

Electric Vehicle Consumer Insights

Electric vehicle sales and consideration from new vehicle shoppers are growing, yet there remain many questions and obstacles that make some consumer leery. AutoPacific's new Electric Vehicle Insights (EVI) study captures comprehensive EV data from owners, considerers and rejectors. Understand the reasons why EV owners purchased their EV and whether or not their vehicle is meeting their expectations, while also understanding how intenders feel about EVs and why rejectors won't consider one. With demographics, psychographics and insights into charging and charging station expectations and concerns, the EV Consumer Insights study tells all.



Methodology

- Internet survey of licensed drivers in the United States intending to purchase a new vehicle within the next 3 years
- An extension of AutoPacific's long-standing Future Attribute Demand Study

Sample Size

- 542 EV Owners
- 7,212 EV Acceptors
- 3,870 EV Rejectors

Report Contents

- EV owner demographic and psychographic profile, importance and satisfaction ratings, repurchase intention
- EV acceptors demographic and psychographic profile, reasons for intending or considering an EV, charging setup and plans for charging, EV ownership concerns
- EV rejector demographic and psychographic profile, why not consider an EV, what do they plan to purchase instead?
- Ideal charging station attributes (from EV owners and future intenders or considerers)

Database Contents

- Current vehicle ownership
- Future vehicle intention (brand type, segment, engine, price planning to pay)

- EV intention and consideration
- Demographics
- Views on driving
- Range expectations
- In-vehicle non-driving time (what do you do when sitting in your parked vehicle?)
- Charging capability at residence and place of employment
- Time expectations and location plans for charging
- Electric Vehicle Insights
 - EV owners: other vehicle driven, attribute importance and satisfaction
 - EV rejectors: Reasons for not considering an EV
 - EV acceptors: reasons for purchase consideration, ownership concerns, residence charging setup, charging time expectations,
 - EV owners and acceptors: Ideal public charging station attributes

Investment

- Contact us for more information on pricing and options: deborah.grieb@autopacific.com

Deliverables

- Electronic report in PDF format
- EV Consumer Insights data in mTab database (additional mTab charges may apply)