

What Drives California's Plug-in Electric Vehicle Owners?

California Plug-in Electric Vehicle Driver Survey Results

Survey population

Rebate recipients who have driven their vehicle for six months or longer as of March 1, 2013

8,756

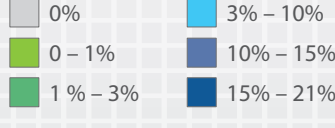
Total respondents

3,881

California's Plug-in Electric Vehicles

As of October 2013, Californians have purchased or leased more than 45,000 plug-in electric vehicles (PEVs). The Clean Vehicle Rebate Project (CVRP) has issued more than 37,226 rebates to California drivers, including 19,648 for battery electric vehicles (BEVs) and 17,227 for plug-in hybrid electric vehicles (PHEVs).

Distribution of survey respondents by county

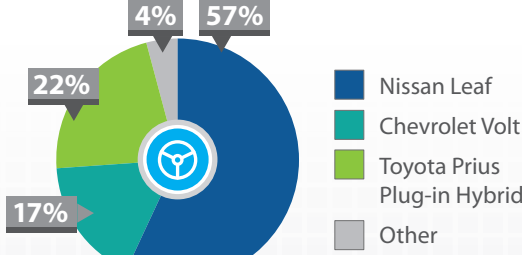


Nissan Leaf

Chevrolet Volt

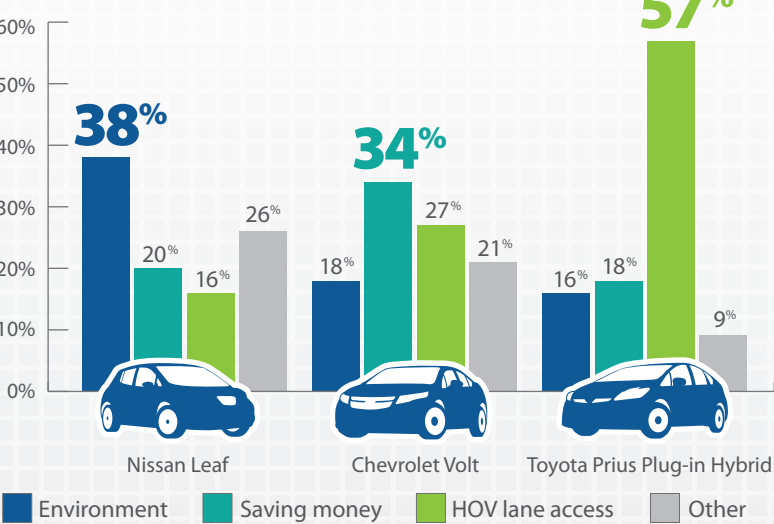
Toyota Prius Plug-in Hybrid

Top three vehicle types driven by respondents

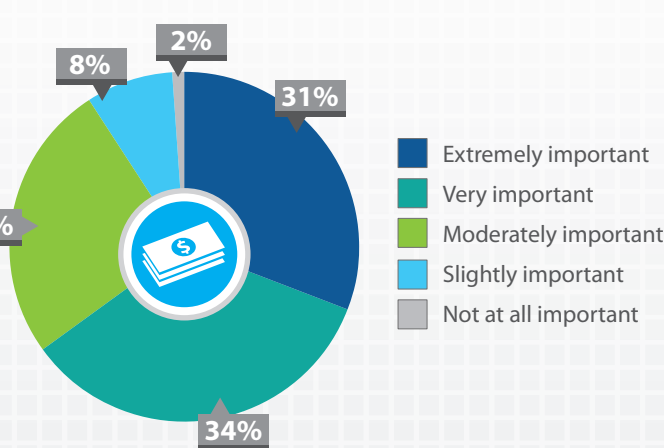


Motivations for PEV Purchase

Top three motivators for purchase



Importance of CVRP rebate



59%

said having HOV lane access was extremely or very important in their decision to purchase a PEV

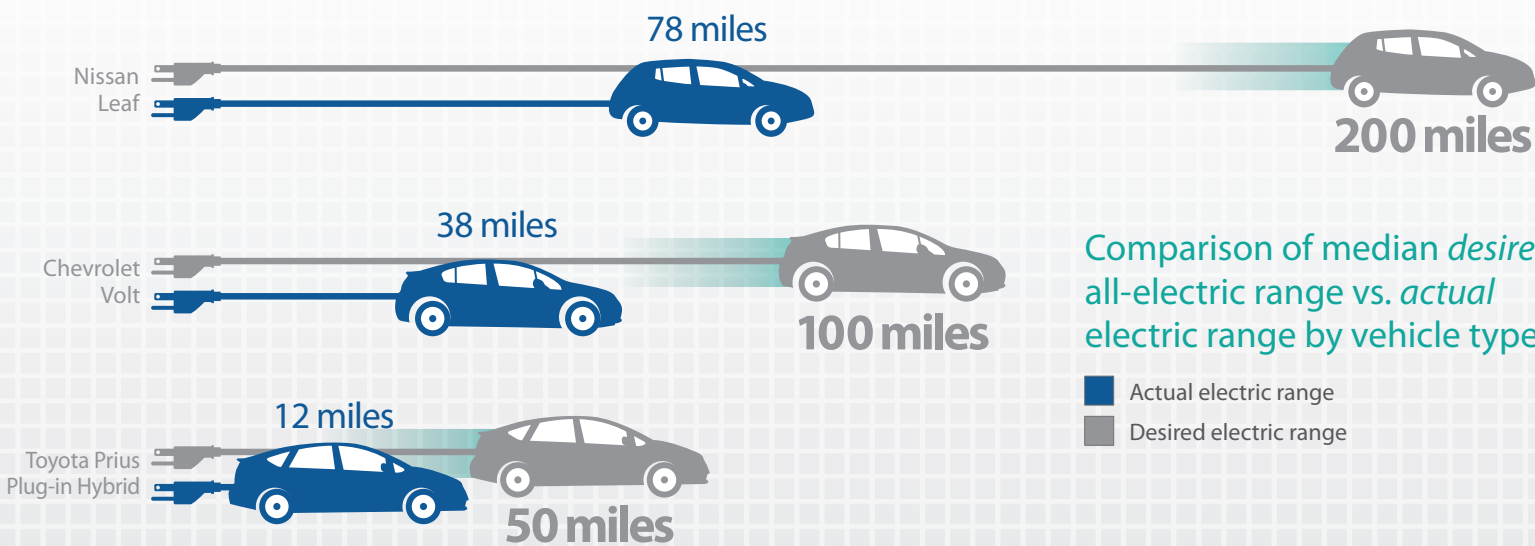


84%

are displaying an HOV sticker on their vehicle

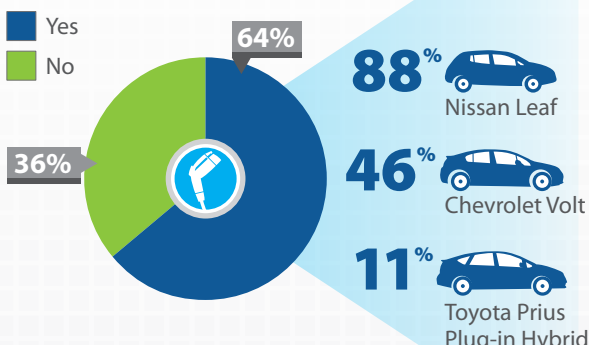


Desired Electric Range



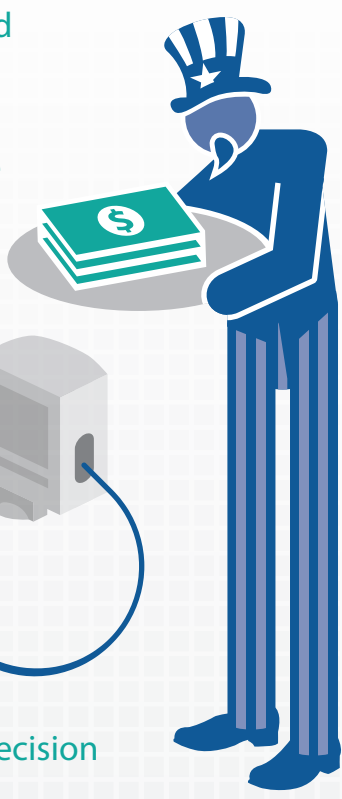
Vehicle Charging

Respondents who have installed a Level 2 charger at home



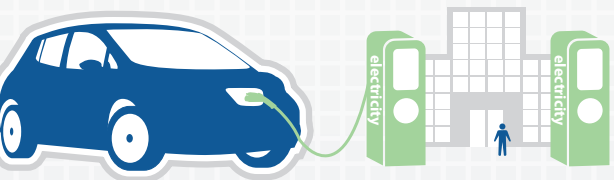
Of those with an installed Level 2 charger at home

64% received a free or subsidized charger



46%

of respondents had access to workplace charging

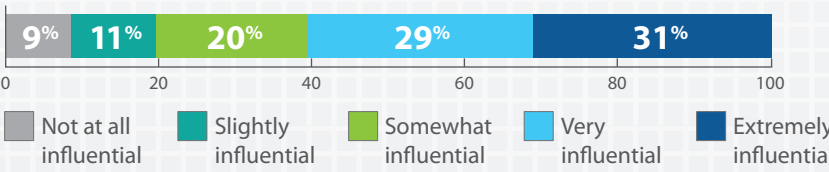


Of those who had workplace charging

74%

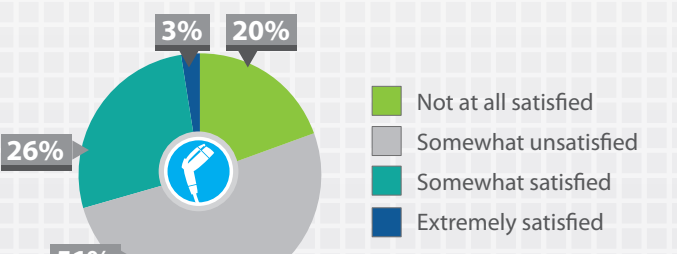
had free access

Importance of subsidy for decision to install a Level 2 charger



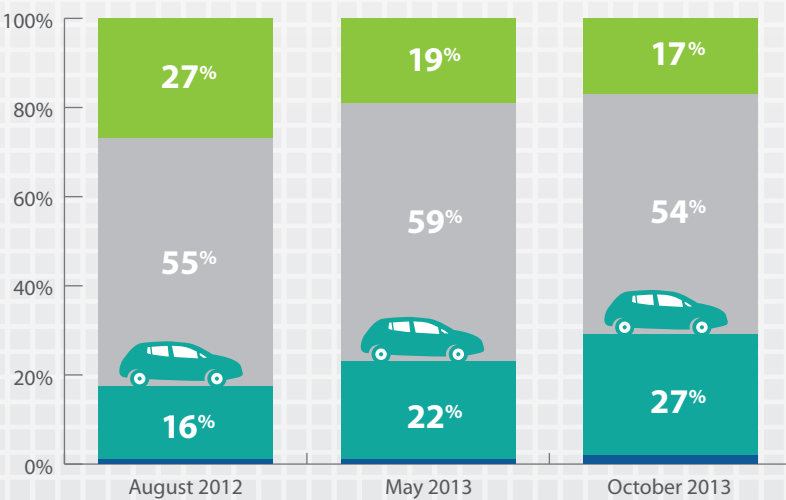
71%

expressed some level of dissatisfaction with public charging infrastructure



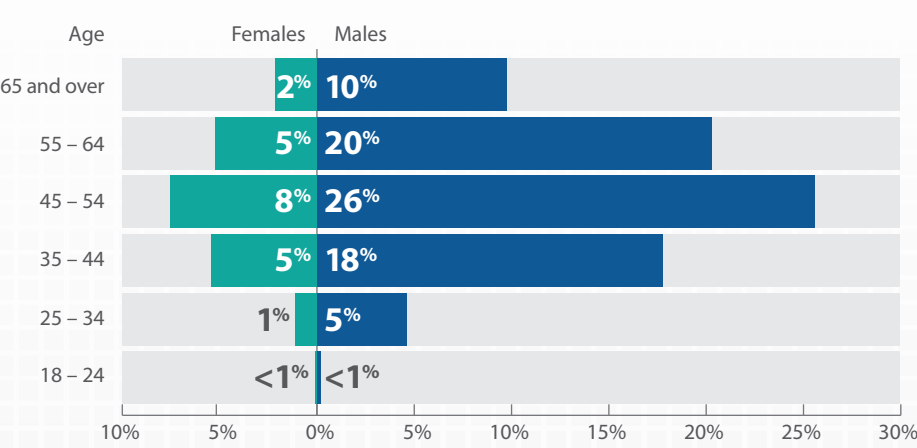
Overall satisfaction with public charging infrastructure among Nissan Leaf drivers has been steadily increasing

Satisfaction with public charging infrastructure (Nissan Leaf drivers only)



Household Demographics

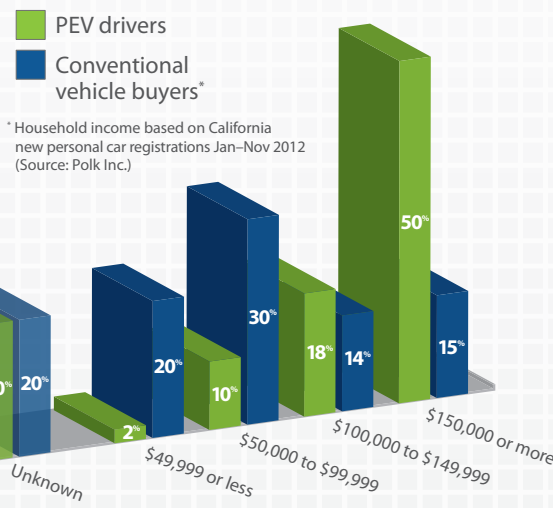
Age and gender of PEV respondents



93% reside in households of two or more people*

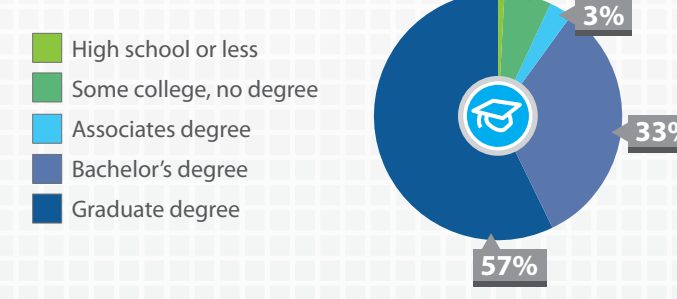
*5% did not provide info on number of occupants

Household income of PEV respondents



Educational level* of respondents

*2% of respondents did not provide education info



88%

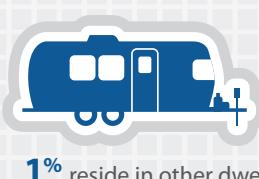
reside in a single-family detached home



7% reside in a single-family attached home (townhome, duplex, triplex, etc.)



4% reside in an apartment/condominium



1% reside in other dwellings

93%

Percentage of respondents who own their home

32%

have photovoltaic systems installed on their home

16%

plan to install solar