

What Drives California's Plug-in Electric Vehicle Owners?

Clean Vehicle Rebate Project

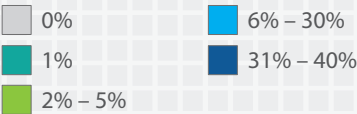
Survey population
(PEV owners for 6 months or longer as of March 1, 2012)

4,329
Round 2 respondents
1,202

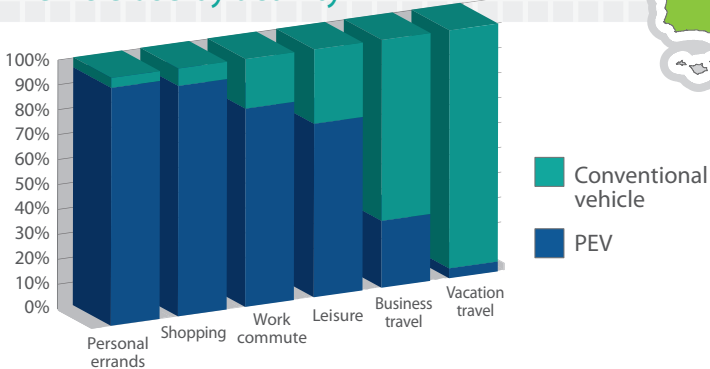
California's Plug-in Electric Vehicles (PEVs)

As of March 2013, Californians owned or leased more than 30,000 PEVs, or approximately one out of every three PEVs in the nation. The CVRP issued rebate checks to more than 20,000 of these California vehicle drivers, including 10,750 rebates for battery electric vehicles (BEVs) and 10,250 rebates for plug-in hybrid electric vehicles (PHEVs). Second round survey respondents were exclusively BEV drivers; subsequent survey rounds will include BEV and PHEV drivers.

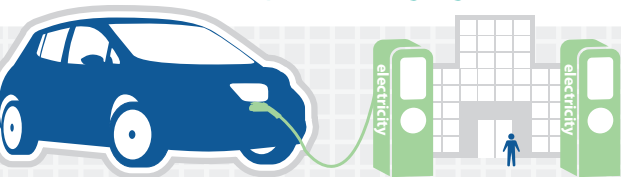
Distribution of survey respondents



PEV vs. conventional vehicle use by activity



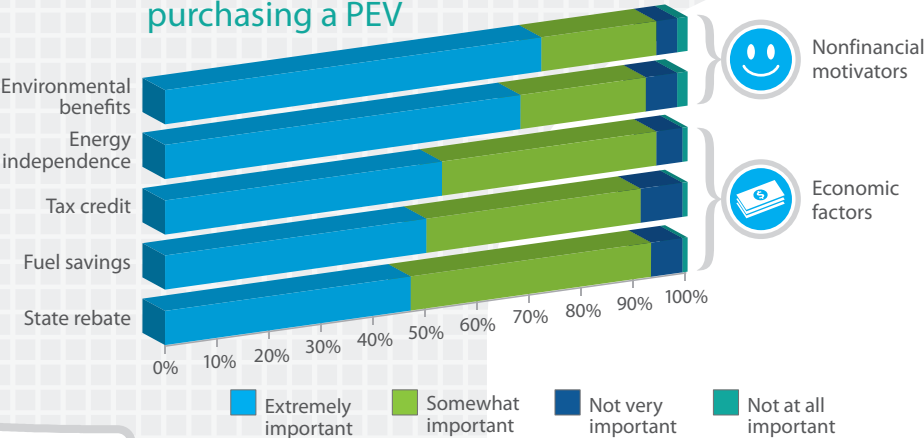
37% of survey respondents had access to workplace charging



Of those who reported having workplace charging

82% had access to it for free

Motivation for purchasing a PEV

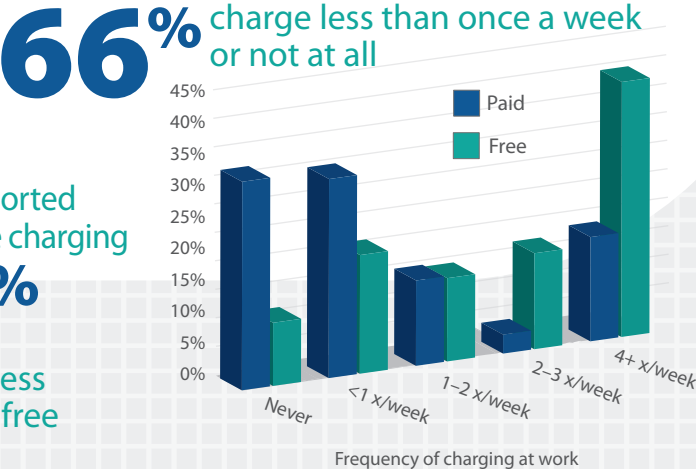


59% stated having HOV lane access was an important consideration in their decision to purchase a PEV

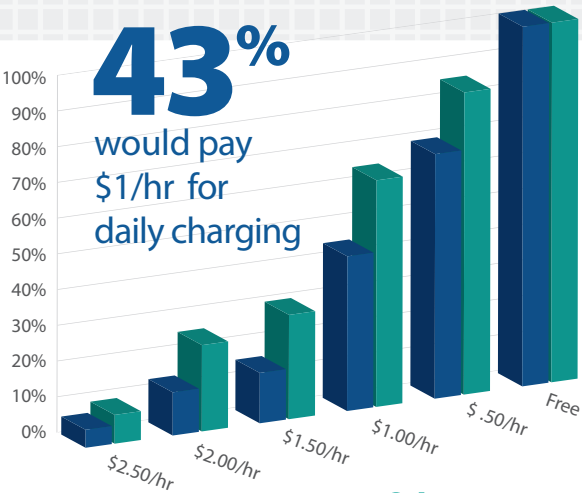


74% of survey respondents display an HOV sticker on their PEV

For those who pay to charge at work, charge less than once a week or not at all

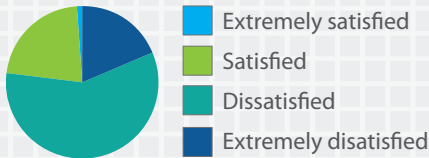


Willingness to pay for Level 2 charging

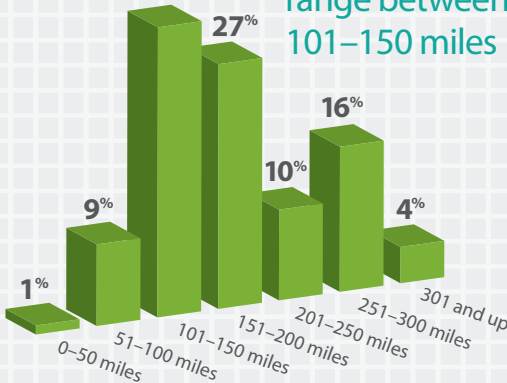


63% of respondents would pay \$1/hr for occasional charging

77% expressed varying levels of dissatisfaction with public charging infrastructure

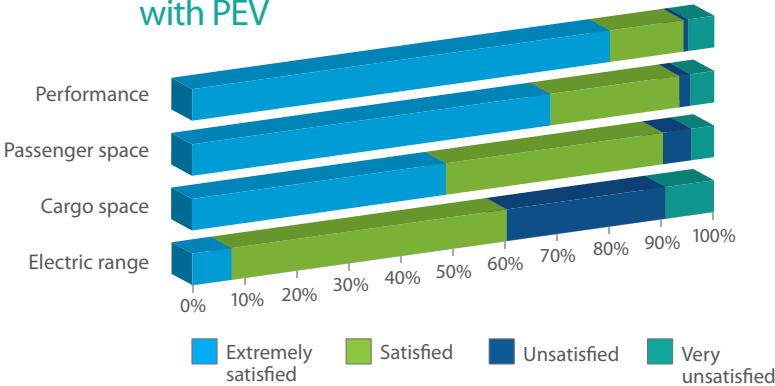


32% of respondents desired an electric range between 101-150 miles

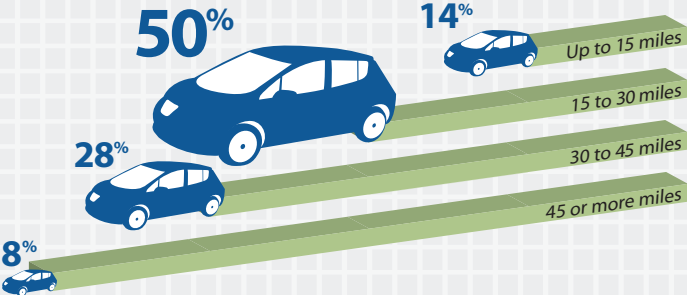


92% expressed overall satisfaction with their PEV

Satisfaction with PEV



Average miles driven per day



Factors determining when to charge

