34 106	211 146	100 126	20 76	8 126	123 36	9 76	24 146	64 146	11 86	156 136	7 126	3 36	21 156	182 196	17 96	93 106	149 106	160 106										

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/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.



25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17TH - 23RD APRIL 2025  
PUBLIC  
IPSO5

15 May 2025

Q24A - Think 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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID					EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
		TOTAL (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	PETROL (n)	DIESEL (n)	HYBRID (n)	EV (n)	YES (n)	NO (n)	WITHIN THE NEXT YEAR (n)	1 TO 3 YEARS (n)	3 TO 10 YEARS (n)	MORE THAN 10 YEARS (n)	IN THE NEXT 3 YEARS (n)	IN THE NEXT 10 YEARS (n)	EVER BUY (n)	YES (n)	RECALL HEARING SOMETHING (n)	NO (n)	YES/RECALL HEARING (n)	NO/DON'T KNOW (n)	BOUGHT ON MORTGAGE (n)	OWNED OUTRIGHT (n)	RENTED PRIVATE (n)	RENTED L.A./ COUNCIL (n)	RENTED H.A./ TRUST (n)	OTHER (n)	OWNED (n)	RENTED (n)									
UNWEIGHTED BASE	2241	1043	552	560	748	290	768	318	546	1261	742	1179	977	281	775	323	604	479	1730	169	308	450	343	477	927	1170	606	748	594	1554	687	582	930	381	173	859	17	1532	663										
WEIGHTED BASE	2241	1014	528	551	669	262	745	373	546	1273	742	1112	905	256	742	349	654	424	1778	139	291	414	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	714										
(4) Very important	371	165	111	223	228	87	152	46	40	172	130	282	282	105	166	28	39	141	236	61	102	84	20	163	247	268	187	100	82	287	84	69	172	78	29	17	3	242	124										
	17%	16%	21%	26%	34%	33%	20%	12%	7%	14%	18%	25%	31%	22%	16%	6%	2%	14%	12%	13%	44%	35%	20%	8%	38%	29%	25%	24%	13%	13%	18%	12%	12%	19%	20%	15%	13%	21%	16%	17%									
(3) Fairly important	750	341	174	371	311	100	264	75	114	402	230	473	432	93	272	45	93	175	560	52	131	196	90	184	379	469	258	304	174	562	188	219	268	150	62	37	2	487	249										
	33%	34%	33%	44%	47%	38%	35%	20%	21%	32%	31%	43%	48%	30%	37%	12%	14%	13%	14%	38%	45%	47%	36%	43%	43%	43%	34%	38%	28%	38%	38%	39%	39%	31%	29%	15%	33%	35%											
(2) Not very important	176	203	100	126	71	32	122	82	129	249	138	156	106	24	121	64	114	54	328	18	136	136	126	148	306	126	133	151	117	165	120	99	151	69	40	23	2	251	131										
	8%	20%	19%	11%	11%	12%	16%	12%	24%	24%	14%	12%	9%	16%	18%	21%	13%	18%	13%	12%	14%	16%	12%	13%	17%	11%	15%	19%	19%	17%	18%	17%	17%	17%	18%	20%	18%	14%	17%	18%									
(1) Not important at all	395	201	109	70	30	27	118	124	196	308	175	97	31	14	92	173	303	36	358	3	34	33	39	17	49	88	159	122	105	281	114	106	182	40	31	27	5	288	98										
	18%	20%	21%	8%	4%	10%	16%	13%	38%	24%	24%	9%	3%	6%	12%	50%	46%	8%	35%	2%	5%	8%	16%	4%	6%	8%	8%	21%	15%	17%	18%	17%	18%	18%	20%	15%	21%	30%	20%	14%	1%								
Mean	2.58	2.52	2.58	2.95	3.15	3	2.68	2.13	2	2.39	2.47	2.93	3.13	3.22	2.79	1.76	1.77	3.04	2.44	3.28	3.14	2.9	2.41	3.18	3.05	2.91	2.66	2.56	2.40	2.61	2.48	2.51	2.56	2.79	2.55	2.43	2.34	2.54	2.66										
Important (NET)	1121	506	285	594	539	187	416	121	154	574	360	755	714	199	438	71	132	315	786	114	233	280	110	347	627	737	445	404	256	849	272	288	440	228	91	54	5	728	374										
	50%	50%	54%	70%	81%	71%	56%	32%	28%	45%	49%	68%	79%	78%	59%	20%	20%	74%	44%	82%	80%	68%	44%	81%	74%	67%	58%	51%	42%	54%	40%	50%	50%	46%	42%	36%	50%	52%	50%	52%									
Not important (NET)	780	405	208	196	100	59	240	206	325	557	313	252	137	38	212	237	437	90	687	20	50	90	115	70	160	275	273	273	222	546	234	206	333	109	71	49	7	539	229										
	35%	40%	39%	23%	15%	23%	27%	15%	60%	44%	42%	23%	15%	15%	20%	68%	67%	21%	39%	15%	17%	22%	40%	16%	19%	25%	35%	35%	36%	33%	34%	35%	38%	28%	33%	39%	44%	37%	32%	39%									
Don't know	340	103	35	61	29	16	89	46	67	142	69	105	54	19	92	42	84	19	306	5	8	44	24	12	56	80	52	114	139	166	174	87	114	49	39	24	3	201	112										
	15%	10%	7%	7%	4%	6%	12%	12%	12%	11%	9%	9%	6%	7%	12%	12%	13%	5%	17%	3%	3%	11%	10%	3%	7%	7%	7%	7%	14%	22%	11%	26%	15%	13%	13%	19%	19%	21%	14%	16%	16%								

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

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

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

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

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.



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

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

	TOTAL (z)	GENDER		AGE				REGION														WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£49999 (C)	£55000+ (D)	URBAN (E)	RURAL (F)	
UNWEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
WEIGHTED BASE	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%	
(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				i							zhijk				zu		zw		zv					zABC	zF		
	wvACF																lmnoqrs																
(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				i							zhil				zu		zw		zv					zAC	zF		
	uwvF																klmnoqr																
(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%	
	adot	za				d		zede			p	p	p	p	p	p			p			zt					D	D					
(1) Not likely at all	543	273	265	36	44	88	130	245	22	57	53	44	48	51	45	84	46	26	49	18	347	196	264	279	152	391	107	150	136	106	426	99	
	24%	25%	24%	14%	10%	22%	32%	33%	25%	24%	30%	23%	30%	24%	24%	27%	15%	24%	26%	28%	23%	27%	21%	29%	19%	27%	27%	25%	24%	19%	23%	30%	
	cdpv				cd		zede	zede	p	p	p	p	p	p	p	p		p	p	p		zt			zx		D	D			zE		
	xDE																																
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	
	bfg	zb		zef	zef	zfg			lo			i					jklnmoq				zu		zw		zv					zAB	zF		
	louwvACF																rs													C			
Likely (NET)	607	369	231	110	225	128	64	79	18	74	40	54	25	47	48	67	153	25	41	16	487	109	397	210	311	296	88	158	119	233	535	56	
	27%	34%	21%	43%	53%	32%	16%	11%	21%	21%	22%	28%	15%	22%	26%	22%	40%	23%	22%	25%	33%	15%	31%	22%	39%	21%	12%	26%	23%	42%	29%	17%	
	bfgl	zb		zefg	zefg	zfg	g				i						zhi				zu		zw		zv					zABC			
	ouwvACF																klmnoqr																
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		zede	zede	p	p	p	p	p	zhin	p	p	zid		p	zid	p		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	
	13%	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		d	d	d	d	zdr								r									zx		zBD	D	D			

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

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25-025967-01 - MOTABILITY EV TRANSITION TRACKER WAVE 1  
17th - 23rd April 2025  
PUBLIC  
IPSO5

15 May 2025

Q248 - Think 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

		NEXT PURCHASE - PROBABLY/DEFINITELY CONSIDER					NEXT PURCHASE - PROBABLY/DEFINITELY NOT CONSIDER					OVERALL OPINION ON VEHICLES VERY/FAIRLY POSITIVE					OVERALL OPINION ON VEHICLES VERY/FAIRLY NEGATIVE					EVER CHARGED EV / PLUG-IN HYBRID					EVER BUY - EV										POLICY CHANGE - SWITCH TO ELECTRIC VEHICLES					TENURE							
		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 YEARS	MORE THAN 10 YEARS	IN THE NEXT 3 YEARS	IN THE NEXT 10 YEARS	EVER BUY	YES	RECALL HEARING SOMETHING	NO	YES/RECALL HEARING	NO/DON'T KNOW	BOUGHT ON MORTGAGE	OWNED OUTRIGHT	RENTED PRIVATE	RENTED L.A./ COUNCIL	RENTED H.A./ TRUST	OTHER	OWNED	RENTED							
		(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)	(G)					
UNWEIGHTED BASE	2241	1043	528	500	743	252	305	358	349	1261	742	1179	977	251	775	321	604	479	1730	169	308	450	343	477	927	1170	806	788	594	1554	647	582	930	381	473	109	27	1532	1613	1468	613	714							
WEIGHTED BASE	1666	825	394	394	559	176	216	256	256	926	559	825	654	176	559	256	430	256	1091	82	166	248	430	843	1091	771	791	617	1561	680	580	887	386	201	128*	15**	1468	714	714	714	714	714	714	714	714	714			
(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	8%	7%	1							
pho prvBt	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%	1	1	1	1						
(3) Fairly likely	441	189	124	238	236	87	142	60	42	234	168	300	303	69	144	95	47	150	284	51	107	115	47	158	273	320	165	157	109	322	119	117	148	102	44	21	3	265	167	265	167	265	167						
hgr hgr	20%	12%	24%	28%	33%	33%	30%	16%	8%	18%	23%	27%	34%	27%	19%	10%	7%	33%	16%	36%	37%	28%	19%	37%	32%	29%	21%	20%	18%	21%	17%	20%	17%	26%	22%	16%	3	17%	265	167	265	167	265	167					
(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	559	252	559	252						
hgr hgr	37%	39%	31%	36%	30%	31%	44%	34%	40%	36%	30%	37%	33%	38%	42%	28%	35%	25%	40%	17%	33%	41%	49%	28%	34%	38%	35%	43%	34%	39%	32%	39%	37%	33%	39%	37%	40%	38%	38%	35%	38%	35%							
(1) Not likely at all	543	273	136	132	74	36	168	142	226	374	205	187	95	40	175	181	321	50	492	11	26	68	58	37	105	163	212	179	146	390	152	151	230	85	42	30	2	381	156	381	156	381	156						
hgr hgr	24%	27%	24%	16%	11%	14%	23%	26%	41%	29%	28%	17%	11%	18%	24%	52%	49%	12%	28%	8%	9%	16%	23%	19%	12%	15%	21%	23%	24%	25%	22%	28%	26%	26%	22%	21%	24%	13%	2	26%	22%	26%	22%						
Mean	2.12	2.11	2.3	2.45	2.66	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	1	1	1	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	383	215	383	215						
hgr hgr	27%	28%	39%	43%	55%	48%	25%	13%	20%	27%	37%	39%	49%	37%	24%	13%	8%	19%	20%	22%	56%	35%	22%	61%	48%	42%	33%	25%	24%	29%	23%	23%	27%	35%	25%	23%	17%	26%	30%	26%	30%	26%	30%						
Not likely (NET)	1368	667	298	440	275	116	494	270	445	827	427	594	408	136	490	278	552	154	1200	15	121	237	180	156	393	573	481	518	354	999	368	379	560	211	120	77	9	940	408	940	408	940	408						
hgr hgr	61%	66%	60%	52%	41%	44%	66%	72%	81%	65%	58%	53%	45%	53%	66%	80%	84%	36%	67%	15	42%	57%	73%	36%	47%	13%	62%	66%	57%	64%	54%	60%	63%	55%	60%	60%	58%	64%	57%	64%	57%	64%	57%						
Don't know	1267	61	25	44	28	21	61	31	47	102	42	83	53	24	75	28	48	20	231	4	8	32	13	12	45	58	39	73	117	113	154	59	87	39	31	21	4	145	91	145	91	145	91						
hgr hgr	56%	6%	5%	5%	4%	8%	8%	8%	9%	8%	6%	7%	6%	10%	10%	8%	7%	5%	13%	3%	3%	8%	5%	3%	5%	5%	5%	9%	9%	19%	7%	23%	10%	10%	10%	15%	17%	25%	10%	13%	13%	13%	13%						

Proportions/Means: Columns Tested (5% risk level) - z/a/h/u/d - z/h/f/g/h - z/d/f/a/h - z/m/n/o/p - z/a/l - z/h/u/u/w/v - z/a/b/c/d/e - z/f/g/h/u/v/w/x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

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

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

15 May 2025

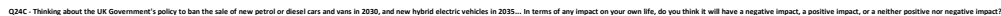
Q24C - Thinking about the UK Government's policy to ban the sale of new petrol or diesel cars and vans in 2030, and new hybrid electric vehicles in 2035... in terms of any impact on your own life, do you think it will have a negative impact, a positive impact, or a neither positive nor negative impact?

Base: All adults aged 18-75 in the UK

	TOTAL (z)	GENDER		AGE					REGION													WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				URBAN/RURAL	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	NORTH EAST (h)	NORTH WEST (i)	YORKS & HUMBER (j)	WEST MIDLANDS (k)	EAST MIDLANDS (l)	EAST OF ENGLAND (m)	SOUTH WEST (n)	SOUTH EAST (o)	LONDON (p)	WALES (q)	SCOTLAND (r)	NI (s)	WORKING (t)	NOT WORKING (u)	ABC1 (v)	C2DE (w)	GRADUATES (x)	NON GRADUATES (y)	UP TO £19999 (A)	£20000-£34999 (B)	£35000-£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	1349	992	375	544	515	653	1800	326	
WEIGHTED BASE	2241	1092	1120	254	422	405	411	749	88*	241	180	194	162	213	188	308	313	106	186	63*	1520	721	1285	956	803	1438	398	609	521	551	1852	326	
	100%	49%	50%	11%	19%	18%	18%	33%	43*	11%	8%	9%	7%	9%	8%	14%	14%	5%	8%	3%	189	25	161	53	128	87	18	46	41	107	203	8	
(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	
	13%	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%	
	b/fgh	zb		fg	zcef	fg				zhlm							zhjl				zu		zw		zv						zABC	zF	
	lowyAF																mmnoqs																
(1) Fairly positive impact	341	188	146	65	110	67	43	56	9	43	20	26	16	25	23	38	85	14	34	7	266	75	231	110	169	172	42	87	85	112	307	26	
	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%	
	b/fgu	zb		zefg	zefg	fg											klmnoqr				zu		zw		zv						zAB	zF	
	wyAF																																
(0) A neither positive nor negative impact	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	
	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%	
	dp						d							p			lp																
(-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%	
	dotx			d		d	d	d			p		zklm		p						zt												
	npqr																																
(-2) Very negative impact	293	147	145	12	27	41	63	151	15	26	21	25	22	40	25	43	17	19	29	10	192	102	143	150	80	213	60	88	75	45	226	57	
	13%	13%	13%	5%	6%	10%	15%	20%	17%	11%	12%	13%	13%	19%	13%	14%	6%	18%	15%	16%	13%	14%	11%	16%	10%	15%	15%	14%	14%	8%	12%	17%	
	cdpv					c	cd	zcdde	p	p	p	p	p	zlp	p	p		p	p	p				zv		zx	D	D	D			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			zef	zce	fg	g			zh		lmoqs					zsh						zw		zy								
	hlmuwvAF			g	fg												ijklnn																
Positive impact (NET)	555	325	222	96	208	115	61	76	12	79	37	44	22	37	42	61	142	21	48	10	415	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%	
	b/fg	zb		zefg	zcef	fg	g			zhjl		l					zhjl		hl		zu		zw		zv						zABC	zF	
	lmuvyAF									mmnoqs							klmnoqr																
Negative impact (NET)	611	284	320	51	65	102	133	260	29	57	54	47	62	69	46	93	47	35	53	19	389	222	332	279	179	433	113	173	155	117	477	115	
	27%	26%	29%	20%	15%	25%	32%	35%	33%	24%	30%	24%	38%	32%	24%	30%	15%	33%	29%	31%	26%	31%	26%	29%	22%	30%	28%	28%	30%	21%	26%	35%	
	cdst			d		d	zcdde	zcdde	p	p	p	p	zklm	p	p	p		p	p	p					zx			D	D	D		zE	
	xDE																p																
It will have no impact on my life	266	117	145	20	29	42	50	124	14	22	29	18	22	38	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						d	zcdde																zv		zx	zBCD						
	CD																																
Don't know	220	66	149	18	27	51	46	78	8	25	21	22	20	16	21	24	31	11	11	8	130	90	109	111	55	165	53	66	49	29	177	35	
	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%	
	advx	za				cd	d	d																v		zx	zD	D	D				
	D																																

Proportions/Mean: 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

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15 May 2025

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/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/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

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

	TOTAL (z)	CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - AGREE					CHARGING VEHICLE AT PUBLIC CHARGING LOCATION - DISAGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING - AGREE					DRIVEN EV IN PAST, POSITIVE EXPERIENCE, REASONS NOT CURRENTLY DRIVING DISAGREE				
		DIFFICULT TO LOCATE NEAREST (a)	IN SAFE/ WELL-LIT AREAS (b)	EASY TO USE (c)	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 (h)	OFTEN IN USE BY OTHERS (i)	OFTEN DAMAGED /NOT WORKING (j)	DIFFICULT TO LOCATE NEAREST (k)	IN SAFE/ WELL-LIT AREAS (l)	EASY TO USE (m)	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 (r)	OFTEN IN USE BY OTHERS (s)	OFTEN DAMAGED /NOT 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*	167	172	115	102*	97*	6**	16**	56*	78*	181	313	284	242	129	139	26**	18**	80*	141
	100%	4%*	7%	8%	5%	5%*	4%*	***	1%**	2%*	3%*	8%	14%	13%	11%	6%	6%	1%**	1%**	4%*	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	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%
		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%	16%	13%	14%	16%	17%	15%	8%	20%	14%	10%	27%	22%	23%	24%	23%	23%	25%	24%	27%	24%
	abcd efij																				
(-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%	2%	7%	4%	4%	5%	7%	-	4%	3%	8%	14%	10%	10%	11%	12%	15%	27%	32%	12%	12%
	abcde fil		ac																		
(-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 jklmnop	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%
		z	zd	zd	z	z	z			z	z	z	z	z	z	zk	z		z	z	
Negative impact (NET)	611	7	14	10	12	9	11	1	7	6	9	31	39	38	32	20	24	12	7	15	20
	27%	8%	8%	6%	10%	9%	12%	16%	44%	10%	12%	17%	13%	14%	13%	15%	17%	45%	37%	18%	14%
	abcde fijklmno pt		c																		
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%	8%	8%	9%	8%	8%	8%	17%	7%	8%	9%	5%	8%	6%	5%	3%	8%	4%	2%	8%	10%
	klmno												o	o							
Don't know	220	1	2	4	6	4	2	-	2	-	2	5	9	6	9	2	3	1	1	2	3
	10%	1%	1%	2%	5%	4%	2%	-	13%	-	2%	3%	3%	2%	4%	2%	2%	4%	6%	2%	2%
	abcef ijklmnop st			b	abc																

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

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