Experience Electric- The Better Ride

An Electric Vehicle Test Drive Campaign

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Accelerating the transition to a sustainable world powered by clean energy
Center for Sustainable Energy

Energy Programs  Technical Assistance  Training & Education
Campaign Video

Experience Electric

#TheBetterRide

https://www.youtube.com/watch?v=I5fFAt0viiM
Experience Electric – The Better Ride

• EV Test Drive Campaign
• Measures whether EV Test drives are an effective approach in selling EVs
• 1,484 Survey Respondents
• San Francisco Bay Area
• 9 Counties, 7.4M residents
• 21 Events
• Over 4,250 test drives
Making people feel like this…

…one EV test drive at a time.
SOCIAL MEDIA CAMPAIGN

TheBetterRide

Experience Electric

December 1st- you know what that means... It's officially acceptable to listen to holiday music! All systems go for March. Sensing change in your December?
Demographic Targets

Tech Savvy Homeowner
- Late 30s to 50s, mostly male
- $140K+ household income
- Owns home, has family
- Highly educated (advanced degree)
- Commutes to work <80 miles roundtrip
- Owns smart phone
- Uses social media

Urban Car-Shareer
- Mid 20s- mid-30s
- $140K+ household income
- Does not own car, uses public transportation
- Male or female, likely single
- College Education
- Owns smart phone
- Uses social media
SURVEY METHODOLOGY

Survey Strategy
1. Pre Survey
2. Post Survey
3. Follow-up Survey
SURVEY PARTICIPANT
DEMOGRAPHICS
Gender

- Male: 67%
- Female: 30%
- Prefer not to answer: 3%
Household Annual Salary

- Less than $50,000
- $50,000 to $74,999
- $50,000 to $99,999
- $100,000 to $149,999
- $150,000 to $199,999
- $200,000 to $249,999
- $250,000 to $299,999
- $300,000 or more
Test drive vehicles

- BMW i3: 26%
- Cadillac ELR: 14%
- Nissan Leaf: 11%
- Smart ED: 11%
- Chevy Volt: 8%
- Fiat 500e: 4%
- Ford CMAX Energi: 4%
- BMW Active E: 4%
- Chevy Spark: 4%
- Ford Fusion Energi: 4%
- Other: 10%
Overall Opinion of EV's post Test Drive

- 42% Much better
- 37% Somewhat better
- 19% About the same
- 1% Somewhat worse
- 1% Much worse
- 0% Prefer not to answer

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Overall Quality Assessment of EVs Before & After Test Drive

The chart compares the quality assessment of Electric Vehicles (EVs) before and after test drives. The categories include:

- EV is much better
- EV is somewhat better
- About the same
- EV is somewhat worse
- EV is much worse
- Not Sure
- Prefer not to answer

The graph shows a significant increase in the number of respondents feeling that EVs are much better after the test drive.
Likelihood of purchasing an EV after test drive

- 42% Much more likely
- 26% Somewhat more likely
- 27% About the same
- 2% Somewhat less likely
- 1% Much less likely
- 2% Prefer not to answer
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