



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Addressing charging infrastructure concerns may encourage some non-EV owners to purchase or lease an electric vehicle

High purchase cost and charging logistics are the biggest concerns holding non-EV owners back from purchasing or leasing a plug-in hybrid or electric-only vehicle

**Washington DC, December 05, 2022** – New polling by Ipsos finds that high purchase costs and worry over charging logistics are the top two concerns holding non-electric vehicle or plug-in hybrid owners back from purchasing or leasing an electric car in the next two years. Some non-EV owners are open to incentives and solutions, particularly around charging logistics. Still, when it comes to incentivizing hybrid or electric vehicles, some segments of the public report being harder to nudge, namely lower income, Black and rural respondents.

*These are the findings of an Ipsos poll conducted between October 14 – October 16, 2022, by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 3,041 U.S. adults age 18 or older. The margin of sampling error is plus or minus 1.9 percentage points at the 95% confidence level, for results based on the sample of all Americans.*

#### Detailed findings:

In the next two years, the high-purchase cost of EVs and charging logistics are the two biggest concerns holding non-EV owners back from purchasing or leasing an electric vehicle.

- Three in five Americans cite high-purchase cost (59%) and charging logistics (58%) as the reason for not considering an electric vehicle in the next two years.
- The next tier of worries include maintenance cost (36%) and vehicle performance in very hot or cold weather (33%).
- Few non-EV owners (18%) have no concerns about purchasing or leasing an electric-only or plug-in hybrid vehicle in the next two years.

Free public charging stations, access to fast public chargers, and the ability to charge their cars where they live are the top three incentives that would encourage non-EV owners to purchase or lease a plug-in hybrid or electric-only vehicle.

- Two in five non-EV owners would be encouraged to buy or lease an electric vehicle if they had access to free public charging stations (41%) or fast public charging stations (39%). Many would also be nudged to consider these vehicles if they could charge their vehicle at home (37%).
- Following these charging concerns, government subsidies (36%) and access to workplace charging (18%) may promote EV ownership among those who don't own these vehicles.
- Still, 42% of non-EV owners feel that none of the listed incentives would encourage them to consider a plug-in hybrid or electric-only vehicle. These respondents skew lower income, Black, and rural.

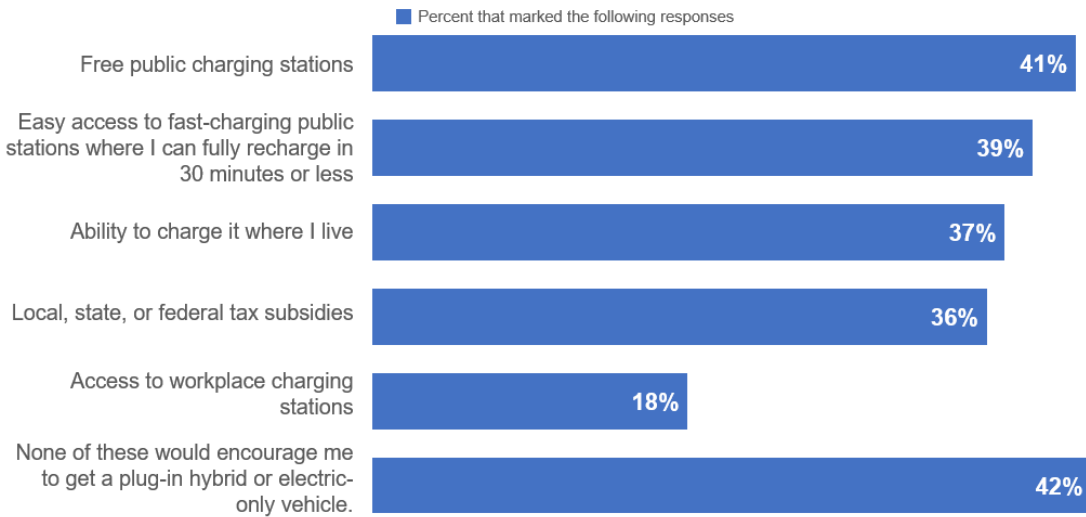




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### Access to charging stations would encourage more to buy electric vehicles, but not all consumers would be convinced

Q: Which of the following would encourage you to buy or lease a plug-in hybrid or electric-only vehicle?



Source: Ipsos





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### Topline Findings

These are the findings of an Ipsos poll conducted between October 14 – October 16, 2022. For this study, a sample of 3,041 adults age 18+ the continental U.S., Alaska, and Hawaii was interviewed online in English.

The poll has a margin of error of plus or minus 1.9 for general population respondents

### Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: October 14 – October 16, 2022  
Number of interviews: 3,041

Margin of error: +/- 1.9 percentage points at the 95% confidence level for general population respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Full Annotated Questionnaire

1. What is your current employment status?

	All respondents (n=3,000)
Working full-time	45%
Working part-time	13%
Not working	42%
Refused	1%





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2. How many vehicles are there in your household?

	<b>All respondents</b>
0	6%
1	28%
2	38%
3	16%
4	7%
5 or more	4%
Refused	*

3. In the past 12 months, how often have you traveled more than 50 miles from your home?

	<b>All respondents</b>
Zero times	17%
1 or 2 times	24%
3 to 6 times	26%
7 to 11 times	12%
12 or more times	21%
Refused	*

4. Please select the fuel type(s) that your household vehicle(s) use(s).

	<b>Vehicle owners (n=2,803)</b>
Gas	97%
Diesel	4%
Electric only	2%
Plug-in hybrid	1%
Hybrid (not plug-in)	5%
Biodiesel	*
Uses other fuel	*
Refused	*

5. Is there an electrical outlet within 20 feet of where you or any member of your household park a vehicle at your home, apartment building, or complex?

	<b>Vehicle owners</b>
Yes	53%
No	47%
Refused	*

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6. Which best describes your work location? If you have multiple jobs, please respond for the job where you work the most hours each week.

	<b>Employed respondents (n=1,720)</b>
Work only from home or remotely	20%
Telework some days and travel to work location for the remainder	14%
One primary work location (outside home)	53%
Work location regularly varies	9%
Drive, bike, or travel for work	5%
Refused	*

7. Are there any electric vehicle charging stations associated with your workplace, either inside or outside the building?

	<b>Respondents that do not work fully remotely (n=1,720)</b>
Yes	15%
No	74%
Don't know	11%
Refused	*

8. Are the electric vehicle charging stations free at your workplace?

	<b>Respondents that have electric vehicle chargers at their workplace (n=209)</b>
Yes, they are free.	41%
No, they charge a fee.	22%
Don't know	37%
Refused	-

9. At which of the following places do you typically charge your electric vehicle?

	<b>Electric or hybrid vehicle owners (n=97)</b>
My home (a free-standing building)	76%
My home (apartment building or complex)	8%
My workplace or school	15%
Shopping center or business you frequent	11%
Municipal parking lot or building, including libraries and post offices	3%
Car dealership	5%
Highway rest stop	5%
Some other type of public charging station	14%
Refused	3%



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10. About how much of the charging for your electric vehicle is typically done at your home?

	<b>Electric or hybrid vehicle owners</b>
All at home (100%)	32%
Almost all at home (80 - 99%)	32%
Most at home (60% - 79%)	10%
Almost half at home (40% - 59%)	6%
Some at home (20% - 39%)	9%
Very little or none at home (0% - 19%)	8%
Refused	3%

11. Are you planning to buy or lease a vehicle within the next two years?

	<b>All respondents</b>
Yes	12%
Maybe	28%
No	59%
Refused	*

12. Have you considered buying or leasing a plug-in hybrid or fully electric vehicle within the next two years?

	<b>Responded "Yes" or "Maybe" to Q11 (n=1,213)</b>
I am definitely buying or leasing a plug-in hybrid or electric-only vehicle.	6%
I am seriously considering buying or leasing a plug-in hybrid or electric-only vehicle.	19%
I might consider getting a plug-in hybrid or electric-only vehicle in the future, but not in the next two years.	35%
I am not considering buying or leasing a plug-in hybrid or electric-only vehicle in the future.	39%
Refused	*



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13. Do you have any of the following concerns about buying or leasing a plug-in hybrid or electric-only vehicle within the next two years?

	<b>Respondents that do not own a fully electric or plug-in hybrid vehicle (n=2,803)</b>
Charging logistics (i.e., where, when, how often I'd need to charge it)	58%
High-purchase cost	59%
Ongoing maintenance costs	36%
Performance of the vehicle in very cold or very hot weather	33%
Concern that I don't know enough about electric vehicles to drive/charge one	23%
Lack of diversity of models on the market	15%
Availability of models to purchase	17%
Other	12%
None	18%
Refused	*

14. Which of the following would encourage you to buy or lease a plug-in hybrid or electric-only vehicle?

	<b>Respondents that do not own a fully electric or plug-in hybrid vehicle</b>
Ability to charge it where I live	37%
Local, state, or federal tax subsidies	36%
Access to workplace charging stations	19%
Free public charging stations	41%
Easy access to fast-charging public stations where I can fully recharge in 30 minutes or less	39%
Other	6%
None of these would encourage me to get a plug-in hybrid or electric-only vehicle.	42%
Refused	*



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### About the Study

This Ipsos study was conducted October 14 – October 16, 2022, by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 3,041 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. The study was conducted in English.

The data for the general population sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks of the general population came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+) for the general population sample.
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond) for the general population sample.
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 1.9 percentage points at the 95% confidence level, for results based on the sample of all Americans. The margin of sampling error takes into account the design effect, which was 1.10. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)