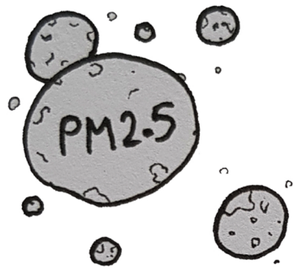
Research Findings

Primary Research

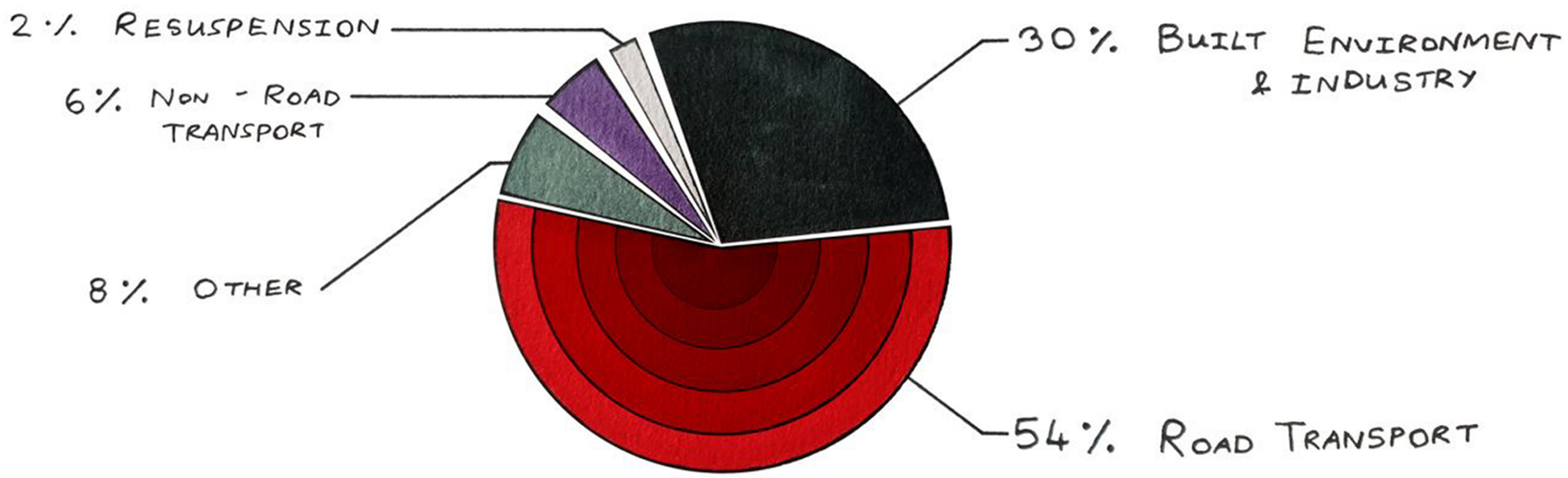
Key Sources
- Interviews
- Online Survey
- Communication with Key Players



Secondary Research

Key Sources
- Government Data (Greater London Authority)
- Non-Government Organisation Studies
- Charities (Trust for London)

Key Findings
- 100% of survey respondents from London worried about air quality
- 40% of respondents have experienced breathing problems, or a member of their family has
- Over 90% of respondents consider emissions when buying a car
- Over 90% of respondents felt EVs benefit the environment overall
- Respondents encounter cars and vans most comonly on the road
- Most respondents thought HGVs were the worst polluting vehicles
- Over 3/4 of respondents thought diesel was the dirtiest fuel

Key Findings
- PM2.5 takes a year off the average Londoner's life expectancy
- No part of London meets WHO air quality guidelines
- 210000+ vans registered in London
- Electric vans only make up 1% of total sales
- 165% increace in EV sales from 2019 to 2020
- EVs usually weigh 25% more than similar ICE cars
- 96.4% of vans on the road are diesel powered

Research Highlight: Sources of PM2.5 in London (GLA 2010)