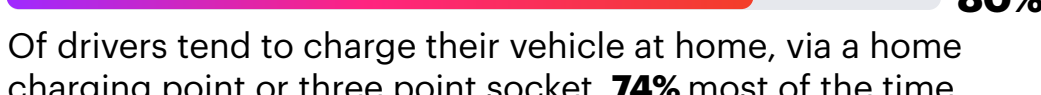


The Consumer Experience of Electric Vehicles in Scotland



At home charging is the gold standard

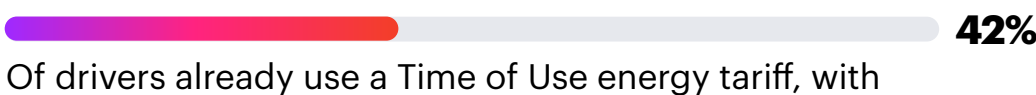
The convenience of at home charging is central to the attraction of EVs among the majority of drivers.



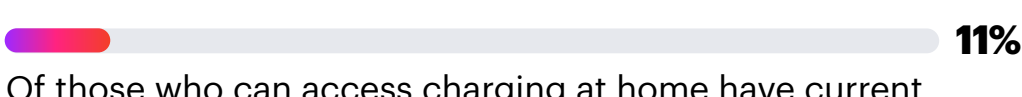
Of drivers tend to charge their vehicle at home, via a home charging point or three point socket, **74%** most of the time.

“ It is so easy and I love not having to visit petrol stations. You just plug in at home and the car is fully charged each time you leave the house. ”

Charging EVs at home keeps costs down.



Of drivers already use a Time of Use energy tariff, with **35%** interested in using one in the next twelve months.

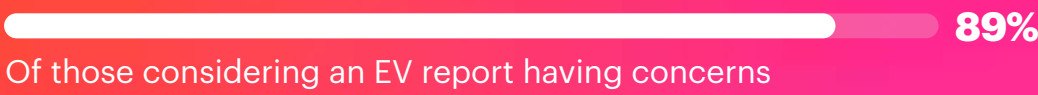


Of those who can access charging at home have current concerns over costs to run their vehicle, compared to **33%** who can't.

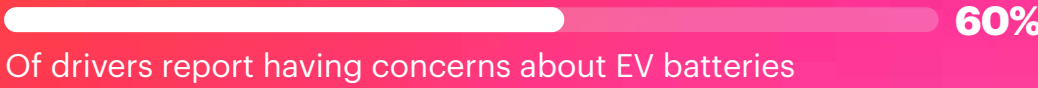
“ At home, I pay about 28p/Kw. I can accept a margin for the provision and maintenance of chargers. I think 35p-40p is reasonable, but 70p is robbery! ”

Concerns about real world range are genuine

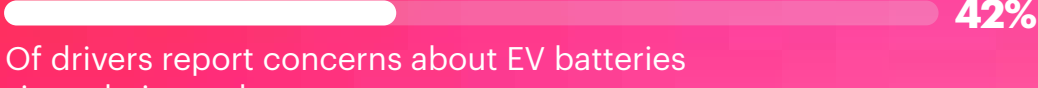
Although concerns about EV batteries fall as the consumer journey progresses, a significant minority remain worried.



Of those considering an EV report having concerns about EV batteries (life or degradation)



Of drivers report having concerns about EV batteries prior to their purchase

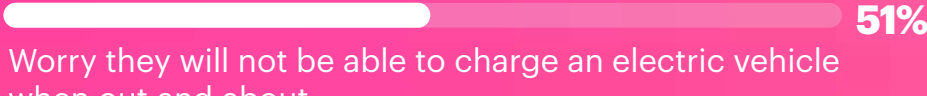


Of drivers report concerns about EV batteries since their purchase

43%
Say the battery goes down too quickly in cold weather

34%
Say the range is less than expected

Range anxiety remains an issue, but relates more to anxiety about not being able to find a charger if needed.



Worry they will not be able to charge an electric vehicle when out and about.



Worry they will not have capacity for their journey.

“ I hate the range anxiety and difficulty finding reliable fast chargers. ”

Public Charging requires improvement

The quality of the public charging network is a concern, with drivers avoiding or minimising the use of the public charging network.



Of EV drivers who use public charging points have had to choose a different charging point from the one they originally intended to use in the last twelve months, most commonly because it was out of order (**73%**).



“ If I had to rely on public charging I'd sell the car and get something else. Public charging is out of control for cost. It takes too long and is very inconvenient. ”

Increasing the infrastructure of public charging is essential to support the large scale adoption of EVs.



Of drivers disagree that there are typically enough available charging points to use.

“ I would prefer [an EV world], where there are no polluting vehicles! However the infrastructure is completely incapable of supporting anywhere near this world. ”



Emerging Concerns

Issues around capacity for servicing and repair could become more challenging as the EV fleet ages.

Drivers who have had their EV repaired dissatisfied with:



Length of time for repair



Ease of finding a technician



Cost of service

“ I have an ongoing issue with my van. The dealer is beyond hopeless. I have resorted to fixing it myself and talking to a HEVRA garage in a different part of Scotland that is an EV genius. ”

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