

# CVRP Composition Summary – Changes During Covid

*Comparing Applications from March to  
December 2019 versus 2020*

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Completed by T&I Staff



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Sustainable  
Energy®

# Analysis of Monthly CVRP Applications by Market Segment

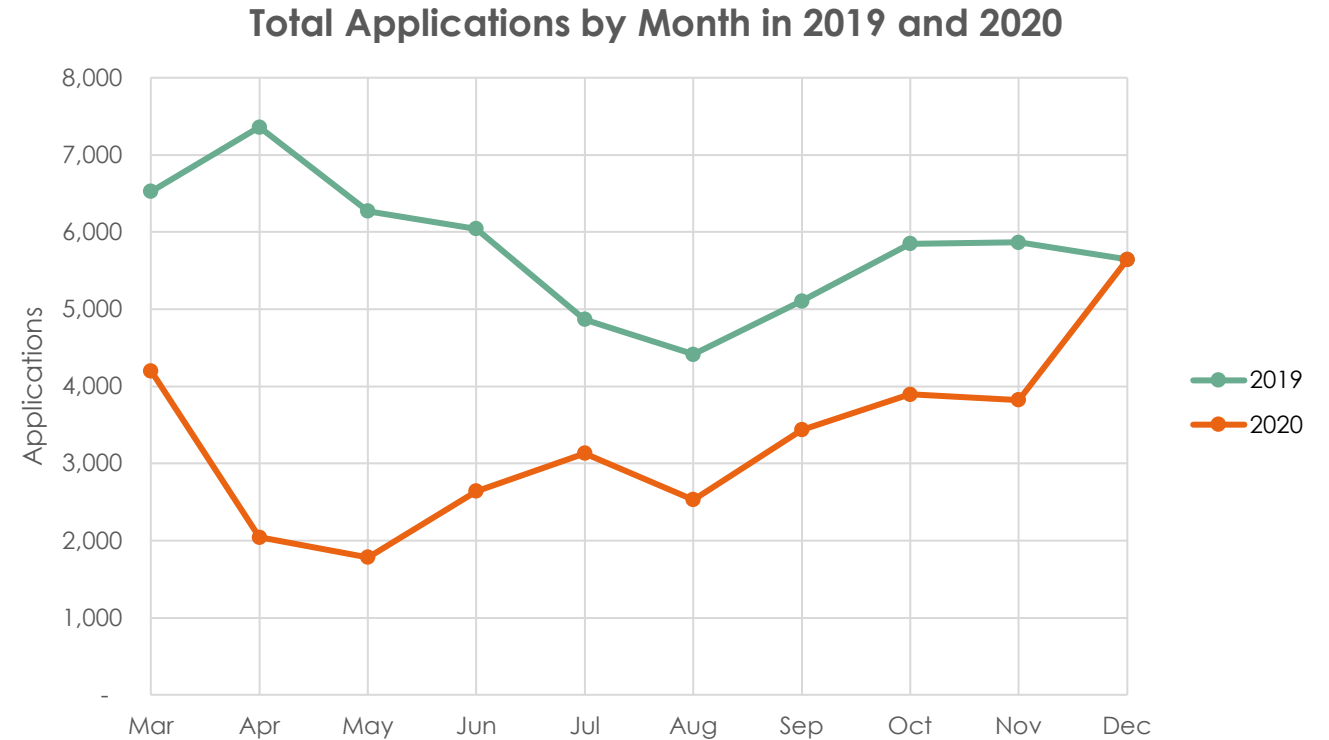
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- Market is segmented by Tesla and Non-Tesla vehicle share to highlight any potential differences in who is participating
- Applications are segmented by:
  - Income
  - Gender
  - Race
  - Ethnicity
  - Age
  - County
  - Vehicle Category
  - Vehicle Make
  - Vehicle Model
- Summary

# Overview of CVRP Applications in 2019 and 2020\*

- 43% decrease in applications in 2020
- "Sustained" recovery started in September 2020

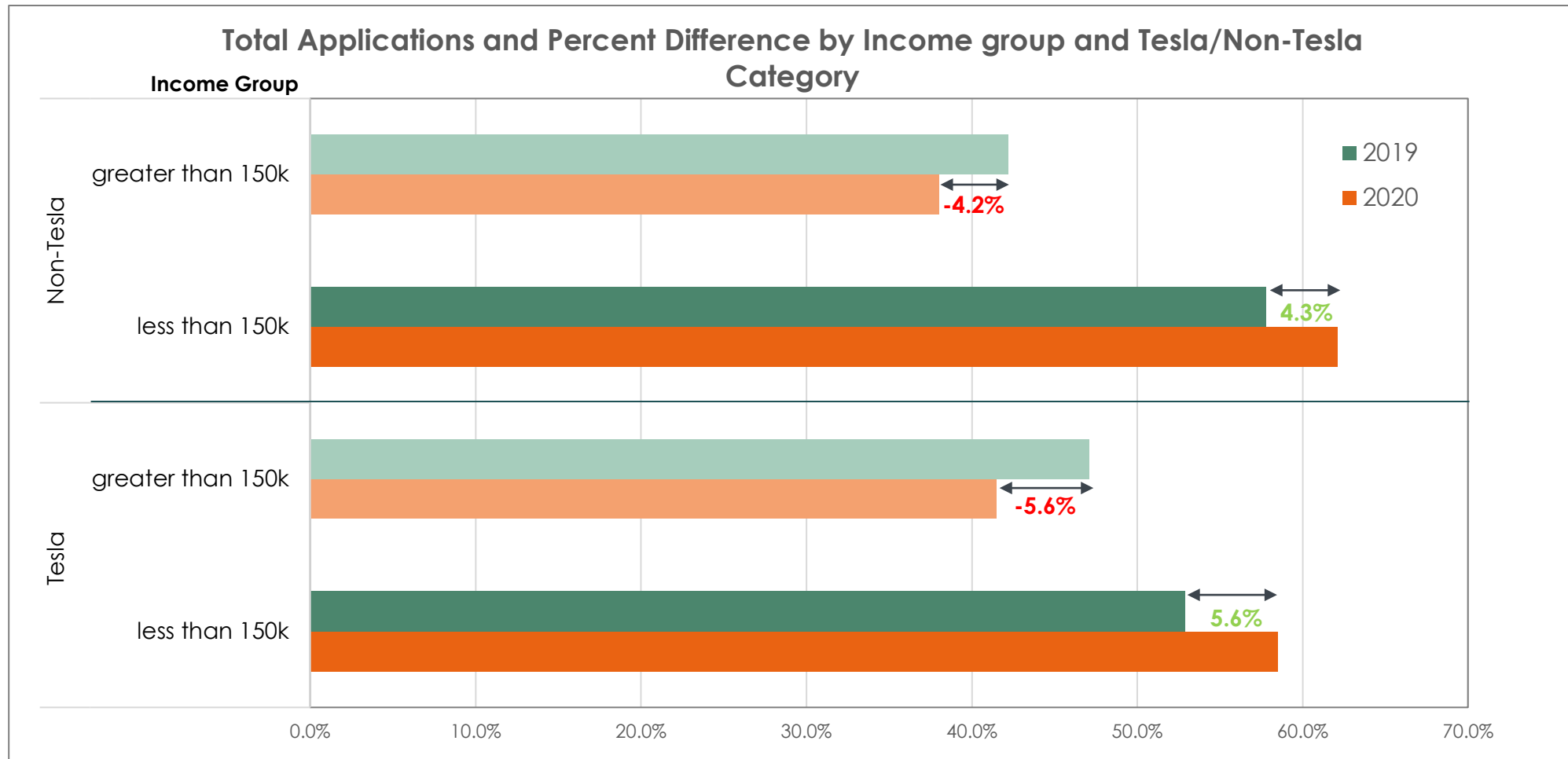
Year	Total Applications*
2019	57,941
2020	33,119
% change	-43%



\*Applications are aggregated from Mar – Dec for year 2019 and 2020

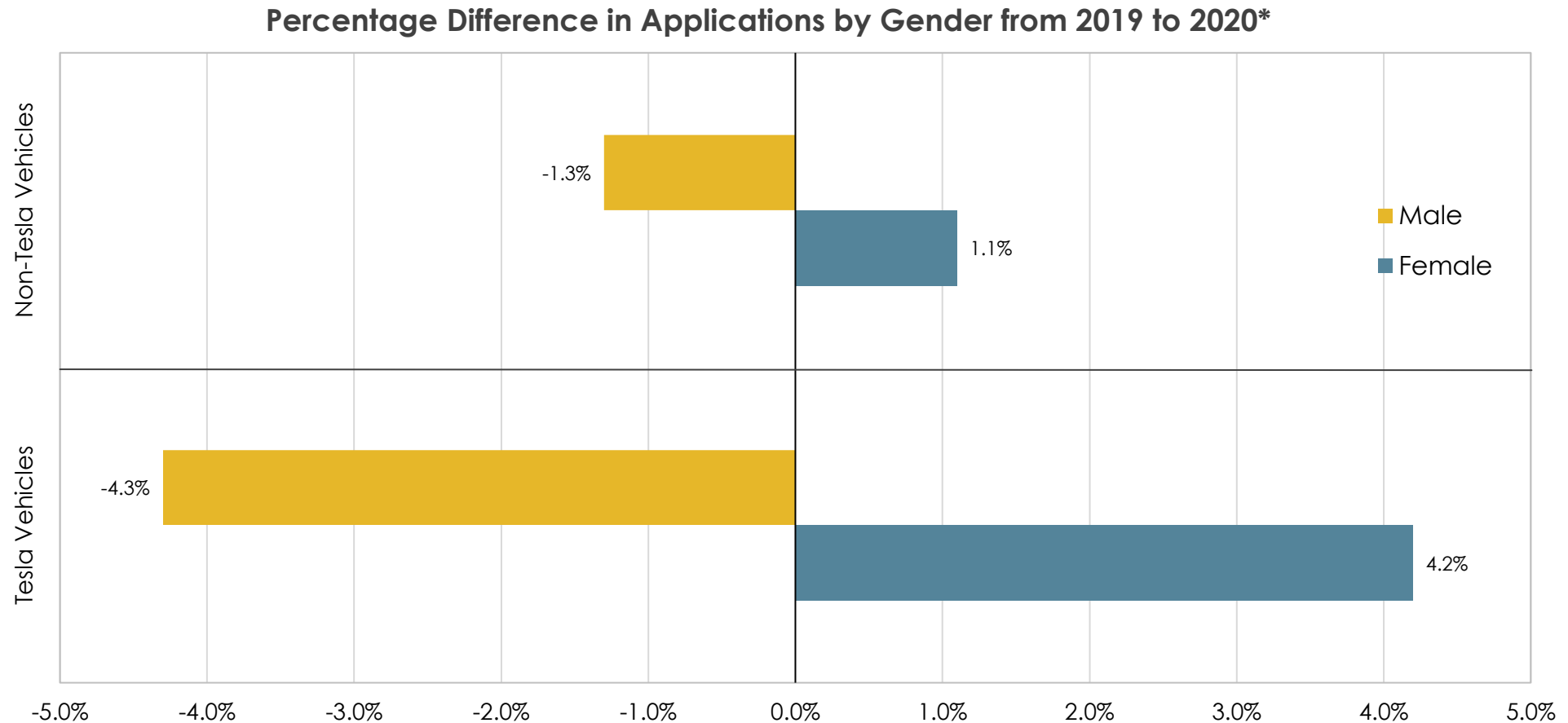
# Percent Share of Applications by Household Income

Percent share of applications within less than \$150k household income group **increased** for both Tesla and Non-Tesla vehicles during Covid



# Percent Share of Applications by Gender

Percent share of **female** applicants **increased** for both Tesla and Non-Tesla vehicles during Covid

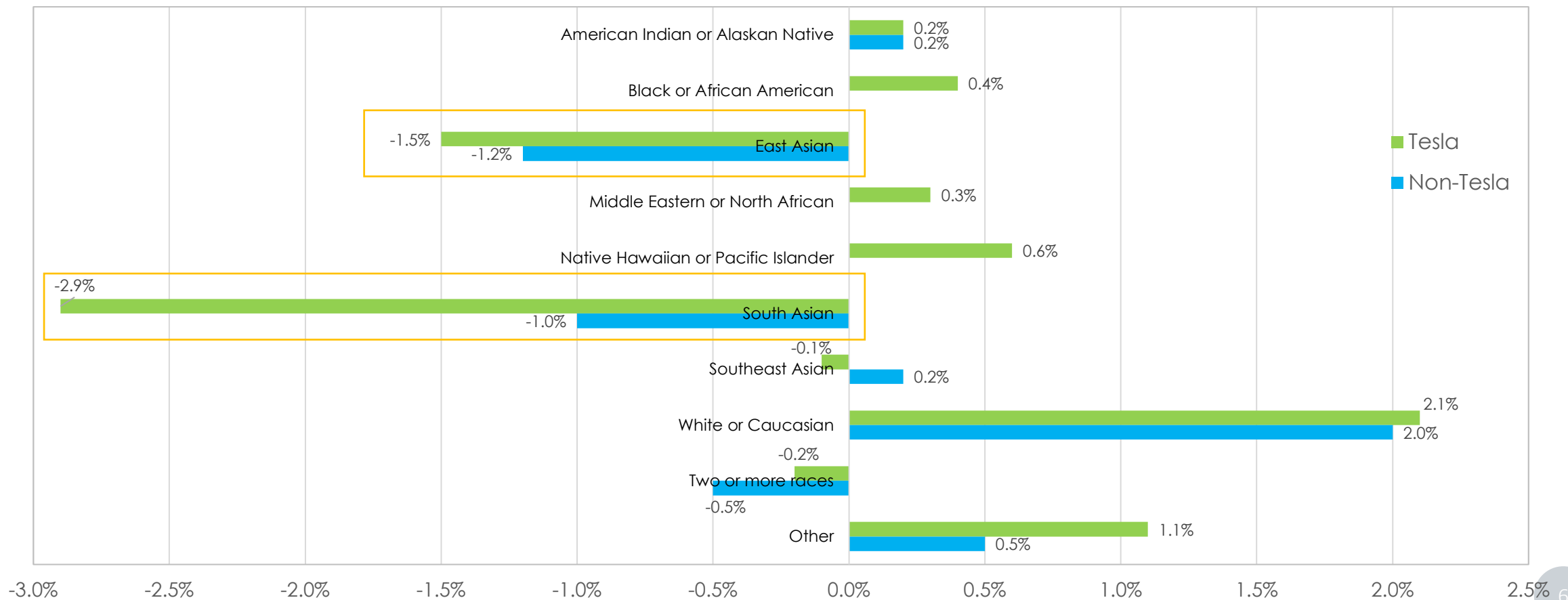


\*Non-binary/Transgender gender type was excluded as the percentage difference was negligible

# Percent Share of Applications by Race

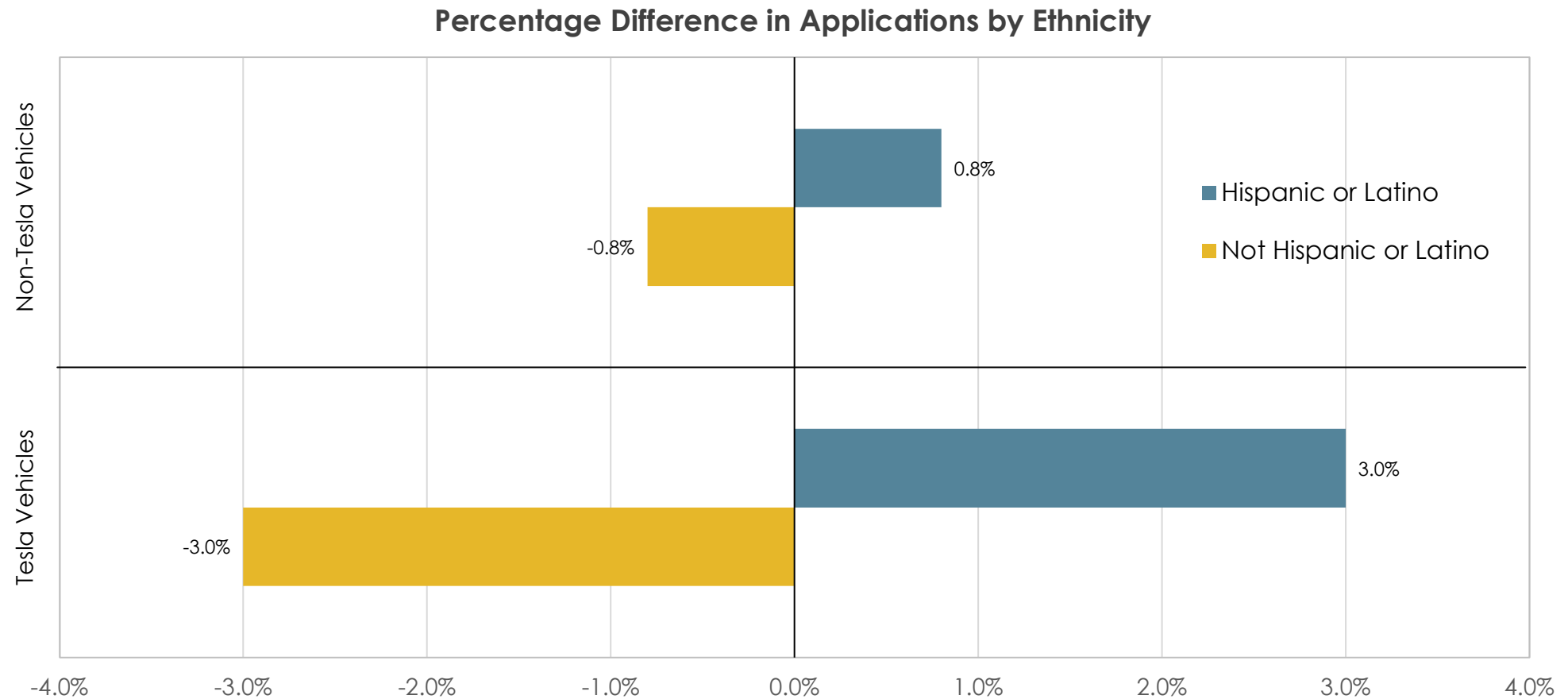
Percentage share of South Asian and East Asian applicants **decreased** for both Tesla and Non-Tesla vehicles during Covid

Percentage Difference in Applications by Race from 2019 to 2020



# Percent Share of Applications by Ethnicity

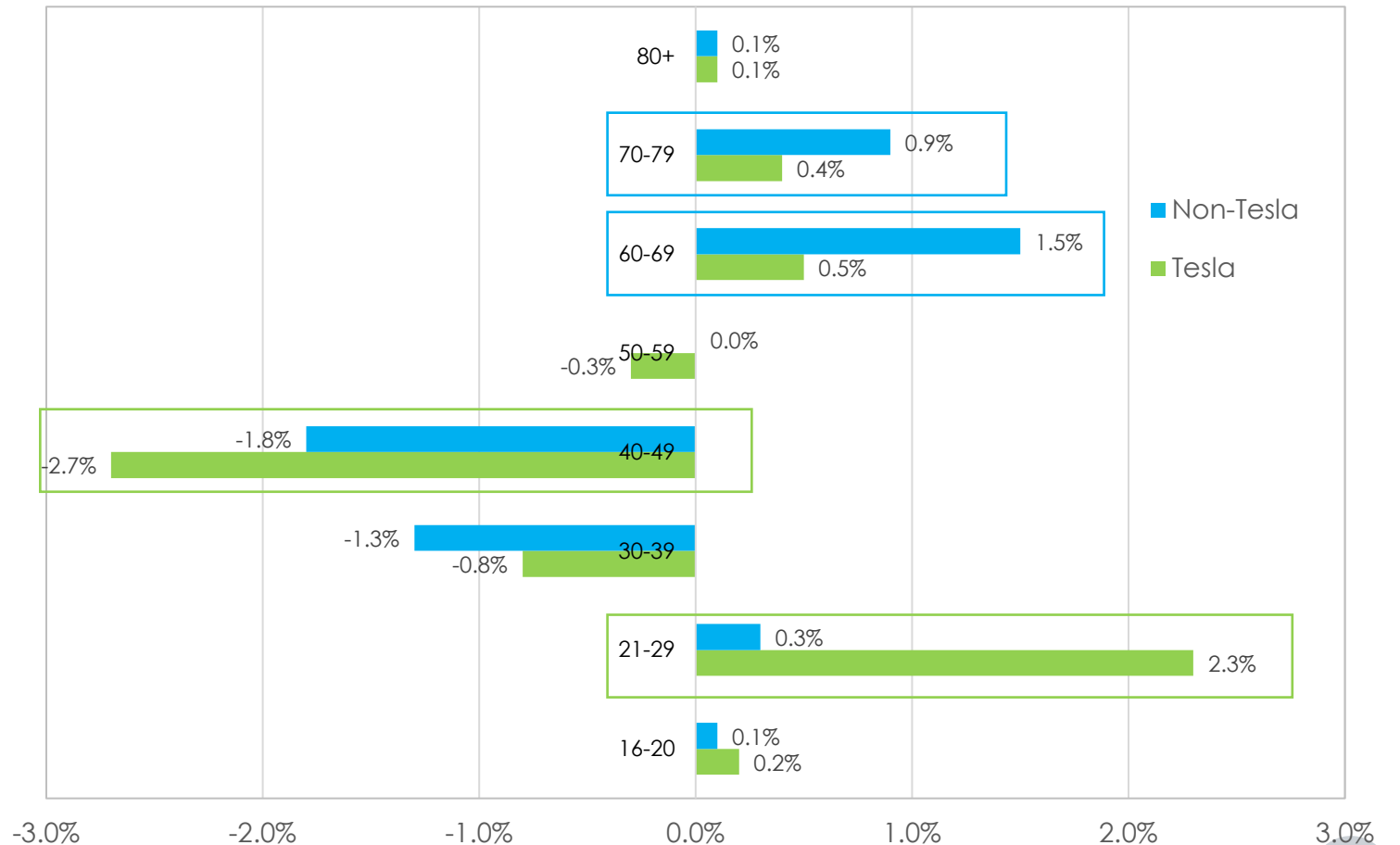
Percent share of **Hispanic and Latino** applicants **increased** for both Tesla and Non-Tesla vehicles during Covid



# Percent Share of Applications by Age

- Share of **Tesla** applications for **21-29** age group **increased** by **2.3%** whereas **Non-Tesla** applications **increased** by only **0.3%**
- Share of **Tesla** vehicle applications for **40-49** age group **decreased** by **2.7%**
- Share of **Non-Tesla** applications **increased** for ages **60-69** and **70-79**

Percentage Difference in Total Applications by Age Range





# Percent Share of Applications by County

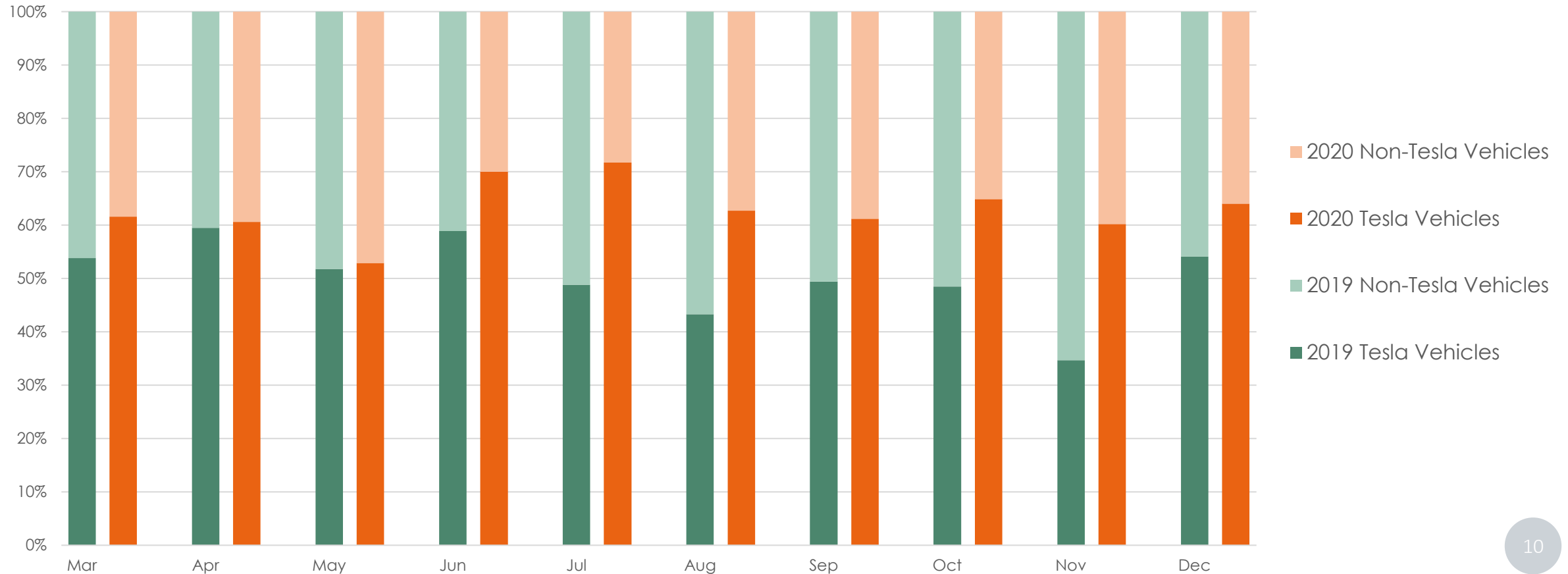
- Los Angeles had the highest **increase** of **1.5%** in percent share of CVRP applications during Covid
- Santa Clara and Alameda counties had **more than 1% decrease** in percent share of applications during Covid
- Other counties not listed had less than 0.1% increase or decrease in percent share of applications during Covid

County	Vehicle Share Difference from 2019
Los Angeles	1.5%
Riverside	0.4%
San Joaquin	0.3%
San Bernardino	0.3%
Contra Costa	0.2%
San Francisco	0.2%
San Luis Obispo	0.2%
Santa Barbara	0.2%
San Mateo	-0.2%
Orange	-0.3%
Alameda	-1.2%
Santa Clara	-2.1%

# Percent Share of Tesla and Non-Tesla Applications

Percentage share of Tesla applications **increased** from 50.8% in 2019 to 63.4% in 2020

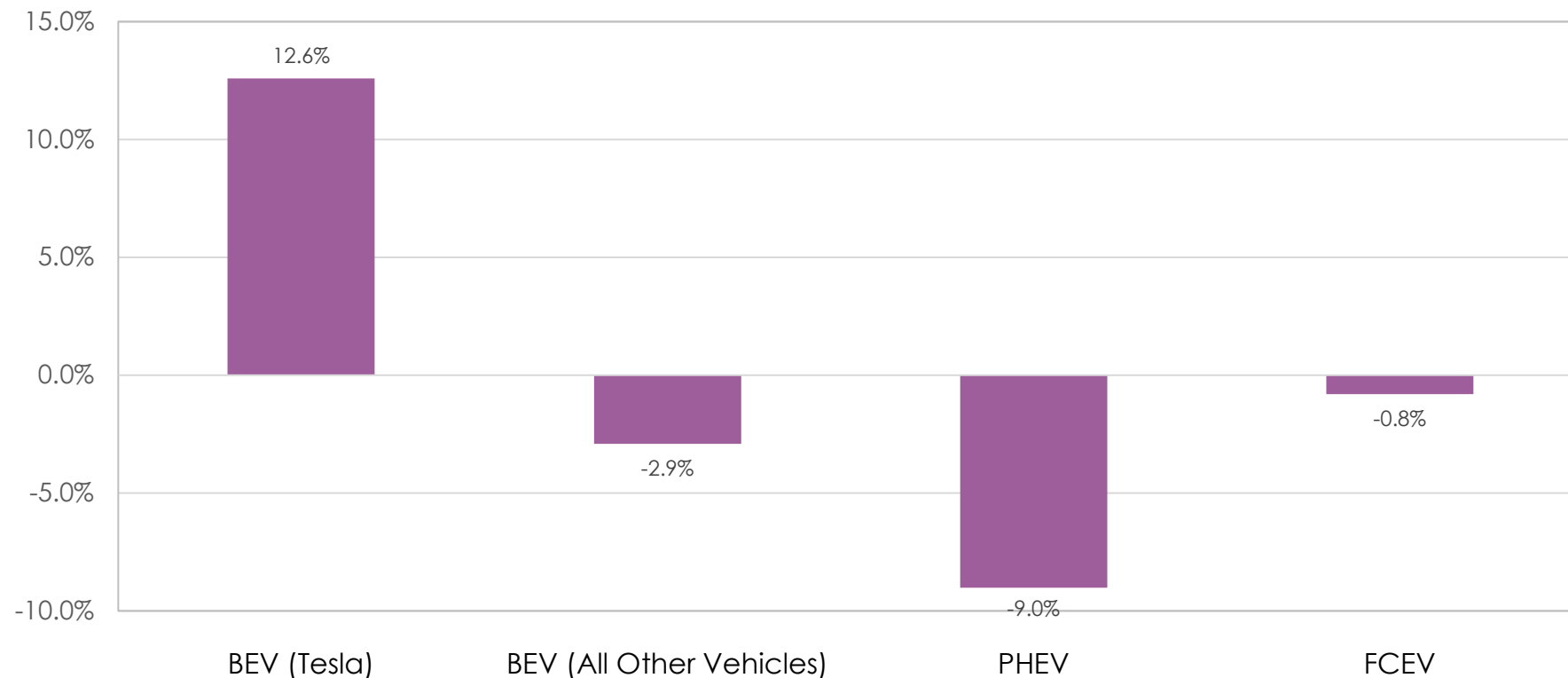
Percent Vehicle Share of Tesla and Non-Tesla Vehicles in Total Applications



# Percent Share of Applications by Vehicle Type

- Percent share of PHEV applications **decreased** by 9% during Covid
- Percent share of Tesla applications **increased** by 12.6% during Covid

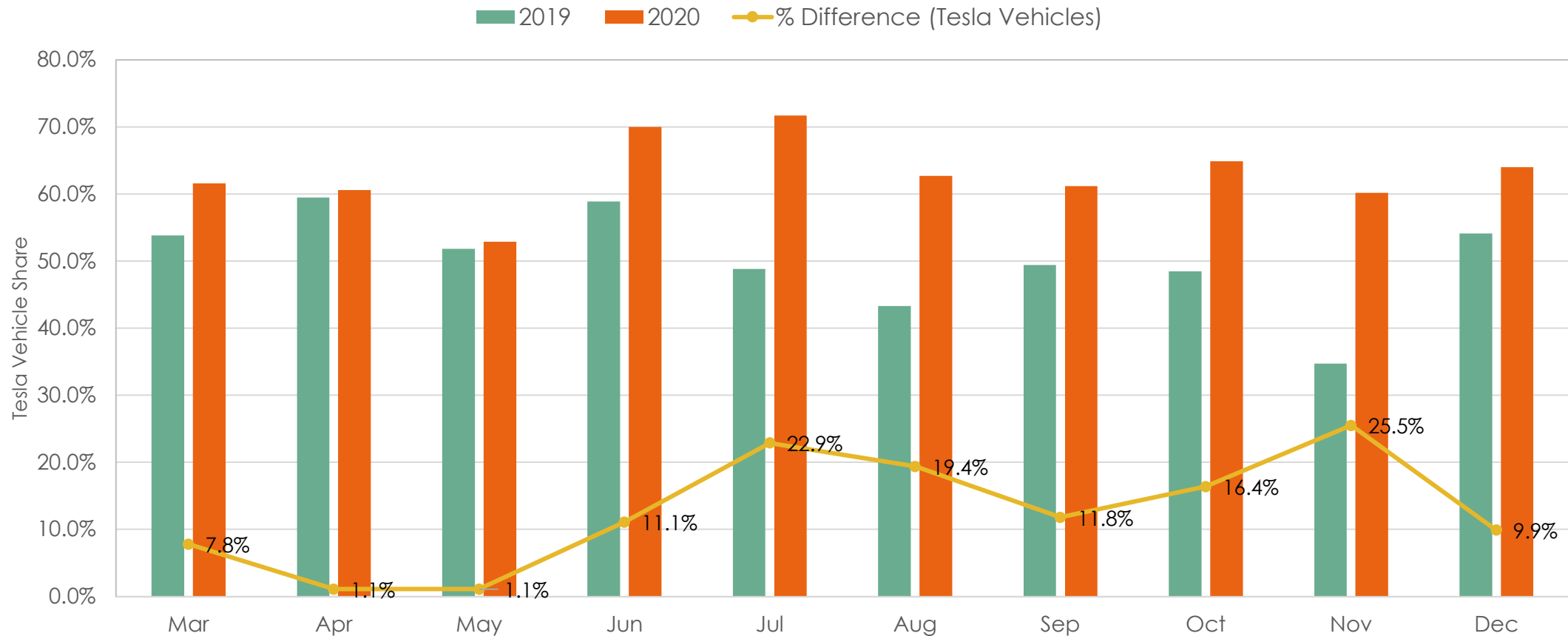
Percentage Difference in Applications by Vehicle Category



# Comparing Percent Share of Tesla Applications in 2019 to 2020

Percent share of Tesla applications **increased** by more than 10% during months June to December

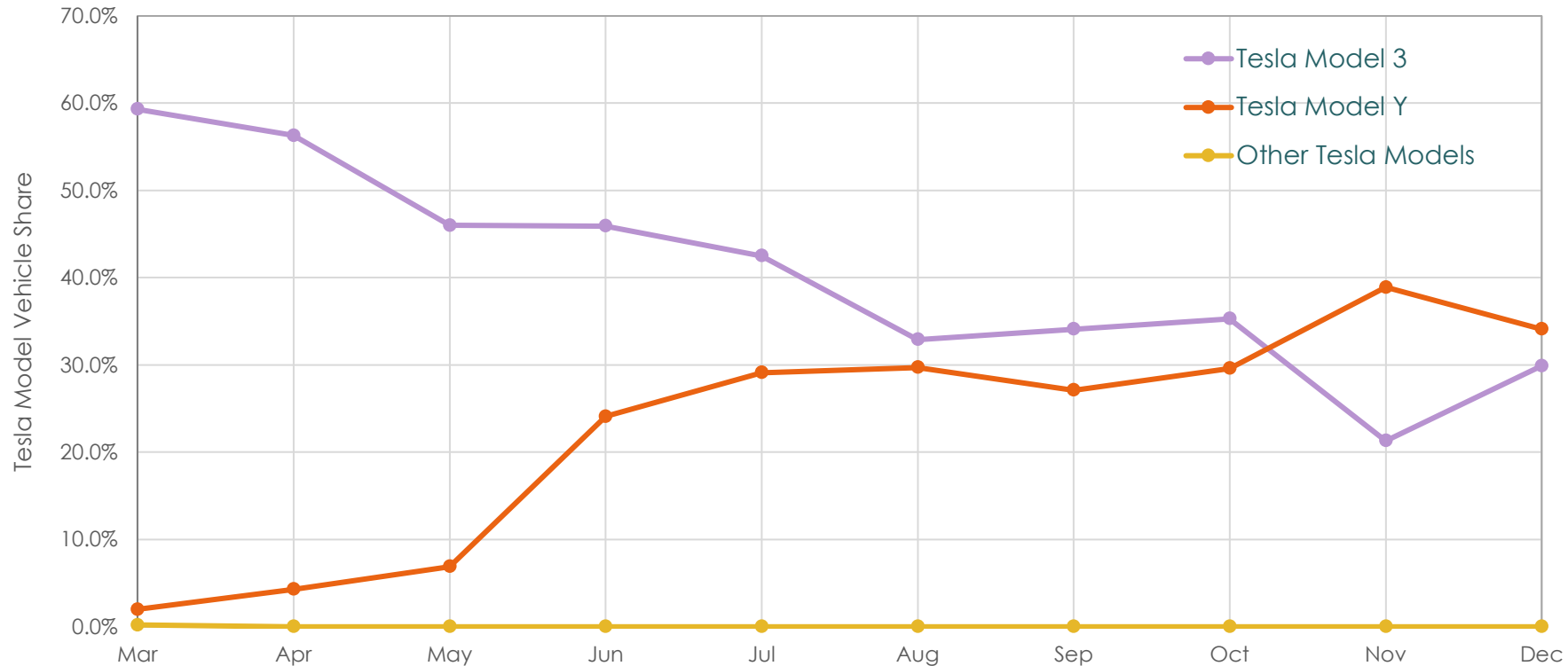
Tesla's Share in Total Applications and Percentage Difference in Total Applications



# Percent Share of Applications by Tesla Model

Percent share of **Tesla** vehicle applications **increased** during Covid due to **Tesla Model Y** sales starting in June 2020

Tesla Models Vehicle Share in 2020

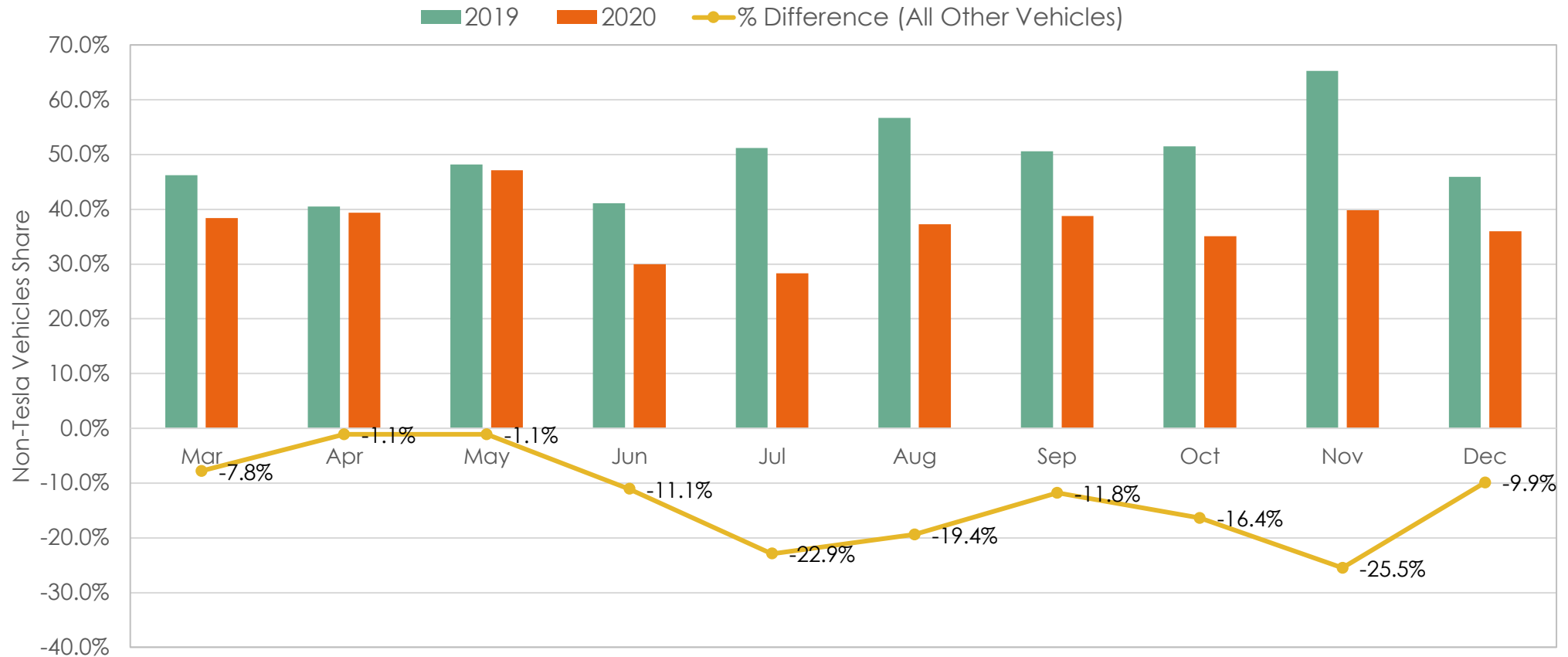


*"Other Tesla Models" include Tesla Model S and Model X which are no longer eligible due to MSRP cap*

# Comparing Percent Share of Non-Tesla Applications in 2019 to 2020

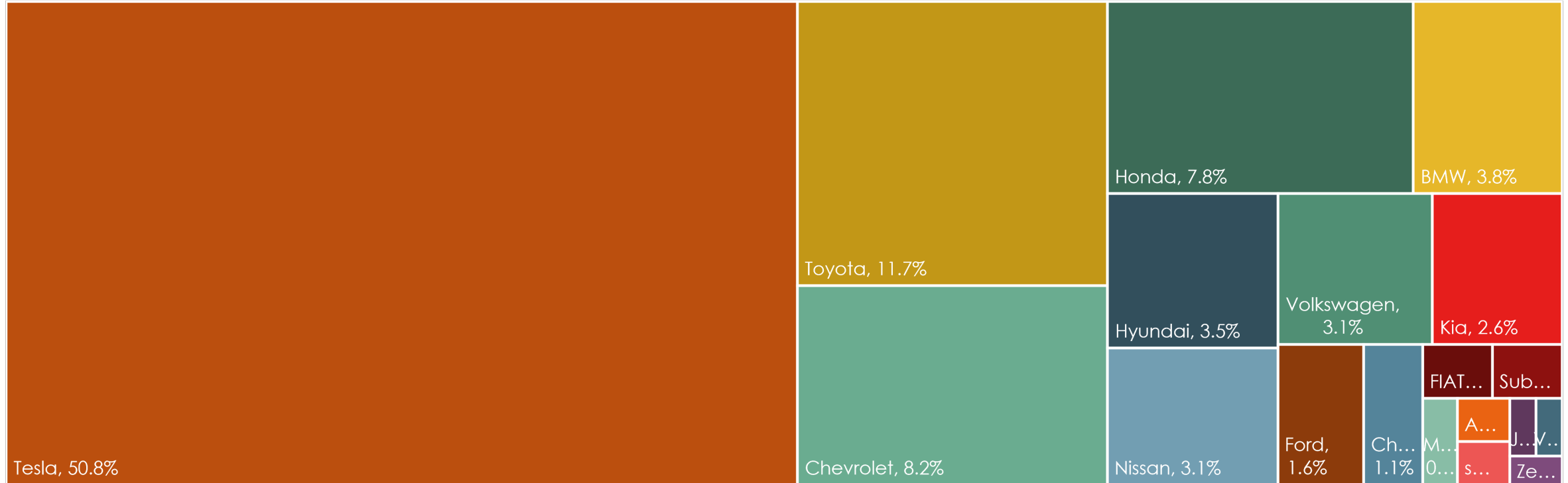
Percent share of Non-Tesla vehicles **decreased** during Covid

### Non-Tesla's Share in Total Applications and Percentage Difference in Total Applications



# Percent Share of Applications by Vehicle Make in 2019

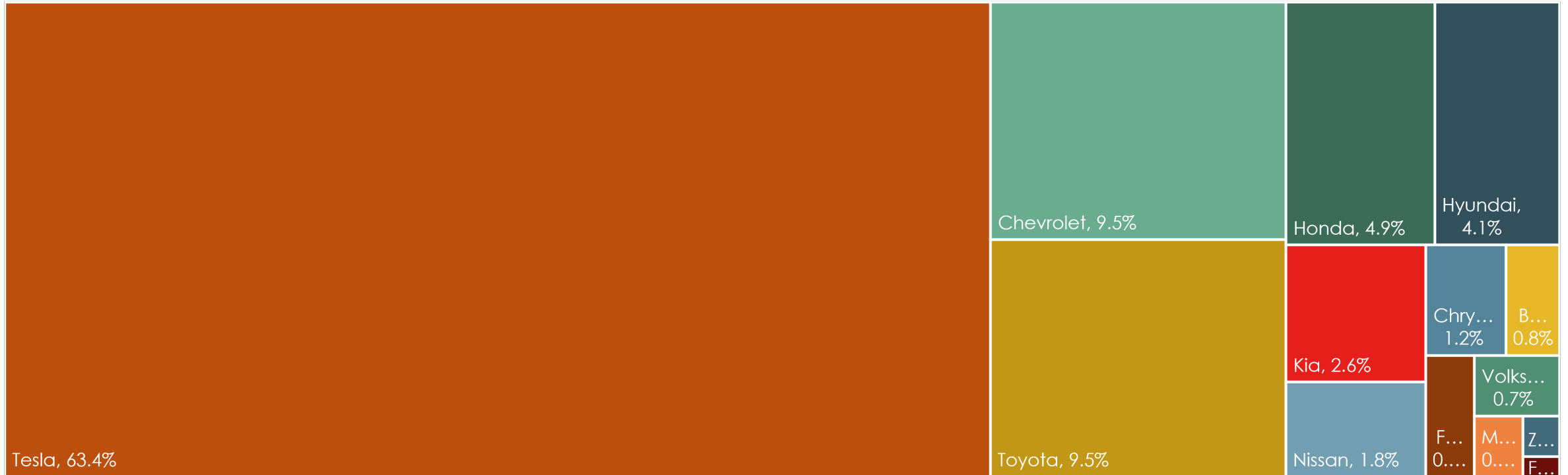
Percent Share of Total Applications by Vehicle Make in 2019



- Alta
- Audi
- BMW
- Chevrolet
- Chrysler
- Energica
- FIAT
- Ford
- Harley-Davidson
- Honda
- Hyundai
- Jaguar
- Kia
- MINI
- Mercedes-Benz
- Mitsubishi
- Nissan
- Polestar
- Subaru
- Tesla

# Percent Share of Applications by Vehicle Make in 2020

Percent Share of Total Applications by Vehicle Make in 2020

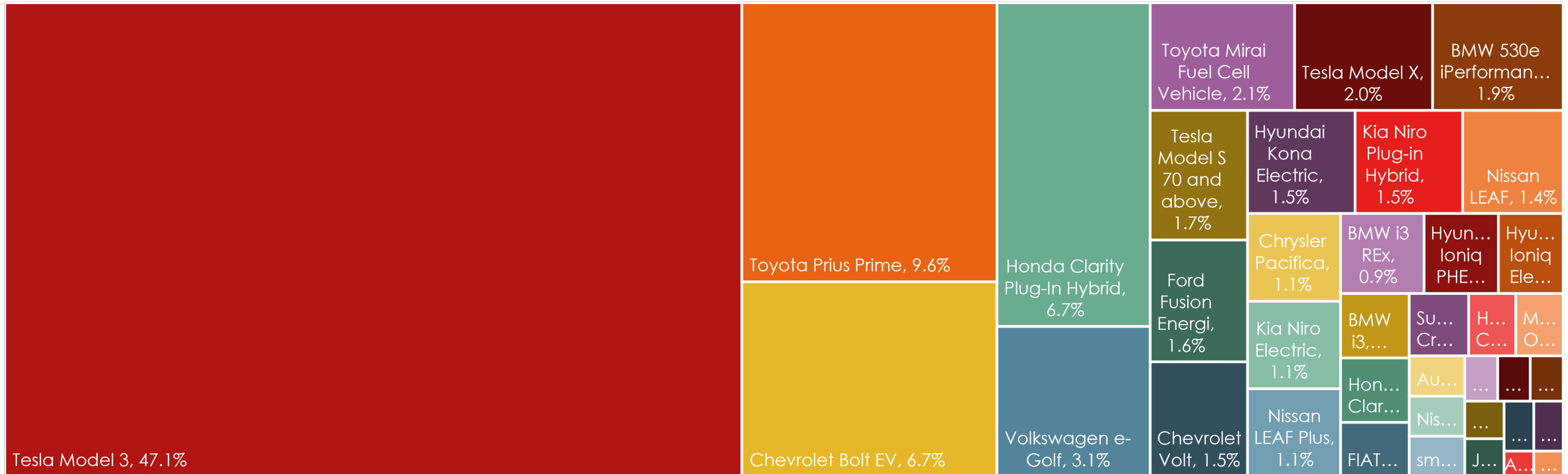


- Alta
- Audi
- BMW
- Chevrolet
- Chrysler
- Energica
- FIAT
- Ford
- Harley-Davidson
- Honda
- Hyundai
- Jaguar
- Kia
- MINI
- Mercedes-Benz
- Mitsubishi
- Nissan
- Polestar
- Subaru
- Tesla



# Percent Share of Applications by Vehicle Models in 2019

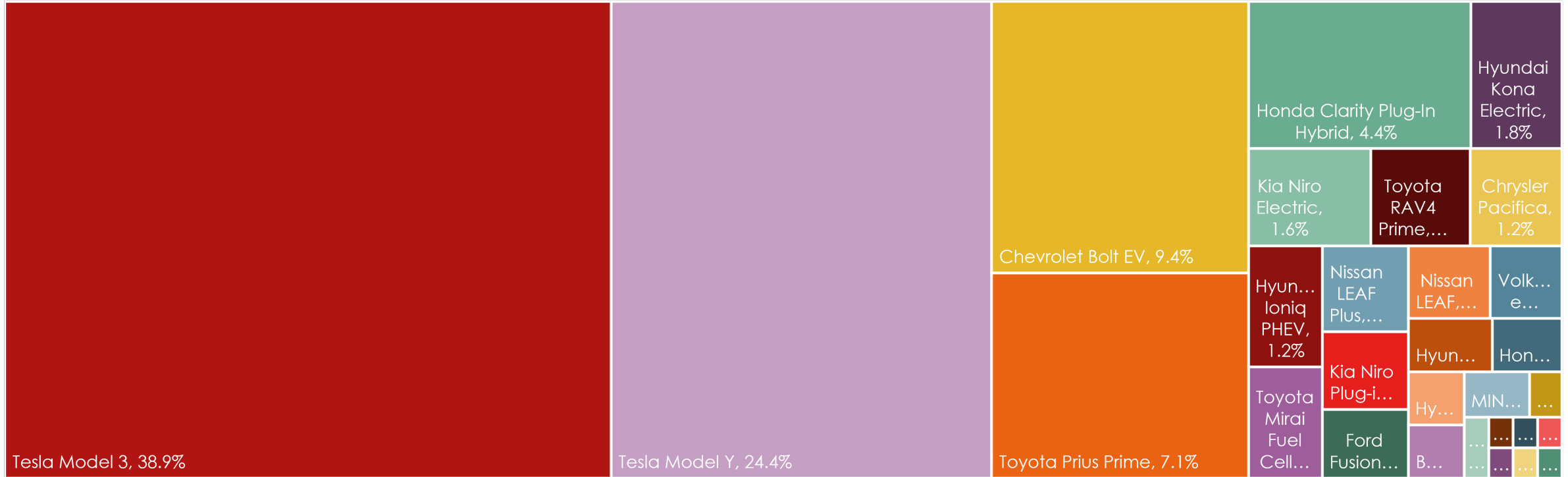
Percent Share of Total Applications by Vehicle Model



- Tesla Model 3
- Toyota Prius Prime
- Chevrolet Bolt EV
- Honda Clarity Plug-In Hybrid
- Volkswagen e-Golf
- Toyota Mirai Fuel Cell Vehicle
- Tesla Model X
- BMW 530e iPerformance
- Tesla Model S 70 and above
- Ford Fusion Energi
- Chevrolet Volt
- Hyundai Kona Electric
- Kia Niro Plug-in Hybrid
- Nissan LEAF
- Chrysler Pacifica
- Kia Niro Electric
- Nissan LEAF Plus
- BMW i3 REX
- Hyundai Ioniq PHEV
- Hyundai Ioniq Electric

# Percent Share of Applications by Vehicle Models in 2020

Percent Share of Total Applications by Vehicle Model



- Tesla Model 3
- Toyota Prius Prime
- Chevrolet Bolt EV
- Honda Clarity Plug-In Hybrid
- Volkswagen e-Golf
- Toyota Mirai Fuel Cell Vehicle
- Tesla Model X
- BMW 530e iPerformance
- Tesla Model S 70 and above
- Ford Fusion Energi
- Chevrolet Volt
- Hyundai Kona Electric
- Kia Niro Plug-in Hybrid
- Nissan LEAF
- Chrysler Pacifica
- Kia Niro Electric
- Nissan LEAF Plus
- BMW i3 REX
- Hyundai Ioniq PHEV
- Hyundai Ioniq Electric

# Summary

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- Total CVRP applications **decreased** during Covid by **43%**
- During Covid most demographic categories **saw little to no change** in the share of applications, indicating that the pandemic did not significantly alter who was purchasing EVs
- The percentage of **female** and **Hispanic and Latino** applicants **increased** during Covid for both Tesla and Non-Tesla vehicle applications.
- The percentage of **Asian** applicants **decreased** during Covid for both Tesla and Non-Tesla vehicles *except Southeast Asian* applicants, whose percentage share for Non-Tesla vehicles slightly **increased**. Tesla's vehicle share of CVRP applications **increased** from **51% pre Covid** to **63% during Covid**.
- Growth in Tesla vehicle applications can be attributed to the addition of **Model Y** sales in 2020.