

# RESEARCH SUMMARY

- Title:** Electric vehicles market development
- Objective:** Understand the consumer and business landscape across the electric vehicle (EV) market and opportunities for TfL
- Date:** May 2010
- Methodology:** 1000 online omnibus interviews and 486 online interviews amongst a representative base of electric vehicle (EV) owners and considerers. Two mini-groups and 27 depth interviews with current owners and considerers of EVs, business owners and landlords

## Key findings

- There is a high degree of interest in electric cars in London amongst consumers and businesses, with the majority expecting to be in the market for an EV in the next five years.
- Current owners are likely to be affluent, high frequency drivers, living in inner London and motivated to purchase by savings on congestion charge and parking costs.
- Considerers are less car dependent, have lower earnings and are motivated by savings on fuel and road tax. Both audiences are passionate about cars and new technology and the environmental benefits are seen as a bonus rather than a key driver.
- Electric scooters are felt to offer less financial and convenience benefits over petrol scooters resulting in lower interest in this market.
- The expansion of infrastructure addresses key concerns for considerers around battery life, range and availability of charge points and is persuasive in generating interest in EVs.
- Current owners do not expect to use the charge points and would prefer parking /driving benefits as well as unified London-wide policies. The development of the market is also likely to be influenced by the availability of new EVs, parking within boroughs and government incentives.
- Businesses are positive about EVs in London. However, at this time there are no inherent barriers or motivations for business to install charging points.
- TfL can generate motivation for businesses through both top-down and bottom-up approaches including PR, market momentum and demand from employees that are existing owners.