

YouGov / WA Communications Survey Results

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2024	364	520	186	219	115	710	723	980	1044	212	836	500	476	686	453	605	1751	97	176	
Unweighted Sample	2024	333	552	204	238	124	778	718	919	1105	163	817	527	517	767	445	508	1750	101	173	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What type of engine is in the vehicle(s) you own, either solely or jointly with someone else?
Please select all that apply.

Petrol	50	57	49	52	55	49	54	52	49	51	38	48	56	54	56	51	52	50	55	50
Diesel	21	26	18	22	27	12	21	25	23	19	9	21	25	23	23	25	21	20	32	22
Electric	5	4	6	8	3	6	6	5	5	4	2	5	6	3	7	4	3	4	5	9
Mild hybrid (i.e. engine and electric motor power the car and can't be used independently of each other)	4	5	5	4	5	3	5	5	4	4	0	4	5	5	5	4	4	4	3	6
Full hybrid (i.e. engine and electric motor power the car, either simultaneously or independently)	3	3	2	4	3	5	4	3	3	2	3	3	2	3	4	2	2	3	3	5
Plug-in hybrid (i.e. engine and electric motor power the car that charges using a plug-in)	2	2	1	2	1	1	2	2	3	1	2	2	1	2	3	1	2	2	1	1
Hybrid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hydrogen	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Compressed natural gas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bio Fuel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ethanol Flexible-fuel vehicle FFV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liquid Petroleum Gas (LPG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	0	1	1	1	0	1	0	0	1	1	1	1	0	0	0	1	1	0	0
Not applicable - I do not currently own a vehicle	24	13	26	16	16	32	19	18	24	24	52	25	15	19	14	20	23	25	14	23

Which of the following sources, if any, would you trust most for information about electric vehicles (EVs) and charging? Please select up to two.

Independent consumer organisations (e.g. Which?, Citizens Advice)	47	48	52	64	32	60	59	42	48	45	31	49	49	47	57	48	38	47	39	43
Friends and family	26	30	26	23	23	22	26	24	23	28	32	23	26	27	27	27	24	26	18	29
Car manufacturers	17	16	18	15	11	12	16	12	15	18	27	19	15	10	16	16	16	17	13	17
Government or public bodies	12	6	17	18	4	20	16	6	14	10	18	14	10	7	15	9	9	12	12	11
Energy or charging companies	5	2	5	6	3	4	4	3	5	6	14	6	3	2	5	4	6	5	5	10
News media	5	6	6	6	4	4	5	3	6	4	5	5	4	5	7	4	4	5	5	2
Social media or online influencers	3	2	2	3	4	7	2	2	5	2	7	3	3	1	2	3	4	3	6	4
None of these	15	17	12	4	27	9	9	22	16	13	9	11	17	21	11	14	19	14	21	16
Don't know	15	12	14	16	17	13	12	17	13	18	16	16	14	14	10	17	20	15	16	16

YouGov / WA Communications

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Region in England					Type of vehicle owned - engine type (1)							Type of vehicle owned (2)		
	Total	North	Midlands	London	Rest of South	Petrol	Diesel	Electric	Full hybrid	Plug-in hybrid	Mild hybrid	Don't know	Not applicable - I do not currently own a vehicle	TOTAL OWN CAR	TOTAL OWN ELECTRIC / PLUG IN HYBRID
Weighted Sample	2024	480	332	245	694	1014	429	92	58	38	86	11	483	1541	126
Unweighted Sample	2024	493	329	183	745	1034	434	93	61	36	88	11	455	1569	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What type of engine is in the vehicle(s) you own, either solely or jointly with someone else?
Please select all that apply.

Petrol	50	50	49	42	53	100	21	19	15	39	27	0	0	66	23
Diesel	21	21	25	7	22	9	100	12	20	12	5	0	0	28	10
Electric	5	4	6	1	5	2	3	100	13	9	1	0	0	6	73
Mild hybrid (i.e. engine and electric motor power the car and can't be used independently of each other)	4	4	4	4	4	2	1	1	8	0	100	0	0	6	1
Full hybrid (i.e. engine and electric motor power the car, either simultaneously or independently)	3	3	2	1	3	1	3	8	100	7	6	0	0	4	6
Plug-in hybrid (i.e. engine and electric motor power the car that charges using a plug-in)	2	1	3	2	2	1	1	4	4	100	0	0	0	2	30
Hybrid	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hydrogen	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Compressed natural gas	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bio Fuel	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ethanol Flexible-fuel vehicle FFV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Liquid Petroleum Gas (LPG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	0	0	0	0	0	0	0	0	100	0	1	0
Not applicable - I do not currently own a vehicle	24	23	20	44	21	0	0	0	0	0	0	0	100	0	0

Which of the following sources, if any, would you trust most for information about electric vehicles (EVs) and charging? Please select up to two.

Independent consumer organisations (e.g. Which?, Citizens Advice)	47	47	47	48	48	49	49	58	60	65	53	14	37	50	61
Friends and family	26	27	28	20	26	29	31	31	28	37	22	7	17	28	31
Car manufacturers	17	17	14	18	18	17	13	19	27	26	21	0	15	17	21
Government or public bodies	12	13	9	17	12	12	10	9	12	9	21	0	13	12	9
Energy or charging companies	5	5	6	3	5	5	4	18	12	7	4	0	6	5	13
News media	5	4	5	10	5	5	4	6	9	10	6	0	4	5	7
Social media or online influencers	3	3	3	3	3	3	3	4	7	0	4	0	3	3	3
None of these	15	13	14	16	15	15	16	8	3	4	8	6	15	14	7
Don't know	15	15	18	14	15	11	12	5	5	3	11	80	28	11	5

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample 2024	364	520	186	219	115	710	723	980	1044	212	836	500	476	686	453	605	1751	97	176	
Unweighted Sample 2024	333	552	204	238	124	778	718	919	1105	163	817	527	517	767	445	508	1750	101	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think is most responsible for making sure the UK has enough reliable electric vehicle (EV) charging points?

National Government	26	29	26	31	29	26	30	27	31	22	18	27	26	28	29	26	26	25	32	32
Local councils	7	5	9	4	6	8	7	7	7	7	10	6	8	6	6	7	8	7	8	7
Energy companies	4	5	5	3	2	2	3	5	4	4	7	5	4	4	5	3	4	4	3	5
Car manufacturers	4	4	4	5	4	4	5	4	4	4	4	4	3	4	4	3	5	4	5	3
Private charging companies	2	2	2	3	3	1	2	2	2	2	2	2	2	2	3	2	1	2	3	2
A combination of all of these	35	36	35	41	27	37	37	32	33	36	34	36	33	35	36	38	31	35	26	33
None of these	4	5	2	1	9	2	2	6	4	3	5	3	4	4	3	3	4	4	5	3
Don't know	18	14	16	12	20	21	15	18	14	22	19	18	19	17	14	17	22	18	17	14

Which of the following locations, if any, do you think should be prioritised for more electric vehicle (EV) charging infrastructure? Please select up to two.

Residential streets (on-street charging near homes)	28	28	34	35	14	31	32	25	30	27	24	29	31	26	33	28	24	28	22	31
Retail locations (e.g. supermarket car parks)	27	29	27	34	25	24	30	27	27	28	24	23	30	32	30	27	28	27	25	33
Motorway service stations	21	23	23	21	21	24	24	18	19	23	23	23	17	21	21	23	19	21	21	17
Workplaces	17	17	18	19	14	20	17	18	17	16	11	20	19	11	20	13	18	16	18	18
Urban centres (e.g. at pay-and-display street parking locations)	15	15	14	18	10	17	16	12	16	13	20	15	14	12	18	11	13	15	7	15
A/B road petrol stations	15	13	19	16	12	12	18	14	17	13	17	16	13	14	17	14	13	15	14	17
C roads/ rural locations	8	12	7	8	6	8	10	8	8	9	9	7	11	9	10	8	6	8	10	12
None of these	6	5	3	3	20	4	3	10	7	6	3	6	6	8	5	7	8	6	14	7
Don't know	22	20	18	14	25	23	17	24	19	24	22	22	19	24	14	25	26	22	19	16

Thinking about the cost of charging an electric vehicle (EV), which of the following comes closest to your view?

Public charging points should be cheaper to use than domestic charging points	11	8	14	6	8	7	10	9	13	9	16	13	10	7	11	8	12	11	13	13
Public charging points and domestic charging points should cost the same to use	38	44	40	46	35	45	43	37	41	36	32	38	42	37	42	39	35	37	35	45
Domestic charging points should be cheaper to use than public charging points	27	30	25	29	27	20	27	30	27	27	18	26	26	35	30	27	27	27	28	26
Don't know	24	17	21	19	30	28	21	24	20	28	34	24	22	22	17	26	26	25	24	16

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Region in England				Type of vehicle owned - engine type (1)								Type of vehicle owned (2)	
	Total	North	Midlands	London	Rest of South	Petrol	Diesel	Electric	Full hybrid	Plug-in hybrid	Mild hybrid	Don't know	Not applicable - I do not currently own a vehicle	TOTAL OWN CAR
Weighted Sample 2024	480	332	245	694	1014	429	92	58	38	86	11	483	1541	126
Unweighted Sample 2024	493	329	183	745	1034	434	93	61	36	88	11	455	1569	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think is most responsible for making sure the UK has enough reliable electric vehicle (EV) charging points?

National Government	26	25	25	23	26	28	32	39	38	20	31	0	16	29	32
Local councils	7	8	3	10	7	6	8	9	6	7	15	0	7	7	9
Energy companies	4	5	5	3	4	5	3	2	5	4	0	0	4	4	3
Car manufacturers	4	5	3	4	4	5	3	4	3	0	2	0	3	4	3
Private charging companies	2	1	2	1	2	2	1	4	0	6	5	0	2	2	5
A combination of all of these	35	35	39	33	34	35	32	35	33	58	34	30	34	35	42
None of these	4	3	4	4	3	3	5	1	2	2	4	0	4	4	2
Don't know	18	16	20	21	19	15	15	6	12	3	8	70	30	14	5

Which of the following locations, if any, do you think should be prioritised for more electric vehicle (EV) charging infrastructure? Please select up to two.

Residential streets (on-street charging near homes)	28	31	24	34	27	30	30	26	39	35	32	0	22	30	29
Retail locations (e.g. supermarket car parks)	27	25	29	22	28	28	26	46	38	28	34	11	20	29	42
Motorway service stations	21	22	22	26	19	21	21	26	21	19	19	0	20	21	24
Workplaces	17	18	18	10	17	18	17	23	33	35	20	11	11	18	24
Urban centres (e.g. at pay-and-display street parking locations)	15	16	12	17	15	15	10	23	14	12	18	0	16	14	21
A/B road petrol stations	15	11	19	16	15	15	14	21	25	15	19	8	13	16	20
C roads/ rural locations	8	7	10	9	8	9	11	8	5	20	10	8	7	9	12
None of these	6	6	4	4	7	7	10	0	0	3	4	6	5	7	1
Don't know	22	23	25	22	21	18	18	5	5	9	15	75	36	17	6

Thinking about the cost of charging an electric vehicle (EV), which of the following comes closest to your view?

Public charging points should be cheaper to use than domestic charging points	11	10	10	15	10	11	10	11	10	9	11	8	12	11	11
Public charging points and domestic charging points should cost the same to use	38	35	39	36	39	39	43	48	64	51	43	0	29	41	48
Domestic charging points should be cheaper to use than public charging points	27	30	27	20	28	29	25	37	22	33	29	0	22	29	36
Don't know	24	24	24	29	24	20	22	4	4	7	17	92	37	20	5

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland
Weighted Sample	2024	364	520	186	219	115	710	723	980	1044	212	836	500	476	686	453	605	1751	97	176
Unweighted Sample	2024	333	552	204	238	124	778	718	919	1105	163	817	527	517	767	445	508	1750	101	173
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK's transition to electric vehicles (EVs), which of the following comes closest to your view?

The Government should stick to its EV transition targets, even if EVs remain at their current cost	12	4	19	18	3	24	17	5	15	9	19	16	8	6	17	8	8	12	13	11
The Government should stick to its EV transition targets, but only if EVs are made more affordable	36	32	41	40	22	38	41	28	36	36	42	37	37	30	39	32	35	35	37	43
The Government should NOT stick to its EV transition targets, regardless of the cost of EVs	28	46	17	22	55	12	20	45	31	24	8	18	35	44	25	34	31	27	34	27
Don't know	25	18	24	20	20	26	22	21	17	32	31	28	20	20	19	26	26	26	16	19

Generally speaking, do you think established western car brands (e.g. Ford, Volkswagen) or new car brands from China (e.g. BYD, Xiami) perform better on each of the following attributes?

Use of the latest technology

Western car brands are much better	6	11	5	5	9	0	6	8	8	5	3	7	7	7	7	7	7	7	4	6
Western car brands are slightly better	6	7	6	6	7	7	6	6	8	4	5	6	5	6	6	6	6	5	17	6
TOTAL WESTERN BRANDS ARE BETTER	12	18	11	11	16	7	12	14	16	9	8	13	12	13	13	13	13	12	21	12
There is no difference	16	16	18	19	18	10	17	16	19	13	14	15	17	15	17	13	16	16	19	15
New Chinese car brands are slightly better	15	15	13	17	12	17	13	14	19	11	19	16	13	13	18	12	15	15	10	19
New Chinese car brands are much better	8	7	7	7	8	5	8	7	9	7	11	7	8	6	7	9	8	7	5	12
TOTAL CHINESE BRANDS ARE BETTER	23	22	20	24	20	22	21	21	28	18	30	23	21	19	25	21	23	22	15	31
Don't know	50	45	51	46	46	61	50	49	38	61	49	49	49	52	45	53	49	51	46	42

Responsible, ethical and environmentally friendly manufacturing

Western car brands are much better	16	21	15	18	22	9	16	19	21	11	14	15	18	17	18	14	17	16	18	19
Western car brands are slightly better	13	14	14	21	12	7	16	12	17	10	14	13	15	12	15	14	12	13	13	13
TOTAL WESTERN BRANDS ARE BETTER	29	35	29	39	34	16	32	31	38	21	28	28	33	29	33	28	29	29	31	32
There is no difference	16	16	16	14	19	15	15	17	18	13	12	18	16	14	16	14	18	16	19	15
New Chinese car brands are slightly better	3	3	2	2	2	3	1	3	3	3	4	3	3	3	3	3	3	3	4	2
New Chinese car brands are much better	2	1	2	0	0	0	2	1	2	1	1	1	2	1	1	2	2	2	0	2
TOTAL CHINESE BRANDS ARE BETTER	5	4	4	2	2	3	3	4	5	4	5	4	5	4	4	5	5	5	4	4
Don't know	50	46	50	46	45	66	50	48	39	61	55	50	47	53	47	54	49	51	46	49

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	Region in England				Type of vehicle owned - engine type (1)								Type of vehicle owned (2)		
	Total	North	Midlands	London	Rest of South	Petrol	Diesel	Electric	Full hybrid	Plug-in hybrid	Mild hybrid	Don't know	Not applicable - I do not currently own a vehicle	TOTAL OWN CAR	TOTAL OWN ELECTRIC / PLUG IN HYBRID
Weighted Sample	2024	480	332	245	694	1014	429	92	58	38	86	11	483	1541	126
Unweighted Sample	2024	493	329	183	745	1034	434	93	61	36	88	11	455	1569	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the UK's transition to electric vehicles (EVs), which of the following comes closest to your view?

The Government should stick to its EV transition targets, even if EVs remain at their current cost	12	12	11	16	11	9	8	34	21	17	7	0	17	10	28
The Government should stick to its EV transition targets, but only if EVs are made more affordable	36	36	31	41	35	39	33	42	40	48	32	0	30	38	44
The Government should NOT stick to its EV transition targets, regardless of the cost of EVs	28	29	30	16	29	32	39	11	29	20	44	0	13	32	14
Don't know	25	24	28	27	25	20	20	14	10	16	17	100	40	20	15

Generally speaking, do you think established western car brands (e.g. Ford, Volkswagen) or new car brands from China (e.g. BYD, Xiami) perform better on each of the following attributes?

Use of the latest technology

Western car brands are much better	6	7	6	5	7	7	10	1	5	6	8	0	4	7	2
Western car brands are slightly better	6	6	5	5	5	6	6	10	5	9	5	6	5	6	10
TOTAL WESTERN BRANDS ARE BETTER	12	13	11	10	12	13	16	11	10	15	13	6	9	13	12
There is no difference	16	18	15	15	14	17	15	22	26	19	20	0	12	17	22
New Chinese car brands are slightly better	15	13	13	13	17	16	20	17	13	32	14	0	8	17	21
New Chinese car brands are much better	8	7	7	12	6	8	6	17	4	8	14	0	6	8	14
TOTAL CHINESE BRANDS ARE BETTER	23	20	20	25	23	24	26	34	17	40	28	0	14	25	35
Don't know	50	50	53	50	50	46	43	33	47	27	38	94	65	45	30

Responsible, ethical and environmentally friendly manufacturing

Western car brands are much better	16	17	14	12	17	17	19	16	16	15	18	0	13	17	16
Western car brands are slightly better	13	13	11	15	14	15	14	20	13	15	18	6	8	15	19
TOTAL WESTERN BRANDS ARE BETTER	29	30	25	27	31	32	33	36	29	30	36	6	21	32	35
There is no difference	16	17	16	15	14	16	17	17	25	12	18	0	13	17	16
New Chinese car brands are slightly better	3	3	2	4	3	3	3	8	3	0	5	6	2	3	6
New Chinese car brands are much better	2	1	2	4	1	1	1	4	0	8	6	0	1	2	5
TOTAL CHINESE BRANDS ARE BETTER	5	4	4	8	4	4	4	12	3	8	11	6	3	5	11
Don't know	50	49	55	51	50	48	45	35	42	50	35	88	63	47	38

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification			Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	
Weighted Sample	2024	364	520	186	219	115	710	723	980	1044	212	836	500	476	686	453	605	1751	97	176	
Unweighted Sample	2024	333	552	204	238	124	778	718	919	1105	163	817	527	517	767	445	508	1750	101	173	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ease of getting car repaired and serviced in the UK

Western car brands are much better	22	29	19	23	26	16	21	25	27	18	18	22	23	22	24	22	21	21	25	27
Western car brands are slightly better	15	17	14	19	14	16	17	15	17	13	22	15	14	15	16	14	15	15	20	17
TOTAL WESTERN BRANDS ARE BETTER	37	46	33	42	40	32	38	40	44	31	40	37	37	37	40	36	36	36	45	44
There is no difference	12	12	12	13	14	8	12	13	13	11	7	12	14	12	11	13	13	12	8	13
New Chinese car brands are slightly better	1	0	2	0	1	2	1	0	1	1	2	1	1	0	1	0	1	1	2	1
New Chinese car brands are much better	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	1	1
TOTAL CHINESE BRANDS ARE BETTER	2	1	3	0	1	2	2	1	2	2	3	1	2	1	2	1	2	2	3	2
Don't know	49	41	51	44	44	58	48	47	41	56	49	49	47	50	47	50	48	50	43	42

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2024 GB Adults
Fieldwork: 29th - 30th January 2026

	Region in England				Type of vehicle owned - engine type (1)								Type of vehicle owned (2)		
	Total	North	Midlands	London	Rest of South	Petrol	Diesel	Electric	Full hybrid	Plug-in hybrid	Mild hybrid	Don't know	Not applicable - I do not currently own a vehicle	TOTAL OWN CAR	TOTAL OWN ELECTRIC / PLUG IN HYBRID
Weighted Sample	2024	480	332	245	694	1014	429	92	58	38	86	11	483	1541	126
Unweighted Sample	2024	493	329	183	745	1034	434	93	61	36	88	11	455	1569	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ease of getting car repaired and serviced in the UK

Western car brands are much better	22	23	19	17	23	25	28	20	20	5	27	0	14	24	16
Western car brands are slightly better	15	13	13	17	16	17	16	25	18	36	10	6	10	17	28
TOTAL WESTERN BRANDS ARE BETTER	37	36	32	34	39	42	44	45	38	41	37	6	24	41	44
There is no difference	12	13	14	11	12	14	11	15	17	15	20	0	8	13	15
New Chinese car brands are slightly better	1	1	0	2	1	0	2	2	2	0	0	0	1	1	1
New Chinese car brands are much better	1	1	1	2	0	1	0	4	0	4	3	0	1	1	4
TOTAL CHINESE BRANDS ARE BETTER	2	2	1	4	1	1	2	6	2	4	3	0	2	2	5
Don't know	49	49	52	51	48	44	43	34	43	40	41	94	65	44	35

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.