

SURVEY RESULTS

Electric Vehicle Survey

Following on from the publication of the AX whitepaper last month - 'What will finally start the electric vehicle revolution?', this document presents the survey's detailed findings.

AX Initially issued the Electric Vehicle survey to just under 30,000 customers who had used AX's mobility services within the last 2 years.

To ensure a high response rate AX limited the initial survey to 8 key questions. At the end of the initial survey, AX provided the respondent the option to complete an extended survey with a further 12 questions.

2,193 responded to the initial survey of 8 questions, with 1,126 responding to the extended survey of 20 questions – An overall survey response rate of 7.31%.





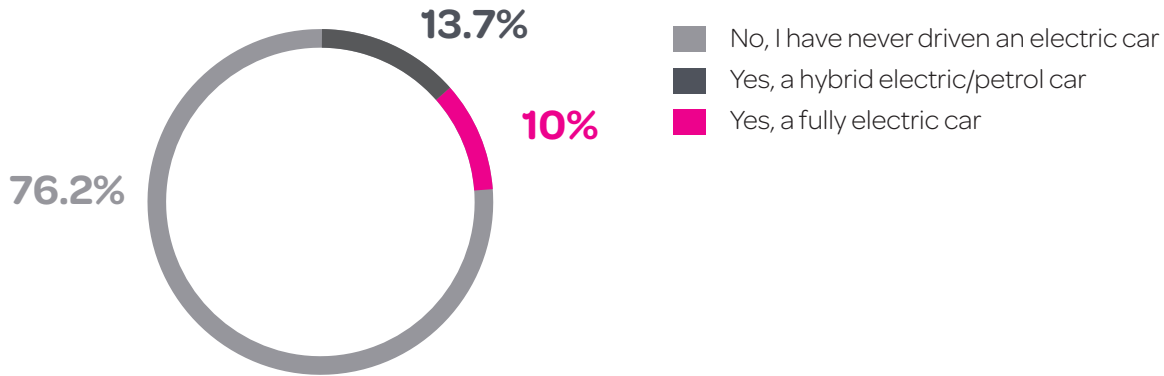
SURVEY RESULTS

Initial EV Survey

8 Questions

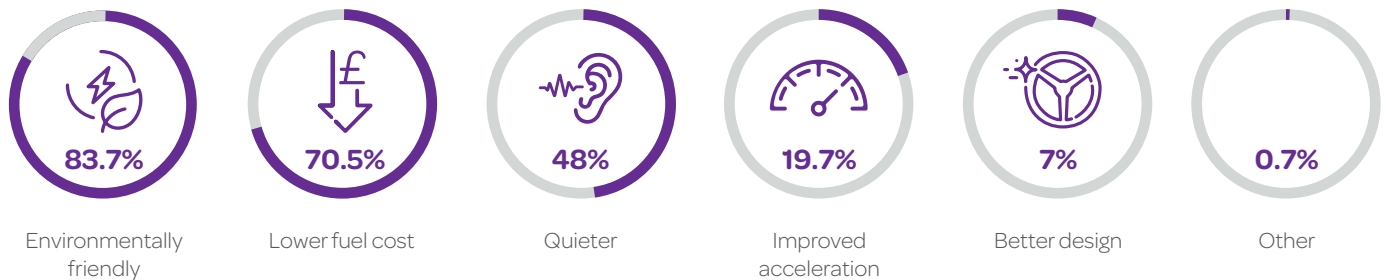
Q1. Have you ever driven an electric car?

2193 out of 2193 answered



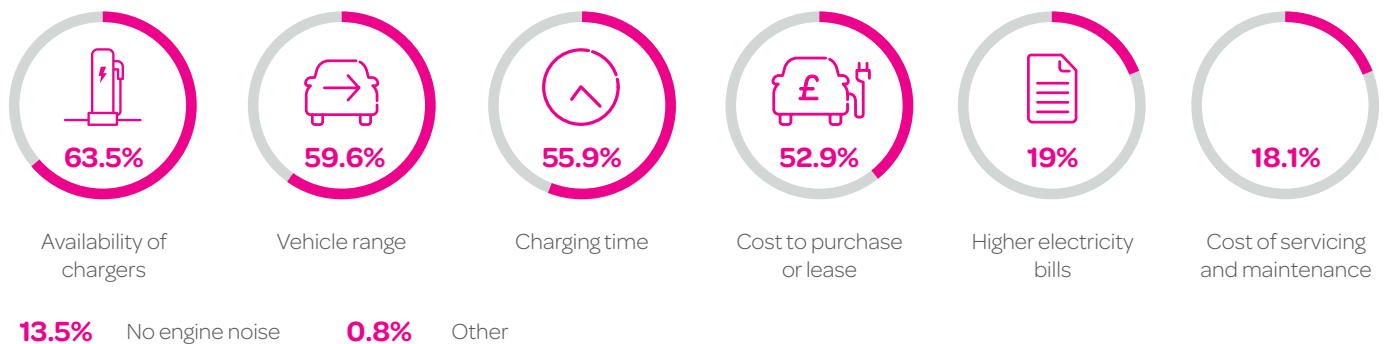
Q2. What do you consider the main benefits or advantages of electric vehicles?

2171 out of 2193 answered



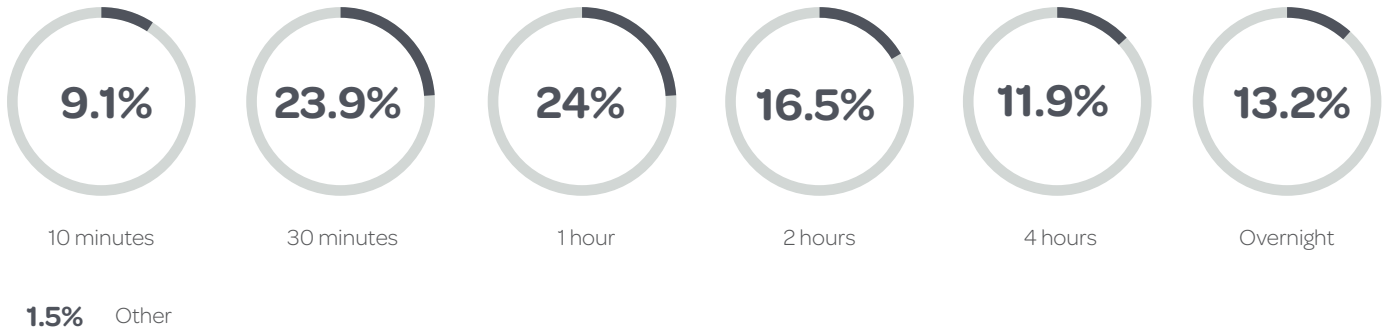
Q3. And what do you consider the main disadvantages of electric vehicles?

2182 out of 2193 answered



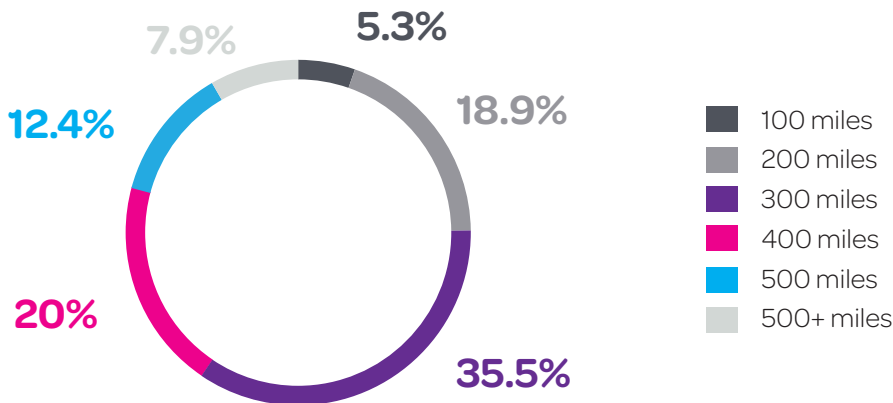
Q4. How quickly (hours/mins) would it need to take to fully charge an electric vehicle for you to consider buying

2171 out of 2193 answered



Q5. How far (miles) would you expect to be able to drive an electric vehicle on a fully charged battery for you to consider buying one?

2177 out of 2193 answered



Q6. Are you:

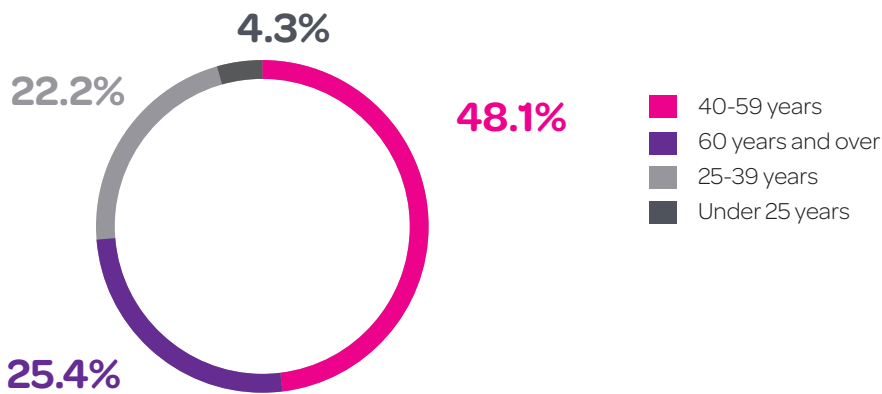
2192 out of 2193 answered



0.2% Other

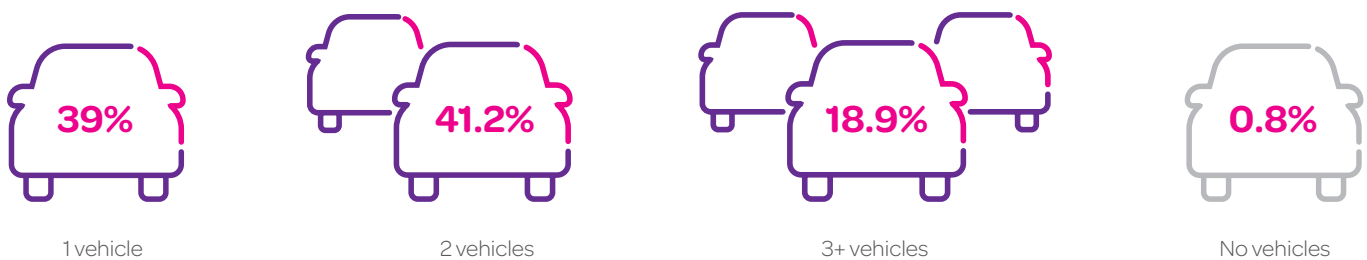
Q7. Which of the following age groups are you in?

2188 out of 2193 answered



Q8. How many vehicles do you/your household currently own?

2193 out of 2193 answered





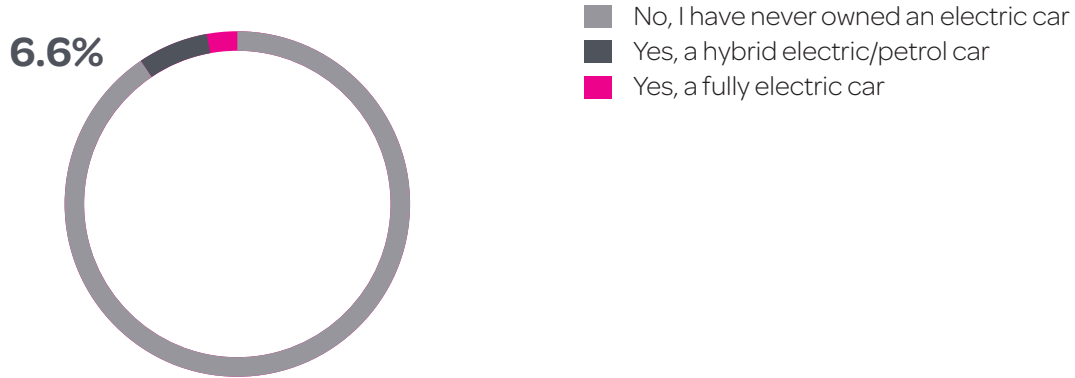
SURVEY RESULTS

Extended EV Survey

12 Questions

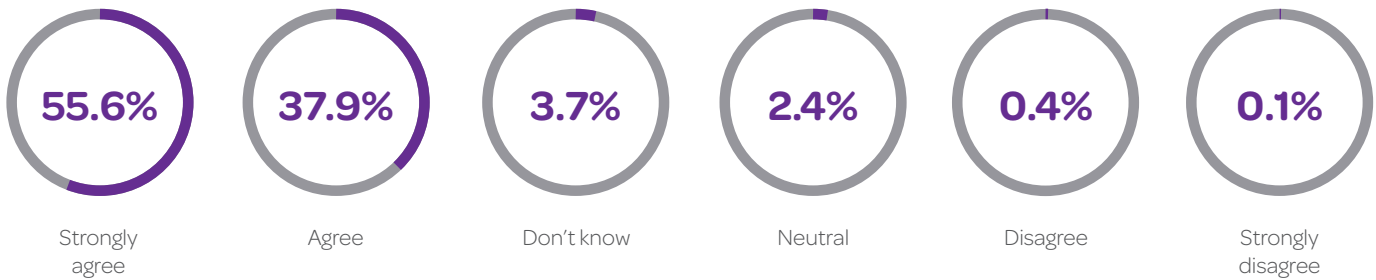
Q9. Have you ever owned an electric car?

1120 out of 1126 answered



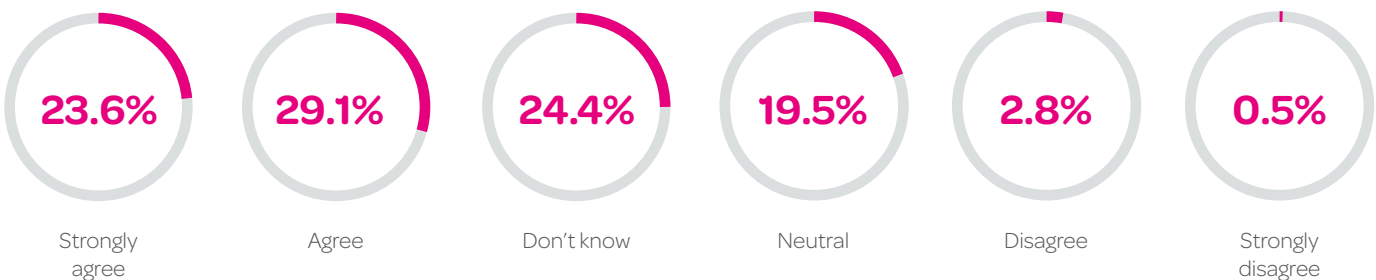
Q10. Electric vehicles are much quieter than other vehicles.

1121 out of 1126 answered



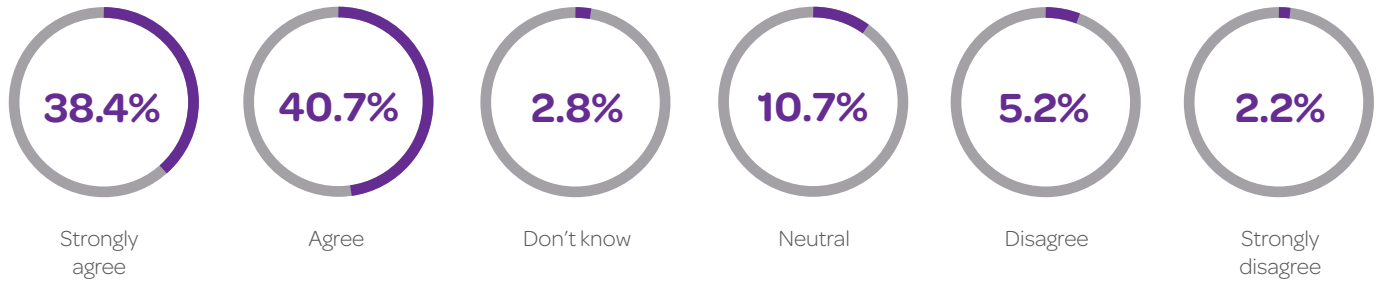
Q11. Electric vehicles have excellent acceleration

1121 out of 1126 answered



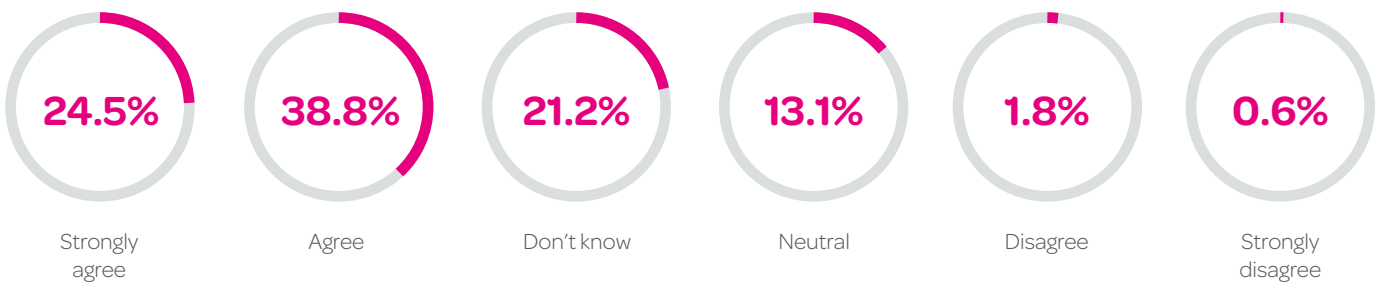
Q12. Electric vehicles are environmentally friendly because they have zero emissions.

1122 out of 1126 answered



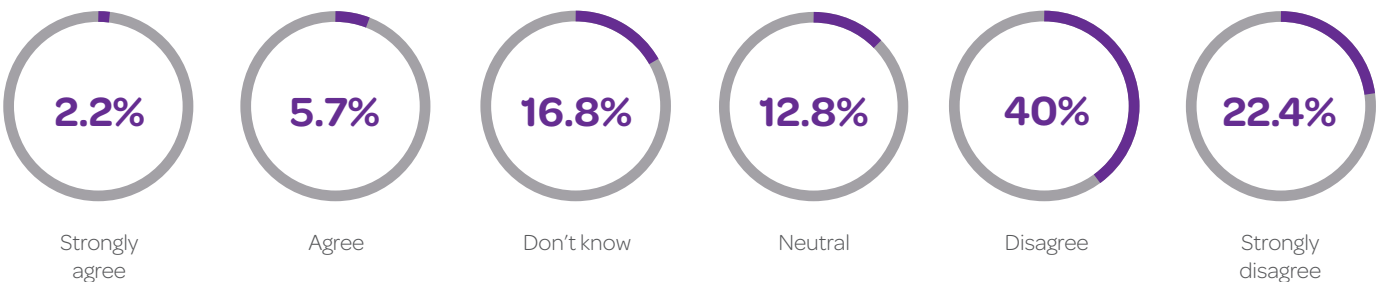
Q13. The cost to charge an electric vehicle is much less than the fuel costs for a petrol or diesel vehicle.

1125 out of 1126 answered

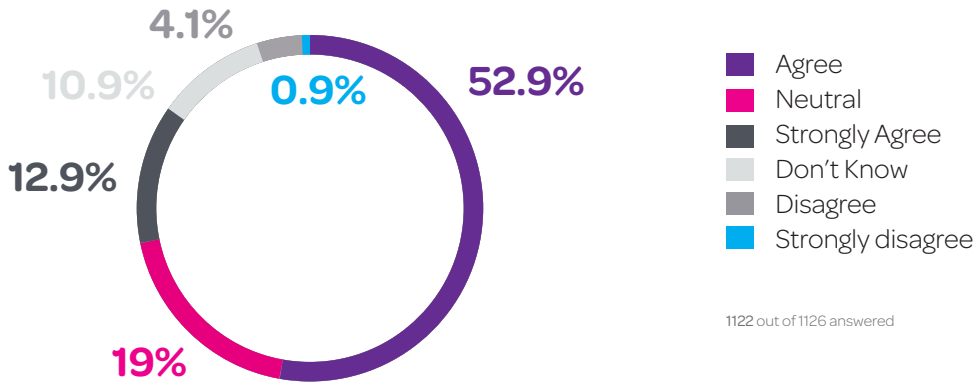


Q14. Electric vehicles cost about the same to buy as petrol or diesel vehicles.

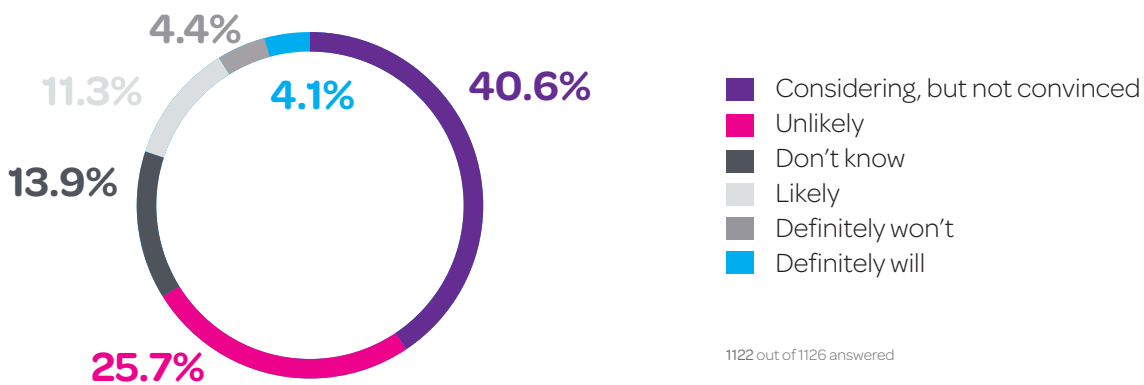
1122 out of 1126 answered



Q15. Electric vehicle technology has improved and they now have a much better range.

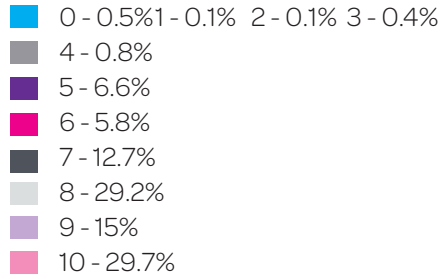


Q16. How likely are you to consider buying an electric vehicle in the next two years?



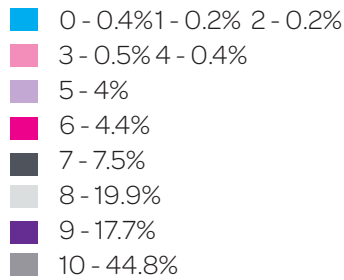
Q17. From a score of 0-10 (0=Not Important, 10 = Extremely important), before buying an Electric Vehicle, how important is:

a. Vehicle performance/driveability



1122 out of 1126 answered

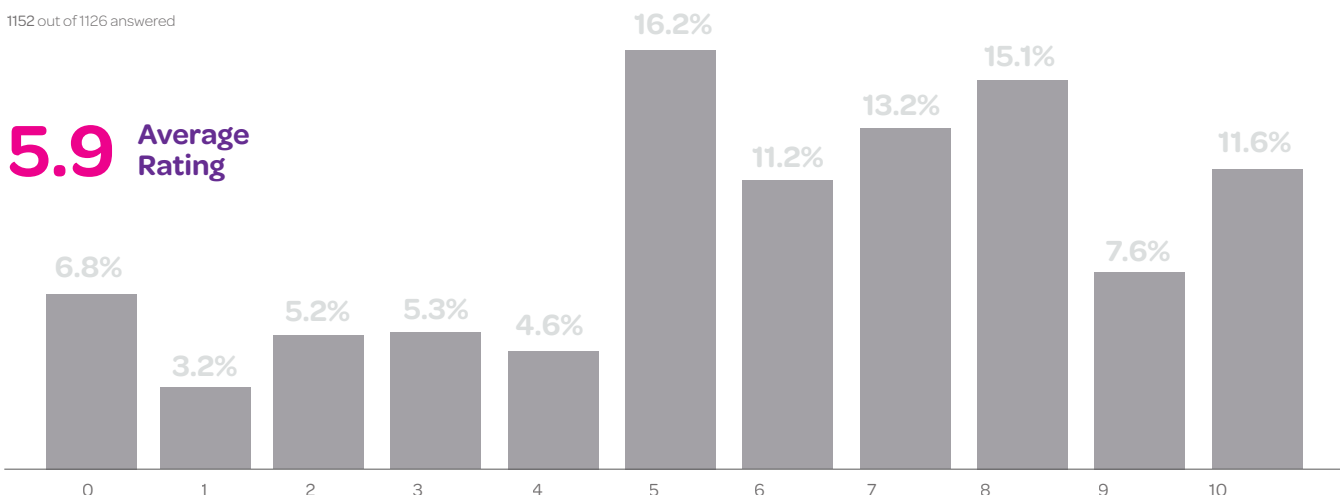
b. The initial purchase cost



1124 out of 1126 answered

c. The ability to buy one second-hand

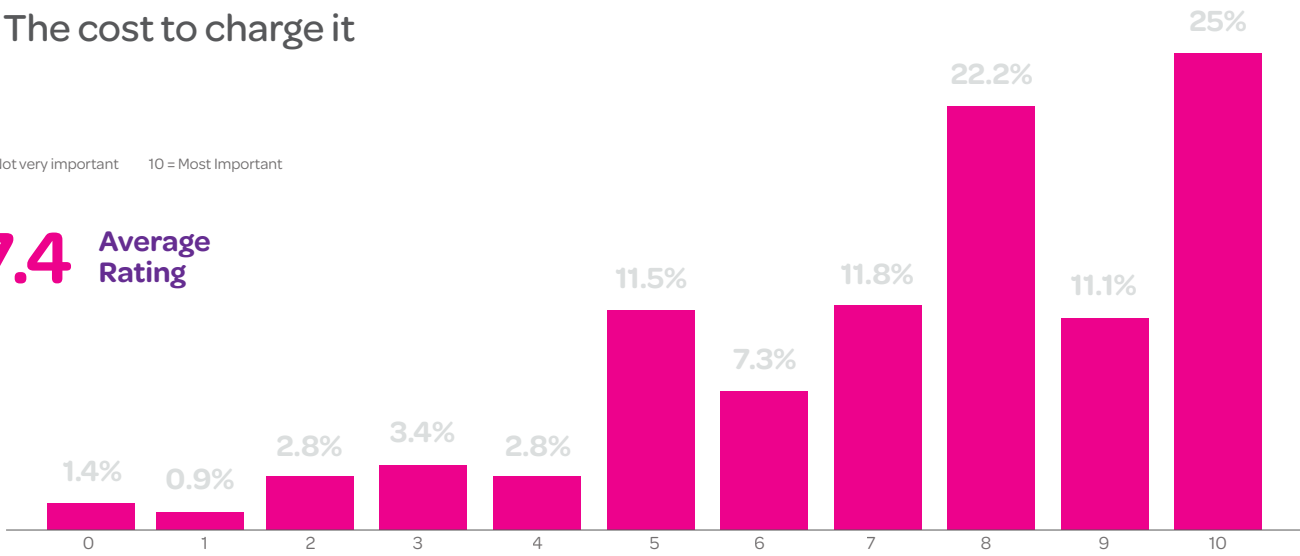
1152 out of 1126 answered



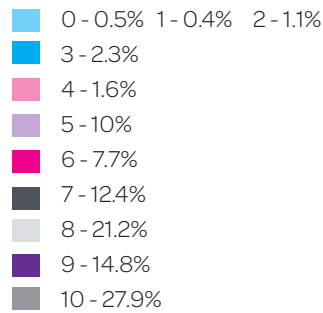
d. The cost to charge it

0 = Not very important 10 = Most Important

7.4 Average Rating

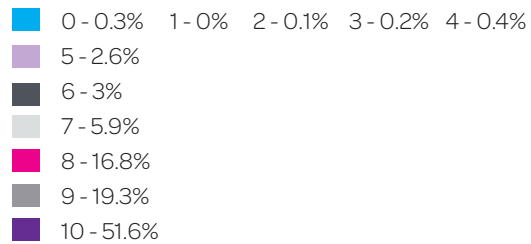


e. The maintenance costs, such as servicing



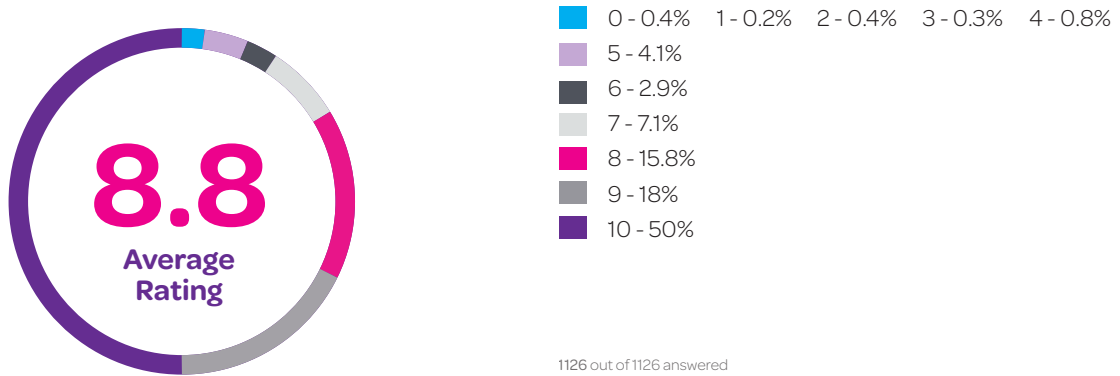
1125 out of 1126 answered

f. How far you could travel before it needs recharging

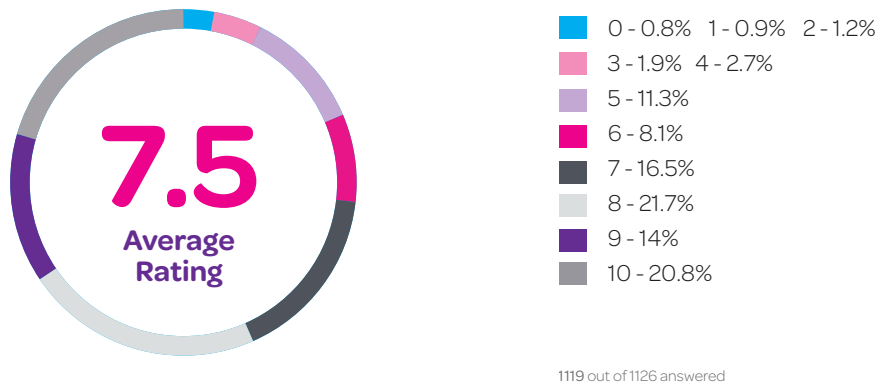


1125 out of 1126 answered

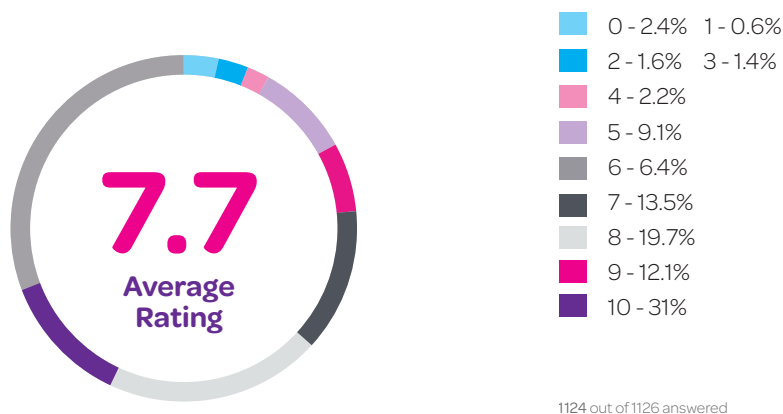
g. How many charging stations are available/how easy it is to recharge when you are out and about



h. How good the car looks



i. The environmental benefits



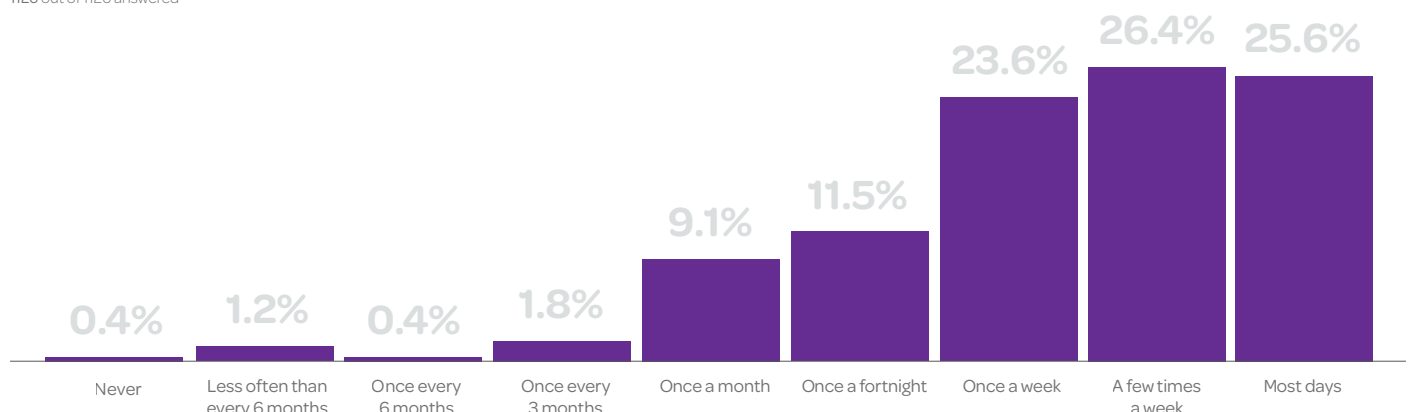
Q18. How often do I travel short distances near to where I live (up to 10 miles)?

1123 out of 1126 answered



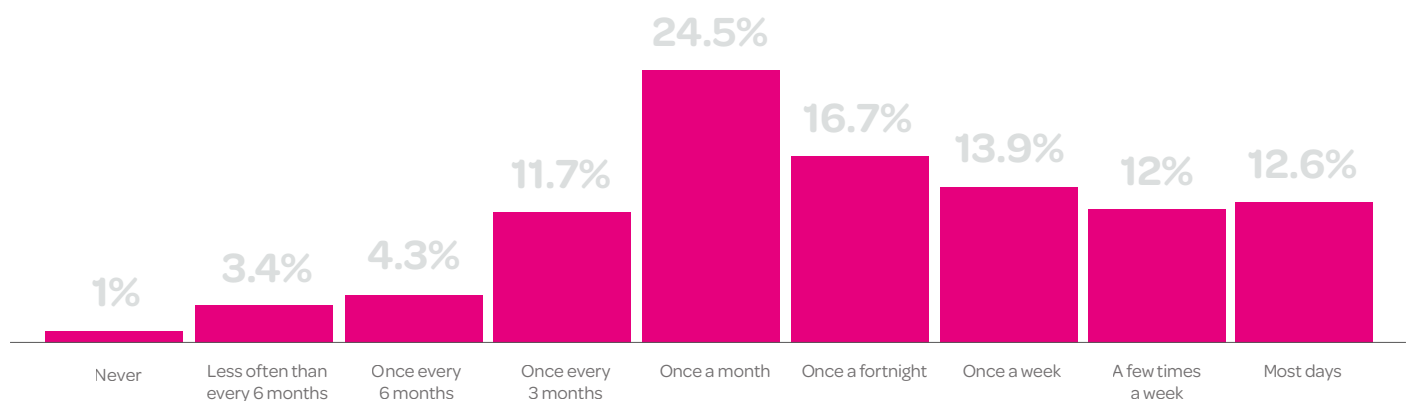
Q19. How often do I travel medium distances (up to 30 miles)?

1126 out of 1126 answered



Q20. How often do I travel longer distances (over 30 miles)?

1124 out of 1126 answered



AX collected the survey responses in July 2020 and plan to send a similar survey each year, until 2030, so that adoption and changing trends can be tracked and analysed to help shape the AX mobility and FNOL propositions.

We are supporting both the insurance and automotive sectors in developing their future EV propositions, with intel on pricing, vehicle capability and vehicle availability data.

If you are interested in learning more or have other questions to add to our next survey, please contact –

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