The EV Tipping Point:
PERCEPTIONS VS. REALITY

The big Octopus Electroverse x Autotrader survey, comparing fuel-driver fears with EV-driver realities

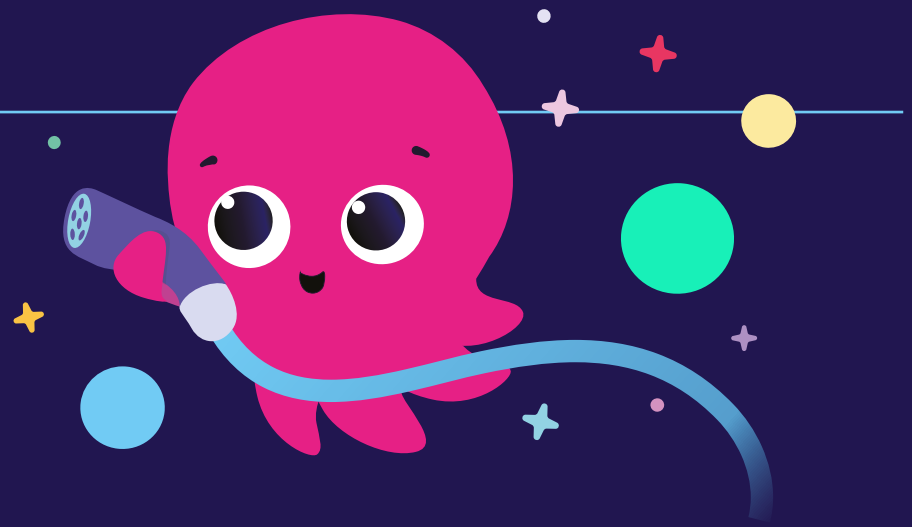
octopus ELECTROVERSE | Autotrader

2026

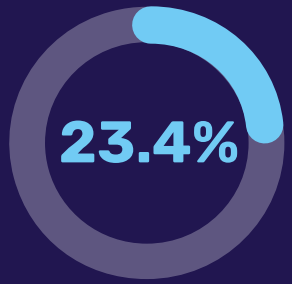
Introduction

> *"It's like stepping into the future every time I drive, and I love that!"*

> *"Why didn't I do it earlier? Definitely a convert."*



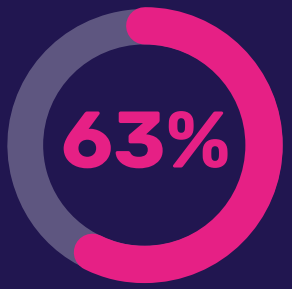
The UK is on a journey to electric. With a better driving experience and lower running costs, the market share of Battery Electric Vehicles (BEVs) is seeing a steady increase. In fact, in 2025, there was a:



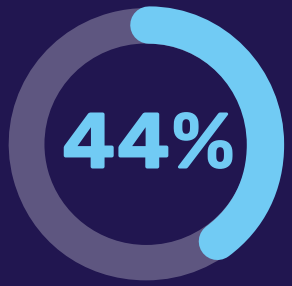
increase in BEV market share of total new vehicles, up from 19.6% the previous year.[1]

Despite this, a significant number of traditional fuel drivers remain hesitant - sceptical, even - about making the switch. But why is this?

Through this report a fundamental misunderstanding about electric vehicles is exposed. And when it comes to preconceptions vs lived experience, the divide deepens.



of drivers expect to buy or lease a new vehicle in the next three years



of current fuel drivers say they are unlikely to purchase an EV for their next car.

Fuel drivers are worried about range, they are worried about charging, and they are worried about the fun of driving and performance as they switch to battery power.

However, combined research from Octopus Electroverse and Autotrader reveals that **almost everything fuel drivers fear about electric vehicles is disproven by the people driving them, and satisfaction remains consistently higher than fuel drivers the longer a vehicle is owned.**

This report marks a milestone, tracking the UK's electric evolution by monitoring the gap between perception and reality.

“

The biggest barrier to EV adoption isn’t infrastructure or performance – it’s perception. Fuel drivers think EVs are complicated and expensive, when in reality, EV drivers rave about how reliable, cheaper to run, and a joy to drive they are.

Now it’s time to get more drivers behind the wheel so they can experience for themselves just how easy – and rewarding – going electric can be.

Matt Davies, Octopus Electroverse

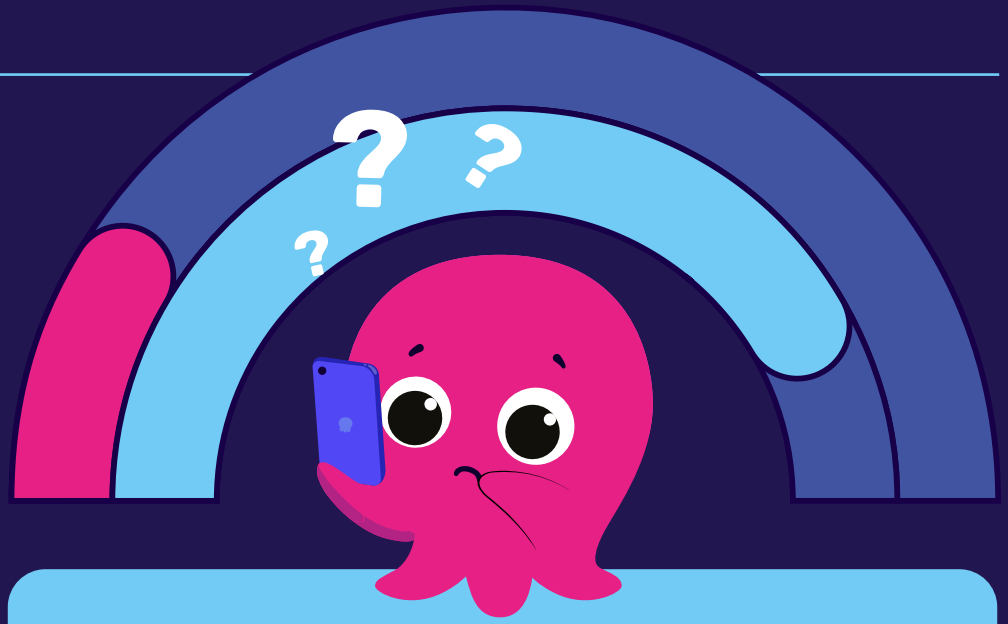
“

Electric vehicles are a once-in-a-generation technology shift, which is exciting and intimidating all at once. We know EV drivers love their cars, and the driving and ownership experiences they bring, but many who haven’t made the switch yet still have concerns. This new data shows a big perception versus reality problem, and so we’re delighted to join Octopus Electroverse to shout about the EV glow and empower more drivers to electrify their driving.

Erin Baker, Autotrader

Too Risky, Too Costly, Too Slow?

THE BELIEFS OF FUEL DRIVERS



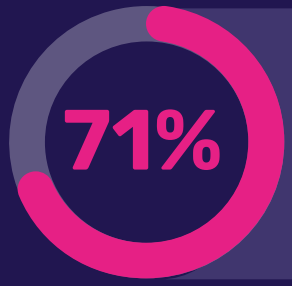
> *I don't know because I've never experienced an electric vehicle*
>
> Fuel driver

In 2025, the UK's ZEV Mandate set EV sales targets for car manufacturers at 28%. In 2026, this has risen to 33%, with a mandated 100% by 2035.[2] Despite the legislative push, public opinion is hitting resistance. Many fuel drivers are worried about switching. But what are they hesitant about?

21% of fuel drivers said that a key aspect stopping them from owning an electric vehicle is that they just don't know enough about them, underpinned by a further **88% requiring more information** about electric vehicles to consider buying one.

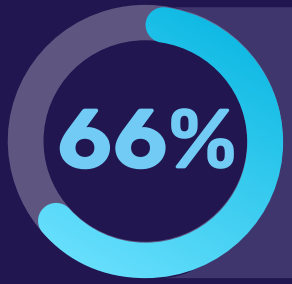
Autotrader data

Electric vehicles are a new technology shift - and this unknown can be intimidating or give rise to misconceptions. When asked about electric vehicles today:



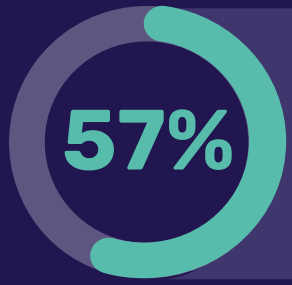
of fuel drivers think charging electric vehicles takes too long when you are out and about.

> ***Refuelling is quicker than having to wait for charge, so it's harder to do longer journeys as a result***



of fuel drivers say it is hard to find charging points when you need them.

> ***[I'd miss] knowing that you can always find petrol, which gives peace of mind, unlike the prospect of finding a charging point***



of fuel drivers think electric vehicles cost more to maintain and service than fuel cars.

> ***I would miss the lower running cost of my fuel car***

These aren't just idle thoughts; they are active barriers.

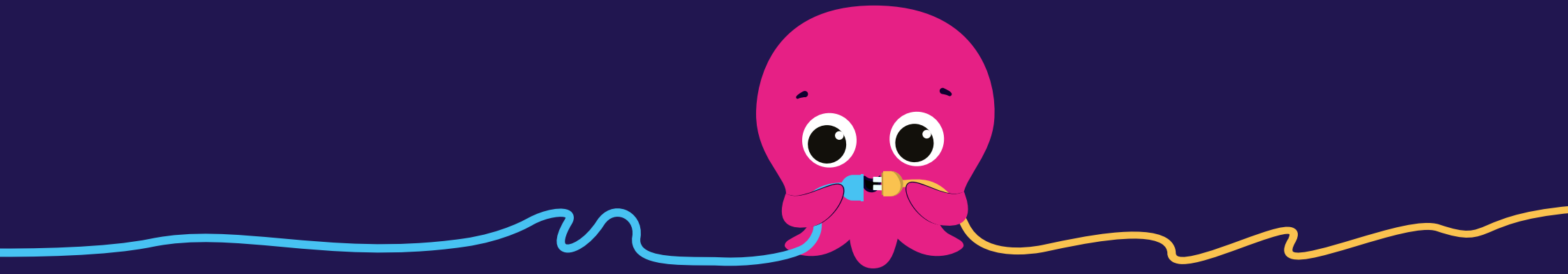
If a fuel driver believes charging takes too long, they are **28%** more likely to reject an EV as a future purchase.

"Charging takes too long to be a good replacement for petrol-fuelled travel."

As discussed later in this report, the nuances of EV charging are relatively poorly understood by fuel drivers, causing misconceptions and fears about long charging times.

According to Electroverse data, in 2025, the median for all charging sessions lasted 38 minutes (24.4 kWh consumption). But this summary doesn't tell the full story: charging speeds vary widely, giving drivers choice on how charging fits into their life.

Slow chargers (< 8 kW) are typically used for overnight charging in residential areas as an alternative to home charging. Whereas ultra-rapid chargers (> 150 kW) are perfect for a quick 15 minute top up at a motorway service station while drivers stop for a coffee.



Reliable, Cost Effective, Convenient

THE EV DRIVER EXPERIENCE

> *"I thought there would be some downsides, but there really haven't been any. I've never struggled to charge it, never been unable to do a long journey, never had to stop for petrol! Running costs have disappeared compared to putting petrol in my old car."*
>
> **EV Driver**

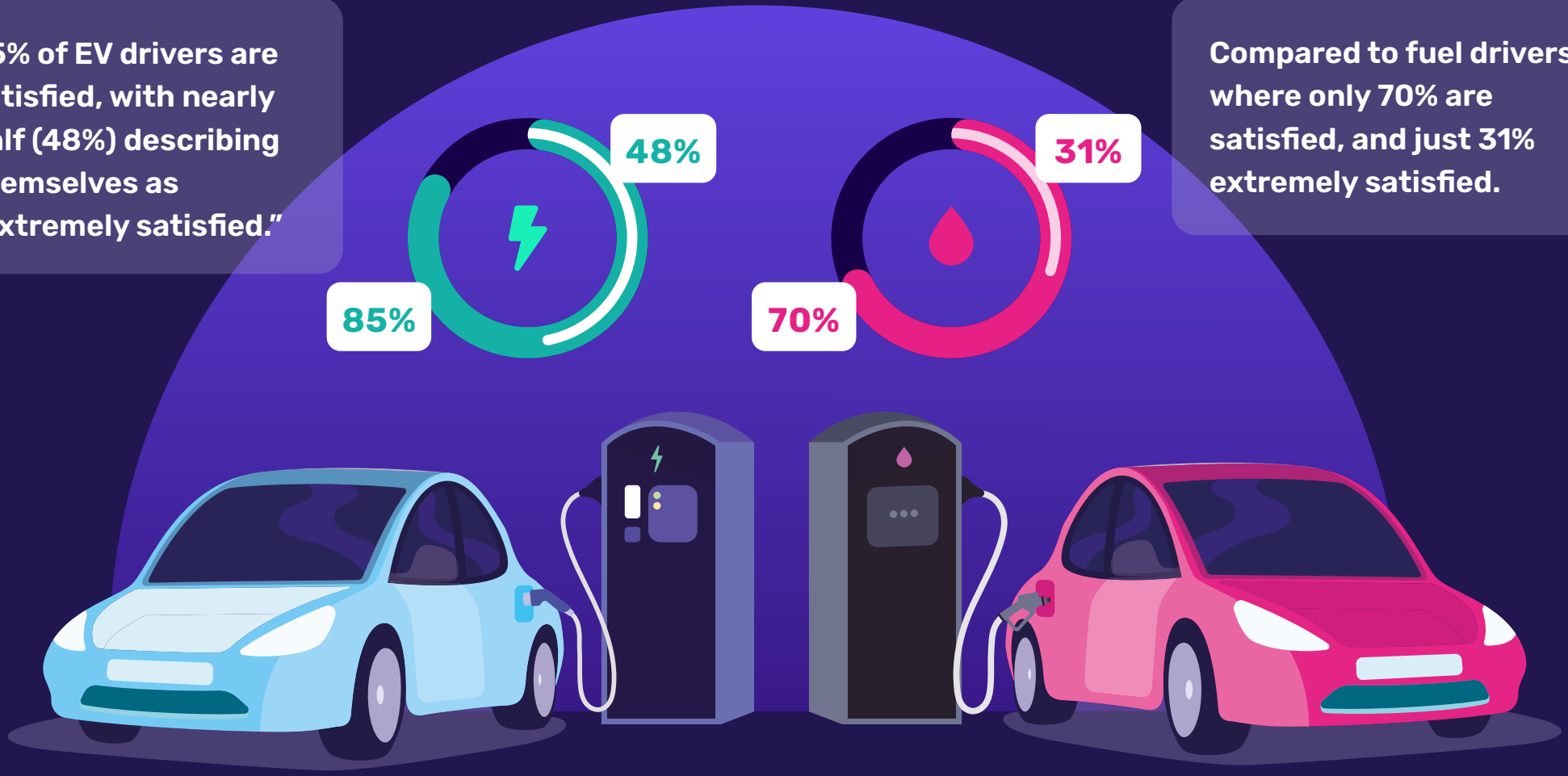
If fuel drivers' fears were true, the adoption of electric vehicles in the UK should have halted or even declined.

Instead, 473,348 new BEVs were registered in 2025, more than 2021 and 2022 combined.[3] To understand why, the contrast between EV and fuel driver satisfaction should be explored.

When asked, it becomes clear that EV drivers aren't just tolerating their electric cars; they prefer them. This high level of satisfaction is a result of electric vehicles delivering on the aspects that matter most to drivers: reliability, running costs, and comfort.

THE SATISFACTION GAP: EV VS FUEL

85% of EV drivers are satisfied, with nearly half (48%) describing themselves as “extremely satisfied.”



Compared to fuel drivers, where only 70% are satisfied, and just 31% extremely satisfied.

When EV drivers ranked aspects of electric vehicle ownership in terms of importance, these were their top 5:

	1	2	3	4	5
% saying this is important	70%	64%	62%	54%	51%
% that are satisfied with their vehicle	87%	86%	91%	91%	87%
Aspects of driving	Reliable car that rarely breaks down	Low day-to-day running costs	Good comfort and interior space	Good driving performance and handling	Convenient recharging at home
Rank	1	2	3	4	5

“It is much more comfortable and less tiring to do a long drive compared to my previous petrol car”

EV Driver

EV driver satisfaction outperforms that of fuel drivers on every key metric.

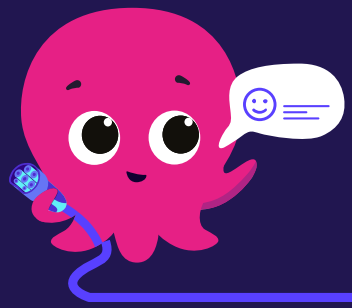
For fuel drivers, reliability satisfaction ranks 84% (3pts lower than EV satisfaction), and low day-to-day running costs show an even larger gap, with 73% of fuel drivers satisfied and 86% EV drivers satisfied.

The “EV Glow” doesn’t fade. Once drivers experience the satisfaction boost from running costs and the seamless reliability of an EV, they don’t look back.

The Hidden Joys of Driving Electric

The hidden joys of driving electric are underrated elements not usually considered when measuring driver satisfaction.

But when asked what surprised them or makes them smile, driver sentiment and experience show a varied and positive response to living with an EV:



"The acceleration compared to a petrol or diesel vehicle still makes me giggle!"

"Just the joy of going for long drives and not feeling exhausted afterwards"

"How easy it is to charge it - I'll always love proving people wrong!"

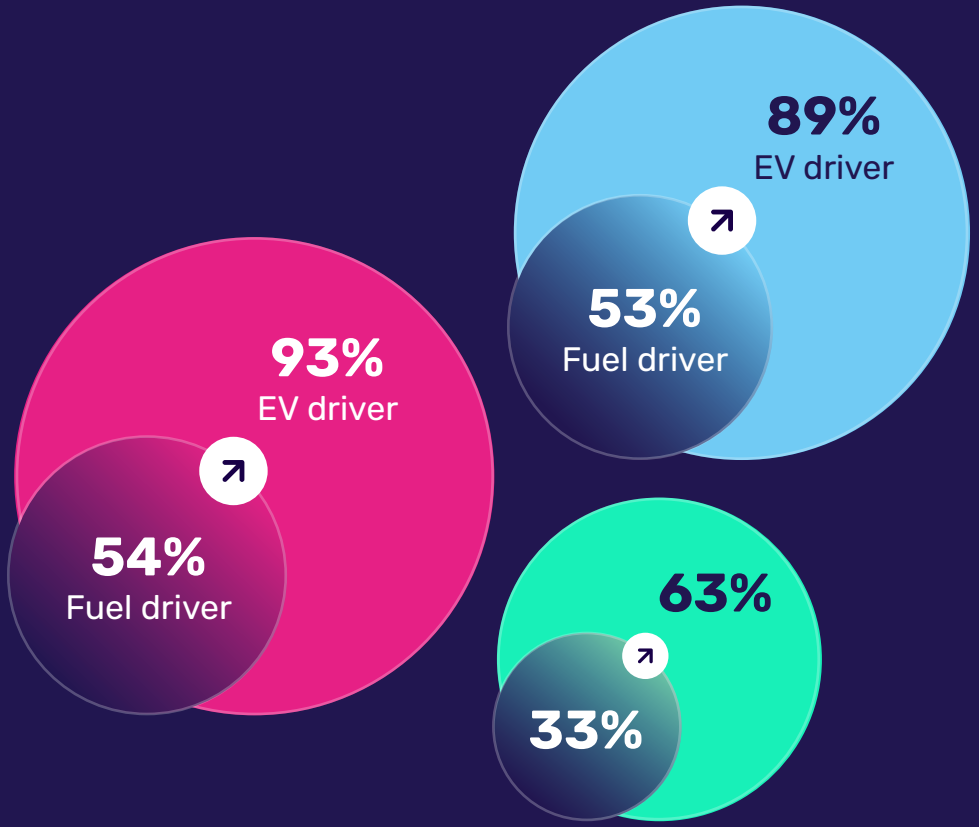
"How quickly I got used to it and how quickly I liked it better than my old Jaguar, which I loved."

While barriers to EV adoption are important to analyse, these driver testimonials reveal a different narrative. The value of an EV can lie in the intangible - the "giggle" of instant torque, the comfort during longer journeys, and the unexpected advantages in regenerative braking.

Once the learning curve is navigated, the experience shifts from "managing a battery" to simply enjoying a smoother, quieter and surprisingly fun drive.

The data shows a massive gap between expectation and reality - and when we ask EV and fuel drivers whether they agree that electric vehicles deliver on performance metrics, the divide deepens:

EV drivers are **1.7x** more likely to agree that EVs deliver impressive acceleration performance (93% EV driver vs 54% fuel driver).



They are **1.7x** more likely to report that EVs are smoother and more responsive to drive than fuel cars (89% vs 53%.)

They are **1.9x** more likely to say that EVs are more reliable than fuel cars (63% vs 33%).

Reliable Misconceptions

When it comes to the reliability and overall capability of electric vehicles, there is a significant divide between the perceptions of fuel drivers and the lived experience of EV drivers.

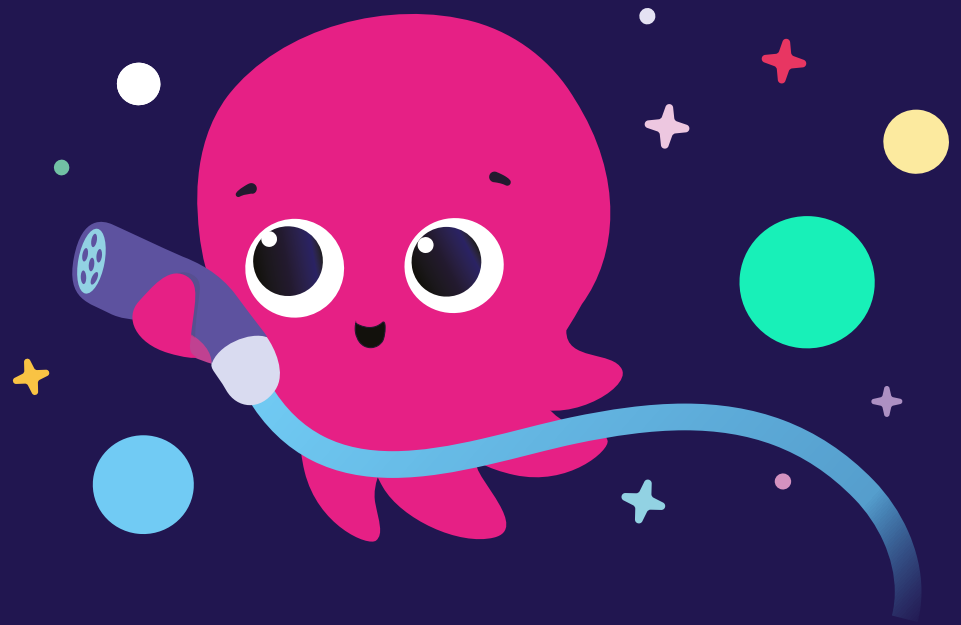
Only **50%** of fuel drivers believe that EVs are reliable cars that rarely break down. Whereas, **87%** of EV drivers say that they are.

FUEL DRIVER CONCERNS:

I wouldn't switch unless I absolutely had to; I would miss the performance"

Fuel driver

"I would miss a safe battery that doesn't or couldn't self-combust. I would miss the reliability of knowing if I had fuel, I could do the whole journey, but if it were an EV, my journey could be interrupted by charging difficulties."

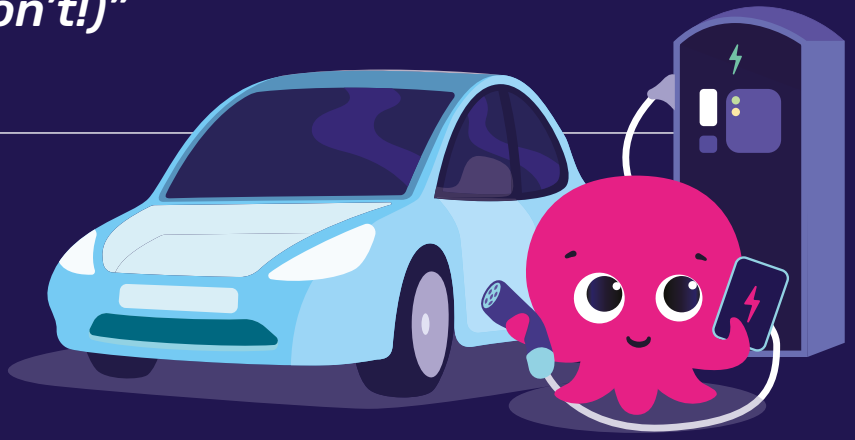


EV DRIVER REALITIES

"It's like driving a sports car... press acceleration and get to speed immediately"

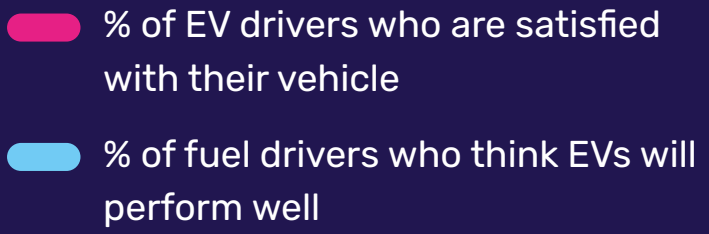
"[I'm] surprised by how little time they take to charge. How much charging is not an issue when travelling. How much bad press electric cars get and how much people think that they constantly run out of battery (they don't!)"

"Both BEVs that I've owned have been impressive to drive in terms of performance, comfort and reliability. I can't ever see myself ever buying another ICE vehicle".



These differing views highlight the gap between preconceptions and the experience of owning an EV. Fuel drivers have significantly lower expectations of EVs in areas such as convenience of charging, reliability, running costs, acceleration, comfort and safety.

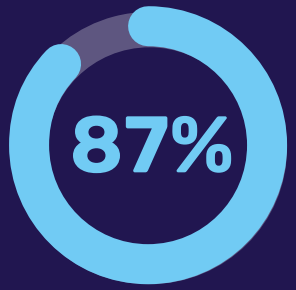
The 10 biggest gaps between fuel driver expectations and EV driver reality



Convenient refuelling / recharging at home	87% / 47%	Good comfort and interior space	91% / 61%
Reliable car that rarely breaks down	87% / 50%	Good safety features and ratings	88% / 59%
Low day-to-day running costs	86% / 51%	Quick refuelling/ recharging when out	68% / 40%
Instant torque for rapid acceleration	85% / 49%	Easy to find a refuelling/ charging point	67% / 39%
Good driving performance and handling handling	91% / 61%	Smooth ride	90% / 65%

The most significant data point is the 40-point gap regarding charging convenience.

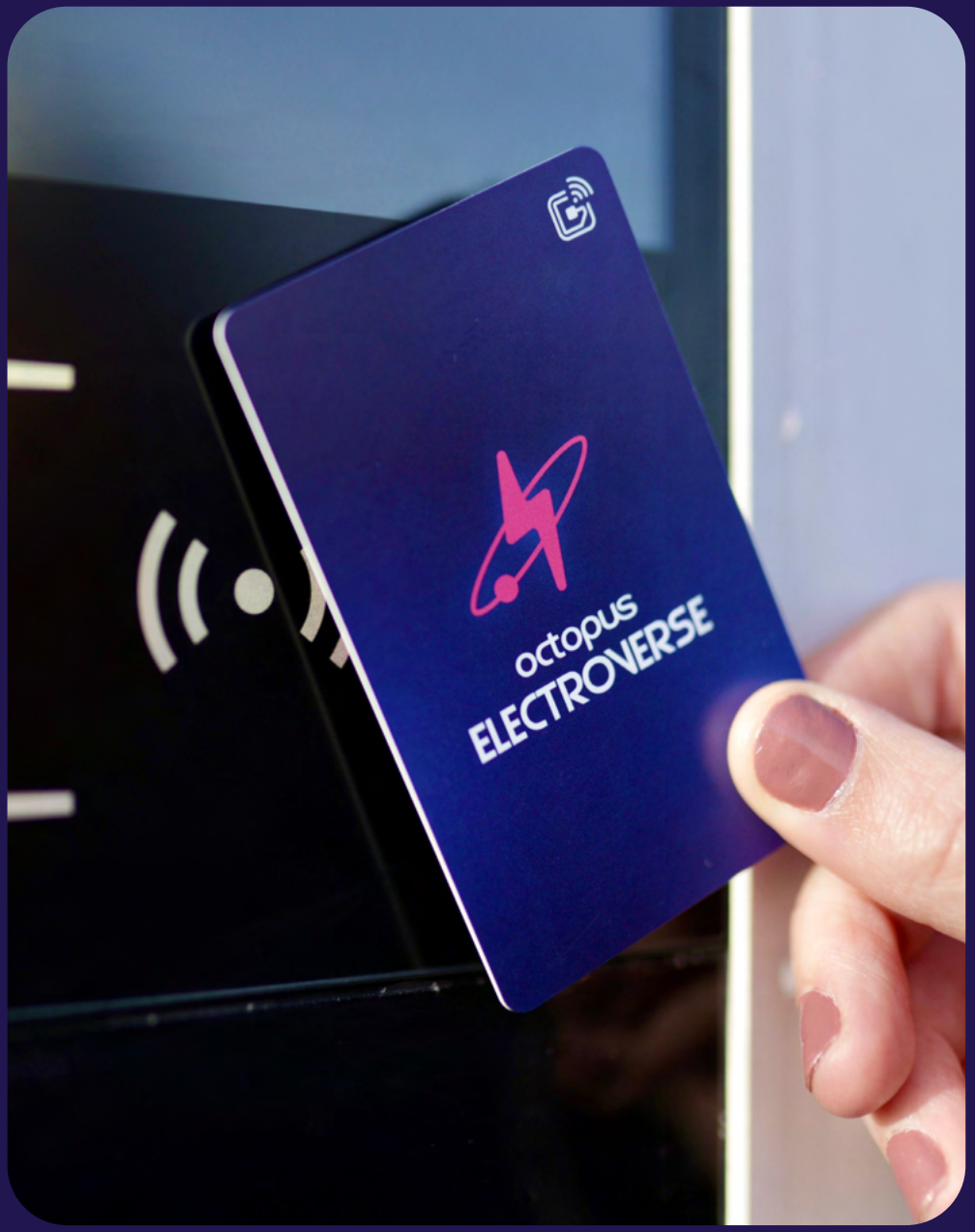
Less than half of fuel drivers perceive home charging as convenient, whilst



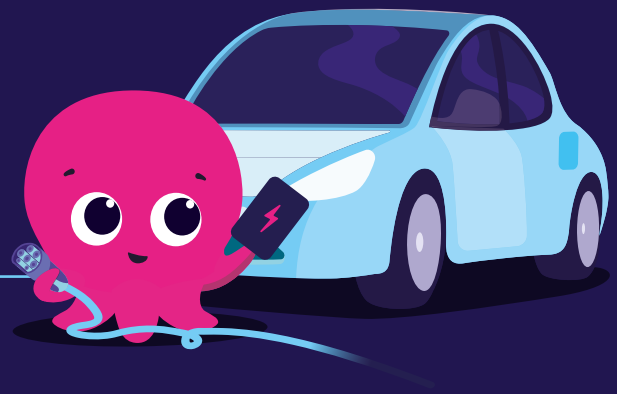
of EV drivers report satisfaction with home charging.

Alongside the discrepancy in home charging perceptions, the data shows a divergence in public charging infrastructure confidence. For EV drivers, sentiment around public charging shows a need for continued development, but satisfaction still exceeds fuel driver expectations by 28 points in the speed of public charging (68% satisfied) and 27 points in the ease of finding a public charging point (67% satisfied).

The 24 - 40 point gap across all categories shows that a primary barrier to adoption is not around technical capability, but a core misunderstanding about electric vehicles.



Understanding The Perceptions of EV Ownership



“I wouldn’t likely change to an EV. The lower cost of petrol I would miss compared to electric”

Fuel Driver

Money is one of the biggest friction points in EV consideration, **with fuel drivers 8.5x more likely to think EVs cost more to maintain and service than petrol/diesel cars, and 7.5x more likely to believe day-to-day running costs are higher.**

In reality, more than 80% of people buying a Battery Electric Vehicle (BEV) will save money compared to an equivalent petrol car, with average annual savings around £5,850.[4]

There is also a widespread fear about the battery itself. 53% of fuel drivers believe EV batteries need replacing after just a few years, compared to just 6% of EV drivers who have actually experienced this concern. That is a 9.3x difference in perception versus reality.

“The batteries have not lost their capacity at anything like the rate we expected. Our car is 6 years old with 50k miles on the clock, but the range has hardly changed from new.”

“8 years old, 120k miles, battery like new.”

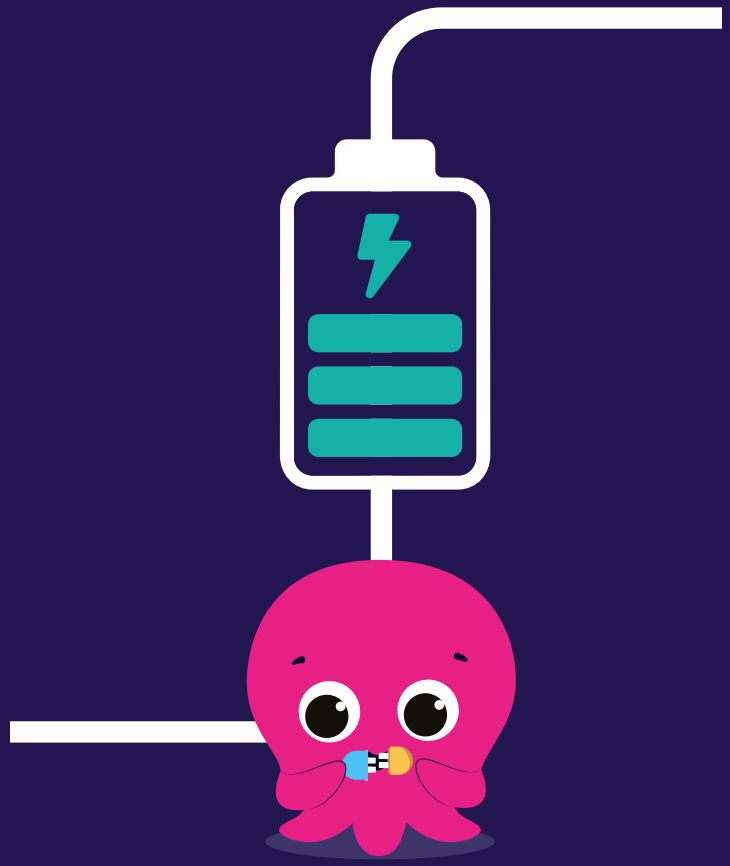
- EV Drivers

When it comes to EV batteries, the data speaks for itself

Between 2015 and 2024, average battery sizes increased by 167%, leading to greater range and reliability.[5]

At seven years old, **the average Tesla battery still provides approximately 93% of its original capacity and range,** according to a recent study by Nimblefins.

Also, the Technical University of Munich have released figures showing that **after approximately ten years' use, the battery in the Volkswagen ID3 was still at about 90%.**[6]



According to Autotrader insights, many electric cars come with an 8-year battery warranty as standard, and **the latest data suggest batteries lose only 1-2% of their capacity each year,** with no difference in engine efficiency over time.

This is further supported by a recent Geotab study, which showed the **average battery is projected to have 81.6% of its original capacity (state of health or SOH) after eight years.**[7]

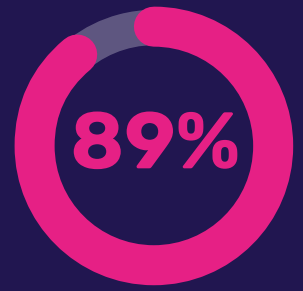
EV drivers ranked “Low day-to-day running costs” as their second most important aspect of driving, and **86% of them are satisfied with it**. One EV driver summarised it perfectly:

> ***“Where else can you get a hyper-performance car that costs only £4 to fuel for 250 miles.”***

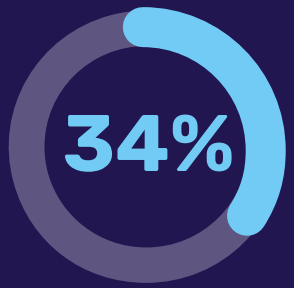
Although there are overall savings in EV ownership, there is a discrepancy between drivers with access to a home charger and those without.

Drivers who rely on public chargers face higher and more varied charging rates than those who have access to a home charger.

However, there are an increasing number of methods enabling drivers who charge frequently to bring costs down - such as subscriptions and off-peak rates.



of EV drivers have access to home charging either via a dedicated wall box or a 3-pin plug.



While costs remain a talking point, over a third of drivers (34%) still rate the affordability of public charging positively.

10%

Of EV drivers in the UK currently rely on the public network for all charging sessions. With continued EV adoption, this number is set to grow.

Unlike petrol and diesel prices, EV charging on the public network can benefit from innovative pricing models (e.g., dynamic pricing when there is an excess of renewable energy on the grid, off-peak pricing, etc.) But how impactful can dynamic pricing be for EV drivers?

Between November 2024 and May 2025, the Centre for Net Zero set out to understand how public charging prices can influence an EV driver's decision to charge. The study concluded with the following findings:

"Customers were highly responsive to price: **a 40% reduction in charging costs increased platform-wide charging activity by 117%, while a 15% price cut led to a 30% increase.** Decomposing the increase in charging, we estimate that approximately half reflected substitution between charging apps. Our findings suggest that dynamic pricing for public EV charging generated large consumer welfare gains." [8]

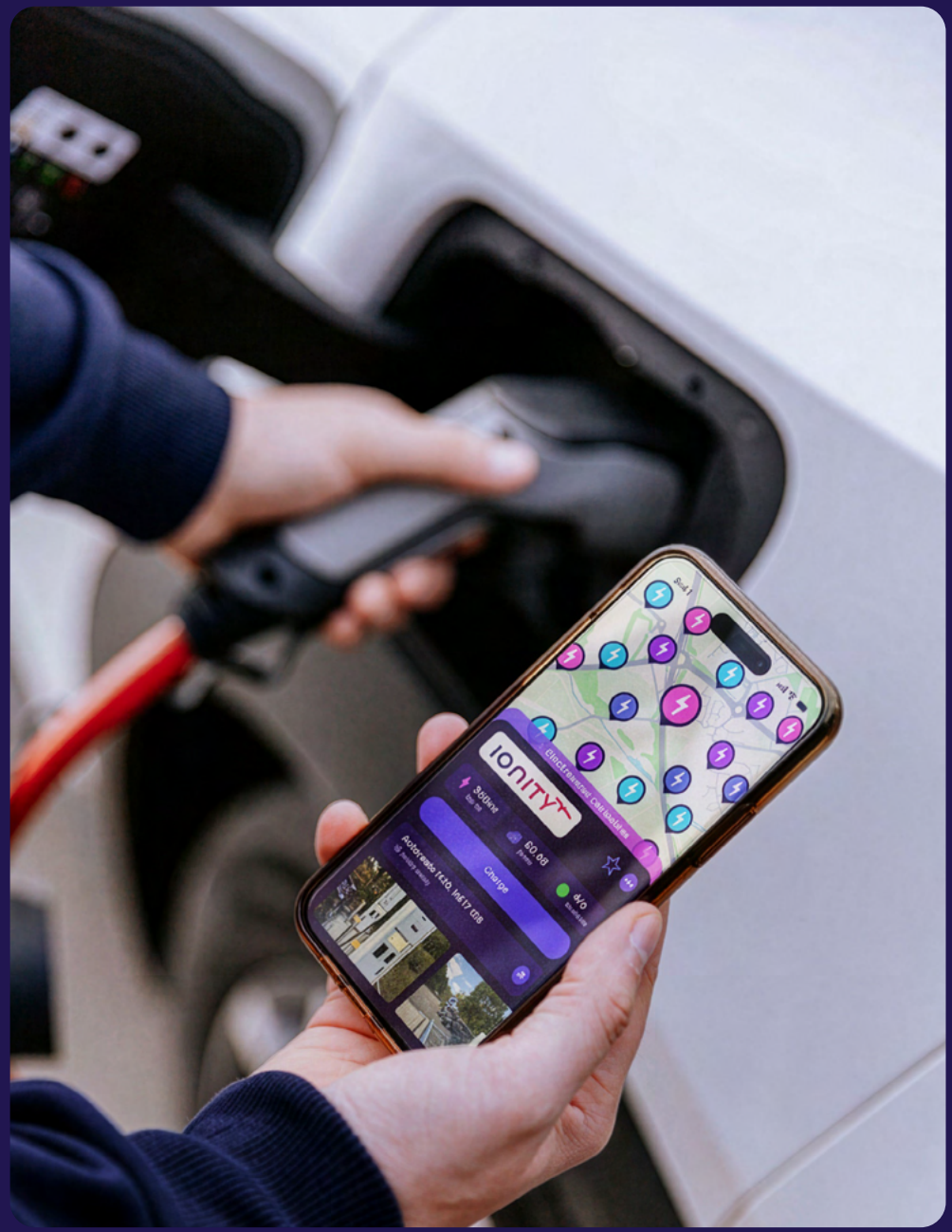
What about the upfront cost of purchase?

According to Autotrader data, there's a 17% upfront price premium on comparable new electric and fuel vehicles, and when fuel drivers were asked what would need to happen to convince them to buy or consider an EV, three in five respondents cited the upfront purchase price. As one respondent summarised,

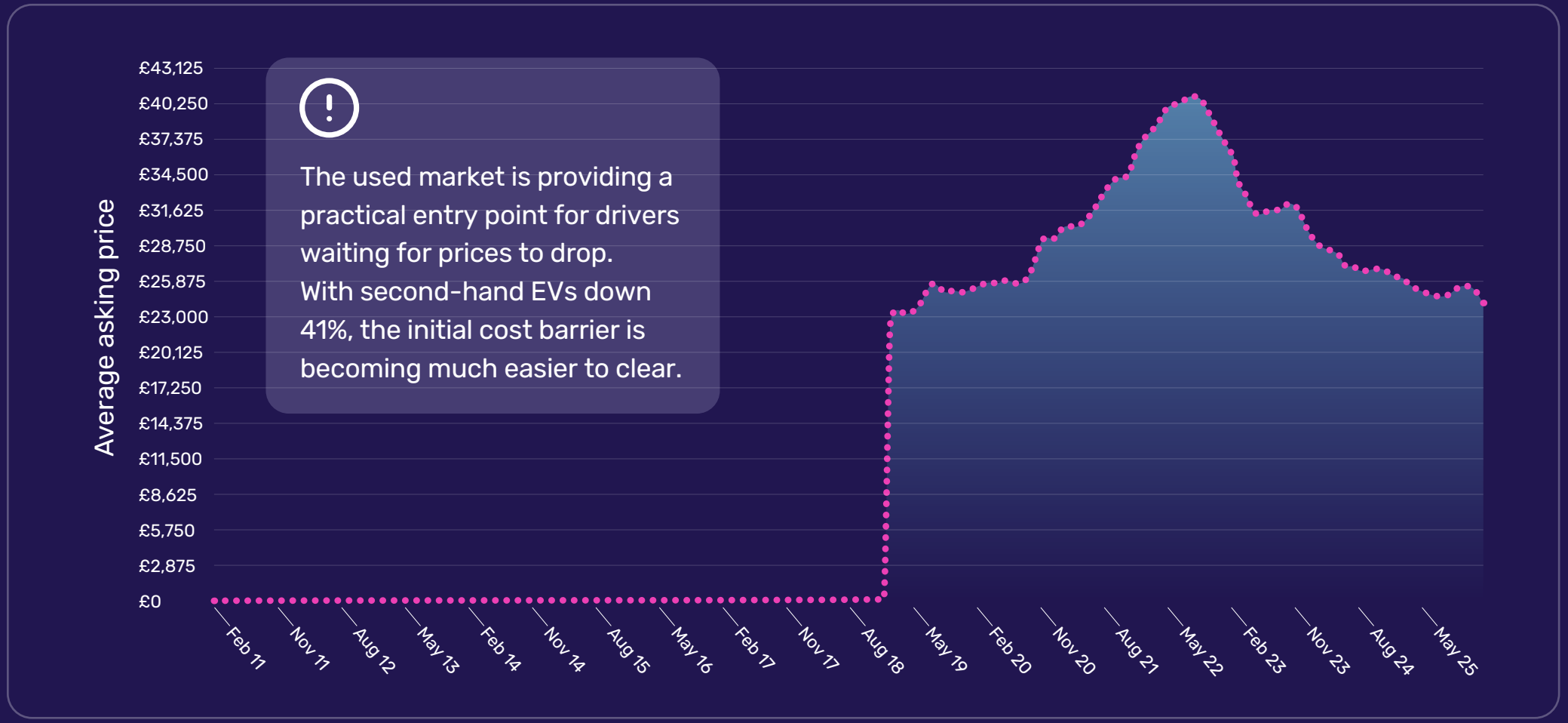
> *"I really want to buy one, it's just the cost".*

With upfront costs being a significant barrier, have electric vehicle purchase prices decreased in recent years?

According to the Autotrader Retail Price Index, yes, **upfront prices are coming down.** When looking at the average asking price for used electric vehicles, there has been a 41% decrease from July 2022 to December 2025 (dropping to £24,029)



Used Retail Price Index[9]



The Reality of Charging: What Fuel Drivers Get Wrong

"I can do 100 miles in a day easily, and stopping to charge is quick and easy"

EV Driver

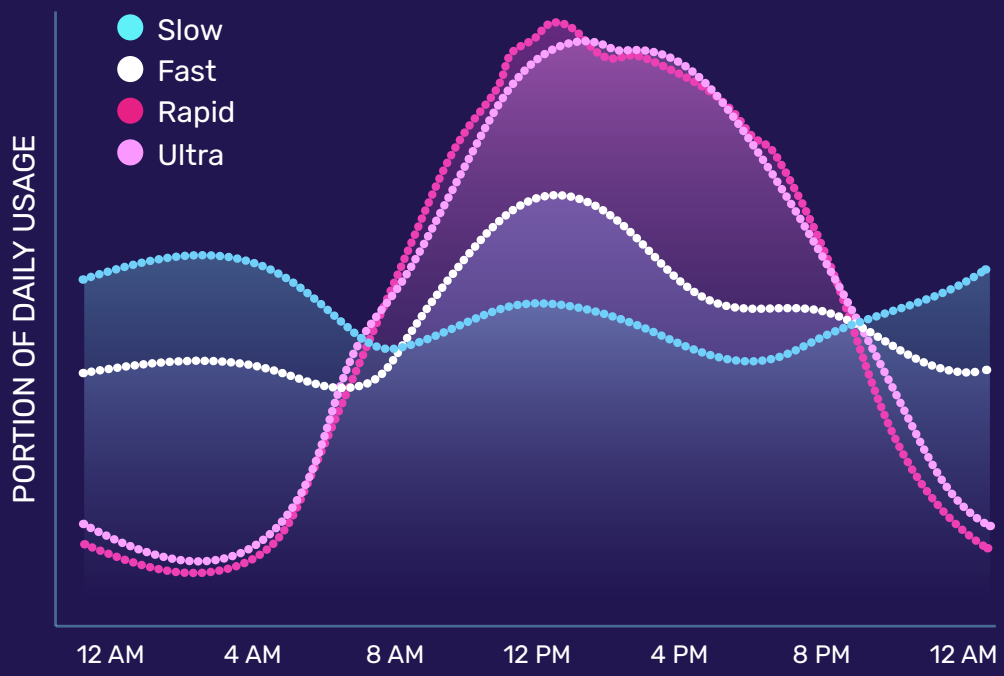
From the misconceptions on how quickly an EV can charge, to the reliability of chargers and the convenience of plugging in while you get on with daily life - there is a stark divide between the perception of charging and the nuances of charging realities for EV drivers.

Compared to EV drivers, fuel drivers are **3.1x more likely** to say that it's difficult to find charging points when you need them, and **2.5x more likely** to believe charging EVs takes too long when you are out and about.

"[I'd miss the] reliability of knowing I can complete a journey because there's always a petrol station en route, but I can't be certain of a working charger. And even if I find one, I can fill up with petrol in 5 minutes, but charging takes hours"

Fuel Driver

Customer charging profiles by time of day



When looking at EV driver usage profiles in 2025,[10] daily usage curves illustrate how EV drivers interact with EV charging infrastructure. Rapid and ultra-rapid usage peaks during the daytime when drivers are charging on the go.

In contrast, slow charger utilisation remains relatively steady, with an uptick overnight.

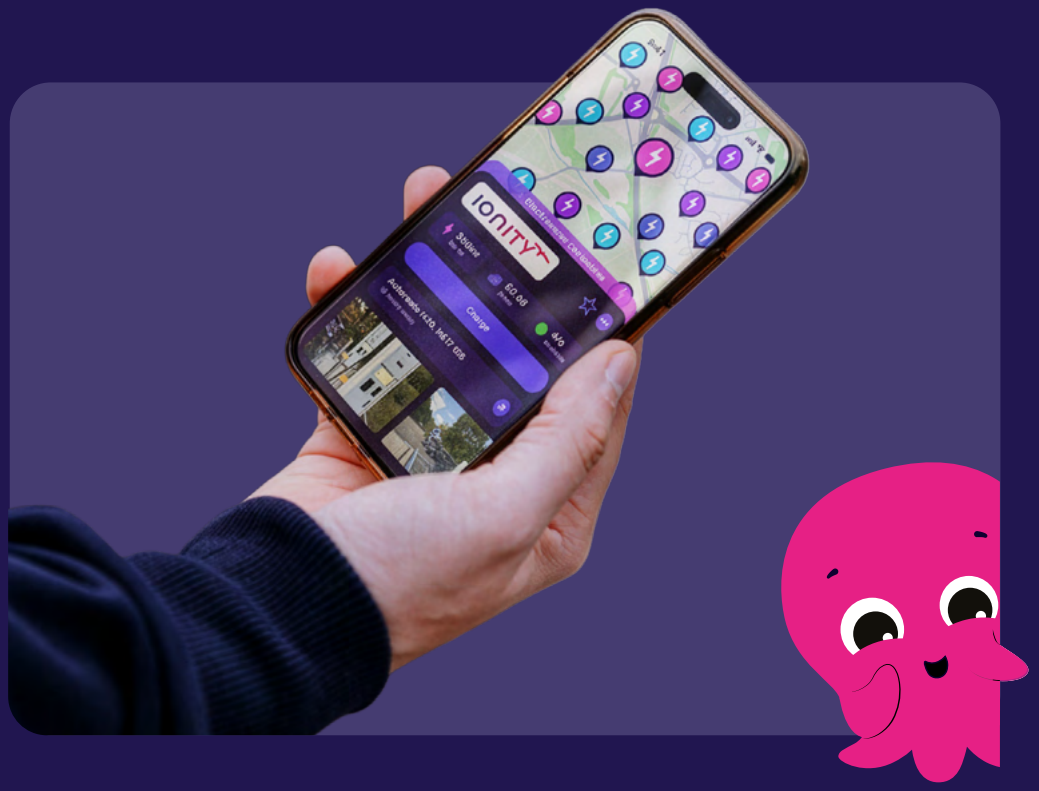
While slow chargers (< 8 kW) can take several hours to charge an EV, these types of chargers are typically found in residential areas and used as alternatives to home chargers. In contrast, ultra-rapid chargers (> 150 kW) are often found at service stations on motorways, providing a quick charge for drivers already stopping on route.

Unlike fuel cars, topping up an EV is more about lifestyle and choice.

EV drivers aren't dependent on fuelcourts or service stations; charging points can be found anywhere.

EV drivers can choose to charge overnight with off-street parking or use the charger at their gym for an hour in the morning. **Charging fits the driver.**

Drivers also adapt. With charge points found across different locations, 64% of EV drivers check for chargers along their route to best suit their needs. (compared to just 19% of most drivers checking for fuel stations). Planning becomes a habit, not a hassle, particularly when using integrated tools like the Electroverse route planner and in-vehicle navigation for longer journeys, where fuel drivers would typically stop to have a break anyway.

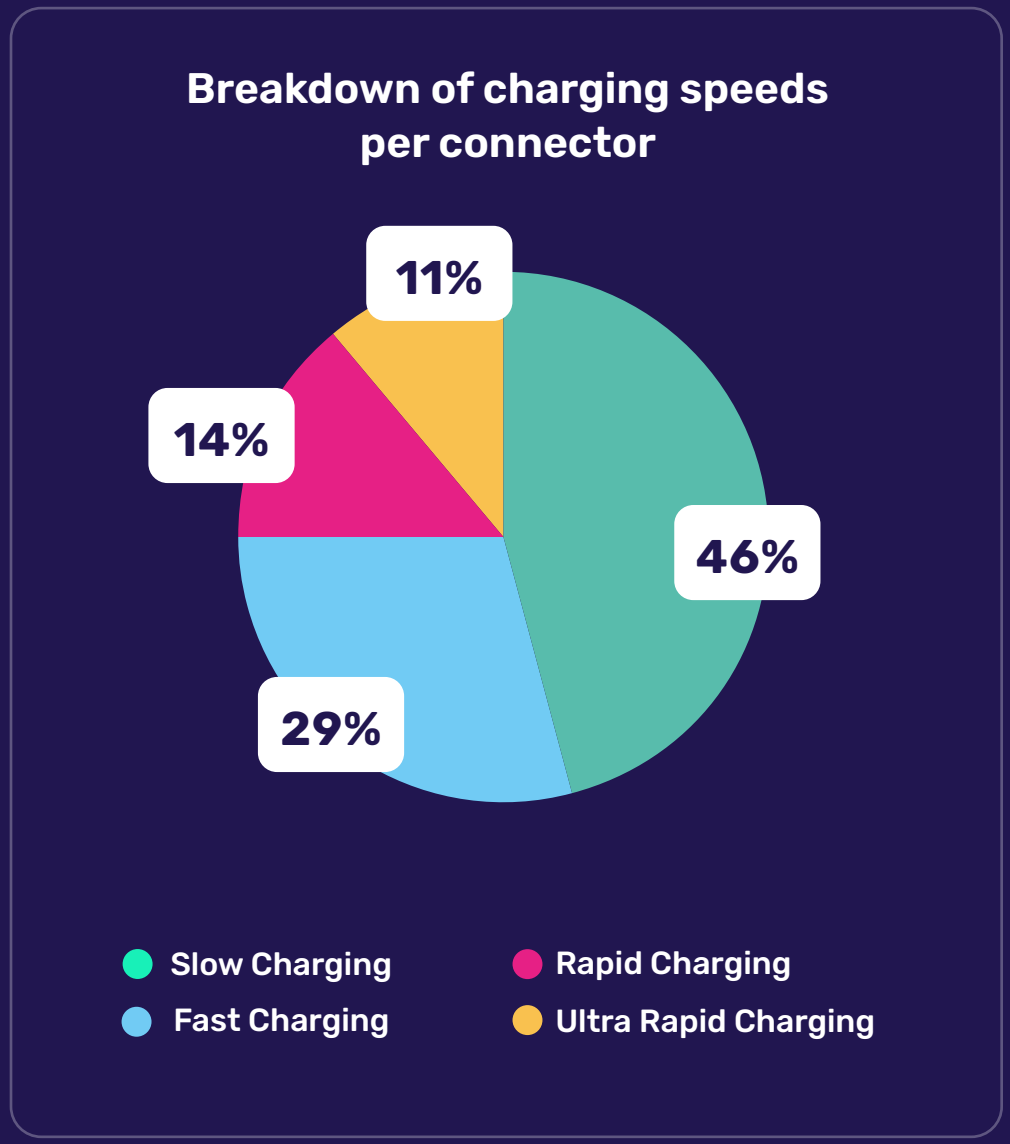


> ***"...You hear loads about how electric cars take ages to charge. Yes I've had to make slight adjustments to how I plan ahead, but nothing major and now they are a new habit..."***

> ***"I've always found the chargers available, reliable and fast. As we need to stop for breaks anyway, the journey time is no longer in my EV than with my previous petrol car."***

Some similar behaviours also persist. On average, EV drivers let their battery get down to 18% at the lowest point before recharging. This is comparable to ICE drivers who, on average, refuel at around 1/5th of a tank, showing that once a driver is familiar with their EV, they return to refuelling habits, signalling their confidence in the charging infrastructure.

Summary of the UK's public charging infrastructure[11]



As of 1st April 2026, there are around 111,000 EVSEs* (Electric Vehicle Supply Equipment) available in the UK - **an annual growth of around 14%.**

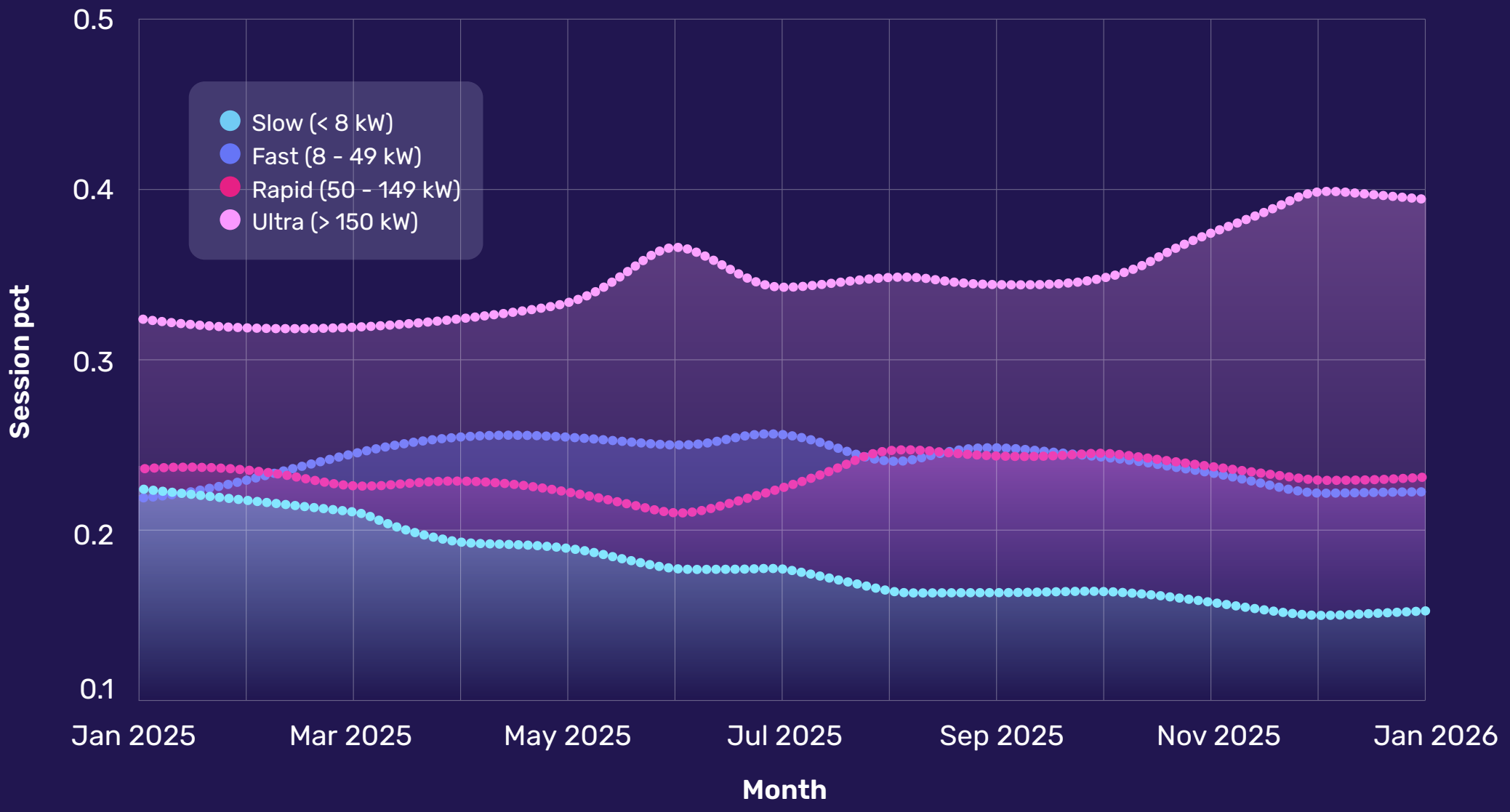
An EVSE is an independently operated and managed part of a charge point that can deliver energy to one EV at a time.

When we analyse yearly charging data (Jan 2025 vs. Jan 2026) user patterns indicate a shift toward faster charging speeds, as both commercial fleets and individual drivers (without home charging) increasingly prioritise quicker charging times:

Commercial Fleets: In January 2026, **ultra-rapid sessions now account for 65% of all fleet charging activity.**

Individual drivers: Drivers relying on the public charging network are changing their charging habits away from slower speeds. **In January 2025, this demographic utilised a broad mix (Slow: 22%, Fast: 22%, Rapid: 23%, Ultra: 32%); in January 2026, their ultra-rapid usage surged to 39%, and slow usage dropped to 15%.**

Public charging behaviours

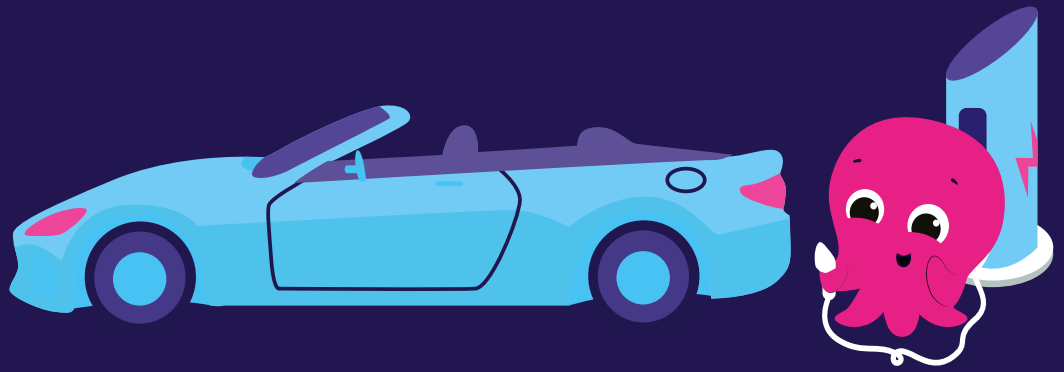


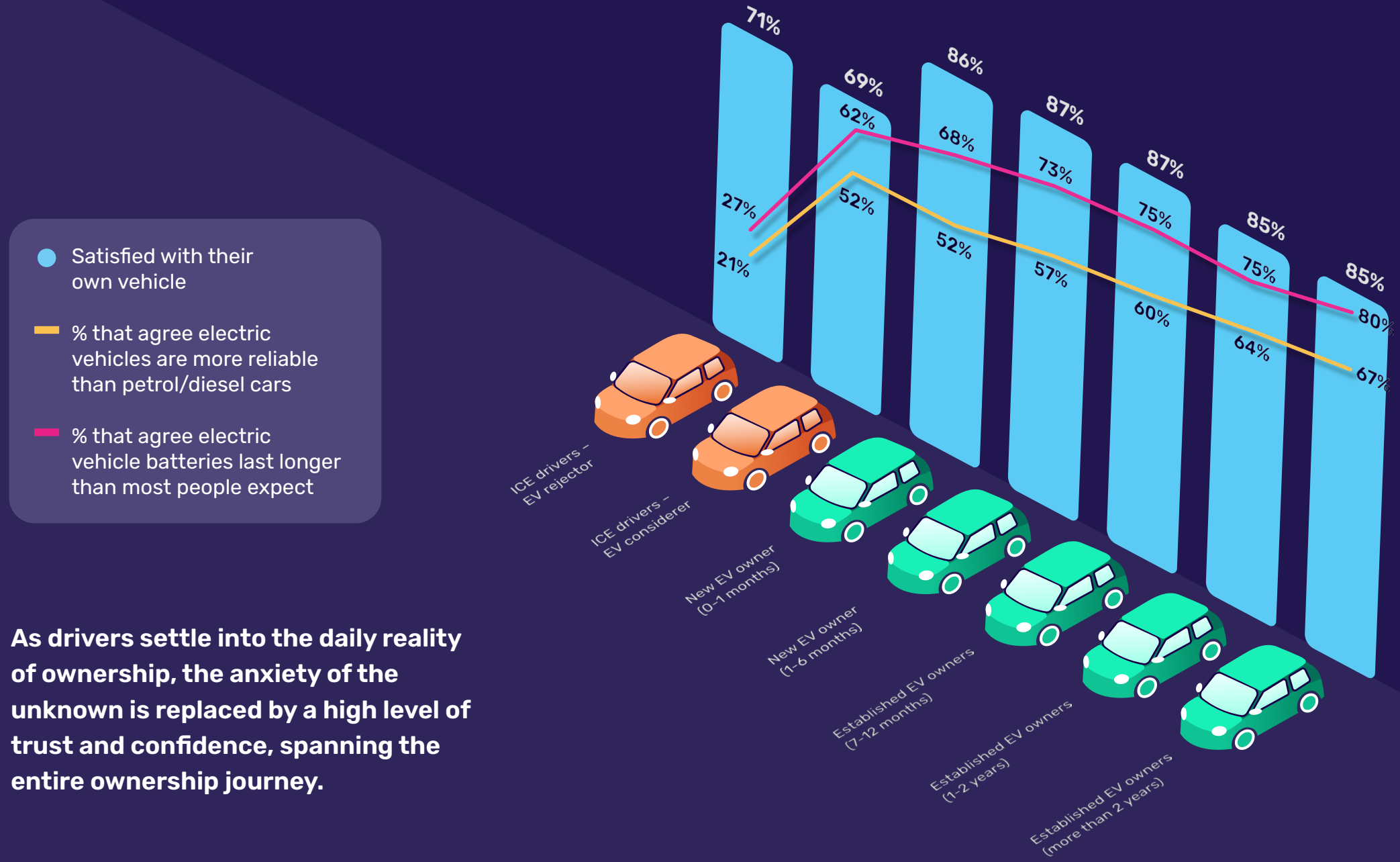
The EV Glow: Ongoing Driver Satisfaction

Sceptics might argue that EV owners are just excited about a new gadget. But the data shows that appreciation for EVs outlives the honeymoon period. Satisfaction remains consistently superior to fuel for years. In fact, the longer someone owns an EV, the more likely they are to say that the battery lasts longer than people expect and that EVs are more reliable than fuel cars. **Even after 2 years of ownership, EV driver satisfaction sits at 85%, a huge 12 points more than fuel drivers.**

> *"My wife had range anxiety, but after 11 months of ownership, she loves the car and has no anxiety at all."*

> *I love it even more after over 3 years of owning it!*
>
> **EV Driver**





As drivers settle into the daily reality of ownership, the anxiety of the unknown is replaced by a high level of trust and confidence, spanning the entire ownership journey.

The disconnect between perception and reality becomes undeniable when analysing the vocabulary used by different driver groups. When we asked drivers for three words to describe EVs, the difference in sentiment was stark:

Fuel Drivers said:

Expensive, Unreliable, Difficult, Limited.

EV Drivers said:

Convenient, Easy, Responsive, Cheaper, Relaxing.

“Difficult” becomes “Easy.” “Expensive” becomes “Cheaper.” “Unreliable” becomes “Responsive.” This vocabulary swap proves a critical point: The negative attributes associated with EVs are often hypothetical, while the positive attributes are experiential.

Why is there such a chasm between these two groups?

When it comes to trusted information sources, fuel drivers are more likely to get information via word-of-mouth, TV ads, social media, and traditional media like tabloid newspapers. EV drivers get information from specialist sources, car review sites, and YouTube videos/influencers.

However, when it comes to the most trusted source for fuel drivers, the voice and experience of current EV drivers is found to be the most powerful.

Fuel drivers are 1.4x more likely to consider switching to an EV if they receive advice from friends and family with an EV (47% vs 34%).

"Sometimes other people will talk to you at charging points to ask about your experience if they're thinking of switching to EV/curious about it, it's great to be able to talk about how much investment there is into charging infrastructure and how reliable I've found it to be in recent years.

It really feels like those conversations help challenge misconceptions and potentially bring more people into being open towards having an EV, which is great for the planet!"

EV Owner

Conclusion: How to Grow the EV Glow

The data is clear: the biggest barrier to the UK's electric transition isn't the technology, it's the perception gap. While the 'fear factor' is currently keeping fuel drivers hesitant, the lived experience of EV owners provides the ultimate rebuttal.

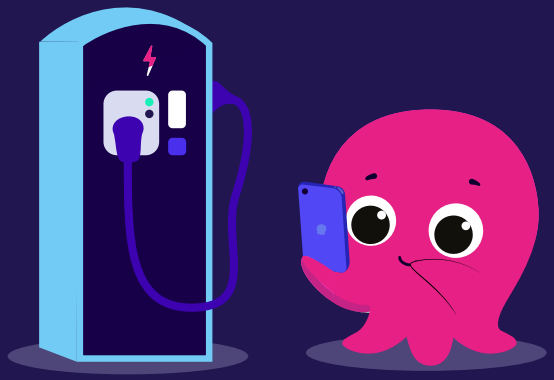
EVs are proving more reliable, more enjoyable, and far easier to live with than sceptics believe. As electric driving moves from the 'early adopter' phase to the mainstream, we expect to see these gaps decrease as we track progress through these annual reports.

While the reality is far superior to fuel driver preconceptions, there are still areas in which EV ownership could improve.

So, what needs to happen to grow the EV glow?

1. The Upfront Cost

Both cohorts agree EVs are more expensive to buy. **76% of EV drivers and 81% of fuel drivers agree. Only 49% of EV drivers were satisfied with the purchase price** of their vehicle. This remains the biggest factor preventing drivers from owning an EV, with 51% of all drivers (fuel & EV) citing expense as a reason.



2. Public Charging Costs

While home charging is cheap, public charging varies in price. The **affordability of charging costs is the biggest area of development for EV drivers** (34% rated public charging costs positively). But with pricing standardisation requiring policy change, progress can happen in different ways; with an increasing number of innovative methods, frequent public charging drivers can currently benefit from monthly subscriptions and off-peak rates to help bring costs down.

3. The Range Reality

Although the average range of EVs in the UK has risen from 235 miles in 2024 to 300 miles in 2025, **42% of EV drivers are not satisfied with their ability to drive long journeys without stopping.** However, it is worth noting EV drivers actually drive more miles per year on average (9,700 miles) than fuel drivers (8,000 miles), based on self-reported estimates, proving the cars are more than capable.

The Call to Action

For Policy

Incentivise EV driving and reduce unnecessary fees through continued policy support (e.g., Electric Car Grant) to help make EV ownership more affordable.

For Industry

Manufacturers should shout louder about range improvements and showcase the reality and “joys of driving electric”. Infrastructure providers must focus on expanding the number, speed, and cost fairness of chargers.

For Drivers

EV drivers: discuss your experience with friends and family! Fuel drivers: take an EV for a test drive, rent an EV next time you go abroad or ask your EV-owning friends to let you charge the car; firsthand experience is key!

Who's behind the wheel?

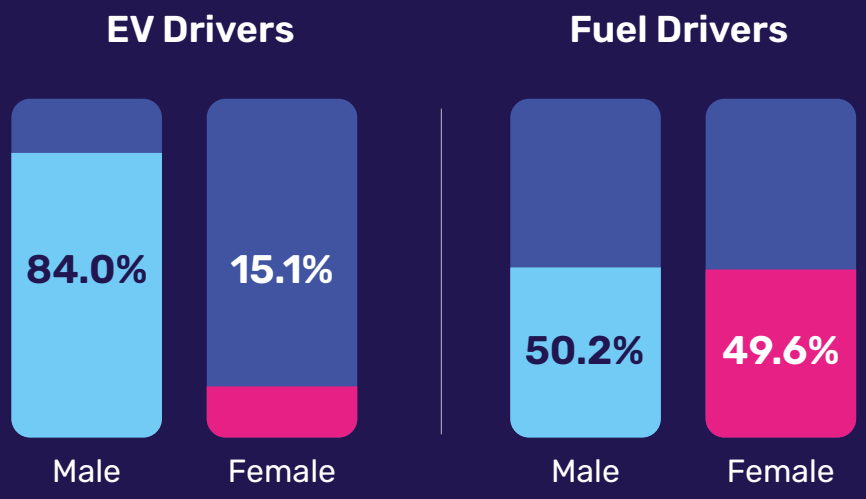
To fully understand the divide between perception and reality, we must get to know the drivers. This survey data highlights significant demographic and economic distinctions between the current wave of EV adopters and the traditional fuel driver.

The data suggests that the "EV experience" is currently concentrated within a specific demographic slice of the UK population - one that is wealthier, predominantly male, and utilising different financial models to access their vehicles.

Feature	The EV Adopter	The Traditional Motorist (ICE/Fuel)
Home Status	Homeowner (91%)	Mix of Owner (73%) & Renter (25%)
Relationship	Married (76%)	Mixed (56% Married / 21% Single)
Car Ownership	Finance/Salary Sacrifice	Cash Buyer / Owns Outright
Employment	Full-Time Professional	Mixed Full/Part-Time
Gender	Male (84%)	Balanced (50% M / 50% F)

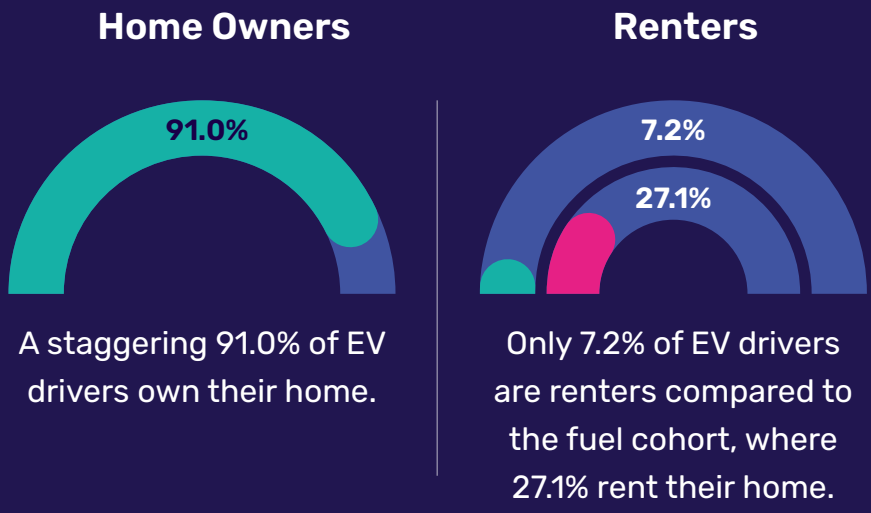
1. The Gender Gap

The electric transition is currently heavily skewed towards male drivers. While the petrol/diesel (fuel) cohort represents a balanced cross-section of the UK population, the current EV cohort is overwhelmingly male.



2. Home Ownership vs Private Renting

This is arguably the single biggest structural difference between the two cohorts:

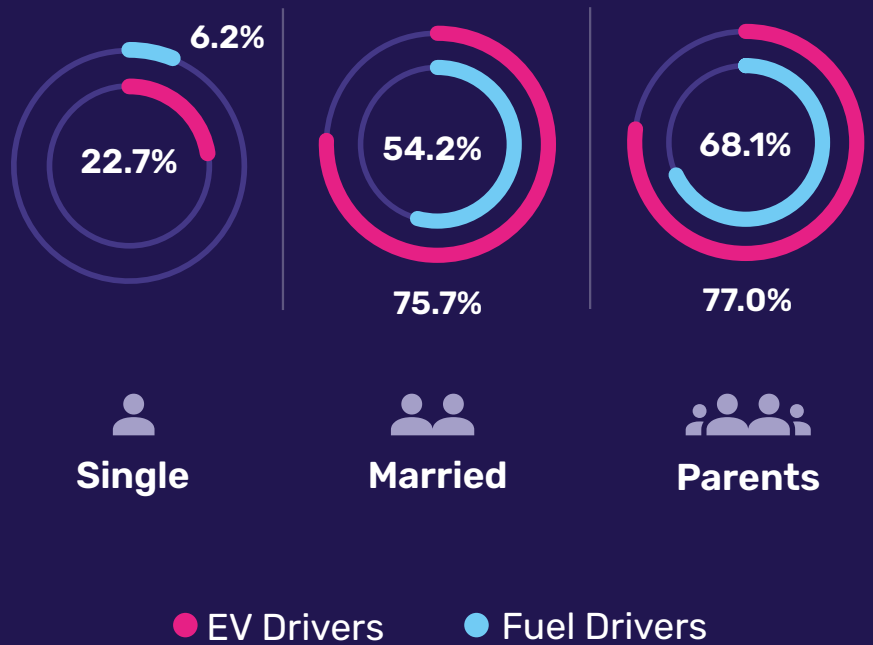


A staggering 91.0% of EV drivers own their home.

Only 7.2% of EV drivers are renters compared to the fuel cohort, where 27.1% rent their home.

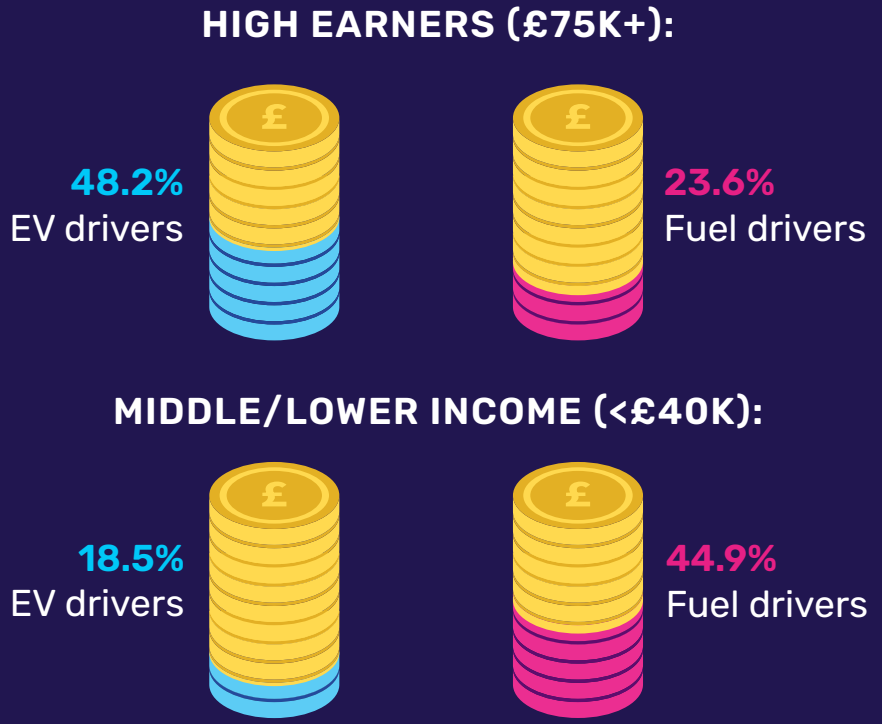
3. Marital Status

In the current landscape, the typical EV driver isn't a young single professional; they are established, married, and likely a parent:

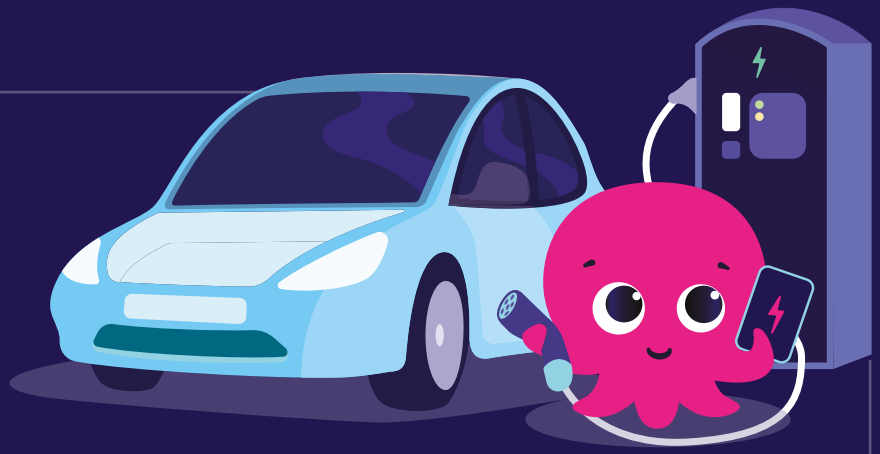


Financial Household Profile

There is a clear "wealth gap" between the two groups. EV drivers are significantly more affluent, which likely cushions them from the "upfront cost" concerns of fuel drivers:



5. Owning vs Leasing



Perhaps the most structural shift is in how these vehicles are acquired. The traditional motorist is a buyer who owns their vehicle. The EV driver is a "user" who takes advantage of financial incentives:

OUTRIGHT CAR OWNERSHIP
49.1%

ACCESS METHOD
(Workplace benefits / Salary sacrifice
11.1%

OUTRIGHT CAR OWNERSHIP
81.0%

ACCESS METHOD
(Workplace benefits / Salary sacrifice
0.4%

***For fuel drivers, this avenue is statistically non-existent**

Methodology

This report is based on two comprehensive studies commissioned by Octopus Electroverse and Autotrader, designed to capture the changing landscape of UK motoring. The Octopus Electroverse study was fielded by STRAT7 - a global strategy, insight, and planning consultancy. Autotrader data from the No Driver Left Behind Report (Jan 2026) has been used to supplement Electroverse findings.

Octopus Electroverse Fieldwork & Sample:

The research was conducted in **November 2025**, surveying a total of **11,573 UK drivers aged over 18** from across the UK. The sample was segmented to provide a statistically robust comparison between the current battery electric vehicle drivers and traditional petrol/diesel drivers. While data on plug-in hybrid (PHEV) and Mild Hybrid drivers were collected, these respondents were excluded from the primary analysis.

The Cohorts:

To ensure an accurate reflection of the “EV Experience,” the sample of electric vehicle drivers was stratified by tenure, ranging from brand-new owners (less than 1 month) to established drivers (2+ years).

Total Sample Size: 11,573

EV Drivers (BEV): 9,328 respondents

Includes: New Owners (0-6 months) and Established Owners (6 months - 2+ years)

Fuel Drivers (Petrol/Diesel): 2,143 respondents

Includes: “Considerers” (planning to switch) and “Rejectors” (no plan to switch)

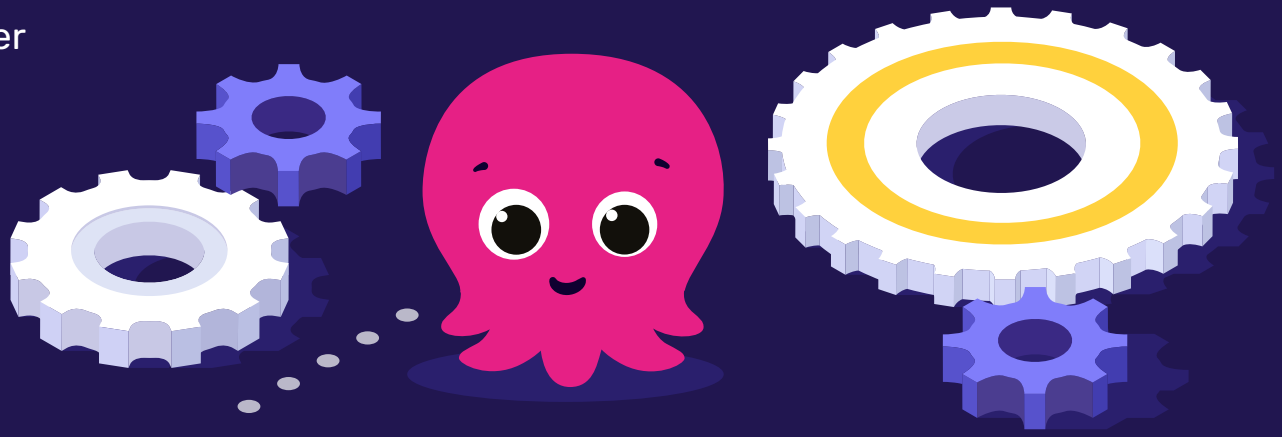
The final sample was weighted to be representative of the UK driving population in terms of age, gender and car type.

Definitions:

ICE (Internal Combustion Engine)/Fuel: Drivers who currently own a petrol or diesel vehicle as their primary mode of transport.

EV (Electric Vehicle): Drivers who own a pure Battery Electric Vehicle (BEV).

Plug-in Hybrids (PHEVs) and mild hybrids were excluded from the primary “EV Driver” sentiment analysis to ensure data purity regarding the full electric experience.



About Octopus Electroverse

Launched in summer 2020, Octopus Electroverse is Octopus's answer to the frequent complaint that Electric Vehicle (EV) drivers need many different apps and cards to use the variety of brands of EV charging stations. Electroverse is making public charging simple by having just one card and one app, with zero added costs or ongoing fees, and support for the latest in-car technology.

EV drivers across the globe can now access over 1 million different charge points from over 1,200 different charging operator brands in 40 countries.

Electroverse is open to anyone, and Octopus Energy customers have the option of linking their public EV charging with their home energy bill for the ultimate simplicity. Electroverse won 'Best EV Innovation' at Driving Electric Awards 2021, 'Best Use of Technology' at UK Business & Innovations Awards 2022, 'Mobile Innovation of the Year' at National Tech Awards 2024, and ' Best Consumer Proposition' at the Electric Vehicle Innovation and Excellence Awards (EVIEs) 2024.

For more information on Electroverse, head to our website.

octopus ELECTROVERSE

About Autotrader

Autotrader Group plc is the UK's largest automotive marketplace. It was listed on the London Stock Exchange in March 2015 and is a member of the FTSE 100 Index.

Autotrader's purpose is Driving Change Together. Responsibly. Autotrader is committed to creating a diverse and inclusive culture. It aims to build stronger partnerships with its customers and use its voice and influence to drive more environmentally friendly vehicle choices.

With the largest number of car buyers and the largest choice of trusted stock, Autotrader's marketplace sits at the heart of the UK car buying process. That marketplace is built on an industry-leading technology and data platform, which is increasingly used across the automotive industry. Autotrader is continuing to bring more of the car buying journey online, creating an improved buying experience, whilst enabling all its retailer partners to sell vehicles online.

Autotrader publishes a monthly used car Retail Price Index, which is based on pricing analysis of circa 800,000 unique vehicles. The same data that powers the Index is used by the Office for National Statistics to make the UK's official measures of inflation more robust, as well as the Bank of England to feed the broader UK economic indicators.

For more information, please visit: plc.autotrader.co.uk

Autotrader

Sources

Autotrader:

(6) Electric cars: Statistics, facts and figures

(9) Retail Price Index

Department for Transport:

(2) CRTS and VRTS targets

Electric Vehicles UK:

(4) Cost of Driving Electric Report 2025

Geotab:

(7) How long do electric car batteries really last? The updated guide to real-world EV battery health

National Bureau of Economic Research:

(8) The Impact of Dynamic Prices on Electric Vehicle Public Charging Demand: Evidence from a Nationwide Natural Field Experiment

Octopus Electroverse:

(10) (11) Public Charging Infrastructure Insights

Recurrent:

(5) How Long Do Electric Car Batteries Last?

SMMT:

(1) (3) UK new car market breaches two million as almost one in four buyers go electric