

DECEMBER 2020

New CR survey finds the majority of consumers are interested in getting an electric vehicle

In a nationally-representative survey of American adults with a valid drivers license conducted from July-August of 2020, 71% said they had at least some interest in getting an electric vehicle (EV) at some point; a total of 31% said they would consider getting an EV for their next lease or purchase.

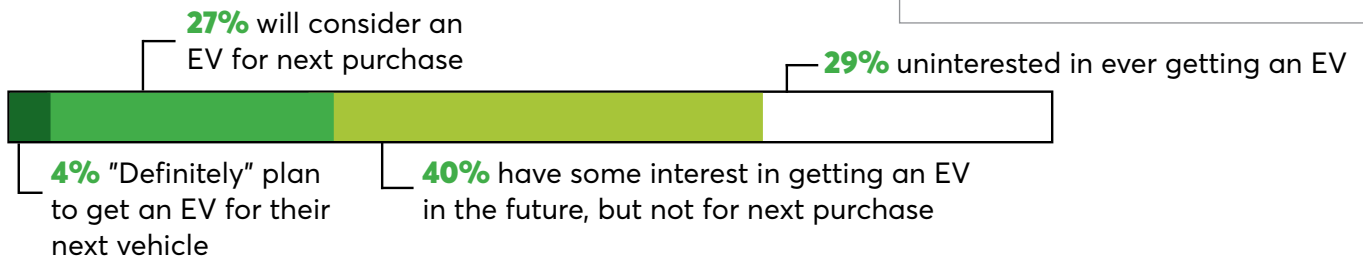
EV INTEREST BY GENERATION

78% of **Millennial** drivers are interested in getting an EV at some point.

70% of **Gen X** drivers are interested in getting an EV at some point.

66% of **Baby Boomer** drivers are interested in getting an EV at some point.

58% of **Silent Generation** drivers are interested in getting an EV at some point.



OVERCOMING BARRIERS

In this survey, across multiple answers, drivers cite vehicle charging and price as the biggest barriers to them purchasing an EV. The majority of drivers also support government policy actions to help consumers overcome those challenges.

More kinds of EVs

- **71%** of drivers agree or strongly agree that automakers should make a variety of vehicle types available as plug-in EVs; only 5% disagree/strongly disagree.

Consumer-friendly EV charging rates

- **68%** of drivers agree or strongly agree that electric utility providers should offer discounts to charge electric vehicles at times when electricity demand is low; only 7% disagree/strongly disagree.

EV purchasing rebates

- **60%** of drivers agree or strongly agree that "incentives and tax rebates for plug-in EVs should be available to all consumers, including high income"; only 7% disagree/strongly disagree.

Invest in EV infrastructure

- **55%** of drivers agree or strongly agree that "my state should invest money to increase the availability of EV charging stations." 14% disagree/strongly disagree.