

## Supplementary Information

**Table S1** Attitudes to EVs for EV Owners (A16) (n=305).

Response option	Attitudinal statement	Frequency	Percent
1	It's about time why wouldn't you	246	80.7
2	Yes please, it would save how much fuel?	50	16.4
3	Yes please, but make it a plug-in hybrid for now, thanks	2	0.7
4	Great idea, but where would I charge it?	1	0.3
5	If everyone else is maybe...	0	0
6	Will they save the planet? Don't think so	0	0
7	I would never be seen in one of those	0	0
8	I do a lot of driving, convince me	2	0.7
9	Don't know	4	1.3

**Table S2.** Socio-demographic profiles: ICEV and EV motorists, shown as percentages.

Variable	EV owners	EV Positive	EV Anxious	EV Pessimist
Gender (male)	75.7	47.4	49.8	50.6
Age	2.6	10.4	9.0	9.0
18-24				
25-34	7.9	20.8	18.9	7.9
35-44	20.3	26.6	22.4	13.5
45-54	27.2	13.0	17.9	22.5
55-64	26.2	11.0	15.9	24.7
65-74	12.8	16.2	13.9	19.1
75+	3.0	1.9	2.0	3.4
Education	9.5	18.2	14.9	29.2
School only				
Trade or vocational	23.6	18.8	18.9	29.2
University	65.3	62.3	65.2	41.5
Cars in household (1/multi)	17.4/82.6	37.0/63	30.3/69.7	47.2/52.8
Buy new/used cars	23.6/59.7	37.1/62.9	31/69	28.4/71.6
Driving >150km occasionally in year	43.3	57.1	60.2	64
Spend >\$30K on car	47.9	23	21.9	21.4

**Table S3.** EV Owners: Percentage of EV Owners who nominated factors (in an open response question: *The main reason I bought a plug-in electric car is...*) that motivated them to buy an EV, some owners nominated more than one factor.

Factor	Percentage
Environment	53.7
Cost savings	40.1
Performance and technology	12.7
Quiet and nice to drive	5.2
EVs represent the future	1.6
Other	7.5
Uncategorisable (including N/A)	2.6

**Table S4.** ICEV motorists only: Response to A24 “I’d be more likely to buy an EV if.....” showing **percentage** of respondents who mentioned any particular category.

#	Category	EV Positives	EV Anxious	EV Pessimists
1	Will buy	3.2	0.5	0
2	They were cheaper/ financial incentives	80.5	69.7	44.9
3	More rechargers	5.8	18.9	3.4
4	Improved range	25.3	19.4	18.0
5	Improved battery longevity and power/ improved vehicle	5.8	5.5	10.1
6	More models	3.2	8.5	2.2
7	Environmental concerns	3.2	2.5	11.2
8	Other	6.5	7.5	18
9	Won’t buy	0	0	21.3

Note: Participants generally provided one reason, however, some provided more than one.

**Table S5.** Numbers of motorists mentioning a concept, and **percentages** of words/concepts used by each Driver Type.

Word Association	EV owners n=305	EV positives n=154	EV Anxious n=201	EV Pessimists n=89
<b>Total words provided</b>	N= 916	N= 460	N=587	N=252
<b>#negative/total words used</b>	12 3.93%	60 38.96%	107 53.23%	77 86.52%
<b>Expensive</b>	10 3.28%	54 35.06%	80 39.8%	52 58.43%
<b>Economical</b>	123 40.33%	62 40.26%	55 27.36%	9 10.11%
<b>Low-range</b>	4 1.3%	5 3.25%	28 13.93%	12 13.38%
<b>Ecofriendly<sup>b</sup></b>	153 50.16%	94 61.04%	95 47.26%	14 15.73%
<b>Fun</b>	98 32.13%	1 0.65%	0 0%	0 0%

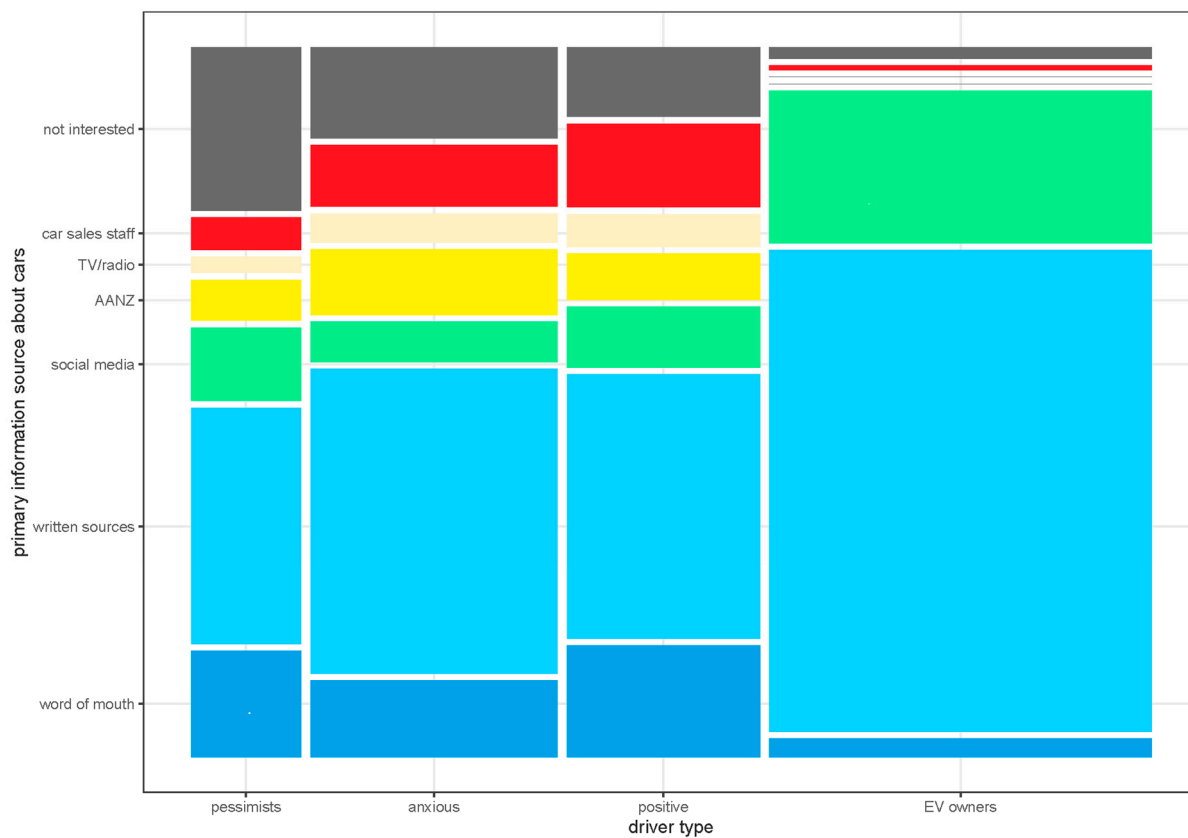
Note <sup>b</sup>: ecofriendly, clean, green and sustainable were grouped together.

Table S6. Survey questions relevant to this paper.

Qu #	Question	Refer	EV Owners	EV Positives	EV Anxious	EV Pessimists
	With which gender do you identify?	Table S2				
	In which year were you born?	Table S2				
	[Age group allocated]					
D6	What is your highest completed level of education?	Table S2				
D10	How many cars in your household? 1 or 2+	Table S2	2+ = 82.6%	2+ = 63%	2+ = 69.7%	2+ = 52.8%
A1	At your home address do you have access to off-street parking?		Yes = 97.6%	Yes = 94.2%	Yes = 97%	Yes = 95.5%
A3	For your next passenger vehicle purchase would it most likely be: new or used?	Table S2				
A4	What type of fuel/energy source does your current vehicle use?		Electric 100%	Petrol 79.9%	Petrol 78.1%	Petrol 83.1%
A5	How frequently does the vehicle you drive most often get driven a total of >150km in a day?	Table S2				
A6	How much money, in today's prices, would you be willing to spend on your next passenger vehicle	Table S2				
A8	When you are considering what to buy for your next car, how much research do you do to familiarize yourself with changes in market offerings?					
A13	From which single source do you get MOST of your information about new car models coming onto the market?	Figure 3;				
A14	Thinking of the written media (print or online) including newspapers and magazines, please indicate the sources you read most often to update your knowledge about cars.	Table 2; Table 5				
A15-1	On a scale from 1-5, where 1 represents not likely, 3 represents neutral and 5 represents very likely, how likely are you to buy a fully electric car (BEV)?	Figure 2	Mean = 4.82	Mean = 3.44	Mean = 2.68	Mean = 1.90
A15-2	On a scale from 1-5, where 1 represents not likely, 3 represents neutral and 5 represents very likely, how likely are you to buy a plug-in hybrid (PHEV)?		Mean = 1.97	Mean = 3.23	Mean = 3.59	Mean = 2.19
A 17	When thinking about car purchase, please consider the following qualities and indicate on a scale of 1-5 how important each factor is to you when thinking about whether to go electric or not. Where 1 is not important, 5 is very important, 6 is don't know (excluded)					
A17-1	#Vehicle range (distance on one charge)		an = 3.65	Mean = 4.55	lean = 4.65	Mean = 4.29
A17-2	#Vehicle purchase price		an = 3.81	Mean = 4.57	lean = 4.62	Mean = 4.43
A17-3	#Total ownership cost savings of EVs over time compared to conventional cars e.g. due to fuel cost savings		Mean = 3.64	Mean = 4.35	Mean = 4.15	Mean = 3.55
A17-4	#Availability of a model that suits your needs		Mean = 3.92	Mean = 4.35	Mean = 4.29	Mean = 4.07
A17-5	#Electric cars have fewer servicing requirements		Mean = 3.64	Mean = 4.21	Mean = 4.14	Mean = 3.07
A17-6	#A network of rechargers located right around NZ		Mean = 3.73	Mean = 4.39	Mean = 4.48	Mean = 3.7
A17-7	#The expected life of the battery		Mean = 3.74	Mean = 4.63	lean = 4.66	Mean = 4.35
A 20b	Which of the following options, relating to					

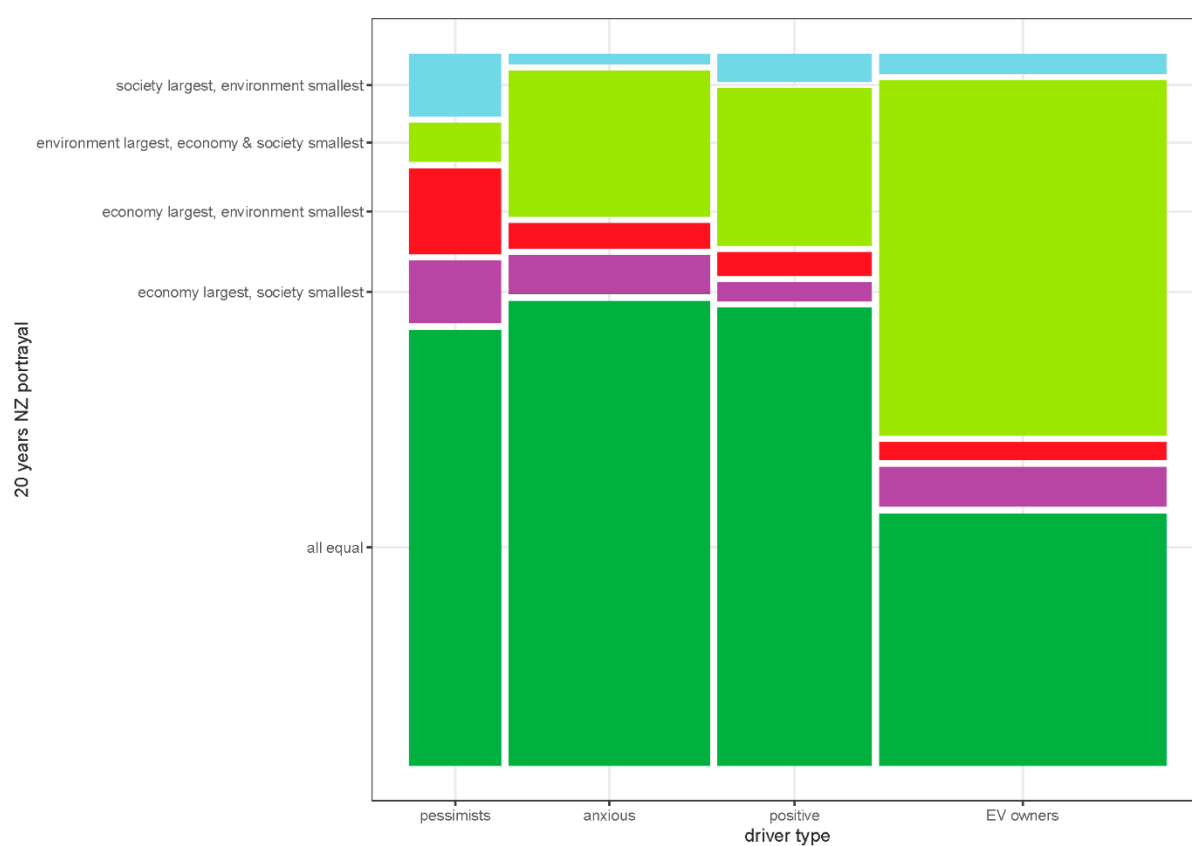
	3 aspects that affect NZ's well-being, most closely matches how you like NZ to be in 20 years' time?					
	Option 1: Environment, economy and society of equal importance					
	Option 2: Economy most important, Society least					
	Option 3: Economy most important, Environment least					
	Option 4: Environment most important, Economy and Society of equal but lesser importance					
	Option 5: Society most important, environment least important					
	Option 6: Don't know					
	Option 7: Other (please specify)					
A21	Please write down 3 words (or short phrases) that pop into your head that you would use to describe electric vehicles. <i>Electric vehicles are.....</i>	Table S5				
A22	The following list shows the initiatives that NZ has taken to increase the popularity of electric cars (EVs): Please choose as many of the initiatives that you have heard or read about.	Figure 4; Figure S1 A22-count				
A23	From the initiatives listed below, please choose the 3 most appealing to you as a consumer that might help persuade you to buy an EV	Table 4				
	#1: EV Ride & Drive Events, where you can see and drive EVs					
	#2: Importation of good quality second-hand EVs from Japan and UK					
	#3: First registration tax exemption for EVs, until 2021					
	#4: Allowed EVs to use lanes normally reserved for buses or vehicles with multiple occupants					
	#5: Provision of a website with lots of information about EVs, including a list of car dealers who sell EVs					
	#6: Support for the installation of a network of fast chargers around NZ					
	#7: Smart phone app called EV Roam to enable motorists to find EV recharger locations					
	#8: contestable fund that offers grants to help organizations, including charities, to buy EVs or install rechargers or other initiatives to increase EV uptake					
	#9: From 2021, the proposed Clean Car Discount would subsidize the purchase price of cars with low emissions whereas the first registration fee of cars with high emissions would pay an additional registration fee					
	#10: From 2021, the proposed Clean Car Standard would require vehicle importers to reduce average emissions of their imports by increasing the number of cleaner cars they import					
	#11 (for A22) I have not heard or read about any of these initiatives					
	#11 (for A23) Don't know					
	#12 (for A23) I would never buy an EV	Table 4	N/A	1.9%	1.5%	30.3%
A24	Complete this statement:	Table S3;				

<b>A16</b>	<i>I would be more likely to buy an EV if.....</i>	Table S4
	When think about electric cars,	Table 3;
	which of the following statements most closely matches your thoughts about buying an EV?	Table S1

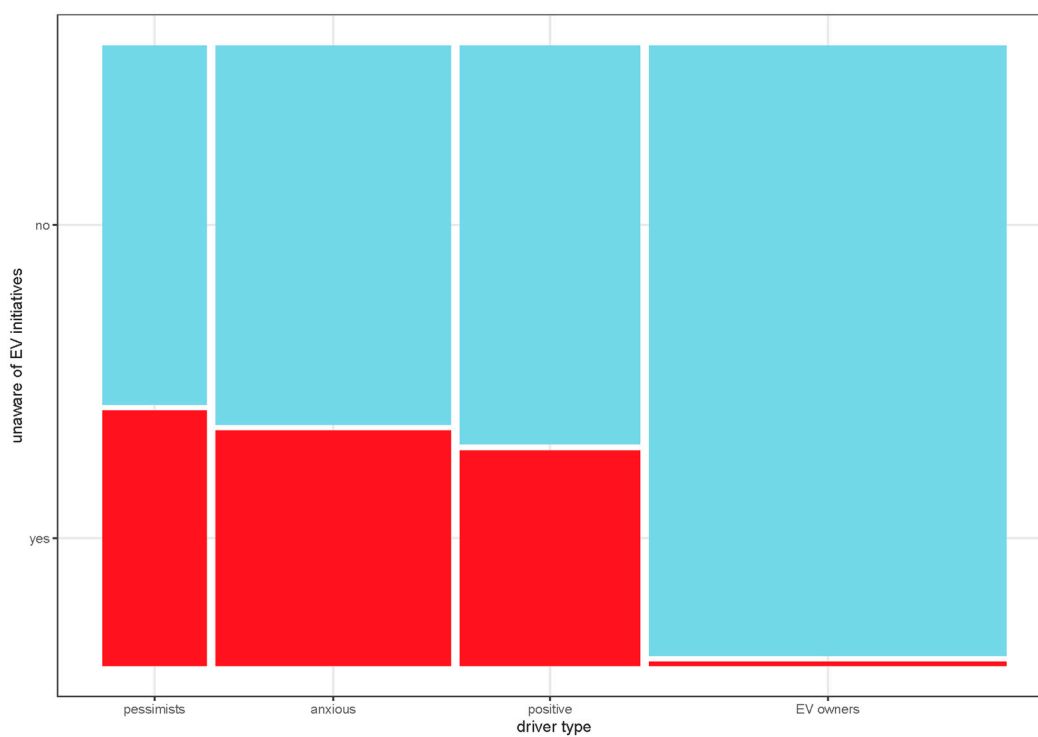


**S1** Primary information source when researching cars for each Driver Type (A13)

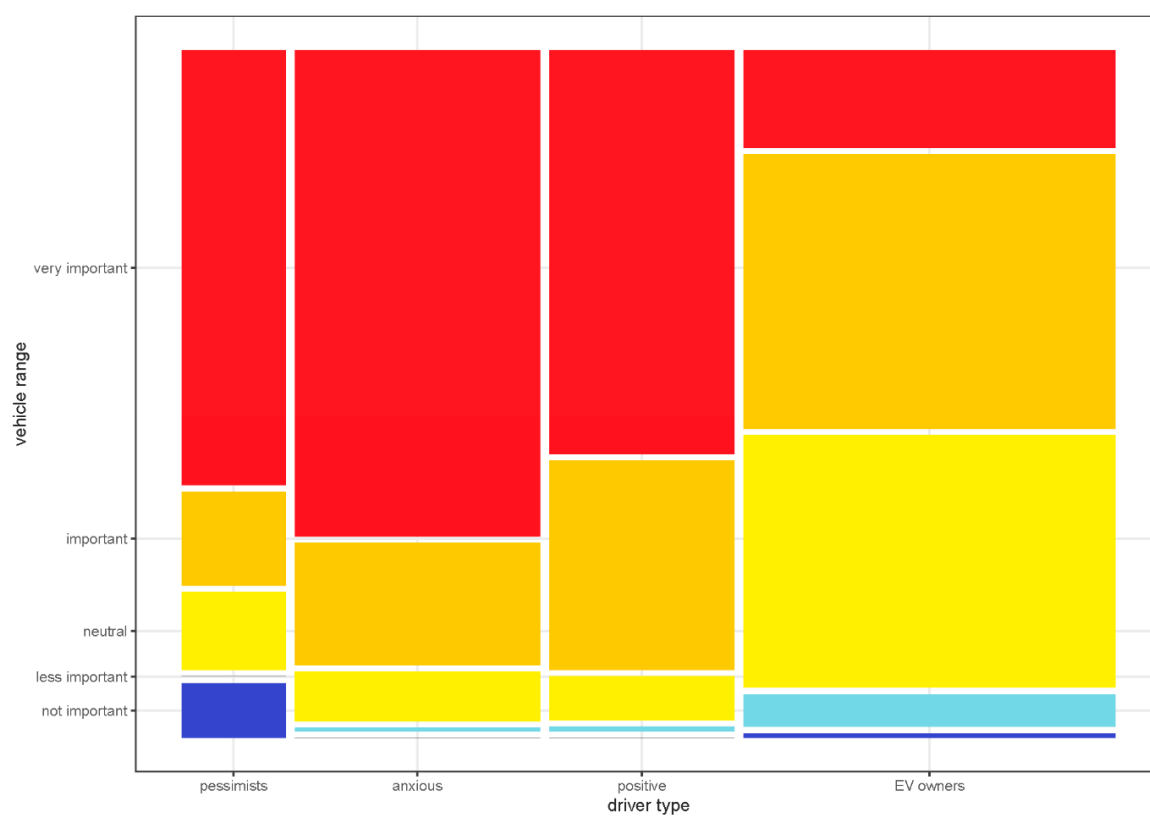
**Figure**



**Figure S2** How motorists would hope New Zealand to be in 20 years' time for each Driver Type (A20b)

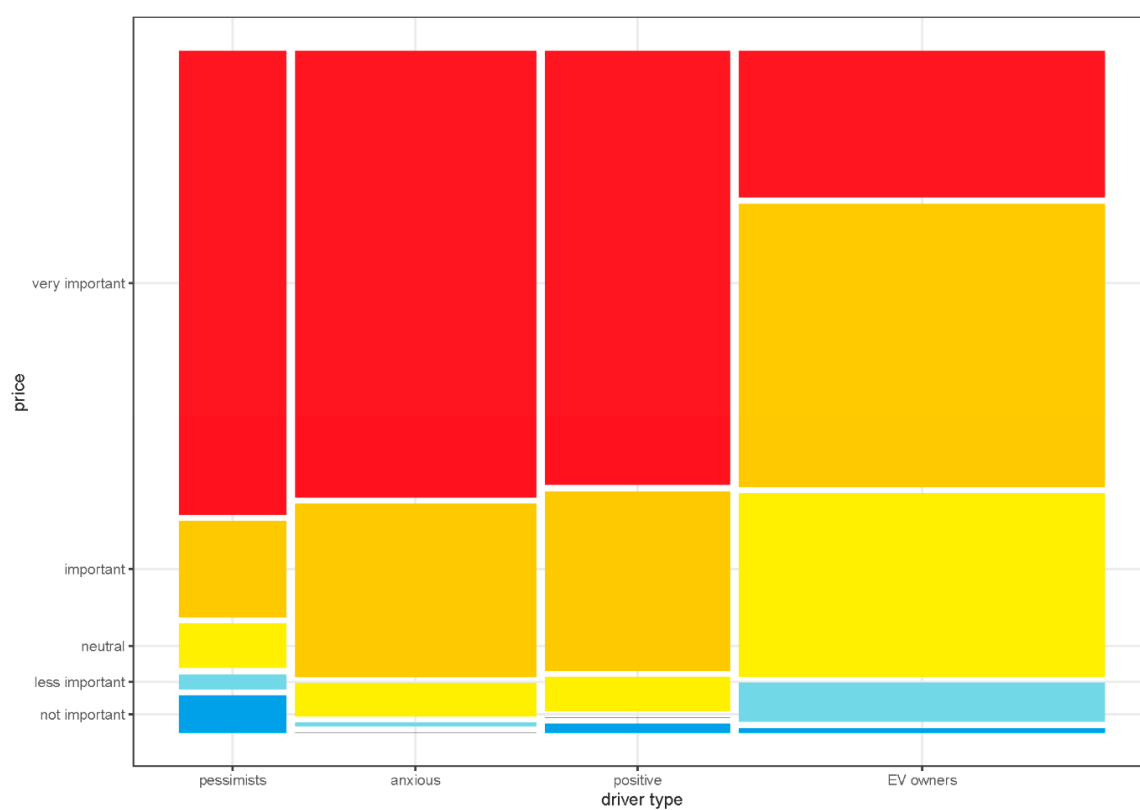


**Figure S3** Motorist has not heard of EV initiatives for each Driver Type (A22-11)

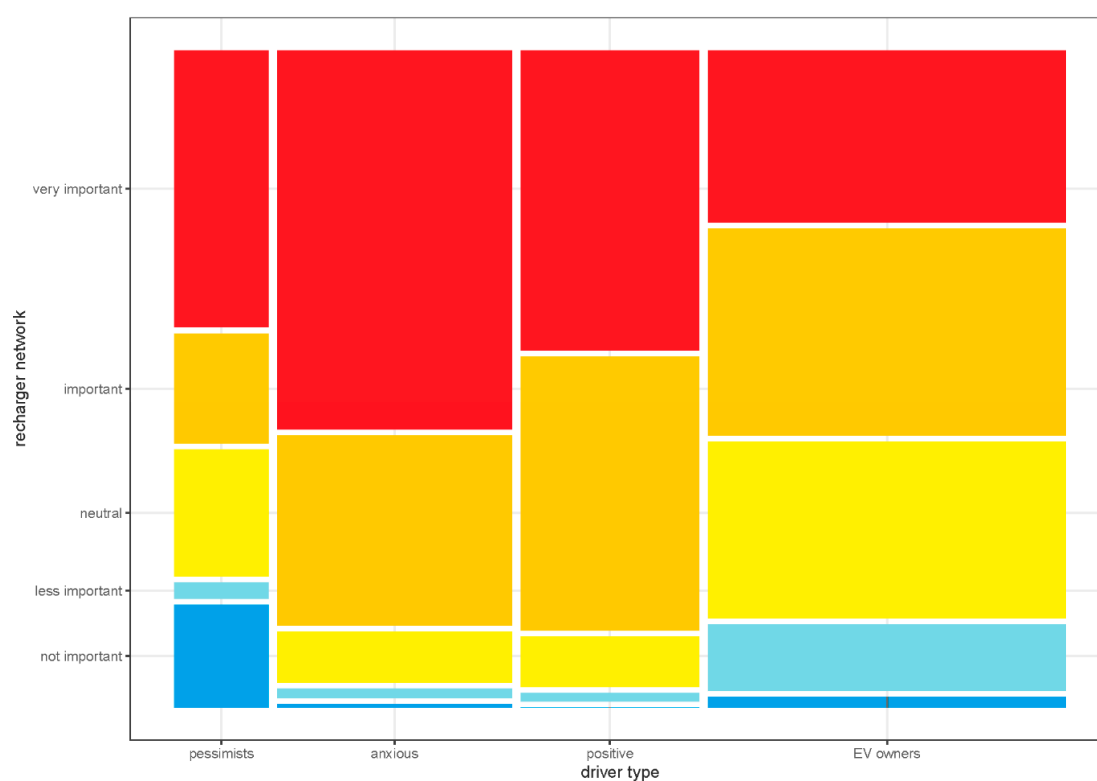


**Figure S4** Importance of vehicle range when considering EV purchase for each Driver Type

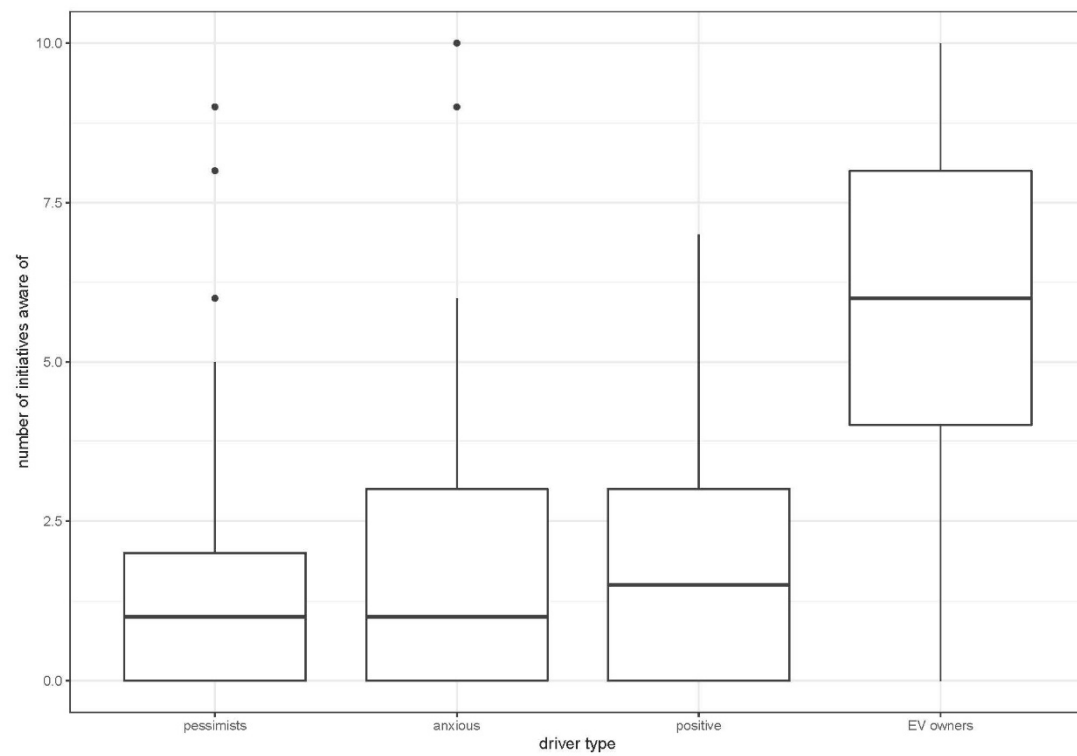




**Figure S5** Importance of vehicle price when considering EV purchase for each Driver Type (A17-2)



**Figure S6** Importance that there is a network of rechargers located right around New Zealand for each Driver Type



**Figure S7** Box plot - Number of initiatives aware of for each Driver Type (A22-count)