Motor Ombudsman poll of new drivers reveals their level of interest in electric cars

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Next generation of drivers, polled by The Motor Ombudsman, indicates their views on acquiring an electric car, plus their

knowledge about the needs for having vehicles serviced and MoT tested…

The Motor Ombudsman tells us:

• An online YouGov poll of nearly 500 prospective and existing learner drivers in Britain has revealed that nearly half of respondents (42%) would prefer their first car to be fully electric (26%) or in part electric i.e. a hybrid (16%), while 30% 'didn't know'.

• The study also showed that, on average, 76% of respondents were aware of the importance of getting a vehicle serviced and MOT'd

• The research was conducted by The Motor Ombudsman to mark the launch of the Second Edition of its online #JustPassed guide, which has been designed to highlight the key considerations for new drivers when looking to purchase their first car,



or when needing to get it serviced.

London, 03 May 2022: A Motor Ombudsman-commissioned online YouGov study of nearly 500 existing and prospective learner drivers in Great Britain, has revealed that nearly half (42%) of respondents would prefer their first car to be fully electric (26%) or in part electric i.e. a hybrid (16%), after passing their driving test. The research also found that male provisional licence holders are more likely than their female counterparts to want to adopt zero emission motoring when starting their vehicle ownership journey (30% versus 23% respectively).

With electric cars sparking the most interest amongst the next generation of full driving licence holders, the study showed that just a fifth (21%) of those polled would want to get behind the wheel of a petrol-only variant once they had lost their L-plates, with just 6% of study participants saying they would opt for a diesel-engined vehicle once they passed. The remaining 30% of those quizzed stated that they didn't know what kind of car would be their preference once they gained independence on the road.

The survey findings have been published to mark the launch of The Motor Ombudsman's Second Edition of its online #JustPassed guide. The free-of-charge resource highlights the key considerations for new drivers when looking to purchase their first car, or when needing to get it serviced. The downloadable booklet touches on a range of subjects, such as choosing a Motor Ombudsman-accredited business, to going on a test drive, before culminating with some handy checklists to ensure that some of the key areas of research are covered off prior to signing on the dotted line. Furthermore, the latest edition sports a refreshed, easy-to-navigate, and smartphone-friendly design, the addition of animations and new graphics, as well as integrated links to view information on The Motor Ombudsman's website (TheMotorOmbudsman.org) and on sites of other motoring organisations.

When questioned if they were aware that a car should be serviced at least once a year in line with the manufacturer's recommended schedule, three-quarters of respondents said that they were familiar with this important part of routine vehicle maintenance to help keep occupants and fellow road users safe. The results also showed that more females (79%) than males (71%), and those residing in the Midlands (83%) were the most up to speed with this form of best practice to keep a car in a roadworthy condition.

On the subject of the need to get an MOT once a vehicle reaches three years of age, 77% of survey participants stated that they were conversant with this legal requirement. Awareness of having to hold a valid certificate for a used car from its third birthday onwards was revealed as being fairly balanced between male and females (75% and 80% respectively), with the survey also showing that knowledge about having to get a car tested was highest amongst individuals living in the South (85%). In contrast, awareness was lowest within the 18 to 24 age group (at only 73% of respondents in this category).

Bill Fennell, Chief Ombudsman and Managing Director of the Motor Ombudsman, said: “With the nation’s appetite for zero emission motoring growing, and the green agenda becoming ever more prominent in the buying habits of consumers, it is interesting to see that a large proportion of existing and prospective learner drivers are set to follow suit when they get the keys to their own car.”

Bill added: “Since publishing our #JustPassed guide a few years ago, the automotive industry, technology, as well as the types of vehicles available to today’s buyers, have all evolved. We therefore wanted to bring the online booklet up to date to reflect the current landscape, and to provide a more comprehensive resource for individuals when looking to make a decision as to what first car to buy, and where to get it serviced.”

To view and download The Motor Ombudsman’s #JustPassed guide for new drivers, visit new-driver-guide.

About the YouGov survey data:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,891 adults, of which 459 were currently learning or interested in learning to drive. Fieldwork was undertaken between 8th – 10th March 2022. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Highlights of research results:

1. When you pass your driving test, which ONE of the following would be your preferred choice for your first car? (Please select the option that best applies)

- Electric 26.46%
- Petrol 21.25%

- Hybrid 16.09%
- Diesel 6.20%
- Don’t know 30.0%

2. Before taking this survey, were you aware that car owners should service a car at least once a year in line with the vehicle manufacturer’s recommended schedule?

- Yes, I was 74.98%
- No, I wasn’t 17.91%
- Don’t know 7.11%

3. Before taking this survey, were you aware that car owners need to take a car to the garage for its annual MOT once it reaches three years of age?

- Yes, I was 77.39%
- No, I wasn’t 16.62%
- Don’t know 5.98%