

# Sitting on the sidelines of environmental change:

Are UK drivers willing to  
make the EV leap?

***Ring* Go**



# Contents

- Page 3** Introduction
- Page 4** Environmental Survey Content
- Page 8** Commentary
- Page 9** About RingGo

# Introduction

2020 will be remembered as the year that changed our assumptions about almost everything, the impact we have on the environment on a day to day basis being one of them. We saw the visible impact of cars staying off the roads, both from our daily walks and through images taken from space. But how much of an impact did this recognition really have? That is exactly what we wanted to find out.

Are people more likely to buy a cleaner vehicle, electric or hybrid? Why or why not? Are they going to drive less when given the choice? Is cleaner public transport becoming a more important matter to the public? To understand this better, we asked 2,000 drivers across the UK what they are thinking.

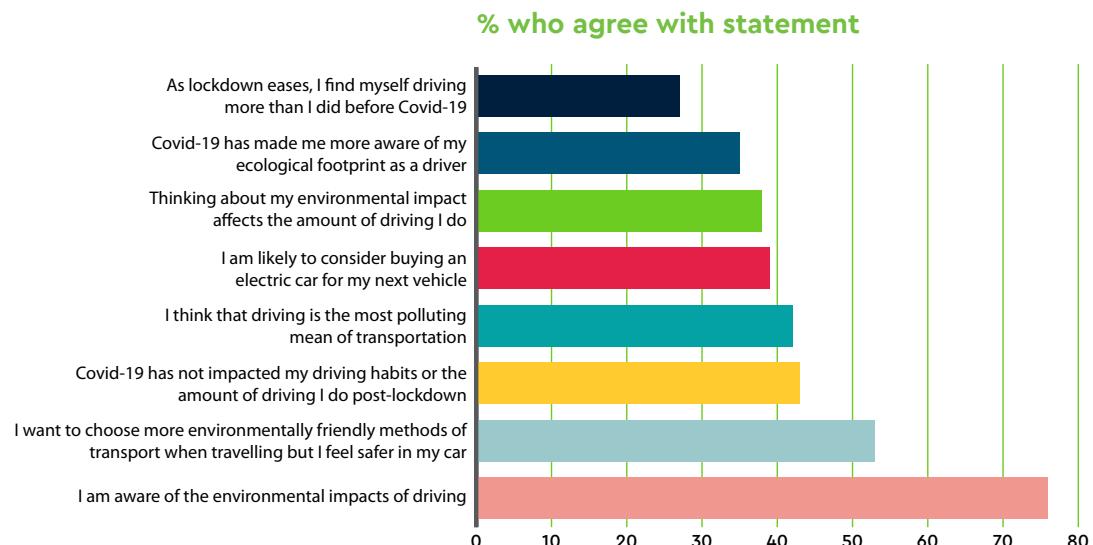
The results of the survey are somewhat surprising. The UK's driving population has veered towards increased environmental consciousness, with over three quarters of the population admitting that they are aware of the environmental impacts of driving. However, only 39% of UK drivers say that they are planning on buying an environmentally friendly vehicle for their next car, with price being the main limiting factor.

It seems that while Brits may like to talk a big game when it comes to being more considerate of the environment, voices seem to fall silent when it comes to turning consciousness into action.

Which brings up the question, how prepared are we for the proposed phase-out of fossil fuel vehicles as early as 2032?

# One in three (39%) would strongly consider buying an electric car for their next car

A substantial portion of the population is open to considering fully electric vehicles, rising to over half (53%) of those aged 18–34 and 56% of those in London.



While **3-in-4** respondents indicate that they are aware of the environmental impact of driving, only **38%** noted that this has an impact on the amount of driving that they do. This does differ depending with respect to age however, with nearly half (**49%**) of those aged **18–34** saying that they have changed their driving habits as a result of awareness around its environmental impact.

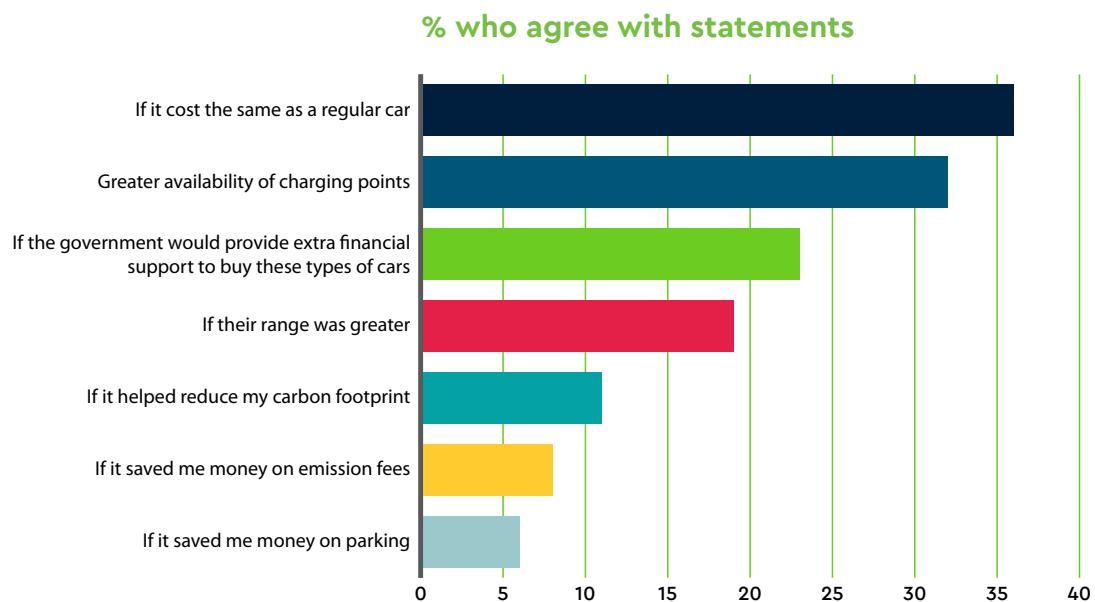


# 36% of Brits would be encouraged to buy an electric car if the cost were the same

With regards to what would help encourage the purchase of more environmentally friendly vehicles, a similar cost to petrol vehicles came out on top (36%), with greater availability of charging points a close second (32%).

The study found that almost a third (**32%**) of drivers who are open to EVs require a greater availability of charging points to make the switch, whilst one in five (**20%**) of those currently not considering an EV would consider buying

one if their range were greater. Additional hesitations to make the leap highlight the need for greater knowledge about the capabilities and benefits of electric vehicles.



Of those who are not currently considering an EV for their next car, one in four said that they would be encouraged to buy if it was the same price as a regular diesel car. Similarly, one in five (20%) of those currently not considering an EV would consider buying one if their range were greater and 32% would consider if there were more charging points. Overall, 68% of those who would not currently consider an electric vehicle could be encouraged to buy one with some cost or practical improvements.





## Impactful change is needed now

Global initiatives to raise awareness of pollution and global warming over the recent months appear to have impacted the considerations of UK drivers, with just under half (42%) believing driving is the most polluting form of transport. But despite this knowledge and the push for more eco-conscious behaviour, only 38% say that the environmental impact of driving affects the amount of driving that they do. This demonstrates how difficult it is to change ingrained behaviours, despite many becoming even more appreciative of cleaner air and healthier environments in recent months.

With only just over a decade to go until the proposed phase-out of fossil fuel vehicles is expected to be finalised, after being expedited from 2040 to 2035 by the UK's Tory Party, this alarming insight should urge the government and automotive industry to take action to get all UK drivers on board.

The pandemic has also highlighted concerns from UK drivers when it comes to e-mobility, particularly in metropolitan areas. RingGo found that more than half

of drivers agree that they would like to choose more environmentally friendly methods of transport when travelling, but feel safer in their standard car, with the majority of drivers in agreeance residing in London (63%).

# A note from RingGo's Managing Director

"Overall this research highlights that more needs to be done by businesses, special interest groups and local communities to convert consciousness into action. The pandemic has seen a wave of strong activism and more conversations around sustainability, which has driven the nation to re-evaluate mobility solutions. However, this alone will not drive the widespread change needed to really make an impact on the environment, and this challenge cannot be put on the shoulders of motorists alone."

"More is needed from businesses and operators to expand the understanding of what EVs can offer drivers, how far they can really go and the ever-growing availability of charging points. We also need to ensure people know about the financial benefits – the BIK scheme and emissions based parking are just the start. With this knowledge and mounting incentives, motorists will be able to make informed decisions about their next car or how they take their next journey."

*"The pandemic has seen a wave of strong activism and more conversations around sustainability, which has driven the nation to re-evaluate mobility solutions."*

# About RingGo

[RingGo](#), is the UK's leading cashless parking provider. Part of the BMW/Mercedes NOW group, it creates software solutions for drivers, cities and operators that make finding, accessing and paying for parking quick, simple and effortless. It is the group's purpose to make cities cleaner, healthier and more liveable, through various schemes and partnerships such as with the likes of Go Ultra Low. Over 17 million UK motorists are using RingGo. For more information, please visit: [ringgo.co.uk](#)

## **Methodology**

These findings are based on a survey that was fielded in July 2020, which yielded responses from over 2,000 adults in the UK.

## **Want to get in touch?**

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