**Market Research conducted for the Driving ForEVer feasibility study**

This document contains the data points that have been collected as part of the demand testing carried out by the founders.

Demographics

- Age

- Gender

- Urban/City

- Education level

1. Do you own an Electric Vehicle (EV)?

Answers: Yes | No, but I’d like to | No, but I’d be open to it | No, and I have no interest

1a. Why would you not consider an EV for your next car? [only if no interest at Q1]

Answers: Freeform text

2. As an EV owner, which of the following represents your biggest challenge? [only if Yes at Q1]

Answers: A distaste for planning | Car range is too low | Mu usual charging spots are always busy | Slow charge | Too few convenient charging hubs

3. On a scale from 0-9, how anxious are you about range?

Answers: range from 1 – extremely anxious to 9 – Not anxious at all

3a. What is it about it that makes you so anxious? [Only if >5 at Q3]

Answers: Freeform text

4. “Advances in technology now mean you can have a portable battery that gives your car a full charge on the go”. Do you believe this statement to be true?

Answers: Yes, and I am excited | Yes, but it must be very expensive | No, that’d be too good to be true

5. We’re pleased to say the technology exists! If you were to get yourself one, would you rather...

Answers: Buy it at a one-off fee | Get it by subscription | I wouldn’t get one

5a. What would be a reasonable monthly fee you’d be willing to pay? [only if subscription at Q5]

Answers: £50 | £80 | £90

5b. How much would you be willing to pay to buy one? [only if the one-off fee at Q5]

Answers: £200 | £450 | £650

6. We are taking pre-orders for delivery in December 2023. If you are interested in buying your own battery at a discounted rate of £450, please pay a £50 deposit.

Answer: Order status (Ordered | Not Ordered)