CVRP Composition Summary – Changes During Covid

Comparing Applications from March to December 2019 versus 2020

May 10, 2021
Completed by T&I Staff
Analysis of Monthly CVRP Applications by Market Segment

- 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Applications*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>57,941</td>
</tr>
<tr>
<td>2020</td>
<td>33,119</td>
</tr>
<tr>
<td>% change</td>
<td>-43%</td>
</tr>
</tbody>
</table>

*Applications are aggregated from Mar – Dec for year 2019 and 2020
Percent share of applications within less than $150k household income group increased for both Tesla and Non-Tesla vehicles during Covid.
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
Percentage share of South Asian and East Asian applicants decreased for both Tesla and Non-Tesla vehicles during Covid-19.
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**
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.

<table>
<thead>
<tr>
<th>County</th>
<th>Vehicle Share Difference from 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>1.5%</td>
</tr>
<tr>
<td>Riverside</td>
<td>0.4%</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>0.3%</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>0.3%</td>
</tr>
<tr>
<td>Contra Costa</td>
<td>0.2%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>0.2%</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>0.2%</td>
</tr>
<tr>
<td>Santa Barbara</td>
<td>0.2%</td>
</tr>
<tr>
<td>San Mateo</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Orange</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Alameda</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>-2.1%</td>
</tr>
</tbody>
</table>
Percentage share of Tesla applications increased from 50.8% in 2019 to 63.4% in 2020.
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

- BEV (Tesla): 12.6%
- BEV (All Other Vehicles): -2.9%
- PHEV: -9.0%
- FCEV: -0.8%
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.

Teslas Share in Total Applications and Percentage Difference in Total Applications

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>% Difference (Tesla Vehicles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar</td>
<td>52.8%</td>
<td>50.0%</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Apr</td>
<td>11.1%</td>
<td>10.0%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>May</td>
<td>11.1%</td>
<td>10.0%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Jun</td>
<td>22.9%</td>
<td>19.4%</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Jul</td>
<td>11.8%</td>
<td>16.4%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Aug</td>
<td>25.5%</td>
<td>22.9%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>Sep</td>
<td>9.9%</td>
<td>11.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Oct</td>
<td>16.4%</td>
<td>11.8%</td>
<td>-4.6%</td>
</tr>
<tr>
<td>Nov</td>
<td>9.9%</td>
<td>10.0%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Dec</td>
<td>10.0%</td>
<td>11.1%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>
Percent share of Tesla vehicle applications increased during Covid due to Tesla Model Y sales starting in June 2020.

"Other Tesla Models" include Tesla Model S and Model X which are no longer eligible due to MSRP cap.
Percent share of Non-Tesla vehicles decreased during Covid.
Percent Share of Applications by Vehicle Make in 2019

Tesla, 50.8%

Percent Share of Total Applications by Vehicle Make in 2019

- Toyota, 11.7%
- Chevrolet, 8.2%
- Honda, 7.8%
- Hyundai, 3.5%
- Volkswagen, 3.1%
- Kia, 2.6%
- BMW, 3.8%
- Nissan, 3.1%
- Ford, 1.6%
- Ch…, 1.1%
- Fiat…, 0.7%
- Subaru, 0.7%
- Audi, 0.6%
- Harley-Davidson, 0.6%
- Honda, 0.6%
- Chevrolet, 0.5%
- Chrysler, 0.5%
- Energica, 0.5%
- FIAT, 0.5%
- Mercedes-Benz, 0.5%
- Mitsubishi, 0.5%
- Nissan, 0.5%
- Tesla, 0.5%
- MINI, 0.5%
Percent Share of Applications by Vehicle Make in 2020

Tesla, 63.4%

Percent Share of Total Applications by Vehicle Make in 2020

- Tesla, 63.4%
- Chevrolet, 9.5%
- Kia, 2.6%
- Toyota, 9.5%
- Honda, 4.9%
- Nissan, 1.8%
- Hyundai, 4.1%
- Chrysler, 1.2%
- B..., 0.8%
- Volks..., 0.7%
- F..., 0.7%
- M..., 0.7%
- MINI, 0.7%
- Fiat, 0.7%
- Chrysler, 0.7%
- Jaguar, 0.7%
- Kia, 0.7%
- Tesla, 0.7%
Percent Share of Applications by Vehicle Models in 2019

Percent Share of Total Applications by Vehicle Model

- Tesla Model 3, 47.1%
- Toyota Prius Prime, 9.6%
- Chevrolet Bolt EV, 6.7%
- Volkswagen e-Golf, 3.1%
- Chevrolet Volt, 1.5%
- Toyota Mirai Fuel Cell Vehicle, 2.1%
- Tesla Model X, 2.0%
- BMW 530e iPerformance, 1.9%
- Kia Niro Plug-in Hybrid, 1.5%
- Nissan LEAF, 1.4%
- Hyundai Kona Electric, 1.5%
- Ford Fusion Energi, 1.6%
- Chrysler Pacifica, 1.1%
- BMW i3 REx, 0.9%
- Hyundai Ionq PHEV, 0.8%
- Hyundai Ionq Electric, 0.8%
- Hyundai Ioniq, 0.8%
- Kia Niro electric, 1.1%
- BMW i3, 1.1%
- Honda Clarity Plug-in Hybrid, 6.7%
- Honda Clarity Plug-in Hybrid, 6.7%
- Nissan LEAF Plus, 1.1%
- FIAT, 0.1%
- Hyundai Ioniq, 0.8%
- Volkswagen e-Golf, 0.8%
Percent Share of Applications by Vehicle Models in 2020

Percent Share of Total Applications by Vehicle Model

- Tesla Model 3, 38.9%
- Tesla Model Y, 24.4%
- Toyota Prius Prime, 7.1%
- Chevrolet Bolt EV, 9.4%
- Honda Clarity Plug-In Hybrid, 4.4%
- Hyundai Kona Electric, 1.8%
- Kia Niro Electric, 1.6%
- Toyota RAV4 Prime, 1.2%
- Chrysler Pacifica, 1.2%
- Nissan LEAF Plus, 1.2%
- Volkswagen e-Golf, 1.2%
- Ford Fusion Energi, 1.2%
- Kia Niro Plug-in Hybrid, 1.2%
- Nissan LEAF, 1.2%
- Hyundai Ioniq PHEV, 1.2%
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Summary

- 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.