

Bay Area EV Driver Profile

Data represent 2,684 of the 21,058 Bay Area electric vehicle drivers who participated in the Clean Vehicle Rebate Project and responded to surveys conducted by the California Center for Sustainable Energy.

Top Motivations	Bay Area	CA
Saving money on fuel costs	27%	41%
Reducing environmental impacts	24%	20%
HOV lane access	21%	11%
Vehicle performance	7%	5%
Supporting Diffusion of EV technology	6%	5%
A desire for the newest technology	6%	6%
Increased energy independence	6%	8%
Other	3%	3%

Differences in Motivations

For all Californians, the three primary motivations for EV adoption are saving money on fuel, HOV lane access and reducing impacts on the environment. Bay Area drivers are considerably more interested in environmental impacts and HOV lane access than other California EV drivers.

EVs are not just for the wealthy

More than half reported a gross household income of less than \$200,000. Another indicator: The majority of Bay Area EVs are Nissan Leafs and Chevrolet Volts, which are financially accessible compared to other models.

Income	Bay Area	CA
\$500k or more	9%	6%
\$400k to \$499k	4%	2%
\$300k to \$399k	10%	6%
\$200k to \$299k	24%	16%
\$100k to \$199k	42%	45%
Less than \$99k	12%	26%

Preferred EV technology

Bay Area EV drivers are more likely to choose an all-electric vehicle (100% battery-driven vs. plug-in hybrid) than EV drivers elsewhere in the state.

Make	Bay Area	CA
Nissan	32%	22%
Chevrolet	21%	27%
Tesla	16%	13%
Toyota	15%	20%
Ford	8.5%	9%
FIAT	4.5%	5%
Other	3.5%	4%

Saving money on fuel costs

Bay Area EV drivers can take advantage of fuel costs as low as 10¢/kWh through special EV rates from PG&E. For the Nissan Leaf, the Bay Area's most popular EV, this equates to less than 3¢ per mile. To operate an equivalently sized 40-mpg Nissan Versa costs about 10¢ per mile at \$4.20 per gallon of gasoline.

EV Type	Bay Area	CA
Battery Electric	59.5%	48%
Plug-in Hybrid	39.7%	51%
Other	0.8%	1%

Sources

CVRP Data:

<http://energycenter.org/sites/default/files/docs/nav/transportation/cvrp/stats/CVRPStats.xlsx>

CVRP survey data covers Sept. 2012 to Feb. 2014 and rebate numbers are through April 2014.

PG&E Residential Rate Schedule: http://www.pge.com/tariffs/tm2/pdf/ELEC_SCHS_EV.pdf

Nissan Versa Hatchback MPG: <http://www.nissanusa.com/cars/versa-note>

Average Gasoline Cost in Bay Area: http://www.californiagasprices.com/Price_By_County.aspx