Are consumers on a path towards electric vehicles?

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Why is educating consumers important?

Consumers won’t buy EVs if they are not knowledgeable about them.

- **Awareness**: consumers know an EVs exist
- **Knowledge**: consumers generally know what an EV is
- **Persuasion**: consumers actively seek out information on EVs (inc. pros and cons)
- **Decision**: consumers consider if they would purchase the vehicle
EV Model Availability

- 47 Models available in 2018
  - 55 by the end of the year
- 15 BEV models
- 29 PHEV models
- 3 FCEVs
EV Model Awareness

• Number of respondents who can correctly name an EV

- Yes: Right (Other)
- Yes: Right (Tesla, any)
- Yes: Right (Nissan Leaf)
- Yes: Maybe
- Yes: Wrong
- No
EV Model Awareness

• Number of respondents who can correctly name an EV hasn't increased
EV Infrastructure

• 50,000 public charge points
• Doubled since 2014
EV Infrastructure Awareness

• Number of respondents who have seen EV chargers

- Yes, several places
- Yes, a few places
- Yes, one place
- I'm not sure
- No, I haven't
EV Infrastructure Awareness

- Number of respondents who have seen EV chargers hasn't increased significantly
EV Sales

Market as of March 2018

- USA cumulative sales- 842312
  - 200,000 in 2017
  - 55% BEV, 45% PHEV
- CA cumulative sales- 388815
  - c. 45% of US market
Consideration to buy an EV

- Number of respondents considering purchasing an EV

- Haven't; won't
- Info gathered; not serious
- Haven't; maybe some day
- Actively shopped
- Idea occurred; no steps taken
- Already own, lease
Consideration to buy an EV

• Number of respondents considering purchasing an EV hasn't increased
Summary

• Knowledge of EV models isn't increasing
• Awareness of infrastructure isn't increasing
• Number of people considering buying an EV isn't increasing
Summary

• Most consumers are stuck at awareness

• Need to be more proactive to reach these consumers

• Future work
  • Continue surveying consumers to track trends
  • Work with partners to educate consumers
Driving the Market for Plug-in Vehicles: Increasing Consumer Awareness and Knowledge

Tom Turrentine, Scott Hardman, Ken Kurani, Jeff Allen, George Beard, Erik Figenbaum, Niklas Jakobsson, Alan Jenn, Sten Karlsson, José Pontes, Nazir Refa, Frances Sprei, and Bert Witkamp

Key Takeaways

1. Despite plug-in electric vehicles (PEVs) achieving some success, consumer awareness and knowledge of PEVs remains too low in many markets, limiting market growth.

2. Most consumers remain ignorant of these basics: what PEVs are and how they work, the difference between plug-in hybrid electric vehicles (PHEVs) and battery electric vehicles (BEVs), PEV charging at home, work, and public locations, incentives for PEV purchase and the potential benefits of owning a PEV.

3. Consumers being unaware of PEVs does not mean they are unwilling to purchase the vehicles. There is a positive relationship between increasing awareness and the likelihood that consumers purchase a PEV.

phev.ucdavis.edu/international-ev-policy-council-policy-briefs/
Thanks

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