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**Title:** The Characteristics of Commitment: A Comparison of Interest and Intention in Electric Vehicle Adoption

**Abstract:** Electric vehicle programs are proliferating around the country as utilities and other stakeholders work to scale up plug-in electric vehicle (PEV) adoption among car buyers. Most of these programs assume that scaling up involves the movement of potential PEV buyers from an expressed interest in EVs to an intention to adoption by means of enhanced awareness, knowledge and experience. This study explores the validity of those assumptions by performing a comparative analysis of people who are interested but not committed and those who are both interested and committed to ascertain whether there are essential differences between the two groups. More specifically, we look at whether there are differences between these groups in terms of awareness, knowledge, and experience with EVs when controlling for sociodemographic measures and early adopter status. Importantly, we also assess differences in environmental and pro-social values between the two groups. The research results reveal whether the differences between the two groups are best explained in terms of the factors that traditional programs seek to influence (awareness, knowledge, and experience) or demographic factors and the identity perceptions that people associate with EVs. We also explore whether these relationships are different for Democrats and Republicans. The research is based on survey data from a set of 900 survey respondents (in Ohio). Preliminary results suggest that the determinants of interest in EVs are different than the determinants of intention to adopt and that while knowledge and awareness are more influential for Democrats, identity and experience are more influential for Republicans.