

(Insert Customer Name) – EV Transition Driver Survey: Insights on Shifting to Electric Vehicles

(Insert Company Name) is committed to transitioning its vehicle fleet to Electric Vehicles, in line with the government's proposed commitment to ban the sale of new petrol, diesel vehicles by 2030 and plug-in hybrids by 2035, and our own commitment to reducing our carbon footprint as a business.

We believe it is crucial to the effective uptake of EVs for us to fully understand the views of our employees on these vehicles. Your input is vital in shaping the future of our company's vehicle strategy. By understanding your needs and preferences, we can better support you in the transition to electric vehicles.

Employee Name _____

1. What best describes the vehicle you use most often?

- Super Mini
- Small hatchback
- Family hatchback
- Saloon/ Estate
- Small SUV
- Large SUV
- People carrier
- Off-roader/4x4
- Sports car / two seater
- Van

2. What is the fuel type of this vehicle have?

- Diesel
- Petrol
- Hybrid
- Plug-in hybrid
- Full electric (BEV)
- Other

3. What type of driving do you use the vehicle for?

- Primarily business with occasional personal use
- Business
- A mix of both personal and business

4. Do you potentially have access to a charging point at home, work, or other regular parking locations?

- Access to driveway with a home charger or the potential to install one
- Access to workplace charge points
- Access to convenient public chargers near my home or workplace
- No convenient access to charge points
- Other – please state below

5. How many cars are in your household are electric?

- Zero
- 1
- 2 or more

6. What is your current attitude towards electric cars?

- I drive one
- I plan to order one in the next year
- I'm considering one in the future but need more information
- I have no plans to order an electric car
- Unsure

7. Are electric cars available on your company car choice list?

- Yes
- No
- Don't Know

8. Are Salary Sacrifice Schemes available for employees to access electric cars?

- Yes
- No
- Don't Know

9. On a typical day, how many miles do you drive?

- 0 - 9
- 10 - 24
- 25 - 49
- 50 - 79
- 80 - 119
- 120 - 149
- 150 - 199
- Over 200

10. What is the longest regular journey that you undertake? (By regular we mean predictable journeys which are not one-offs. For example, paying a visit to distant family, visiting a client or travelling to work at a different office).

- 0 - 24 miles
- 25 - 49 miles
- 50 - 99 miles
- 100 - 149 miles
- 150 - 199 miles
- 200 - 299 miles
- 300 - 499 miles
- Over 500 miles

11. How regularly do you undertake this journey

- Every day
- Several times a week
- Every week
- Every other week
- Every month
- Every other month
- Three, or four times a year
- Annually
- Less than once a year

12. How long is your vehicle typically parked and not in use in a 24-hour period?

13. How many times do you visit the following and park for 30 minutes, or more?

	Every day	More than 3 times a week	Once, or twice a week	Every 2 - 4 weeks	Less than once a month	Never
City / Town centres	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supermarkets	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out of town retail areas	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure centres / Gym/Hotels	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorway Services	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your employers office	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How confident are you that an electric car can deliver 150 miles of range or more for a journey without needing a charge?

- Very confident
- Confident
- Not confident
- Unsure

15. Are you aware of the current BIK tax incentives for choosing an electric car or plug-in hybrid as a company car?

- Yes
- No
- Unsure of the details
- Don't know

16. If you are unsure or unaware of BIK incentives, would more information on this help you make a decision?

- Yes
- No

17. Do you think that the government should be incentivising EV purchasing?

- Against it
- Neutral
- In favour

What is the reason behind your answer?

18. Have you seen an electric vehicle that you would potentially choose in the near future?

- Yes
- No

19. If yes, what make, and model, are you most likely to choose?

20. Would you be prepared to contribute towards the monthly rental cost of an electric car if the vehicle, if your desired car sits outside of your current company car bandings or is not available on the company car choice list?

- Yes, very likely
- Likely
- No, unlikely

21. Do you feel that electric cars improve the environment?

- Not at all
- Partly
- Definitely

22. When do you think electric vehicles will comprise the majority of the total new cars acquired by your organisation?

- 5 years
- 10 years
- 15 years

Please answer the following statements that reflect your opinions:

23. EVs can save a lot of money for car drivers

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- I don't know enough to answer

24. EVs can fully replace petrol/diesel vehicles

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- I don't know enough to answer

25. Plug-in Hybrids are an attractive option to low emissions driving and reducing my BIK tax bill (although this may cost me more in tax than a full EV)

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- I don't know enough to answer

26. EVs are too expensive to acquire or lease

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree
- I don't know enough to answer

27. My employer is doing a good job to help company car drivers transition to electric cars

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

28. What might discourage you from ordering an EV?

- Lack of public charging capabilities
- Lack of home charging capabilities
- Electric range capabilities
- Prohibitive list price or cost of lease
- Lack of information or guidance"
- I don't trust the technology
- Any other (Please specify)

29. In your opinion, which of the following are the most attractive benefits to you when you consider choosing an electric vehicle?

- Improved driving experience
- Environmental impact
- Fuel economy
- Reduced maintenance costs and downtime
- Ability to charge at work
- Contribution to sustainability goals
- Access to new brands or models
- Insurance and financial options
- Access to zero or low emission zones
- Access to enhanced technologies and features
- Government incentives (such as BIK reductions)
- Any other (Please specify)

30. Would you describe yourself as environmentally conscious?

- Highly conscious
- Somewhat
- No

31. And finally, is there anything else you would like to share regarding electric vehicles and their role in your driving needs?

Thank you for completing the survey.