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Presentation Title: Moving the EV Market Forward: Translating Positive Perceptions into Customer Purchase

Abstract: Plug-in electric vehicles (PEVs) have gained market momentum in recent years across the globe. Stakeholders such as utilities, automakers, and EV charging companies have invested in the acceleration of battery technologies and charging infrastructure, leading to an increasing amount of available PEV models, higher driving ranges, and more charging infrastructure. However, consumer adoption of PEVs is still low relative to the total vehicle market. To increase PEV adoption and awareness, we must analyze the changing trends in consumer perception of transportation electrification technologies. Has consumer likelihood of purchasing a PEV increased over time? Have general impressions of PEVs increased with the expanding number of PEVs available to customers? And how do we go from nudging consumers to purchase a PEV to helping them take the leap? These questions are at the heart of Guidehouse Insight's (formerly Navigant Research) annual consumer survey which analyzes consumer vehicle preferences, PEV awareness, and demographics of likely PEV adopters. In 2020, Guidehouse Insights surveyed 2,000 consumers from the top 100 metropolitan statistical areas in the US. Preliminary results indicate that while likelihood of purchasing a PEV has increased since 2017, it is not uniform across the US and has not resulted in significant adoption growth. This presentation will focus on a subset of the research results from the Guidehouse Insights annual survey that analyses purchase likelihood and general impression trends from 2017-2020 based on current and previous iterations of survey. Additionally, it will look at potential programs that could encourage higher PEV adoption rates by region.