

## Over a third of Brits are living more sustainably since the pandemic

- **New research from Volkswagen Financial Services UK (VWFS) has found that more than a third of the British public (38%) are living more sustainably compared to before the Covid-19 pandemic**
- **The study also found that 26% of people are now more likely to buy an electric car, up from 17% in May, whilst 54% of Brits are planning to buy more sustainable products in the next three months**
- **Overall, environmentally friendly transport is becoming more popular, with people now more likely to buy an EV than use public transport (24%), or buy a petrol or diesel car (19%)**
- **Demand for EVs has surged dramatically in 2021 and Volkswagen Financial Services UK has seen a 112% annual increase in the number of EVs it's financed this year versus 2020**

The pandemic has accelerated Britain's journey to greener living, according to new research out today from one of the UK's leading automotive finance companies.

Data released by Volkswagen Financial Services UK (VWFS) shows that more than a third of Brits (38%) are living more sustainably, such as buying more plastic-free products and recycling more, since the Covid-19 pandemic.

And being more environmentally conscious in 2022 may well be a New Year's resolution for many, with a further 35% of people saying they're likely to live more sustainably in the future.

Millennials are most likely to have made the switch to greener living since March 2020, with people under 35 – specifically students – significantly more likely to be living more sustainably compared to two years ago.

The study also found that 26% of the nation are now more likely to buy an electric car, up from 17% in May, whilst 54% of Brits are planning to buy more sustainable products in the next three months.

The data insights team at Volkswagen Financial Services UK suggest this shows that COP26 had a positive impact on consumers' sustainable buying habits.

Since the pandemic, environmentally friendly transport has also become more popular, with people now more likely to buy an EV (26%) than use public transport (24%), or buy a petrol or diesel car (19%).

And even among people who don't plan to live more sustainably in future, one in ten of these respondents say they are actually more likely to buy an electric car now compared to before the pandemic.

The study from Volkswagen Financial Services UK also re-emphasised the importance of private vehicles, with less than one in five (17%) people saying they are comfortable using public transport in the current climate.

Conversely, 68% of Brits feel very comfortable driving in their own car.

Demand for electric cars has more than doubled in 2021 and Volkswagen Financial Services UK has seen a 112% annual increase in the number of EVs it's financed this year versus 2020.

November was the biggest ever month for EV market share in UK, with plug-in car sales accounting for a huge 28.1% of the total market.

Despite the used electric car market being in its infancy, Volkswagen Financial Services UK's data insights team found that 32% of Brits are likely to buy a second-hand EV for their next car purchase.

**Mike Todd, CEO at Volkswagen Financial Services UK**, said: *"The pandemic has been a life-changing experience for everybody and as we collectively acclimatise to a new normal, many people are making a proactive effort to create a greener, more sustainable future. From an automotive perspective, the UK's electric vehicle revolution is accelerating like never before and I'm really excited to say that mainstream adoption of EVs is getting closer every month. Of course, there is a long way to go on our journey to zero-emissions transport, but the British public have put down a clear marker in this research that they're enthusiastic about living more sustainably."*

For more information on electric vehicles, visit <https://customer.vwfs.co.uk/vwfs-uk---electric-vehicles.html>

**ENDS**

**Note to editors:**

\*The data for this study was collected in December 2021 and comprises responses from 2,012 British respondents.

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**Information for editors:**

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worldwide, Volkswagen Financial Services report total assets of around EUR 225.6 billion, an operating result of EUR 2.8 billion and a portfolio of around 21.9 million current contracts (as at: 31.12.2020).