

Advising Greentech companies to help maximize growth

## These EV Misconceptions are Mindboggling





In a world of misinformation nothing is immune.

YouGov UK conducted a survey of 1,000 drivers of gas-powered vehicles asking them whether 10 statements were true or false.

The results indicate that like in U.S. notable misconceptions exist.

#### EV cost more to own and run



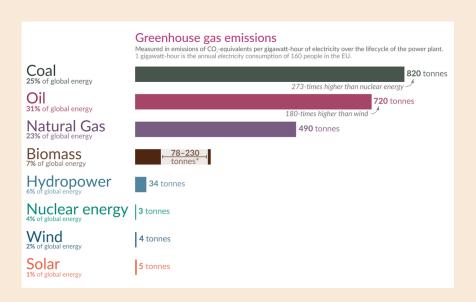
- 62% of drivers of conventional gas-powered vehicles believed that operating costs are higher for EVs.
- Only 14% believed that EVs are cheaper to operate.
- This result is even more surprising given the cost of petrol in the UK versus gas in the U.S.
- There is however, a grain of truth in this misconception. Insurance and tires for EVs tend to cost more, but overall, EVs save money.



One might think that those opposed to EVs have effectively convinced many that battery production and the use of fossil fuel generated electricity somehow offset the zero-emission operational benefits.

But like all "good" misinformation, there is a grain of truth to the notion.

#### EVs cause more carbon emissions



- Over a third of those surveyed (35%) believed that the lifetime CO2 emissions of EVs are no less than that of gas-powered vehicles.
- However, this one was close 32% "correctly" answered the question.
- On the surface this seems equally mindboggling, until you dig a little deeper.
- Data in the UK indicates that EVs emit 3x less CO2 over their lifetime, but the accuracy of that statement is predicated on how the electricity is produced.
  - If you assume totally clean energy EVs win the emissions battle hands down.
  - In the unlikely scenario where the electricity is generated with coal and oil, the emissions comparison would be quite different.



### This is a function of media distortion.

EV fires make news.

It's always important to look at percentages and the probability of occurrences and not be swayed by the coverage of individual events.

#### EVs are fire hazards



- 41% of those surveyed believed that EVs are more prone to fires than internalcombustion engine vehicles.
- Only 24% thought the contrary.
- According to EV Fire Safe, EVs are 80 times less likely to catch fire than gas or diesel cars.
- I get this one:
  - Media around the world cover virtually every EV that catches fire. A gas-power vehicle catching fire isn't news.
  - It's the same dynamic that occurs with plane crashes. You hear about every one, but no media outlet tells you about the thousands of flights that end safely each day.



# There are always two sides to an argument and often both sides are guilty of disseminating "biased" information affectionately referred to as "spin."

The inability to objectively look at data seems to be a common failing of the human race.

#### Misconceptions occur in both directions



- I found some "correct" answers to the questions asked in the YouGov survey also a bit misleading.
- Similar biases existed in the information on the U.S. Environmental Protection Agency's website.

Check out tomorrow's post for what they are.





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#### Unbiased and Unfiltered

- An honest assessment of the climate change effort.
- I cover what's working but more important the issues/roadblocks that the industry would prefer to ignore.
- A must-read for anyone with a desire to understand what's really going on with renewable energy and climate change.



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