

FACT SHEET

# CONSUMER ATTITUDES – ELECTRIC VEHICLES



## Background

Over the last several years, many Americans have shown interest in electric vehicles, yet actual adoption has been slow. AAA believes that electric vehicles will be at the center of mobility in the future and therefore sought to understand the gap between consumer intent and action. This survey, conducted annually since 2017, seeks to gauge opinion and interest in electric and hybrid vehicles to gain insight into consumer sentiment towards these vehicles.

## Key Findings

### Electric Vehicle Appetite:

#### Consumer interest in fully electric vehicles is unchanged from 2018.

- Sixteen percent (16%) of Americans say they **are likely to buy an electric vehicle** the next time they are in the market for a new or used vehicle.
  - Millennials and Generation X are more likely to consider buying an electric vehicle than Baby Boomers (23% and 17% vs. 8%).

#### Concern for the environment and lower long-term costs continue to be the key drivers of interest in electric vehicles and remain unchanged from 2018.

- Americans who are likely to buy an electric vehicle would do so out of **concern for the environment** (74%), **lower long-term costs** (56%), **cutting edge technology** (45%) and **access to the car pool lane** (21%).

#### The majority of Americans who are likely to buy an electric vehicle are willing to pay more than they would pay for a gas-powered vehicle.

- Two-thirds (67%) of Americans likely to buy an electric vehicle would be willing to **pay more for it** than for a gas-powered vehicle.
  - Four in ten (44%) would be willing to **pay up to \$4,000 more**.
  - One-fourth (23%) would be willing to **pay more than \$4,000**.

#### To understand consumer attitudes towards electric vehicles, AAA pursued four lines of inquiry:

1. How many Americans are interested in buying an electric vehicle?
2. What is motivating Americans to purchase an electric vehicle?
3. What prevents Americans from purchasing an electric vehicle?
4. How much impact do gas prices have on the decision to switch to an electric vehicle?



## Adoption Barriers:

- Six-in-ten Americans who are unlikely (or unsure) to buy an electric vehicle are concerned there are **not enough places to charge** (58%), they will **run out of charge while driving** (57%) or because the range is **not suitable for long distance travel** like road trips (57%).

## Gas Price Impact:

**Four in ten consumers who are unlikely (or unsure) to buy an electric vehicle would consider buying one as gas prices rise, but fuel would need to cost at least \$5 per gallon to see a sizeable impact on consideration.**

- As gas prices rise, Millennials (64%) who are unlikely (or unsure) to buy an electric vehicle would be more likely than Generation X (41%) and Baby Boomers (30%) **to change their mind and consider buying an electric vehicle.**

## Perception of Electric Vehicles:

- Six in ten (59%) Americans are unsure under which driving conditions the charge of an electric vehicle's battery will last longer, on the freeway or in stop-and-go traffic.
- Four in ten (42%) Americans think that **in ten years most cars will be electric**, while almost half (45%) feel that won't be the case.

## AAA Green Car Guide

The Automobile Club of Southern California's Automotive Research Center rates and ranks electric, hybrid, compressed natural gas-powered (CNG), diesels and high fuel economy gasoline-powered vehicles for the annual AAA Green Car Guide. Vehicles are rated on the criteria that are most important to car buyers, including ride quality, safety and performance. Visit [AAA.com/greencar](https://www.aaa.com/greencar) to learn more information.

In 2019, the following vehicles earned AAA's Top Green Vehicle Award:

CATEGORY	VEHICLE
Overall	2019 Jaguar I-Pace EV400 HSE
Subcompact Car	2019 Chevy Bolt Premier
Compact Car	2018 Nissan Leaf SL
Midsize Car	2018 Tesla Model 3 RWD
Large Car	2018 Tesla Model S P100D
Pickup	2018 Ford F-150 4x4 Supercrew
SUV/Minivan	2019 Jaguar I-Pace EV400 HSE
Best Under \$30K	2019 Toyota Camry SE
Best \$30K - \$50K	2018 Nissan Leaf SL
Best Over \$50K	2019 Jaguar I-Pace EV400 HSE

## Methodology

A telephone omnibus survey was conducted April 4-7, 2019. A total of 1,000 interviews were completed among adults, 18 years of age or older.

A dual-frame approach was used that combined land-line and cell phone interviews to ensure that adults who only or primarily communicate via cell phones are included and properly represented. Survey responses are weighted by six variables (age, gender, geographic region, race/ethnicity, education, and landline vs. cell phone only) to ensure reliable and accurate representation of the total continental US population, 18 years of age and older.

The margin of error for the study is 3.8% at the 95% confidence level. Smaller subgroups will have larger error margins.