

STEER THE CONVERSATION

EVA England Survey Report 2025



Steer the Conversation

EVA England Survey Report
2025

Acknowledgements

Thanks to Nicholas Hall and
Florence Lee from Tendo
Consulting for their research
support and insights.



Electric Vehicle Association England

Electric Vehicle Association England

EVA England is a member association representing current and prospective EV drivers in England, and advocating on their behalf to the government, media and industry.

EVA England was founded in 2020 by passionate EV drivers inspired by the benefits of electric driving and concerned by the health and climate impacts of the use of petrol and diesel vehicles.

We are there to give a voice to EV drivers and ensure a transition to electric that is fair and accessible for all.

FOREWORD

The data looks good. We are seeing an increasing number of electric vehicles available to drivers - and vehicles that they want to drive.

We are also seeing ongoing improvements in public charging infrastructure, including continued increases in the number of public chargepoints. It is no wonder that 95% of EV drivers responding to our survey would recommend electric to their family and friends.

As EV drivers, we know the potential of these vehicles: they are cleaner, can be cheaper to run, more convenient and better to drive, and open up the opportunity to take advantage of new innovations around smart charging, dynamic pricing and vehicle to grid technologies - all of which benefit the households that use them.

However, our survey shows that the wider mass market consumer does not yet recognise this potential and too many barriers remain, preventing many from being able to choose electric. The used EV market is not yet attractive enough to the wider driving community; a real and widening social equity gap between drivers with access to home charging and those without needs urgent attention; and we need to ensure the drivers experience at chargepoints is genuinely accessible and seamless.

To ensure the transition to electric is fair, accessible and self-sustaining, without an ongoing need to rely on Government targets or incentives, the driver's voice needs to be placed more squarely at its heart. This is still an emerging sector, but a sector that is emerging at pace. The policy and regulatory framework needs to adapt and evolve to tackle the barriers highlighted in this report, and address the concerns raised by drivers. And industry needs to be incentivised to develop a sector that is affordable, accessible and attractive for all.

The driver should be at the centre of this transition - let's make sure it is.



Dr Victoria Edmonds
CEO, EVA England



“Part of our work on the Transport Select Committee includes scrutinising whether the transition to electric is fair, accessible to most and responsive to people’s needs. Collecting evidence from drivers, themselves, is essential to making these assessments.

As such, EVA England’s latest survey is an incredibly useful tool in helping to guide future policy conversations on this topic. It highlights some of the major successes we have been able to achieve, to date, in the transition to electric road transport, but also, more importantly, casts a spotlight on the areas where we need to do more. According to the survey, a strong majority of EV drivers believe that EVs match their day-to-day needs; it is now down to a coalition of industry, Government, and parliamentarians to ensure EVs work for everyone, regardless of their personal circumstances.

This means improving support for a number of key demographics, including households without access to affordable home charging, those relying on the second hand market, and drivers with disabilities. The findings in this report underline the need for concerted action in these areas, and I would encourage stakeholders to spread it far and wide within their networks, to help raise awareness and drive real progress.”



- Dr Scott Arthur

Labour MP for Edinburgh South West and Member of the Transport Select Committee

CONTENTS

6	Executive Summary
10	I. Main Trends from EV Drivers and Year-on-year trends
11	1. Key Findings and Year-on-Year Trends
14	2. The Purchasing Experience
18	3. The Charging Experience
25	II. Insights from Petrol/Diesel Drivers and Hybrid Drivers
26	1. Petrol and Diesel Drivers
29	2. Hybrid Drivers
31	III. Barriers to Electric
32	1. Perceived Barriers by Drivers
34	2. Access to Affordable Charging
37	3. Accessibility
40	4. Lower Cost EVs and the Used EV Market
42	Conclusion

EXECUTIVE SUMMARY

Context

Our annual summer survey aims to capture the experiences and opinions of thousands of electric vehicle (EV), petrol/diesel, and hybrid drivers across the UK.

This year, a total of 1,668 drivers responded, of which 1,279 were fully battery electric vehicle drivers, 201 full petrol or diesel drivers, and 125 hybrid drivers (plug-in, full and mild).

The opportunity

The results highlight growing confidence among EV drivers, with 95% responding saying they would recommend these cars to friends and family, and more than 9 in 10 saying their EV is cheaper to run than their previous petrol or diesel cars.

Over two thirds (69%) highlighted real improvements in public charging infrastructure over the past year. Indeed 66% of petrol and diesel drivers responding say they are considering switching to electric; and 62% of those driving hybrid vehicles say that their next vehicle purchase will be fully electric.



95%
of EV drivers
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EV to friends or
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93%
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to run than
petrol/
diesel



69%
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charging
network has
improved in
the past year

Electric vehicles are increasingly being seen as an established, trusted technology, with strong driver satisfaction. However, the survey also highlights that real challenges to transitioning to an EV persist. These include psychological and educational barriers for some non EV drivers, but we are also seeing continued and increasing inequities arising around access to and affordability of these cars.

The current policy and regulatory framework, supported by the lived experience of those who drive electric and never look back, is generating real momentum towards production of EVs and roll out of charging infrastructure. Full battery electric vehicles made up 23.1% of new car sales in September¹, and there over 86,000 public chargepoints².

¹ New AutoMotive. [Electric Vehicles Power Ahead in September: Cars, Vans, and HGVs Hit Major Milestones](#). September 2025

² Zapmap. [EV charging statistics 2025](#). October 2025.

However, that framework isn't evolving quickly enough to close down the barriers that face many drivers, and win the majority of consumers over to electric. To see that industry momentum extend to the consumer, and become self-sustaining, it needs to adapt so that it incentivises development of a technology and industry that is fair and affordable to all, before it is too late. There is a real opportunity here for the UK to be a true leader in the roll out of electric vehicles and to harness the opportunities these vehicles bring both for households and for the wider energy system.

The barriers

Misinformation

59% of drivers still believe misinformation is playing a prominent role in holding back the transition, with point of sale information at dealership level being pulled out as inadequate and a substantial concern.

This misinformation is almost certainly driving the prevailing concerns and psychological barriers seen by non EV drivers, who focus on range anxiety, lack of charging infrastructure and usability of that infrastructure as their main reasons for not choosing electric. These are not the prevailing concerns of those who drive electric. EV drivers worry more about cost of charging, ease of payment processes, and accessibility, and these findings highlight the genuine gap between the lived experiences of those driving electric, and the perceived barriers of those who do not.

Whilst many organisations are starting to focus on how to tackle that misinformation at national, media level, we still do not have a good cross-sectoral solution or strategy for grappling with the ongoing lack of knowledge at dealership level. With dealerships being a key gateway for many drivers into choosing electric, this issue needs urgent attention.

The charging divide

Perhaps the most prominent practical barrier highlighted by EV drivers is the charging divide. 90% have off street parking, and 81% own a home charger. Whilst 87% of EV drivers with driveways are finding their EV cheaper to run, only 50% without driveways do, and 60% of drivers without a driveway say they won't ever consider an EV (compared to 43% with a driveway).

Access to private or home charging and the cost differential between being able to charge at home and those being forced to rely on the public network is emerging as the single most important factor holding back the transition. A clear, coherent strategy for tackling this is urgently needed.

Upfront cost

These two barriers are closely followed by upfront cost, which still remains a significant hurdle when consumers are choosing electric despite the recent announcement of the Electric Car Grant.

49% of drivers purchased their EV outright, with half of these (24.9%) purchasing their car through the second hand market. However, 74% of petrol, diesel and hybrid drivers responding purchased their car on the used car market, reflective of wider trends in sales data which suggest around 75% to 80% of car sales every year are used. This suggests the used EV market is not yet keeping pace with the rest of the used car market, and that increasing the attractiveness of that market could be key to unlocking the transition for many more drivers.

Salary sacrifice and leasing are also becoming increasingly important for getting people to switch to electric, with over 50% of EV drivers purchasing their car through some form of leasing or salary sacrifice scheme.

Accessibility

Accessibility of public charging is an ongoing concern, and is an issue for all drivers, particularly those with disabilities. 47% of EV drivers responding say they faced accessibility issues with public charging, with distance from charger to vehicle, obstructions (bollards, etc.), and cable weight all being significant concerns.

With the chargepoint industry expanding at pace, work to roll out an accessibility standard that is deliverable by the sector is moving too slowly. It needs to be backed up by enabling legislative powers if the industry as a whole is to be truly incentivised to make accessibility central to their development plans.

Frustrations around payment processes at public chargepoints, the ongoing need for multiple charging apps, transparency over pricing and disappointment over chargers not working (or not working at the speed that they should) still come up as significant issues for EV drivers. Whilst these are ostensibly covered by the current Public Chargepoint Regulations 2023, compliance with these regulations, from the driver's experience, is still patchy and inconsistent. This is fundamental. If a driver's experience at charging infrastructure is not a seamless and easy experience, it can cause lasting damage to people's perceptions of driving electric.

Next steps

Previous and current Government intervention continues to drive development of a thriving electric vehicle market, and its supporting chargepoint infrastructure.

The Government's Zero Emission Vehicle mandate is a valuable regulatory tool driving production of cars and vans that drivers want to drive and that, as zero emission, lower cost vehicles, will benefit them and society in the longer term. Government's parallel purchasing incentives, in the form of the Electric Car Grant and salary sacrifice schemes, are supporting many households in choosing electric.

In the chargepoint sector, Government funding, including through the £450m Local EV Infrastructure Fund and the Public Chargepoint Regulations 2023, have led to widespread and accelerating roll out of public chargepoints and improvement of many aspects of the consumer's charging experience. However, real issues remain, around cost of charging, ongoing frustrations over the user experience at public chargepoints and accessibility.

And so whilst the data looks good, the picture painted by the people at the heart of this transition – the drivers themselves – is more mixed.

Action across Government, both local and national, and industry has understandably focused on getting a nascent industry moving by accelerating EV uptake in areas where there are fewer barriers – amongst higher income households and households with driveways. But whilst nearly 25% of new cars sold are electric, only 5% of the wider driving population is using an EV. The success of this transition, and of the Government's net zero policies, depends on making EVs work for all households. That means listening to what drivers are saying, and taking steps to tackle the barriers they are raising and close the increasingly apparent social equity gap in this transition, before it is too late.

Bolder action is needed to incentivise production of lower cost EVs, to support and create a stronger used EV market, to reduce the charging divide between those who have a driveway and those who do not, and to ensure charging infrastructure is accessible and safe for all.

At EVA England, we have campaigned on these issues for some time. We have put forward recommendations to Government and industry to help lower charging prices and standardise payment processes, ensure residents are able to access affordable alternative options such as cross pavement technologies, incentivise better roll out of dynamic pricing opportunities, and mandate minimum accessibility standards across the sector.

We see this survey as an opportunity to develop our recommendations further, working with our members and partners to refine them and develop a stronger, more persuasive case for action in each.

Drivers are central to the transition to electric. For it to be a success, the system needs to work for all of us who need to use our cars, whatever our household income and circumstances are, and wherever we live and work.

Section I

MAIN TRENDS FROM EV DRIVERS AND YEAR-ON-YEAR TRENDS



KEY FINDINGS & YEAR-ON-YEAR TRENDS

a. Headlines

This year's EVA England survey - 'Steer the Conversation' - confirms that electric vehicle (EV) ownership continues to be a deeply positive experience for drivers. The vast majority of respondents report high levels of satisfaction, ongoing cost savings, and growing confidence in the national charging network.

An overwhelming **98%** of the 1,279 EV drivers responding say they would never turn back to petrol or diesel driving, and **95%** say they are likely or very likely to recommend an electric vehicle to friends or family. These results demonstrate a continuation in the exceptionally high satisfaction levels recorded in last year's survey, when 91% said they would never look back, and 94% said they would probably or definitely recommend an EV.

This satisfaction remains underpinned by cost. **More than 9 in 10 drivers (93%) find their EV cheaper to run³** than petrol or diesel equivalents. This aligns with 2024's figure (86%), suggesting that the cost advantage is either stable or improving, even amid wider increases in energy prices and insurance premiums.

However, a key factor behind these savings is home charging. **9 in 10 EV drivers (90%) report having access to off-street parking**, and **81% own a dedicated home chargepoint**. Given an estimated 40% of UK households lack off-street parking⁴, this would suggest that drivers with private parking and home charging facilities are over-represented amongst EV owners. This is supported by the sharp drop in the perceived cost-efficiency of EV ownership amongst drivers without off-street parking:

- **87% of drivers with off-street parking** say their EV is much cheaper to run than petrol or diesel.
- But among those **without off-street parking**, that figure drops to **50%**.

Only 1% of respondents reported using cross-pavement solutions, a set of technologies (including gullies) allowing drivers without private driveways to connect a home charger to their vehicle parked at the curb.

Improved infrastructure has also helped boost driver sentiment. **Over two thirds (69%)⁵ of drivers say the public charging network has improved in the past year**, a marked increase from 64% in 2024. Many cited new rapid charging hubs and greater network reliability following the

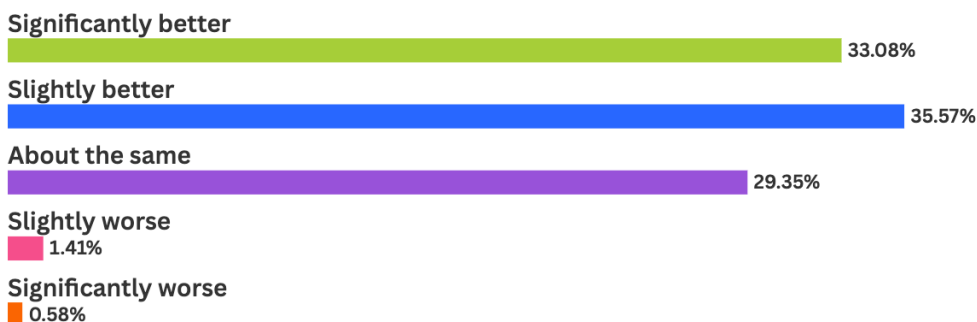
³ Drivers finding day-to-day running costs (charging, services etc) either slightly lower (10%) or much lower (83%)

⁴ Electric Vehicles UK and New Automotive. [Cost of Driving Electric: Report 2025](#). February 2025

⁵ 33% and 36% of EV drivers have said their public charging experience has gotten significantly or slightly better in the past year, respectively.

introduction of the Public Charge Point Regulations 2023, which mandated reliability targets and simpler payment systems.

Overall, how does your public charging experience compare to 12 months ago?



However, the picture is not uniformly positive. While drivers remain overwhelmingly satisfied, several areas of concern persist, summarised here and expanded on in the sections below:

- **Urban drivers** continue to report higher charging anxiety (both range and locating a charger) compared to suburban and rural drivers⁶, and less access to home charging. One in four urban EV drivers (25%) do not own a private charger, compared with only 8% in suburban and 5% in rural areas.
- **Demographics** show a continued imbalance in driver representation, with male respondents forming almost 80% of the total 1,668 drivers responding, although of the 1,279 EV drivers, over 30% identified as women.

In summary, we are seeing continued high satisfaction rates among EV drivers. EVs are now clearly an established, trusted technology, with strong driver satisfaction.

But we also see that real challenges to transitioning to an EV still persist for some drivers, and these will need addressing if we are to ensure that they can work for everyone, however and wherever they need to use their cars.

b. Changes in Demographics and Driver Profiles

The 2025 survey suggests that the profile of the typical EV driver is gradually diversifying, but that notable gaps from respondents remain in gender balance, income representation and home charging access.

As discussed above, among respondents this year, only **around 20% identified as women**, similar to 2024's 21% - although that number rose to 30% across EV drivers only.

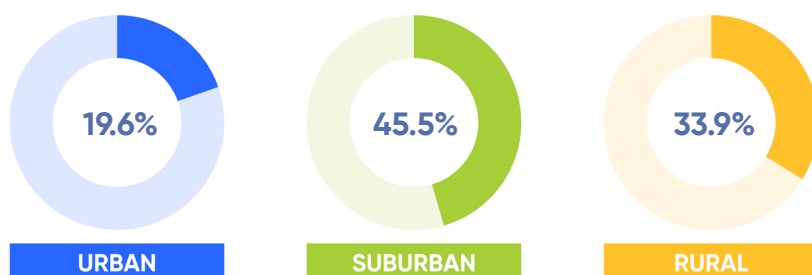
Perhaps encouragingly, we saw a notable increase in the reach of our survey, capturing more drivers who switched to electric a while ago as well as those who switched recently:

⁶ 1 in 5 (20%) of urban drivers reported some anxiety over range or locating a charger

38% of respondents switched 4 or more years ago, vs 27% in 2024; and 32% switched in the last year or two.

However, representation amongst younger drivers remains very low: fewer than 5% of respondents were aged under 35, suggesting the EV market remains significantly skewed towards older drivers.

EV ownership continues to remain skewed towards higher earners, with 56% of respondents reporting earnings of £50,000 or more, and only 28% reported less. And urban drivers remained a minority in our survey (20%)



Regionally, the South East remained the most represented region, hosting 23% of our respondents. The next largest region was the South West (12%), with regions other than the South of England likely remaining underrepresented in the survey results. Yorkshire and The Humber saw the largest year-on-year increase in respondents, representing 13% of respondents this versus just 9% in 2024.

These results suggest that EV ownership continues to remain the preserve of households with higher incomes, and those with access to private charging. As we discuss in the sections below, Government regulatory frameworks and incentives, understandably aiming to accelerate EV adoption, have pushed early ownership towards these particular demographics. But to ensure the long term success of the EV transition, much more needs to be done to ensure that EVs are attractive to the mass market, and that we avoid increasing social inequity issues by making sure all drivers can take advantage of the cost savings and wider benefits that EVs bring to a household.

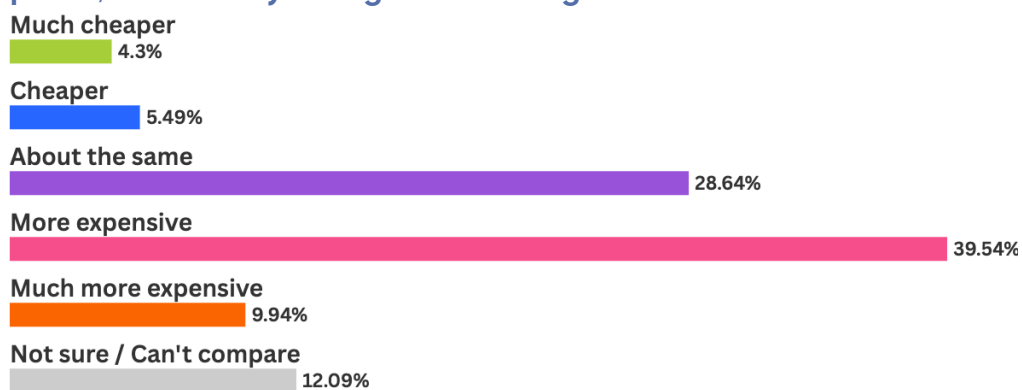
Another key finding worth noting is around driving behaviour. Around two-thirds (65%) say they drive about the same amount as they would with a petrol or diesel car. However, 29% say they drive more. The increase in driving frequency among some EV owners likely reflects reduced per-mile costs and the ease of home charging.

THE PURCHASING EXPERIENCE

a. Purchasing Costs

Upfront vehicle cost remains the single most significant financial barrier for consumers. In 2025, **half of EV drivers (50%) report finding EVs “more expensive” to buy than petrol or diesel cars, with 10% describing them as “much more expensive”**. Only 29% say the costs are about the same.

How did the upfront cost of your EV compare to a petrol/diesel car you might have bought instead?



However, we noticed access to leasing options or work-based schemes made a difference to cost perception: 60% of drivers who bought their EV outright rated upfront costs more or much more expensive than petrol or diesel, whilst only 33% did so amongst those who acquired their EV via a leasing or work-based scheme.

While EVs are widely viewed as cheaper to run, this advantage does not fully offset higher initial purchase costs. Respondents frequently mentioned that while day-to-day savings are strong, the upfront price still feels like a premium as some of the comments below highlight:

“New BEV’s are too expensive for the majority of people.”

“I love my EV, but when this PCP ends I will give it back and try to live without a car. It’s just too expensive to own.”

“The high price of the EV is off putting. I can only afford it as it’s available on salary sacrifice scheme.”

Nevertheless, EV affordability is improving in the second-hand market, where prices have continued to fall as early models enter resale. Autotrader, for instance, recorded in May 2025 a 7.4% year-on-year drop in the average cost of second-hand EVs⁷. More respondents this year reported using the second hand market compared with 2024: 34% of drivers bought their EV second hand this year, compared to 26% in 2024 and 18% in 2023.

7 AutoTrader Group. [Moderate market growth in May as prices follow seasonal patterns](#). June 2025.

However, as we discuss below, this used EV market is not yet as attractive to consumers as the wider petrol and diesel used market, and our results suggest confidence in second hand batteries and warranties is still a prevailing issue. Amongst our petrol and diesel driving respondents, for instance, 74% of them acquired their vehicle second-hand.

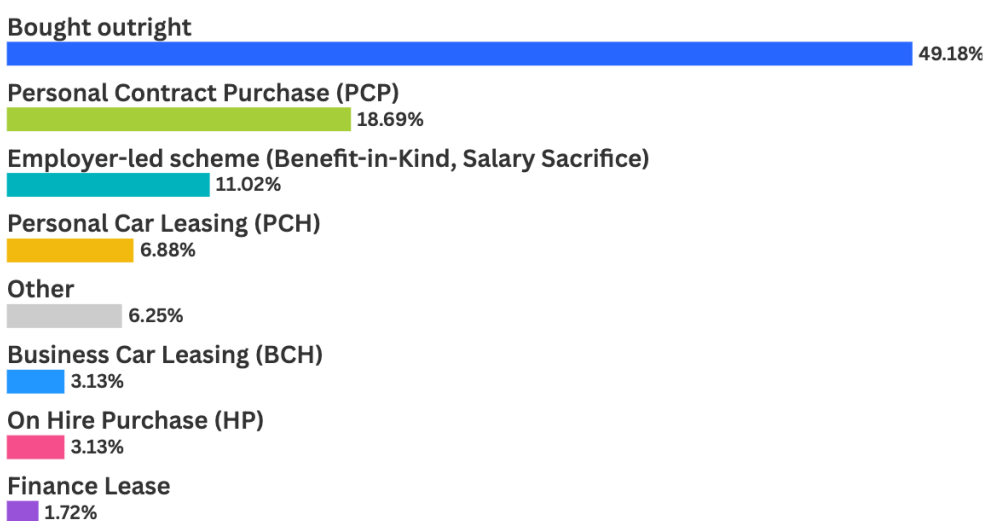
b. Types of Ownership

Patterns of ownership have continued to diversify. **Nearly half (49%) of EV drivers bought their vehicle outright**, split equally between the new and used car market. However, leasing and employer-based purchase schemes are now making a noticeable impact on overall uptake.

Among EV owners:

- **19% purchased via Personal Contract Purchase (PCP)**
- **7% through Personal Car Leasing (PCH)**
- **More than 1 in 10 (11%) acquired their EV through their employer**, for example via salary sacrifice or Benefit-in-Kind (BiK) schemes.

What type of ownership applies to your main vehicle?



These trends highlight two key points:

- There is a marked difference in the proportion of drivers purchasing EVs second hand, versus those purchasing petrol and diesel second hand (24.9% versus 74%). Whilst we acknowledge these findings are based on our survey sample sizes, this is in line with evidence of proportion of second hand market sales, and suggests that the second-hand EV market remains less attractive than its petrol and diesel equivalent. It is not yet considered a preferred purchasing route for EVs by many drivers.
- EV-specific purchasing incentives - such as the highly beneficial Benefit-in-Kind rates for EVs - continue to play a key role in persuading consumers to make the switch, and their extended use across both the new and used car market could provide a valuable opportunity to attract more mass market buyers.

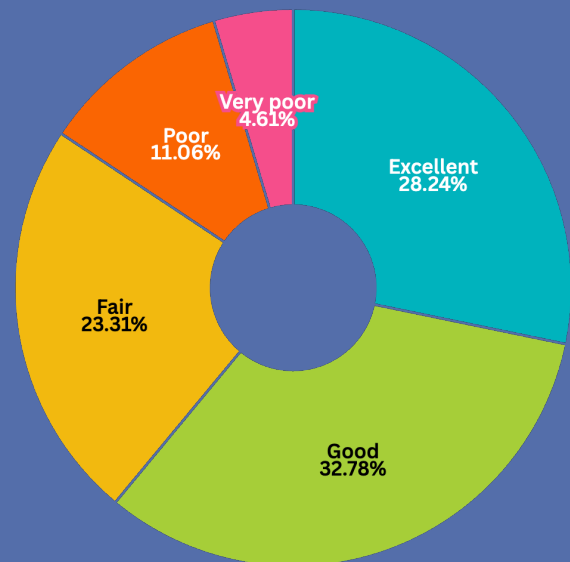
In summary, Government support has likely been a key driver influencing EV purchasing behaviour. Initiatives such as the recent Electric Car Grant, as well as favourable tax treatment for salary sacrifice schemes have accelerated EV affordability but also influenced the route through which drivers purchase their cars when going electric. The latter in particular is cited repeatedly by drivers as a major influence: "Salary sacrifice made the difference - it made it affordable for us to switch."

As we discuss in Section III, to ensure EVs are affordable across all income groups, real attention needs to be given to how to support uptake of lower cost EVs, including through stabilising and reducing prices on the used EV market, and introducing accredited battery health tests, to make it as attractive to consumers as its petrol and diesel equivalent.

Deep Dive: THE HANDOVER EXPERIENCE

The survey paints a mixed picture of the EV purchasing and handover process. **While 61% of EV drivers rated their handover experience as good or excellent, nearly one in four (23%) described it as fair, and 16% as poor or very poor.**

How would you rate the handover experience and/or the advice you received when you got your vehicle?



Many drivers commented that dealership staff lacked sufficient knowledge about EVs, charging systems, and battery technology – a recurring concern from 2024 that has yet to be fully addressed. As one respondent put it:

"Disinformation is rampant. I would have struggled or been disappointed if I didn't know much about EVs beforehand."

Several others noted limited advice on charging compatibility or maintenance:

"The salesperson had no knowledge of EV chargers or battery types."

However, there are also clear examples of good practice, particularly among EV-specialist or manufacturer-led dealerships:

"Octopus EV were amazing through the whole process – advice, guidance and delivery."

"Our local MG dealership was knowledgeable and patient in talking us through the options."

Satisfaction levels are notably lower among second-hand buyers, with 55% rating their experience as good or excellent compared to 64% for new buyers. This reinforces the need for better training for all dealerships and sales staff across the new car and used car market, where EV expertise remains inconsistent. Knowledgeable handovers are essential to dispelling myths and ensuring consumers start their EV journey confidently.

THE CHARGING EXPERIENCE

a. Access to home charging

Access to home charging remains the defining factor in ownership satisfaction and cost savings.

90% of EV drivers report having access to a driveway or private parking, and 81% own a home charger, while just 1% rely on cross-pavement charging. This mirrors last year's figures (89.8% driveway access in 2024), suggesting the profile of EV ownership continues to be heavily skewed toward drivers with access to off-street parking.

The issue of access to home charging is, predictably, more acute in urban settings:

- **25% of urban EV drivers** reported not owning a home charger.
- Only **8% of suburban** and **5% of rural** drivers report the same.

Respondents without home charging are much more likely to rely on public charging: whilst most drivers said they used public chargepoints only 'occasionally' in all three of urban, suburban, and rural categories, **8% of urban drivers** said they used the public network a few times a week, compared to just **3% and 2% for suburban and rural drivers**, respectively.

They are also far less likely to say their EV is cheaper to run.

"Public charging VAT should be 5% as unfair to people who do not have access to home charging."

"An EV makes no financial sense for people who don't have access to home charging."

"With access to home charging the cost [of] the occasional public charge isn't an issue."

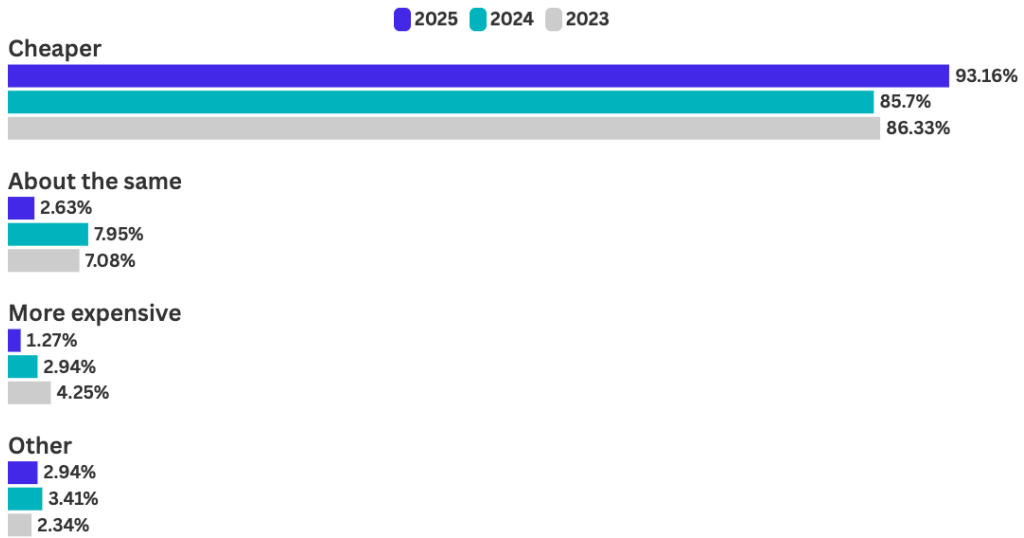
b. Charging costs

Running costs remain the most compelling financial advantage of EV ownership.

In 2025, **over 9 in 10 EV drivers (93%) say their vehicle is cheaper to run than petrol or diesel equivalents** - consistent with the 86% reported in 2024:

- **83% say their running costs are "much lower"**,
- **10% say "slightly lower"**,
- **Only 3% find costs the same or higher.**

Thinking about charging, servicing, and other day-to-day costs, how do the running costs of your EV compare to a petrol/diesel car?



This clear majority demonstrates that in most cases, EVs continue to offer a substantial saving in day-to-day running, despite rising electricity prices in some regions.

However, the qualitative responses to our survey again highlight how dependent these savings are on charging habits. Those able to charge at home overwhelmingly describe EVs as cheaper to run, while those reliant on public charging highlight a far more mixed picture:

"[Running costs are] much lower but only because I can charge at home. If I had to rely only on public charging it would work out more expensive I think."

"Depends... if mostly home charging then much cheaper; but if driving long distance about the same or slightly less. Public Charging sites in UK generally way too expensive! Government should help if we are to go C-neutral asap!"

"I am lucky I can charge at home and work at a low price. If I needed to use public charging a lot then it would not be as good a comparison. Public charging is generally too expensive."

Charging costs at public charging points are considerably higher compared to private charging and vary enormously depending on the type of charging point. Those public chargepoints used for residential charging tend to be slow chargers below 8kW or fast chargers below 22kW. Overall, the average cost from home charging is 32p per kWh and 52p per kWh for public charging⁸, but home charging can cost as little as 7p per kWh and public charging currently as much as 98p per kWh.

The financial gap between home and public charging is now one of the most important equity issues in the EV transition. For drivers without off-street parking (which we estimate to be around

8 Zapmap. [Zapmap Price Index](#). October 2025.

7.4 – 9.9 million households, or 30 – 40% of UK households) this disparity means the total cost of ownership can be significantly higher

Among drivers' additional comments, there were continued calls for fairer pricing, with many talking about VAT alignment between domestic and public charging given the recent press attention in this area.

"It feels unfair that those of us without driveways pay four times the VAT to charge our cars - we're being penalised for where we live."

"With the exception of public charging costs, EVs are great to drive."

"But still need to vastly improve the infrastructure e.g. drastically reduce cost of public charging, which, currently, is obscene!"

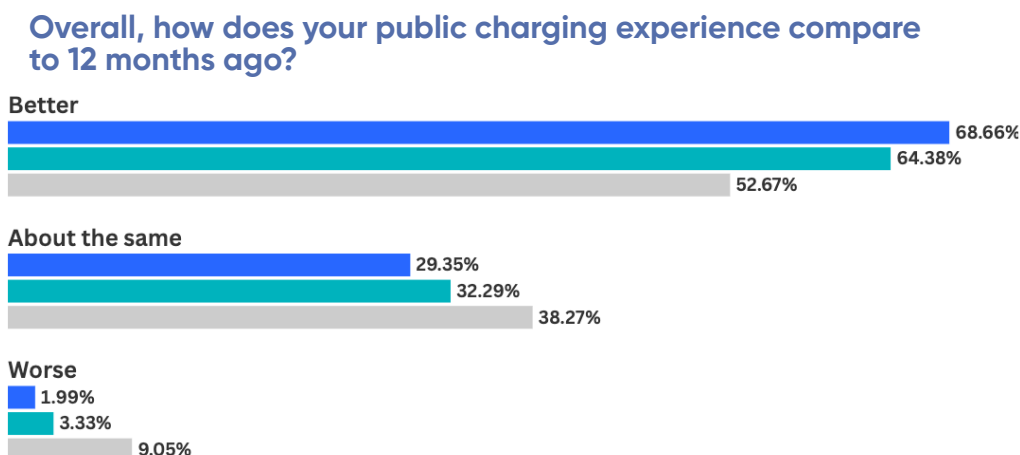
"[Not having a home charger was previously not a barrier] at the time as public charging was cheap or free. With current public price it would."

With over 9 in 10 EV drivers responding to our survey having access to private home charging it is clear that unless urgent action is taken to address this pricing inequity, the cost of public charging will become a real barrier preventing many households from driving electric.

c. Public charging infrastructure

Infrastructure reliability has improved significantly since last year's survey, continuing the positive trend identified in last year's report.

Over two-thirds (69%) of drivers now say the public charging network has improved in the past 12 months, up from 64% in 2024. Similarly, 82% report that public chargers are usually or always in good working order, while only 1% say they are "rarely or never" operational.



However, drivers continue to identify several clear priorities for further action. The most frequent request, raised by an estimated half of respondents, was for a **greater number of chargepoints in the places where drivers need or want to stop**, particularly in rural areas, motorway services, supermarkets, and destination locations, where availability remains inconsistent.

What further improvements would you like to see when it comes to public charging infrastructure?

"More destination chargers in public car parks."

"More chargers in the right places."

"More chargers at services and bigger services."

"More destination charging at popular tourist spots."

"More Fast & Rapids in the Coastal destinations we wish to visit & stay."

Other respondents focused on **charging speed**, calling for a wider rollout of rapid and ultra-rapid chargers to make long-distance travel more practical:

"The public network needs some reinforcement with faster chargers being made available."

"More faster charge points."

"Faster charges around Scotland's coast and highlands."

Alongside these, drivers expressed continuing frustration with payment processes and a lack of standardisation across the market of the overall driver experience. A significant proportion highlighted the need for universal contactless payment, simpler standardisation of connectors and tariffs across networks, and better signage, lighting, and usability to improve the overall experience. A smaller but consistent number of comments raised frustrations about broken or unreliable chargers, queuing, and occasional safety concerns, particularly at poorly lit or isolated sites.

The Public Chargepoint Regulations 2023 go a long way to solving many of the issues that drivers face - particularly reliability, information and pricing transparency. But they were developed at a particular point in time.

As the EV sector continues to rapidly expand and evolve, new challenges and issues will inevitably arise. Government must continue to adapt this regulatory framework so that it is fit for purpose for the charging infrastructure of the future, and industry must continue to deliver against that framework and roll out infrastructure that meets driver's everyday needs. These frustrations mount up and can cause lasting damage to people's perceptions of driving electric. Use of public chargepoints should be a seamless and easy experience. Greater recognition and focus is needed on this across the sector.

Deep Dive: A PAYMENT CHARTER FOR BETTER PAYMENT PROCESSES

EVA England has joined forces with Paythru and the REA to drive forward an industry-led Payment Charter, aiming to make EV charging as easy, reliable, and transparent as paying for anything else, giving drivers the clarity, control, and confidence they need on every journey.

In many cases, the payment technologies to make this happen already exist and are used daily in other sectors. The EV industry doesn't need to reinvent the wheel – just adopt these proven, user-friendly systems and innovate where new solutions are needed.

The five principles below guide our shared mission to improve the EV charging experience:

1. No More Confusion Over Charging Costs

Driver benefit: Clear, familiar pricing.

Driver control: Drivers know what they're paying for and what they'll get – no technical jargon, guesswork, and no surprises.

2. Standardised and Reliable Payment Methods

Driver benefit: Pay your way – anywhere.

Driver control: No more juggling apps or accounts – just tap, charge, and go.

3. Minimise Payment Failures – Ensuring Reliability and Protecting Driver Confidence

Driver benefit: Charging that works, even when systems don't.

Driver control: Peace of mind that even if something goes wrong, they won't be left stuck – because charging is treated with the same urgency as any other essential utility.

4. Transparent Pre-Authorisation

Driver benefit: No surprises on your statement.

Driver control: Clear info on what's being held, why, and when you'll get your money back.

5. Clear Transaction Notifications

Driver benefit: Know what you paid, where, and when.

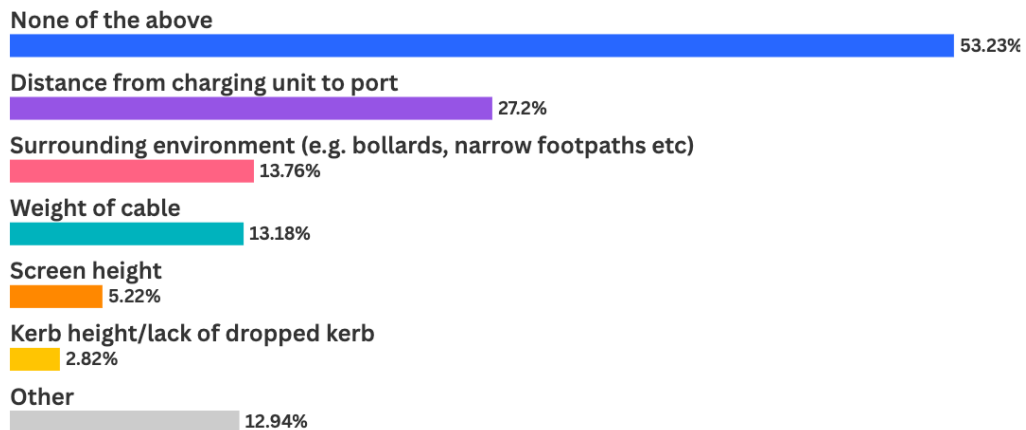
Driver control: Drivers can easily verify, manage, and claim charging costs – just like with petrol receipts.

We're committed to working with industry partners to push for change where we can make an impact.

d. Accessibility concerns

Accessibility of public charging infrastructure – for example the ease of lifting and using charging cables, parking bay sizes, and the user-friendliness and height of payment terminals – remain a significant concern, not only for drivers with disabilities. Just under half (47%) of EV drivers, with or without disabilities, reported accessibility concerns when using the public charging network.

Have you ever had accessibility issues with the following?



Among drivers with disabilities, concerns were much more consistent and widespread:

"At present most public infrastructure discriminates against disabled people under the Equalities Act 2010"

"Accessibility [is a concern] as the bollard which stops you hitting the units must make it difficult for those physically impaired. "

"All charging infrastructure should be fully accessible to disabled people meeting the minimum accessibility standards."

"As a minimum, some public chargepoints at every site must be accessible to all. Bump stops must be banned! PAS1899 must continue to be developed and extended, and made law. Cable management is a massive issue for many people."

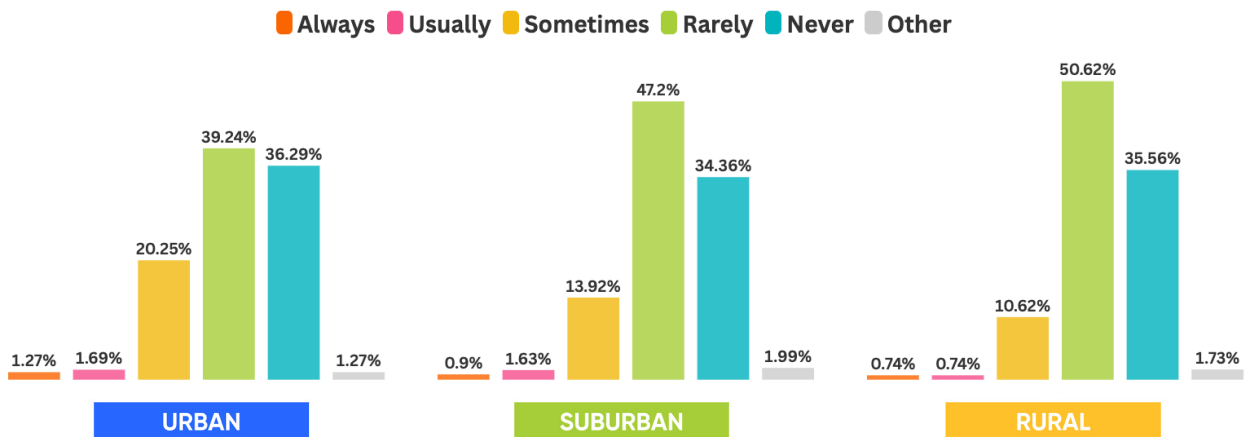
These results highlight that improving the accessibility of public charging infrastructure is not only essential for the 2.7 million drivers with disabilities, half of whom are likely to rely on the public charging network, but also critical for improving the charging experience for all drivers.

e. Other charging considerations

Differences in driving environments continue to shape the charging experience. Urban drivers, for instance, are slightly more likely to report range and charging anxiety:

- **20% of urban EV drivers** say they “sometimes” experience anxiety over finding an available charger,
- Compared to **14% of suburban** and **11% of rural** drivers.

How often do you have range anxiety and/or concerns over finding an available chargepoint?



These findings highlight that as EV adoption expands into denser urban areas – where home charging is least accessible – then not only must the current equity divide between private and public infrastructure be addressed, but on-street residential infrastructure particularly must not only grow in scale, but also in predictability and user experience.

The survey also found that most workplaces still lack sufficient charging infrastructure. **Nearly half of EV drivers (49%)** noted that their regular place of work does not have chargers. With workplace chargers often offering a more affordable charging option, this means we are missing a key opportunity to support lower cost charging during the day.

“There’s plenty of parking at work, but no chargers. It feels like a missed opportunity.”

Section II

INSIGHTS FROM PETROL/ DIESEL DRIVERS AND HYBRID DRIVERS



PETROL AND DIESEL DRIVERS

Although the majority of respondents to the EVA England Survey 2025 were EV drivers, valuable insight was gathered from current petrol and diesel (ICE) drivers, comprising 201 respondents or 13% of the total sample. This group provides an essential perspective on the barriers and perceptions still holding back segments of the population from making the switch to zero-emission driving.

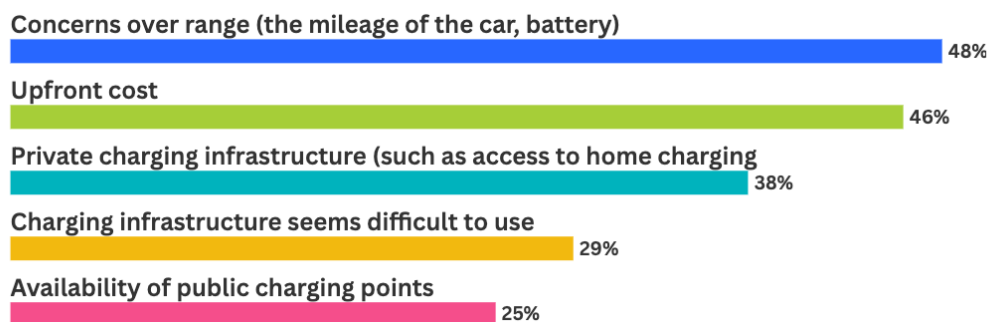
a. Interest and Willingness to Switch

Encouragingly, two thirds (66%) of ICE drivers say they have considered getting an EV in the last couple of years. However, enthusiasm does not yet translate into immediate action and 39% of petrol and diesel drivers say they are unlikely to consider a fully electric vehicle as their next car.

Whilst nearly a quarter of new car sales in September of this year were fully electric, only 5% of all cars on the road are electric⁹. This suggests that while awareness of EVs and consideration of them as the cars of the future are now becoming more prevalent, confidence and readiness to transition across to them has some way to go. The proportion of drivers feeling they are not quite ready to make the switch remains high.

b. Barriers to Switching

The top five perceived barriers to switching to a full battery EV among petrol and diesel drivers were:



These responses paint a clear picture: drivers remain most concerned about range and upfront costs, whilst the ability to charge at home remains a clear ongoing concern. Beyond these three leading issues, awareness around how EVs function, and where to charge, are practical concerns for drivers, forming additional barriers to switching for some. It is worth noting, for instance, that around 1 in 4 (25%) still consider the number of public chargers a priority concern despite the vast recent improvements in the number of available chargepoints.

9 Zapmap. [EV market stats 2025](#). October 2025.

Qualitative comments reinforce these findings. Cost concerns are almost universal, covering not only the initial purchase price but also insurance and depreciation. On price, one common cost issue cited was that of installing a home charge. Overall, many respondents describe EVs as just too expensive:

"Cost of fitting a charger at home was astronomical and totally outweighed the benefits."

"The high cost of ownership. I have never spent more than £10k on a car in my life and the cost of charge is shocking to us."

"Expensive initial cost for a brand new EV."

"The cost of the car is high & high depreciation of EVs, the lack of EV grants & the extra cost of a wall EV home charger! Government grants would be a huge incentive."

"Range, fire risk, insurance costs, depreciation, running costs."

There is also an underlying concern about charge itself. Some drivers emphasise the **difference in experience and convenience** between filling up with petrol in minutes versus potentially waiting at chargers:

"It takes three minutes to fill my petrol car up and the range is circa 425 miles. I don't want to wait 20 minutes plus to charge a vehicle if you can even find a charging point that's available or working"

Together, these results underscore the persistence of psychological and information barriers, as well as structural barriers. EV hesitancy is no longer about awareness – it's about trust in affordability, reliability, and access. Much of this is due to the handover and point of sale experience discussed in Section I, but much is also because of wider misinformation about EVs being spread across the media, including social media.

c. What would make petrol and diesel drivers more likely to switch?

When asked what would make them more likely to consider an EV, petrol and diesel drivers were remarkably consistent in their responses. The most common themes were:

- 1. Lower costs (both in purchase price and charging)**
- 2. More reliable and widespread infrastructure.**
- 3. Government incentives or tax reductions.**
- 4. Better information and communication from authorities.**

Most petrol and diesel drivers explained that they chose their current vehicle instead of an EV mainly because of **cost, charging access, and practicality concerns.**

High **upfront purchase prices**, expensive or unreliable **public charging**, and the **inability to install a home charger** were the most frequently cited reasons across responses.

Many described the charging network as inadequate or inconvenient, particularly for long journeys or rural areas, and worried about range limitations or long charging times compared to refuelling with petrol. Others mentioned that EVs did not yet suit their driving needs, whether due to towing, regular long-distance travel, or lack of suitable models within their budget.

A smaller but notable group expressed distrust or uncertainty about new technology, including worries about battery lifespan, repair costs, and environmental impact. Overall, the comments paint a picture of drivers who see EVs as promising but still too costly, inconvenient, or risky for their current circumstances.

"Expensive initial cost for a brand new EV, and away-from-home charging prices [made me stick with petrol]."

"Predominantly cost reasons - can't afford at the moment to save up for an EV and there have been lots of reports of faulty batteries when you buy EVs second hand. Would rather save up for a few years and buy a new EV."

d. Confidence and access differences

The survey found a strong link between **charging access and likelihood of switching** among petrol and diesel drivers:

- **43% of those with off-street parking** said they were unsure or unlikely to consider an EV as their next car.
- Among those **without off-street parking**, this figure jumps to **60%**.

Drivers without driveways overwhelmingly cited **private charging infrastructure** as their top barrier (69%), while those with driveways were more concerned about **upfront cost** (53%) and **range** (51%).

A number of drivers cited access to home charging as their main barrier for not switching:

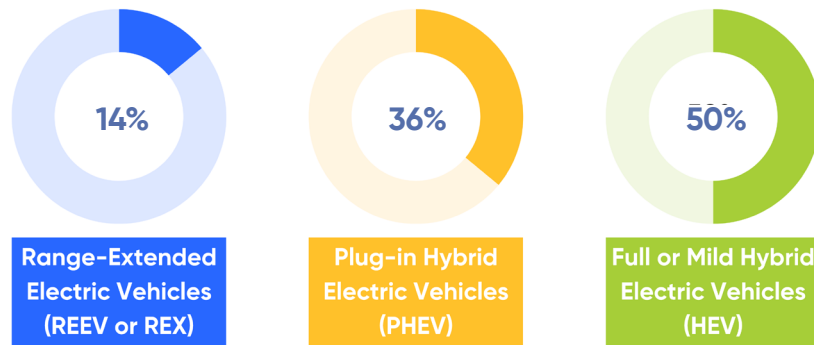
"Purchased this vehicle while renting and did not have access to charging at home".

"Cost of fitting a charger at home was astronomical and totally outweighed the benefits."

This reinforces findings from EV drivers themselves - that **home charging access defines EV readiness**. If Government policy, both national and local, and industry action do not address this inequality, the transition risks leaving those without access to private charging, including those in rented accommodation and lower-income households, behind.

HYBRID DRIVERS

Hybrid drivers represent **7.8%** of total respondents (125 participants). Of these, this included:



This group offers important insight into how drivers are experiencing “transitional technologies” and whether hybrids act as a stepping stone to full electric adoption.

a. Likelihood of switching to a full EV

A clear majority of hybrid drivers show positive intent toward full electrification:

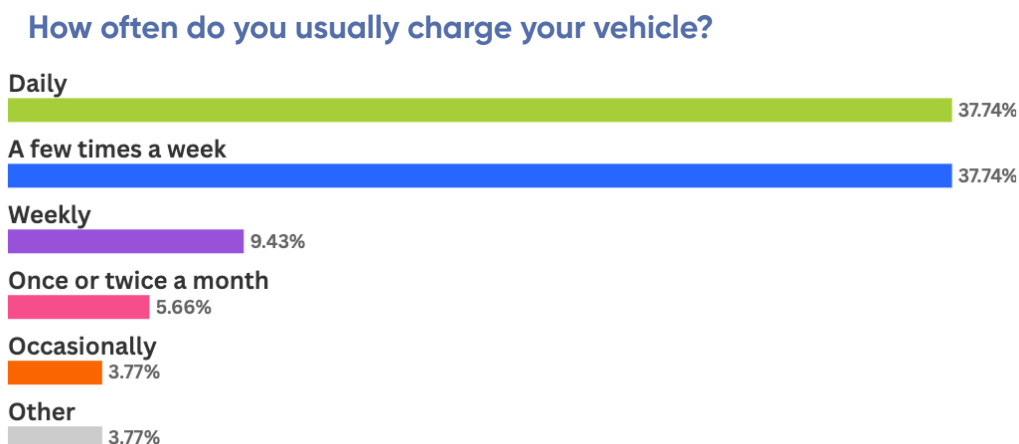
- **64% have considered getting a full battery EV** in the last couple of years.
- **62% say driving a plug-in hybrid** has made them more likely to choose a full EV next time.

Only **8% say they are less likely to go fully electric**, showing that hybrid ownership generally encourages familiarity and confidence in electric driving.

b. Driving Habits and Charging Behaviour

Around **57% of hybrid drivers** say they drive in electric-only mode for most or nearly all of their journeys, while only **9% say “very little”** of their driving is electric. This suggests hybrids are often being used effectively as intended, particularly among PHEV owners with reliable charging access.

Charging frequency is also relatively high:



These figures indicate that most plug-in hybrid drivers are already integrating electric driving into their daily routine - potentially a signal of readiness for full EV ownership.

c. Reasons for Choosing a Hybrid Over a Full EV

When asked why they chose a hybrid instead of a full EV, respondents most often cited **charging access, range anxiety, and affordability**.

Cost remains a decisive factor. Many said EVs were too expensive at the time of purchase, or not available within budget or lease options. Others saw hybrids as a temporary compromise until public infrastructure improves.

These responses demonstrate that hybrids remain a gateway technology, not a destination. They provide reassurance for drivers hesitant about range or infrastructure but willing to engage with electrification.

Section III

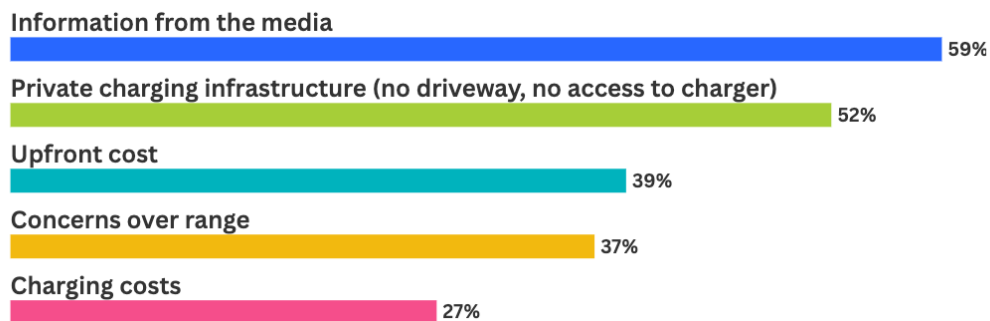
BARRIERS TO ELECTRIC



PERCEIVED BARRIERS BY DRIVERS

Building on the picture painted by driver's real world experiences purchasing and using their cars, we asked them to choose what they believed were the greatest barriers preventing more people in the UK from switching to a full battery electric vehicle (EV). Responses from over 1,100 EV drivers revealed a strikingly consistent picture with last year's findings - though with some emerging nuances.

The top barriers cited were:



The prominence of "information from the media" shows that misinformation remains a high priority concern: as EV technology matures, misinformation and negative narratives have become one of the greatest perceived threats to adoption.

"Misinformation is a huge issue. The government and carmakers need to get together on this - misinformation pushes so many potential buyers to the wrong side of the fence."

"Deliberate disinformation is a major problem."

Drivers emphasised that misleading stories about battery fires, lifespan, and environmental impact are widespread and undermining consumer confidence. Many respondents called for better public education and authoritative myth-busting campaigns to balance the conversation.

Beyond the media narratives and misinformation, a lack of access to private charging is emerging for many as the biggest practical barrier to switching to electric. 52% of respondents identified lack of home charging as a significant issue:

"If you can't have a home charger, you can't access cheap overnight rates - local 7kW chargers should offer cheaper off-peak charging."

Upfront cost also remains a key barrier, cited by 39% of respondents. Section I demonstrates that whilst existing incentives to encourage purchase of new EVs are attracting many drivers, they

are also driving EV purchasing behaviour towards that market. If EVs are to be affordable and accessible to all households, then we still need to see a cheaper and stable used EV market, as that is where the majority of drivers purchase their cars.

"Future devaluation of asset and resale value are the main worries now."

A smaller but significant group (6%) also pointed to insurance costs. Indeed, **over a third (36%)** of EV drivers reported that their insurance has gone up in the past twelve months.

So whilst the technology and infrastructure are improving, then perception, misinformation, and inequality in affordability and access to both the cars and the infrastructure are emerging as the leading obstacles to universal EV confidence. A much more coherent approach to tackling them will be needed if the transition to electric is to be a success.

Below we spotlight the primary barriers, current interventions aiming to address them, and where more action is likely needed.

Barrier 1 ACCESS TO AFFORDABLE CHARGING

This year's survey reconfirms one of EVA England's most persistent findings: drivers without access to off-street parking (of which there are an estimated 40% across the UK¹⁰) are significantly less likely to switch to an EV, and among those who have, they are less confident in their ability to make their car work for them, and face higher costs.

Survey data shows that this group is broadly representative of the average UK consumer, but with characteristics that heighten vulnerability to inequality in the EV transition:

- Homeownership: Among households with off-street parking, **91% own their home**, compared to **62% among those without**.
- Income: **38% of those without off-street parking earn under £50,000**, compared to **27% of those with driveways**.
- Urban concentration: **53%** of respondents without off-street parking live in urban environments.
- Ownership model: **47%** of drivers without off-street parking bought their EV second-hand, compared with **38%** among those with driveways.

This demographic is more likely to rent, earn less, and live in cities - and without stronger intervention, they risk being excluded from the cost benefits of EV ownership.

As highlighted in sections above, the survey also found stark differences in perceptions of running costs:

- **87% of drivers with off-street parking** say their EV is much cheaper to run than petrol or diesel.
- Among those **without off-street parking**, that figure drops to **50%**.
- Only **3% of those with off-street parking** find EVs as expensive or more expensive to run, compared with **16%** of those without.

Price sensitivity is also higher among this group: **nearly half (47%)** cite cost as their main factor when choosing where to charge, compared with **26%** among those with home chargers.

These results underscore the urgent need for equitable charging access. Without cheaper home or near-home charging, public charging costs will continue to discourage lower-income and urban households from switching.

As EVA England, we have consistently campaigned for measures to reduce the cost of public charging – including ensuring that EV charging is central to decisions being taken around electricity market reform and regulation; and reducing the VAT on public charging to bring it in line with the VAT on domestic charging. We support the calls in ChargeUK’s recent White Paper to urgently implement regulatory reforms that will bring down charging costs¹¹.

We also continue to emphasise the importance of alternative solutions that allow drivers without access to home charging to take advantage of the cheaper charging rates that those with private charging do: workplace charging, charge sharing and cross pavement charging are all viable options. We continue to urge Government to refocus and extend its public sector workplace charging scheme beyond schools to NHS and other sites.

We also continue to ask for greater recognition of EVs as an opportunity for resilience of the energy system, and to incentivise greater uptake of dynamic pricing across public chargepoints – allowing residents to take advantage of cheaper charging rates at times when electricity costs are cheaper – by industry.

The upcoming Autumn Statement 2025 affords an ideal opportunity to re-dress the issue of rising public charging costs and introduce measures to bring those costs down. Alongside that, we need to urgently look at how to accelerate the roll out of those alternative options for drivers – cross pavement, charge sharing technologies, workplace charging and dynamic pricing.

¹¹ ChargeUK. [Delivering Affordable Charging for All](#). September 2025.

Deep Dive: CROSS- PAVEMENT CHARGING

One of the most practical, low-cost solutions for these households are cross-pavement charging technologies – for example gullies, safe under-pavement cabling, or overhead gantries – allowing residents without a private driveway to charge their car from their home electricity supply.

However, the system remains niche: **only 1% of current EV drivers report using a cross-pavement solution in our survey, and 57% reported being unaware of their existence before acquiring their EV.**

The Government recently announced a new £25m cross pavement fund to encourage greater roll out of this technology, and we are waiting for accompanying guidance to support local authorities wishing to access the fund to put in place appropriate liability frameworks, and residents wishing to apply for these technologies.

In the meantime, there remain bureaucratic barriers to installing the technology. Current regulation requires drivers to obtain a street works licence from their local authority under Section 50 of the New Roads and Street Works Act 1991, often costing £500–£3,000. Combined with £1,000 installation costs and up to £500 for planning permission, payback times for consumers can exceed five years.

The Government's recently commitments to measures to ease these barriers are therefore extremely welcome: they, include consulting on extending permitted development rights to houses wishing to install cross pavement technologies, and writing to all local authorities to urge them to make use of their own highways contractors to support installations and so reduce licensing delays and costs to residents.

Barrier 2 ACCESSIBILITY

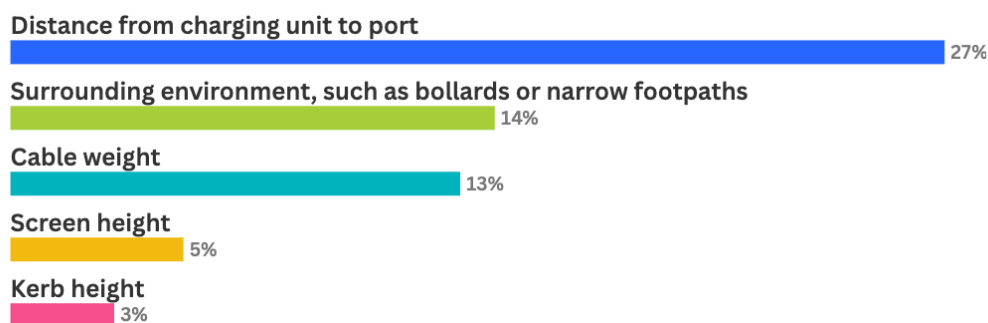
Accessibility of public charging remains a critical, and often overlooked, barrier to full EV inclusion.

A 2024 Vauxhall study found that 98% of UK public chargepoints are considered unsuitable for use by drivers with disabilities¹². With 2.7 million disabled drivers expected to be on UK roads by 2035¹³, this issue is rapidly becoming one of national importance.

Our survey's findings echo these concerns:¹⁴

- **8% of disabled drivers** rated their handover experience as "very poor," compared to 3% among non-disabled drivers.
- **47% of all EV drivers** have experienced accessibility issues with public chargers.

The most common accessibility issues reported include:



These findings demonstrate that improving the accessibility of public charging infrastructure is important to all drivers, and a greater sense of prominence and urgency is needed if we are to ensure that all drivers, and particularly those with disabilities, are to be able to use EVs with confidence.

The findings are doubly concerning considering that a minimum standard for chargepoint accessibility has already been introduced. The PAS 1899:2022 accessibility standard, developed by the British Standards Institution in conjunction with the Motability Foundation and the UK Government, provides a comprehensive framework for ensuring that chargepoints are physically usable by all.

However, compliance with PAS 1899 is entirely voluntary, and supply chain barriers have made it difficult to deliver on the ground, with an estimated less than 3% of public chargepoints currently meeting the full standard as evidenced by the 2024 Vauxhall study. Furthermore, the UK Government currently has no powers to enforce the standard, nor monitor current compliance with it.

¹² Stellantis. [Only 2% of on-street chargers in the UK are adapted for the nation's 16 million disabled population](#). June 2024.

¹³ Motability Foundation. [Motability Foundation response to the Public Accounts Committee's inquiry on public charge points for electric vehicles](#). January 2025.

¹⁴ Of all respondents, **72% (1,138)** said they did not consider themselves to have a disability, while **28% (453)** said either they or someone in their household did. Among those, **14% (218)** identified as the driver themselves.

The Government is due to publish a revised PAS 1899 standard shortly, which should allow industry to more easily deliver accessible charging that also meets the needs of drivers with disabilities. This needs to happen on an accelerated timetable; and needs to be backed up by enabling powers to allow Government to mandate the standard should industry not comply on a voluntary basis.

With nearly 25% year on year growth in installation of new public chargers¹⁵, failure to address chargepoint accessibility now, before the bulk of the UK's charging infrastructure is built, risks serious exclusion of drivers with disabilities and further expensive and complex retrofits further down the line.

Our survey results also highlight that accessibility of public charging extends beyond compliance with PAS 1899. It includes the wider driver experience around payment processes, safety and signage. A clear, standardised approach across all these issues will be needed if we are to ensure that public charging infrastructure is fit for future purpose. The driver's experience at public chargepoints needs to be seamless and easy.

15 Zapmap. [Zapmap statistics for Q3 2025 show continued growth in charging infrastructure](#). October 2025.

Deep Dive: CABLE WEIGHT

In July this year, we published our Cable Weight Survey Report, revealing stark evidence that faster and therefore heavier charging cables are creating a major barrier for disabled drivers and threatening to exclude millions of people from the EV transition.

The report showed that more than half (51%) of drivers with disabilities find heavier ultra-rapid EV charging cables hard or extremely hard to use. Even at slower charging speeds, significant numbers of disabled drivers report difficulties that limit their ability to travel independently.

Key findings from the report include:

- Drivers with disabilities:
 - Over half of disabled drivers struggle with ultra-rapid (defined here as up to 350kW) charger cables, compared to just 21% of other drivers.
 - 53% of disabled drivers report at least some difficulty with rapid (up to 50kW) chargers, compared to 10% of other drivers.
 - Even at slower speeds, around 28% of disabled drivers experience difficulties using fast chargers of up to 22 kW.
- All drivers:
 - More than three quarters of all EV drivers have no issues with cable weight for chargers under 22kW.
 - Half (50%) of EV drivers are finding Ultra-Rapid charger cable weights at least somewhat difficult to use. Nearly a quarter (23%) are finding the same for Rapid chargers.
 - 16% of drivers are finding ultra-rapid charger cables very or extremely difficult to use.

Comments from drivers with disabilities highlighted how these challenges affect daily experiences. Many individuals described physical strain, risk of falling, or the need to rely on others for help.

"My wife is disabled and could currently not manage any rapid or ultra-rapid cables at all - she would need a stronger cable support solution than I have seen."

"Several times I've almost over balanced with weight of cable, I needed to ask for help few weeks ago at a services"

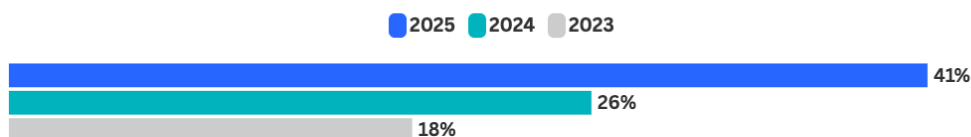
"Although I can walk short distances I've problems with my balance so find some are so heavy I can't hold and hold onto car or unit for balance."

The findings in this report underscored the urgent need to improve the accessibility of EV charging infrastructure, as many drivers, particularly those with disabilities, struggle with the weight of charging cables, particularly at faster charging speeds.

Barrier 3 LOWER COST EVS AND THE USED EV MARKET

At EVA England, we have campaigned for better targeting of Government incentives to support lower income households to access lower cost EVs, both through the new and used car market.

Considering the used EV market more specifically, our survey data indicates this is an area that is both an opportunity and a remaining barrier. As noted above, more EV drivers are purchasing their vehicles through the second-hand market:



And when looking at newer adopters more specifically, numbers are even more encouraging, with 44% of used drivers acquiring their EV in the last two years.

However, far more drivers switch to EV through the new car market compared to petrol and diesel drivers, who in a majority of cases will acquire their vehicle second hand: 74% of petrol and diesel drivers in our survey, for instance, whilst Autotrader's Annual Report 2025 highlighted 7.6m used car registrations in year to March 2025 versus 2m new, a ratio of about 4 to 1¹⁶.

Anecdotally, drivers consistently cited concerns over range, battery degradation, and depreciation as reasons not to purchase an EV, issues that will be more prevalent and relevant in the second hand market.

What was the main reason you opted for your current vehicle instead of a full battery EV?

"Not enough data yet about battery lifespan and depreciation in value, if you keep the car long term the battery replacement would be greater than the value of the car."

"Depreciation, battery life."

"EVs have horrible depreciative value."

"Not only that I buy secondhand cars (I can't afford a new car) and the uncertainty of used EVs is very concerning, all the research I've done about battery degradation."

"Don't know how long the battery will last. Again, cost."

16 AutoTrader Group. [Driving Change Together. Responsibly](#). May 2025.

What would make you more like to consider an EV?

"To know that buying second-hand I wouldn't have to worry about the battery failing."

If we are to attract the mass market towards EVs, then a framework of measures that tackle these prevailing barriers to choosing second hand electric is increasingly key to maintaining the pace of EV adoption.

According to our survey, EV drivers going second hand are much more representative of the average drivers:

- Used EV drivers tend to have lower household incomes: 8% earn under £25,000, compared to 4% among new EV buyers
- They are more likely to be in full-time employment (52% vs 47% of new EV drivers) and less likely to be retired (25% vs 32%), reflecting a younger, more working-age demographic.
- Notably, three-quarters (76%) of used EV buyers purchased outright, compared to just 36% of new EV owners.

The Government's Electric Car Grant and favourable salary sacrifice schemes and benefit in kind rates have provided significant incentives to persuade car buyers to choose electric, predominantly on the new car market. Prices of used EVs continue to drop, **with 2 in 5 models now being under £20,000**, whilst Autotrader report the average price of a used EV was £25,190, down **-1.6% month-on-month in April 2025**, for instance; and there are increasing number of leasing options available for second hand electric cars, with October 2025 data showing used vehicle leasing increased by 166% year on year.¹⁷

Yet there is also evidence to suggest that these second hand prices are more volatile than prices on the equivalent petrol and diesel market, and our survey figures are clear that when it comes to consumer choice and interest, the used EV market is nowhere near as attractive as the used petrol and diesel markets.

We have previously urged the Government to consider measures to stabilise and support this market, through low cost loans for consumers, accelerated implementation of the UNECE battery standards in the UK, or measures to support the residual values of the vehicles. We need to see recognition that this market is a valuable route to a successful EV transition, and to see greater action on making it work for all households, whatever their income.

¹⁷ BVRLA. [BVRLA Leasing Outlook Report](#). October 2025.

CONCLUSION



In January 2025, we published, as part of our response to the Government's ZEV Mandate consultation, an updated list of policy priorities which we at EVA England have used to focus our consumer campaign work over this past year.

These policy priorities fall into three pillars:

- Improving access to lower cost EVs, particularly for lower income households;
- Reducing the charging divide between those with driveways and those without; and
- Improving the accessibility of public charging infrastructure.

These 2025 annual survey results have shown that, alongside misinformation, the issues underlying these three priorities persist as key barriers holding many drivers back from making the transition to electric.

Whilst both Government and industry have put in place measures designed to improve the general affordability and accessibility of the sector, there is still significant risk that unless stronger action is taken, millions of drivers will be left behind - not only threatening the long term sustainability of the Government's net zero targets, but also generating a social equity divide between those on higher incomes and with access to private, accessible charging, and those on lower incomes without such access.

Achievement of the UK's aims for the EV transition depends upon drivers being able to access, and being willing to access, the EV market. A much more comprehensive approach is needed to show that Government and industry are listening to the messages consumers are giving them by ensuring that EVs and their infrastructure are attractive to consumers; that the EV sector is at the heart of wider government policy to drive down cost of living and energy prices; and is at the heart of wider efforts to improve and simplify the planning process for critical pieces of infrastructure.

We will use our survey results as the foundation for a deeper dive with our members to develop a new EVA England driver's strategy to be launched in early 2026. This Strategy will aim to set out an updated set of recommendations for how to achieve this.

If we can make sure the consumer is at the heart of this transition, we can secure its success.



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