

# HAPPY AS AN ELECTRIC VEHICLE DRIVER

From preconceptions to concrete data:  
exploring the reality of electromobility





**Ion Leahu-Aluas**  
CEO, Driveco

“

*Given the media buzz surrounding electric mobility, we felt it essential to take a step back. That's why, as a major player in the sector, we conducted this unprecedented study to provide a factual analysis of the current situation in France.*

*The results are revealing: they highlight a striking contrast between general perceptions and the reality experienced by electric vehicle drivers. To sum it up: the experience often exceeds the initial expectations of future drivers, thus demonstrating the relevance of this technology in daily life and its crucial importance in the ecological transition. However, convincing the already convinced is not enough. The real challenge lies in broadening the adoption of this technology. This is where our responsibility comes into play. Our role, as an actor in this transition, is multifaceted: making electric mobility accessible, being the voice of this new mobility, educating about this technology, and constantly providing an impeccable user experience.*

*Despite the progress made, many challenges persist. The lessons from this study are therefore crucial in guiding the efforts of industry and public authorities towards a successful and inclusive transition. With an approach based on facts and concrete solutions, we can accelerate this silent revolution.*

*The electric mobility revolution is well and truly underway. It's up to us to support it and enable it to fully realise its potential.*

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**Magalie Gérard**  
Deputy Director,  
Politics & Opinion  
Department, Harris  
Interactive

“

*It's difficult to discuss mobility in France, its challenges and its future without examining the French people's relationship with cars, without considering their mindset regarding environmental issues, without taking into account the economic pressures weighing on them. While the necessity and scale of the challenge before us is recognised by a majority of French people, the conditions for its success still face major obstacles, as we see in this study: on a personal and daily level, accepting to change one's habits; on an environmental level, being more convinced by electric vehicles (currently perceived as a potential solution but not THE solution); on an economic level, being supported at a time when – for nearly one in two French people – this type of vehicle seems out of reach, if only from the point of view of the purchase cost. A path that remains to be travelled, certainly, but a one-way journey if we consider the positive experience and confidence in the future of those converted to electric who, without ignoring the fact that it doesn't come without certain efforts, would ultimately not turn back.*

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# INTRODUCTION



It's an understatement to say that the car occupies a central place in the lives of French people. This study is particularly meaningful as it doesn't focus on a trivial detail, but on a true pillar of daily life. Nearly nine out of ten French people express an attachment to their vehicle. This figure rises even higher for electric car owners. More than just a means of transport, the automobile embodies a source of pride and attachment, particularly for less affluent classes.

The electric car, a hot topic in recent months, catalyses debates and divides opinion, especially during electoral periods. However, far from these controversies, the daily lives of electric vehicle (EV) drivers tell a completely different story. Their experience reveals, among other things, a pride that surpasses that of combustion vehicle owners. Contrary to preconceptions of complex usage, the majority of EV users report high satisfaction. They speak of a simplified daily life and reduced costs, in stark contrast to the image of a "headache" often conveyed by media discourse. This gap between lived reality and heated debates on electromobility underscores the importance of an in-depth study on this rapidly changing phenomenon.

Despite this reality, the study highlights a major challenge: the financial accessibility of electric vehicles. To accelerate the democratisation of electric cars, two key levers emerge: making these vehicles more affordable and dispelling persistent doubts about range – which encourage drivers to opt for more expensive models.

# 01.

THE UNWAVERING ATTACHMENT  
OF THE FRENCH TO THEIR VEHICLE

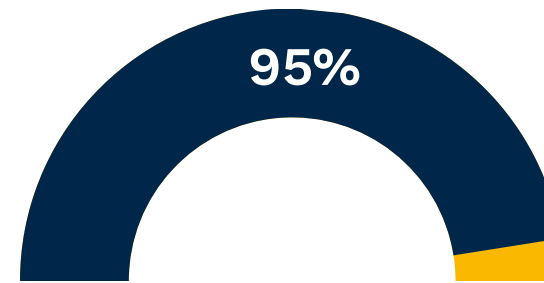


# CONSISTENT SATISFACTION ACROSS ALL ENGINE TYPES

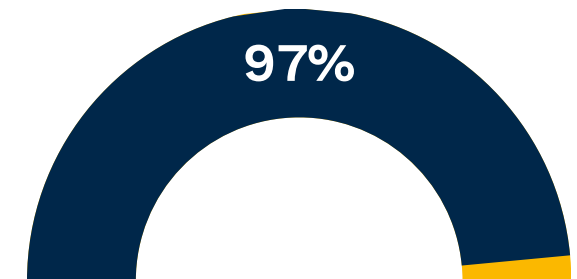
The study highlights high vehicle satisfaction among drivers, regardless of the chosen engine type, although there is a slightly stronger attachment to electric vehicles compared to combustion engines. This trend is explained in particular by the perception of a good balance between the utility, cost, and comfort of the vehicle.

The emotional attachment to the vehicle, also quite high, is particularly pronounced among young drivers and modest categories, especially blue-collar workers, who show above-average attachment.

## THE UNWAVERING ATTACHMENT OF THE FRENCH TO THEIR VEHICLE



Drivers satisfied with their combustion engine vehicle



Drivers satisfied with their electric vehicle

# THE AUTOMOBILE, BETWEEN DAILY NECESSITY AND BUDGETARY PRESSURE

## WHAT PLACE DOES THE CAR HAVE IN THE DAILY LIVES OF THE FRENCH?

The survey results highlight a significant paradox in the French relationship with automobiles. On one hand, 83% of respondents consider their vehicle indispensable for daily life, underlining its crucial role in personal mobility. On the other hand, 68% perceive car-related expenses as a significant burden on their monthly budget. This rate even reaches 72% among hybrid vehicle owners, a figure that raises questions about the perceived costs associated with new automotive technologies. This duality illustrates the current challenges of individual mobility, between practical necessity and economic constraints.

**83%**

of French people consider their vehicle indispensable to their daily lives

**68%**

declare car-related expenses as a significant burden in their monthly budget



# 02.

## THE GROWING APPEAL OF ELECTRIC MOBILITY

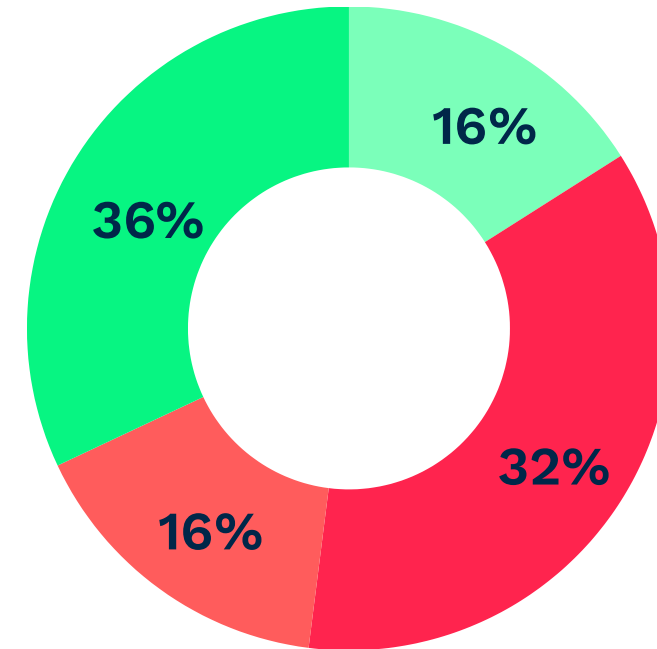


# ELECTRIC VEHICLES: A MORE NUANCED IMAGE BEYOND DIVISIONS

The perception of electric cars tends to become more uniform, beyond the usual divisions. Previously very marked, differences in opinion according to age and place of residence are gradually fading.

While young urban dwellers remain the most receptive (69% positive image among 18- to 24-year-olds, 63% in large urban areas), other categories now show much more nuanced views. Even those over 65, historically more reluctant, now display more mixed opinions. Similarly, the urban/rural divide is diminishing, with 44% positive opinions in rural areas. This phenomenon reflects an evolution in mindsets, where electric vehicles are gaining wider acceptance.

DO YOU HAVE A GOOD OR BAD IMAGE OF ELECTRIC CARS?



- A very good image
- Rather a bad image
- Rather a good image
- A very bad image

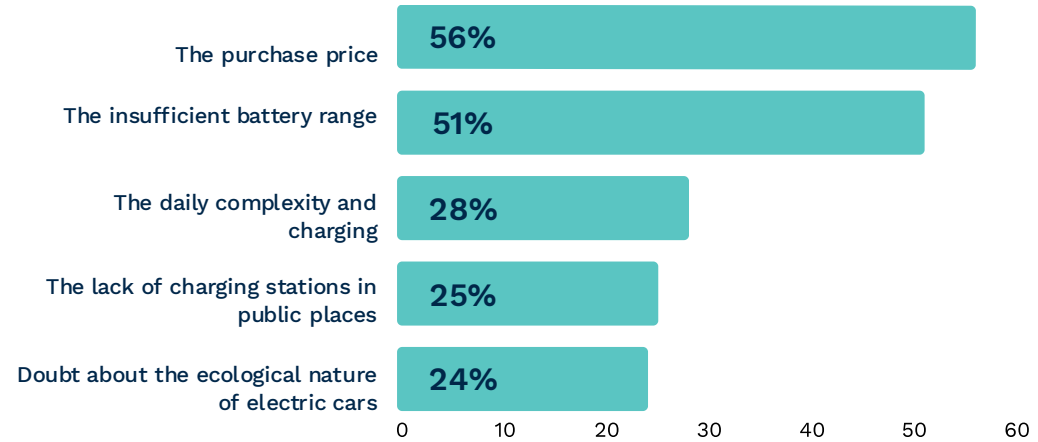
# IMAGINATION OF SOME, REALITY OF OTHERS

The survey reveals a real divide between the imagined daily life held by combustion vehicle drivers and the reality experienced by electric car owners.

Among those who do not plan to buy a zero-emission vehicle, the main barriers identified are the purchase price deemed too high (56%), a perceived insufficient range (51%), and charging times considered too long (28%). These perceptions struggle to align with the concrete experience of electric car drivers, 7 out of 10 of whom say they are satisfied with the range and do not encounter major problems when charging.

This gap between imagination and reality raises questions about how to better align perceptions with the realities of electric vehicles.

## WHAT ARE THE MAIN REASONS YOU DO NOT CONSIDER BUYING AN ELECTRIC CAR?



## PROPORTION OF DRIVERS SATISFIED WITH THEIR EV'S RANGE



7 out of 10 French people

# PERCEPTION GAP: COMBUSTION ENGINE DRIVERS SCEPTICAL, ELECTRIC DRIVERS CONVINCED

The survey reveals a striking contrast in the perception of electric vehicles depending on whether or not one is a driver of this type of engine. Thus, 86% of electric vehicle owners have a good image of this mode of transport, compared to only 49% among combustion engine users. This gap is also found in the assessment of environmental impact and price prospects.

This divide in perceptions highlights the differences in experiences and representations between the two categories of motorists.

TO WHAT EXTENT DOES EACH OF THE FOLLOWING ASPECTS APPLY WELL OR POORLY TO ELECTRIC CARS?

### Prices will decrease in the coming years

Combustion engine drivers **52%**

EV drivers **72%**

### I have a good image of them

Combustion engine drivers **49%**

EV drivers **86%**

### It's a more environmentally friendly vehicle than combustion engines

Combustion engine drivers **57%**

EV drivers **86%**

03.

HAPPY AS AN EV DRIVER



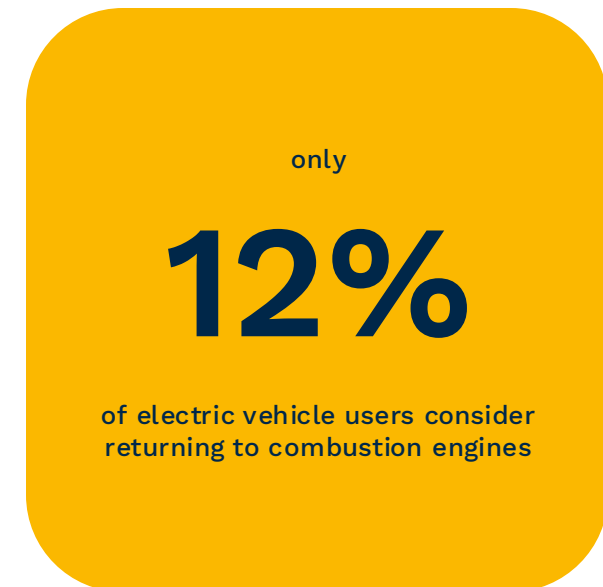


# ELECTRIC VEHICLES: SEPARATING FACT FROM FICTION, THE MAJOR CHALLENGE

The barriers to adopting electric vehicles are multiple, with price at the top of the list. This factor symbolises a disconnect between the French purchasing power and the market offer, particularly for those who favour buying used vehicles. The electric offer, mainly composed of new and high-end models, does not correspond to the purchasing habits of a large part of the population.

Range remains a major sticking point. “Range anxiety” persists, with consumers expecting higher performance than currently offered. It is crucial to consider the perceptions associated with electric vehicles. These perceptions greatly influence attitudes and purchasing decisions. However, electric vehicle owners seem to accommodate these occasional constraints. Despite the challenges, their overall experience remains largely positive. The issue of charging, for example, does not seem to be a major obstacle: most users declare themselves satisfied and optimistic about future improvements in infrastructure.

This satisfaction is reflected in their loyalty to electric mobility, as only a small minority (12%) would consider returning to a combustion engine vehicle.





**Antoine Herteman**  
Chairman,  
Avere-France

“

*The transition to electric vehicles represents a major technological breakthrough for our society. In this context, accurate and comprehensive public information proves to be an essential lever to accelerate the adoption of this new mobility. Whether it's daily use, real climate impact, or battery life cycle, every aspect of electric mobility must be clearly explained. By providing concrete and accessible answers to all questions, we can significantly reduce psychological barriers and facilitate widespread adherence to this technological revolution.*

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# ELECTRIC: AN EXPERIENCE BEYOND EXPECTATIONS FOR ITS USERS

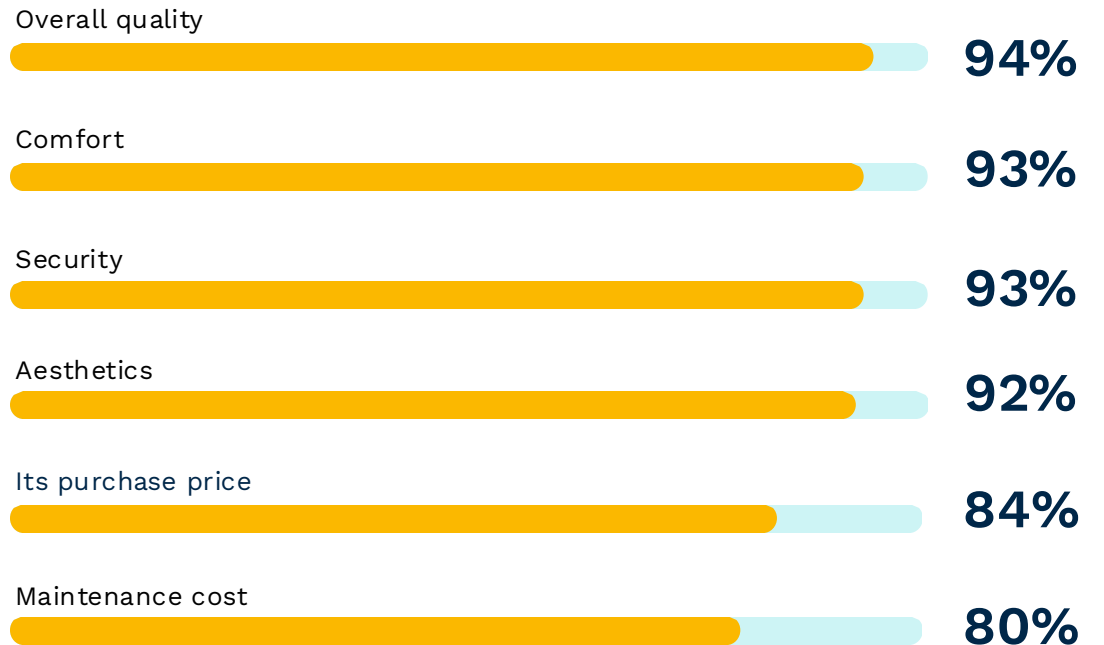
Electric vehicle drivers prove to be true ambassadors of this technology, perfectly illustrating the French adage “try it, you'll adopt it”. Convinced through use, they display a remarkably high level of satisfaction, often exceeding initial expectations.

A large majority express their contentment on several key aspects:

- 91% appreciate the ease of maintenance
- 90% the quietness of their vehicle
- 85% highlight their satisfaction with the cost of use, a point often criticised before purchase

The concrete experience thus seems to transcend the negative representations sometimes associated with electric vehicles. The reality of daily use far exceeds expectations, converting sceptics into convinced enthusiasts.

## HOW SATISFIED ARE YOU WITH EACH OF THE FOLLOWING ASPECTS OF YOUR CAR?

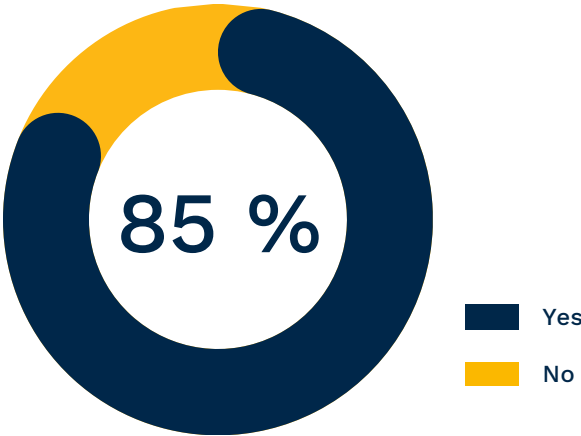


# WHEN CHARGING RHYMES WITH SIMPLICITY

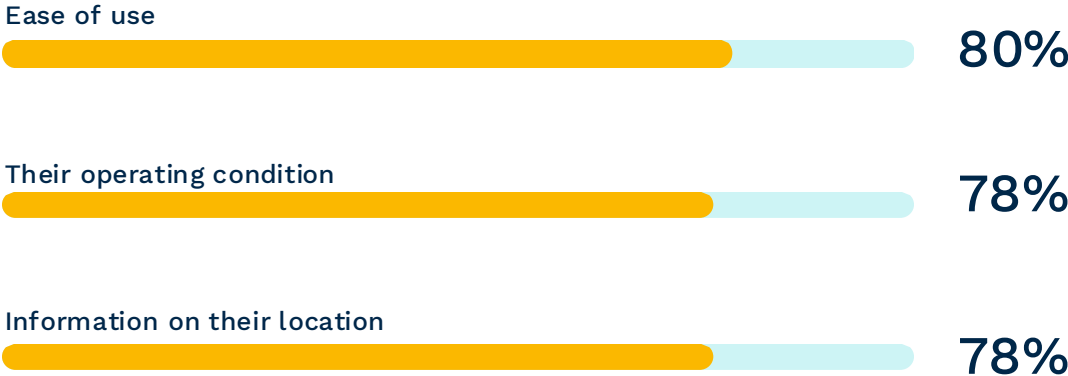
Charging, a point widely discussed in debates and reports, does not seem to be a subject of complexity for electric vehicle owners and users. This data is explained in particular by the fact that a large majority of drivers declare they can charge their vehicle at home, including in flats or in the Paris region.

Regardless of this possibility, most users say they are satisfied with the public charging experience. They find the charging points easy to use and locate.

DO YOU HAVE THE POSSIBILITY TO CHARGE YOUR VEHICLE AT HOME?



PUBLIC CHARGING POINTS: ARE YOU SATISFIED OR NOT WITH EACH OF THE FOLLOWING ASPECTS?

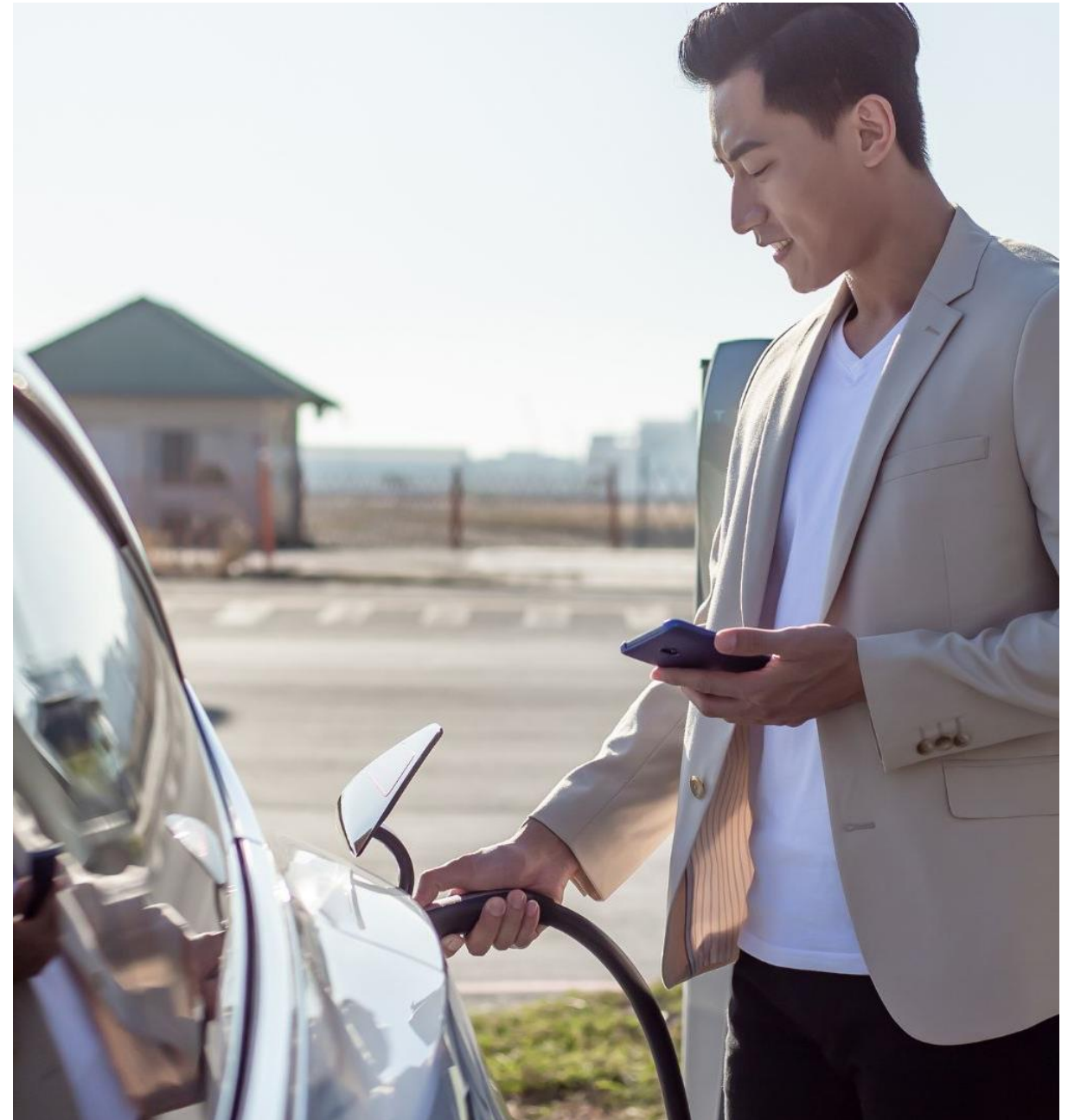


# DAILY SAVINGS

Vehicle owners are generally very satisfied, regardless of the engine type. However, maintenance costs reveal a notable difference between combustion and electric vehicles. Electric car drivers are significantly more satisfied on this point, with 13% more declaring themselves "very satisfied" with this expense item.

This user perception corroborates manufacturers' estimates and studies, which indicate 20 to 40% lower maintenance costs for electric vehicles compared to their combustion equivalents\*. This difference is mainly explained by two factors: the absence of wear parts to be regularly replaced and the few major repairs needed on the electric motor.

\*Carbone 4, [FAQ "electric car"](#)





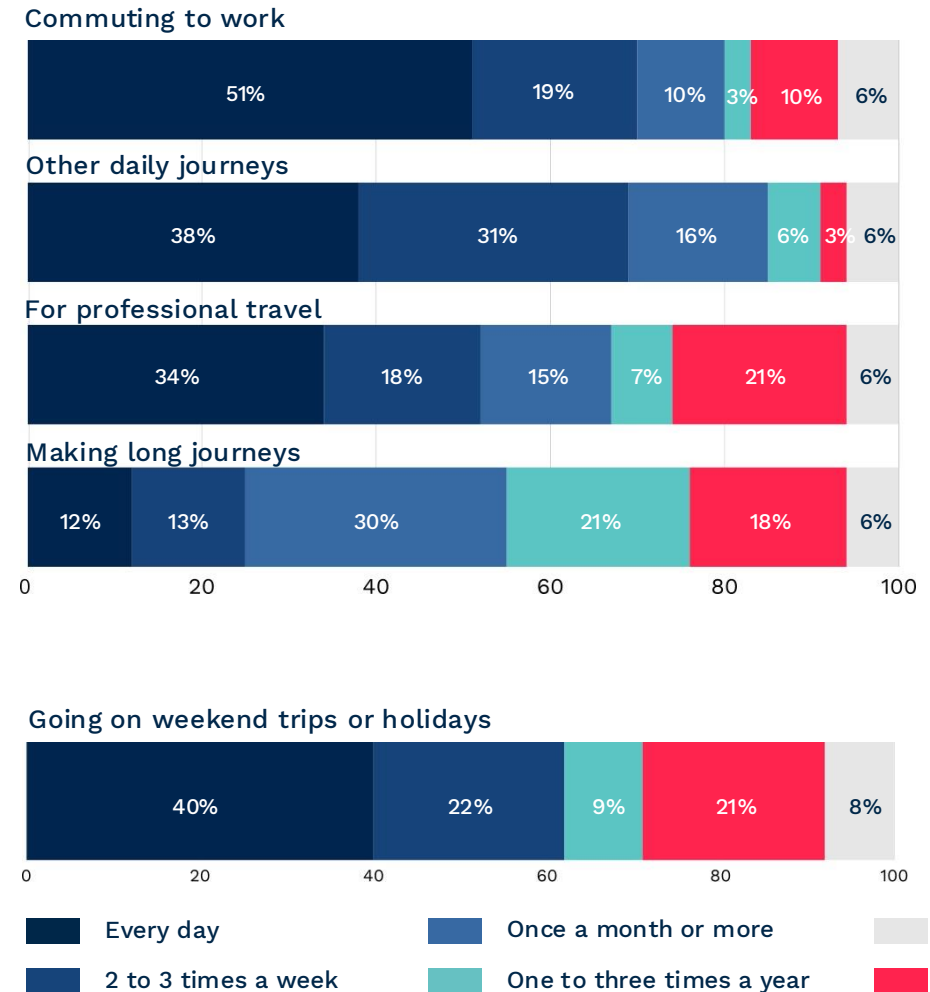
# THE RISE OF LONG JOURNEYS IN ELECTRIC VEHICLES

Far from preconceptions, range anxiety seems to fade with the use of electric vehicles. Indeed, 76% of users declare they use their electric vehicle for long journeys, of which 43% do so several times a month.

Moreover, French people no longer hesitate to go on holiday or weekend trips with their electric vehicle: 71% declare doing so. These figures, higher than those revealed by previous studies, challenge the common perception of electric vehicles' limitations for long distances.

They mark the entry into a new era of mobility, where the range of electric vehicles is no longer a major obstacle for users.

## DO YOU USE YOUR ELECTRIC CAR FOR:





**Aurélien Bigo**  
Researcher specializing  
in the challenges of the  
energy transition in transport

“

*the development of a dense network of charging infrastructures is an essential lever to enable us to make do with vehicles with “moderate” range.*

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# 04.

## THE COST OF TRANSITIONING TO ELECTRIC



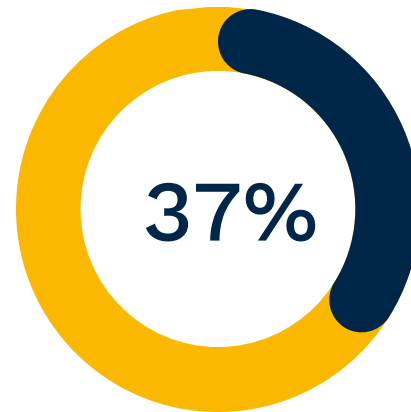
# PURCHASE PRICE: A MAJOR OBSTACLE TO THE ADOPTION OF ELECTRIC VEHICLES

For French people who plan to change vehicles in the next 5 years, the main obstacle to choosing electric is the price, cited by 56% of respondents, followed by concerns about battery range. However, several factors could encourage combustion vehicle drivers to switch to electric:

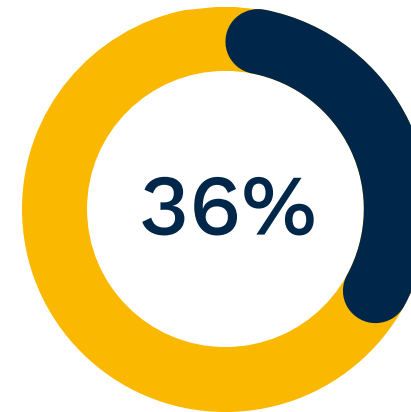
- 37% would be motivated by prices aligned with those of conventional vehicles
- 36% by reduced charging time,
- 31% by more substantial purchase aids.

These results highlight the importance of financial accessibility and technological improvements to promote the adoption of electric vehicles in France.

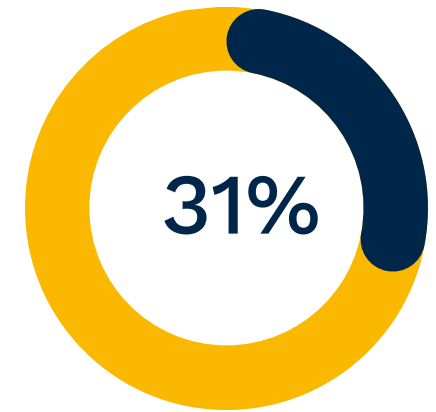
## WHAT REASON(S) COULD ENCOURAGE YOU TO PURCHASE AN ELECTRIC CAR?



A price equivalent to or lower than combustion cars



Faster charging time



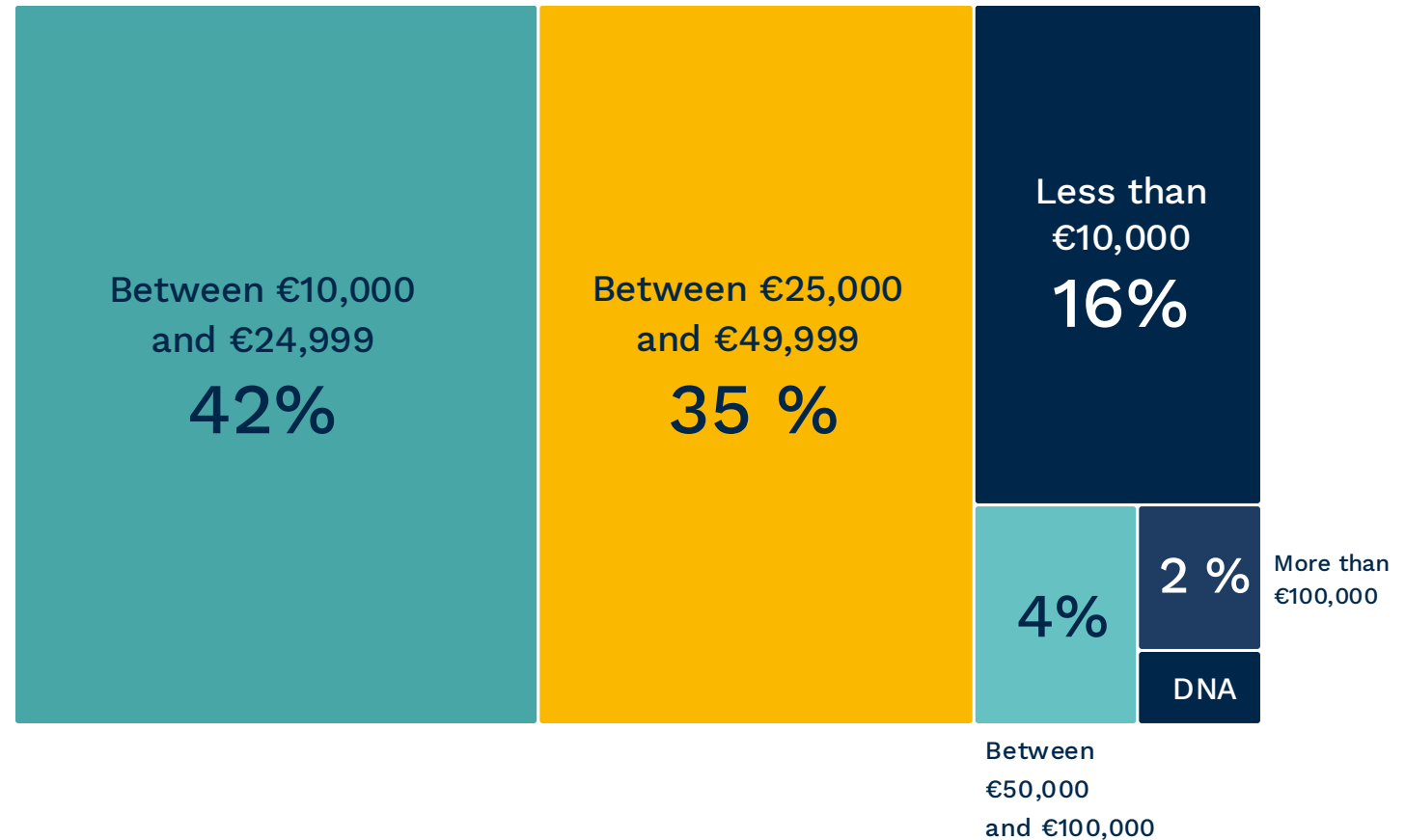
More significant purchase aids

# THE BUDGET CHALLENGE: THE GAP BETWEEN ASPIRATIONS AND THE REALITY OF THE ELECTRIC MARKET

WHAT BUDGET DO YOU ANTICIPATE FOR THE PURCHASE OF YOUR NEXT VEHICLE?

Combustion vehicle drivers considering a change in the next 5 years face a significant challenge: the mismatch between their budget and the cost of electric vehicles. The majority of these drivers have a budget of less than 20,000 euros for their next purchase -- an amount that does not allow access to the new electric vehicle market.

This economic reality creates a significant gap between ecological aspirations and financial possibilities. Even entry-level electric models generally exceed this threshold, despite existing government aids







**Diane Strauss**  
France  
Director,  
Transport &  
Environment  
(T&E)

“

*It's important to keep in mind that 85% of households buy used cars, because new ones are not within reach and budget. The majority of new cars are, in fact, bought by companies: 6 out of 10 new cars. Companies resell these cars on the used market after 3-4 years. Their rapid transition is therefore a condition allowing all classes of the population to transition in turn.*

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*The transition to cleaner energies is a shared responsibility, benefiting the entire society by reducing greenhouse gas emissions, pollution, and strengthening our energy independence. It is therefore legitimate for the State to provide support to mitigate the higher initial costs, both for the purchase of electric vehicles and for the development of charging infrastructures. This, until large-scale production allows manufacturers to offer prices comparable to those of combustion vehicles.*

*Considering that the majority of French people (six out of seven) buy used vehicles, it is crucial to ensure the viability of this market for electric cars. It is with this in mind that we initiated, in collaboration with Mobilians, a tool to monitor the French used electric vehicle market, even before sales volumes become substantial.*

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**Antoine Herteman**  
Chairman,  
Avere-France

# 05.

## THE ECOLOGICAL TRANSITION OF THE AUTOMOBILE: GAUGING FRENCH CONFIDENCE



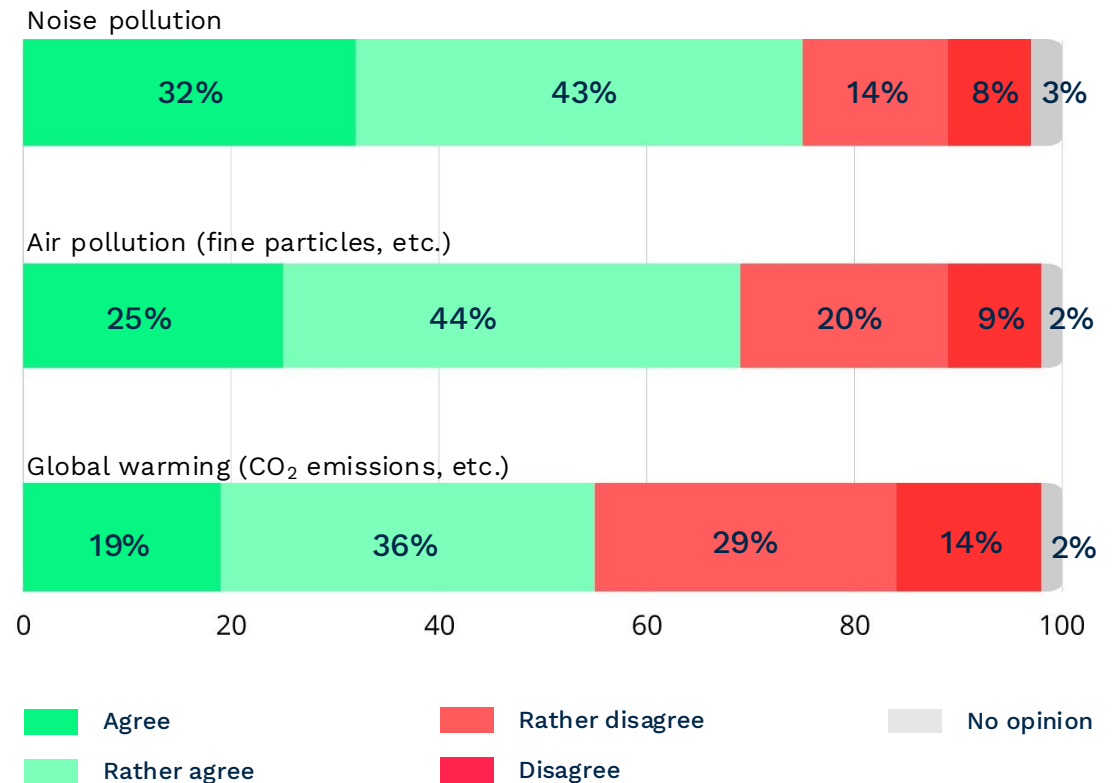
# PERCEPTION OF EVs: A GAP BETWEEN DRIVERS AND THE GENERAL PUBLIC ON ENVIRONMENTAL IMPACT

Faced with the climate emergency, the French are divided on the solutions to adopt, although aware of the need to reduce emissions related to automobiles. The electric car emerges as a promising option in the eyes of a majority, with more than two-thirds of French people perceiving it as a potential solution to noise and air pollution.

However, opinion is divided when it comes to assessing the ability of electric vehicles to combat global warming. A significant gap of 16 points widens between electric vehicle drivers and the general population on this issue, highlighting the impact of direct experience on the perception of environmental benefits.

Nevertheless, doubts persist regarding the overall ecological impact of electric vehicles, particularly concerning the life cycle of batteries: 24% of respondents question the ecological nature of this technology, emphasising the need for better information on the entire life cycle of electric vehicles.

DO YOU THINK THE ELECTRIC CAR CAN OR CANNOT BE A SOLUTION TO THE FOLLOWING PROBLEMS?



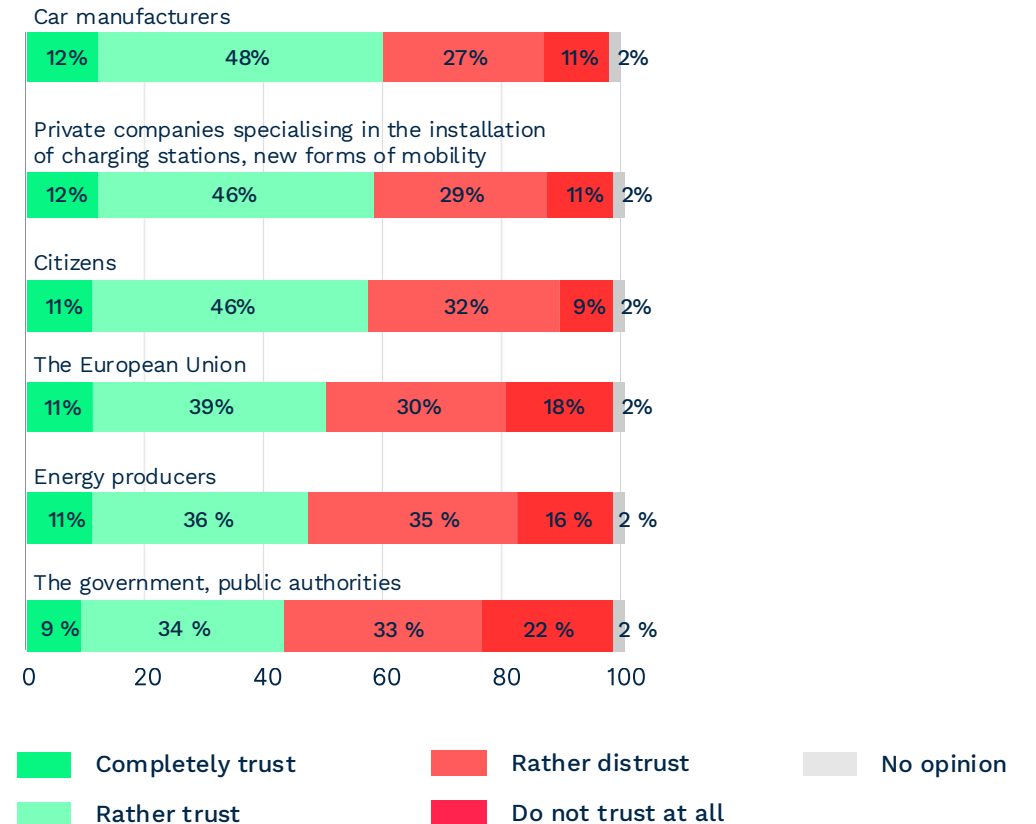
# MAJORITY CONFIDENCE IN MANUFACTURERS, PUBLIC AUTHORITIES STRUGGLING TO CONVINCE

Regarding the confidence placed in various actors to successfully carry out the ecological transition in the automotive sector, the survey reveals a striking trend: the French place more faith in private actors than in public authorities.

Car manufacturers emerge as the figureheads of this confidence, particularly in the eyes of electric vehicle drivers. This confidence also extends to private companies specialising in the installation of charging stations and the development of new forms of mobility.

On the other hand, the government and public authorities struggle to convince. A significant majority of respondents express their distrust in the authorities' ability to act effectively to reduce the environmental impact of automobiles.

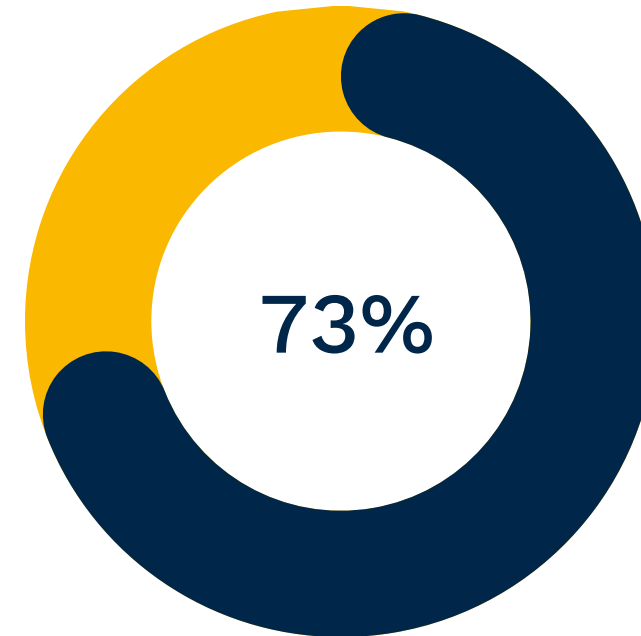
DO YOU TRUST OR NOT EACH OF THE FOLLOWING ACTORS TO ACT EFFECTIVELY IN FAVOUR OF REDUCING THE IMPACT OF AUTOMOBILES ON THE ENVIRONMENT?



# THE END OF COMBUSTION ENGINES IN 2035: A POLITICAL COMMITMENT UNDER THE SIGN OF DOUBT

IN YOUR OPINION, THE BAN ON MARKETING NEW COMBUSTION CARS FROM 2035...

This scepticism towards political statements crystallises around a specific point: the 2035 deadline for ending the sale of new combustion vehicles. This widespread perception undermines the credibility of the objectives set by authorities regarding the transition to electric mobility. Nearly three-quarters of respondents believe this deadline will be pushed back, illustrating a deep doubt about the determination or ability of public authorities to keep their commitments on ecological transition.



- Will indeed come into force from 2035
- Will be postponed to a later date





**Yves Pasquier-Desvignes**  
CEO, VOLVO CARS France

“

*We have a real need for stability in political decisions at all levels, in order to establish trust among Individuals and Businesses, and thus stimulate interest and then demand so that we can respond with a coherent and reassuring offer.*

”

“

*Because it represents a considerable part of the French budget, and particularly for those in rural and peri-urban areas who are often 'captive' to combustion vehicles for lack of alternatives, the transition to sustainable mobility is a major challenge. To meet it, we must adopt a proactive political approach that combines financial and organisational support. Social leasing for access to electric vehicles, a 'social mobility pact' for more accessible solutions, and support for local authorities to develop tailored responses are all essential levers. Our ambition is clear: to support each territory in this transformation, without leaving anyone by the wayside*

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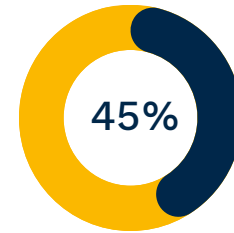


**Diane Strauss**  
France Director, Transport & Environment (T&E)

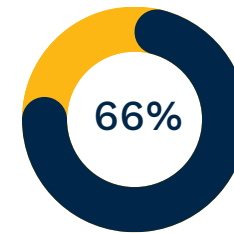
# RECONCILING CLIMATE AMBITION AND SOCIAL EQUITY: THE CHALLENGE OF ELECTRIC MOBILITY

FOR YOU, PUBLIC POLICIES AIMED AT LIMITING THE ENVIRONMENTAL IMPACT OF AUTOMOBILES...

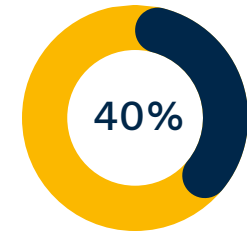
Although the majority of French people recognise the necessity of constraining climate policies, these are not enough to guarantee a complete and successful ecological transition. The scale and complexity of the challenge call for a more comprehensive strategy, combining political and economic measures to address the many aspects of this transformation. The issue is particularly crucial to ensure an inclusive transition, concerning the entire population, especially as 82% of French people fear that the shift to electric mobility will further widen existing inequalities.



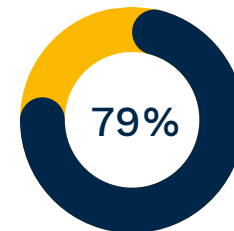
Are effective, they concretely allow reducing the environmental impact of automobiles



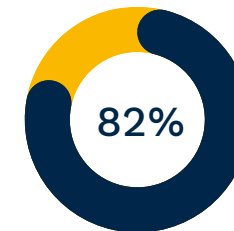
Are necessary



Are sufficient



Will increase inequalities in terms of mobility choices and automobile use among French people



Create financial difficulties for part of the population due to the costs it generates for motorists



**Olga Givernet**  
Member of Parliament

“

*The French are proud to drive electric: green cars, energy-efficient and simple to use. But no one should be left by the wayside in this new automotive and industrial adventure. That's why I support the acceleration of social leasing. Public authorities must continue to support modest households and remove obstacles to the massive adoption of electric vehicles, everywhere, in cities and in territories. With an important point of vigilance: the weight of vehicles, which must be moderated in a logic of preserving our resources.*

”



**Marc Mortureux**  
Managing Director  
of the PFA, Filière  
Automobile & Mobilités

“

*Over the past five years, the offer proposed by manufacturers and the market share of EVs have been multiplied by ten in the French market. As EV users praise this mode of propulsion, the more the market share of EVs increases, the more its image improves among the French. The price effect remains, however, as we can see, a real brake on the development of electric vehicles. This underlines the crucial role of maintaining a sustained level of purchase aid, which appears to be one of the major conditions for success in meeting the challenge of this historic transformation, as long as we have not reached sufficient volumes for an electric vehicle to be no more expensive than its combustion equivalent.*

*Moreover, France has mobilised well to extend its network of charging stations and is today in the leading group of countries in Europe. Nevertheless, ease of charging remains an essential element to convince those who cannot charge at home, which requires continuing efforts to deploy publicly accessible charging points throughout the territory, in order to reach new audiences.*

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## ABOUT DRIVECO

As a leading innovative electric vehicle charging company, Driveco's mission is to bring electric mobility within everyone's reach. We strive to deliver the most seamless user experience, establish the most reliable network, and utilize renewable energy resources in the pursuit of a greener, more sustainable society. Driveco is a network of 10 000 charging points in operation or under construction, and the largest network of charging points open to the public in France, known for its market-leading reliability. Since its inception, Driveco's charging points have enabled the charging of 180 million kilometres driven in electric vehicles. With more than 35 000 tons of CO<sub>2</sub> avoided, Driveco has supplied more than 30 million kWh of electricity since its establishment.

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Graphic design: Antony Pang

## Methodology

*Survey conducted by Toluna Harris Interactive from 19 to 24 July 2024. Sample of 3,009 people representative of the French population aged 18 and over. Additional sample of 140 people, owners of an electric vehicle.*

*Quota method and adjustment applied to the following variables: gender, age, socio-professional category, region and size of the interviewee's urban area. Electric vehicle owners were restored to their real weight within the French population*