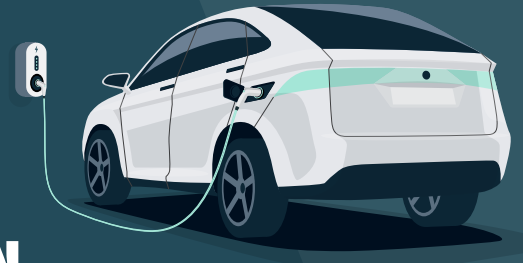




TEMPERATURE CHECK



# WILL CONSUMER SCEPTICISM AND THE COST-OF-LIVING CRISIS REMAIN A ROADBLOCK TO ROLLING OUT ELECTRIC VEHICLES?

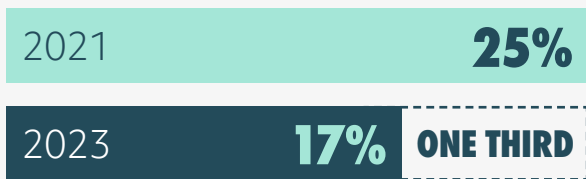
With just over six years to go until the UK government's ban on new petrol and diesel vehicles comes into force, decarbonisation policies, EV charging strategies, and infrastructure plans abound – but consumers still need to be convinced that electric vehicles are cost-effective and practical.

Electric vehicles are the cornerstone of the UK's transport decarbonisation agenda, exemplified in the government's ambitious deadline for 'all vehicles to be able to drive a significant distance with zero emissions' from 2030.

## BUT MEASURES ALREADY ANNOUNCED ARE PROVING SLOW TO ROLL-OUT, AND CONSUMERS REMAIN SCEPTICAL ABOUT THE COSTS AND PRACTICALITY OF ELECTRIC VEHICLES

With 83% of new vehicles registered in 2022 still fuelled by petrol or diesel, WA polled 1000 members of the public to find out their views on EVs and the potential barriers to adoption:

### MY NEXT VEHICLE WILL BE AN EV



Most worryingly, when compared to polling run by WA in November 2021, the number of people who think their next vehicle will be an EV has fallen by a third in just eighteen months.



Only 13% of petrol owners now expect to switch to EV when they next purchase a car.

### THE MOST COMMON CONCERNS FROM THE PUBLIC ABOUT EVS

High upfront costs of EV vehicles

50%

Limited range of EV vehicles

34%

Concerns around the time charging takes

30%

Location of charging infrastructure

30%

Lack of availability of charging infrastructure

30%

These concerns are most held by petrol car owners. Worries around cost and location of charging points drop for those who already own an EV or hybrid – although only by around a quarter, suggesting **limited owner advocacy**:

### EXISTING EV OWNERS SHARE THESE CONCERNS

High upfront costs of EV vehicles

38%



Location of charging infrastructure

23%

**PUBLIC SCEPTICISM MAY BE UNDERSTANDABLE, AS WARNING SOUNDS THAT THE UK WILL FAIL TO MEET ITS 2030 DEADLINE CAN BE FOUND IN WESTMINSTER AND WHITEHALL, ACROSS THE MEDIA, AND FROM THE EV INDUSTRY ITSELF**

**FINANCIAL TIMES**

**GERMANY AND ITALY STALL EU BAN ON COMBUSTION ENGINES**

Berlin and Rome raise objections to rules agreed by member states last year

Major markets – in particular the EU – have recently shifted to allowing other non-electric options to help keep pace on vehicle decarbonisation.

**RAC**

**GOVERNMENT NOT ON TRACK TO HIT MOTORWAY SERVICES EV CHARGER TARGET BY END OF 2023**

The Government looks unlikely to meet its target of having six or more rapid or ultra-rapid electric vehicle chargers at every motorway service area in England by the end of 2023, new research conducted by the RAC reveals.

The government is set to miss its target of six rapid EV chargers at every motorway service station – an ambition set out in 2020, and repeated as recently as last year – with just 23% of locations currently meeting this pledge.

**THE TIMES**

**ELECTRIC VEHICLE CHARGE POINT TARGET IS '20 YEARS BEHIND SCHEDULE'**

There is now one for every 30 EVs compared with 16 at the start of 2020

Even when the EV industry makes significant strides – such as the 30% increase in public charging points installed last year – media coverage remains negative.

**Auto EXPRESS**

**ELECTRIC CAR FORECAST SLASHED AS BUYERS SEEK CHEAPER MODELS**

Report from Advanced Propulsion Centre suggests electric cars are too expensive for British and European consumers in the current economic climate

And the government-funded Advanced Propulsion Centre forecast that **British car factories** will produce just 280,000 electric vehicles in 2025, a 20%+ cut from its previous estimate of 360,000.

**Overcoming this continuing scepticism is a key challenge for the EV sector.**

Despite high-profile policy announcements, and genuine infrastructure improvements, further work is needed by EV charging firms to communicate the viability of EVs to the public – especially in light of the cost-of-living crisis – and ensure the government takes the steps necessary today to meet 2030's deadline for banning ICE vehicles.

To find out more about WA's work supporting high-profile organisations on sustainable travel, net zero, and energy issues, please contact [jamiecapp@wacomms.co.uk](mailto:jamiecapp@wacomms.co.uk).



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