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Ipsos Electric Vehicle Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: December 8-10, 2023
Number of interviews: 3,033

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

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

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. What is your current employment status?

	Total 2023 (N=3,033)	Total 2022 (N=3,000)
Working full-time	45%	45%
Working part-time	12%	13%
Not working	42%	42%
Refused	1%	1%

Q2. How many vehicles are there in your household?

	Total 2023 (N=3,033)	Total 2022 (N=3,000)
0	6%	6%
1	27%	28%
2	38%	38%
3	18%	16%
4	7%	7%
5 or more	4%	4%
Refused	1%	*

Q3. In the past 12 months, how often have you traveled more than 50 miles from your home?

	Total 2023 (N=3,033)	Total 2022 (N=3,000)
Zero times	15%	17%
1 or 2 times	23%	24%
3 to 6 times	26%	26%
7 to 11 times	13%	12%
12 or more times	22%	21%
Refused	*	*





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Q4. **[Base: Car owners in Q2]** Please select the fuel type(s) that your household vehicle(s) use(s).

	Vehicle owners 2023 (N=2,858)	Vehicle owners 2022 (N=2,803)
Gas	95%	97%
Diesel	4%	4%
Electric only	4%	2%
Plug-in hybrid	2%	1%
Hybrid (not plug-in)	6%	5%
Biodiesel	*	*
Uses other fuel	*	*
Refused	*	*

Q5. **[Base: Car owners in Q2]** 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?

	Vehicle owners 2023 (N=2,858)	Vehicle owners 2022 (N=2,803)
Yes	54%	53%
No	46%	47%
Refused	*	*

Q6. **[Base: Working full-time or part-time in Q1]** Which best describes your work location? If you have multiple jobs, please respond for the job where you work the most hours each week.

	Employed 2023 (N=1,808)	Employed 2022 (N=1,720)
Work only from home or remotely	16%	20%
Telework some days and travel to work location for the remainder	15%	14%
One primary work location (outside home)	54%	53%
Work location regularly varies	9%	9%
Drive, bike, or travel for work	5%	5%
Refused	*	*

Q7. **[Base: Does not work only from home in Q6]** Are there any electric vehicle charging stations associated with your workplace, either inside or outside the building?

	Non-fully remote workers 2023 (N=1,497)	Non-fully remote workers 2022 (N=1,720)
Yes	18%	15%
No	69%	74%
Don't know	13%	11%
Refused	*	*





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Q8. [Base: Has EV charging stations associated with their workplace in Q7] Are the electric vehicle charging stations free at your workplace?

	Respondents with EV chargers at their workplace 2023 (N=270)	Respondents with EV chargers at their workplace 2022 (N=209)
Yes, they are free.	40%	41%
No, they charge a fee.	28%	22%
Don't know	33%	37%
Refused	-	-

Q9. [Base: Owns electric-only or plug-in hybrid in Q4] At which of the following places do you typically charge your electric vehicle?

	Electric or hybrid vehicle owner 2023 (N=137)	Electric or hybrid vehicle owner 2022 (N=97)
My home (a free-standing building)	73%	76%
Shopping center or business you frequent	15%	11%
My home (apartment building or complex)	10%	8%
My workplace or school	6%	15%
Highway rest stop	5%	5%
Municipal parking lot or building, including libraries and post offices	4%	3%
Car dealership	4%	5%
Some other type of public charging station	20%	14%
Refused	4%	3%

Q10. About how much of the charging for your electric vehicle is typically done at your home?

	Electric or hybrid vehicle owner 2023 (N=137)	Electric or hybrid vehicle owner 2022 (N=97)
All at home (100%)	31%	32%
Almost all at home (80% - 99%)	38%	32%
Most at home (60% - 79%)	10%	10%
About half at home (40% - 59%)	5%	6%
Some at home (20% - 39%)	3%	9%
Very little or none at home (0% - 19%)	8%	8%
Refused	4%	3%



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Q11. Are you planning to buy or lease a vehicle within the next two years?

	Total 2023 (N=3,033)	Total 2022 (N=3,000)
Yes	13%	12%
Maybe	28%	28%
No	59%	59%
Refused	1%	*

Q12. [Base: “Yes” or “Maybe” in Q11] Have you considered buying or leasing a plug-in hybrid or fully electric vehicle within the next two years?

	Prospective car buyer 2023 (N=1,243)	Prospective car buyer 2022 (N=1,213)
I am definitely buying or leasing a plug-in hybrid or electric-only vehicle.	5%	6%
I am seriously considering buying or leasing a plug-in hybrid or electric-only vehicle.	17%	19%
I might consider getting a plug-in hybrid or electric-only vehicle in the future, but not in the next two years.	33%	35%
I am not considering buying or leasing a plug-in hybrid or electric-only vehicle in the future.	44%	39%
Refused	*	*

Q13. [Base: Does not own electric or hybrid vehicle in Q4] 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?

	Does not own electric or hybrid vehicle 2023 (N=2,804)	Does not own electric or hybrid vehicle 2022 (n=2,803)
Charging logistics (i.e., where, when, how often I'd need to charge it)	59%	58%
High-purchase cost	59%	59%
Ongoing maintenance costs	36%	36%
Performance of the vehicle in very cold or very hot weather	36%	33%
Concern that I don't know enough about electric vehicles to drive/charge one	24%	23%
Lack of diversity of models on the market	12%	15%
Availability of models to purchase	12%	17%
Other	10%	12%
None	18%	18%
Refused	1%	*



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Q14. [Base: Does not own electric or hybrid vehicle in Q4] Which of the following would encourage you to buy or lease a plug-in hybrid or electric-only vehicle?

	Does not own electric or hybrid vehicle 2023 (N=2,804)	Does not own electric or hybrid vehicle 2022 (n=2,803)
Free public charging stations	38%	41%
Easy access to fast-charging public stations where I can fully recharge in 30 minutes or less	38%	39%
Ability to charge it where I live	35%	37%
Local, state, or federal tax subsidies	35%	36%
Access to workplace charging stations	18%	19%
Other	4%	6%
None of these would encourage me to get a plug-in hybrid or electric-only vehicle.	44%	42%
Refused	1%	*





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About the Study

This poll was conducted December 8-10, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 3,033 general population adults age 18 or older.

The margin of sampling error is plus or minus 1.9 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09 for all respondents. 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.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. 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 U.S. 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. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. No prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. One reminder email was sent for this study.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)
- Party ID (Democrat, Republican, Independent, Something else)





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This topline is trended with data from a previous Ipsos poll fielded October 14-16, 2022, by Ipsos using the probability-based KnowledgePanel®. That poll was based on a nationally representative probability sample of 3,041 general population adults age 18 or older. The margin of sampling error is plus or minus 1.9 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10 for all respondents. More information about this poll can be found [here](#).

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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

