Overcoming barriers to EV rollout

CHANGING MOBILITY CULTURES
Mobility culture

- Have
- Aspire
- Do

Material culture
Practice
Norms

Have

Aspire

Do
Material culture

Practices

Mobility culture of Individuals Households Firms

Norms

External influences

Some drive change

Some support the status quo

External influences

External influences
Material culture

Norms

Practices

Unknown arrow
NZ vs UK – how would you feel about driving an EV?
How willing would you to drive an EV if ...?

- Very willing
- Willing
- Neutral
- Unwilling
- Very unwilling
- Don’t know

Legend:
- In the future
- If family and friends also drove EVs
- If performance was same as petrol car
- If the cost was less than a petrol car
### Readiness to purchase EV

<table>
<thead>
<tr>
<th>(n=500)</th>
<th>% of survey respondents</th>
</tr>
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<tbody>
<tr>
<td>I've never considered purchase</td>
<td>38%</td>
</tr>
<tr>
<td>I've thought about it but rejected the idea</td>
<td>27%</td>
</tr>
<tr>
<td>I'm still thinking about it</td>
<td>28%</td>
</tr>
<tr>
<td>I'm almost ready to buy</td>
<td>34%</td>
</tr>
<tr>
<td>I'm ready to buy</td>
<td>3.5%</td>
</tr>
<tr>
<td>I already have one</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>0.5%</td>
</tr>
</tbody>
</table>
What matters most in making purchasing decisions?

- Purchase Price
- Ongoing costs
- Range
- Age of vehicle
- Charge time
Likelihood to purchase under different range scenarios

- Never: EV has half the range
- Maybe: EV has half the range
- Consider: EV has 75% of the range
- Likely: EV has the same range
- Definitely: EV has the same range

50%
Likelihood to purchase under different cost scenarios

- Never
- Maybe
- Consider
- Likely
- Definitely

- EV twice the cost of petrol car
- EV costs the same
- EV costs half as much

70%
EV uptake in New Zealand (to July 2015)

Light electrics in the fleet

Doubled in past year

Ministry of Transport
Stimulating EV uptake?

"Push" (happening anyway)
- EV cost ↓
- EV charge time ↓
- EV range ↑
- Awareness ↑

"Pull" (addressing barriers)
- Emissions standards
- Charging infrastructure
- Service & trades knowledge/skills
- Increase visibility & experience
- Improve supply chain
- Increase social desirability

Material culture

Aspirations +

Practices

Increase social desirability