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‡.

Survey sample 1,120 individuals responded to the survey‡.

Importance of CVRP rebates

* 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 subset 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.

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

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.

Primary Motivations for PEV Acquisition

Distribution of survey respondents by county

Vehicles driven by respondents

Top three most frequently selected reasons for purchase/lease

Importance of workplace charging

43% of commuting PHEV respondents have access to workplace charging

45% of commuting BEV respondents have access to workplace charging

Workplace Charging

Household Demographics

Age and gender of respondents

Household educational level

Household income

Source: Weighted data from the Electric Vehicle Consumer Survey To see more, please visit “Tools and Resources” at cleanvehiclerebate.org

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