

# Going electric: the drivers' view

March 2021



With sales of new petrol and diesel cars phased out by 2030 as part of achieving net zero carbon emissions, Transport Focus wanted to understand if drivers are thinking about going electric for their next car and what needs to change to encourage more people to switch.

Transport Focus spoke to over 1,300 road users to hear their experiences and views of electric vehicles and explored the subject with its Transport User Community.

**Over two thirds of drivers we spoke to knew sales of new petrol and diesel cars end in 2030.**

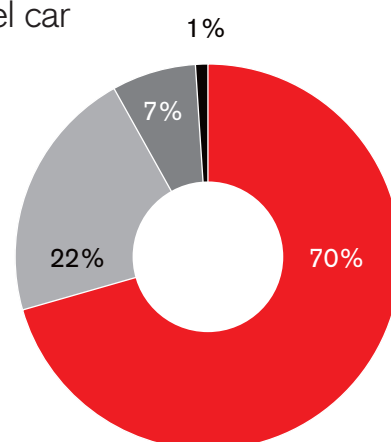
Road users trust that the rollout of electric vehicles will happen smoothly and will not negatively impact journeys on England's motorways and major 'A' roads, even if it's unclear what changes this would require. Respondents hope and expect vehicle charging points to be frequent along the strategic road network, however.

Among members of our transport user communities, those who knew about the changes in 2030 were not aware of steps being taken to smooth the transition. The end goal was understood, but the process to get there was not. As a result, several questions emerged, including:

- Will public charging points be more common?
- Will the up-front cost of electric vehicles come down?

Knowledge of phasing out of new petrol/diesel car sales by 2030

- I was aware of this
- I had some knowledge of this but didn't know the details
- I had no knowledge of this
- Don't know



*The idea that petrol/diesel cars will no longer be around is scary as I don't think our infrastructure currently will support the amount of cars that will need to charge during long journeys.*

Female, 32, South East, roads community

I'm concerned about the charging - assume I would charge at night mostly at home - would no doubt have to buy some sort of charger kit....I imagine running costs to be similar at present to a petrol, but hopefully would be better by 2030.

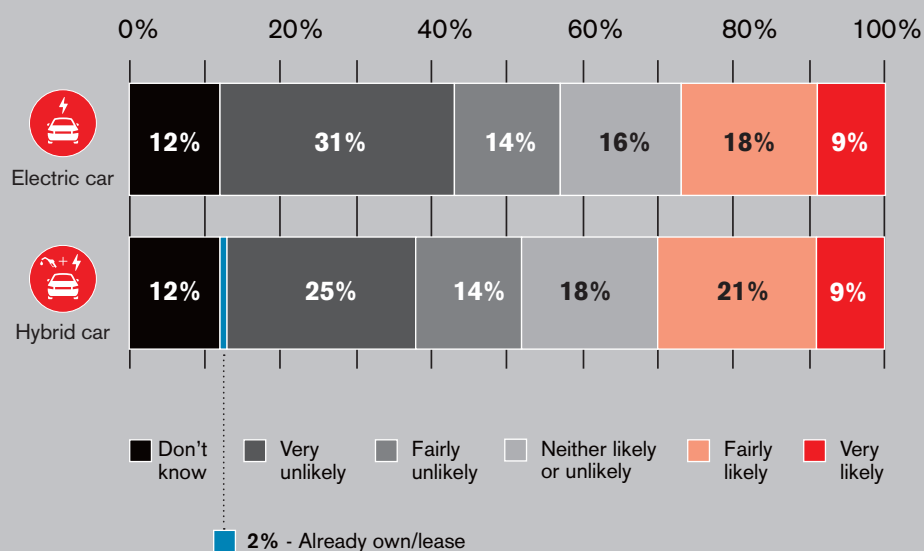
Male, 47, York and Humber, roads community

Generally, members of our road user community will not take immediate action unless they intend to buy a new vehicle anyway. Very few had made concrete plans to switch to an electric vehicle and those that had were prompted by it being time to change their vehicle.

There are too many unknowns for community members to identify the 'right' time to switch.

They did not feel that the right information and incentives were in place that could help them make a decision.

## Likelihood to purchase car in next five years



27%

Likely to purchase an electric car in the next five years

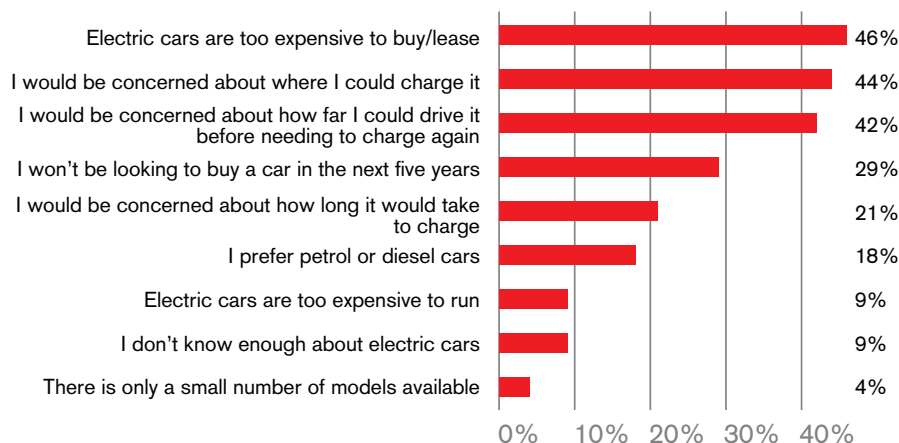
**Likelihood higher among younger people, males and those without disabilities**

Sample: 1367 people

**Cost, charging infrastructure and range anxiety are the biggest barriers for those unlikely to purchase an electric car in the next five years.**



## Reasons among those unlikely to purchase within five years



Sample: 637 people