

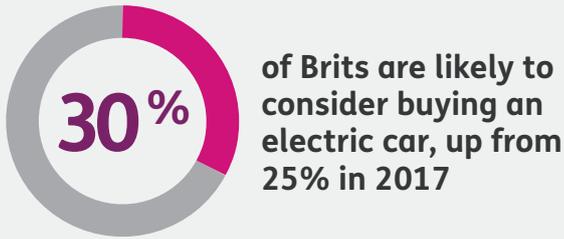
# Executive summary

Baringa set out to explore public attitudes towards 100% electric cars in the UK. We conducted research to understand the current appetite for uptake across different demographics, the barriers to ownership, and how people think about charging. Our findings highlight key areas for further consideration for policymakers, infrastructure providers and car manufacturers.

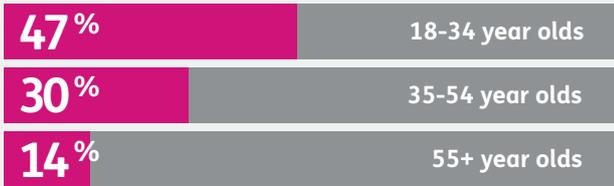
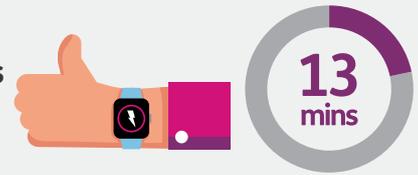
The full report can be downloaded from the Baringa website:

<https://www.baringa.com/our-thinking/points-of-view/is-the-uk-ready-for-electric-cars/>

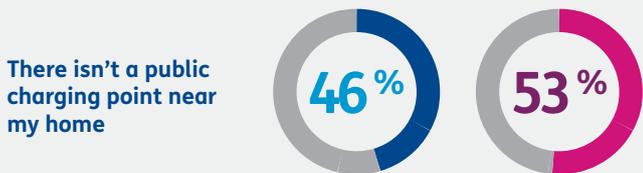
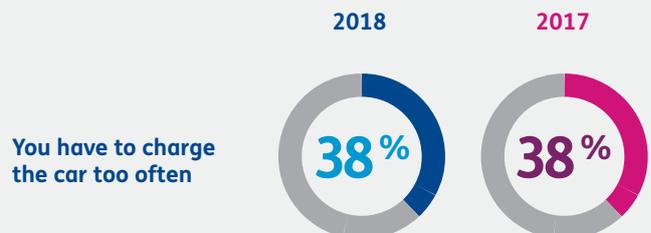
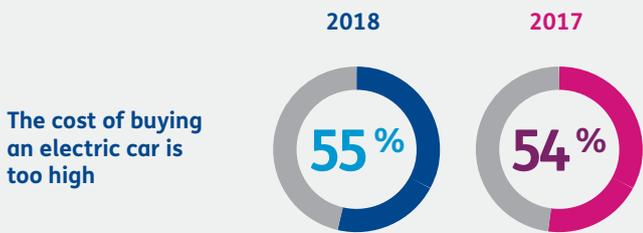
## Key findings from the report include:



Brits only want to wait for 13 minutes to fully charge an electric car



## The main barriers to 100% electric car ownership are:





of Brits believe that electric cars will be more popular than petrol/diesel cars within the next 15 years



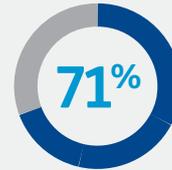
Public perception of how good 100% electric cars are for the environment is declining:

Better than petrol/diesel cars for improving air quality:



down from 78% in 2017

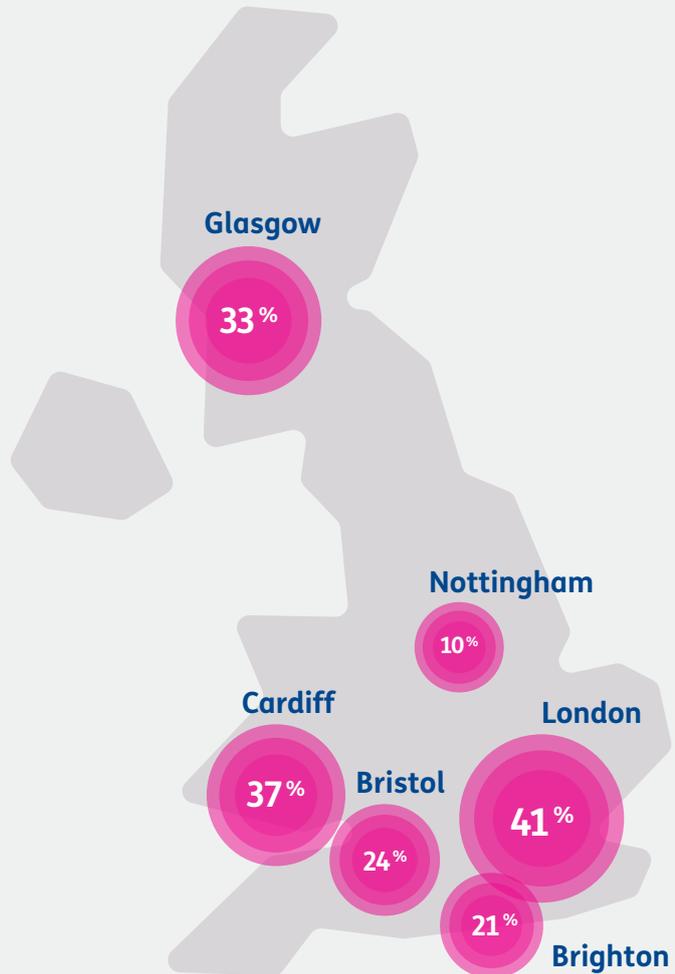
Better than petrol/diesel cars for reducing carbon emissions:



down from 78% in 2017

### City Spotlights

Percentage of residents that say they are likely to consider buying a 100% electric car the next time they purchase a new car



### Areas for further exploration

1. What charging infrastructure do electric car drivers want and need?
2. How can perceptions of electric cars be improved?
3. What will be the most effective incentive to encourage drivers to purchase electric cars?