

24 July 2017

## **Switch to ‘city mode’: London is top market for electric cars**

The electric car industry should focus its efforts on reaching car buyers in the capital, according to Baringa Partners. New research reveals Londoners are more likely than other Brits to consider buying a 100% electric car, and believe they will overtake petrol/diesel cars in just over a decade.

Baringa’s findings show that over a third (36%) of London residents are likely to consider a 100% electric vehicle next time they buy a new car, compared to a national average of 18% and a low of just 10% in the East of England. The majority of Londoners (77%) believe 100% electric cars will replace their petrol/diesel counterparts as the preferred type of car in the UK, predicting it will take 12.5 years. Nationwide, only 68% believe this brave new world will arrive, with the expectation it will take 15 years.

Difficulties installing a home charge point are a concern for 37% of the capital’s residents. However, this ranks only fifth among reasons not to buy a 100% electric car. The research suggests Londoners view not being able to travel far enough on a single charge (62%) as a much greater barrier.

Oliver Rix, Partner at Baringa, comments: “These findings are hugely encouraging as they run counter to the prevailing wisdom that urban areas will be reluctant to embrace electric cars. It’s clear the capital is a ripe market for electric car manufacturers, with Londoners more optimistic about how long it will take for electric vehicles to become the car of choice than most industry predictions. This is good news for the critical problem of air quality in cities.

“The findings challenge another common belief, too, that electric car owners in the capital will struggle with home charging. However, there is still a need to plan for alternative charging solutions, such as fast-charge stations, to meet a quicker uptake among Londoners. For now, Londoners are more worried about range. Londoners believe a typical 100% electric car can travel less than 100 miles on a full battery charge. While some cars have a range of less than 100 miles, a number of mid-range cars achieve greater distances, and the new version of the popular Renault Zoe reaches 250 miles. Clearly, the industry needs to do more to educate the public on this aspect.”

Londoners are more likely to say that 100% electric cars offer better overall value for money than petrol/diesel cars at 30%, compared to a national average of 23%. A higher proportion of residents in the capital also believe 100% electric cars are more reliable than their petrol/diesel peers (23% compared to a national average of 12%), more stylish (20% compared to 8%) and have better driving performance (23% compared to 10%).

Oliver Rix continues: “It has been assumed that Londoners are most likely to prefer electric cars due to concerns over air quality and a desire to reduce emissions. But these results suggest industry messages about the look, speed and handling of electric cars are hitting the mark, convincing urban dwellers that style matches substance.”

**ENDS**

### **Notes to Editors**

Research was conducted online by Opinium between 23 to 27 June 2017 among a nationally representative sample of 2005 UK adults.

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Baringa launched in 2000 and now has more than 500 staff and 50 partners across our four practice areas of Energy and Resources, Financial Services, Telecoms and Media and Consumer Products and Retail. These practices are supported by cross-sector teams focused on Strategy and Analytics, Business and Organisation Transformation, Supply Chain, Programme Delivery, Process and Operational Efficiency, Risk and Compliance, Customer Experience and Information Technology.

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