

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

Clean Vehicle Rebate Project

Survey population

(PEV owners for 6 months or longer as of March 1, 2012)

4,329

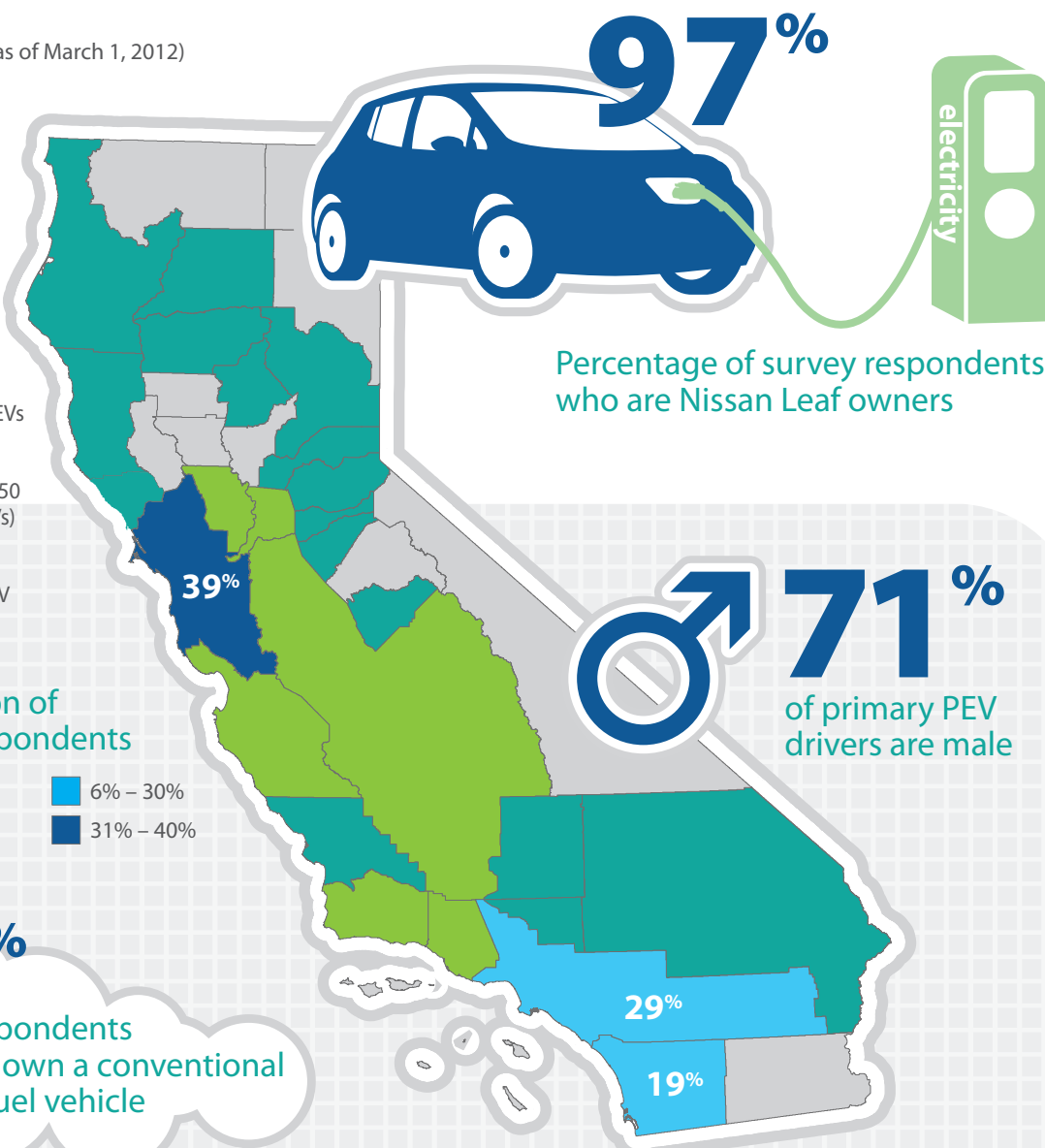
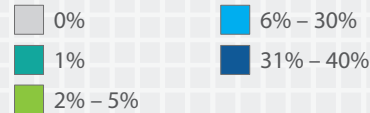
Survey unique respondents

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.

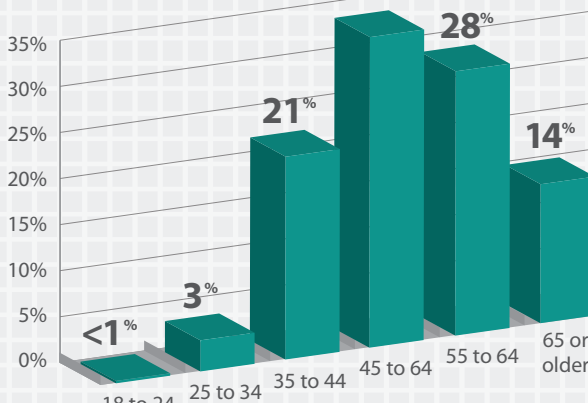
Distribution of survey respondents



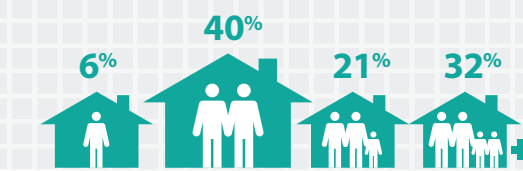
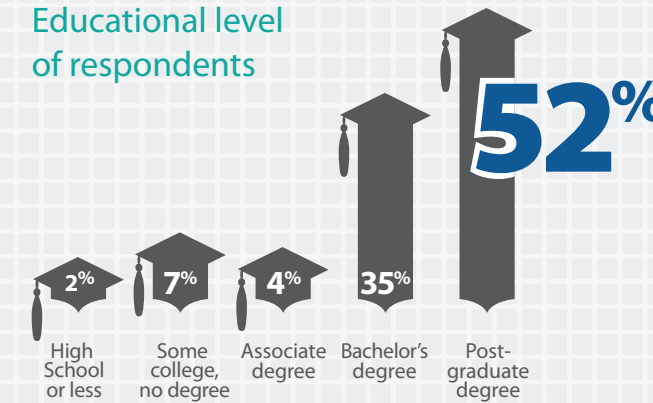
71% of primary PEV drivers are male

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

90% reside in a single-family detached home

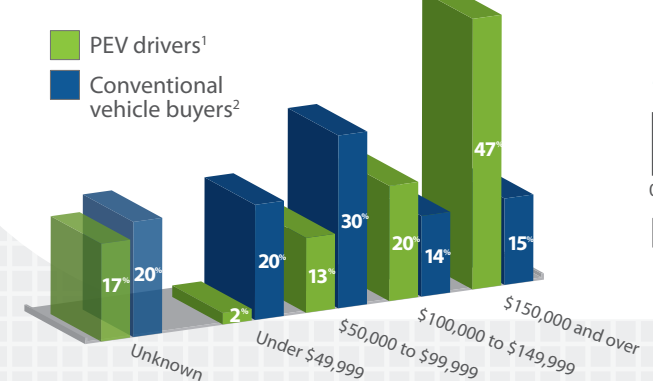
56% received a free or subsidized Level 2 charger

39% have photovoltaic systems installed on their home

90% have installed a residential charger

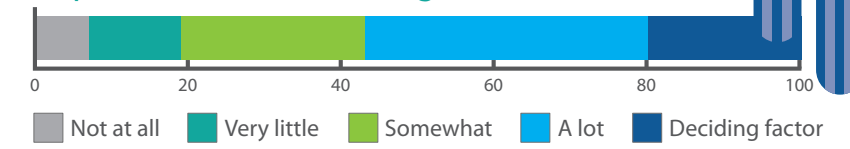
71% of respondents park their vehicle in a garage

Household income of PEV drivers



¹ Reported household income for PEV survey respondents CY 2012.
² Household income based on California new personal car registrations Jan-Nov 2012 (Source: Polk Inc.)

Importance of subsidy for decision to purchase a Level 2 charger



96% of respondents own their home