Plug In America

EV Drivers in Washington

October 2025

Methodology

Our 2025 EV driver survey was conducted from January 2025 to March 2025. This analysis will show the results for all EV drivers who reported that they live in the state of Washington. In total, this encompasses 427 respondents. To see the demographics of the survey respondents, please click here.

The intent of this report is to show a full picture of the current EV experience in Washington, in particular:

- Purchasing considerations when buying an EV
- The likelihood of EV drivers' next vehicle being an EV
- The biggest concerns respondents had when buying or leasing an EV, and their biggest concerns now
- The charging experience
- The purchasing or leasing journey for an EV

EV Information

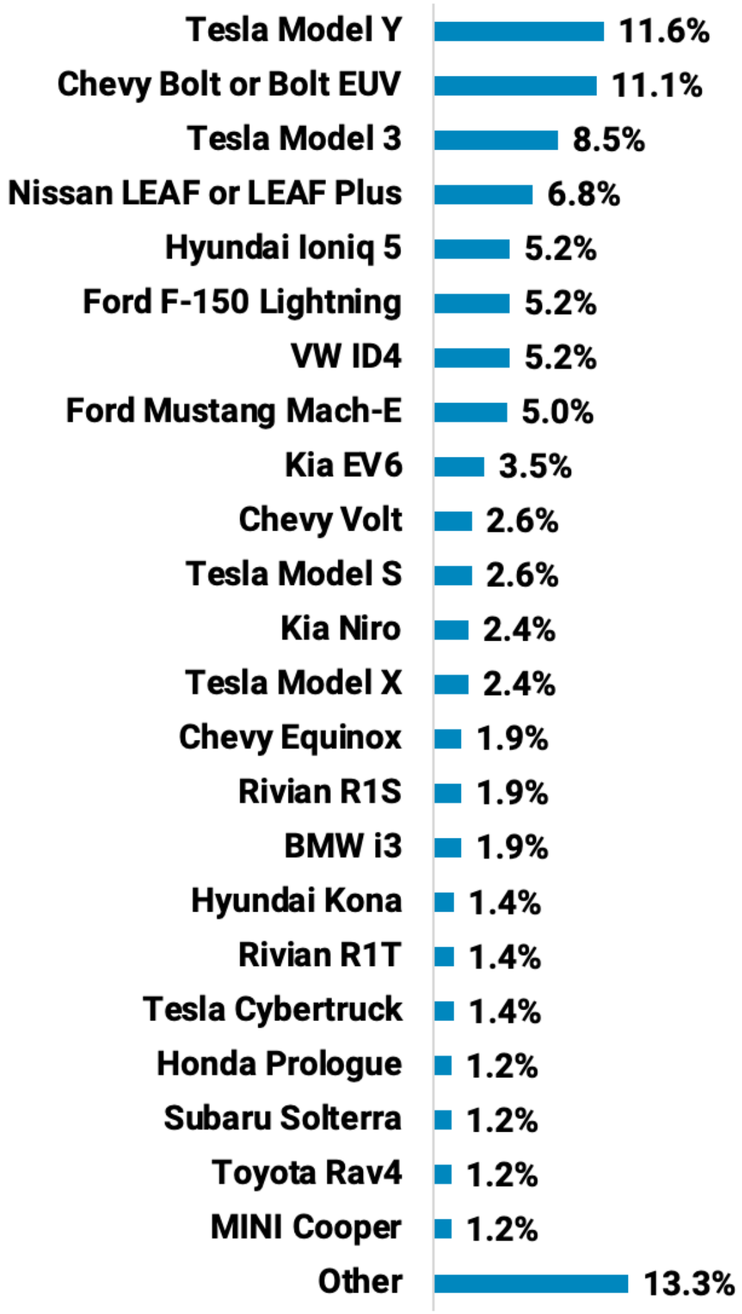
The Tesla Model Y is the top model among Washington respondents, while the Chevy Bolt and Tesla Model 3 are also popular.

11.6% of Washington EV driver respondents said their primary EV is a Tesla Model Y. 11.1% said a Chevy Bolt is their primary EV, while 8.5% said a Tesla Model 3 is their primary EV. The Nissan LEAF and the Ioniq 5 rounded out the top 5.

76.3% of Washington EV driver respondents said they got their primary EV new, compared to 23.7% who said they got it used.

86.3% of Washington EV driver respondents said they bought their primary EV, while 13.7% said they leased it.

What is the model of your primary EV?



What influences EV purchases/leases in Washington?

“Clean air/environmental protection” is the most important purchase consideration for Washington EV driver respondents, while “cost savings” was also a driver.

39.9% of Washington EV driver respondents said that “clean air/environmental protection” is their most important purchase consideration. This was in line with the nationwide total of 39.7% who said the same.

23.7% of Washington EV driver respondents said that “cost savings” is their most important purchase consideration, which was higher than the nationwide total of 21.4%.

Respondents were also asked to rate each consideration individually based on how crucial they are to them. **58.1% of Washington EV driver respondents said “safety” is a crucial consideration for them.** This was lower than the national average of 62.2% who said the same, but still the second-highest total in Washington. **62.7% of Washington respondents said “clean air/ environmental protection” is crucial for them.**

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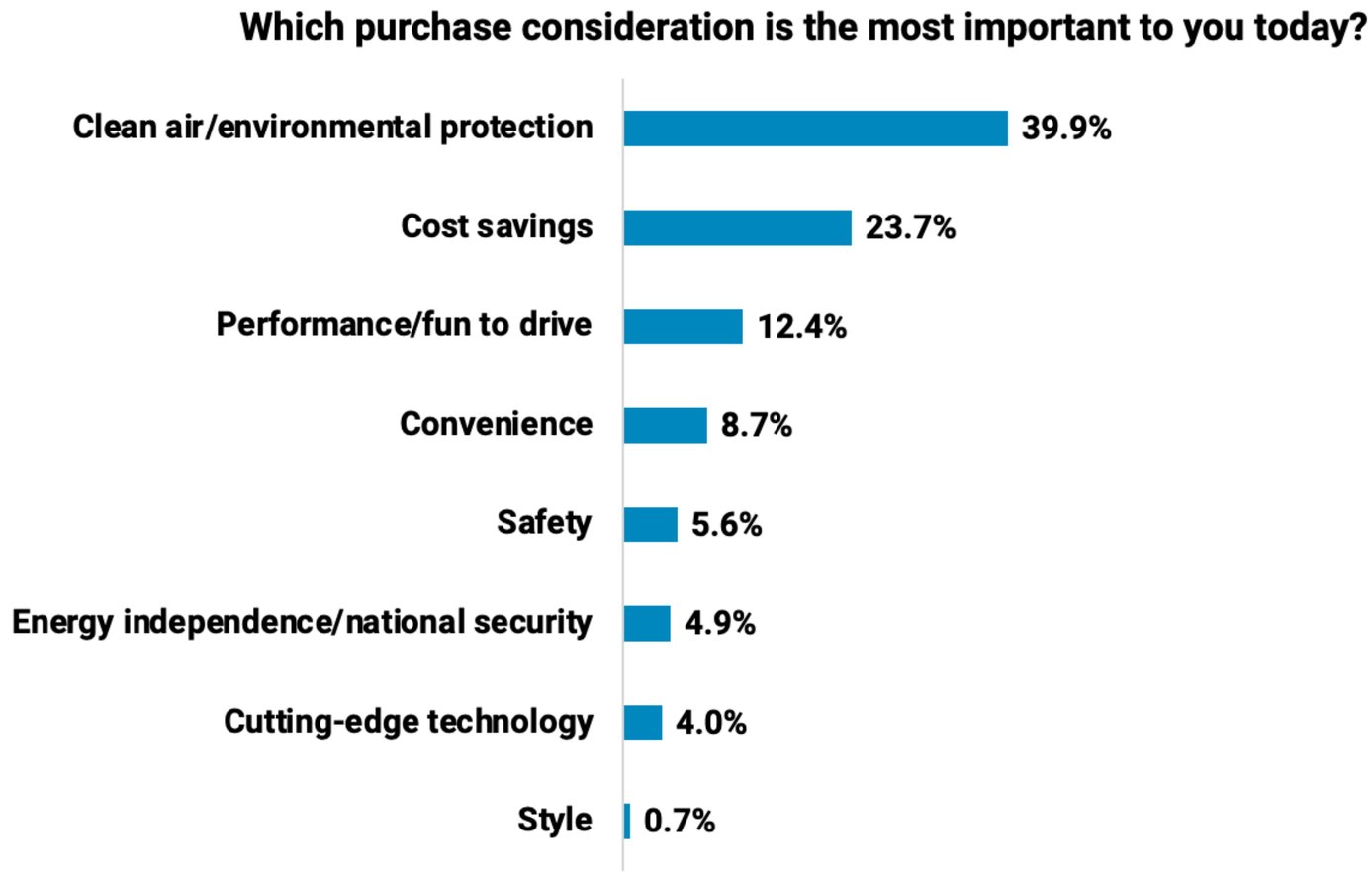
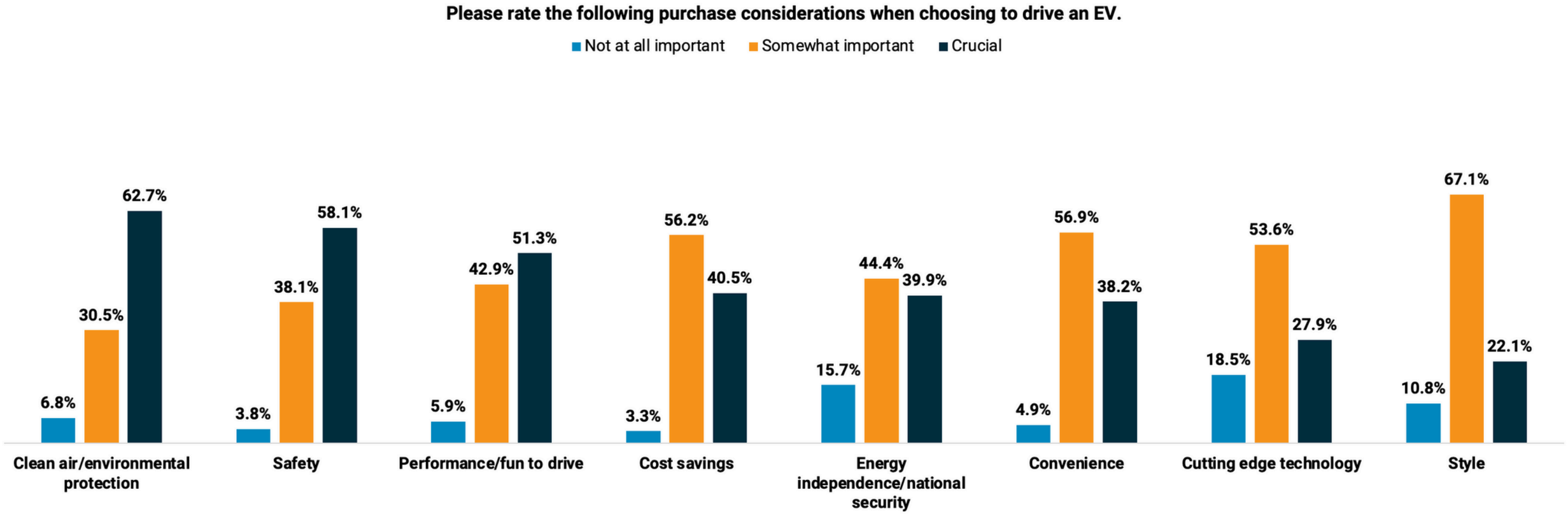


Washington respondents were most likely to select “clean air/ environmental protection” and “safety” as crucial considerations when choosing to drive an EV.



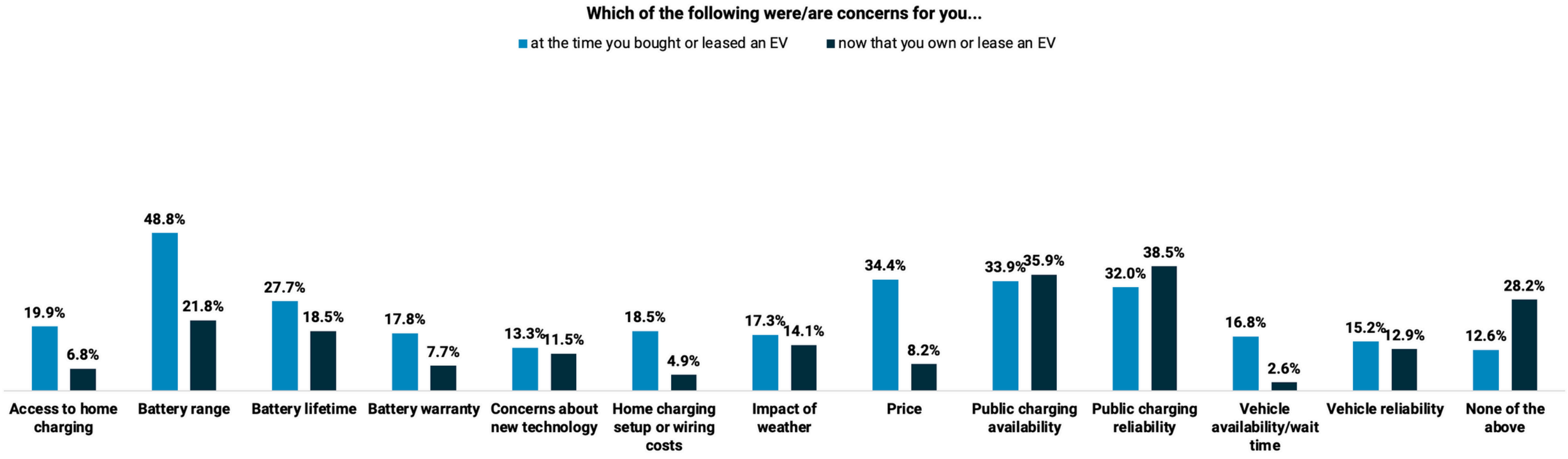
Washington EV driver respondents saw concerns drop after experience with an EV in almost every single factor.

Washington EV driver respondents saw their concerns drop once they had experience with an EV in almost every single factor - this was especially true when it comes to home charging, the battery, and price.

Despite the decreases elsewhere, public charging concerns actually increased among Washington EV driver respondents. 33.9% of respondents indicated concern over public charging availability when they got an EV, while 35.9% reported concern with that now after experience with an EV. Likewise, 32% of Washington respondents indicated concern with public charging reliability when they first got an EV, while 38.5% indicated concern now.

After experience with an EV, 28.2% of Washington EV driver respondents said they had no concern with their EVs. Before experience with an EV, only 12.6% said the same.

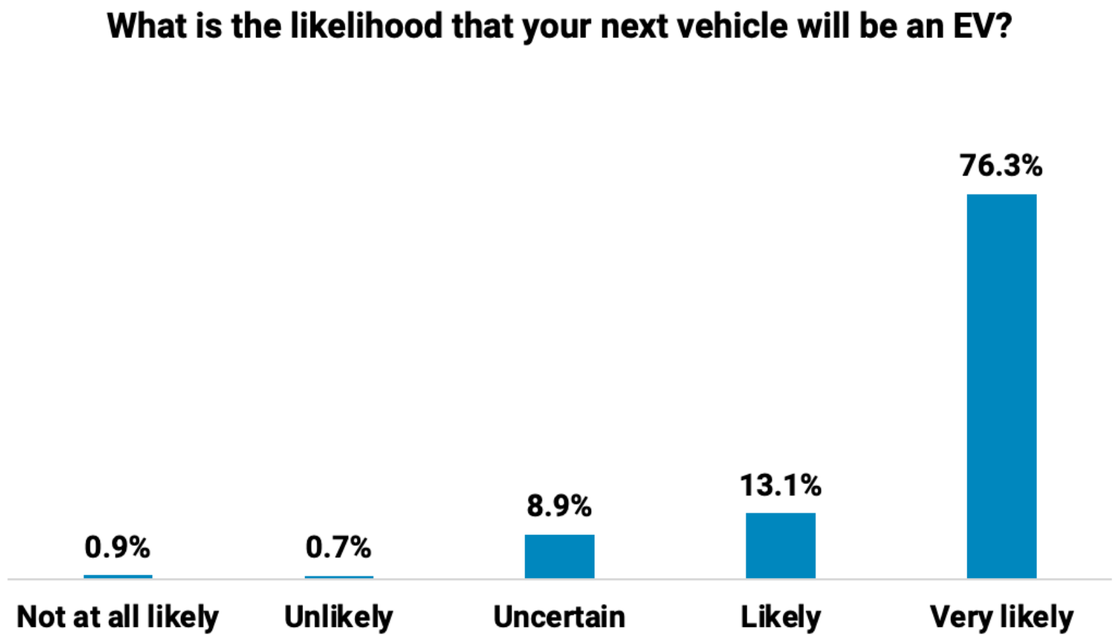
Washington EV driver respondents saw concerns drop after experience with an EV in almost every single factor.



Just under 90% of Washington EV driver respondents said it is likely or very likely their next vehicle will be an EV.

89.4% of Washington EV driver respondents said it is "likely" or "very likely" their next vehicle will be an EV, with 76.3% saying it is "very likely." This is only slightly lower than the 91.8% of respondents nationwide who said the same.

76.3% of Washington EV driver respondents said it is "very likely" their next vehicle will be an EV, which is in line with the national average. However, 8.9% of Washington respondents said that they are "uncertain," while 13.1% said they are "likely" to make their next vehicle an EV. For comparison, 6.7% of nationwide respondents said they are "uncertain," and 15.7% said they are "likely."



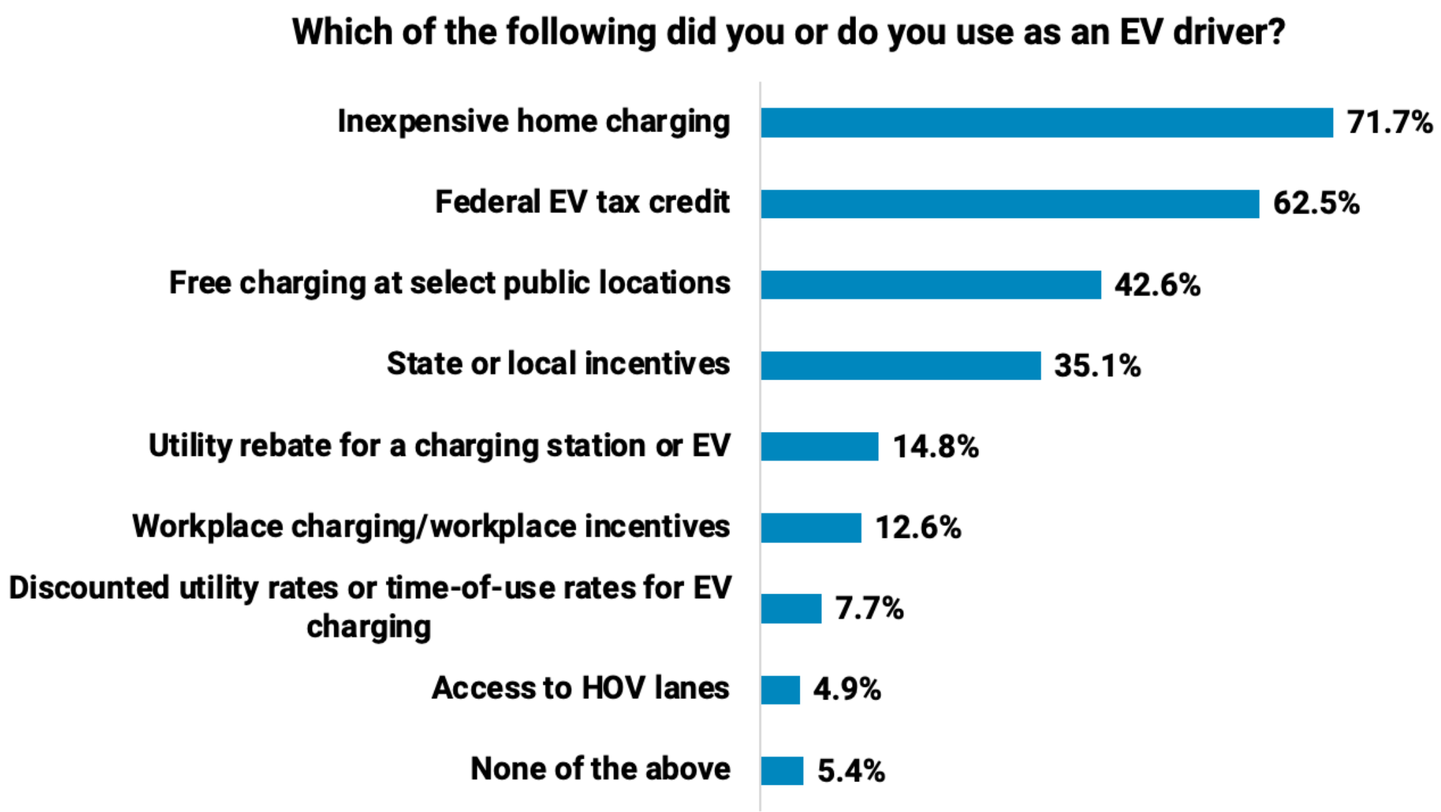
Inexpensive home charging and the federal EV tax credit are the most popular incentives in Washington, while respondents indicated much less use of discounted utility rates.

71.7% of Washington EV driver respondents said they **used inexpensive home charging**, while **62.5%** said they **used the federal EV tax credit**.

35.1% of Washington EV driver respondents said they **use or have used state or local incentives**. This aligns with the national average.

Washington EV driver respondents were much less likely than the rest of the country to report use of discounted utility rates or time-of-use rates, and use of HOV lanes. Washington has restrictions for EV use of HOV lanes based on occupancy in the vehicle, so it makes sense that it is much lower in this state.

Inexpensive home charging and the federal EV tax credit are the most popular incentives in Washington, while respondents indicated much less use of discounted utility rates.



Charging in Washington

A majority of Washington EV drivers have and often use home chargers.

49% of Washington EV drivers said that they use home chargers daily, while another 46% said they use home chargers on a weekly basis. This is in line with the national average on both counts.

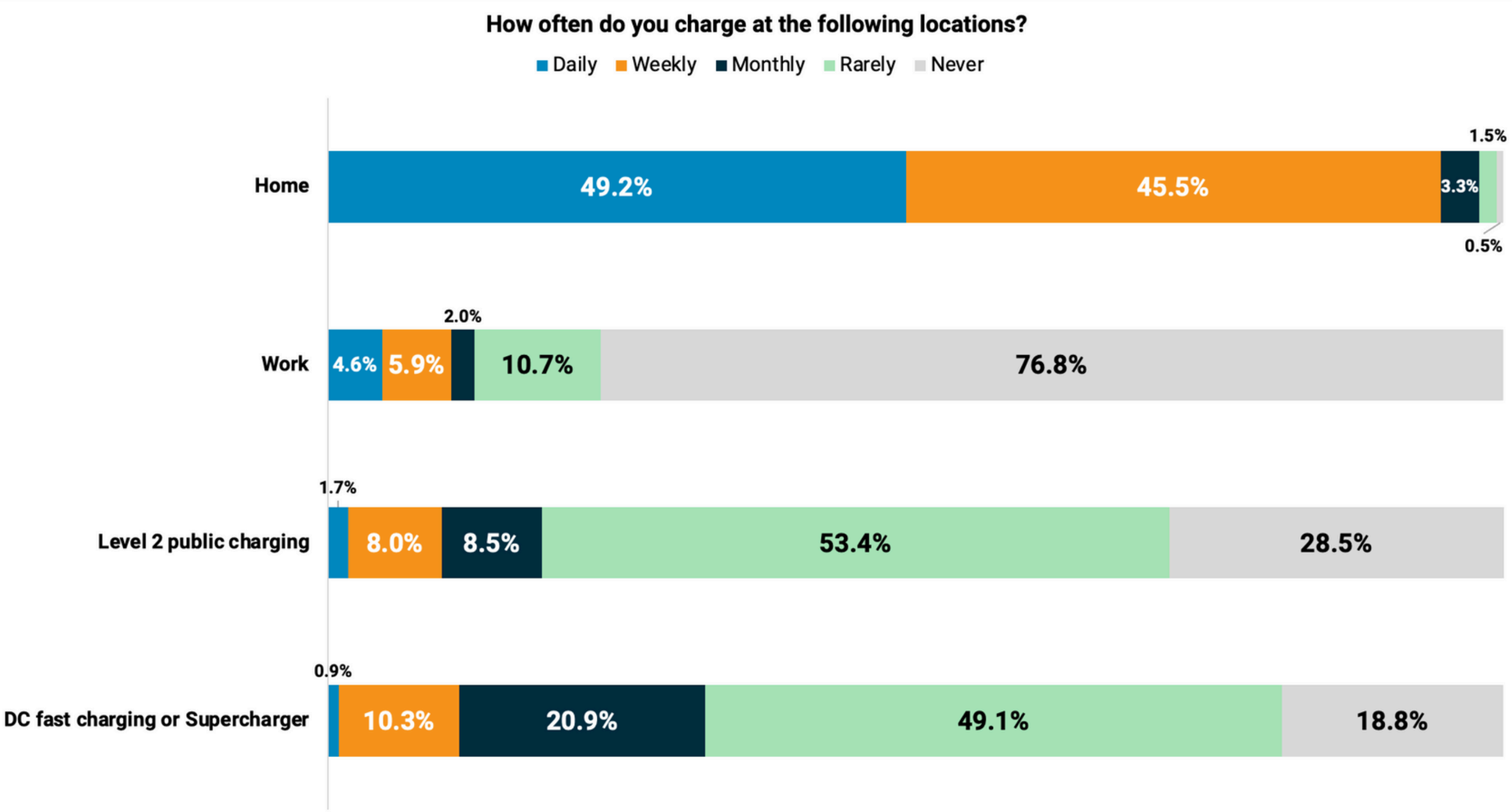
Just under 10% of Washington EV driver respondents said that they use Level 2 chargers at least weekly, in line with the national average.

About 11% of Washington EV driver respondents reported using DC fast chargers/Superchargers at least weekly, which is slightly higher than the national average of 9%.

About 23% of Washington EV driver respondents said they use work chargers, slightly lower than the national average of 25%. 5% said they use work chargers daily, while 6% said they use work chargers weekly.

Only 11% of Washington EV drivers use DC fast chargers weekly.

A majority of Washington EV drivers have and often use home chargers.



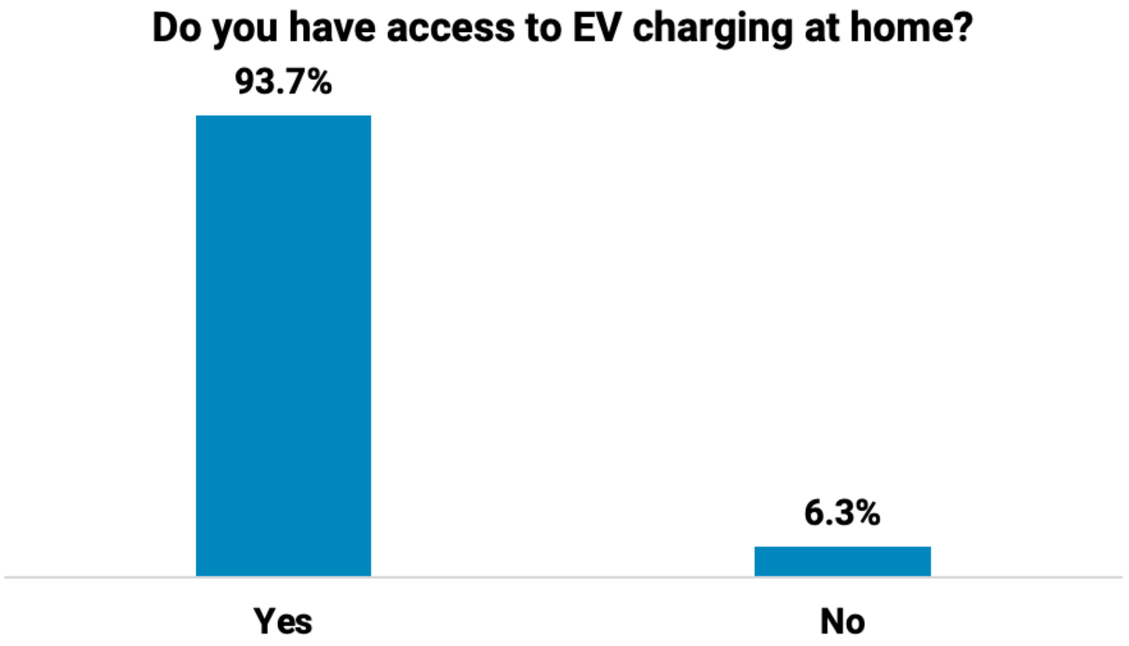
Washington drivers were much less likely to report use of scheduled charging features and access to special rates for home EV charging.

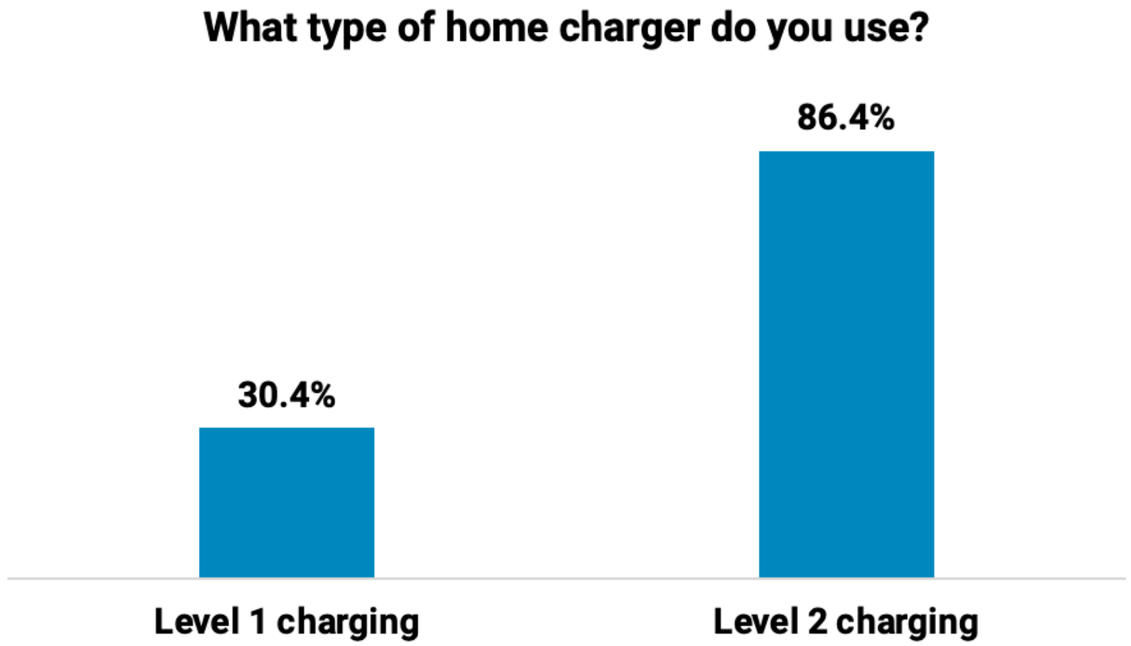
94% of Washington EV driver respondents said they have access to home EV charging. 86% have access to a Level 2 charger at home, while 30% have access to a Level 1 charger at home.

32% of Washington EV driver respondents said that they use a schedule charging feature to control the time of the day at which they charge, with 15% using it all of the time. For comparison, 49% of EV driver respondents nationwide said they use a schedule charging feature.

11% of Washington EV driver respondents said their local electric utility offers special rates for home EV charging, and only 7% use the special rates. For comparison, **39% of respondents nationwide said that their local electric utility offers special rates for home EV charging.**

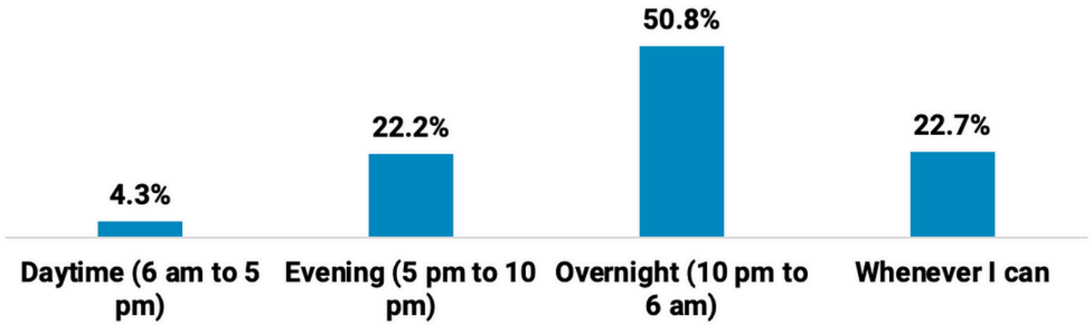
94% of Washington EV driver respondents have access to home charging, with 86% having access to a Level 2 charger at home.



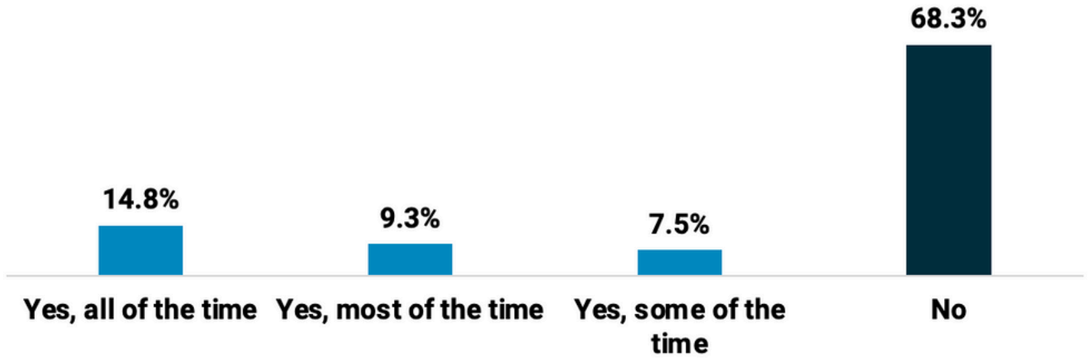


32% of Washington EV driver respondents use a schedule charging feature to control the time of day at which they charge.

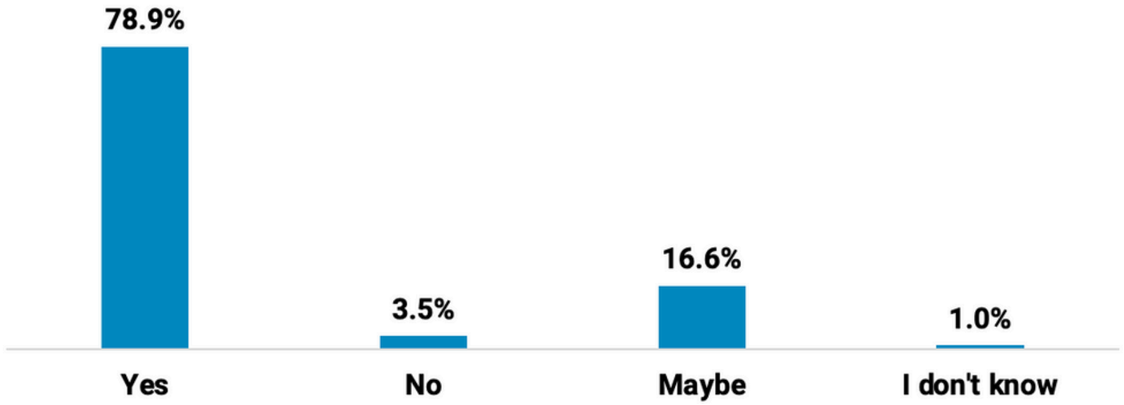
What time of day do you most frequently charge?



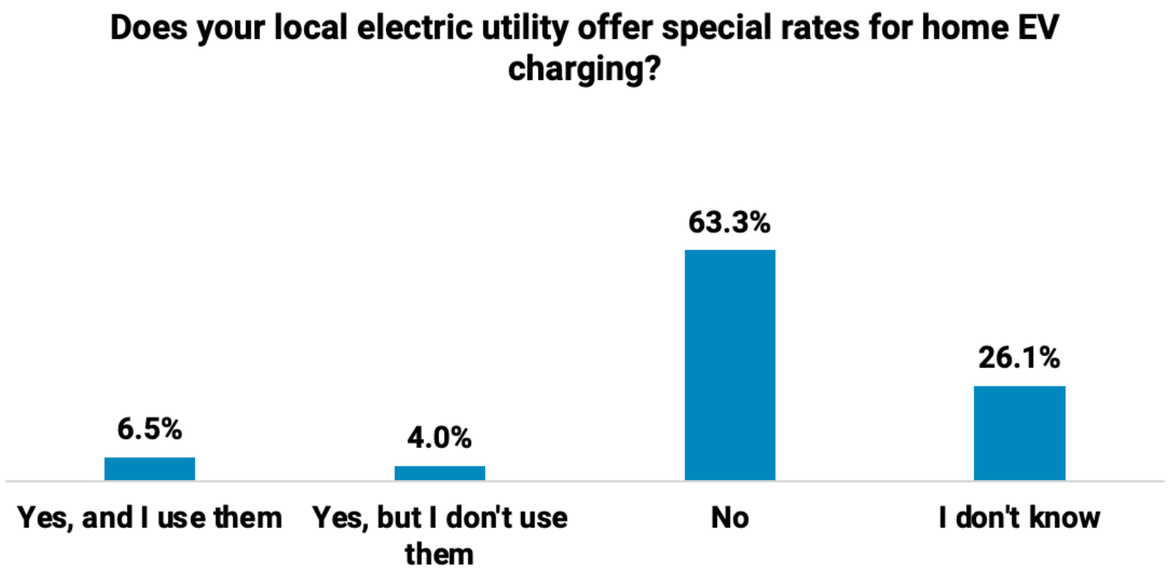
Do you use a schedule charging feature to control the time of day at which you charge?

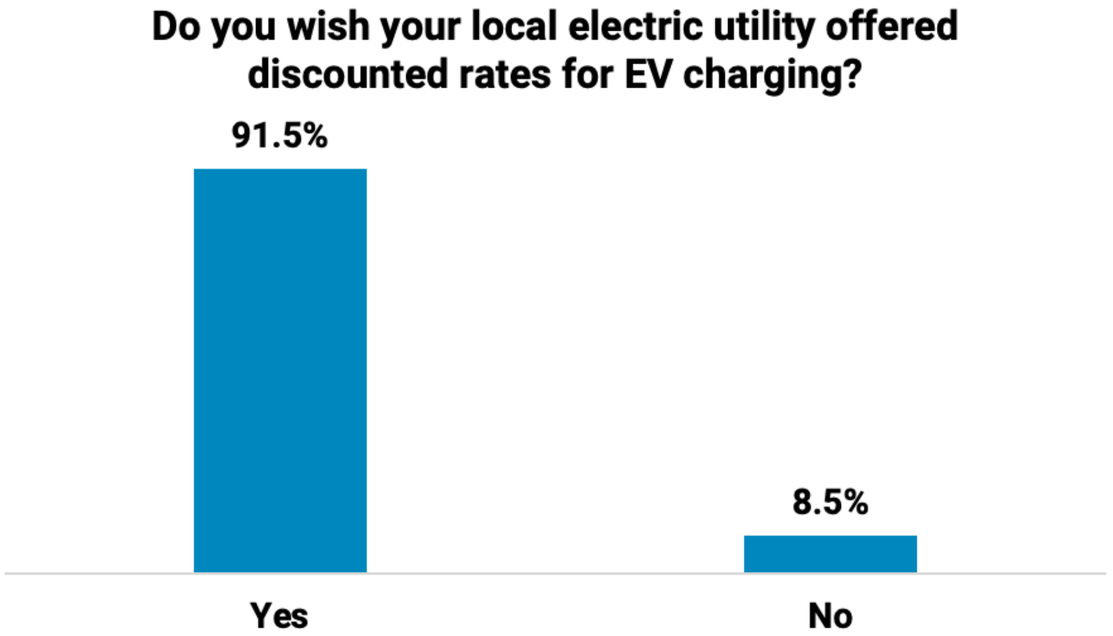


Would you be willing to change the hours you charge at home in order to receive discounted utility rates?



Only 11% of Washington EV driver respondents said their local electric utility offers special rates for home EV charging.



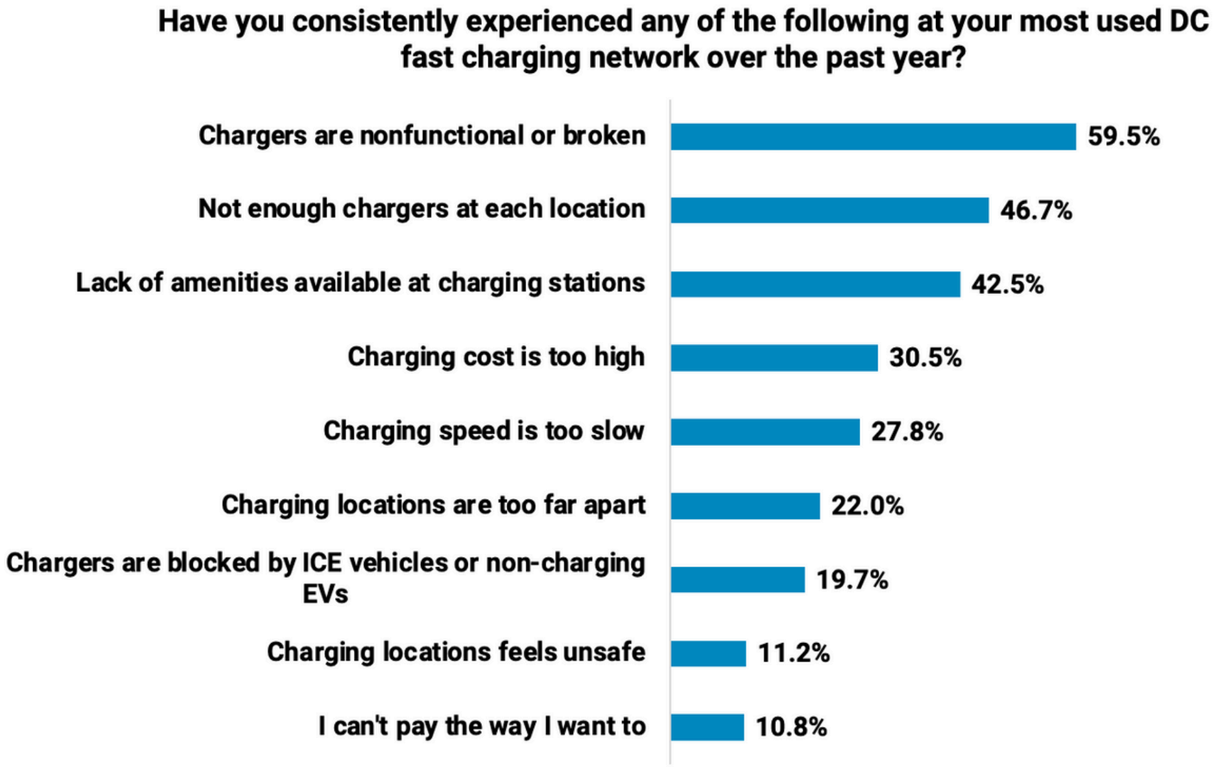


Washington drivers reported need for more reliable chargers.

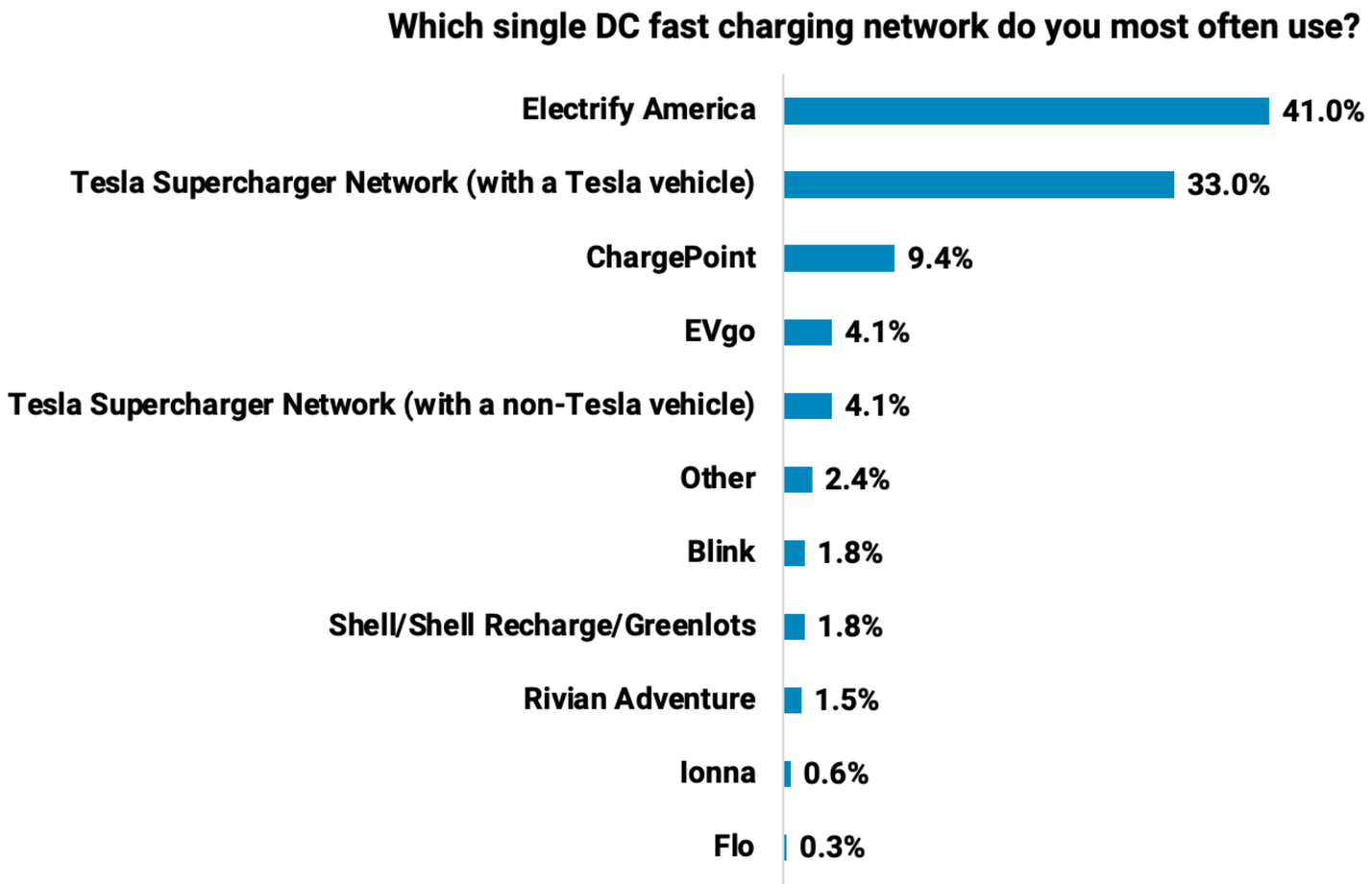
59.5% of Washington EV driver respondents said they have consistently experienced "broken or nonfunctional chargers" at their most used fast charging network over the past year. For comparison, about 50% of drivers nationwide said the same.

"Not enough chargers at each location" (47%), "lack of amenities" (43%), and "high charging costs" (31%) were the next most common problems reported. Washington drivers were more likely to report a shortage of charging ports at each location and a lack of amenities than the country as a whole.

Outside of the top issues reported above, Washington drivers were in line with the country as a whole.



Electrify America and the Tesla Supercharger Network stand out as the most popular DC fast charging networks in Washington.

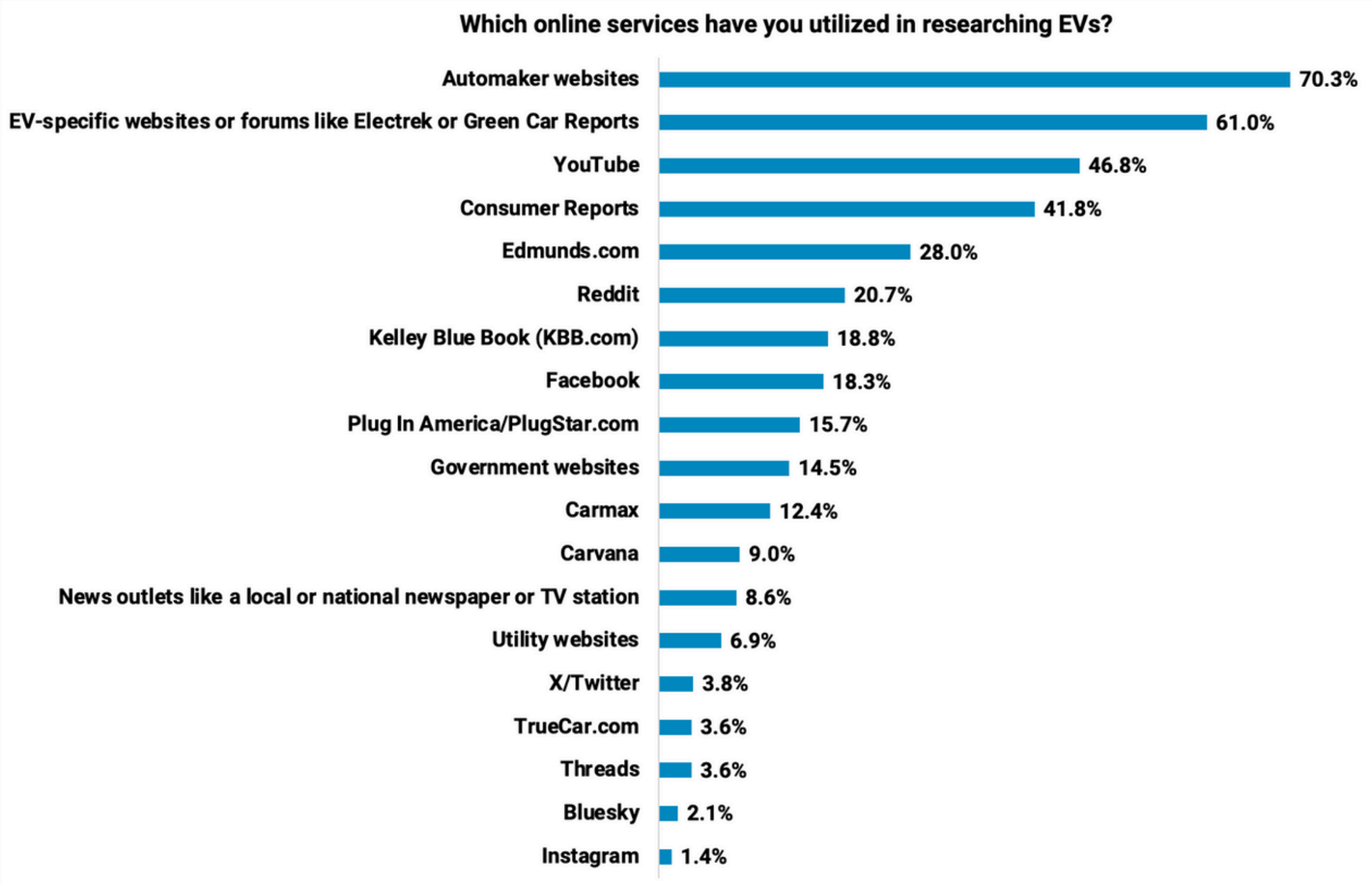


Buying or Leasing an EV in Washington

Automaker websites and EV-specific websites stand out as the most popular online services for EV research for Washington EV driver respondents.

70.3% of Washington EV driver respondents said they used automaker websites for EV research, while 61% said the same about EV-specific websites or forums. 47% said that they used YouTube. These are mostly consistent with the national average.

41.8% of Washington EV driver respondents said that they use Consumer Reports, and 28% said they use Edmunds for EV research.

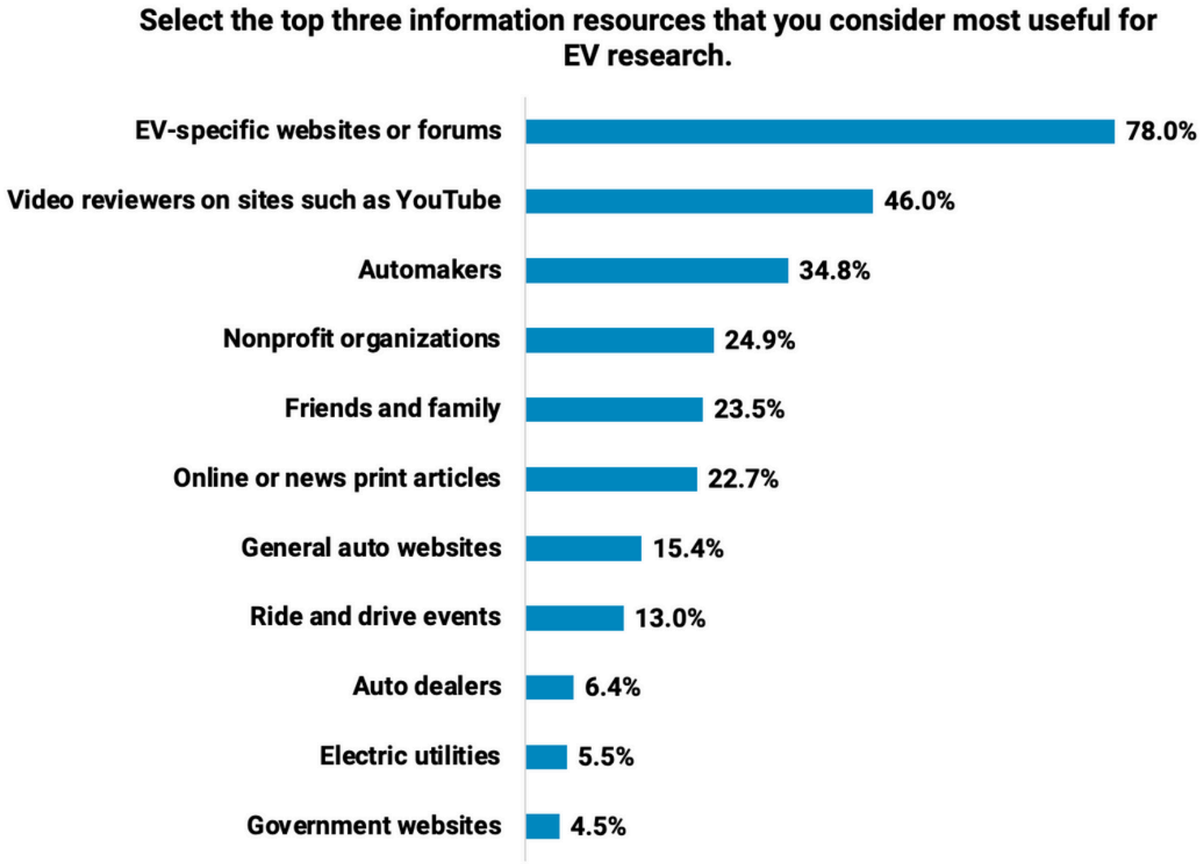


EV-specific websites are far and away considered the most useful resource for EV research in Washington.

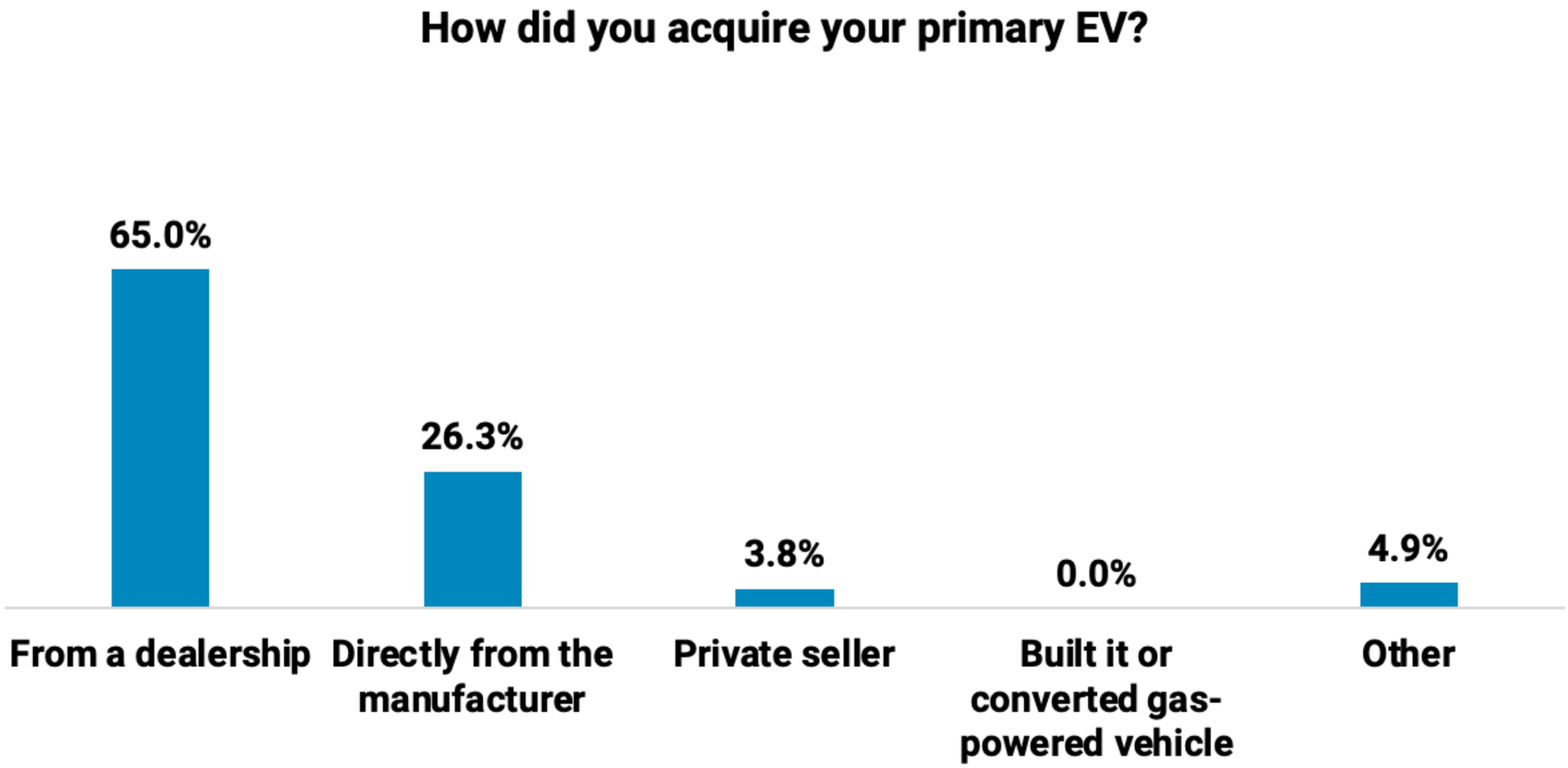
78% of Washington EV driver respondents said that they consider EV-specific websites or forums to be one of the most useful resources for EV research. Nationwide, 78.9% of respondents said the same.

YouTube (46%), automakers (34.8%) and nonprofit organizations (24.9%) are also considered useful for EV driver respondents in Washington. Automakers and nonprofit organizations were slightly less likely to be selected in Washington than in the country as a whole.

Auto dealers (6.4%), electric utilities (5.5%), and government websites (4.5%) were the resources least likely to be considered useful among Washington respondents.



About two-thirds of Washington respondents said they got their primary EV from a dealership, slightly lower than the national average.



While higher than the national average, dealership knowledge in Washington stands to improve. However, respondents indicated that dealers have little influence on their final decisions.

25.7% of Washington EV driver respondents said that their salesperson had "high" knowledge of EVs when they went to get their primary EV, compared to 26.1% who said it was "low." This represents an improvement on the national average.

Respondents indicated that dealers don't have much influence on their decision-making. **72.8% said that their dealer had "no influence" on their decision to buy or lease what they did**, while 21.0% said that the dealer had "some influence."

83% of Washington EV driver respondents said that they know exactly what they want to buy or lease when they go to a dealer, making it important to reach consumers before they get to the dealership.

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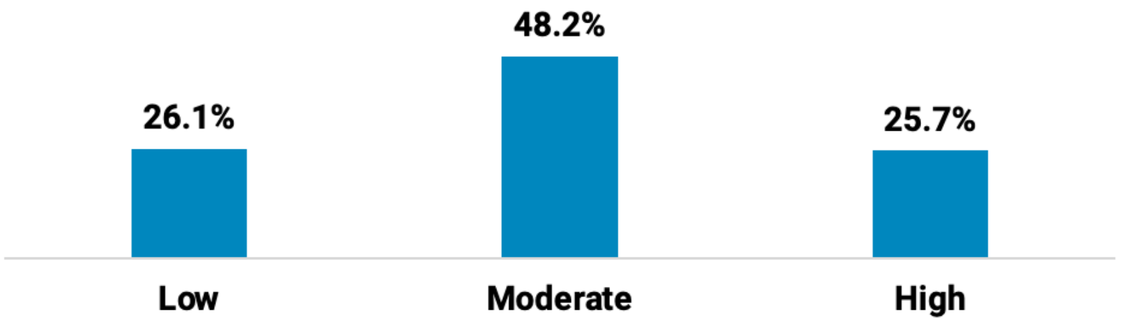
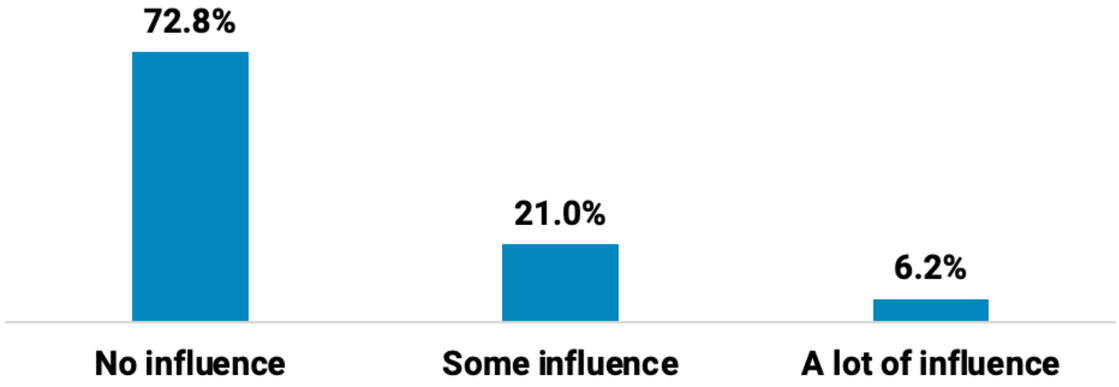
How would you rate the salesperson's knowledge about EVs?



Thinking back to your last car purchasing decision, how much influence did the dealer have on your decision to buy or lease what you did?



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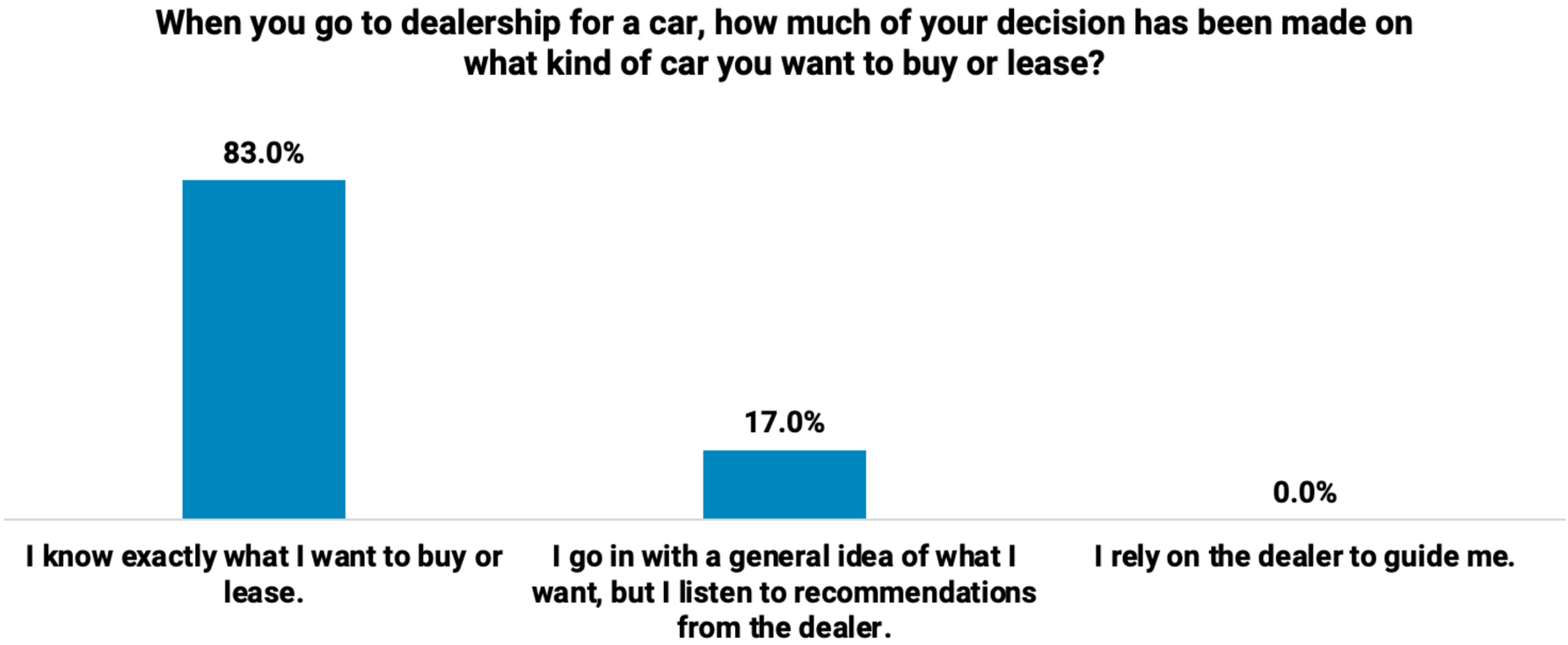


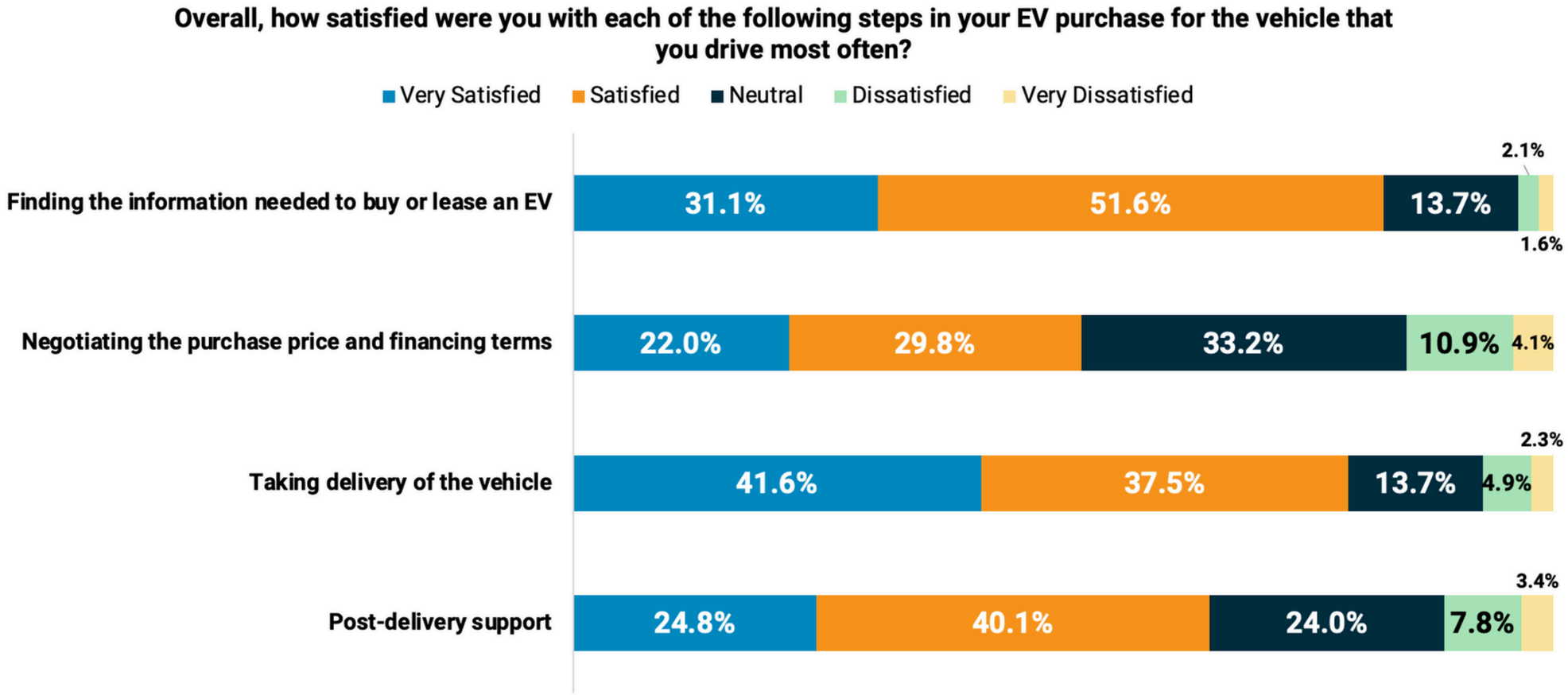
Washington EV driver respondents are generally satisfied with the EV purchasing process, especially in finding information and in taking delivery of the vehicle.

83% of Washington EV driver respondents said they were “satisfied” or “very satisfied” with finding the information needed to buy or lease an EV when it came to their primary EV. 79% said they were “satisfied” or “very satisfied” with taking delivery of the vehicle.

The results for post-delivery support (65% of respondents said they were “satisfied” or “very satisfied” with this step) and negotiating the purchasing price (52%) were still positive but less overwhelming than with the two other steps mentioned.

These results were largely consistent with the country as a whole.

Washington EV driver respondents are generally satisfied with the EV purchasing process, especially in finding information and in taking delivery of the vehicle.



Takeaways

Messages to emphasize

- **EV drivers enjoy everyday cost savings.** Although the upfront cost of a new EV can be higher than a traditional gas car, everyday savings on fuel costs and maintenance, as well as rebates and incentive programs, can make up the difference in the long term and make EVs significantly cheaper over their lifetime, saving drivers thousands of dollars.

- **Safety is an important EV purchase consideration.** Consumers view safety as a crucial consideration in their decision to drive an EV, and EVs are sought after for their safety features.

- **Government and utility incentives are available.** State, local, and utility incentives are underutilized and not well-known. Policymakers and advocates can promote incentives and assist EV drivers with finding and applying for incentives.

- **EV drivers love their vehicles.** EV driver surveys consistently find that 9 out of 10 EV drivers expect their next car to be electric.

- **To know an EV is to love one.** Many people have concerns about switching to an EV, but once they drive an, EV nearly all of these concerns diminish.

Policies to prioritize

- **Electrify local fleets.** Increased visibility of EVs in local communities builds trust for potential EV drivers, since friends and family are often trusted sources of information.

- **Expand charging infrastructure, especially public charging.** Level 2 public charging is especially needed within walking distance of multifamily housing in order to alleviate concerns about battery range and charging options. Cities can also streamline the permitting process for public charging installation. States and municipalities can adopt right-to-charge policies, which expand access to charging at condominiums, apartments, and homeowners associations.

- **Incentivize EV driving and reduce unnecessary road user fees.** EV drivers are happy to pay their fair share to support roads and bridges, but excessive charging and annual EV registration fees are often punitive and hit low-income communities hardest. EV drivers already contribute to transportation funding through state taxes and fees. Investment in public charging can bring revenue to local communities and businesses, and the benefits that EVs bring should be rewarded with incentives, rebates, and assistance programs.

Efforts to prioritize

- **Educate, educate, educate.** Educational programs make a difference. These can be in-person, standalone ride-and-drive events or events associated with a national campaign like National Drive Electric Month or Drive Electric Earth Month. First-hand experience counters harmful myths and misconceptions about EVs.

- **Provide a place for people to ask questions one-on-one.** This happens organically at ride-and-drive events but also can take the form of live chat, email, or phone support like Plug In America's EV Support Center.

- **Share EV driver stories through digital campaigns to show how today's EVs can fit into a variety of lifestyles and meet different needs**. Stories that highlight cost savings, incentives, and drivers' love for their vehicles are impactful.

- **Provide resources in places like EV-specific websites, such as PlugStar.com, and on social media websites like YouTube and Reddit.** These platforms are critical for education and consumer research.

- **Educate retailer and dealer staff who interface with the public about EVs.** Programs like Plug In America's PlugStar offer retailer and dealer training in various formats and ongoing support to improve the consumer experience.

Demographics

Age Range	Percentage
18-24	0.9%
25-34	5%
35-44	9.5%
45-54	18.5%
55-64	24.3%
65-74	30.2%
75+	11.7%

Race/Ethnicity	Percentage
Asian/Asian American or Pacific Islander	7%
Black or African American	0.9%
Hispanic or Latino	3.2%
Native American or Alaska Native	1.7%
White	92.2%
Other	2.4%

Some respondents declined to specify.

Gender Identity	Percentage
Male	76.7%
Female	22.8%
Nonbinary	0.4%

Some respondents either declined to specify or answered that they would prefer to self-describe.

Demographics

Annual Household Income	Percentage
Up to $36,000	2.1%
$36,001 to $50,000	4.3%
$50,001 to $75,000	10%
$75,001 to $100,000	18.2%
$100,001 to $250,000	50.5%
Over $250,000	14.7%

Some respondents declined to specify.

Home Residence	Percentage
Single-family home	90.1%
Multi-family housing, such as an apartment, condo or townhome (2-5 units)	7.9%
Multi-family housing, such as an apartment, condo or townhome (6+ units)	6.3%
Other	0%

Some respondents declined to specify.

Is your home residence owned or rented?	Percentage
Owned	90.7%
Rented	9.3%

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PlugInAmerica.org/survey

Acknowledgement & disclaimer

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