

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

Clean Vehicle Rebate Project (CVRP) Consumer Survey Results

The Consumers and their Vehicles

Survey population

91,085

plug-in electric vehicles (PEVs) were adopted by individuals and rebated from September 1, 2012 to June 17, 2015*

39,325
Plug-in hybrid electric vehicles (PHEVs)

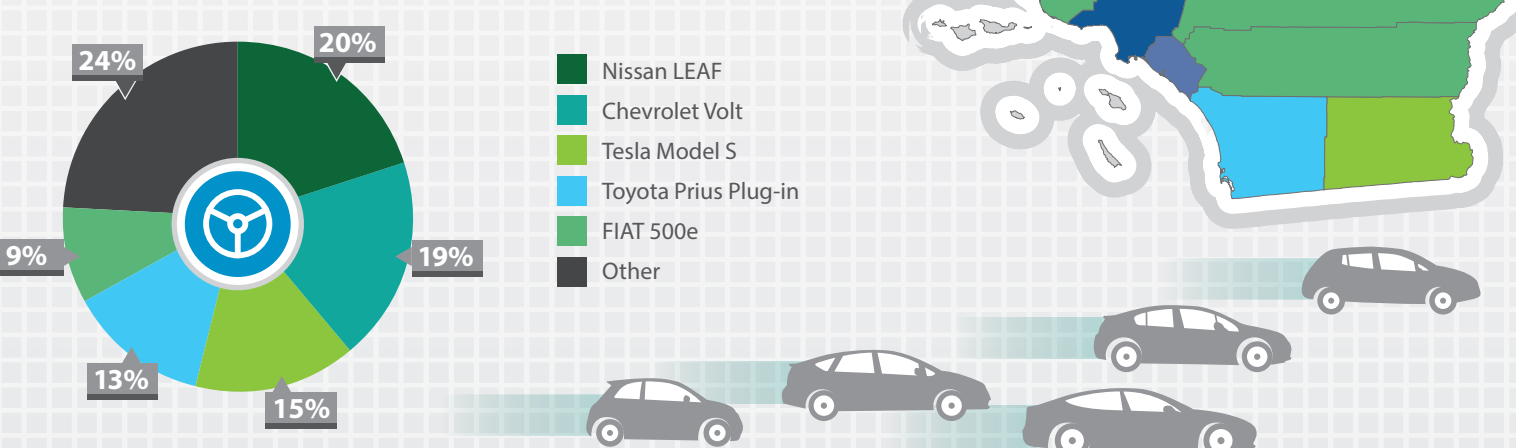
51,760
Battery electric vehicles (BEVs)

Survey sample

19,460

individuals responded to the survey**

Vehicles driven by respondents

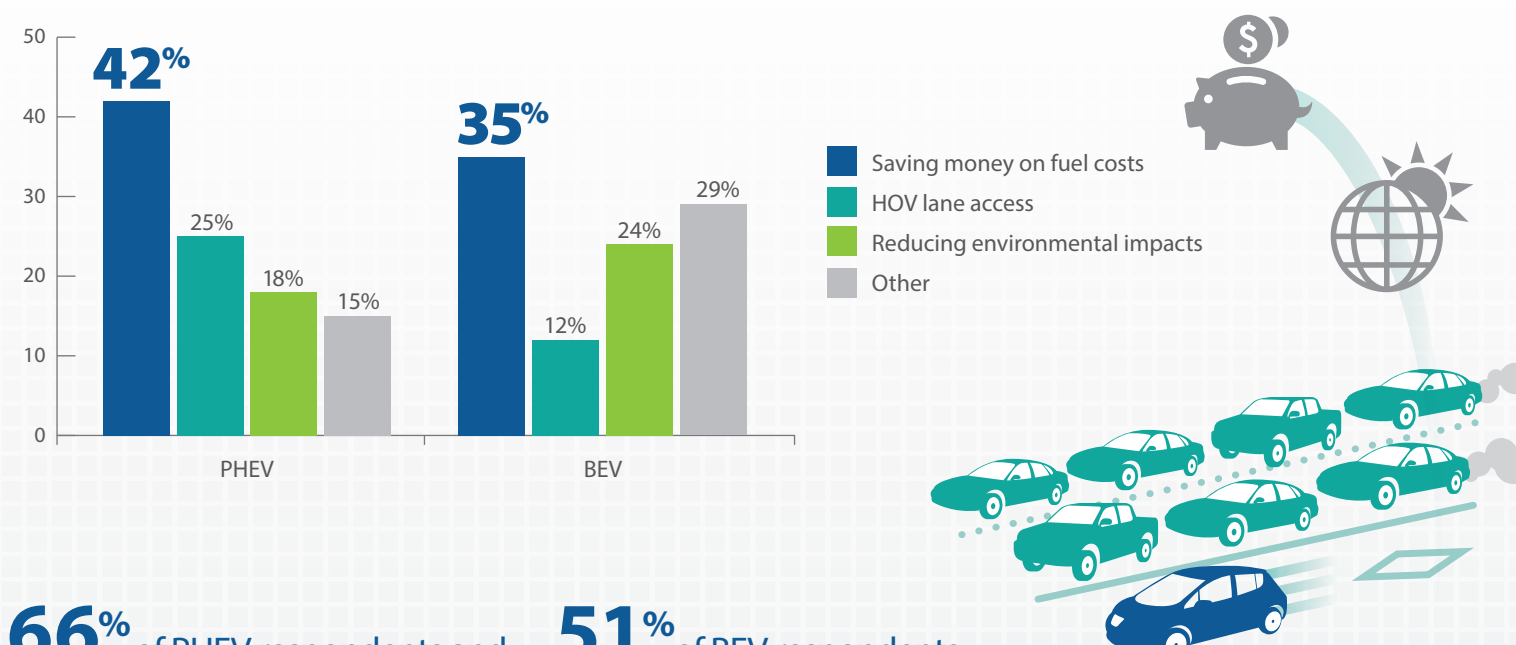


* Through May 2015, 150,287 new PEVs were adopted in California, 75,748 PHEVs and 74,539 BEVs. Uses content licensed from and copyrighted by R.L. Polk & Co., Copyright © 2015.

** Results have been weighted to be representative of the entire program with respect to county, vehicle model and whether the vehicle was purchased or leased.

Primary Motivations for PEV Acquisition

Top three most frequently selected reasons for purchase/lease



66% of PHEV respondents and **51%** of BEV respondents said having HOV lane access was **very** or **extremely important** in their decision to adopt

Importance of CVRP rebates



94% of PHEV respondents and

90% of BEV respondents have applied or intend to apply for an HOV lane decal



Note: Total does not add to 100% due to rounding.

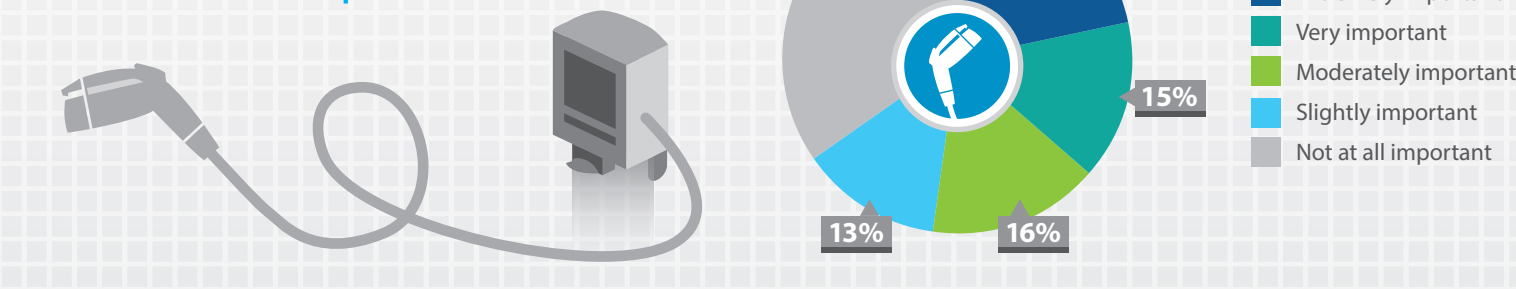
Workplace Charging

44% of commuting PHEV respondents have access to workplace charging

50% of commuting BEV respondents have access to workplace charging



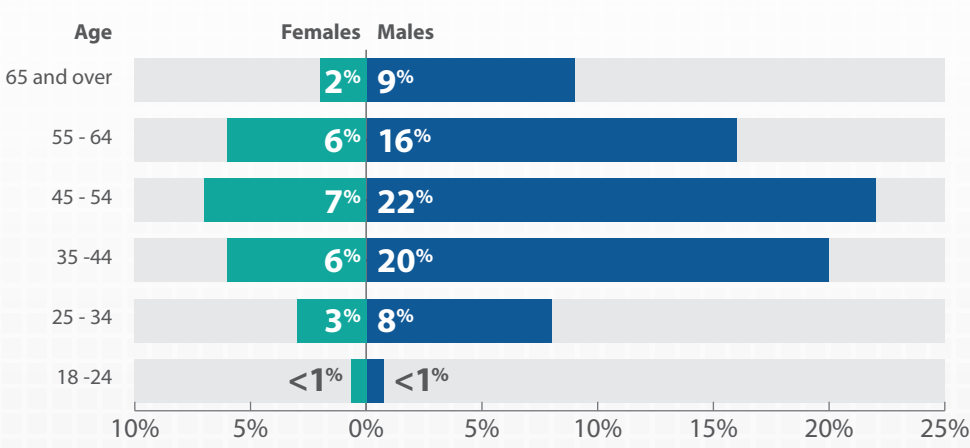
Importance of workplace charging in decision to acquire a PEV



Note: Total does not add to 100% due to rounding.

Household Demographics

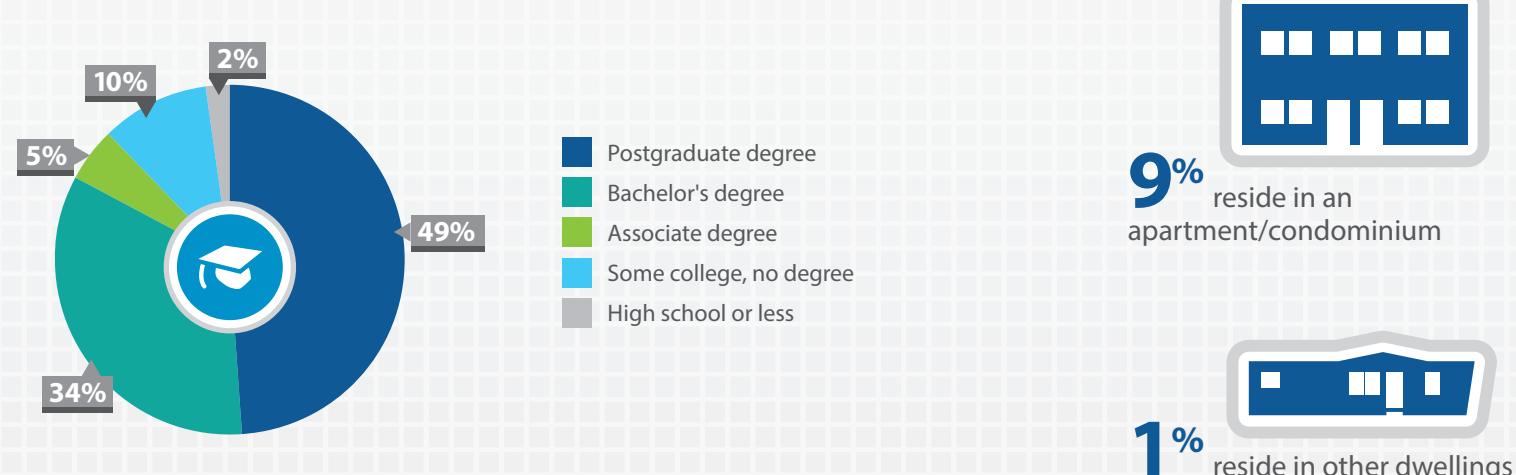
Age and gender of respondents



81% reside in a single-family detached home

9% reside in a single-family attached home (townhome, duplex, triplex, etc.)

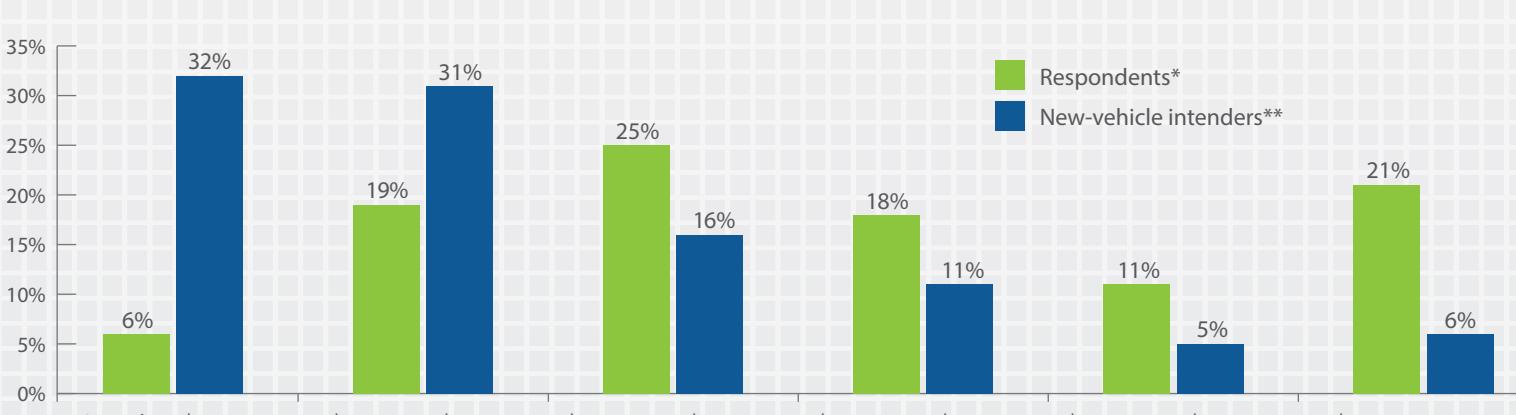
Household educational level



9% reside in an apartment/condominium

1% reside in other dwellings

Household income



* Respondents who purchased/leased in 2014 (most recent complete year of data)

** 2012 California Household Travel Survey (CHTS). "New-vehicle intenders" include respondents to the CHTS who indicated that they intend to purchase a new or used vehicle within the next five years.