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80% of Brits believe people should be driving electric vehicles within 10 years

- **New research from Volkswagen Financial Services UK (VWFS) can reveal that eight in ten (80%) Brits believe it's important that people switch to an electric vehicle by 2031**
- **However, attitudes towards the importance of going electric differ between generations, with 90% of 17 to 34-year-olds agreeing that such a move is important, versus 71% of over 55s**
 - **Young people are also willing to pay more for an EV when asked how much would the average price have to drop for them to consider switching; 50% of 17 to 24-year-olds said it would only have to drop by £10,000 at most, whilst 73% of over 55s said at least £15,000**
- **In London, only 3% of people said that it's not important at all that consumers switch to electric cars within the next 10 years, the lowest percentage of any region in the UK**
- **It was also found that 87% of people would change their travel habits to improve air quality**

Eight in ten Brits (80%) believe it's important that people switch to an electric vehicle within the next 10 years, according to new data* from one of the UK's leading automotive finance companies.

Volkswagen Financial Services UK (VWFS) conducted the research to gauge public opinion on people's attitudes to going electric, with the government due to ban sales of new petrol and diesel cars from 2030.

However, attitudes towards the importance of going electric differ between generations, with 90% of 17 to 34-year-olds agreeing that such a move is important, versus 71% of over 55s.

The research found that young people are also willing to pay more for an electric vehicle. When asked how much the average price would have to drop for them to consider switching, 50% of 17 to 24-year-olds said it would only have to drop by £10,000 at most, whilst 73% of over 55s said it would need to drop by at least £15,000.

The average cost of a new electric vehicle in the UK is £43,896**.

Volkswagen Financial Services' data insights team suggest this is indicative of younger people's keenness to switch to electric vehicles, considering this age group earns roughly £330 less per week*** on average than their elder counterparts.

Regionally, it's Londoners who feel most comfortable about making the switch to an electric vehicle within ten years, with only 3% of people in the capital saying it's not important at all that consumers are driving EVs by 2031.

This is the lowest percentage of any region in the UK, followed by West Midlands (4%), Wales (4%), Scotland (5%), Yorkshire and The Humber (6%), Northern Ireland (6%), East Midlands (7%), North East (7%), North West (7%), South East (8%), East of England (11%) and South West (11%).

New Volkswagen Financial Services research also found that 87% of people would change their travel habits to improve air quality, and 71% of people would like to switch to an electric car because these vehicles are more environmentally friendly.

The second most popular reason for wanting to drive an electric vehicle was the ability to charge at home, work or in public places using charge points (42%), followed by the fact that they require less expensive and less frequent maintenance (39%).

The all-electric Volkswagen ID.3 can travel up to 340 miles on a single charge, which is in line with WLTP (combined) data.

Volkswagen Financial Services' research shows this aligns with the minimum mileage people would want an electric vehicle to travel without having to charge en route to a destination. Volkswagen Financial Services data shows that 75% of people would expect their electric vehicle to travel up to 300 miles on a single charge.

Mike Todd, CEO of Volkswagen Financial Services, said: *"It's clear to me that electric vehicles are the future of automotive travel and I'm over the moon to see that the British public agrees. Our data emphatically shows that people recognise the environmental importance of switching to electric and we've such an exciting journey ahead of us to reach mainstream adoption of these cars – technology and range are improving all the time. It's also great to see that so many young people are clearly very passionate about driving electric vehicles and we'll be doing everything in our power to ensure EVs are accessible and affordable."*

"We're thrilled to already be supporting customers transitioning to an electric vehicle following the launch of our Lease&Care package late last year. It's been designed to alleviate the unknown costs and depreciation some consumers' associate with buying an electric vehicle, allowing our customers to have more certainty over future expense when making the switch."

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Note to editors:

* Representative survey of 2,011 UK drivers excluding those with electric vehicles (Aged 17+) carried out between 1.6.21 – 4.6.21 by Censuswide.

** Source: <https://ev-database.uk/>

*** Median weekly pay by age, from Office for National Statistics, Annual Survey of Hours and Earnings, 2020.

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