

## Shift to EVs driving a new North-South divide

- North home to 65% less EV charging infrastructure than South
- Online searches for EVs in the North have grown by almost 75% in the past year, yet EV-ownership in the South is more than double that of the North
- Bulb calls for more investment to level-up access to EV technology and turn the lights green on EV ownership around the country

**London, 13 May 2021.** New research from Bulb, the green energy company, reveals a new North-South divide in EV ownership. Online searches for EVs in the North have grown by almost 75% in the past year, but a lack of charging infrastructure, government spending and cost means the North is home to just 19% of the UK's EVs, compared to almost 50% in the South.

| UK's top EV searches             | Searches with the highest growth since 2020 |
|----------------------------------|---|
| 1. Electric car grant            | 1. EV tariff (+198%)                        |
| 2. How much is an electric car?  | 2. How much is an electric car (+122%)      |
| 3. Electric car chargers near me | 3. Electric car chargers near me (+119%)    |

Bulb's analysis of online searches shows there's no shortage of interest in EVs across the North and Midlands. Yorkshire (+70%), the North West (+65%) and the Midlands (+63%) have seen some of the biggest growth in online searches for EVs in the past year. These searches include "can I afford an EV", "electric car chargers in my area" and "electric car grant". The growth in EV searches across the North ranks way above the UK average of +63%.

But people aren't switching to electric in Northern regions as quickly as those in the South. For example, the North East has the largest growth in online searches (86%), but the lowest number of EVs in England.

Regions with low EV adoption have some of the lowest number of public chargers per capita. As the North of England is home to 65% fewer public charging devices per 100,000 people than the South, those who do have an EV will have a hard time trying to find a place to charge it. Searches for public chargers in the local area are the second-highest EV searches online, second only to cost.

Regions with the lowest government spending on transport have fewer public chargers. The North East has the lowest government transport spending and has just 8% more public chargers in the past year, compared to London and the South East, the top-funded regions, where public chargers have increased by a third.

The cost of EVs is a concern for people around the UK, with searches for “electric car grant” ranking as a top three EV-related search across all regions. People are also looking at how they can charge their car cheaply, with searches for EV tariffs in the UK rising by almost 200% in the past year.

Bulb makes owning an EV simple with a full energy solution for electric drivers, putting them in control of their energy usage. For the first time in one app, drivers can charge their car at a cheaper rate overnight; schedule and track the cost of charging in the Bulb app; and order a charger so they can charge faster and more conveniently at home.

Bulb is also calling on the government to scrap VAT on green products like EVs, to make green technology more affordable for millions of people. Removing VAT from a mass-market EV, like a Renault Zoe, would reduce the cost by more than £4,500, and would make a home charger at least £90 cheaper.

**Hayden Wood, Co-founder and CEO of Bulb said:**

*“There’s no shortage of interest in EVs, but we’re heading into a new North-South divide because of a lack of public charging and government spending in the North. With big changes after the local elections in the UK, now’s the time to level up public charging and scrap VAT on green products to turn the lights green on EV ownership around the country.”*

**ENDS**

Notes to Editors

**About Bulb:**

Bulb is the fastest-growing company in Europe, providing 100% renewable electricity to homes across the UK, France, Spain and Texas and 100% carbon neutral gas in the UK and Texas. We’re on a mission to help 100 million people lower their bills and their carbon emissions by 2030 so we supply green energy as standard, with fair, transparent pricing, and technology to help our members manage and reduce their energy use. We’re the only large energy supplier that’s a certified B Corp which means we adhere to rigorous standards around sustainability; showing how business can be a force for good. And when a new member chooses to join Bulb, we donate £2 to the Bulb Foundation, fighting to address the climate crisis.