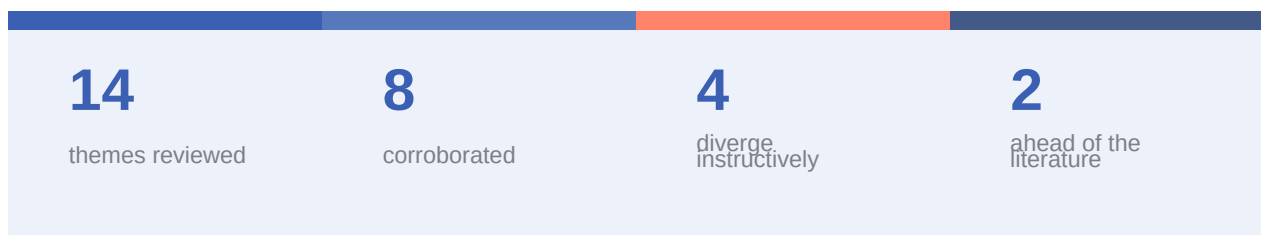


Literature Review

The EV Conversation Tracker vs the published evidence

How our social-listening findings on MoneySavingExpert and Reddit stand against peer-reviewed, panel, regulator and analyst evidence

Illustrated edition · 10 August 2026



Where they agree, they agree. Where they diverge, the divergence is usually the finding.

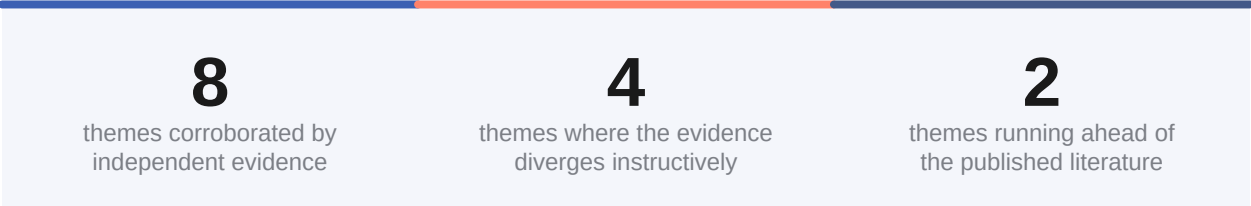
The tracker measures what people say; the panels measure what people do. This review maps one against the other — and flags the behaviour the published literature has not yet caught.

Literature Review

How the EV Conversation Tracker's findings compare with the published evidence

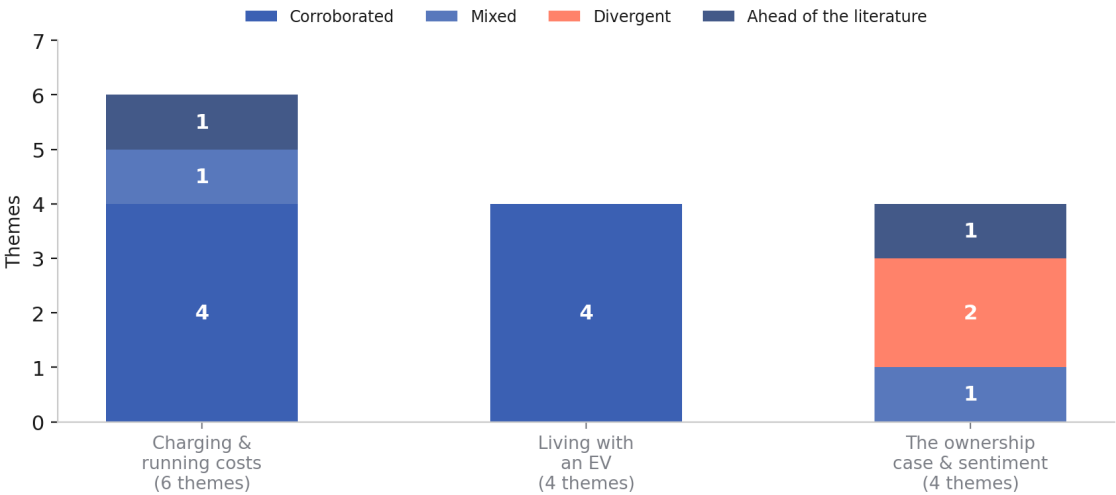
Digital Conversation Analysis · EV Project (MoneySavingExpert & Reddit) · Illustrated edition · 10 August 2026

This review sets the findings of the EV Conversation Tracker against the published evidence base: peer-reviewed and industry research, purchase- and telematics-panel studies, regulator and trade data, and named analyst estimates. Its job is to establish three things — where independent evidence corroborates what we found, where it points somewhere different, and where our social listening data is picking up consumer behaviour the published literature has not yet caught.



Two themes of the four 'divergent' are more precisely **mixed** — corroborated in one direction and contradicted in another, usually because the tracker measures per-driver experience while the panels measure aggregates.

How the 14 tracker themes stand against published evidence



Every tracker theme, scored against the evidence and grouped by category. Charging & running costs is where the data is richest; sentiment is where it disagrees most.

A note on method

Sources were selected for relevance to the tracker's themes and for traceability to an identifiable study, panel, regulator or named analyst. Priority was given to UK evidence, since the tracker's own dataset (MoneySavingExpert and r/ElectricVehiclesUK) is UK-weighted, and to measured behaviour — telematics, purchase and registration data — over survey self-report. Full references are listed at the end.

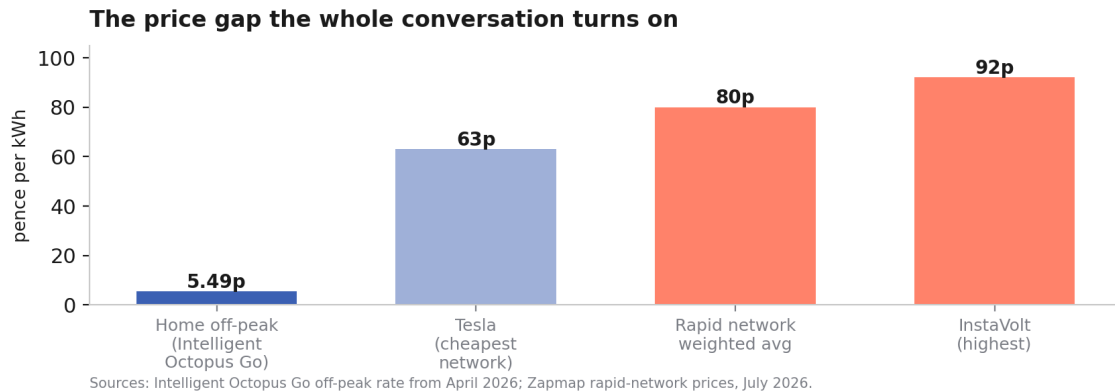
Two caveats apply throughout. Some panel and satisfaction evidence is US-based; where a UK equivalent exists it is used in preference. And comparisons are directional rather than statistical: the tracker measures what people say, the panels measure what people *do*. Where they disagree, that disagreement is usually the interesting finding rather than an error in either source.

Charging & running costs

The home-versus-public price gap

CORROBORATED

Our central cost finding — that an EV is cheap to run *if* you charge at home on an off-peak tariff and expensive if you rely on the public network — is strongly supported. Intelligent Octopus Go's off-peak rate falls to 5.49p/kWh from April 2026, while Zapmap put the weighted-average rapid price at around 80p/kWh in July 2026. That is a fourteen-fold gap, and it is the fault line almost every other theme returns to.



The home-versus-public price gap, in pence per kWh. The tracker's 'cheaper for whom?' framing is, if anything, understated by the numbers.

Public charging: Europe's most expensive

CORROBORATED

Posters returning from the Continent calling UK public charging 'a farce' are not exaggerating for effect. Zapmap's index confirms the UK is the most expensive market for public charging in Europe — roughly double France or Finland — driven by structurally higher UK electricity costs. Against a petrol benchmark of 15–20p/kWh-equivalent, rapid charging at 80p is losing the argument our posters are having in real time.

Public charging reliability — the 'farce'

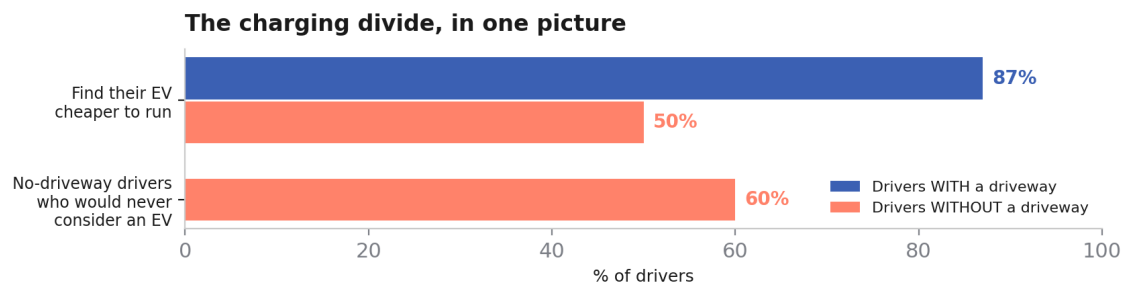
MIXED

Here the tracker and the headline statistics disagree in an instructive way. Networks advertise 98–99% uptime, and a 99% mandate for rapid chargers is now in force. But first-time charging success — the thing a driver actually experiences — is far lower: independent testing has put it around 71%, roughly one attempt in three failing. Our posters describe the 71%, not the 99%. The reconciliation is that 'uptime' and 'a charge that works first time for me' are different measurements — and only one of them shows up in conversation.

The no-driveway charging divide

CORROBORATED

The busiest 'is this a foolish idea?' threads have a hard evidence base behind them. EVA England found that while 87% of drivers with a driveway say their EV is cheaper to run, only 50% without one agree — and 60% of drivers without a driveway say they would never consider an EV at all. Government has responded with a £25m cross-pavement 'gully' fund and simplified permitting, and the on-street chargepoint grant rose from £350 to £500 in April 2026 — confirmation that the divide our posters live is now a policy problem.



The charging divide our no-driveway posters describe, quantified. This is the single clearest corroboration in the review.

Pay-per-mile, confirmed

CORROBORATED

The tracker caught pay-per-mile as the most emotionally charged topic of the period — and the policy is now real. The November 2025 Budget confirmed electric vehicle excise duty (eVED): 3p per mile for EVs and 1.5p for plug-in hybrids from April 2028, sitting alongside the standard VED that EVs already began paying in April 2025. The £195 figure our posters quote, and the grievance behind it, are both accurate.

EV drivers are split on pay-per-mile

AHEAD OF THE LITERATURE

This is where conversation data does something the policy literature does not. Coverage of eVED frames it as a burden imposed on EV owners; our data shows those owners are genuinely divided, with a reasoned pro-reform camp arguing that a per-mile charge is fairer than fuel duty and needn't deter take-up. A survey asking 'do you oppose pay-per-mile?' would miss this entirely. The dividing line is not EV-versus-petrol but a values argument about fairness — visible only because full-read analysis captures reasoning, not just position.

Living with an EV

Range anxiety has faded

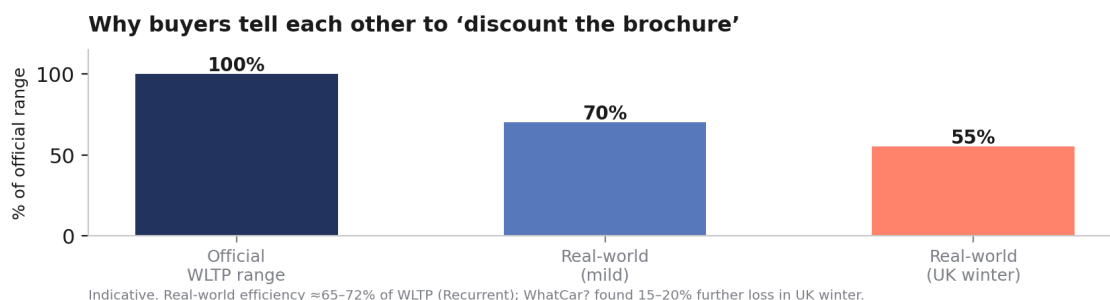
CORROBORATED

The confident, freely-offered reassurance to newcomers in our data is matched by the trend in the evidence. McKinsey's 2026 survey records a marked rise in owner satisfaction, with charging pain points 'starting to come down'; UK BEV share reached roughly 27% of new cars through 2026 and the two-millionth EV was registered. Range anxiety in its original, blanket form is largely a solved problem in both the conversation and the data.

'Discount the brochure' — winter and WLTP

CORROBORATED

Posters coaching buyers to 'put 250 miles in the search if you want 150 in winter' are, in effect, quoting the research. Real-world efficiency runs at roughly 65–72% of the official WLTP figure, and WhatCar? testing found a further 15–20% lost in UK winter conditions (Recurrent put the freezing-point loss at around 22%). The community's instinct to distrust the headline number is exactly right.



Why the community tells buyers to discount the official range. Conversation and test data land in the same place.

Used battery health as reassurance

CORROBORATED

One of the more striking shifts in our data is second-hand battery health being cited as *reassurance* rather than raised as a fear — and the telematics evidence backs the optimism. Geotab's 2026 analysis of 22,700 EVs found average degradation of 2.3% a year, with batteries retaining about 82% of capacity after eight years; Recurrent reports the average EV keeping ~97% of range after three years and a 0.3% battery-replacement rate. The poster reporting '>95% health at 82,000 miles' is describing the median, not a lucky outlier.

Real-world efficiency literacy

CORROBORATED

The mi/kWh comparison threads — owners swapping real consumption figures — mirror how the research now reports range: in achieved, real-world terms rather than laboratory WLTP. This is a maturing market teaching itself to read the evidence the way analysts do. It is corroborated less by a single study than by the fact that the community and the literature have converged on the same unit of truth.

The ownership case & sentiment

Cheaper to run — for some

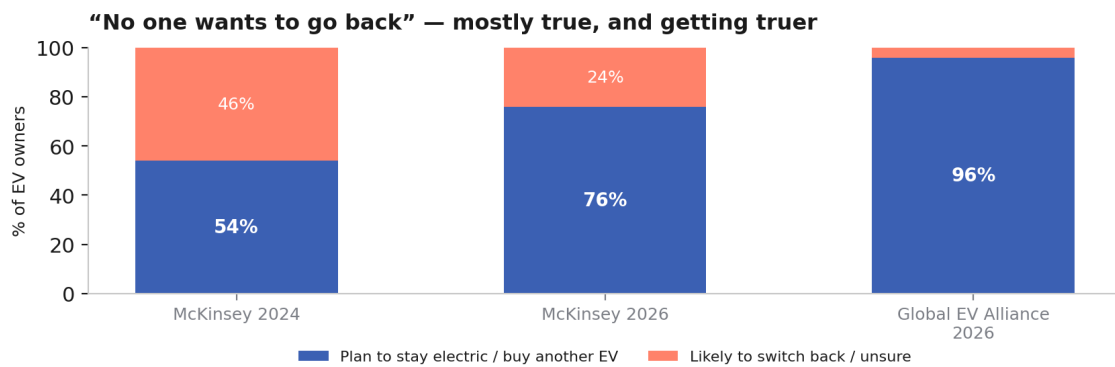
MIXED

'EVs are cheaper' is true and false depending on who says it, and the evidence splits the same way. For home-charging owners the saving is large and well-documented; for public-charging-dependent drivers the EVA England data shows the advantage narrowing to the point where only half feel better off. VED for EVs from April 2025 and eVED from 2028 erode the gap further. The honest reading — which our data reaches and a headline 'EVs are cheaper' claim does not — is that running-cost advantage is now conditional on charging access.

'No one wants to go back'

DIVERGENT

This is the sharpest disagreement in the review. Our most upvoted comment of the whole period — 'I don't know anyone who went EV and wants to go back' — reads as near-universal. The survey record is more complicated. The Global EV Alliance's 2026 survey does find ~96% of owners intending to stay electric, but McKinsey's 2024 survey found 46% of US EV owners then likely to switch back — a figure that has since improved to roughly a quarter, not zero. Enthusiast forums self-select for advocates; the switch-back minority is real, and largely invisible in the communities we read.



The satisfaction story is genuinely positive and improving — but 'no one goes back' overstates it. The dissatisfied minority doesn't post in r/ElectricVehiclesUK.

Used EVs as bargains — and the depreciation behind them

DIVERGENT

Posters increasingly frame used EVs as value buys — and they are right, but for a reason the enthusiasm skips over. AutoTrader's index shows used EV prices down ~7–10% year-on-year and roughly 38–42% after three years, with the average used EV near £24,000. The bargain the buyer celebrates is the loss the first owner absorbed. Our data captures the demand side vividly and the supply-side pain barely at all — a genuine blind spot worth naming.

EV-bay parking enforcement

AHEAD OF THE LITERATURE

Four of the tracker's newest threads concern parking-charge disputes in EV bays — POPLA and private-operator appeals over charging-bay tickets. This is a live, growing consumer-friction strand with almost no published counterpart: it sits between motoring, parking-enforcement and EV policy, and no panel or study reviewed here captures it. It is exactly the kind of emerging behaviour conversation data sees first.

What the comparison tells us overall

The pattern is consistent. Where the published evidence and our data overlap, they mostly agree: the home-versus-public price gap, Europe's most expensive public charging, the no-driveway divide, pay-per-mile, faded range anxiety, winter-range realism and used-battery durability are all corroborated. Where they diverge, the divergence is usually a measurement artefact rather than a contradiction — advertised uptime versus first-time success, per-driver saving versus aggregate cost, buyer bargain versus owner loss. Knowing which of the two you are looking at is the difference between a sound commercial read and a bad one.

The more valuable observation is how much of the sentiment map the literature under-serves. The pro-reform camp on pay-per-mile, the self-selection behind 'no one goes back', and EV-bay enforcement are all things a transaction record or a 26-week survey cannot show. They exist in our data because full-read conversation analysis captures reasoning, ambivalence and workaround behaviour — the difference, once again, between claimed behaviour and actual behaviour.

Implications for the next wave

This review sharpens three questions for the next pull. **Pay-per-mile:** as eVED moves from announcement toward its 2028 start, does the owner split harden into organised opposition, or does the fairness argument hold? **Reliability:** with the 99% uptime mandate now live, does the gap between advertised uptime and posters' first-time-success experience narrow in the language people use? **Sentiment:** does the switch-back minority ever surface in the communities we read, or does

self-selection keep it invisible — and can we detect it indirectly through the tone of ‘should I switch?’ threads? We will also watch for the literature catching up on EV-bay enforcement, which is currently visible almost nowhere else.

References

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2. Autocar (2025) ‘Budget 2025: UK’s pay-per-mile road tax confirmed to include plug-in hybrids’, 26 November.
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6. EVA England (2026) ‘Closing the charging divide: cross-pavement solutions for those without driveways’, January 2026.
7. RAC Drive (2026) ‘Almost half of councils to offer cross-pavement charging by end of 2026’; DfT £25m cross-pavement fund; on-street chargepoint grant £350→£500, April 2026.
8. Geotab (2026) ‘EV battery health study’ — 22,700 vehicles; average degradation 2.3%/yr; ~81.6% capacity after 8 years.
9. Recurrent (2026) ‘EV Market & Trends Report’ — ~97% of range retained after 3 years; 0.3% battery-replacement rate.
10. WhatCar? (2025–26) real-world winter range testing — 15–20% winter range loss; real-world efficiency ~65–72% of WLTP.
11. Recurrent (2025–26) winter range study, 30,000+ EVs — ~22% range loss at freezing.
12. McKinsey Center for Future Mobility (2024; 2026) Mobility Consumer Pulse — 46% of EV owners likely to switch back (2024), improving to ~76% planning another BEV (2026).
13. Global EV Alliance / Electrek (2026) ‘96% of owners plan to stay electric’, 18 February 2026.
14. AutoTrader Retail Price Index (2025–26) — used EV prices down ~7–10% YoY; ~38–42% depreciation after 3 years; average used EV ~£24,000.
15. SMMT (2026) UK new-car registration data — BEV share ~27% in 2026; two-millionth EV registered.
16. Zapmap (2026) ‘H1 2026 UK EV charging infrastructure statistics’ — 121k–122k public chargers; 99% rapid-charger uptime mandate; independent first-time success ~71% (ChargerHelp).

About the tracker

The EV Conversation Tracker applies Digital Conversation Analysis (DCA) to real, unprompted discussion of electric vehicles on MoneySavingExpert and r/ElectricVehiclesUK — what people say when there’s no researcher in the room. This review compares the tracker’s themes with independent published evidence as at August 2026. Comparisons are directional: the tracker measures what people say, the cited panels and studies measure what people do or buy.

Worth a short call to see if this fits what you’re working on?