

Driving and accelerating the adoption of electric vehicles in the UK

Annex – Individual responses in qualitative research activities

A research project conducted by the Behavioural Insights Team and Transport Research Laboratory on behalf of the Department for Transport and the Office for Low Emission Vehicles

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This report has been produced by the Behavioural Insights Team and the Transport Research Laboratory under contract with the Department for Transport. Any views expressed in it are not necessarily those of the Department for Transport.

Annex

This document serves as the annex to 'Phase 3 deliverable: Final report' for the Driving and accelerating the adoption of electric vehicles in the UK. This annex documents the individual responses to the qualitative research activities conducted in Phase 3 of the project, i.e. the focus groups with the public and the interviews with fleet operators.

Focus groups with private consumers

Individual responses for each policy idea

Category A: Considering an EV – Simplified information and raised awareness

Idea #50: Standardised tests on batteries

Electric vehicle battery capacity could degrade over time, giving you less range than when the car was new. Imagine there were standardised tests as part of an electric vehicle's MOT that would determine a used battery's range and state of health. This information could be particularly useful with regards to second hand purchases.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	0	N/A
Somewhat more likely	3	<p>"It would be useful information to inform purchasing decisions. It may be difficult to make the test accurate."</p> <p>"Very useful for second hand EV purchase as that would be how I would get my first EV as is cheaper. (This would make me somewhat more likely). Useful for an MOT to weigh up whether it would be performance / cost effective to replace it. (This wouldn't make me more/less likely). May make batteries more competitive as will highlight which ones perform better over time."</p> <p>"As a used car buyer then good to know the state of the battery pack – expensive item to replace. Would form a decision on whether to purchase or even to sell on existing battery vehicle."</p>

No difference	3	<p>“A new car I might. Won’t entertain a second hand even with a tested battery.”</p> <p>“You can read state of health on app and OBD reader already.”</p> <p>“Batteries will vary between manufacturers and between different weight vehicles.”</p>
Somewhat less likely	3	<p>“Worried about replacement and cost of new. What rules would govern [illegible] i.e. size and power, performance.”</p> <p>“Weight of the vehicle; how long to charge the battery; charging points; queue for charging points; length of time for journey; wear and tear of tyres, bearings etc.; stopping distance.”</p> <p>“Life and battery cost replacement. Confidence in the battery life.”</p>
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	2	<p>“Then a standard format could be achieved throughout. Must be local to all.”</p> <p>“Charging points and waiting time.”</p>
Indifferent to it	2	“It’s a good idea.”
Somewhat supportive	3	“It only has positive implications so why not support it but other things may be more important.”

		<p>“Not everyone can have access to the tools required to read state of health, i.e. app and reader.”</p> <p>“Useful if interested in one particular car.”</p>
Very supportive	2	<p>“As previous answer [somewhat more likely to buy]. Gives a qualitative figure for the state of the battery to support buying decisions”</p> <p>“If done accurately, this would provide useful info on one of the most expensive bits of the car.”</p>
Don't know	0	N/A

Idea #131: Standardised vehicle stats

Imagine car dealerships were required to publish information, for the whole range of vehicles they sell, that make it easier to compare electric vehicles to petrol and diesel cars on a range of important factors, such as fuel efficiency, running costs, vehicle performance, vehicle features.

How helpful/ unhelpful would you find this information when choosing a new vehicle?

Response	No. of responses	Reason verbatim but with some spelling corrections)
Very helpful	2	<p>“This should be standard information.”</p> <p>“Supports the buying decision based on a standard set of figures (if trusted).”</p>
Somewhat helpful	4	<p>“Would help simplify the buying process but it may still come down to cost and not being able to afford the standard you want.”</p> <p>“I feel this would be helpful if considering between different vehicles.”</p> <p>“If the manufacturers’ figures could be believed then would be helpful.”</p> <p>“Useful to know but dubious they would be accurate.”</p>
It would make no difference	2	<p>“Very grey area.”</p>

		"This would be useful for planning and deciding what I could afford."
Somewhat unhelpful	1	"Wouldn't trust car dealerships."
Very unhelpful	0	N/A
Don't know	0	N/A

How supportive/ unresponsive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unresponsive		
Somewhat unresponsive		
Indifferent to it	3	"Cannot make my mind up" "I think it would be quite difficult to do a fair comparison given how some of these factors will depend on vehicle usage."
Somewhat supportive	3	"Running cost would need to be included; how often the battery needs replacement." "We do need this as most information does not add up." "After dieselgate not all manufacturers are honest with figures."
Very supportive	3	"Of course this should be a standard requirement of vehicle information, performance etc." "Should be some kind of compulsion / regulation." "Decisions should be based on facts and the purchaser should know what they're buying."
Don't know	0	N/A

Idea #136C: New price labelling standard – pence per mile

Imagine a new law requires car dealers to advertise the 'pence per mile' cost of driving for all vehicles. This would help you compare between the running costs of electric vehicles to petrol and diesel vehicles, for example.

How helpful/ unhelpful would you find this information when choosing a new vehicle?

Response	No. of responses	Reason verbatim but with some spelling corrections)
Very helpful	0	N/A
Somewhat helpful	7	<p>“People pay different tariffs for electricity so not sure how accurate this would be?”</p> <p>“Would help to gauge what level of car the purchaser could afford.”</p> <p>“Although I think it would be hard to assess the cost considering the way we all drive differently.”</p> <p>“Again, good as a comparison, but depends on annual mileage etc.”</p> <p>“Would be a good guide but need to be taken with a pinch of salt as cars could have ultra-efficient modes where everything possible is turned off but this is unrealistic of normal driving and that is not a fair comparison.”</p> <p>“Sounds to me it’s more expensive charging, running cost and to buy vehicle.”</p> <p>“This could only be a ballpark figure. If this relates to pence per mile – servicing costs can vary between main dealer and private mechanic.”</p>
It would make no difference		
Somewhat unhelpful	2	<p>“I don’t think I would trust this value due to the uncertainty in the cost of many of the inputs.”</p> <p>“How can they [illegible] this different cc output in vehicle? Not sure this would help.”</p>
Very unhelpful	0	N/A

Don't know	0	N/A
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How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	2	"I think this is too simplistic a value to represent real world operation."
Indifferent to it	3	"I don't believe an accurate figure relevant to an individual could be made. Averages are often widely out." "Another grey area." "To be fair, I don't trust the electric car for long journeys or when you're stuck in a traffic jam."
Somewhat supportive	4	"Good idea if figures believable." "It would be good to be able to compare." "Good but depends on profile of driver." "Would be useful but have to be very strict on settings of car and transparent about that to the customer."
Very supportive	0	N/A
Don't know	0	N/A

Idea #136A: Price labelling – lifetime cost

Imagine a new law requires car dealers to display an estimate for the lifetime costs of all vehicles (the upfront price plus all fuel and running costs). This would help you compare between the running costs of electric vehicles to petrol and diesel vehicles, for example.

How helpful/ unhelpful would you find these labels when choosing a new vehicle?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very helpful	4	<p>“This should already exist, it’s a must, I always look at this now with the help of media.”</p> <p>“But only if the values were truly standardised and independently verified. Otherwise manufacturers could ‘massage’ the values as VW did with emissions data.”</p> <p>“I think a standardised label would be good for comparison and help people pick easily.”</p> <p>“Great idea. Make you aware of costs. However, upfront higher EV cost still may be prohibitive.”</p>
Somewhat helpful	1	“Perhaps limited to very rough idea – like MPG figures?”
Neither helpful nor unhelpful	0	N/A
Somewhat unhelpful	1	“Who is an ‘average customer’? I guess my life is pretty different from what I personally see as ‘average people’ so I would not rely on this info too much.”
Very unhelpful	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this initiative/ idea?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	“An online questionnaire/ tool (previous idea) looks much more straightforward to me.”

Indifferent to it		
Somewhat supportive	2	<p>“Only if independently verified data.”</p> <p>“Wouldn’t want people to depend too much on these.”</p>
Very supportive	3	<p>“It makes sense to have something easily understandable and could be used on new and second hand cars.”</p> <p>“Transparency. Informed choice.”</p>
Don’t know	0	N/A

Idea #90: Shopping centre test drives

Imagine your local shopping centre would provide free electric vehicle test-drives. You would be able to drive yourself (and your shopping bags) home with an electric vehicle for free. A driver would accompany you so that they can drive the vehicle back at the end.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason verbatim but with some spelling corrections)
Very likely	3	<p>“Anything to help the customer.”</p> <p>“Free go in an interesting car.”</p> <p>“Would love to try one.”</p>
Somewhat likely	3	<p>“If this is feasible, could it be accomplished? Also, a short test drive would not convince the difference between electric and petrol.”</p> <p>“If able to reach supermarket by other means, this would be very tempting.”</p> <p>“Just to try different types of EV.”</p>
Neither likely nor unlikely	1	<p>“Some experience already of EVs.”</p>

Somewhat unlikely	2	<p>“Arrogant parking from other people blocking charging spaces.”</p> <p>“If I want to buy one, I will test drive one at the dealership where they can answer all my questions and give good guidance. Also, it’s such unnecessary miles. Still excess tyre and brake degradation and excess electric waste (may not all come from green sources).”</p>
Very unlikely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	2	<p>“I believe the greater challenge with EVs are the long distance journeys. To convince people they need to try these and see that will fit in their life. For short shopping trips, EVs are already great.”</p> <p>“It has no positives. How would I get their?”</p>
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	5	<p>“...The volume of interest would outweigh supply.”</p> <p>“If it help the environment I'd be more than happy.”</p> <p>“Gets more information out to the public.”</p> <p>“But need a long enough drive.”</p> <p>“If you walked to the shopping centre, it wouldn't be very long drive home.”</p>
Very supportive	2	“Great idea, but in practice, how many people could it accommodate?”

		"Good idea!"
Don't know	0	N/A

Idea #94: Test drive sites

Imagine there were electric vehicle test-drive sites across the UK. You would be able to sign up and test-drive an electric vehicle for free. This scheme would be sponsored by government.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely	2	<p>"Always up for new experiences (... most of them at least) – even better if they are free and won't damage the environment."</p> <p>"Already contacted the EV experience centre in Milton Keynes – planned a visit."</p>
Somewhat likely	2	<p>"Does not necessarily give a 'real world' experience as the site is likely to be well maintained, unlike the roads! But to try out in a limited capacity it is more beneficial."</p> <p>"It sounds a good idea to get a quick feel for the cars, although wouldn't answer the range questions a lot of people would have."</p>
Neither likely nor unlikely	2	<p>"Depending on length of the test drive – a typical main dealer 'around the block' test drive would not give a true owner test."</p> <p>"Variety of cars? Length of test drive – why not just go to dealer?"</p>
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	4	<p>“Good idea if a longer test drivers are allowed (2-3 days)”.</p> <p>“Good as a ‘get initial idea’ station; seeing all various models in one place for a potential comparison. Distance and flexibility of test drive a concern though.”</p> <p>“It would maximise the amount of people trying electric cars. A lot of people still think they’re slow and boring to drive.”</p> <p>“Cost of running such a scheme to use/ uptake. Can’t dealers do this – realistic scenario? Benefit – variety of cars, hybrid, hydrogen etc. – speed of change.”</p>
Very supportive	2	<p>“Free -> even less advantaged people can benefit from it. Help developing a better hope for the future (people see that driving electric cars might not only be for the elite...)”</p> <p>“Very important to try out the cars on road – especially without any sales pressure.”</p>
Don’t know	0	N/A

Idea #92: Roaming fleet of test EVs

Imagine you could sign up to test-drive an electric vehicle through your employer for free and take the vehicle home for a few days. This service would be sponsored by government providing a roaming fleet of electric vehicles to interested companies.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason verbatim (but with some spelling corrections)
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Very likely	4	<p>“What opportunities would there be for retirees to take advantage of the EV service?”</p> <p>“Controlled experience environment. Ease of exposure too with the cars available from office.”</p> <p>“Ease of concept, e.g. collecting in the workplace, creates very little disruption to daily life, allows for seamless interaction with electric vehicle. Perhaps also to be made available through higher education organisations, for example, universities – many students don’t own a car, particularly in their respective cities of study. More desirable.”</p> <p>“I would use it if I could be assured there were enough charging points around the country.”</p>
Somewhat likely		
Neither likely nor unlikely	1	“Sounds like it would benefit the user.”
Somewhat unlikely	0	N/A
Very unlikely	2	<p>“As I am retired, it would not be of any benefit to me.”</p> <p>“Being retired, it would not be available to me. But the concept is positive.”</p>
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive		

Indifferent to it	1	“Not applicable to me as a retired person, but if still at work, yes!”
Somewhat supportive	3	“My answer would change to very supportive if all classes of users were catered for. The benefits are great for everyone.” “I am still in full-time education so I would probably not get access to this, but it is still a good idea for those that are working.” “A good idea for employed people.”
Very supportive	3	“Makes good use of semi-qualified leads.” “Highly desirable to a student without access to a car in my university city, so I’d be supportive of the idea as it would have high appeal to many students in my opinion.” “I think this would be a good way to encourage me to switch to EV.”
Don’t know	0	N/A

Idea #88: Try before you buy

Imagine car manufacturers and dealerships had to provide free-of-charge extended grace periods or generous 'try before you buy' deals (e.g. for one week) to customers thinking about purchasing an electric vehicle.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely	4	“Willing to try electric vehicle as that is the way the industry is moving... eventually, and public perception of the environment.” “I think this is a good idea as you would get to drive the car for a period to see whether you like it.” “Great opportunity to have experience in an electric vehicle, especially as a young driver. Also, I appreciate the change to EVs is necessary eventually and would be happy to get behind the movement.”

		"May as well try it out if you're looking at getting a new car and it is free."
Somewhat likely	3	"I would probably like to try a car before buying to check the range and availability of charge points and cost." "Extended demo makes more sense commercially, but I envisage extended lead times due to availability." "I am planning to change my car in the next 2 years. To support a national change to EVs, it would be helpful to access the EV service. There are likely to be environmental benefits, particularly with regard to emissions, health and air quality."
Neither likely nor unlikely	0	N/A
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unresponsive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unresponsive	0	N/A
Somewhat unresponsive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	2	"The number of charging points would need to be increased and conveniently sited."
Very supportive	5	"The public would have a 'hands-on' insight of electric vehicles and perhaps be more positive towards them."

		<p>"I would support this idea as a way to encourage me to switch to EV cars."</p> <p>"Great idea to get people on-board by offering a free service. Preferably a test drive as it would allow you to assess its performance in a real life period."</p> <p>"Vast majority of sticking points circle around lack of EV experience. This would be an effective method to iron out these fears (range anxiety, lack of charging points and cars etc.) Certain controls would be required to reduce abuse."</p> <p>"If there is no mix up with taking out insurance and paying for it then it is a good way of promoting use of these cars."</p>
Don't know	0	N/A

Idea #89: Short-term lease deals

Imagine car manufacturers offered short-term leases or rentals of electric vehicles for a 2-3 month period, at a comparable monthly cost to normal car lease arrangements (which would typically last a few years). This means you could use an electric car sooner, without 'locking in' to a particular model for years to come.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely	2	<p>"It would let me try different brands to see how the real life range is, especially in winter. Plus, it's good to have a car for longer than a few hours to see if you want to commit to it."</p> <p>"I wouldn't normally consider paying for something I wouldn't own at the end (lease) but for a 2-3 month period I would."</p>
Somewhat likely	4	<p>"Only if home charging installed as well – otherwise how realistic is this to show everyday life impact?"</p> <p>"Would like to use it because it is environmentally friendly, but not sure about charging it – easy way to find charges?"</p> <p>"Good starting option to test – do you need deposit though? Charging options / availability, cost, credit score"</p> <p>"Concerned that the lease may not get a new vehicle, what will happen to the 3 month old returns if purchased or long</p>

		term lease will bottom fall out of market? Not environmentally sound.”
Neither likely nor unlikely	0	N/A
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	“Too much wastage, overly large numbers of ‘just used’ cars; bottom will fall out of the market. Financially unsustainable.”
Indifferent to it	0	N/A
Somewhat supportive	1	“Try before you buy is a good intro into the market of EVs.”
Very supportive	4	<p>“Good to drive green revolution for many”</p> <p>“Sounds really good if you have a house with your own charger and/or if you have an easy-reachable nearby facility. Very good idea for new generations of drivers.”</p> <p>“Great idea of various options given charging options. Cost?”</p> <p>“I think the idea is good, although I wouldn't want to pay loads for a car that has been worn out by lots of previous drivers.”</p>
Don't know	0	N/A

Idea #118: National EV day or National zero-emission day

Imagine there was a 'national zero-emissions day', an annual event to celebrate environmentally-friendly technology like electric vehicles. On that day you would find free test drives in city centres, exhibits or speaking events on electric cars and the future of transport. Also on that day, petrol and diesel vehicles may be banned from entering city centres.

How likely/ unlikely would you be to attend this event?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely		
Somewhat likely		
Neither likely nor unlikely	4	<p>"I don't like the idea of banning petrol/ diesel cars for the day – think about the elderly, people with reduced mobility, emergency services, etc. (I am not sure that the latter would not be affected though). I would participate if I have nothing else planned, since it seems a kind of day like 'any other' (only [illegible] for someone's benefit)."</p> <p>"I've already got an EV so I don't know if it would give me any further useful details? It sounds like it would be good for people in big cities... who already have access to public transport."</p> <p>"Prizes for EV users would be appreciated too. Rewards for those who have taken the plunge, or free charging throughout the country for the day?"</p>
Somewhat unlikely		
Very unlikely	2	<p>"Not something I would attend. Banning non-EV vehicles could cause chaos for some people, make people 'anti-EV' as it's being forced."</p> <p>"Not feasible to ban petrol and diesel cars for a day."</p>
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
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Very unsupportive		
Somewhat unsupportive	3	<p>“Very important not to alienate road users for whom EVs are out of financial reach or otherwise impractical.”</p> <p>“Not sure what benefit the cost would bring.”</p> <p>“Not a good use of resource (time and effort).”</p>
Indifferent to it	1	“Like before, why ‘punish’ people with petrol/ diesel cars?”
Somewhat supportive	2	<p>“It’s only once a year. It doesn’t seem very far-reaching. I think people need to try out the cars vs hearing talks on them.”</p> <p>“Especially if there were benefits for existing cars. What benefit would speakers be? Cost? Use it more wisely.”</p>
Very supportive		
Don’t know	0	N/A

Idea #95: Journey need assessment

Imagine you could borrow a device (or download an app) that tracks the journey patterns while you drive over a number of weeks or months. Based on the data, you would receive a recommendation on whether an electric vehicle would be suitable for your needs.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason verbatim but with some spelling corrections)
Very likely	2	<p>“Would provide ideal information on whether EV is a fit.”</p> <p>“I already own an EV, but this would have been very useful to quantify range anxiety.”</p>
Somewhat likely	3	<p>“Like the idea”</p> <p>“Sounds a good idea, but there could be a one off long journey.”</p>

		"I would be open to this. I would understand my driving habits and suitability."
Neither likely nor unlikely	2	"Rarely use my car now. I prefer to walk. May be useful for commuters." "I could do that for myself and wouldn't need weeks/ months or have the hassle. May not capture one off long journeys?"
Somewhat unlikely	2	"Could make a decision myself" "Too much data being viewed on people at present. Is this really necessary? How would this help in driving?"
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	-
Indifferent to it	2	"It might help other people less able to track this for themselves and help sceptics see it could be achievable to have an EV. Cars may not perform as expected if not in ideal conditions so don't meet your needs." "Big brother!! Taking control."
Somewhat supportive	3	"Useful for some people if considering buying a new/different car." "As long as there are enough charging points and the queue for charging." "I would be open to an initial review."

Very supportive	3	<p>“Would be useful information to decide what range EV would be best.”</p> <p>“Would be great information.”</p> <p>“I think this would show many people how few compromises owning an EV would cause. Should include a consideration of unreliable charging infrastructure.”</p>
Don't know	0	N/A

Idea #146: Online tool

Imagine there was an online tool (in the form of a questionnaire) for consumers like you that identifies what type of electric vehicle could be a good fit for you. The tool might ask you about things like your annual commuting mileage and, based on the data you provide, it could help you understand the yearly running costs (i.e. charging costs) of an electric vehicle compared to a petrol or diesel vehicle. The tool might also be able to estimate how long it would take you to make up for the higher upfront costs of an electric vehicle through your annual savings on fuel.

If you had access to this service, how likely/ unlikely would you be to use it?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely	5	<p>“All research helps make a better choice.”</p> <p>“This is what we did in Excel before we purchased our EV. It’s an eye opener to see the savings etc.”</p> <p>“Great simple tool to narrow down minefield of cars. Make all costs transparent.”</p> <p>“I already use a similar tool to choose my broadband/ utility provider, and I find it very useful. I guess it would be free?”</p> <p>“Great idea for removing doubt around cost-effectiveness of EVs.”</p>
Somewhat likely	1	<p>“It would be handy for helping identify which car to get next. The savings ideas seem good. Also to compare for EV efficiency across different EVs, e.g. Tesla Model 3 vs. Jaguar iPace.”</p>

Neither likely nor unlikely	0	N/A
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	1	"Savings seem a good persuader!"
Very supportive	5	"Help awareness to non EV users." "Cost effective and targeted information, one size fits all, so helping the decision is very worthwhile." "Simple, transparent tool – aims at all levels – no pressure." "I don't see any harm in it – only pros." "Great idea to drive more adoption."
Don't know	0	N/A

Idea #109: Mandate disclosure of company fleet details

Imagine operators of large numbers of vehicles (e.g. food and parcel delivery companies, supermarkets that deliver) were required to publish information on their vehicles' carbon

emissions. This information could enable you to compare between companies to assess their 'green credentials'.

How helpful/ unhelpful would you find this information when choosing between these companies?

Response	No. of responses	Reason verbatim but with some spelling corrections)
Very helpful	2	<p>"I would definitely choose to use a company that was committed to lowering their carbon emissions. I believe this to be the way forward."</p> <p>"This will incite competition in the market but could lead to bigger players gaining a monopoly. Would there be 'rewards' for those companies who reach a higher score? There may be a need for incentives. Companies who run efficient fleets would wish to have recognition and advertise it."</p>
Somewhat helpful	2	<p>"It would be useful to have this information but there would have to be an 'end' benefit – would this be a legal requirement? What would be the advantage?"</p> <p>"It would not have a massive impact on my choices unless the prices of the product were the same then I would go for the more environmentally friendly one."</p>
It would make no difference	2	<p>"I would be more interested in the ability to deliver the goods efficiently than the vehicle emissions."</p> <p>"I would personally still choose the service that I deemed best quality or was just my preferred option regardless of their 'green credentials'."</p>
Somewhat unhelpful	1	"I'd probably not be overly fussed. Quality of operational service is of greater importance."
Very unhelpful	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1*	"See previous page."
Somewhat unsupportive	0	N/A
Indifferent to it	3	"As mentioned prior, would have little effect on my opinions therefore wouldn't bother me either way if it was introduced." "As previously stated, the level of service provided is more important to me than whether they involved an EV over a PHEV etc."
Somewhat supportive	1	"Subject to the intended end result and the benefit of this knowledge. Would it affect my choice of companies?"
Very supportive	1	"I would agree it is the responsibility of companies to reduce their emissions." "I can see how it may be very important to some people and it may encourage businesses to act more friendly if their stats are publicised."
Don't know	0	N/A

* Note that this person's comment on the previous page was highly supportive of the idea so it is likely that this person has accidentally ticked "Very unsupportive" when they may have meant to tick "Very supportive".

Idea #120: Green parking spaces for EVs

Imagine all public parking spaces that have an electric vehicle chargepoint were painted green. This would make them easier to spot and help people become aware that there are lots of chargepoints available.

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
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Very unsupportive	1	“Charge points need to be available and in the best places for transport flow generally.”
Somewhat unsupportive		
Indifferent to it	1	“If there is a limited number of green spaces then one may not be available. People would get annoyed at this.”
Somewhat supportive	2	“More than happy for it, would perhaps make the spaces more eye-catching and therefore provoke people to consider electric vehicles.” “Charge points are already fairly clearly marked, but any further enhancement would be beneficial.”
Very supportive	3	“Good way to raise awareness and potentially deter non EV users from taking their spaces.” “Could help prevent blatant disregard for charging point access from ICE-vehicle drivers.” “I think it is so important to our future generations to make changes for a greener environment. Green parking spaces would help encourage people to use electric cars.”
Don't know	0	N/A

Idea #148: Investment into dealership accreditation

Some car dealerships have earned an accreditation status certifying their expertise for selling electric vehicles. This accreditation is currently not required to be able to sell electric vehicles, but it guarantees they know what they're talking about. Imagine government invests in further promoting the uptake of this accreditation status among dealerships.

If you had the opportunity to ask about electric cars at a car dealership with an approved expert, how likely would you be to do so?

Response	No. of responses	Reason verbatim (but with some spelling corrections)
Very likely	5	“I have so many questions that need answering that I would want to be confident that the dealership is giving accurate answers.”

		<p>"I would feel very happy about approaching a dealership knowing they had full knowledge of all the cars and could answer my questions fully."</p> <p>"Would allow for those less inclined to use internet services to satisfy their need for knowledge in order to help them make an informed decision."</p> <p>"Would give confidence to the buyer and allows businesses to say they have been approved."</p> <p>"Before purchasing a new car one needs to understand the system and who will benefit. What is the advantage of an accreditation especially if the cost of a new vehicle is higher without it?" *</p>
Somewhat likely	2	<p>"I would prefer to talk to someone who knew about electric cars, but because they have accreditation does not mean that they will be honest. They are trying to sell cars."</p> <p>"Opportunity to discuss with someone that has the expertise could be valuable in a sense. However, despite the opportunity for discussion, if people aren't seeking EVs, their mind surely won't be changed."</p>
Neither likely nor unlikely	0	N/A
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

* Note that this response seems to be negative towards the idea and the person has ticked "somewhat unsupportive" on the next question, so it's possible they meant to tick "very unlikely".

How supportive/ unsupportive would you be of this investment?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1*	"Clarity on reputable information. Could help to reduce instances of salespeople pushing for sales when inappropriate for customer."

Somewhat unsupportive	1	-
Indifferent to it	2	<p>"I'm not sure I would trust the dealers."</p> <p>"If the opportunity was there it would be of some value. However, without it I would be equally unbothered."</p>
Somewhat supportive	0	N/A
Very supportive	3	<p>"If the intention is to move to the majority – if not all – vehicles to EV, then all avenues to convince the public need to be explored and answered."</p> <p>"I think the Government needs to invest time and money to promote schemes so the dealerships have full knowledge of EVs."</p> <p>"Means an expert will be able to advise you."</p>
Don't know	0	N/A

* Note that the reason given for this response seems to indicate support, so it's possible this was meant to be a "very supportive" response.

Category B: Purchasing an EV – Financial incentives and other perks

Idea #5: Green credit for electric vehicles

Imagine you are either leasing a car, or buying a new car on credit. Now imagine you could borrow more if you choose an electric vehicle instead of a petrol or diesel vehicle.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	0	N/A
Somewhat more likely	5	"Spreading the financial is of benefit whether it be monthly or years."

		<p>“Depending on annual percentage rate and length of payback.”</p> <p>“It would make it more affordable, which is the barrier to entry.”</p> <p>“Would prefer to buy / lease a cleaner car even if it is more expensive.”</p> <p>“Still don’t think the payments would reduce significantly enough for some people, like house debt.”</p>
Neither likely nor unlikely	1	“Borrowing more is not really an incentive.”
Somewhat less likely	2	<p>“It’s a ploy to get people to buy who end up getting into debt. Would want to buy outright. Doesn’t affect payment just paying for longer.”</p> <p>“It used to be better deals for cash not more debt.”</p>
A lot less likely	1	“Not knowing the cost of an EV yet, price range.”
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1	“Don’t think it is a responsible thing to do.”
Somewhat unsupportive	3	<p>“I am not sure I am comfortable encouraging people to take on more debt. Though the argument that running costs are less does sway me a bit.”</p> <p>“Residual value?”</p> <p>“Do not support debt.”</p>
Indifferent to it	1	“It would only be for people who can afford to buy or lease a new vehicle.”

Somewhat supportive	4	"If it is affordable." "Need to encourage the population to think of the environment."
Very supportive	0	N/A
Don't know	0	N/A

Idea #9: Feebates

Imagine the government introduced a fee or higher tax (for example, approximating £500 - £1,500, depending on the price of the vehicle) on newly purchased diesel or petrol vehicles and used the money to make electric or hybrid vehicles cheaper. This system would replace the current government grant applied to electric vehicles purchases.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	"Would be a lot more likely if I was in the position to be buying a new petrol/diesel car. However, purchase of a new vehicle is very much out of my reach." "I think this is a brilliant idea to encourage people to go electric."
Somewhat more likely	2	"If the variable fee or higher tax was fair and the money was ring fenced for making electric or hybrid vehicles." "It would definitely be considered more thoroughly, although it may cause some unhappy people."
No difference	2	"I don't think it fair to penalize those that still can't afford a PHEV or BEV or those that it is still non-viable for." "I still would need convincing that the electric vehicle industry is at the moment efficient. Many other questions need answering – energy distribution, battery efficiency etc."
Somewhat less likely	1	"I may not buy a replacement car. Just another way to increase tax income for the Government."

A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1	"I do not like being coerced into paying more tax for a car that could not do what I want it to do. i.e. less range."
Somewhat unsupportive	3	"Would the monetary incentive change as the uptake of EVs increases?" "Again, there are groups for which an ICE vehicle is only really viable, or those that a PHEV/BEV is still financially unattainable. It would be unfair to levy this against them." "I feel that currently the public choosing fuel cars (petrol/diesel) would be penalized. EV questions are still not fully explored / answered."
Indifferent to it		
Somewhat supportive	1	"For those with more disposable income, it may not affect or work so only for middle – lower class. Good method of finance. Perhaps just for newer buyers."
Very supportive	2	"Would discourage the purchase of petrol cars and encourage electrics, exactly the movement that we are looking for – great idea. Even if the price on petrols doesn't put them off, the tax money being used to bring cost of electrics down is still very beneficial." "The current system isn't working so this scheme would encourage me to buy an EV car. A financial incentive would be a good way to make me consider changing to electric."
Don't know	0	N/A

Idea #44: Reduced insurance premiums

Currently, insurance for electric vehicles tends to be slightly more expensive than for petrol or diesel vehicles. Imagine government waived the insurance premium tax of 12% for electric vehicles, meaning insurance was roughly the same between electric vehicles and petrol/diesel vehicles.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	1	"Good idea."
Somewhat more likely	4	"I like the idea, but insurance companies and Government would get the extra somewhere else?" "This would make EVs more affordable (slightly)" "If we are to be convinced of going the electric route then the 12% waiver would be an incentive." "Only if it was a lot less cheaper, but I can't imagine that happening."
No difference	4	"If it was a continuous year after year maybe." "Would depend on overall running cost figures – this should be included in those." "I would pay my insurance anyway as it is mandatory and it could be taken away at any time. Bigger things to consider." "I don't think I would have thought this far ahead when considering my purchase."
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	-
Indifferent to it	3	“It would need to be ongoing.” “Not heard anything about it.”
Somewhat supportive	3	“There would be no ‘penalty’ on insurance for buying an EV.”
Very supportive	2	“All in favour of encouraging EV uptake by making them more affordable.” “Bottom line cost. Buying. Choice.”
Don’t know	0	N/A

Idea #12: Government grant as cash-back

The government currently offers a £3,500 grant on new vehicle purchases. At the moment, this is automatically deducted from the upfront cost of the vehicle. Imagine this money was instead directly transferred to you when you purchase the vehicle as ‘cash back’ to do what you want with, even if you bought the car on credit or lease.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely		
Somewhat more likely	2	“Good to have cash lump.” “It feels like manufacturers just put the price of cars up by the value of the grant so this would feel like you are getting better value for money.”

No difference	4	<p>“Reasons for considering EVs are not so much financially motivated.”</p> <p>“Still cannot afford it, but the ‘cashback’ thing is positive, in my opinion, because it is a tangible way of seeing that you ‘got’ some money (even though it is exactly the same, if they reduce the price.”</p> <p>“Nothing for 2nd hand purchase. Just make them cheaper!”</p> <p>“No point – I would use the value towards the car anyway.”</p>
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	3	<p>“Concern would be, if purchase price made higher as result, then loan more difficult.”</p> <p>“2nd hand purchasers, who can’t always afford brand new purchase should get something too: £3,500 over 5 years maybe.”</p> <p>“Don’t see any benefit.”</p>
Somewhat supportive	3	<p>“Psychological help.”</p> <p>“Great ‘carrot’ to dangle for people – lump sum of money is a distinct bonus.”</p> <p>“The grant should feel like an encouragement – this makes it feel more visible.”</p>
Very supportive	0	N/A
Don’t know	0	N/A

Idea #161: Scrappage scheme

The government currently offers a £3,500 grant on new electric vehicle purchases (therefore not including second hand purchases). This is automatically deducted from the upfront cost of the vehicle. Imagine this money was now available even when buying a second hand electric vehicle, so you would receive £3,500 when you trade in your old petrol or diesel car for a second hand electric vehicle.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
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A lot more likely	5	<p>“Incentives to go electric are always a carrot to attract.”</p> <p>“It would bring EVs much more into my price range (second hand and discount)”</p> <p>“Yes! As would most likely get a second hand purchase.”</p> <p>“Would make them a lot more affordable. Assuming that the battery was still in good(ish) condition.”</p> <p>“The company would just put extra on the purchase price to make up for it. Would work on private sales.”</p>
Somewhat more likely	4	<p>“Depending on the cost of a new vehicle or a second hand. Outstanding finance costs?”</p> <p>“Comes down to bottom line cost of what is being purchased. Would help the buying decision for Electric.”</p> <p>“Maybe look at the idea not dismiss it.”</p>
No difference	0	N/A
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1*	-
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	5	“Like the idea, but at what cost?”

		<p>"I think it would make EVs much more affordable but this may conversely affect 2nd hand EV price."</p> <p>"Get older cars off the road."</p> <p>"Would think of it."</p>
Very supportive	3	"Good idea!"
Don't know	0	N/A

* note that this person ticked "A lot more likely" to the previous question and it's highly possible that they meant to tick "Very Supportive"

Idea #11B: Free fuel for EVs

Imagine the government paid for the fuel (i.e. electricity cost) used for the first 120,000 miles you drove in a new EV. This amount is approximately worth £3,500.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	3	<p>"Suitable for low mileage users."</p> <p>"Very large incentive. Definitely would make me look at changing. 120 k miles is a huge amount of free miles, although it could influence people to drive around more and charge more."</p> <p>"I think this incentive would encourage me to buy electric next time I change my car."</p>
Somewhat more likely	2	<p>"Clever incentive that doesn't directly have a negative impact on those unable to utilise EV."</p> <p>"Depending on an individual's personal mileage. Personally, this would last me quite a few years!"</p>
No difference	2	<p>"With virtually zero running costs, this would be highly attractive. However, considering how long it would take to rack up 120,000 miles, the deal may not be as good as once thought."</p>

		"An electric car that cannot perform as I require is of no use to me."
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	1	"I would not use it as I would not have an electric car."
Somewhat supportive	2	"This scheme would be useful for retirees who generally drive low mileages per annum."
Very supportive	4	<p>"As a future uni student, cutting costs would be very important so I would be fully supportive."</p> <p>"This seems a more reasonable and fair incentive, though unsure how it would be implemented."</p> <p>"It's attractive initially, and may encourage the uptake of EVs – always beneficial."</p> <p>"I support this initiative as it would encourage people to switch sooner to electric."</p>
Don't know	0	N/A

Idea #21: 'EV-to-work' scheme

Imagine if you could buy an electric car using your pre-tax income. This could equate to up to roughly 30% off the car's price for lower-rate tax payers, and up to roughly 50% discount for higher-earners.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	<p>"This would encourage me but I feel the lower tax payers will fill disgruntled that they are not getting the same deal."</p> <p>"Increases the financial viability of running/ owning an electric vehicle."</p>
Somewhat more likely	2	<p>"Making electric vehicles a cheaper alternative would be a huge deciding factor. The scheme would encourage me to consider EVs in greater depth."</p> <p>"Seems a good idea with the promise that tax doesn't increase year by year to a point where the buyer can no longer afford payments via the tax system. Why are higher earners benefitting? Discount should be the same."</p>
No difference	2	<p>"I think the discount should be the same for everyone and I'm not sure I would want to buy a car that would not have the performance I need."</p> <p>"As someone who doesn't earn a salary, would not affect me for a good few years. I can see how it may be very appealing for most."</p>
Somewhat less likely	0	N/A
A lot less likely	1	"The discount should be the same. I don't see why the better off should get a bigger discount. This would not incentivize the majority of tax payers."
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1	"Fairness!"
Somewhat unsupportive	2	"Lower tax payers could become disgruntled."
Indifferent to it	1	"Does not include equality – idea of equity instead – unfair. Good for my parents and most people paying taxes as can ease financial pressures. How would this affect those not earning salary / income?"
Somewhat supportive	0	N/A
Very supportive	3	"I would definitely benefit and support the scheme." "More than happy for it to be implemented. Makes EVs more attractive to buy. Any large volumes of purchase would help to start the movement." "Makes financial sense to those that wish to run/own an EV but are scuppered by the generally higher cost."
Don't know	0	N/A

Idea #163: EV-to-work scheme for used EVs

Imagine you worked for a company that allowed you to buy an electric car, which had previously been used as a company car, out of your pre-tax salary. This would allow you to buy it at the second-hand price, but also save 30% - 50% off this price through tax benefits.

If you had access to this scheme through your employer, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	"This is something I would love to!" "Very happy days! Win Win!"

Somewhat more likely	2	<p>“My company doesn’t have a car scheme, so would I still be eligible? It would be a nice incentive but quite exclusive.”</p> <p>“Good idea – however better if it was for new like cycle to work scheme.”</p>
No difference	1	“Already decided on EV, and probably new.”
Somewhat less likely	0	N/A
A lot less likely	1	“How’s it been driven? Battery life.”
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	3	<p>“Opens it up to people who may not be able to afford otherwise.”</p> <p>“The idea is good but how many people would benefit?”</p>
Very supportive	3	<p>“Could help drive adoption.”</p> <p>“Finally, something that would reach a wider share of the population.”</p> <p>“Avoids vehicle waste – Win Win for everyone!”</p>
Don’t know	0	N/A

Idea #162: Increased vehicle tax for petrol and diesel vehicles

Imagine government increases vehicle tax (i.e. the tax you pay on your vehicle annually) for all diesel and petrol vehicles, so that the cost of taxing these vehicles roughly doubled (e.g. from £145 currently to £290), but electric vehicles remained vehicle tax-free.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely		
Somewhat more likely	1	"It's another saving that would push me that direction, as long as the luxury vehicle tax didn't apply to £40K Teslas."
No difference	5	"Demonising people is not a way to encourage people to buy EVs." "Happy days! Wouldn't influence my purchase that much though." "Tax is a small difference. Need to have greater need to buy EV: Charging points; Cost; Maintenance; Range." "What about improving/ reducing the cost of public transport? It seems another way of punishing the least advantaged. OK for EVs to be tax-free." "Already decided on EV."
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	3	"Use a carrot, not a stick."

		"Don't penalise those who can't afford EVs, e.g. new, young drivers."
Somewhat unsupportive		
Indifferent to it		
Somewhat supportive	2	"It does seem like it would impact poorer people here who are trapped in owning their older car and can't afford to change."
Very supportive	1	"Happy days!"
Don't know	0	N/A

Idea #45: Increased fuel duty

Imagine government increased fuel duty (so that petrol and diesel were both 5p more per litre, for example).

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	1	"If it meant that petrol and diesel were more expensive then I would definitely think about going electric."
Somewhat more likely	4	<p>"Petrol prices vary quite considerably at the moment, so I'm not sure that would be greatly influential."</p> <p>"5 pence a litre would soon add up and make the petrol car more undesirable based on the associated running costs. It wouldn't be a complete breaker however would make me consider."</p> <p>"Long term can be very damaging to pay 5 p more. Would definitely make me reconsider my car choice. Again, only problem for lower/ middle class."</p> <p>"Good idea if electricity charges do not increase to compensate."</p>

No difference	2	<p>"I would still prefer a petrol or diesel car."</p> <p>"Still indifferent as it penalizes those that either can't afford the more expensive EVs, or still can't make an EV work for their needs. Impracticalities due to living arrangements etc."</p>
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	2	<p>"With EVs still not in fair price I think it'd be unfair for such a vast increase in fuel price for petrol/diesel vehicle owners."</p> <p>"Too heavily penalising for those that are unable to best make use of EVs."</p>
Somewhat unsupportive	3	"I would not want to pay more for fuel."
Indifferent to it		
Somewhat supportive	1	"Would not make me drastically change my thoughts although would reconsider."
Very supportive	1	"I would be happy to drive an electric car if petrol and diesel was more expensive."
Don't know	0	N/A

Idea #22: Differential VAT rates

Imagine government introduced different VAT rates on new vehicles depending upon emissions, i.e. high-polluting vehicles like diesel or less efficient petrol vehicles would have a VAT rate at the current level of 20% and low-emission vehicles like electric and hybrid vehicles would have a VAT rate of only 5% or be exempt from VAT entirely.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	<p>“This seems like a huge incentive for personal customers. The BIK changes for business felt a bit unfair to me as a private buyer, so I like this idea.”</p> <p>“Financial benefits always encourage people to buy.”</p>
Somewhat more likely	3	<p>“Could make car affordable.”</p> <p>“Another great idea to suggest. Would the ‘cost’ go up through tax elsewhere? – lot of lost revenue”</p> <p>“Like this idea, but would want to ensure the full process in LCA is good too.”</p>
No difference	1	<p>“I am a poor immigrant! [smiley face] But would love something like this, if I could afford a new EV.”</p>
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A

Somewhat unresponsive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	0	N/A
Very supportive	6	<p>“A certain way to drive adoption!”</p> <p>“If it helps making the difference with the pollution, why not?”</p> <p>“It would be a very effective initiative. Money talks.”</p> <p>“I just like this idea.”</p> <p>“Helps push people to buy EVs.”</p>
Don't know	0	N/A

Idea #41: Free parking for EVs

Imagine parking in public spaces (those owned by local authorities) was free for all electric vehicles.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	<p>“How so implemented? Eventually spaces would be free. How would this work for businesses?”</p> <p>“If the parking space was free, I would definitely be more likely to buy an electric car.”</p>
Somewhat more likely	4	<p>“Seen as an incentive.”</p> <p>“Would be desirable. However, I often opt to find free parking anyway so wouldn't alter my behaviour nor opinion greatly.”</p> <p>“But still a bit dubious about buying an electric car.”</p>

		“Something for free? Why not? ... but how would you introduce charges when all cars are electric?”
No difference	1	“Seems a little in favour of those more able to afford to run EV. Possible impact on service levels as those that benefit also require more costly infrastructure.”
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	“Benefits those that require the more expensive infrastructure.”
Indifferent to it	2	“You park, you pay!”
Somewhat supportive	0	N/A
Very supportive	4	<p>“Savings on parking would be an incentive.”</p> <p>“Good idea to converge and make change over. For consumers yes, but more widespread this potentially puts them out of business.”</p> <p>“If it helps to encourage others I'm more than happy for it. Is also relatively undisruptive to all.”</p> <p>“Most people, like me, object to paying for parking, so I would support this initiative.”</p>
Don't know	0	N/A

Idea #27: Collective purchase agreements

Imagine your local authority helped a group of you and your friends or neighbours to each buy an electric car by negotiating a bulk-buy discount with a manufacturer.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	0	N/A
Somewhat more likely	4	<p>“Like the idea. I doubt our local authority could do this!”</p> <p>“Anything that reduces the cost is likely to tempt purchasers.”</p> <p>“It being cheaper is obviously a bonus. But it may limit choice / personalisation. I have doubts to how much it would bring down the price.”</p> <p>“Interesting idea but would it be achievable.”</p>
No difference	2	<p>“Not into collective buying.”</p> <p>“Nice to have but dealers may well be just as good (volumes).”</p>
Somewhat less likely	2	<p>“The more people you included the more problems can arise, people pulling out of the deal etc. Can you find enough people? Can you trust local authority to get the best deal?”</p> <p>“Not knowing the cost.”</p>
A lot less likely	0	N/A
Don't know	1	“I would need to be convinced on how this would work!!”

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A

Somewhat unsupportive	1	-
Indifferent to it	4	“Maybe if final buying decision on price.” “Might work for some people.”
Somewhat supportive	4	“No idea how it would be managed, but potentially a good idea.” “Pro cheaper cars if it can be done sensibly.” “Would probably help a number of people.” “Like the idea, but don’t know much about EVs.”
Very supportive	0	N/A
Don’t know	0	N/A

Idea #75: Chargepoints linked to purchases

Imagine a scheme whereby local authorities helped local residents group together to buy electric vehicles at a discount through bulk-buying directly from manufacturers. Now imagine, each time a group of people did this, the UK government committed to installing new charge points in this area - those people who bought the electric cars would be able to express their view on where the chargepoints should be installed.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	0	N/A
Somewhat more likely	0	N/A
No difference	6	“Good idea, however, would this work in the real world with not much community spirit these days?”

		<p>“Oh dear Lord no! Think of the arguments. There won’t be enough and chaos will occur!”</p> <p>“It seems like big towns would get loads of chargers and none in the countryside, which is generally where they’re lacking.”</p> <p>“Wouldn’t want car to be dictated to me. % enough people in an area have EV – Gov to install point.”</p> <p>“If I cannot afford an EV, I can even less afford a house.”</p> <p>“Personally will have charging at home anyway.”</p>
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	2	<p>“I think a sensible policy if adding chargers where needed works and ensuring any new build house/ flat has chargers included as a standard item.”</p> <p>“Large areas. People have different requirement.”</p>
Indifferent to it	2	<p>“Not sure the idea is workable.”</p> <p>“The infrastructure should be in place, regardless.”</p>
Somewhat supportive	2	<p>“Driving an EV would benefit the environment -> everybody’s life, thus if those who drive them might be facilitated by saying what they’d need, I agree with that.”</p> <p>“Not wanting to penalise those who are minority in switch to EV.”</p>

Very supportive		
Don't know	0	N/A

Idea #38B: Discounted personalised number plates

Imagine personalised number plates were sold at a significant discount when being registered to an electric car, compared to a petrol or diesel car.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	1	-
Somewhat more likely	0	N/A
No difference	6	"I would not base my buying decisions on this." "It would make me more likely to get a personalised number plate once I had an EV but it would not make more likely to get an EV." "Not interested in personalised number plates!"
Somewhat less likely	2	"Not interested in numbers."
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unresponsive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unresponsive	0	N/A

Somewhat unsupportive	1	"Don't see the point of it."
Indifferent to it	6	"You can buy any no plate you want if you can afford it or make one up too." "Wouldn't work for me but also not against." "Why?" "Don't care."
Somewhat supportive	1	-
Very supportive	1	-
Don't know	0	N/A

Category C: Using an EV – Improved access to chargepoints

Idea #62: Enhanced workplace charging scheme

The government currently supports companies by providing funds for the installation of chargepoints at corporate car parks. Imagine government would tie the funding to the level of EV ownership among employees (i.e. the higher the EV ownership, the greater the funding). This would be to ensure those employees can charge while at work.

If your employer had access to this scheme and would therefore be able to provide sufficient chargepoints at work, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	2	"If I was still working I would be more likely to buy an electric car if there were sufficient charging points." "This makes EV ownership more viable. If say having more promise of a facility to charge them at the office tipped them closer to liveability."
Somewhat more likely	2	"I am retired, so not applicable, but as an idea/concept I would agree."

		“Having charging points at work would be an advantage.”
No difference	3	<p>“As I am retired, it would not be of interest to me.”</p> <p>“Work being just one place to charge, I don’t think it is enough to encourage me to buy just on that basis. Charging points would have to be more extensive.”</p> <p>“Guaranteed availability would give me more confidence although N/A for me.”</p>
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it		
Somewhat supportive	3	<p>“Although I would not be able to benefit, I can see that it would be of benefit to many others.”</p> <p>“If others deem it useful then great. However, it is not enough to persuade me personally.”</p>
Very supportive	4	<p>“The more charging points the better if all vehicles will eventually be EVs.”</p> <p>“I support this scheme wholeheartedly as at present there aren’t enough charging points.”</p>

		<p>“Could open the door to viability to many more people.”</p> <p>“Increased availability in work place would provide more confidence.”</p>
Don't know	0	N/A

Idea #150: Home mover bundle deals

Imagine you are buying a new property and you would get a discount on your stamp duty if you decided to pay for the installation of an electric vehicle chargepoint at your new property (that doesn't have a chargepoint yet). The discount would make up about half of the cost of the chargepoint.

If you had access to this discount, how likely/ unlikely would you be to have a chargepoint installed at your new home?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very likely	2	<p>“I want a chargepoint!”</p> <p>“Need for charging; resale value; future; if property allows”</p>
Somewhat likely	4	<p>“Good idea – however can only be valid for houses with drives.”</p> <p>“A discount is good and the ULEV discount would mean it's really cheap. It would be nice to future proof the house.”</p> <p>“If I could afford a house, I might afford an EV too, so I would go for the saving. £500 compared to the cost of a house is nothing.”</p> <p>“Not convinced how attractive considering dealer offers and stamp duty deals already out there.”</p>
No difference	0	N/A
Somewhat unlikely	0	N/A
Very unlikely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	1	"Great idea to help drive adoption for many?"*
Somewhat unsupportive	0	N/A
Indifferent to it		
Somewhat supportive	1	"But should be the whole cost."
Very supportive	4	"All helps." "It'd encourage more chargers." "Another 'carrot' dangled. Cheaper way to install if allowed." "Cannot see nothing bad."
Don't know	0	N/A

* It looks like this person may have ticked "unsupportive" in error as the comment seems supportive.

Idea #159: Fuel stations to provide chargepoints

Imagine fuelling stations were mandated to provide electric vehicle chargepoints, so that you knew every petrol station in the UK also had electric chargepoints.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
A lot more likely	1	"It would mean you'd be guaranteed a charge even in remote locations and there would be a shop to use while charging."
Somewhat more likely	2	"More availability at points will help."

		“Accessibility; time spent charging; charging points [illegible]”
No difference	3	“Time and cost still important. Would need to be super fast charging.” “If I know it is easier to charge, it is a good point. Still cannot afford it.” “Wouldn’t rely on this anyway. What if location already in use? Journey delays.”
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	0	N/A
Indifferent to it	0	N/A
Somewhat supportive	2	“Need to keep clear of non-EU users.” “Speed of charge is vital.”
Very supportive	4	“It makes sense!” “4 accessibility; reassurance.” “The more the merrier.” “Would benefit others.”

Don't know	0	N/A
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Idea #61: Chargepoints at tourist spots

Imagine the government installed more electric vehicle chargepoints in country, seaside or holiday locations.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	0	N/A
Somewhat more likely	8	<p>"Think they would be heavily used."</p> <p>"Any new charging station would be a true step."</p> <p>"Infrastructure very limited today – so any expansion would be good."</p> <p>"Change charge while you are doing what you went [inelligible] then on your way, but not going to bring the cost of an EV down."</p> <p>"I have already bought one, but it would be very useful."</p> <p>"Anything to help charging(?) would be a plus, but how many and would it be <u>free</u>?"</p> <p>"This would be a start, but it shouldn't end there. Great for tourists though. Would it be free?"</p> <p>"A lot of charge points to be installed."</p>
No difference	1	"While I am in favour of more charge points, it would not affect my decision in buying an electric car."
Somewhat less likely	0	N/A
A lot less likely	0	N/A
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	1	-
Indifferent to it	1	-
Somewhat supportive	7	"No ruin the tourist spot." "Remote tourist attractions are difficult to get to in an EV. I am in favour of anything to make this easier." "Would support the idea if used and [inelligible] by councils." "It mustn't stop at tourist. Great to attract visitors but the general public!!" "Just concerned about the congestions."
Very supportive	0	N/A
Don't know	0	N/A

Idea #79: Priority public parking

Imagine electric vehicle owners without off-street parking at home (e.g. they don't have a driveway, garage, or private parking lot at home) would receive free parking with chargepoints in selected city car parks and supermarkets near their home. This would provide them with somewhere they could plug in their car overnight if they are unable to charge it at home.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
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A lot more likely	2	<p>“Makes life a little more relaxed in terms of possible range anxiety, i.e. if I can charge tonight I’m fine. If I can’t then I may make to work if I’m careful.”</p> <p>“I do feel there would be a problem with security in public car parks where cars are being charged overnight. E.g vandalism.”</p>
Somewhat more likely		
No difference	1	-
Somewhat less likely	4	<p>“Depends on location of charging points. They need to be readily accessible without inconvenience to the user.”</p> <p>“Does depend on distance. Nearest to me is a good 15 minute walk.”</p> <p>“Unattractive to not be able to park at a home location. I believe someone would surely prefer the ease of parking on a street outside their home but in a petrol vehicle.”</p> <p>“Unless you could be guaranteed to have a charge point available it would be a bit ‘hit and run’ if you could get to use one.”</p>
A lot less likely	0	N/A
Don’t know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	0	N/A
Somewhat unsupportive	2	<p>“Users should not be inconvenienced because they use an electric vehicle.”</p> <p>“I think it is a poor solution for those without off street parking. Better ways to get around this would be ideal.”</p>

Indifferent to it	1	-
Somewhat supportive	4	<p>“Good idea with good intentions. Potentially a good solution.”</p> <p>“I would be unhappy if my car was parked in a public car park and the charging points had been vandalised.”</p> <p>“as long as there were enough points available.”</p>
Very supportive	1	“Helps to reduce range anxiety and difficulty accessing infrastructure.”
Don't know	0	N/A

Idea #72: Reserved parking spaces

Imagine electric vehicle owners without off-street parking at home (e.g. driveway, garage, private parking lot) would be allowed to request an electric vehicle chargepoint to be installed on the curb-side in front of the house/ flat along with a private parking space next to the chargepoint so that they always had access to their charge point.

If this idea was implemented, would you be more or less likely to buy an electric vehicle next time?

Response	No. of responses	Reason verbatim but with some spelling corrections)
A lot more likely	2	<p>"This would allow me to still own an EV after moving, which would probably be to a flat."</p> <p>"That would do it!"</p>
Somewhat more likely	3	<p>"How to police? Is there enough for everyone?"</p> <p>"Depends on availability of the spaces at most visited locations. In towns, would not think there would be enough space to have 'reserved' spaces."</p> <p>"Good idea, although no idea how it would be policed to prevent 'normal' cars parking in the spot."</p>
No difference	1	"Who would police it?"

Somewhat less likely	1	"Very difficult to enforce, I.e. flats."
A lot less likely	2	"Living in a square cul-de-sac. More cars than houses. Too much congestion." "Not feasible. Impractical. Not workable. This would not entice me to purchase an electric car. Sorry."
Don't know	0	N/A

How supportive/ unsupportive would you be of this idea/ initiative?

Response	No. of responses	Reason (verbatim but with some spelling corrections)
Very unsupportive	2	"Create more problems than it fixes."
Somewhat unsupportive	2	"Going to be difficult." "Would definitely help users."
Indifferent to it	2	-
Somewhat supportive	1	"I like the idea but am concerned about the additional street clutter."
Very supportive	1	"Yes!"
Don't know	0	N/A

Telephone interviews with commercial fleets

Individual responses for each policy idea

Idea #16: Scaled grants for fleet owners (more generous the more of them you buy)

Imagine that the value of government grants would be increased as the number of vehicles purchased increases. For example, an organisation which decides to purchase 10 vehicles

simultaneously would be provided with a higher grant per vehicle, compared with when purchasing a single vehicle.

Organisation	Summary
A	<p>Supportive in principle, although it would be expected to have limited benefit for company cars, since it is typically the employees who choose which car to take and when. Discounts could potentially be passed onto employees – but implementation may be challenging.</p> <p>Would be a benefit for other fleet vehicles though – and organisation would be likely to take the incentive up if it was applicable there. This would have a positive impact on the business in terms of enabling them to switch to EVs, although choice of suitable models may be a limiting factor. “Would dangle a carrot for fleet owners”.</p> <p>Consideration required as to how to scale the grant according to number of EVs purchased, whether there would be a cap, and how to make sure it was fairly applied across different types of businesses.</p>
B	<p>Would be supportive of this in theory – but application considered to be tricky. Questioned whether the discount would be given to the lease company in effect, as they are the official owners of the vehicle. If this was the case, they would need to pass discounts on via the monthly lease payments. In addition to this challenge, company car drivers select the vehicle they want, so buying in batches is problematic. If these logistical challenges could be resolved, the impact would definitely be positive for the business. It might not help them to increase the number of EVs they adopt though as it wouldn’t change employee demand. But it would help reduce the costs associated with existing levels of demand.</p>
C	<p>Would be supportive of this idea, and would be “well received” as an incentive as they already order vehicles in bulk. Would want the benefit applied to commercial vehicles as well as company cars. Would also need to make sure the level of the benefit had an impact over the whole life cost of the vehicle, as that is most important for them.</p>
D	<p>Would be supportive of this, but if the goal is about cutting carbon emissions, then wouldn’t want organisations to be buying brand new EVs every year just for the sake of saving money. This would not be environmentally friendly. Would be highly likely to take up this type of incentive though and it would have a positive impact for the business as it would enable them to adopt EVs quicker (as long as there are suitable models on the market and charging infrastructure improvements happen as well).</p>
E	<p>Would be very supportive of this idea – organisation sometimes requires renewals of up to 20 vehicles per year, so being able to harness bulk discounts would save the organisation money and help to achieve targets quicker. They would be very likely to engage with this type of incentive, and it would have a positive impact on</p>

	adoption. Important to consider the qualifying criteria, for example, would all vehicles have to be ordered literally at the same time, or would a time window be applied?
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Idea #162: Higher rates of vehicle tax for high-polluting vehicles

Imagine government increases vehicle tax (i.e. the tax you pay on your vehicle annually) for all diesel and petrol vehicles, so that the cost of taxing these vehicles roughly doubled (e.g. from £145 currently to £290), but electric vehicles remained vehicle tax-free.

Organisation	Summary
A	Would not support this idea because the choice of electric vans and HGVs (not company cars) is currently very limited / non-existent. This would therefore be perceived as an additional tax for vehicle users with no option of making the most of the benefit. This would therefore have a negative impact on the business.
B	Would want this type of policy to differentiate between old and new diesel vehicles. Euro 6 diesels considered to be relatively clean, so it would be considered unfair to treat all diesel and petrol vehicles equally. It would work well though to implement higher tax for non-Euro 6 diesels, and non-Euro 4 petrol vehicles. Tax-free EVs would have a positive impact on the business by helping them to switch more of the fleet to EV, but the higher taxes for petrol and diesels would need to be implemented in the right way.
C	“Definitely supportive” of this idea; fleet manager has been proposing an ICEV sales tax for some time. At the level of a £145 premium per year, it would have very little impact for them as it would just get “lost in the noise for large fleet”. “Needs to be a bigger stick”. Suggested that the price differential should be much higher (e.g. £2,000-3000 sales tax).
D	Would not support this because it would currently mean additional cost for the organisation, as there is a lack of suitable EV models currently on the market. These additional costs would need to be passed onto customers and would mean less money for the organisation. Considering this organisation manages a digital network, there could be wider impacts on the environment as it would mean less money for the organisation to upgrade the network (and upgrading the network would have a positive impact on the environment, as more people would be able to work from home with better networks).
E	Would be supportive of this in terms of applying it to smaller vans, but less supportive in terms of HGVs. This would cost the organisation more money in the short-term because the organisation currently has no EVs in their fleet. Would need to make the tax bands fair in terms of compliance with emission standards. Would be easy to implement for the smaller vans, but difficult to replace HGVs at the moment as not enough choice on the market. For smaller vans, this would

	make them very likely to adopt EVs. An alternative option could be to introduce a tax initiative if an organisation commits to replacing their fleet with EVs over the next few years (e.g. applying different tax rates for these organisations)
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Idea #45: Significantly increase fuel duty

Imagine government significantly increased fuel duty (so that petrol and diesel were both 5p more expensive per litre, for example).

Organisation	Summary
A	About 75% of the organisation's diesel consumption is by the commercial fleet (not company car fleet), where viable alternative electric vehicles are currently not available. As such the organisation would not be supportive of this idea as it would penalise them through increased duty with no option for avoiding it.
B	Not very supportive of this idea. Considered to be difficult political sell, and given that fuel prices fluctuate fairly considerably anyway, implementing a 5p per litre premium not considered to have a particularly big impact. This would have a negative impact on the business; increased costs for running the fleet would either impact the organisation's profits, or the costs would have to be passed on to their customers.
C	Feels that this could work, but considered to be a "very blunt tool". Generally not supportive. Would impact their lowest paid employees the most, which would be a concern for the organisation.
D	Similar to #162, would not support this because it would currently mean additional cost for the organisation, as there is a lack of suitable EV models currently on the market. These additional costs would need to be passed onto customers and would mean less money for the organisation.
E	Would cost the organisation more money with their current diesel vehicles, so would not be supportive of this at the moment. That said, it would likely have an impact on the business and would encourage them to adopt more EVs in order to save money. An alternative option put forward by the organisation was to reduce the cost of charging rather than increase fuel duty.

Idea #44: Reduce insurance premium for EVs

Currently, insurance for electric vehicles tends to be slightly more expensive than for petrol or diesel vehicles. Imagine government waived the insurance premium tax of 12% for electric vehicles, meaning insurance was roughly the same between electric vehicles and petrol/diesel vehicles.

Organisation	Summary
A	<p>Would support this idea as it could have a strong positive impact for company car fleet as it would help with the structure banding system they use for employees. More expensive EVs could then become viable options for inclusion in some of the lower salary bands.</p> <p>Could also have an impact on commercial fleet, however in practice this would only be realised once suitable EV models became available on the market. The impact would be delayed here, therefore.</p> <p>Good way of providing an incentive to adopt EVs, without penalising use of petrol and diesel vehicles.</p>
B	<p>Not against the idea, but value of the benefit perceived to be minimal (about £69 per EV per year), and bulk of insurance premium based on claims history. Consideration also needed as to how the discount would be applied to a fluid vehicle fleet where vehicles are being added and removed at various times throughout a year.</p>
C	<p>Would have no impact for their business as with their fleet policy they essentially self-insure. Insurance premiums vary very little. Could be effective for other types of fleets who don't self-insure. For private consumers it was felt the benefit might be a "bit disconnected" as people are generally not very good at understanding running costs.</p>
D	<p>Considered to be a good idea – but would only marginally benefit organisation until a wider range of more suitable EVs is available on the market (once this is in place, it would have a significant positive impact, but would not be one of the main deciding factors). Anything that can be done to decrease cost of adopting EVs considered a good thing though.</p>
E	<p>Would definitely support this. Organisation has not looked into insurance yet, so does not know much about this. Reduced premiums would save quite a lot of money for the organisation, so that would make them more likely to be able to adopt EVs.</p>

Idea #109: Mandate the disclosure of vehicle emissions by delivery firms and other large fleet operators and thereby incentivise EV adoption

Imagine operators of large numbers of vehicles (e.g. food and parcel delivery companies, supermarkets that deliver) were required to publish information on their vehicles' carbon emissions. This information could enable consumers to compare between companies to assess their 'green credentials'.

Organisation	Summary
A	<p>Organisation likes to think of themselves as a forward-thinking business and they can see the benefits of this type of system; a positive impact was perceived. Currently they already monitor vehicle usage and driver behaviour and feel it would be nice to be recognised for this. Concerns that it may be challenging to implement nationwide in a fair way. For example, delivery companies which operate in London have greater opportunity to use small electric vans or cargo bikes for deliveries, compared with organisations who operate in rural areas or smaller towns and cities where distances between drops offs are higher.</p>
B	<p>Would be supportive in principle. Organisation is aware that some competitors are being even bolder with moving to a green fleet – so this kind of scheme could spur on them to take further steps to delivery of an electrified fleet. It would need to be applied in a fair way however, as many companies are more easily able to switch their fleet to electric than others. There is also a question mark over how this would be applied to companies which sub-contract fleets, e.g. large companies like Amazon who subcontract delivery drivers.</p>
C	<p>Organisation already closely monitors and publishes this information, so the idea would have no impact for them. There is already a requirement for companies to publish carbon emissions, so clarity is needed on how this differs from current reporting requirements,</p>
D	<p>Perceived as a blunt tool – there is a lot of complexity to it. Due to developments in the organisation’s industry, it is likely that vehicles will need to be driven more in future, which will increase emissions. This could create an unfair negative image for the organisation compared to their competitors. Easier for other companies to adopt EVs because they do not operate in rural areas as much. Because of the limited choice of EVs on the market, EV adoption is difficult for this organisation.</p> <p>Organisation is conscious of doing the ‘right thing’ and be greener, so publishing such information could give people the wrong idea about the organisation’s aims (bad for reputation).</p>
E	<p>This would fit into the organisation’s environmental policy (already have to provide CO₂ emissions on a monthly basis). Expects future tenders to include questions on emissions. Publicising this kind of information should be encouraged. Would have positive impact, especially for new tenders or keeping current business. Would be more likely to adopt EVs as it would make the organisation more competitive in the market. Suggested that this could be combined with the existing ‘OCRS’ score for operators.</p>

Idea #157: Procurement incentives

Imagine that government procurement frameworks and other mechanisms awarded additional points to organisations who have green fleets, providing a competitive advantage in public tenders to organisations who adopt EVs.

Organisation	Summary
A	Would be supportive of this idea. Would have a positive impact for their business as they do a lot of bidding for public tenders. Similar to idea #109 it would need to be implemented in a fair way so as not to disadvantage some organisations on the business of their location or business operation. As with all ideas, since no viable EV alternatives are available at the moment for the commercial fleet, organisation would want to ensure that this idea does not unfairly penalise them for those vehicles being diesel.
B	Would generally be supportive of this idea as sustainability is already an important consideration for the business. A way of standardising the benefits would be good, and this could have a positive impact for them. There would be challenges for their commercial fleet at the moment though, as no viable electric alternatives available right now.
C	Would be supportive of this idea and would definitely have an impact (for B2B organisations rather than B2C). The scheme would need to be kept simple so that companies can easily comply with it and it would need to be implemented in a consistent way. Felt that it should encourage BEV adoption, not PHEVs or HEVs.
D	Considered to be a good idea for encouraging adoption, but organisations who do not have viable EV alternatives for their fleet might not be able to take advantage of this. There needs to be more choice of EV models before this type of scheme is implemented. At the moment it would have very little impact on the business.
E	Not applicable to this organisation as they do not participate in public tenders but considered a good incentive in principle. Seen as positive as it would recognise those organisations who have made efforts to replace fleets with EVs (felt that these organisations deserve competitive advantages).

Idea #5: Green credit for EVs

Imagine you are either leasing a car, or buying a new car on credit. Now imagine you could borrow more money if you choose an electric vehicle instead of a petrol or diesel vehicle.

Organisation	Summary
A	Makes sense as a principle, as the whole life cost of EVs is lower than ICEVs. Would have very little impact for the organisation though, as they currently lease all company car vehicles through a leasing company and procure all commercial

	vehicles directly. They do not struggle to finance vehicles at the moment, although appreciate that this may be a barrier for other companies. Shifting incentive to reduce interest rates on credit may be more impactful.
B	Did not see the value in this idea and felt it would have very little impact for their business because all vehicles are leased on a monthly basis.
C	Would have no impact on their business as they do not use credit for acquiring vehicles. Indifferent in terms of support; not for or against it but felt the idea not very applicable to fleets.
D	Would have no impact for this organisation as they currently lease vehicles without need for credit.
E	If there was a similar scheme for vans and HGVs, this is definitely something the organisation would be interested in, as it would save the organisation money. It would depend on whether the organisation would be locked into anything in terms of fleet renewal policies; important that flexibility is retained for renewing leases.

Idea #163: An EV-to-work scheme for second-hand purchases from company fleets

Imagine your company allowed employees to buy electric cars, which had previously been used as company cars, using their pre-tax salary. This would allow employees to buy the EVs at the second-hand price, but also save 30% - 50% off this price through tax benefits.

Organisation	Summary
A	<p>Generally supportive of this type of scheme and there are already companies who offer this for new EVs. They also already offer an option to purchase company car vehicles at the end of 4-year lease periods – although not out of gross salary.</p> <p>Benefits for individual employees are clear and they feel the uptake from employees would be good. However this is probably not something the organisation would look to implement at the moment as a) it will be at least two years before they have any substantial numbers of EVs in their company car fleet and b) there is a potential negative impact in that it would lead to a shift in employees with company cars to those in receipt of car allowance. From the organisation's point of view, this would give them less control of the vehicles in terms of the insurance, technology, age and emissions.</p>
B	Supportive of this idea, and no real concerns perceived with it. Would be likely to offer this kind of scheme to employees as it would be a good benefit for them and would have a positive impact on carbon footprint.

C	<p>Would “absolutely be supportive” of this idea. Would be very likely to engage with the scheme: “would happily make all of their end-of-lease vehicles available for purchasing”. Felt this would have a clear positive impact as it would be a great employee benefit and would reinforce the organisation’s aim to reduce carbon emissions.</p>
D	<p>Considered a good idea but concerns over whether employees would understand how this would make buying an EV cheaper.</p> <p>Would be likely to take up this idea – it would help the organisation and employees to be more environmentally friendly and would also help employees financially (e.g. employee perks).</p> <p>Overall though, anything to make EV adoption cheaper is considered a positive.</p>
E	<p>Would be unlikely to engage with this type of scheme currently, as they do not have a company car or car allowance policy. However, the value of the idea was recognised, and it was felt that if they did offer this type of scheme it would have a positive impact on the business. It was felt that employees would be likely to want to buy the EVs (as “they would be more affordable and people are keen on being environmentally friendly”). As such, having this scheme would make the organisation more likely to adopt EVs.</p>

Idea #62: Enhance existing EV workplace charging scheme to subsidise mass installation of chargepoints at corporate car parks / premises where EV purchases exceed a certain threshold

The government currently supports companies by providing funds for the installation of chargepoints at corporate car parks. Imagine government would tie the funding to the level of electric vehicle (EV) ownership among employees (i.e. the higher the EV ownership, the greater the funding). This would ensure those employees can charge their electric vehicles while at work.

Organisation	Summary
A	<p>Would be very supportive of this idea. Organisation has recently had challenges with chargepoint installation. This would have a significant positive impact on the business, as it would help with potentially substantial network upgrade and connection costs, and would impact employees by incentivising them to switch to electric.</p>
B	<p>Felt that this would be a helpful incentive; current grant covers some of the cost already but it is limited to 20 chargepoints and £500 (or 75% of cost). When installation costs can be as high as £3,500, a £500 grant has little impact. There are also logistical challenges with installing infrastructure at sites where fleet vehicles operate but where the site is not owned by the organisation. Would have</p>

	a benefit if the grant for home chargepoints could be extended to allow chargepoints for vans and company cars.
C	“Conceptually a good idea”. However, corporate car parks are generally not the biggest challenge in terms of installing charging infrastructure, as such it was felt that this would have a marginal impact on the business. Would be far more useful to make the funding available for other locations including employees’ homes (particularly for on-street charging, and helping to overcome the issues with obtaining landlord permission).
D	Interesting idea, but there are 2 main concerns: organisation’s sites are quite small, so not much space for parking (not many employees bring their vehicles to work). Would prefer to provide engineers with home chargepoints or give their engineers the option of public charging near their homes (e.g. lamppost chargepoints). Average distance travelled in a day by an engineer is approx. only 60 miles, so home charging would be sufficient most of the time. Charging overnight also fits better with operational needs. Issue with public chargepoints being out of order – so need enough chargepoints and assurance that they work properly.
E	Would be supportive of this idea. Any government support for charging infrastructure installation is helpful, as it would reduce cost for the organisation. This would have a positive impact and would encourage more employees to adopt EVs. Would definitely opt into this type of scheme.

Idea #149: Introduce standardised training for lease companies

Imagine that standardised training was introduced for vehicle lease companies, so that they were better equipped to help organisations work through their perceived and actual barriers to making the switch to electric. The training would be accredited by government, so that standardised approaches are used, and the credentials of the leasing company can be recognised.

Organisation	Summary
A	Would be fully supportive of this idea and feel it would have a positive impact on their business. They have had recent challenges with their leasing company who, despite being part of the ‘EV100’ scheme, “still don’t have all the answers”. For smaller leasing companies who have greater uncertainties about switching to EV this may have particular benefits.
B	Would be supportive of this idea. Impact probably low for their organisation as the fleet manager regular meets directly with manufacturers in order to find out about latest vehicle developments. Can see the potential value for organisations who don’t have a dedicated fleet manager though.

C	Felt that this would be unlikely to have an impact for their business. Suggested that it would be better to focus on training to help increase driver awareness and understanding of vehicles and charging infrastructure. Should be “end-user focussed rather than lease-company focussed”. “Focus on the ‘pull’ from drivers rather than a ‘push’ from lease companies”.
D	Organisation felt they do not know enough about how leasing companies are currently trained to be able to offer an opinion on this.
E	Would be supportive of this. Organisation currently has a partnership with a leasing company and they already send them information about EVs and charging infrastructure. The more information, the better (not just for organisations, but for drivers too). Information would seem more trustworthy if it was standardised for all organisations; this would help them make the switch.

Idea #89: EV trials through short-term lease (or extended rental, without the typical rental cost)

Imagine car manufacturers offered short-term leases or rentals of electric vehicles for a 2-3 month period, at a comparable monthly cost to normal car lease arrangements (which would typically last a few years). This means you could use an electric car sooner, without 'locking in' to a particular model for years to come. For fleets, this could work by leasing/hiring a small fleet of electric cars or vans in order to test whether they were suitable for business operations.

Organisation	Summary
A	<p>Organisation already runs an internal EV demo program for company cars. They have been providing different EVs for employees to use on trial for the last few months, which enables them to test the vehicle and this has led to an increase in number of orders for company EVs. So in this respect the potential positive impact of enabling experience with EVs is recognised. However, the additional value provided by this scheme may be minimal and there was a concern over the admin associated with implementing this.</p> <p>For commercial vehicles, the impact may be greater, as they directly procure vehicles for this fleet and so providing a service to try the vehicles out first with a short-term commitment would be a benefit. It would remove uncertainty associated with switching to EVs. Concerns however with the return condition at the end of the 3-month period; these types of fleet vehicles are heavily used (being a construction business) and they wouldn't want to be penalise for returning them in this state. Three-month period is about the right duration – provides long enough to do a useful test of the vehicle, whilst avoiding having to make a substantial commitment.</p>

B	<p>A few rental companies already offer short leases/rentals to the business, but this type of scheme would be quite popular if more widespread or commonplace. Likely to be quite popular with employees.</p> <p>A more flexible time period would be useful; e.g. being able to extend beyond 3 months, or give back after 1 month. "More flexibility the better".</p>
C	<p>Supportive in principle as having some vehicles available to trial is always helpful. That said, impact for their organisation likely to be low because charging infrastructure is a bigger challenge for them. For example, taking a van on a 3-month lease would still require the charging infrastructure to be in place at the employee's home and at client sites in order to be able to test and replicate real usage.</p>
D	<p>As with other test drive ideas, there would be an issue with equipping the vans, as engineers need to have a lot of their own equipment in the vehicles – this would not be easy logistically. As such would be fairly unlikely to take up this scheme. In principle though it should be made easy or organisations to trial EVs, so the sentiment is good.</p>
E	<p>Would be very supportive – having access to and trialling different vehicles would allow the organisation to assess which vehicles would work for their needs. Would help them to know which vehicles employees enjoy driving the most and how well they would be able to carry out their job with the vehicle. They would be very likely to engage with this type of scheme, and would have a positive impact on their likelihood to adopt EVs. Could be a logistical challenge to organise, particularly for large organisations with lots of employees.</p>

Idea #92: Roaming fleet of test vehicles

Imagine employees could sign up to test-drive an electric vehicle through their employer for free and take the vehicle home for a few days. This service would be sponsored by government providing a roaming fleet of electric vehicles to interested companies.

Organisation	Summary
A	<p>Considered an "excellent idea". As discussed with #89, EV demo programs already being implemented in the organisation for company cars. Employees have shown good engagement with these demos and they have had a positive impact on EV orders. This idea would complement these existing activities.</p> <p>For the commercial fleet, this would be a benefit, but only if suitable electric alternatives are available. Currently there are very vehicles available and those that are available are significantly more expensive than diesel variants. As such, if a scheme could help them to trial these types of vehicles before committing, that would have a big benefit.</p>

B	Would be supportive of this idea subject to certain criteria. Would only want to offer test drives to employees who are eligible for company cars, and would only want to use vehicles which were available on the company car list already. With those conditions in place they would be quite likely to take up the schemes though as they do want to be able to “promote green”. Organisation already has some ability to get vehicles for a short period from some manufacturers, but having access to a larger fleet of test vehicles would simplify this. Logistical challenges need to be ironed out; where would the vehicles be based? Important to consider that many employees based remotely on construction sites, not at a single head office.
C	Considered this would have some benefit as it would help to increase employee awareness. However experience on its own is probably not enough – should really couple this with a training package to ensure that the end user understands “how to charge, how to drive, what regen braking is, what affects the range, etc”. If drivers don’t know these details, then experience alone is unlikely to be sufficient. “Could be really powerful” if coupled with a training package, such as e-learning.
D	Fleet vehicles in the organisation include equipment specific to the business, so a roaming fleet managed by government would not be feasible for them. Generally, having access to test vehicles would not help engineers, as they need their own vehicles with their own equipment in (there is usually a lot of equipment). Would be time-consuming and costly to manage for the organisation. There are not currently many reliable EVs on the market and not enough EVs for all employees in large organisations to test drive. Addressing these factors would be helpful.
E	Would be supportive of this. Organisation keen to become more environmentally friendly. However, charging infrastructure could be an issue (current lack of charging infrastructure at the organisation). As such, would be quite unlikely to engage with this type of scheme in the short term, but would consider in future once charging issue resolved. Would have a positive impact in the long-term (would help the company with environmental aims). Would make the organisation more likely to adopt EVs but would depend on willingness of employees too.

Idea #156: Mandate fleet ZEV targets

Imagine government mandated that organisations must have a minimum proportion of their vehicle fleets as zero emission. The mandate would be tailored depending on the size, composition and business activity of the organisation, and requirements would be scaled over time, to enable organisations to prepare and remain compliant as the law was phased in.

Organisation	Summary
A	Would be supportive of this. Average cap on CO ₂ emissions may be more practicable to implement and manage than simply a count of the number of vehicles. This type of scheme would encourage organisations to buy better (more

	<p>efficient, lower emission) vehicles – if such vehicles were available. Targets would need to be carefully constructed to make sure the targets were viable and complement what companies already doing in terms of internal targets. Would like to think that their internal targets are possible more strict than would be enforced through this type of scheme anyway.</p>
B	<p>In general would be supportive of this as a mandatory minimum number of EVs should drive adoption as companies would want to comply. Would have little impact on their organisation though as the company already has ambitious targets to be net zero carbon emissions by 2025. In general it was also felt that regulation (sticks) drives a different way of thinking than incentives (carrots). Regulations considered “blunt instruments”. Would be better long-term solution to offer incentives and allow industry to innovate and make the switch.</p>
C	<p>In general, organisation supportive of this – a mandatory minimum number of EVs should drive adoption, as companies will want to comply. Challenge with regulation though is that all the challenges associated with vehicle supply and infrastructure need to have been solved, otherwise businesses may not be able to comply. Regulation may be a blocker – incentivising businesses to come up with solutions may be more effective than regulating. More of a blunt instrument – would be better to allow industry to innovative and make the switch.</p> <p>Also likely to be less impactful for the organisation personally as already have ambitious targets – net zero carbon by 2025.</p>
D	<p>To begin with, would need to determine whether organisations are already making progress before considering mandating anything. Encouraging competition works most of the time, without having to mandate anything. Not keen on having anything mandated, as this depends on reliability of charging infrastructure, availability of suitable EV models etc. Could mean additional costs for the organisation (e.g. engineer is not able to charge using a public chargepoint due to lack of available chargepoints or unreliable chargepoints, which could mean that the engineer is unable to do their job properly).</p>
E	<p>Supportive in principle but in practice it would be difficult for the organisation to comply with this type of mandate currently. This is because it would be very difficult for the organisation to replace HGVs currently. The organisation has just signed a 5-year lease for these vehicles, and there is currently very little choice in suitable EV models on the market. However, complying with minimum levels of EVs could be feasible for their fleet of smaller vans. There would be a cost to the organisation to implement change – these costs would then be passed onto the organisation’s customers, which could lead to reduced business and worsened reputation.</p>