

# Plug-in Electric Vehicle Owners in California's Disadvantaged Communities (DACs)\*

## Clean Vehicle Rebate Project (CVRP) Consumer Survey Results

### The Consumers and their Vehicles

#### Survey population

**5,320**

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

**2,608** Plug-in hybrid electric vehicles (PHEVs)

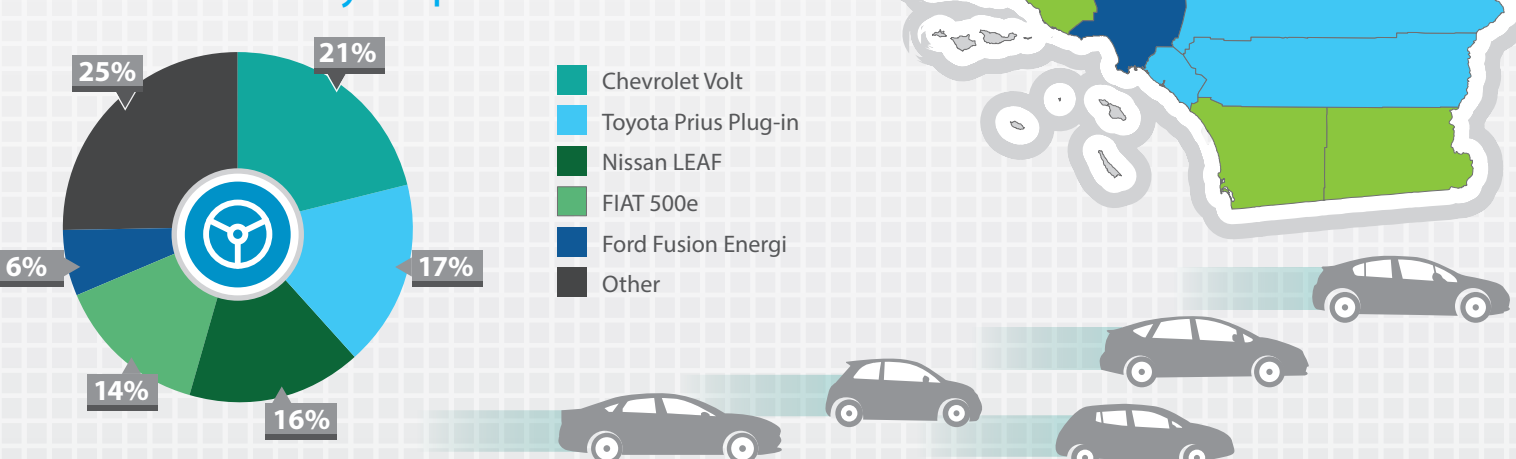
**2,712** Battery electric vehicles (BEVs)

#### Survey sample

**1,120**

individuals responded to the survey‡

#### Vehicles driven by respondents



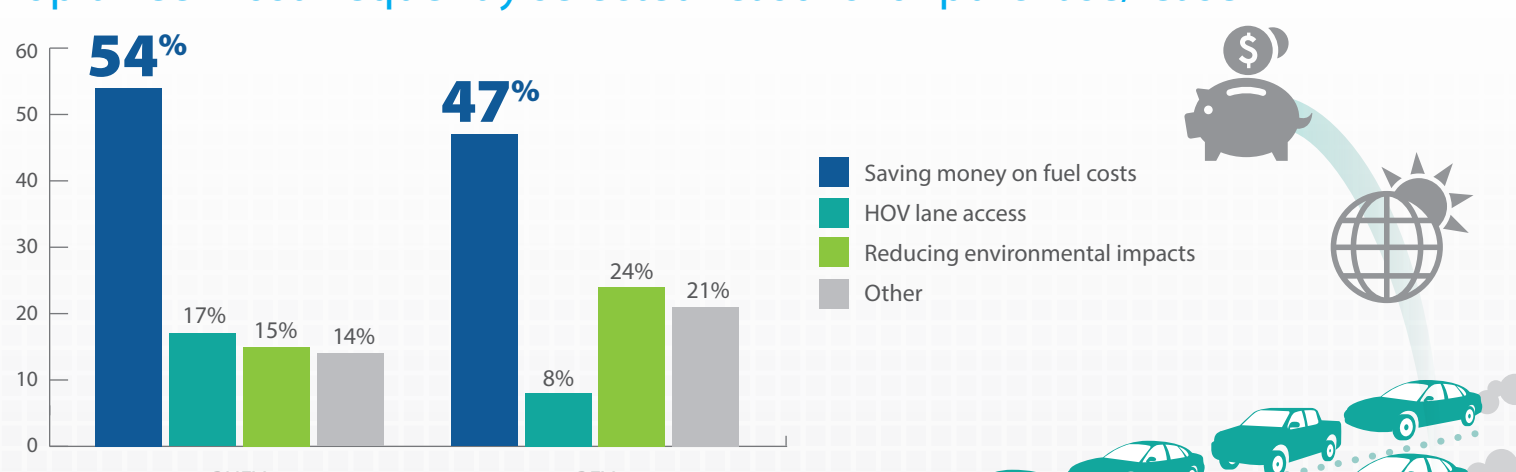
\* Disadvantaged Communities are identified based on multiple factors of exposure to pollution and socioeconomic vulnerability by the CalEnviroScreen (http://oehha.ca.gov/calenviroscreen/report/calenviroscreen-version-20)

† Through May 2015, 9,848 new PEVs were adopted in disadvantaged communities in California, 5,651 PHEVs and 4,197 BEVs.

‡ Results reflect a sub-set of responses that were 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



**67%** of PHEV respondents and **52%** of BEV respondents said having HOV lane access was **very** or **extremely important** in their decision to adopt

#### Importance of CVRP rebates

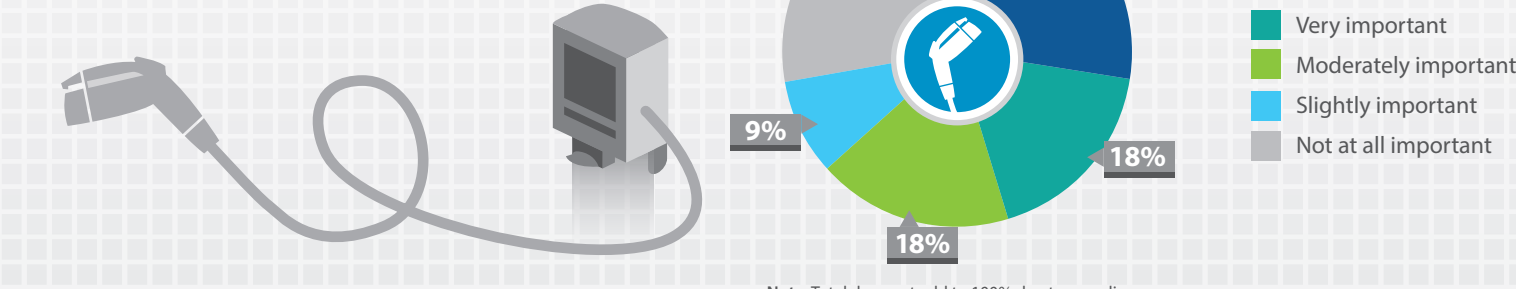


### Workplace Charging

**43%** of commuting PHEV respondents have access to workplace charging

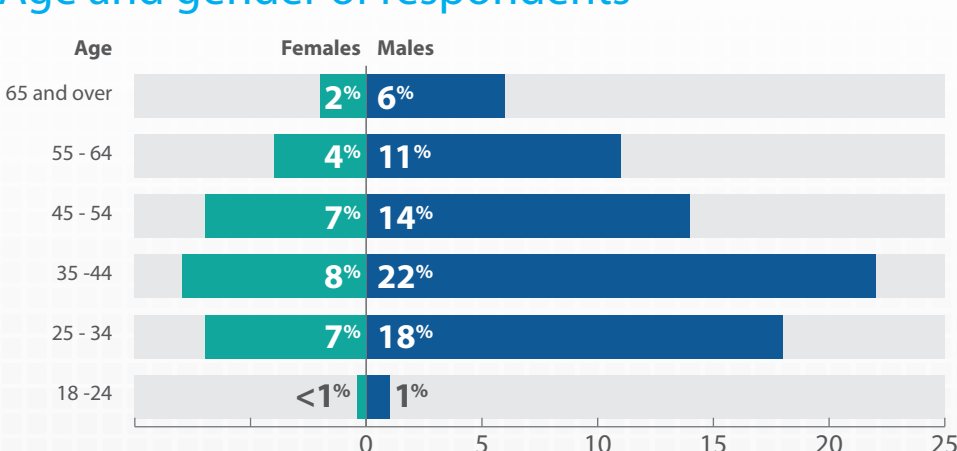
**45%** of commuting BEV respondents have access to workplace charging

#### Importance of workplace charging in decision to acquire a PEV

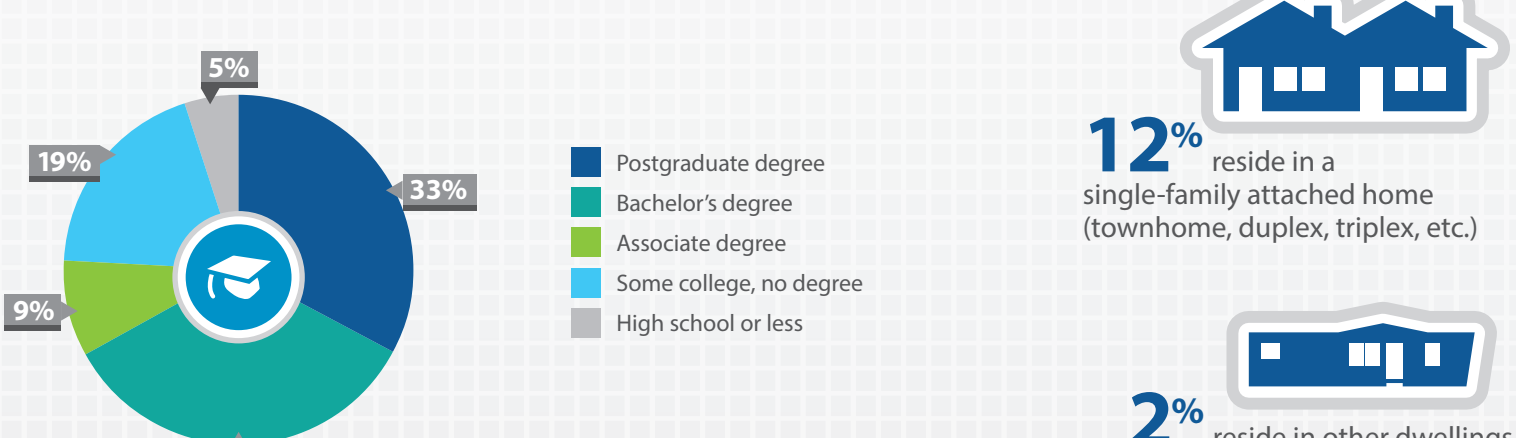


### Household Demographics

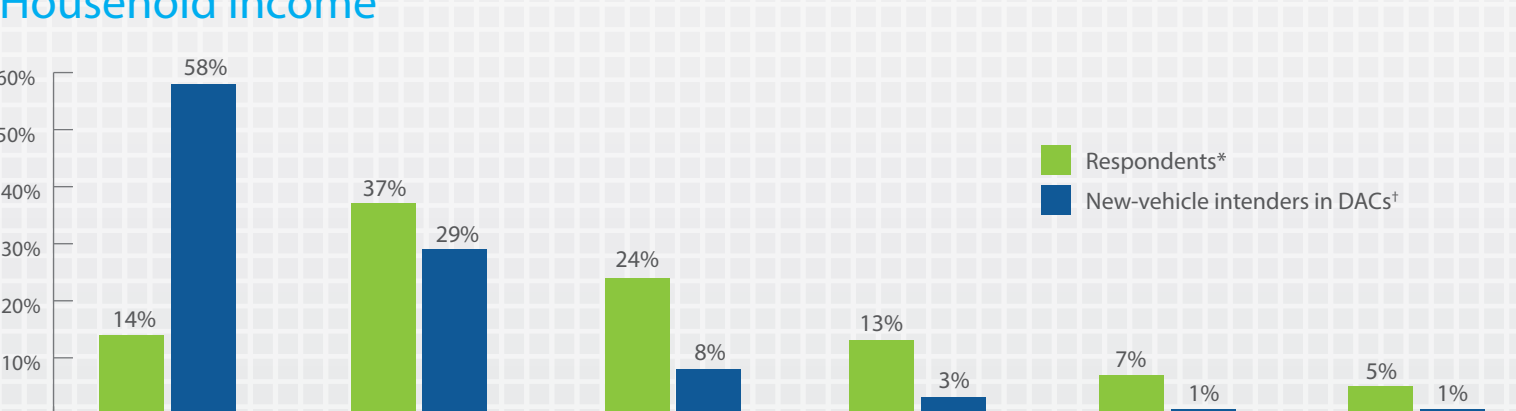
#### Age and gender of respondents



#### Household educational level



#### Household income



\* Respondents who purchased/leased in 2014 (most recent complete year of data)  
 † 2012 California Household Travel Survey (CHTS). "New-vehicle intenders in DACs" include respondents to the CHTS who reside in DACs and indicated that they intend to purchase a new or used vehicle within the next five years.