



Electric Vehicle Survey Results Presentation

December 2024



Market and Opinion Research



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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

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.

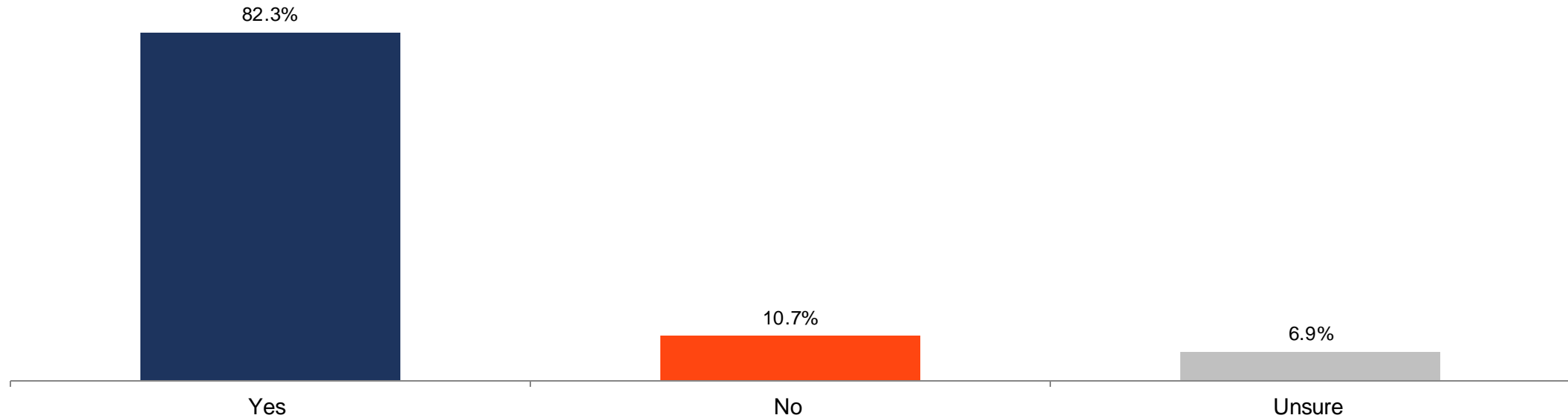
Probolsky Research is a Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.



*Due to rounding, totals shown on charts may not add up to 100%

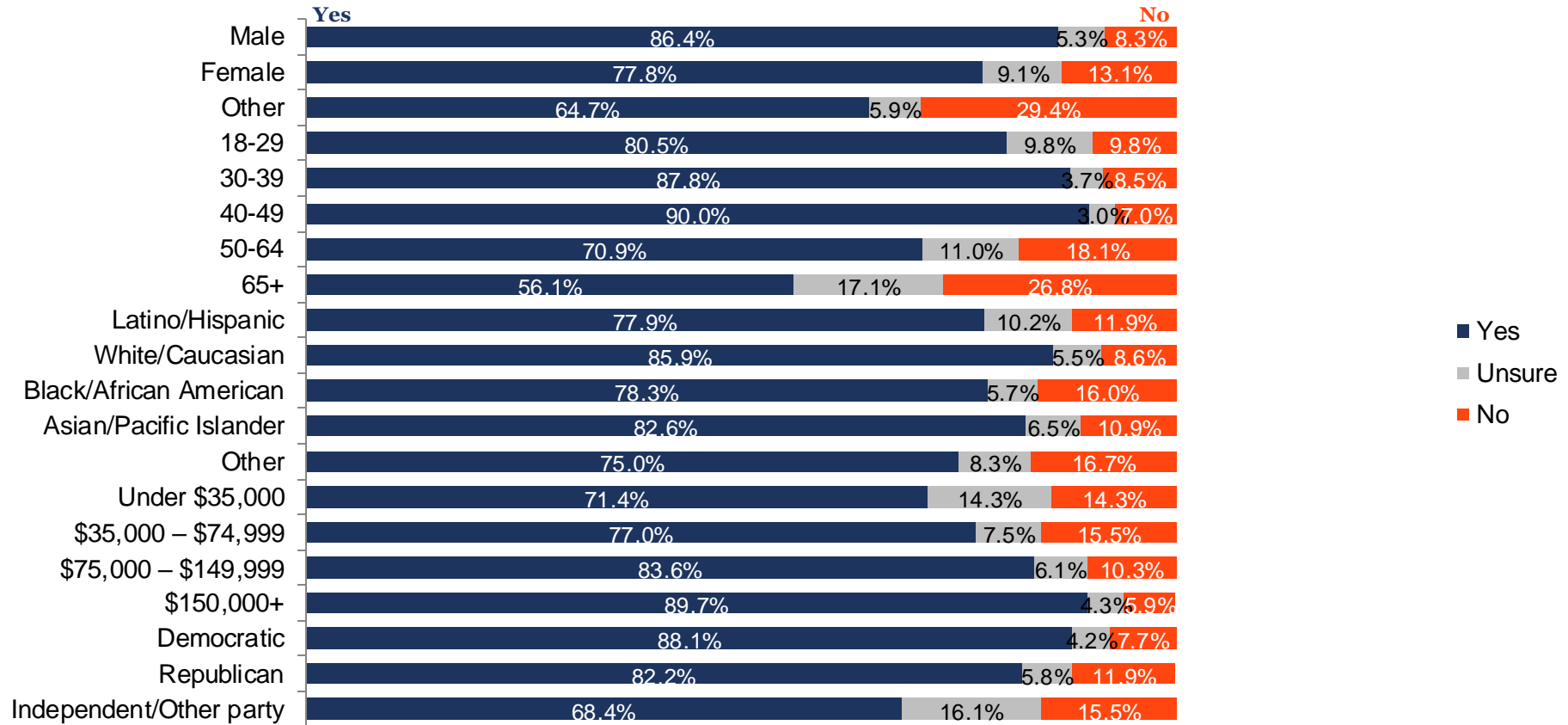
Among electric vehicle owners, 82% want their next vehicle to be an electric vehicle

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



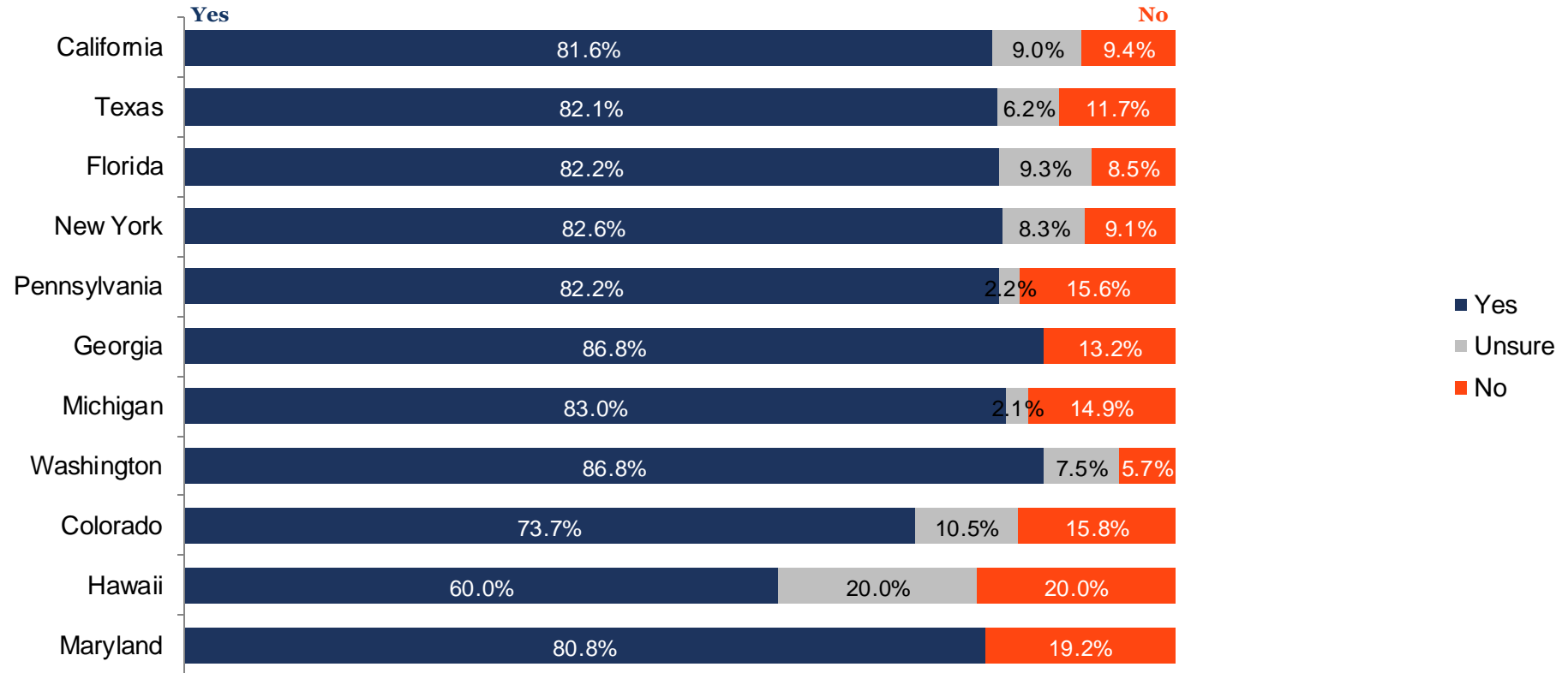
Results by gender, age group, ethnicity, annual household income, and party preference

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



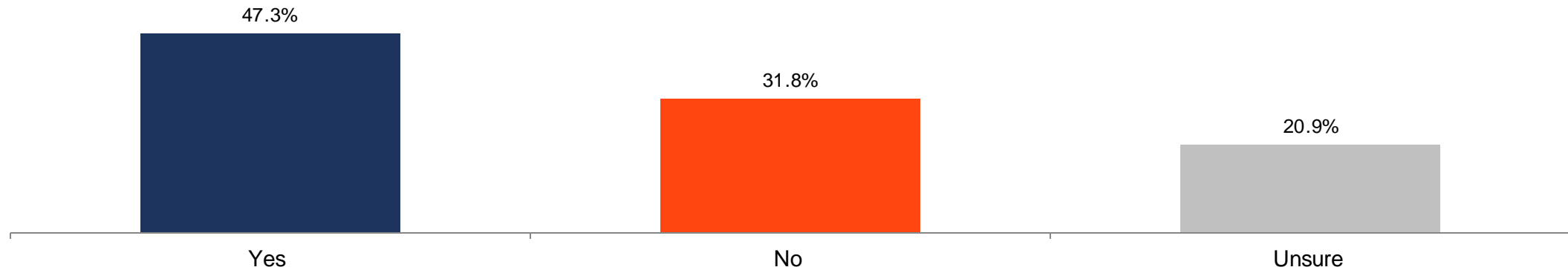
Results by State

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



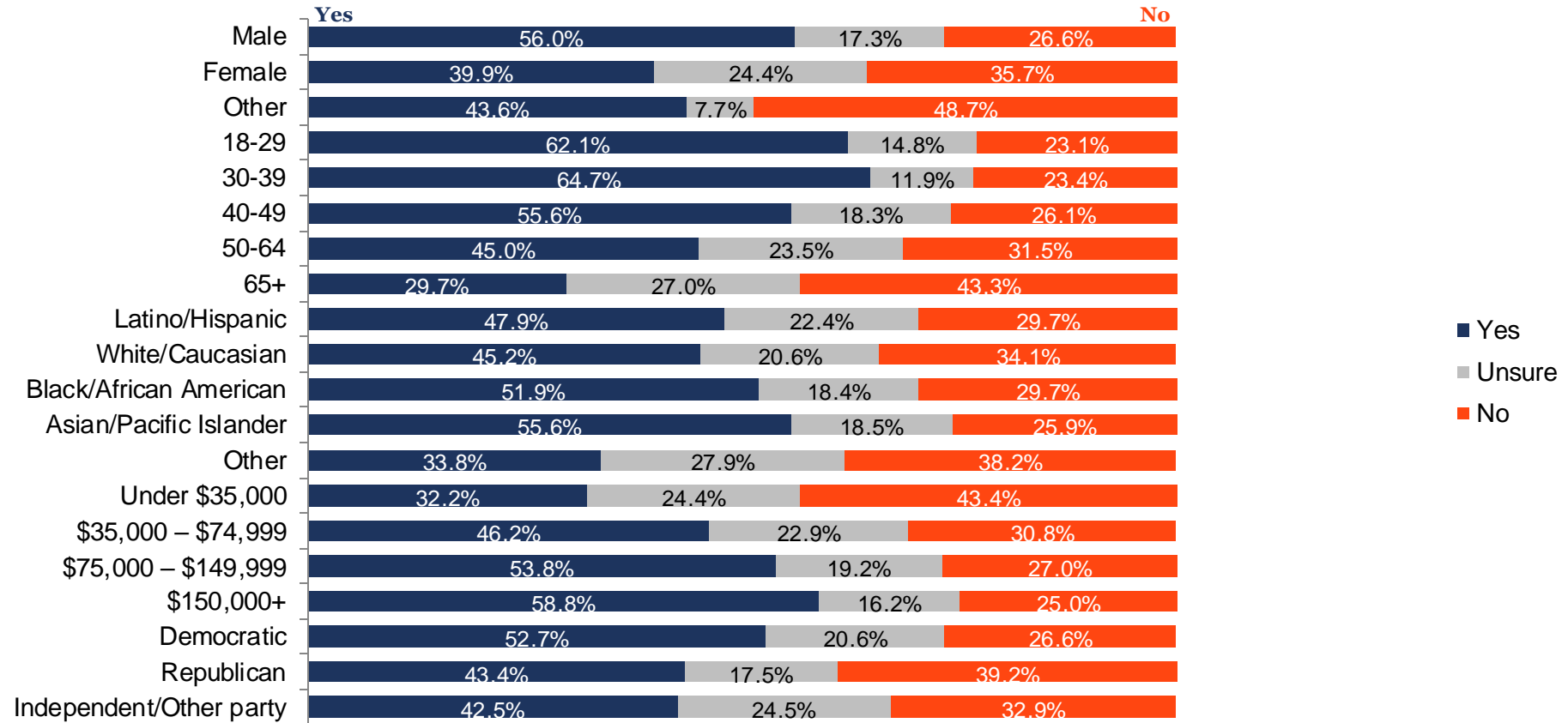
Among non-electric vehicle owners, 47% would consider an EV for their next vehicle

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



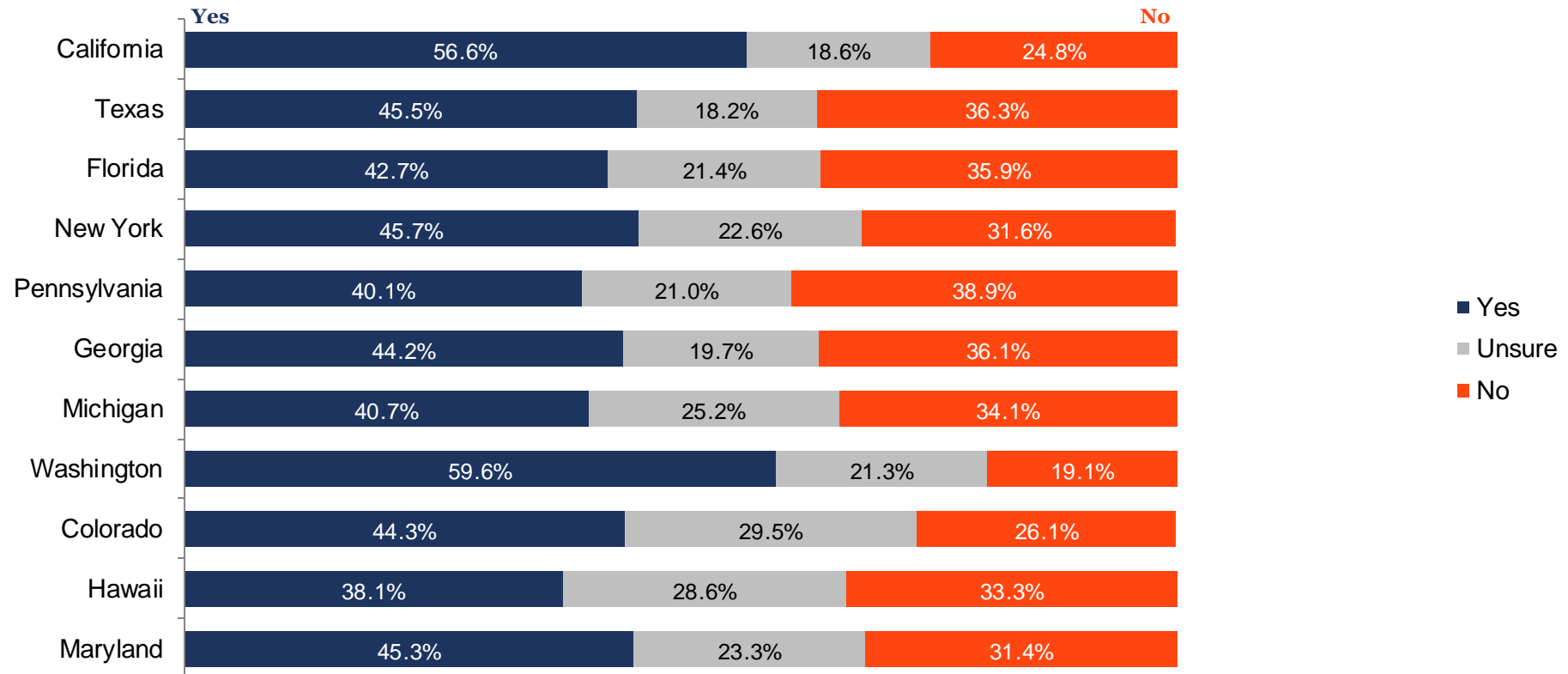
Results by gender, age group, ethnicity, annual household income, and party preference

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



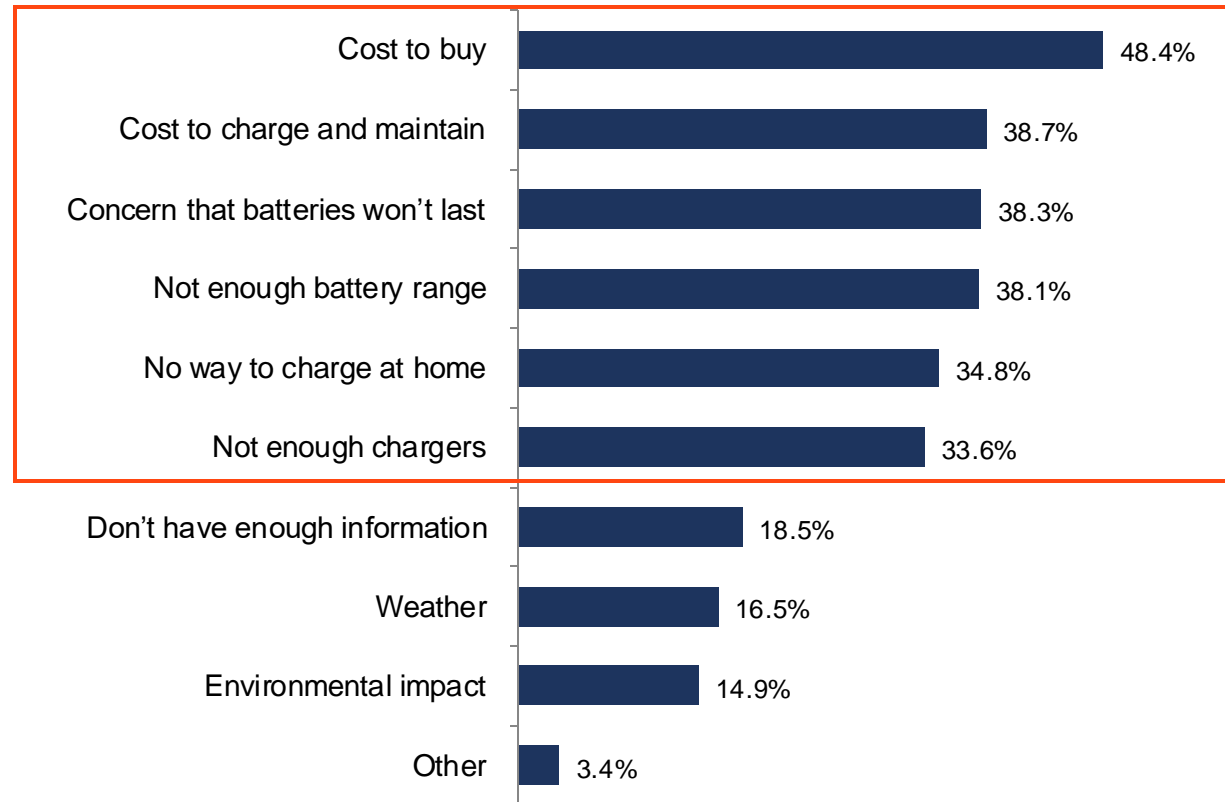
Results by State

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



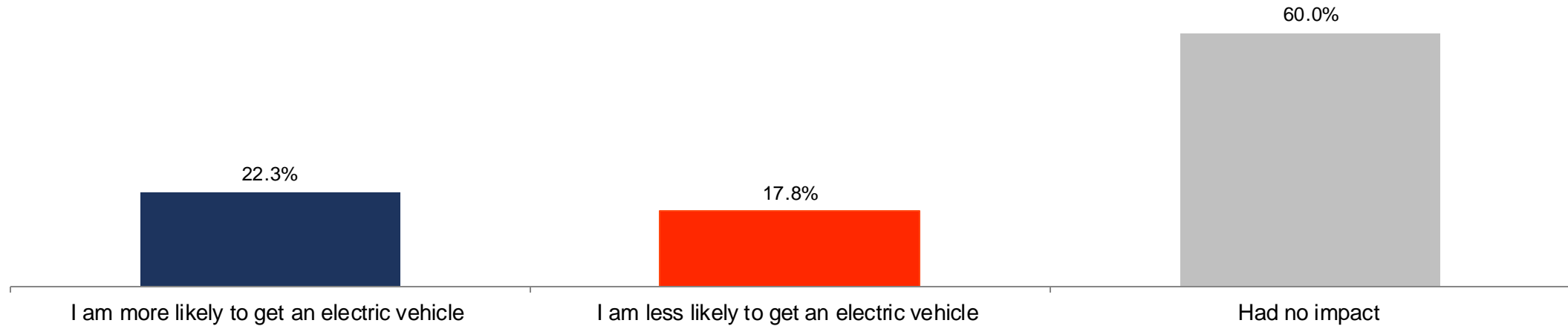
Cost to buy is the primary factor preventing people from choosing an electric vehicle

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



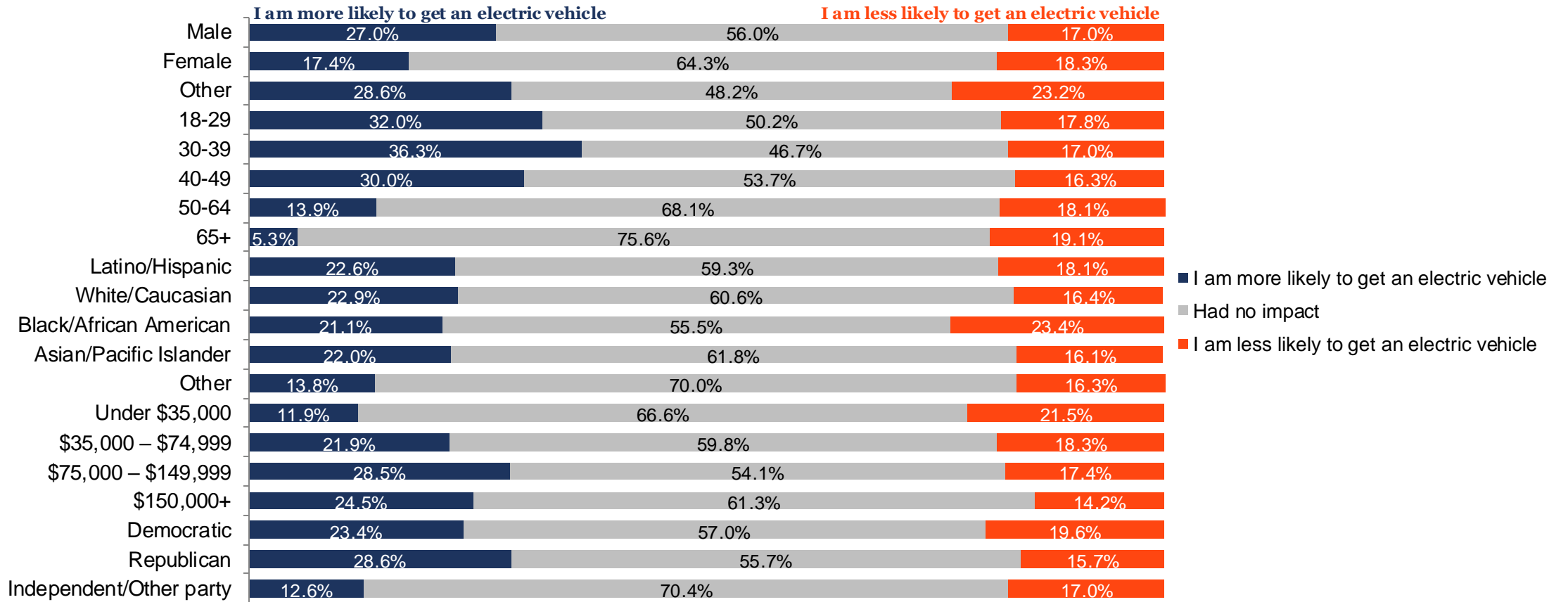
60% say that the results of the November election had no impact on their interest in getting an electric vehicle

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



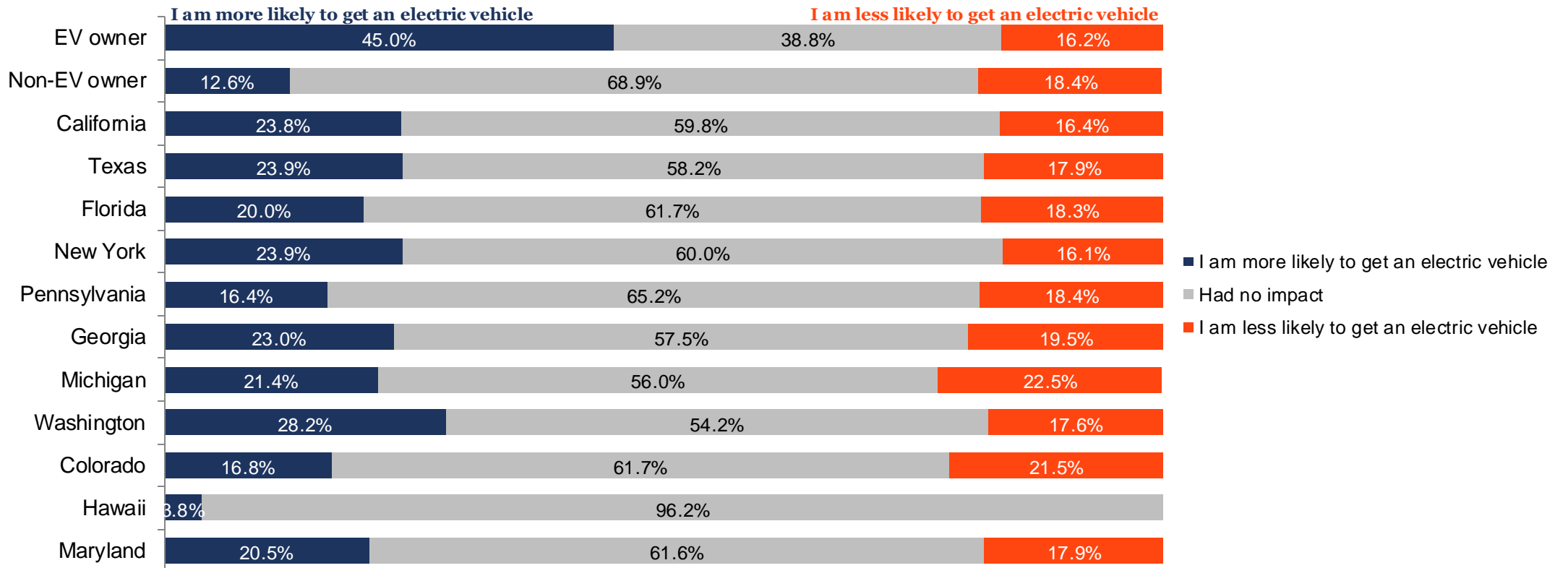
Results by gender, age group, ethnicity, annual household income, and party preference

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



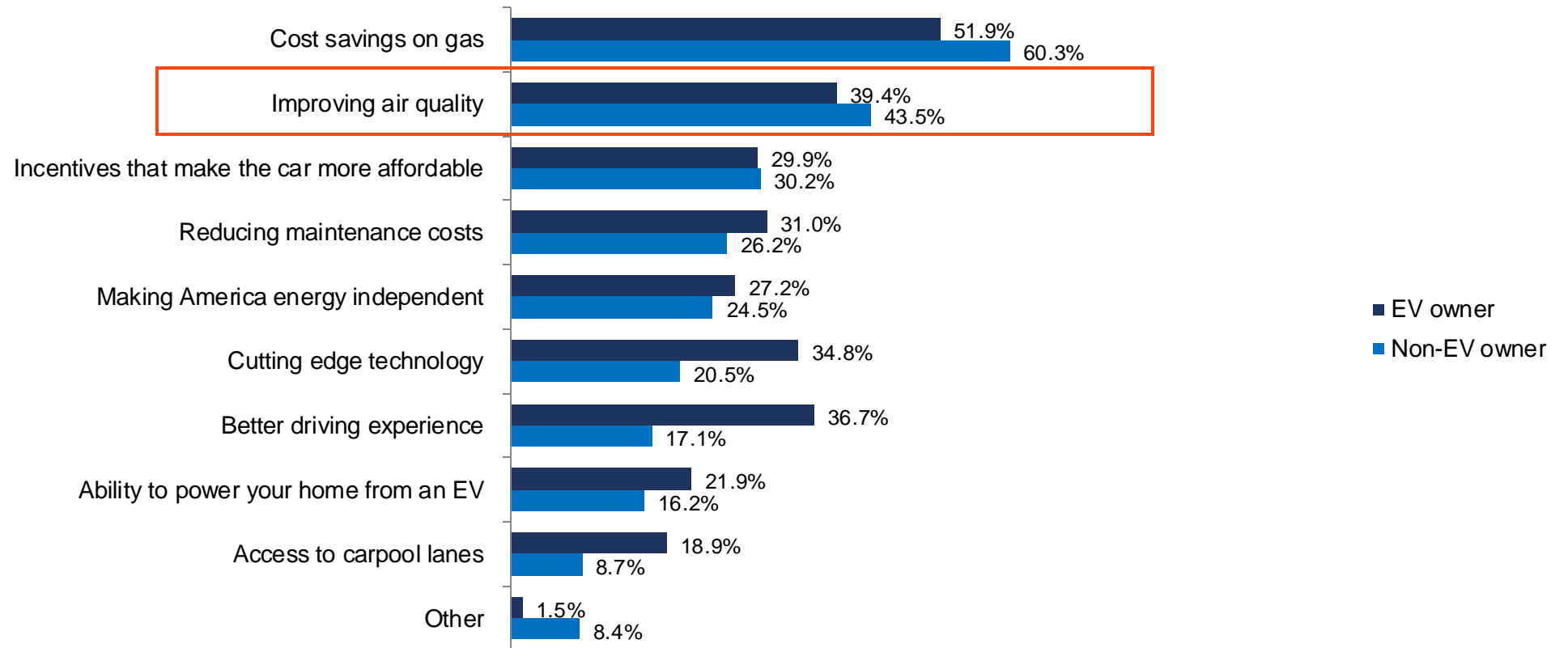
Results by EV ownership and State

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



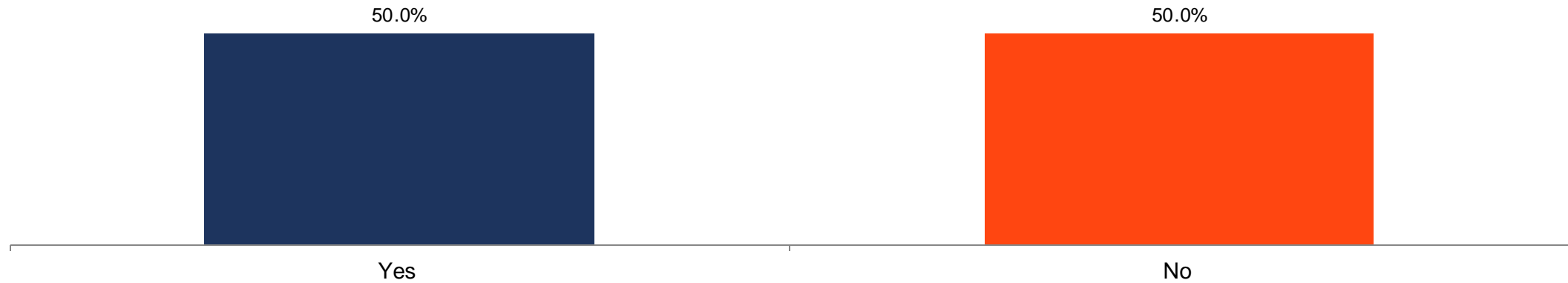
Cost savings on gas is the main reason for choosing an electric vehicle

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



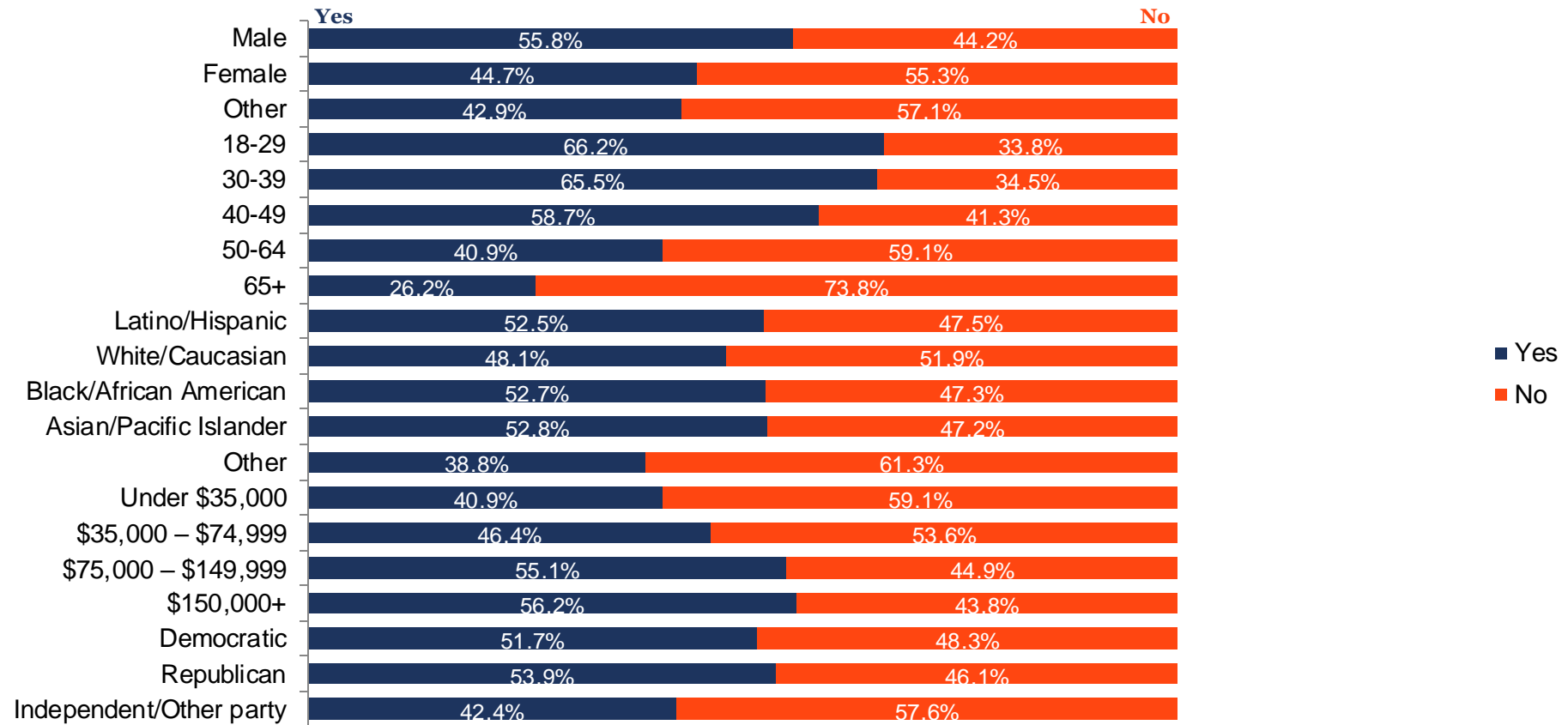
50% would choose an electric vehicle without any incentive

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



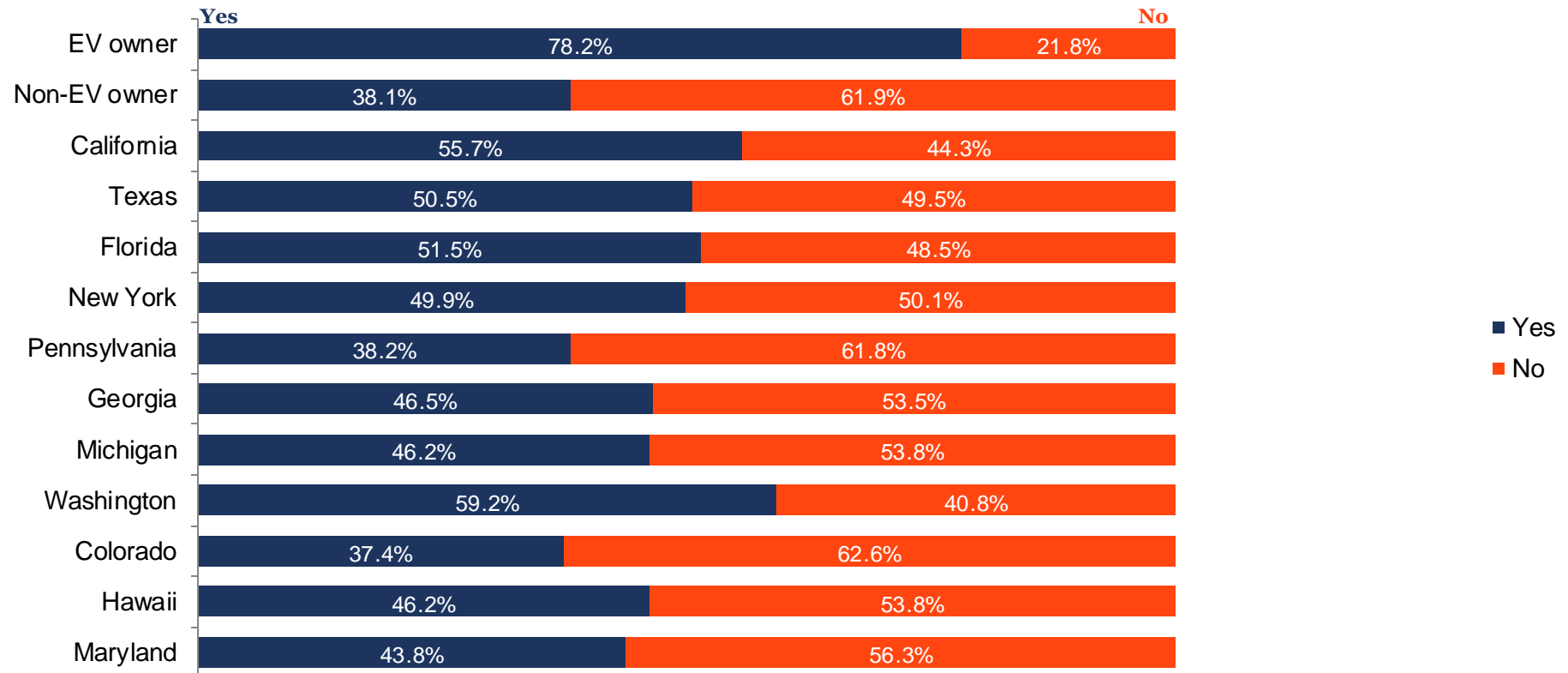
Results by gender, age group, ethnicity, annual household income, and party preference

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



Results by EV ownership and State

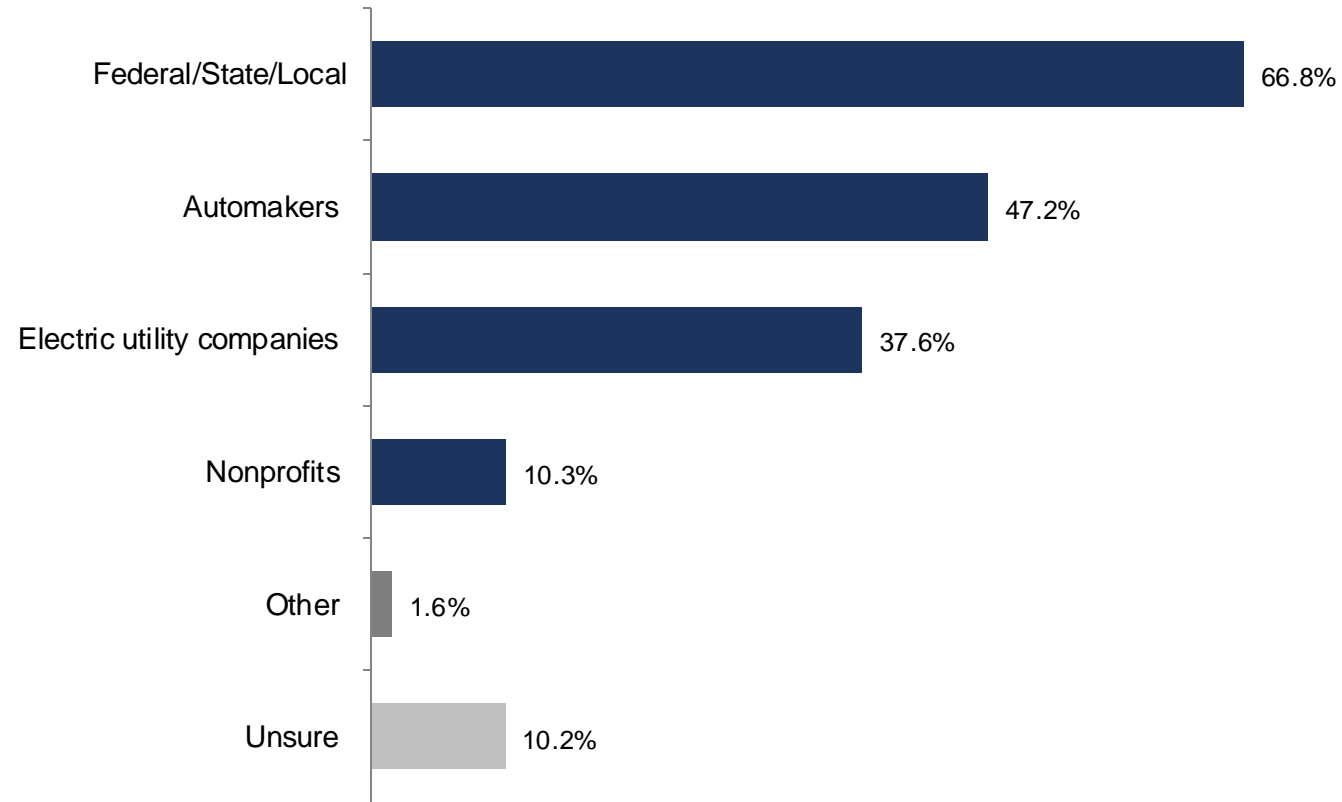
Question: Would you choose an electric vehicle without any incentive that reduces the price of the vehicle?



[Version 1]

67% say that the government should provide purchase incentives for electric vehicles

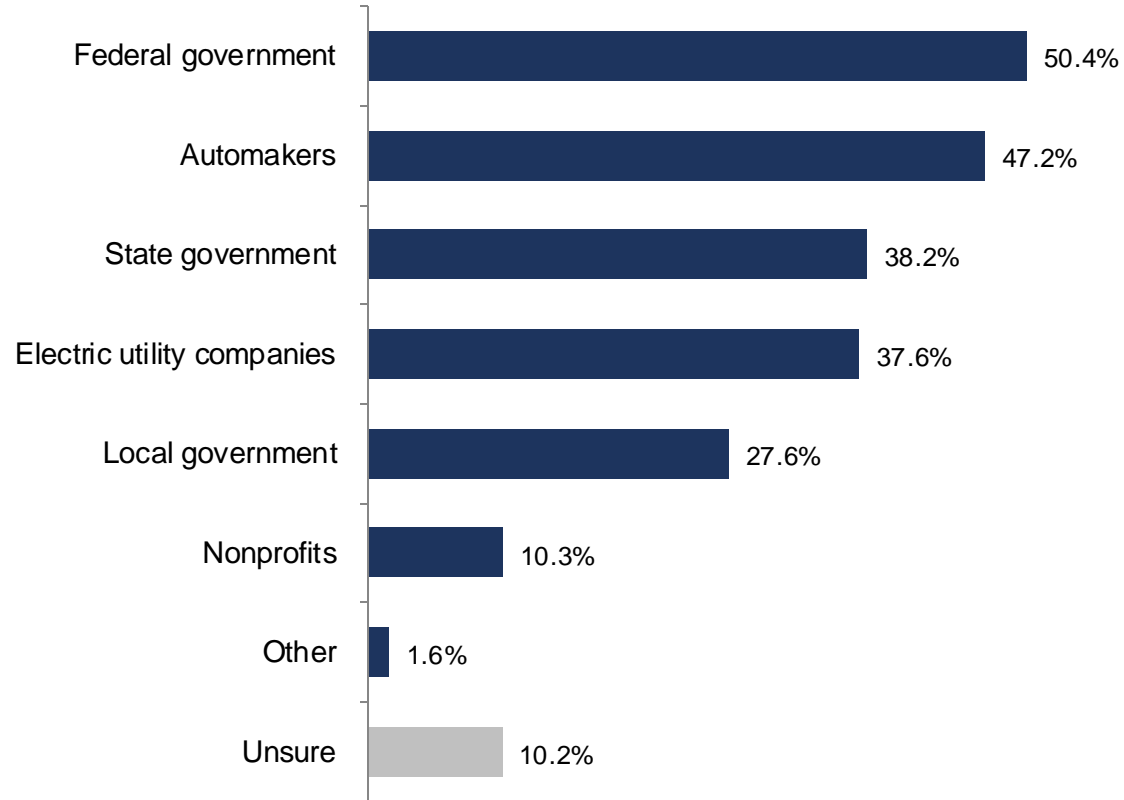
Question: Who do you think should provide purchase incentives for electric vehicles? Select all that apply.



[Version 2]

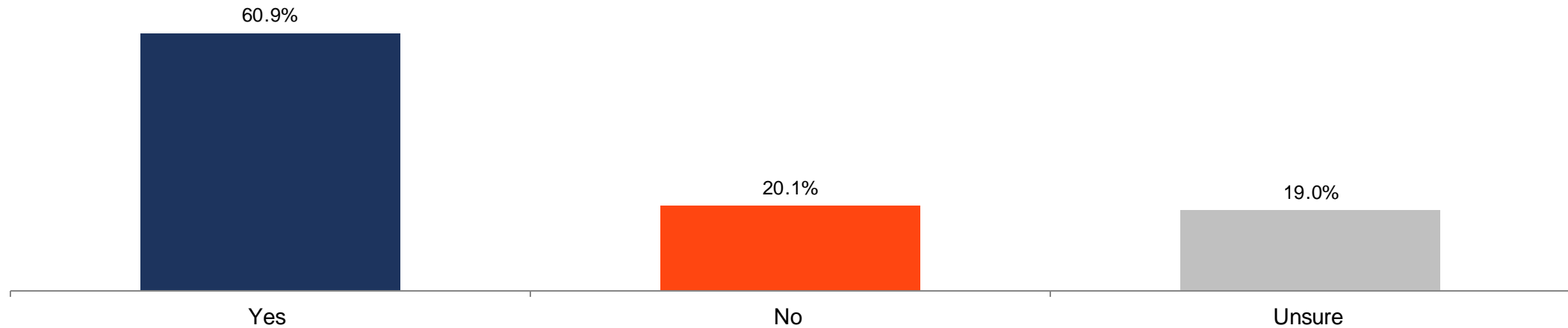
50% say that the federal government should provide purchase incentives for electric vehicles

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



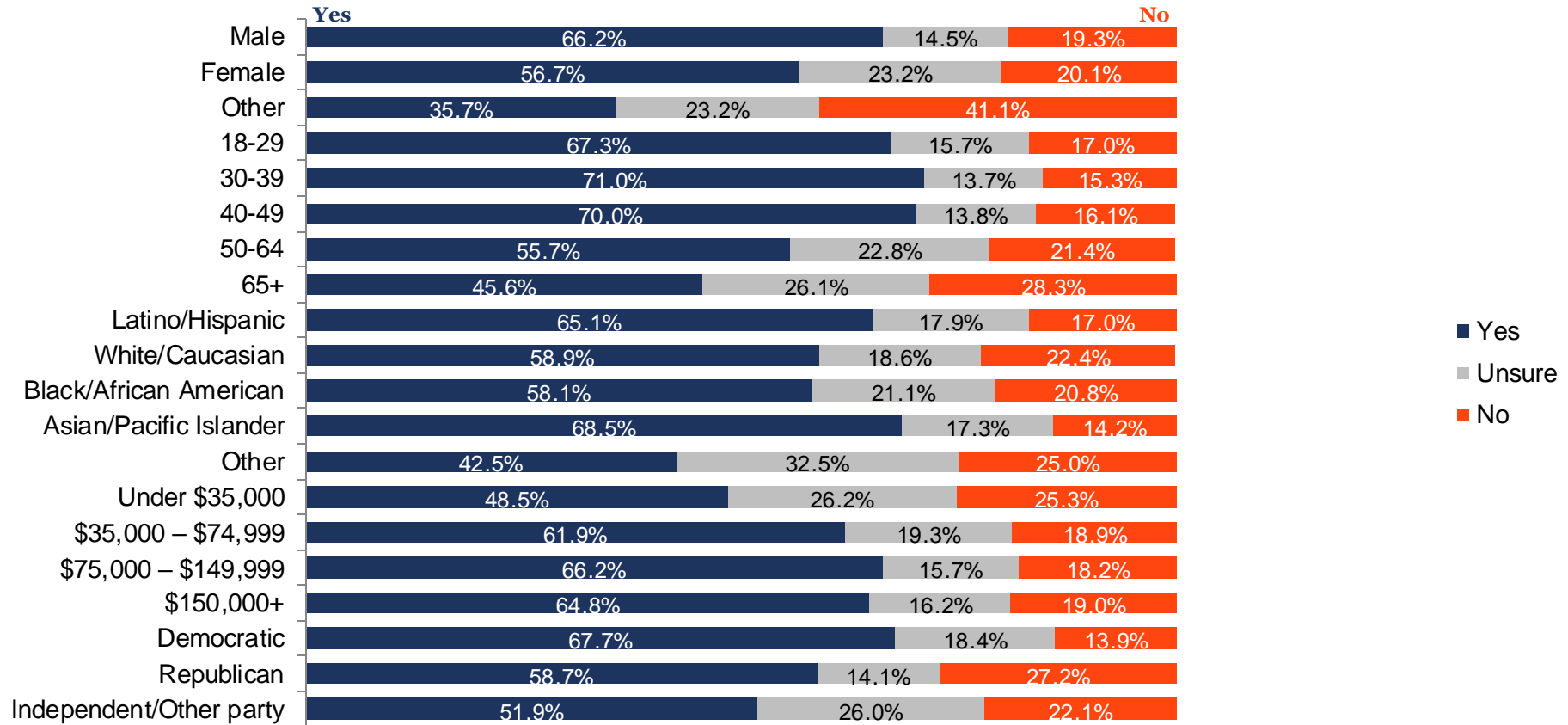
61% want state and local governments to increase their support and invest in electric vehicles if the federal government ends EV incentives

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



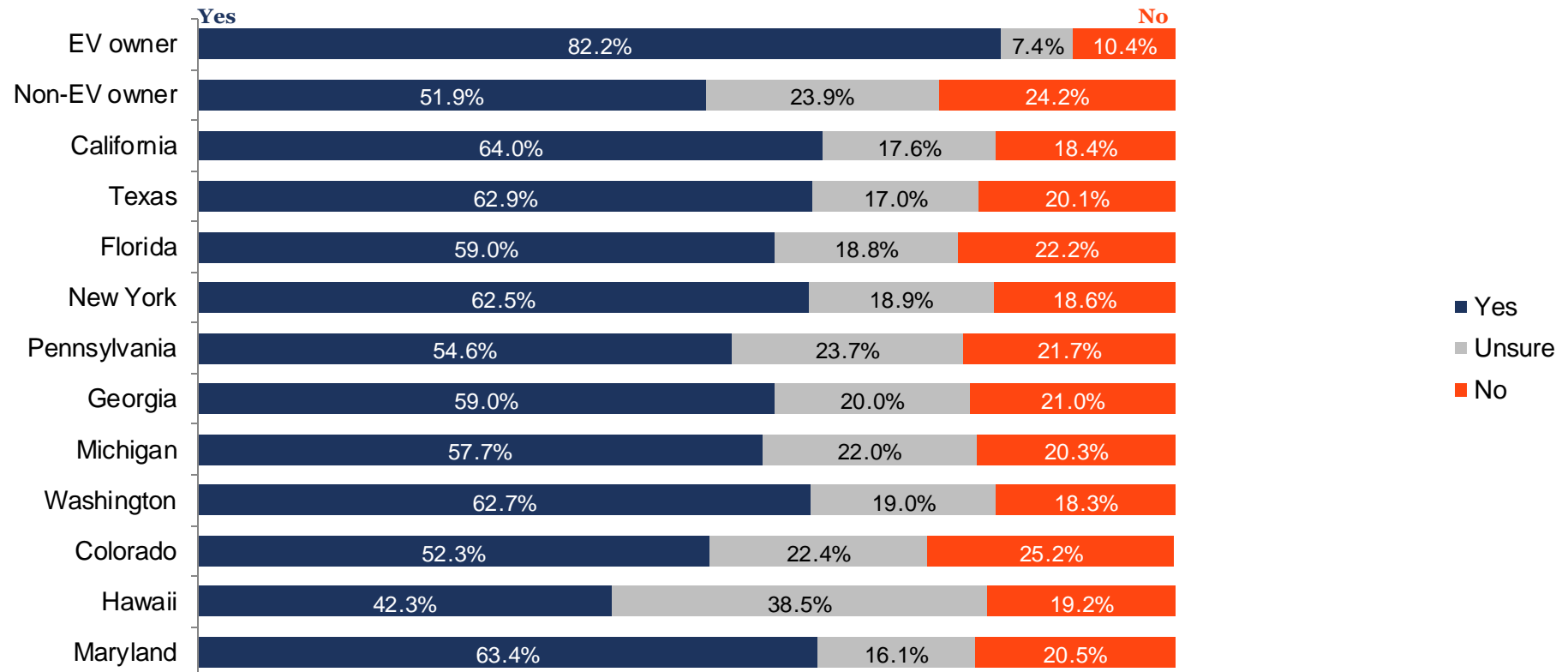
Results by gender, age group, ethnicity, annual household income, and party preference

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



Results by EV ownership and State

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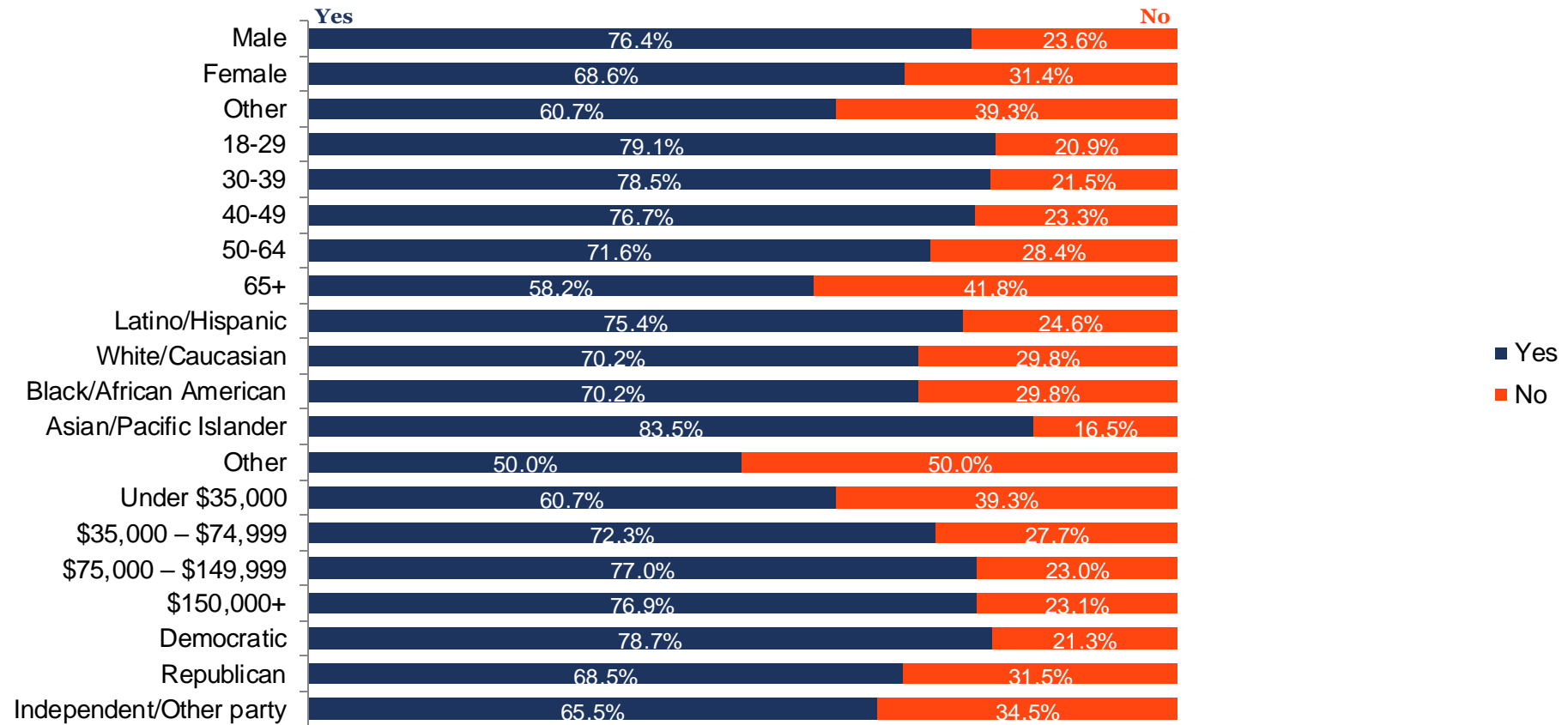
72% believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth

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



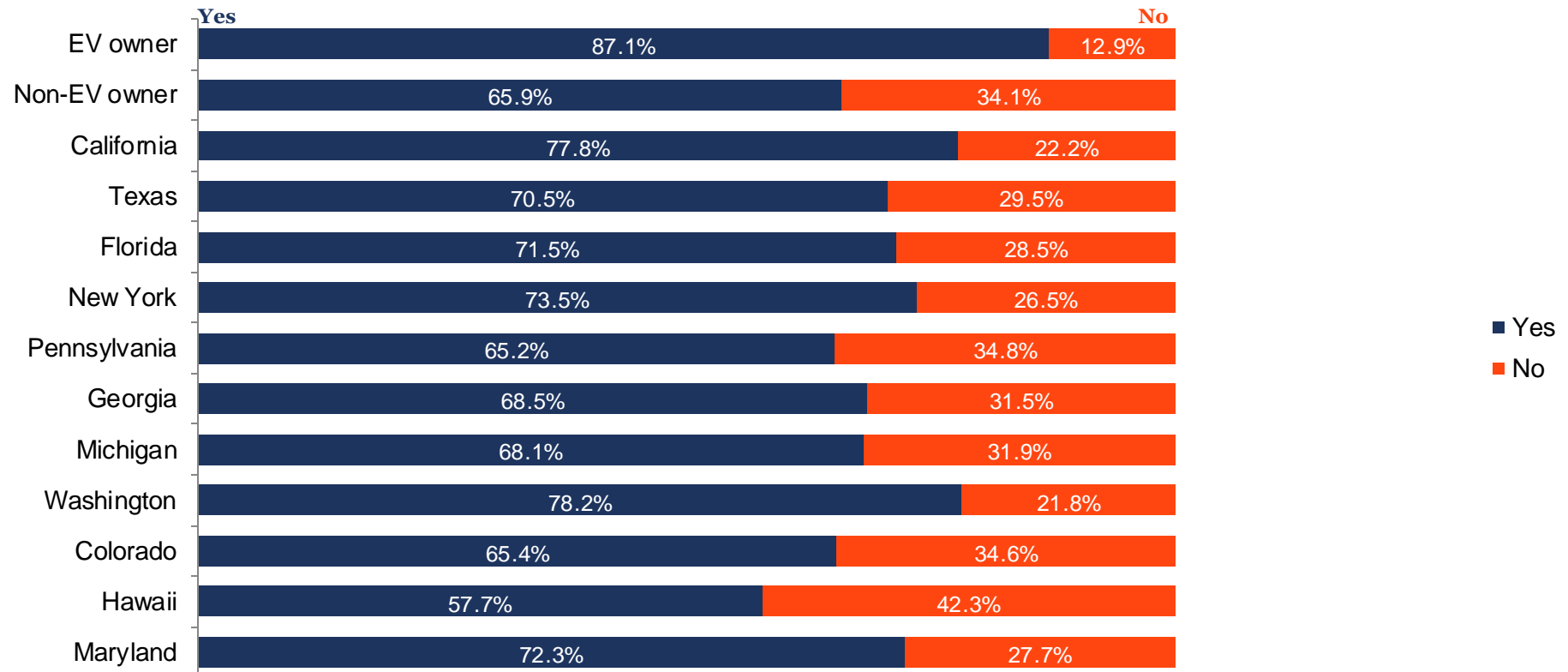
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Question: Do you believe that having a strong U.S. electric vehicle manufacturing industry is important for economic growth?



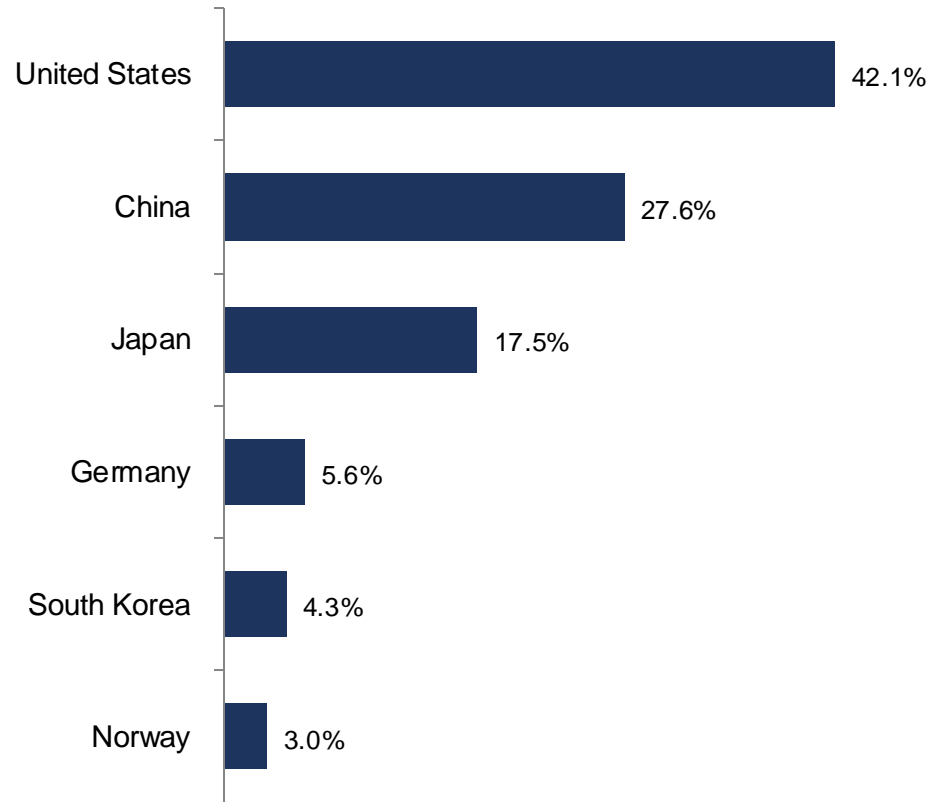
Results by EV ownership and State

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



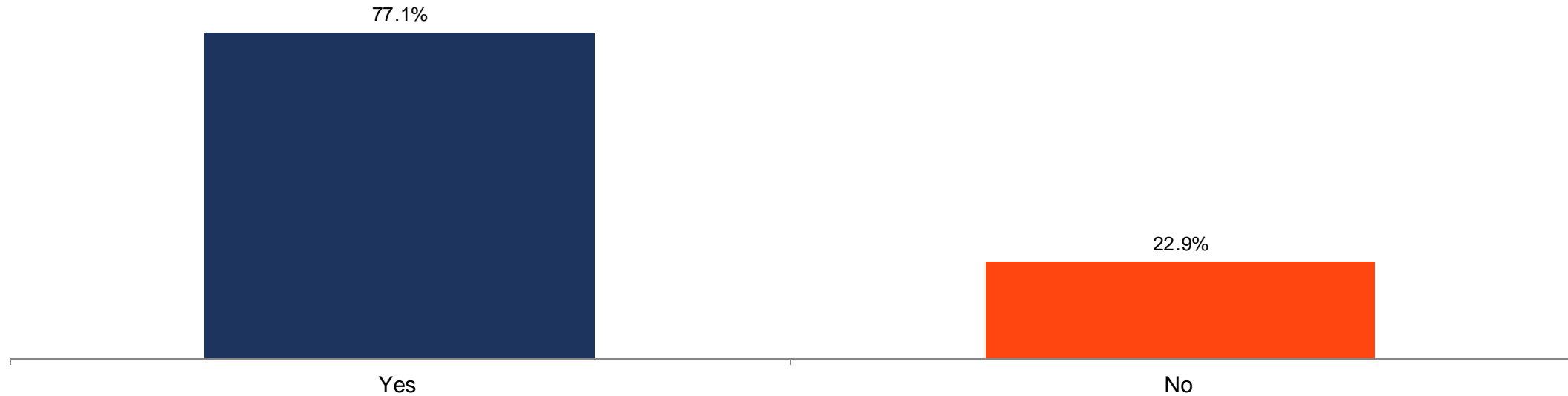
42% think the United States is the leader in electric vehicle technology and manufacturing

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



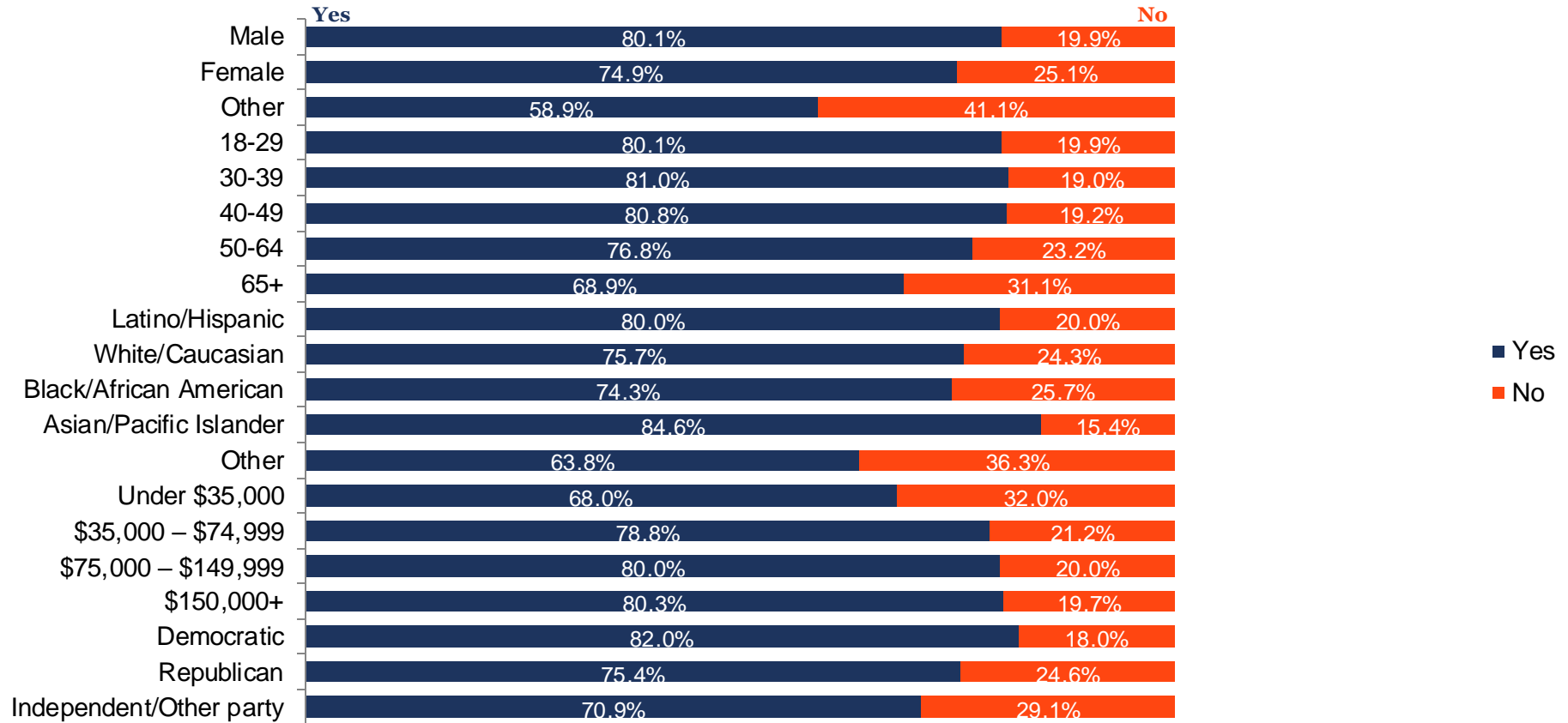
77% believe it is important to support United States manufacturing of electric vehicles to compete with China

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



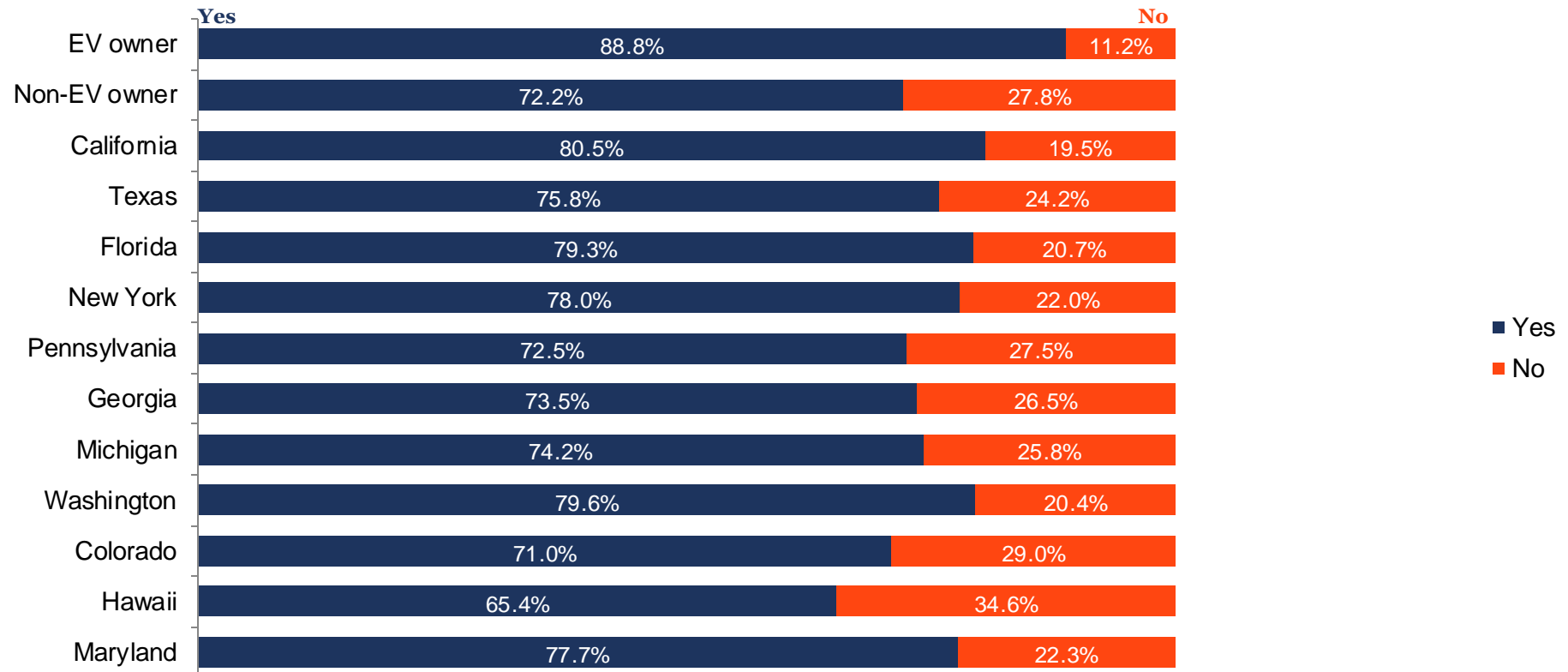
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Question: Do you believe it is important to support United States manufacturing of electric vehicles to compete with China's manufacturing of electric vehicles?



Results by EV ownership and State

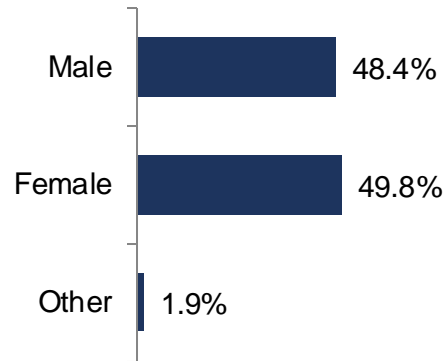
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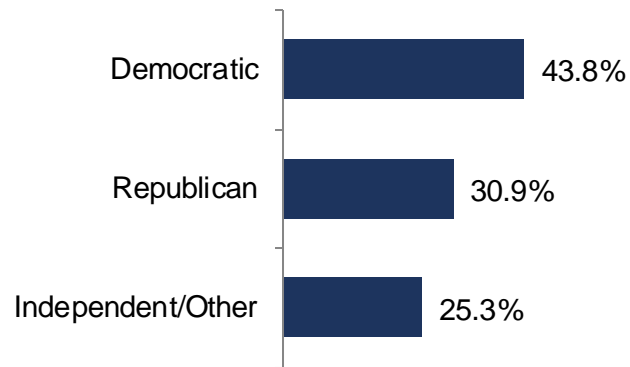
Demographics

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

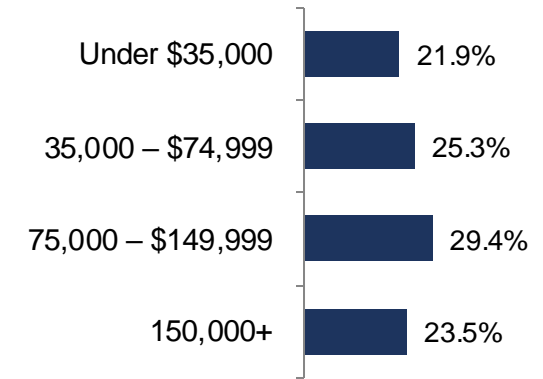
Gender



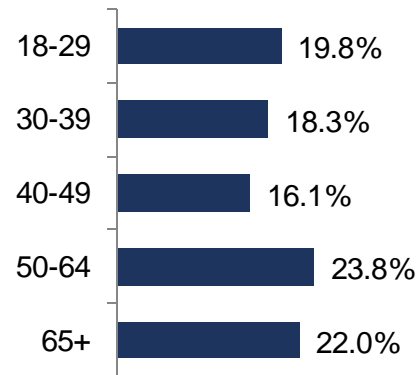
Party Preference



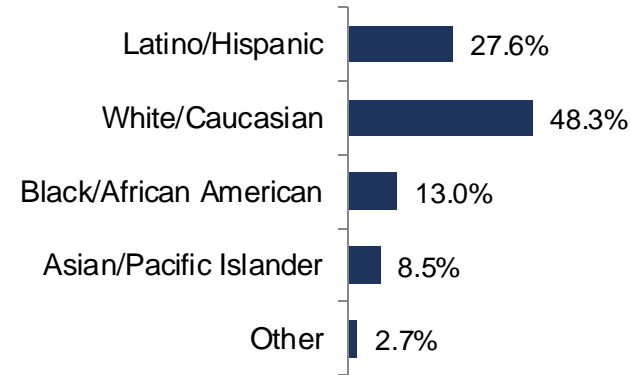
Annual Household Income



Age Group



Ethnicity



Questions?

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