

EVA Cymru Survey Summary Q4'23



Method

The [Sogolytics](#) web service was used to generate the survey, capture the inputs, and generate the report. Simple questions were asked about EV ownership and use, and a further 2 opportunities were given to provide free-form responses. The survey was conducted in Nov/Dec'23 and was open to all (not just members of EVA Cymru).

Summary of results

1. 93% of respondents already own an EV. Only 1 person responded that they will never buy one. Every respondent was already a member of EVA Cymru.
2. 85% of respondents drive up to 15000 miles/per year. No one reportedly does more than 20000 miles/year.
3. EV drivers have a high satisfaction with their vehicles with 80% rating 9/10 or 10/10 (extremely satisfied). Two respondents replied with 5/10 and 6/10.
4. Across all respondents, 81% of charging is done from home. Away from home 1% is using a Fast charger, 4% a Rapid charge and 6% an Ultra Rapid charger.
5. When asked what things could be done to improve the EV experience respondents' replies fell into the following areas:
 - a. Charging: Improved availability of public charging (multi-outlets at each charging site and greater geographic placement), the expensive cost of public charging and reliability.
 - b. Cost of EV's: too expensive
 - c. EV functionality: VW ID improvements specifically noted.
 - d. EV repairs: Availability of parts (long lead times).
6. When asked what the focus of EVA Cymru should be respondents' replies fell into the following areas:
 - a. Campaign for charging infrastructure improvements and fair costs (VAT issue). This includes greater investment in destination chargers, especially at accommodation sites.
 - b. Represent EV drivers to TfW and other authorities, with CPO's and EV equipment manufacturers.
 - c. Education and awareness of non-EV drivers to counter the FUD. Run or participate in EV events.
 - d. Support community-based EV hire/share schemes.