### VELOZ® Electric Vehicle Survey Results Presentation

December 2024



**Market and Opinion Research** 



PROBOLSKY RESEARCH 100 Pine Street Suite 1250 San Francisco CA 94111 **San Francisco** (415) 870-8150 
 Newport Beach
 Washington DC

 (949) 855-6400
 (202) 559-0270

#### **Veloz Electric Vehicle Survey**

Survey Methodology\*

	Survey Details	
Mode	Online	
Language	English and Spanish	
Length	3 minutes	
Target Respondents	Residents of California, Texas, Florida, New York, Pennsylvania (excluding Philadelphia metro), Georgia, Michigan, Washington, Colorado, Hawaii, and Maryland	
Survey Fielding	Nov 18 – 27, 2024	
Margin of Error	+/-1.8%	
Survey Participants	3,000	

Probolsky Research is a Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

#### Sample

Respondents were recruited through the Cint national online panel. Adult residents of California, Texas, Florida, New York, Pennsylvania (excluding Philadelphia metro), Georgia, Michigan, Washington, Colorado, Hawaii, and Maryland were surveyed. The composition of respondents closely matches the demographic and socio-economic proportions for age, gender, race, party, and income among residents of each state.

#### **Data Collection Explained**

Interviews were conducted online. Respondents chose their preferred language, either English (97.9%) or Spanish (2.1%).

The survey was accessible by computer, tablet, and smart phone.

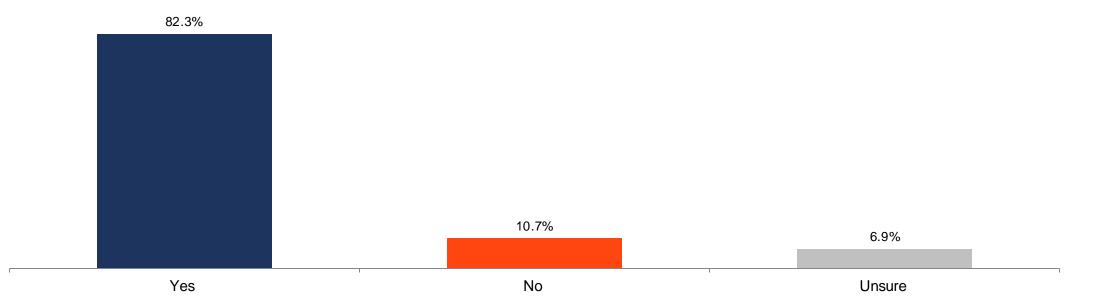
Security measures precluded individuals from completing the survey more than once.





## Among electric vehicle owners, 82% want their next vehicle to be an electric vehicle

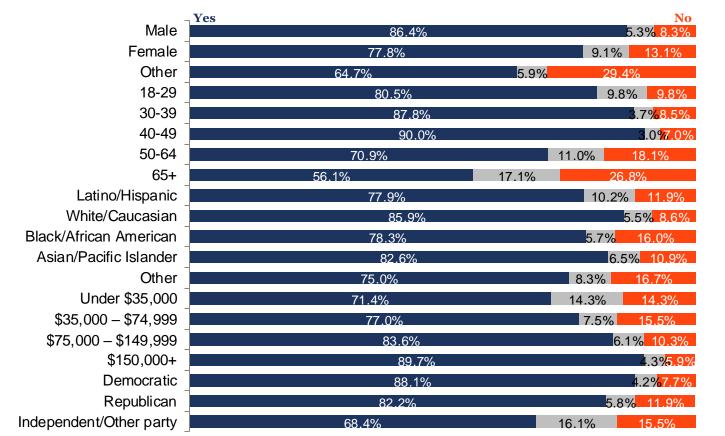
Question: Do you want your next vehicle to be an electric vehicle? [AMONG THOSE WHO OWN AN EV]





# Results by gender, age group, ethnicity, annual household income, and party preference

Question: Do you want your next vehicle to be an electric vehicle? [AMONG THOSE WHO OWN AN EV]



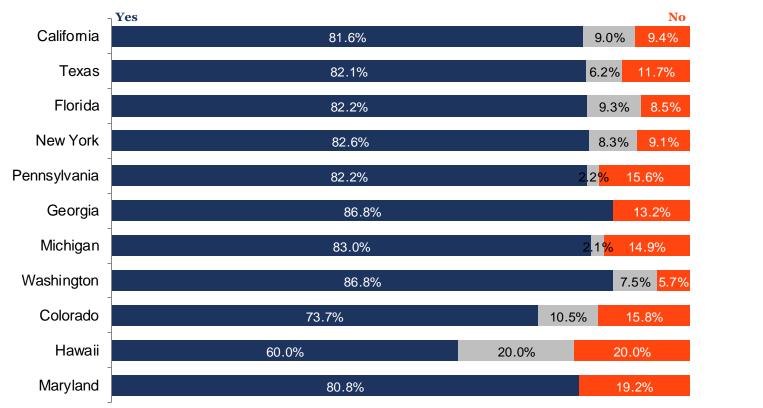
YesUnsure

No



### **Results by State**

#### Question: Do you want your next vehicle to be an electric vehicle? [AMONG THOSE WHO OWN AN EV]



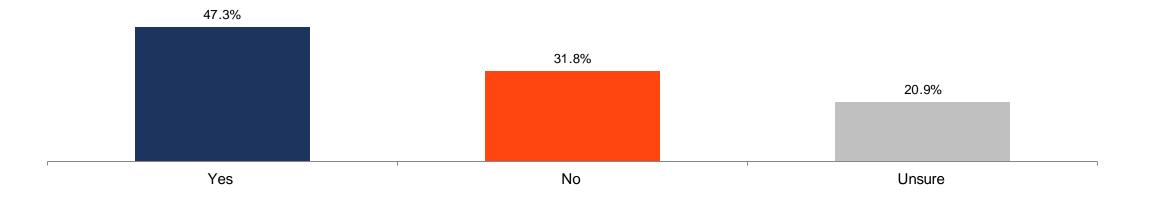
YesUnsure

No



### Among non-electric vehicle owners, 47% would consider an EV for their next vehicle

Question: Would you consider an electric vehicle for your next vehicle? [AMONG THOSE WHO DO NOT OWN AN EV]





# Results by gender, age group, ethnicity, annual household income, and party preference

Question: Would you consider an electric vehicle for your next vehicle? [AMONG THOSE WHO DO NOT OWN AN EV]

<b>¬Yes</b>				No
Male _	56.0%		17.3%	26.6%
Female	39.9%	24	.4%	35.7%
Other	43.6%	7.7%		48.7%
18-29	62.1%	%	14.8%	<b>6</b> 23.1%
30-39	64.7	7%	11.9	% 23.4%
40-49	55.6%		18.3%	26.1%
50-64	45.0%		23.5%	31.5%
65+	29.7%	27.0%		43.3%
Latino/Hispanic	47.9%		22.4%	29.7%
White/Caucasian	45.2%		20.6%	34.1%
Black/African American	51.9%		18.4%	29.7%
Asian/Pacific Islander	55.6%		18.5%	25.9%
Other _	33.8%	27.9%		38.2%
Under \$35,000	32.2%	24.4%		43.4%
\$35,000 – \$74,999	46.2%		22.9%	30.8%
\$75,000 – \$149,999	53.8%		19.2%	27.0%
\$150,000+	58.8%		16.2%	25.0%
Democratic	52.7%		20.6%	26.6%
Republican	43.4%	17	.5%	39.2%
Independent/Other party	42.5%		24.5%	32.9%

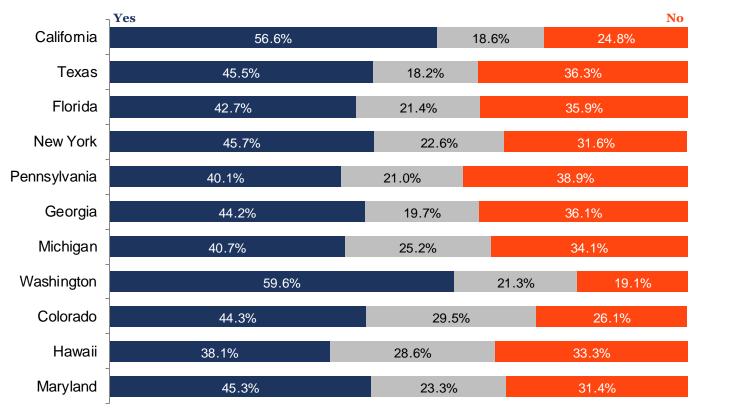


No



### **Results by State**

#### Question: Would you consider an electric vehicle for your next vehicle? [AMONG THOSE WHO DO NOT OWN AN EV]



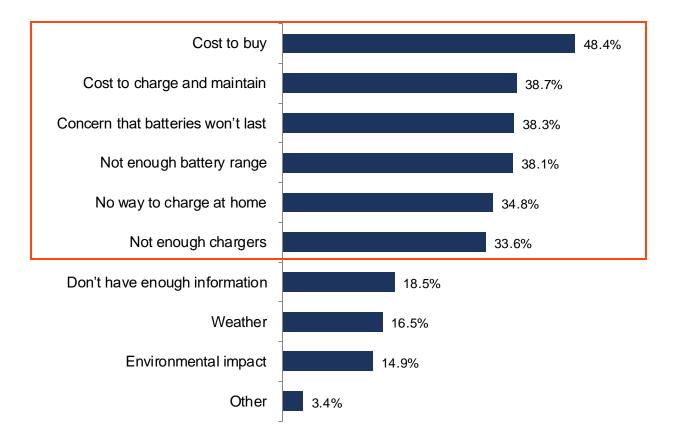
YesUnsure

No



# Cost to buy is the primary factor preventing people from choosing an electric vehicle

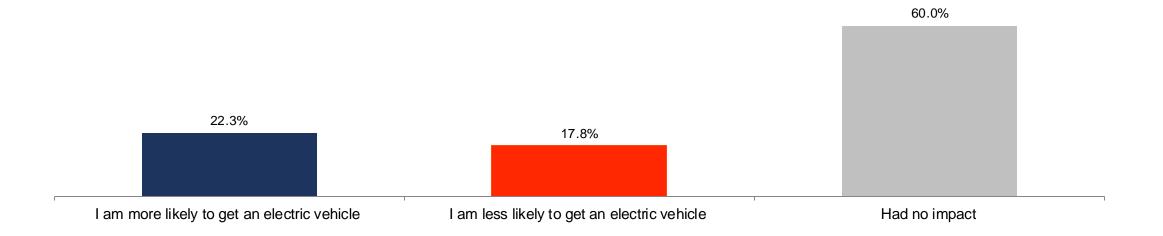
Question: What might prevent you from choosing an electric vehicle? Select all that apply.





### 60% say that the results of the November election had no impact on their interest in getting an electric vehicle

Question: How have the results of the November election impacted your interest in getting an electric vehicle?





9

# Results by gender, age group, ethnicity, annual household income, and party preference

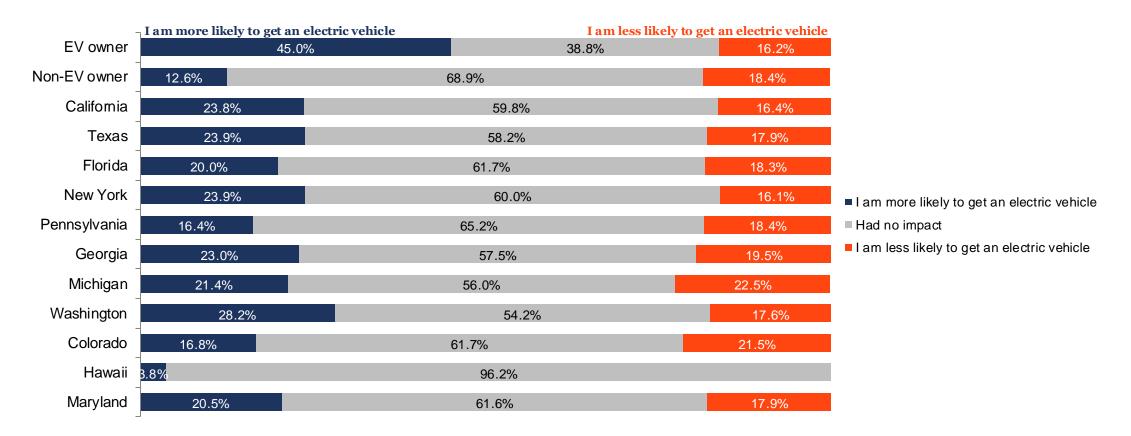
Question: How have the results of the November election impacted your interest in getting an electric vehicle?

Male	I am more likely to get an electric 27.0%	vehicle I am less 56.0%	likely to get an electric vehicle 17.0%	
Female	17.4%	64.3%	18.3%	
Other	28.6%	48.2%	23.2%	
18-29	32.0%	50.2%	17.8%	
30-39		46.7%	17.0%	
40-49	30.0%	53.7%	16.3%	
50-64	13.9%	68.1%	18.1%	
65+	5.3%	75.6%	19.1%	
Latino/Hispanic	22.6%	59.3%	18.1%	I am more likely to get an electric vehicle
White/Caucasian	22.9%	60.6%	16.4%	<ul> <li>Had no impact</li> </ul>
Black/African American	21.1%	55.5%	23.4%	•
Asian/Pacific Islander	22.0%	61.8%	16.1%	I am less likely to get an electric vehicle
Other	13.8%	70.0%	16.3%	
Under \$35,000	11.9%	66.6%	21.5%	
\$35,000 – \$74,999	21.9%	59.8%	18.3%	
\$75,000 - \$149,999	28.5%	54.1%	17.4%	
\$150,000+	24.5%	61.3%	14.2%	
Democratic	23.4%	57.0%	19.6%	
Republican	28.6%	55.7%	15.7%	
Independent/Other party	12.6%	70.4%	17.0%	



### **Results by EV ownership and State**

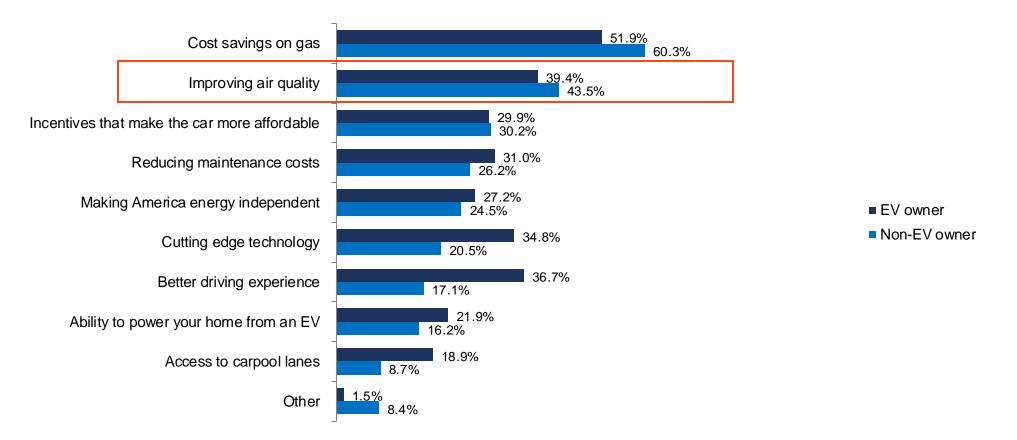
Question: How have the results of the November election impacted your interest in getting an electric vehicle?





## Cost savings on gas is the main reason for choosing an electric vehicle

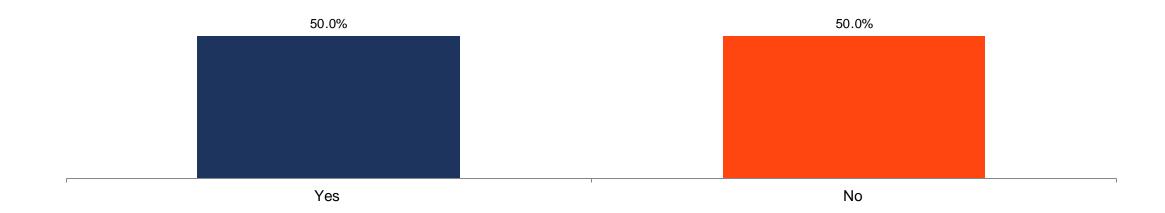
Question: What are the main reasons you [chose / would choose] an electric vehicle? Select all that apply.





## **50% would choose an electric vehicle without any incentive**

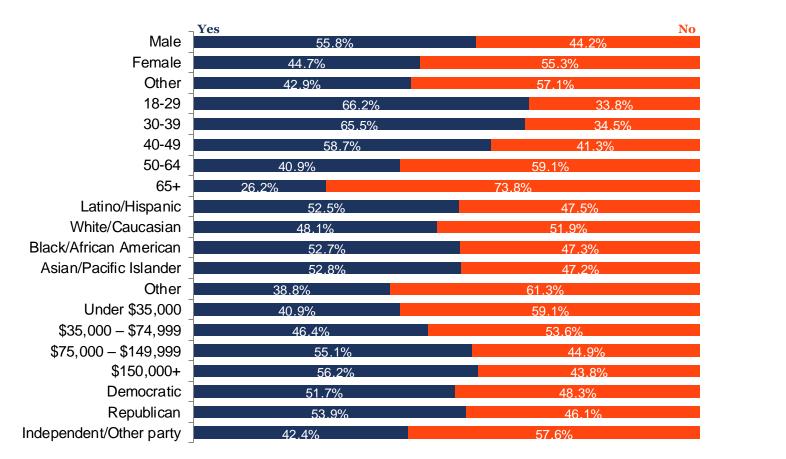
Question: Would you choose an electric vehicle without any incentive that reduces the price of the vehicle?





# Results by gender, age group, ethnicity, annual household income, and party preference

Question: Would you choose an electric vehicle without any incentive that reduces the price of the vehicle?

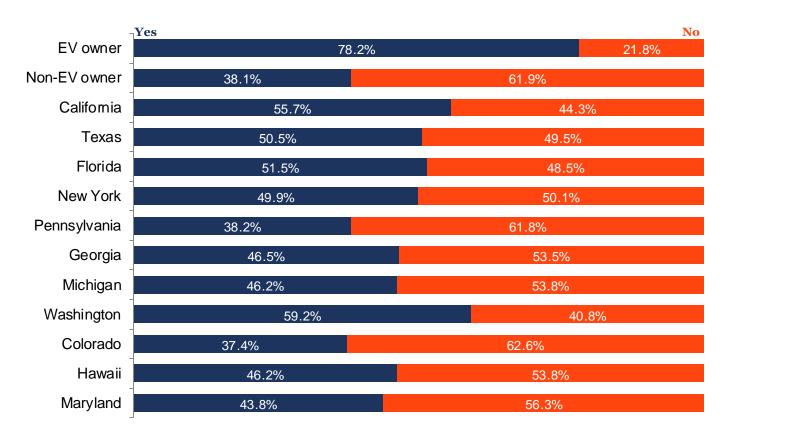






### **Results by EV ownership and State**

Question: Would you choose an electric vehicle without any incentive that reduces the price of the vehicle?

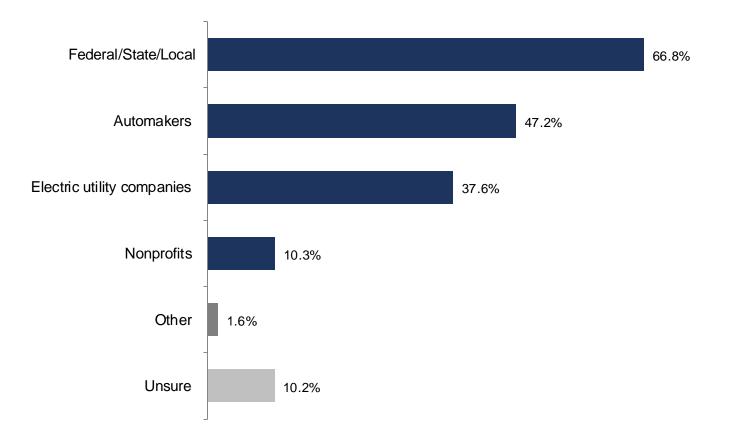






### **[Version 1]** 67% say that the government should provide purchase incentives for electric vehicles

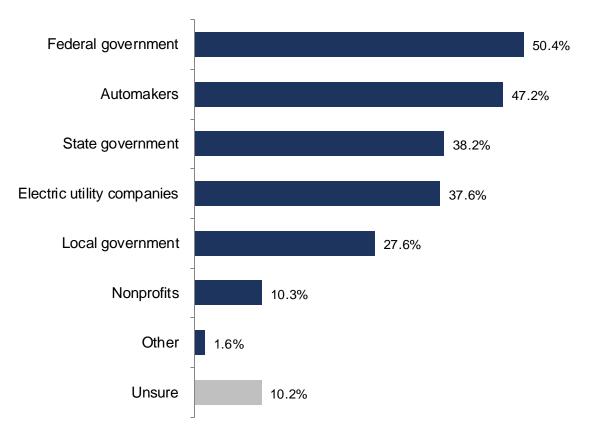
Question: Who do you think should provide purchase incentives for electric vehicles? Select all that apply.





### **[Version 2]** 50% say that the federal government should provide purchase incentives for electric vehicles

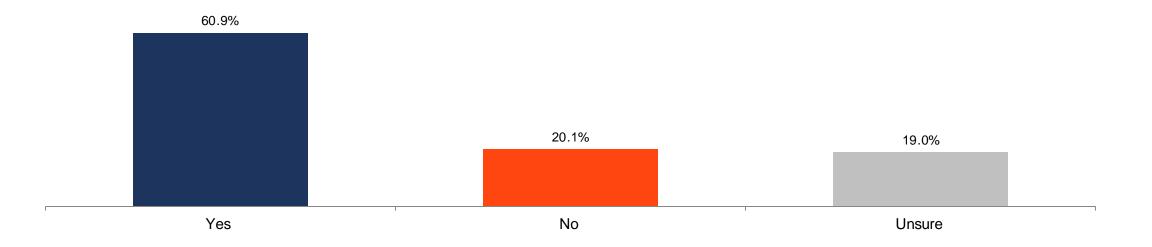
Question: Who do you think should provide purchase incentives for electric vehicles? Select all that apply.





#### 61% want state and local governments to increase their support and invest in electric vehicles if the federal government ends EV incentives

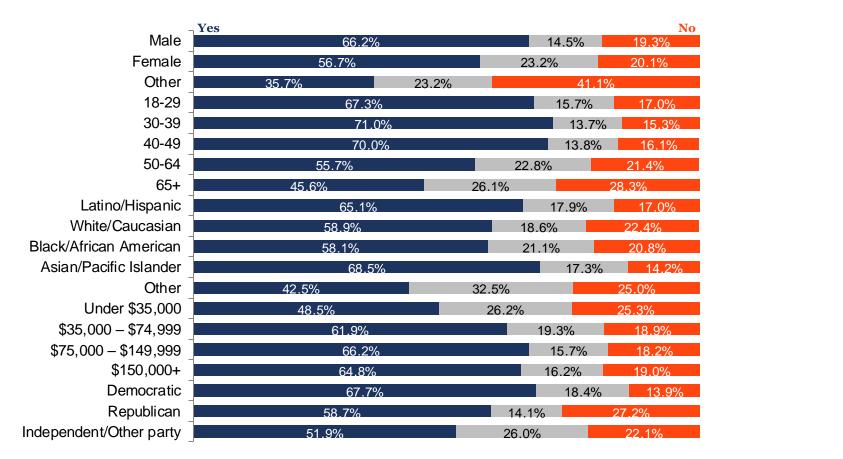
Question: If the federal government stops providing incentives, would you want state and local governments to increase their support and invest in electric vehicles?





# Results by gender, age group, ethnicity, annual household income, and party preference

Question: If the federal government stops providing incentives, would you want state and local governments to increase their support and invest in electric vehicles?



■ Yes

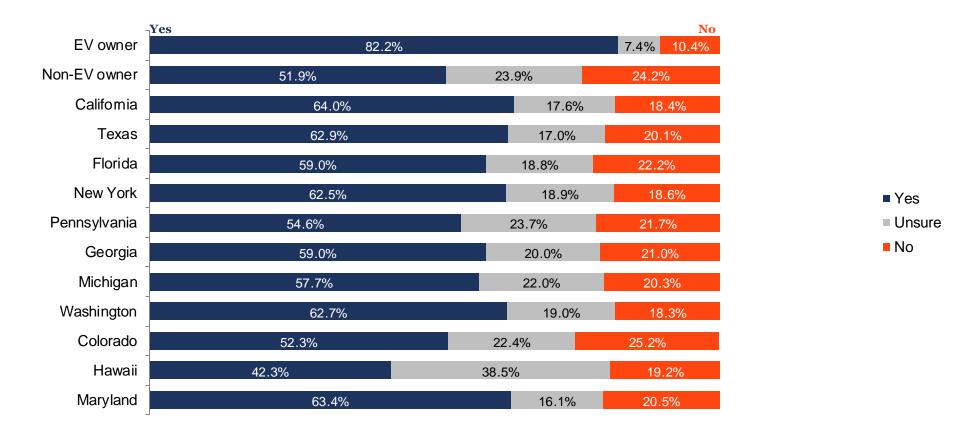
Unsure

No



### **Results by EV ownership and State**

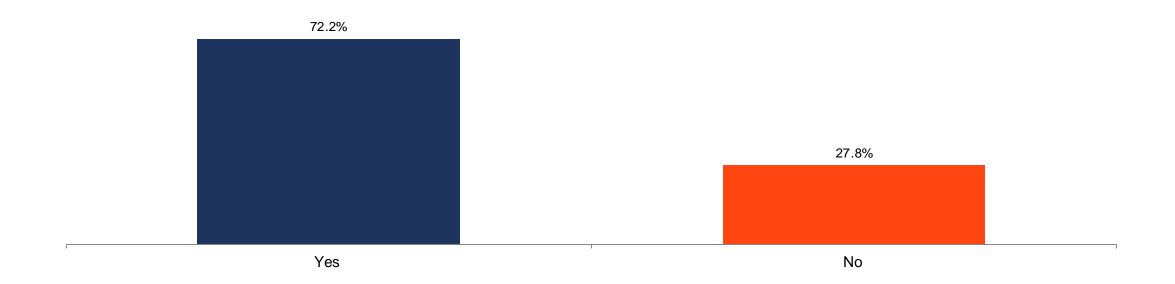
Question: If the federal government stops providing incentives, would you want state and local governments to increase their support and invest in electric vehicles?





### 72% believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth

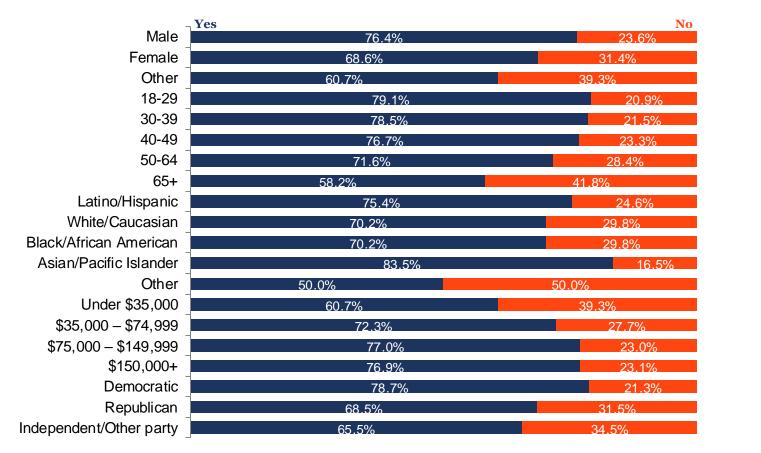
Question: Do you believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth?





# Results by gender, age group, ethnicity, annual household income, and party preference

Question: Do you believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth?

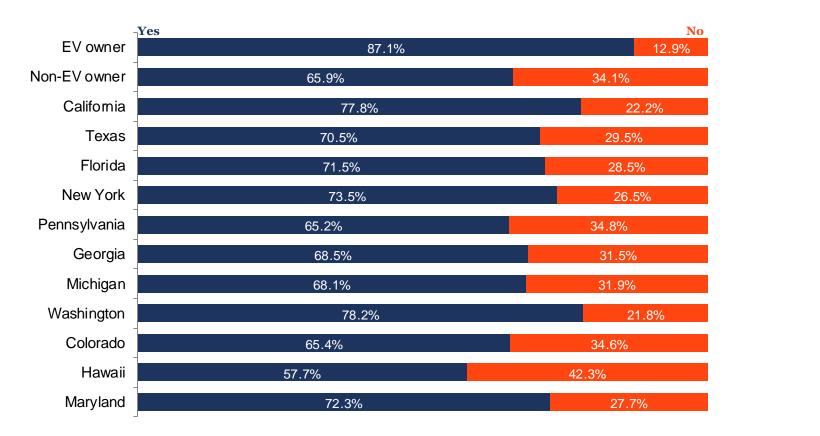


■ Yes ■ No



### **Results by EV ownership and State**

Question: Do you believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth?

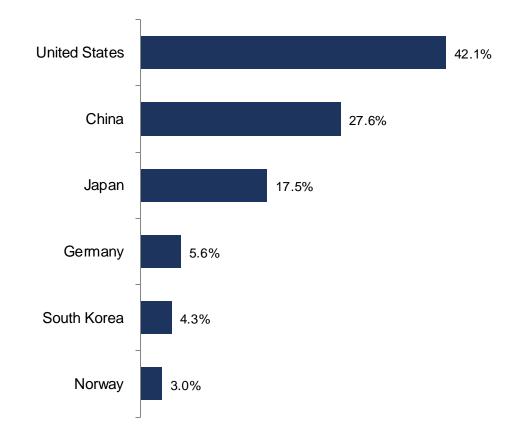






# 42% think the United States is the leader in electric vehicle technology and manufacturing

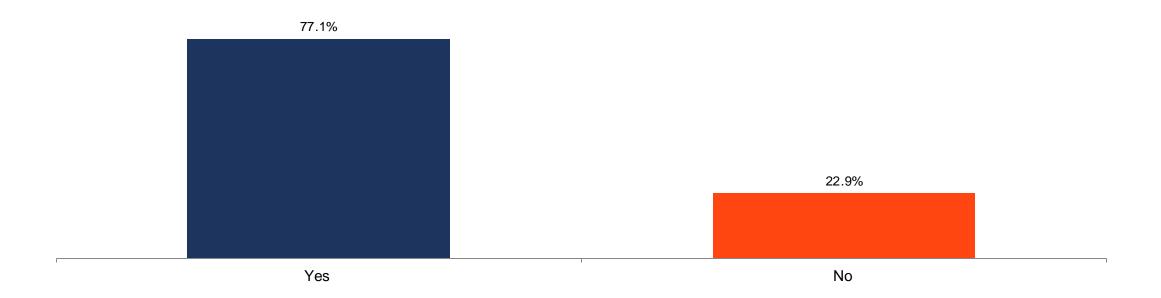
Question: What country do you think is the leader in electric vehicle technology and manufacturing? Select one.





#### 77% believe it is important to support United States manufacturing of electric vehicles to compete with China

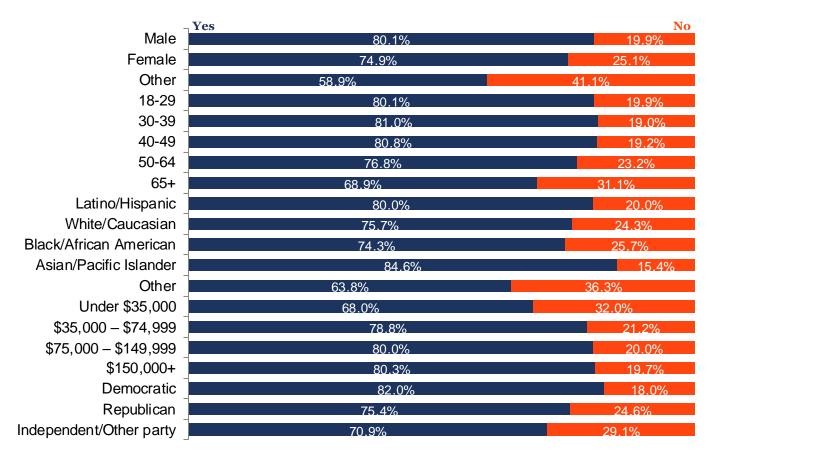
Question: Do you believe it is important to support United States manufacturing of electric vehicles to compete with China's manufacturing of electric vehicles?





### **Results by gender, age group, ethnicity, annual** household income, and party preference

Do you believe it is important to support United States manufacturing of electric vehicles to compete with China's manufacturing of electric vehicles? Question:





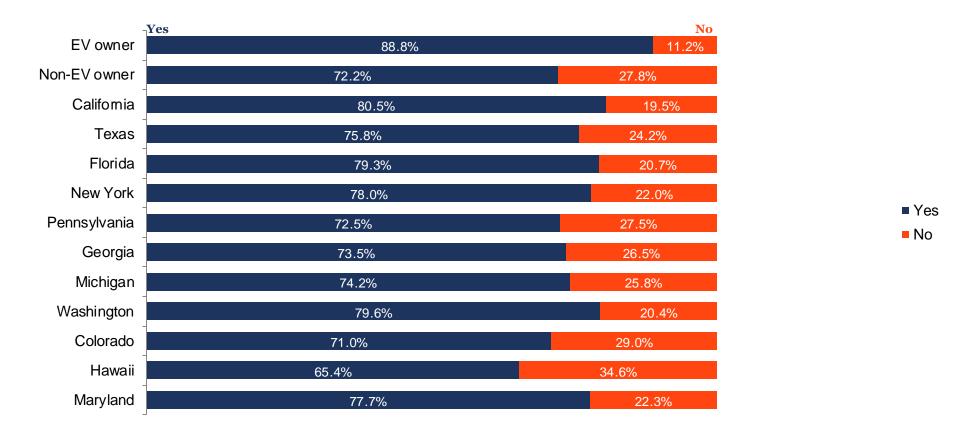


Yes

No

### **Results by EV ownership and State**

Question: Do you believe it is important to support United States manufacturing of electric vehicles to compete with China's manufacturing of electric vehicles?



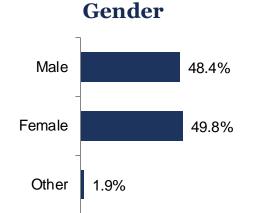


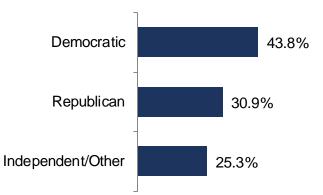
### **Demographics**



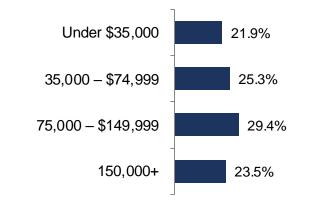
#### Respondent demographics by Gender, Party Preference, Annual Household Income, Age Group, and Ethnicity

**Party Preference** 

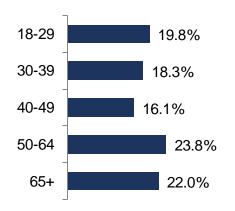




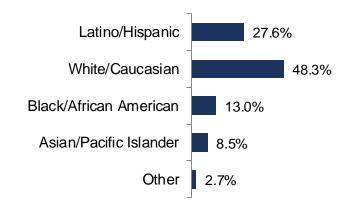
#### **Annual Household Income**



**Age Group** 



#### Ethnicity





### **Questions?**

#### Adam Probolsky, President

O: 415-870-8150 | M: 949-697-6726 E: adam@probolskyresearch.com



#### **Market and Opinion Research**



**PROBOLSKY RESEARCH** 100 Pine Street Suite 1250 San Francisco CA 94111 **San Francisco** (415) 870-8150 
 Newport Beach
 Washington DC

 (949) 855-6400
 (202) 559-0270