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Title: Understanding Consumer Misconceptions of Plug-In Electric Vehicles

Abstract: Plug-in electric vehicles (PEVs) have gained market momentum in recent years across the globe. Automotive OEMs have invested in the acceleration of battery technologies, leading to an increasing amount of available PEV models and higher driving ranges. However, consumer adoption of PEVs is still low relative to the total vehicle market. These technologies can seem confusing and impractical to some consumers, especially outside of urban areas where PEVs are more common. To increase PEV adoption, myths and misconceptions surrounding the vehicles must be mitigated with increased education and awareness efforts. But first, we need to understand what misconceptions are deterring the market. Do consumers have knowledge of federal, state, and local purchase incentives for PEVs? Do they have an understanding of the charging capabilities, range, and price points of PEVs currently on the market? These questions are at the heart of Navigant Research's annual consumer survey that analyzes consumer vehicle preferences, PEV awareness, and demographics of PEV adopters. Navigant Research surveyed 2,300 consumers from the top 100 metropolitan statistical areas in the US and identified 120 PEV owners. This presentation will focus on a subset of the research results that analyzes the myths and misconceptions surrounding PEVs. More specifically, the presentation will discuss the differences in PEV misconceptions across 6 geographic regions of the US, as well as how they correspond to a consumer's experiences with and likelihood to adopt a PEV. Preliminary research shows that only 11% of respondents could correctly identify the federal PEV purchase incentive amount for battery-electric vehicles (BEVs), and awareness was lowest in the South and Mountain regions.