

# Who Are California's Plug-in Electric Vehicle Owners?

Clean Vehicle Rebate Project – May 2013

Survey population (PEV drivers for 6 months or longer)

**4,329**

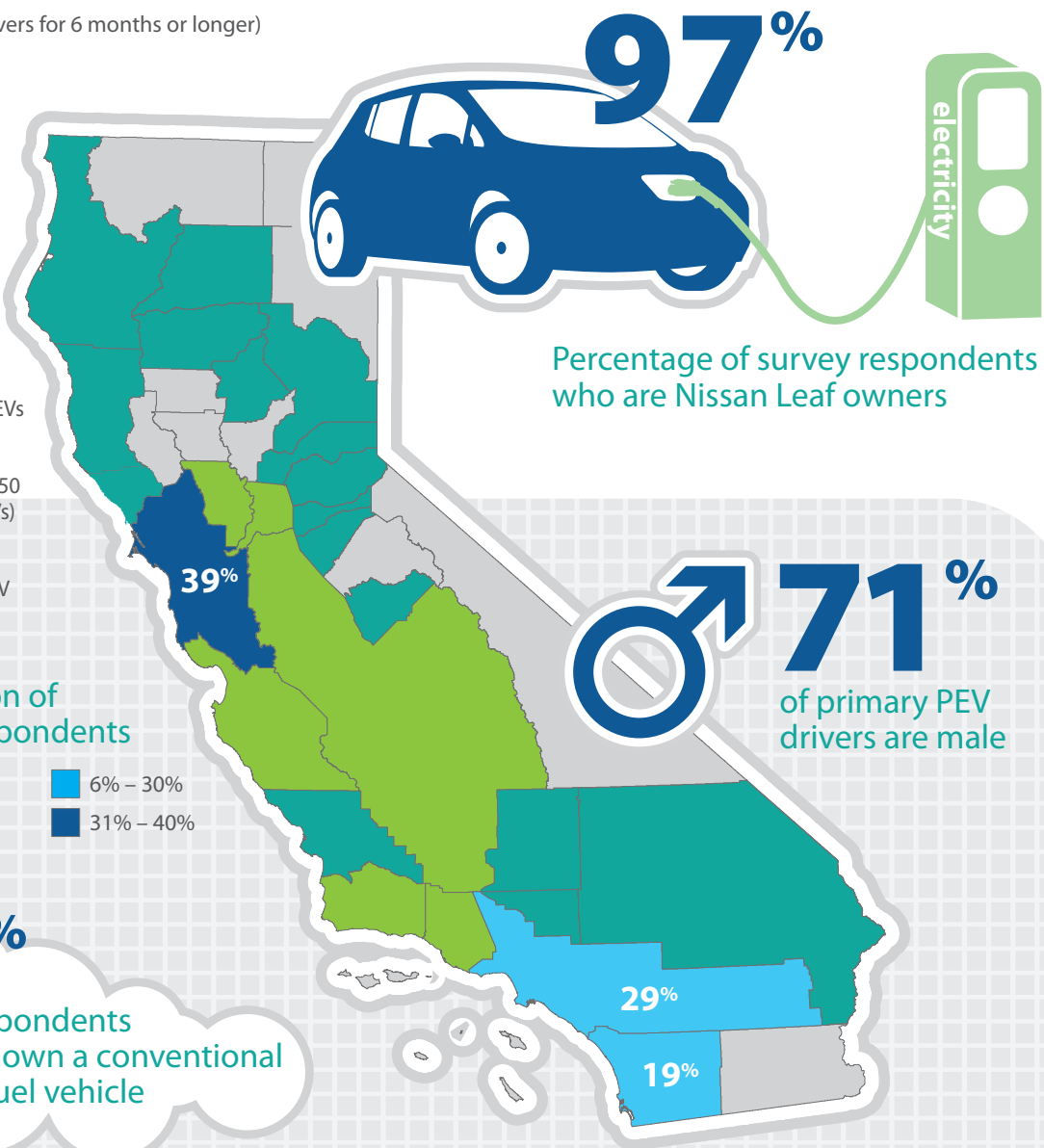
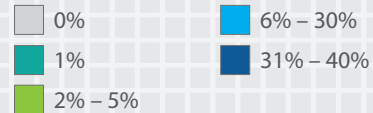
Survey unique respondents

**2,039**

## California's Plug-in Electric Vehicles (PEVs)

As of March 2013, Californians owned or leased more than 30,000 PEVs, or approximately one out of every three PEVs in the nation. The CVRP issued rebate checks to more than 20,000 of these California vehicle drivers, including 10,750 rebates for battery electric vehicles (BEVs) and 10,250 rebates for plug-in hybrid electric vehicles (PHEVs). Second round survey respondents were exclusively BEV drivers; subsequent survey rounds will include BEV and PHEV drivers.

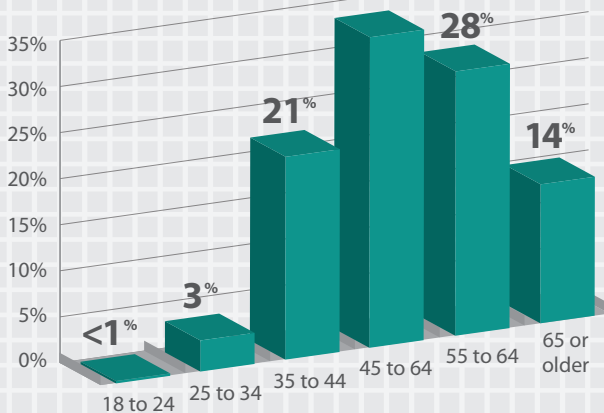
### Distribution of survey respondents



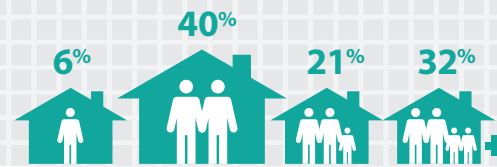
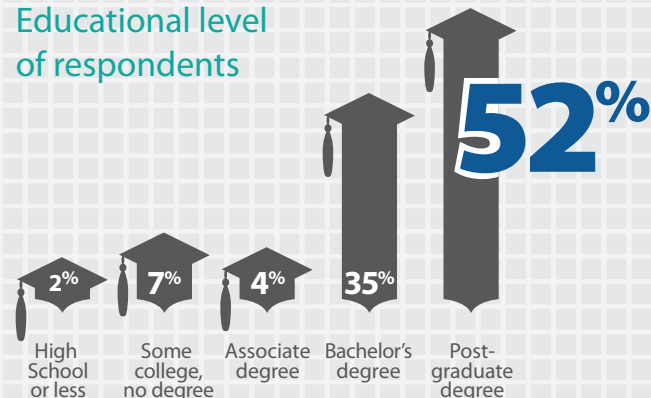
**71%** of primary PEV drivers are male

**94%** of respondents also own a conventional fuel vehicle

**32%** of respondents are age 45 to 54



### Educational level of respondents



**94%** of respondents reside in households of two people or more



**6%** reside in a single-family attached home (townhome, duplex, triplex, etc.)

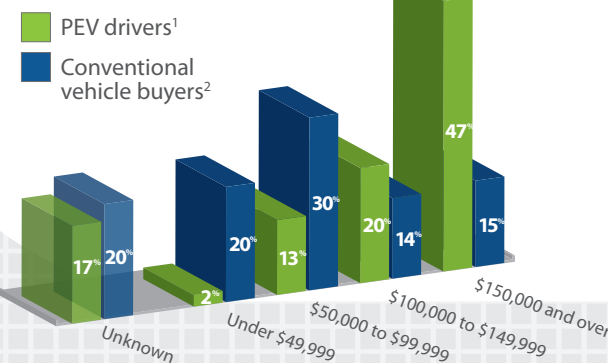


**3%** reside in an apartment/condominium



**1%** reside in other dwellings

### Household income of PEV drivers

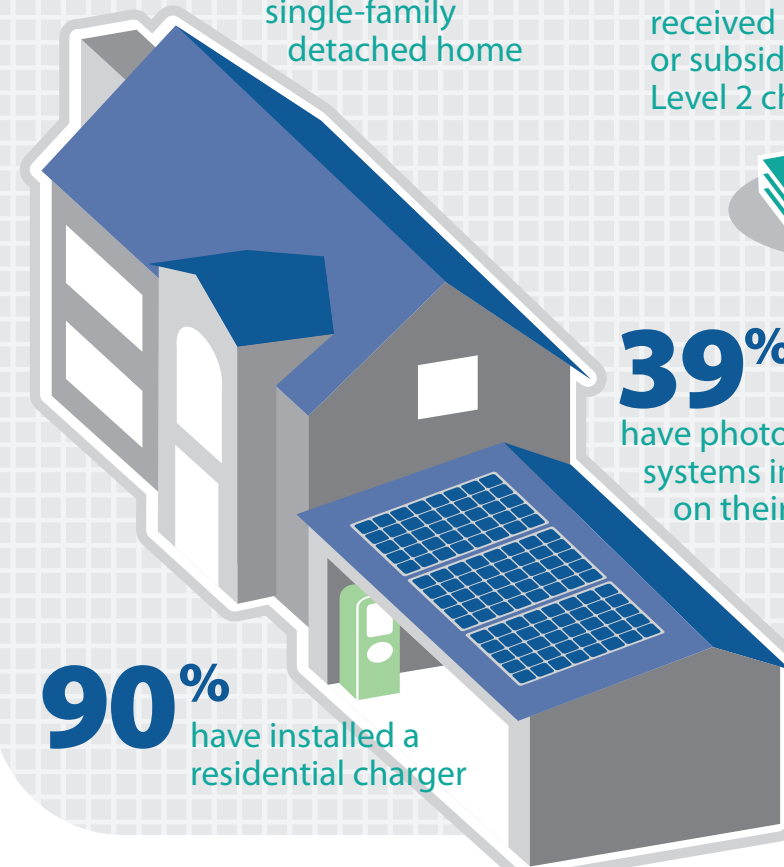


<sup>1</sup> Reported household income for PEV survey respondents CY 2012.

<sup>2</sup> Household income based on California new personal car registrations Jan–Nov 2012 (Source: Polk Inc.)

**96%** of respondents own their home

**90%** reside in a single-family detached home



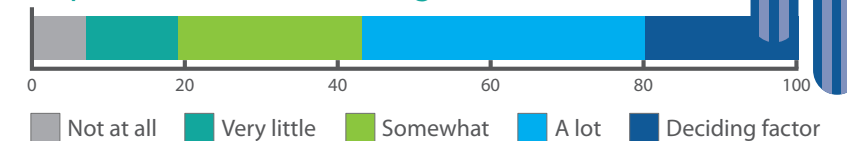
**56%** received a free or subsidized Level 2 charger

**39%** have photovoltaic systems installed on their home

**90%** have installed a residential charger

**71%** of respondents park their vehicle in a garage

### Importance of subsidy for decision to purchase a Level 2 charger



Center for Sustainable Energy CALIFORNIA



CLEAN VEHICLE REBATE PROJECT