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Title: Characteristics of Lower-Income Participants in California's Clean Vehicle Rebate Project

Abstract: California's Clean Vehicle Rebate Project (CVRP) provides rebates for the purchase or lease of eligible new battery, plug-in hybrid and fuel-cell electric vehicles (EVs). CVRP established increased rebates in 2016 for low- and moderate-income (LMI) consumers to boost this subgroup's participation in the program and adoption of EVs. To improve our understanding of the past LMI consumer population we used latent class analysis to develop a typology of LMI consumers who received rebates for EV purchases/leases from July 2016 through March 2018 (N=1,157). We identified four types, or consumer groups, that varied by race/ethnicity, income, education, household size, and other demographic factors. Specifically, we found two groups that were primarily white but differed by age, with the younger group characterized by household sizes of three or more and the older group characterized by households of two or fewer. A third group identified was primarily Asian American and was characterized by higher education levels, younger ages and large households. The final group was composed of Latinos and was characterized by younger consumers with lower education levels and large households. We also found that these consumer groups are disproportionately represented across different regions of California. Understanding the typologies of LMI consumers may improve targeted marketing strategies for LMI populations and increase LMI consumer participation in CVRP.