



ZERO  
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FUTURES

# THE ROAD TO EV CONSUMER ACCEPTANCE

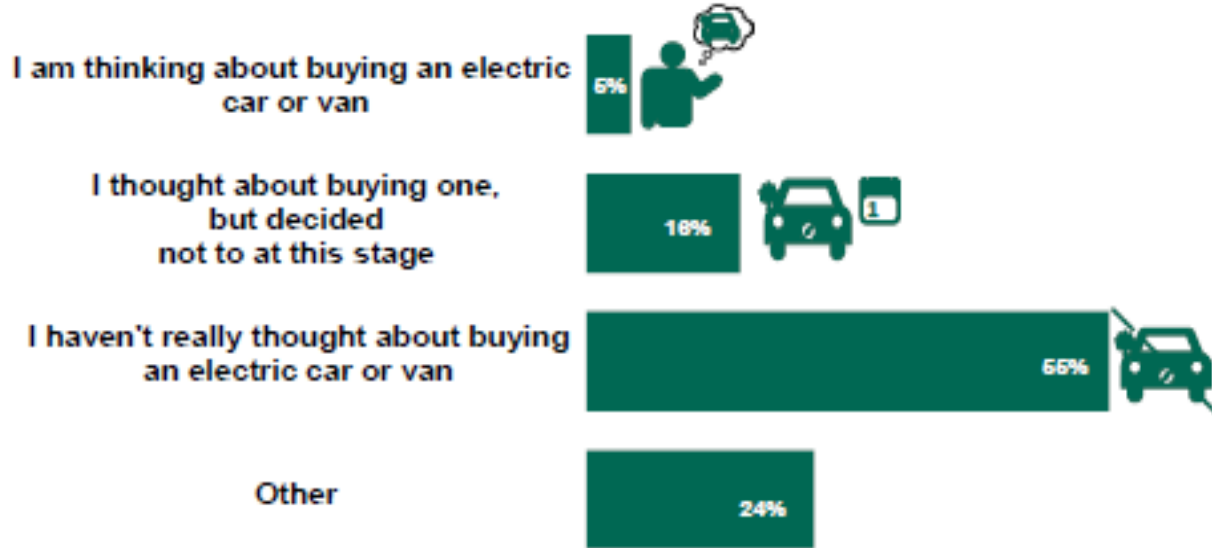
Josey Wardle



# Public attitudes towards electric vehicles: 2016 (Revised)



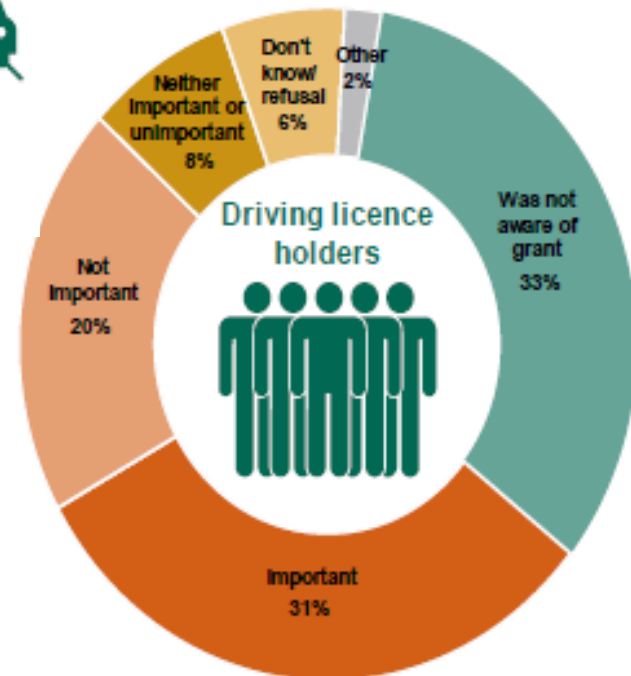
## Attitudes to electric cars and vans, all respondents

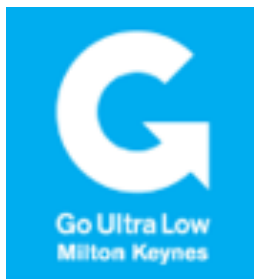


## Knowledge of and attitude towards Government Grant (drivers only)



Of those who hadn't really thought about buying an electric vehicle 40% reported that they were not aware of the grant.





2017

# GO ULTRA LOW EV PERCEPTIONS STUDY: BASELINE



## CHARGE POINTS

84.4% of respondents had used, seen or heard about MK's public charge point network with only 16% unaware.



## CURRENT OWNERSHIP

18.4% of respondents said that they already owned or leased an electric car. 27% answered that they had never thought about leasing / buying an EV compared to 55% nationally.

## CONSIDERATION

61.5% said that they were thinking about an EV soon and 20.6% said they were thinking about it but weren't sure when. Compared to 5% nationally.

**ELECTRIC**



#### WHY NOT?

Of the 23% of people who said that they had thought about buying but decided not to, their reasons were: It wouldn't suit their needs and the cars were too expensive.

#### EV EXPERIENCE

70% of respondents have never driven an electric car showing that despite the open attitude to EV, there is still a huge potential to get more people into EVs for the first time.



#### BUSINESS USE

78% said that they did not have electric cars as part of their pool or fleet at work.



## BARRIERS

**1** **Range**

**2** **Cost**

**3** **Recharging**



2015

# Range



**90%+**

of the respondents indicated that the availability of a rapid charging infrastructure increases the likelihood of purchasing an EV as their next vehicle

Impact on EV sales

**68%**

of the RCN respondents indicated that they *would not have bought their EV without the availability of rapid charge points.*



## What drivers want for the future



reliable charge points at each location



24/7 availability



a reliable communications connection to start a charge



no ICE vehicles blocking the charge points



real time information on charge point availability



an increase in the number of charge points per site



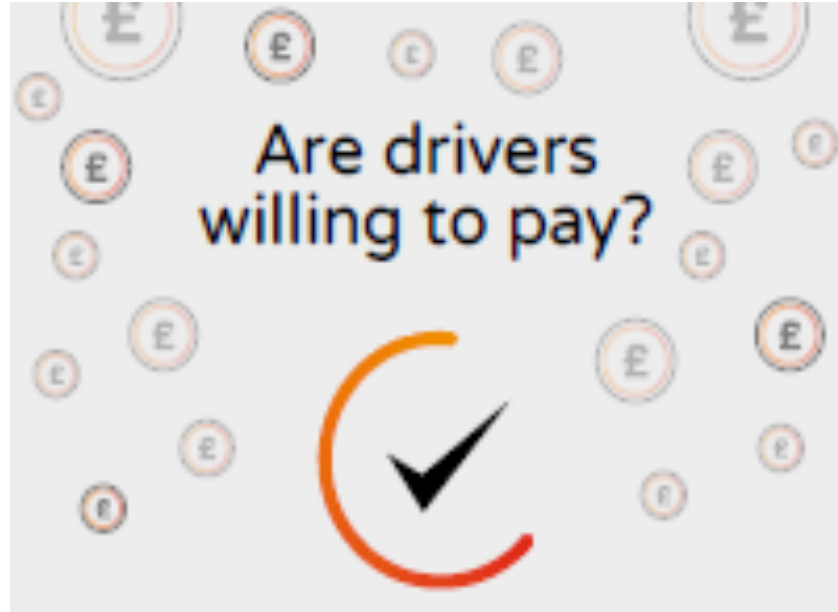
a maximum stay time introduced on the charge point.

Going green

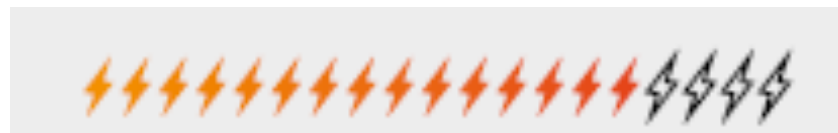
# 78%

of drivers said that it was important that their charge comes from green energy.

# Cost



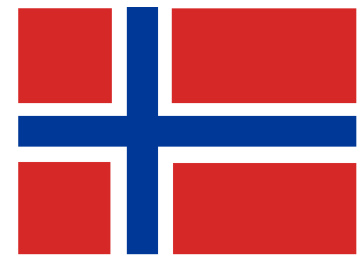
65% of drivers would be willing  
To pay to use rapid points



If they do, drivers would prefer to pay by  
energy used

# Learning from Norwegian Battery Electric and Plug-in Hybrid Vehicle users

Results from a survey of vehicle owners



2016



Institute of Transport Economics  
Norwegian Centre for Transport Research

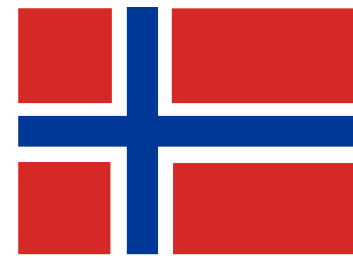
## Is Cost a problem ?

Cheaper  
purchase  
than ICE

Incentive  
savings  
€1,500  
/year

Resale  
Value  
comfort





**Is Range a problem ?**

**Is Recharging a problem ?**

**Charging  
confidence**

**Trip  
confidence**

**Word of  
mouth  
promotion**



# What are EV drivers saying now ?

“Silent,  
smooth &  
comfortable”

“This is the  
future of  
driving”

“Long distance  
trips ARE  
realistic”

“We’re never  
going back”

“40 kW = 150  
miles is  
GREAT”

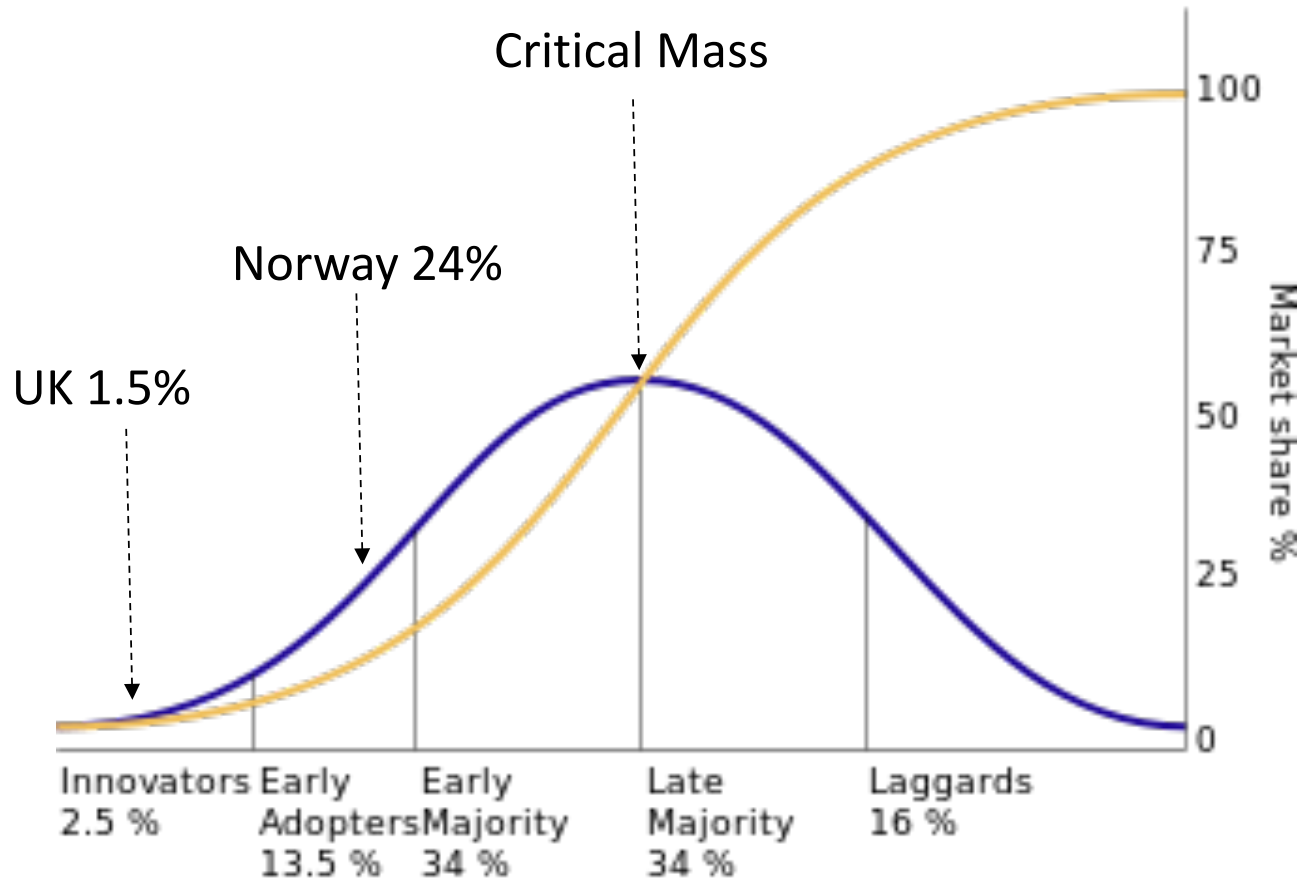
“More 7  
seaters please”

“Press  
negativity is  
dangerous”

“Bring on more  
range”



# Diffusion of EV



Rogers (1962)



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**More choice**

**More range**

**More chargers**

**“Driving is believing”**

**“Seeing is believing”**





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# Thanks for listening

**Josey Wardle**

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