

EV Drivers in Texas

2024 EV DRIVER ANNUAL SURVEY REPORT



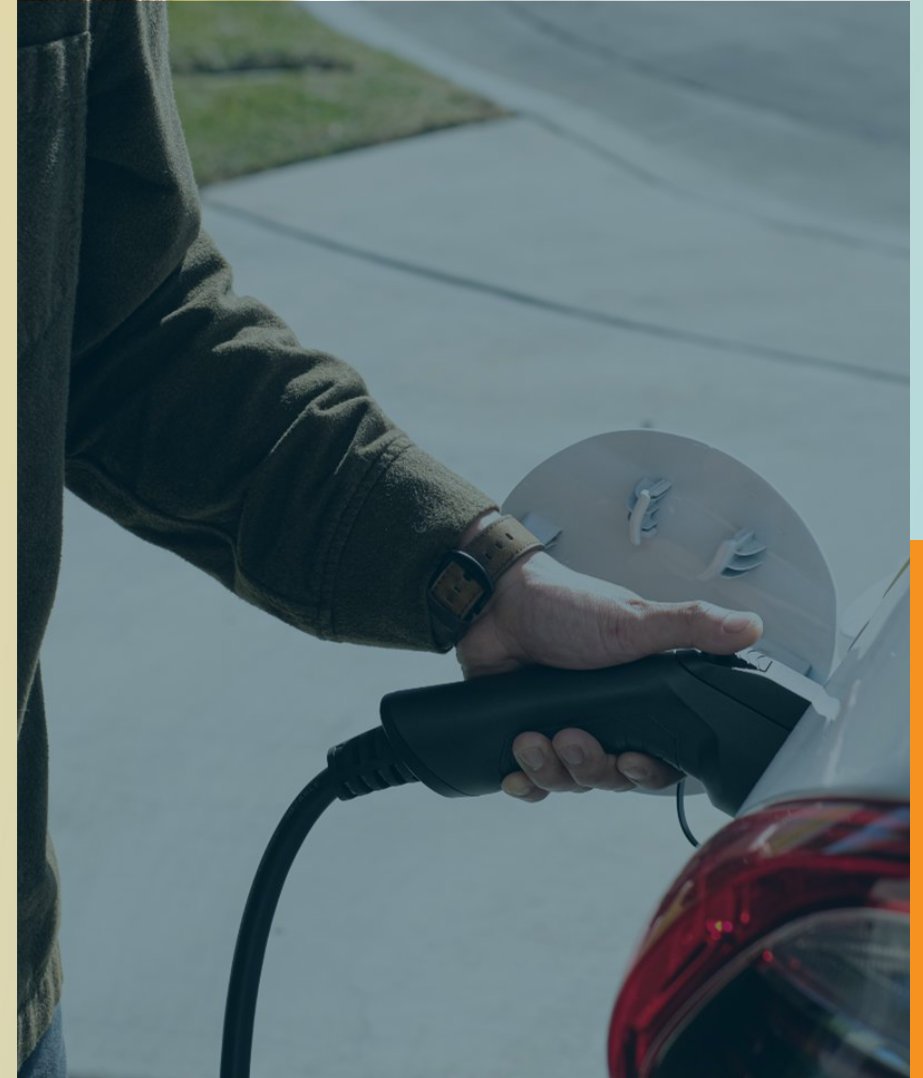
Methodology

Our 2024 EV Driver Annual Survey was fielded from January 2024 to March 2024. This analysis will show the results for all EV drivers who reported that they live in Texas. In total, this encompasses 426 people. To see the demographics of the survey respondents, please go to [Slide 40](#).

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

- What are the most important considerations drivers have when buying an EV?
- What is the likelihood that their next car will be an EV?
- What are some of the biggest concerns that drivers had when they bought an EV? What are some of the biggest concerns now?
- What is the purchasing journey for an EV like?

Please note that all survey respondents self-selected to take the survey.



EV Information



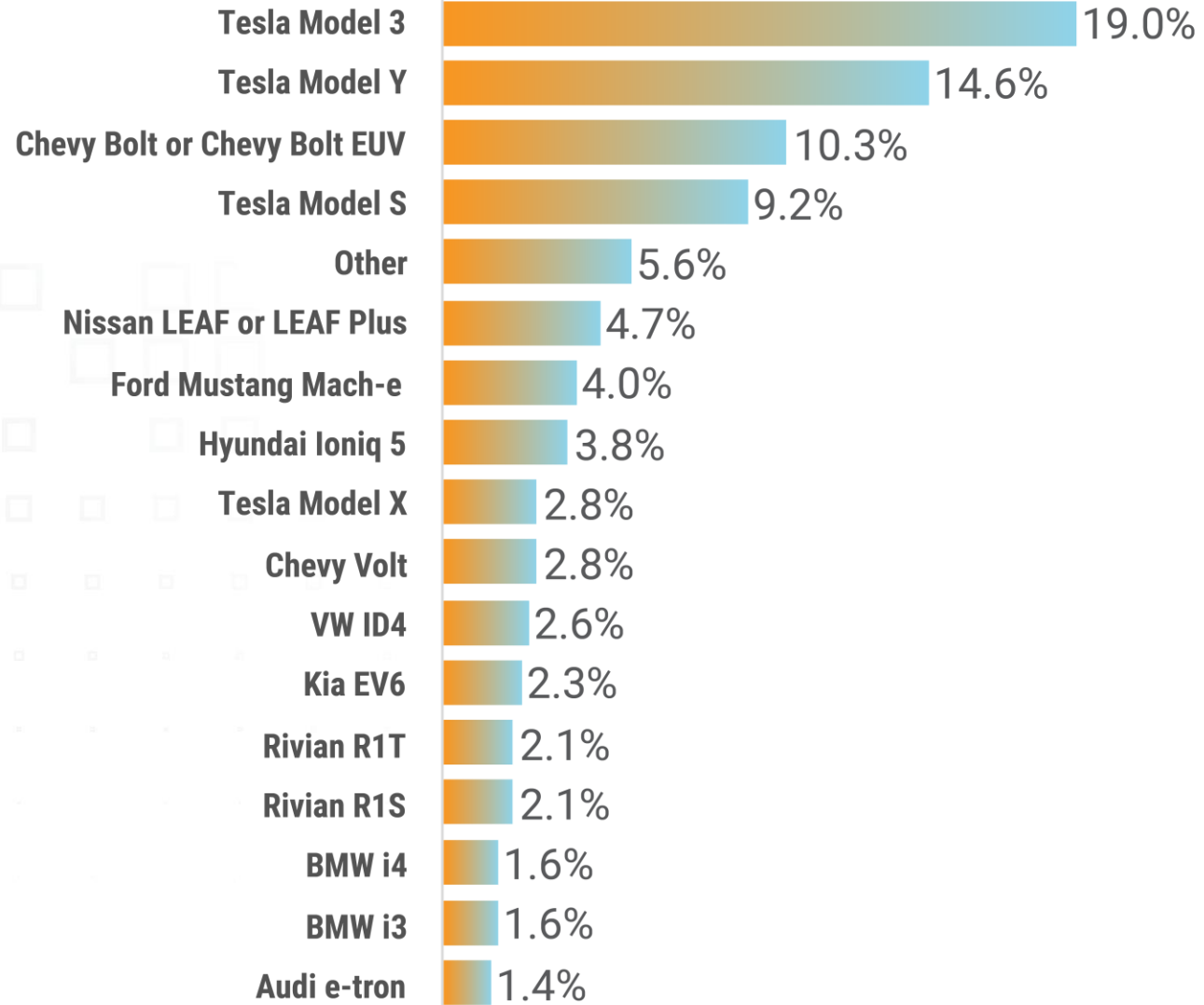
Teslas are especially popular in Texas, with over half of respondents citing it as their primary EV.

In total, **48.7%** of Texas respondents said that a **Tesla vehicle is their primary EV**. This was largely driven by the **Tesla Model 3** and **Model Y**, which are the primary EVs for **19.9%** and **14.6%** of Texas respondents, respectively. The **Tesla Model S** is the primary EV for **9.2%** of respondents, while **10.3%** of respondents answered the **Chevy Bolt**.

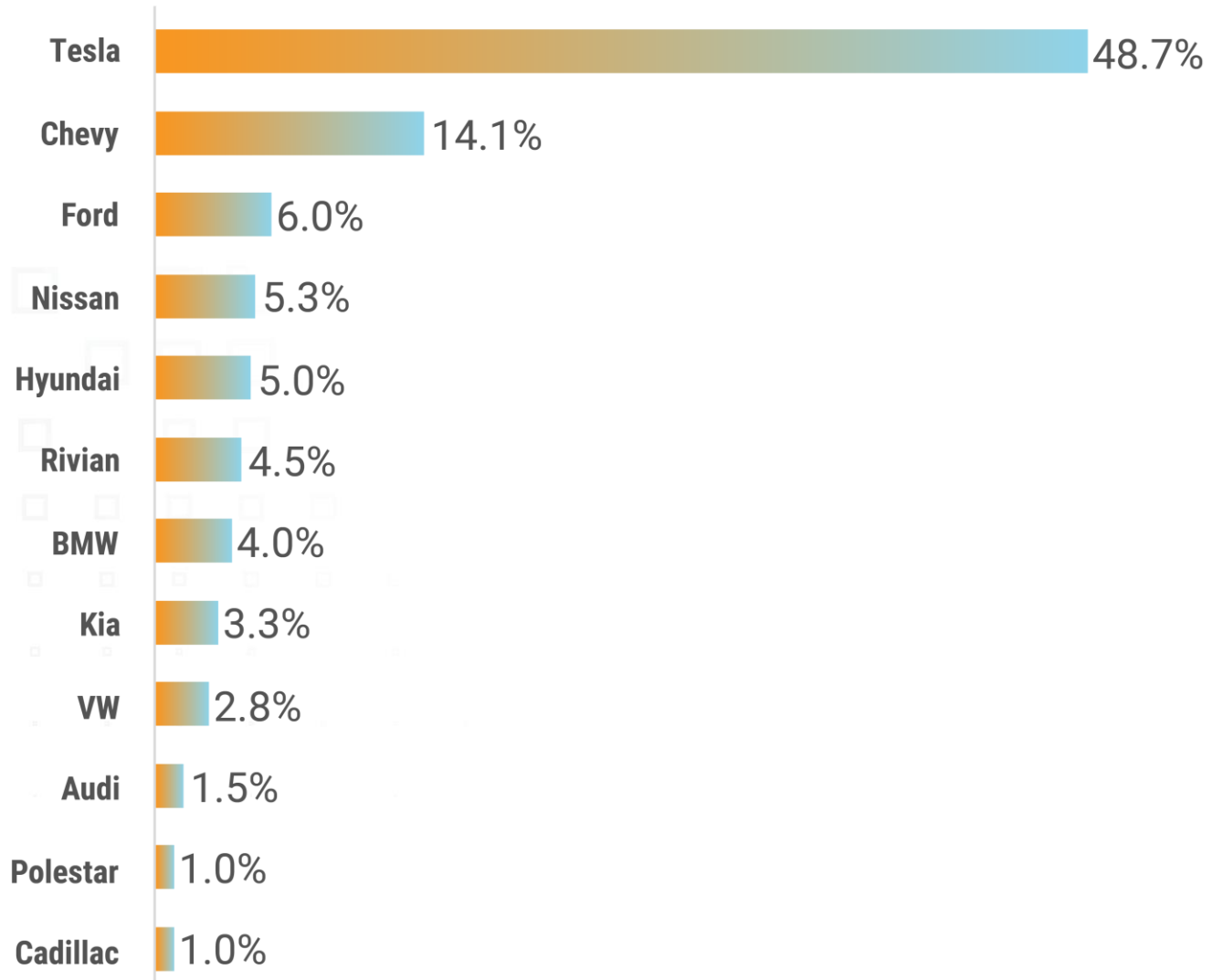
Our Texas sample is mostly made up of drivers with more recent versions of vehicles. **Almost half** of respondents said that they have a **2022 or 2023 model**, with another **30%** having cars with model years of **2018-2021**. Despite the survey closing in March of 2024, almost **7%** of respondents have a **2024 model** as their primary EV.

About **4 out of 5 respondents** indicated that their primary EV is **new**, with the rest saying they bought or leased their primary EV **used**.

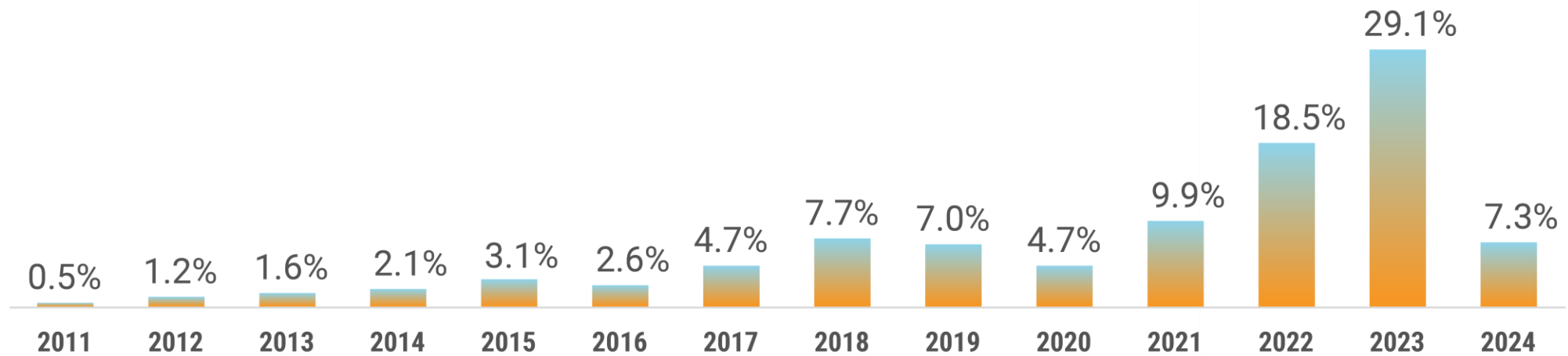
What is the model of your primary EV?



What is the make of your primary EV?

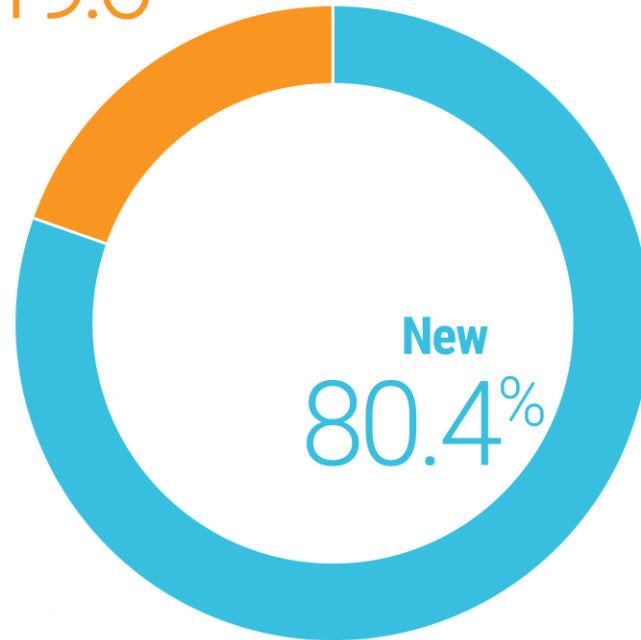


What is the model year of your primary EV?



Did you acquire your primary EV new or used?

Used 19.6%

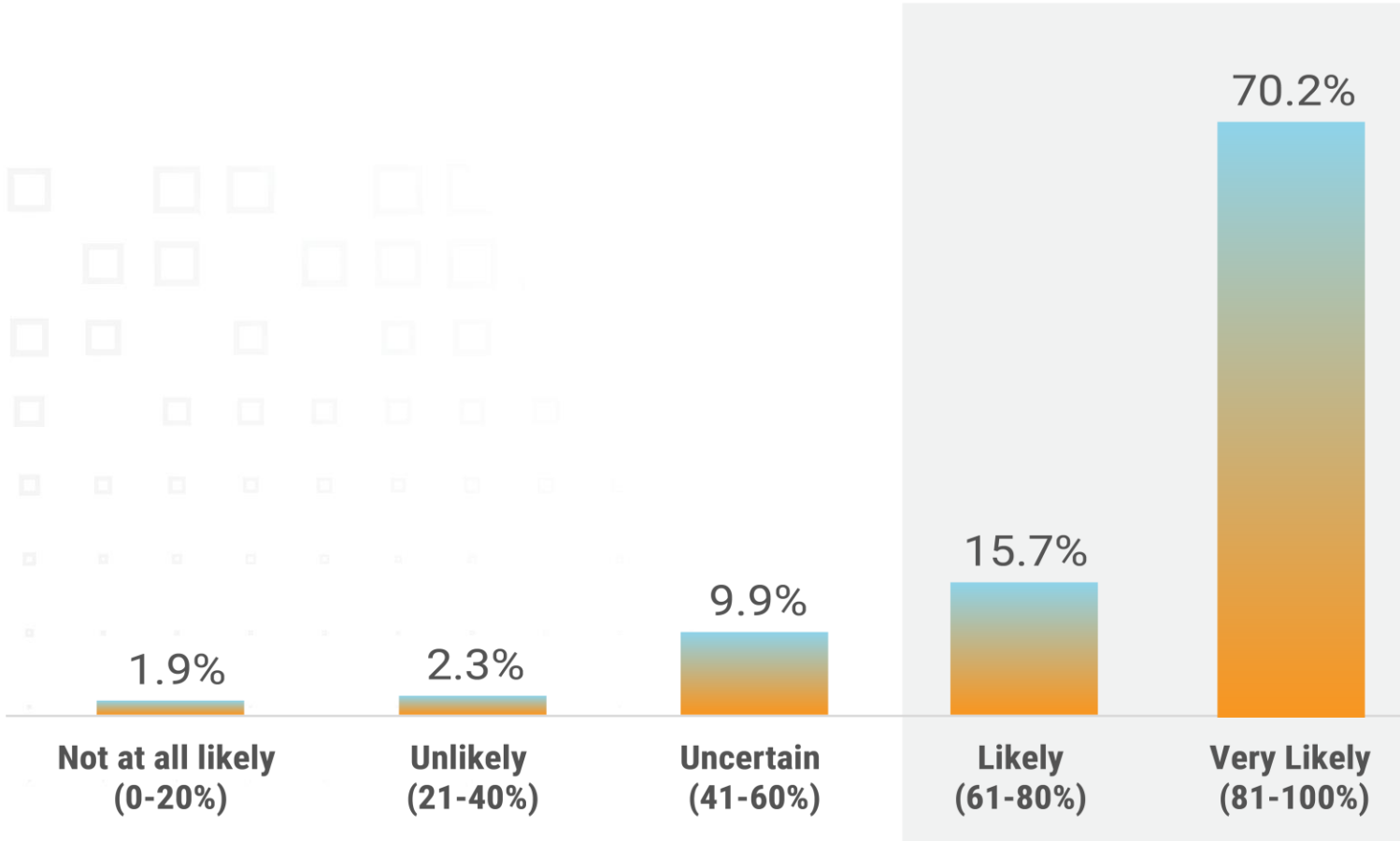
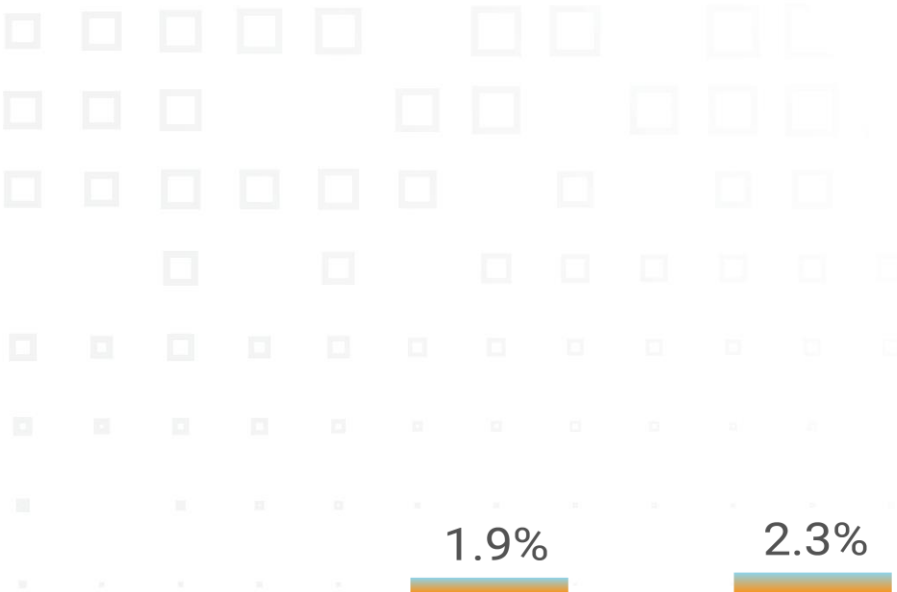


New
80.4%

What Has Influenced EV Purchases in Texas?



What is the likelihood that your next vehicle purchase will be an EV?



85.9% of Texas EV driver respondents are likely to get another EV

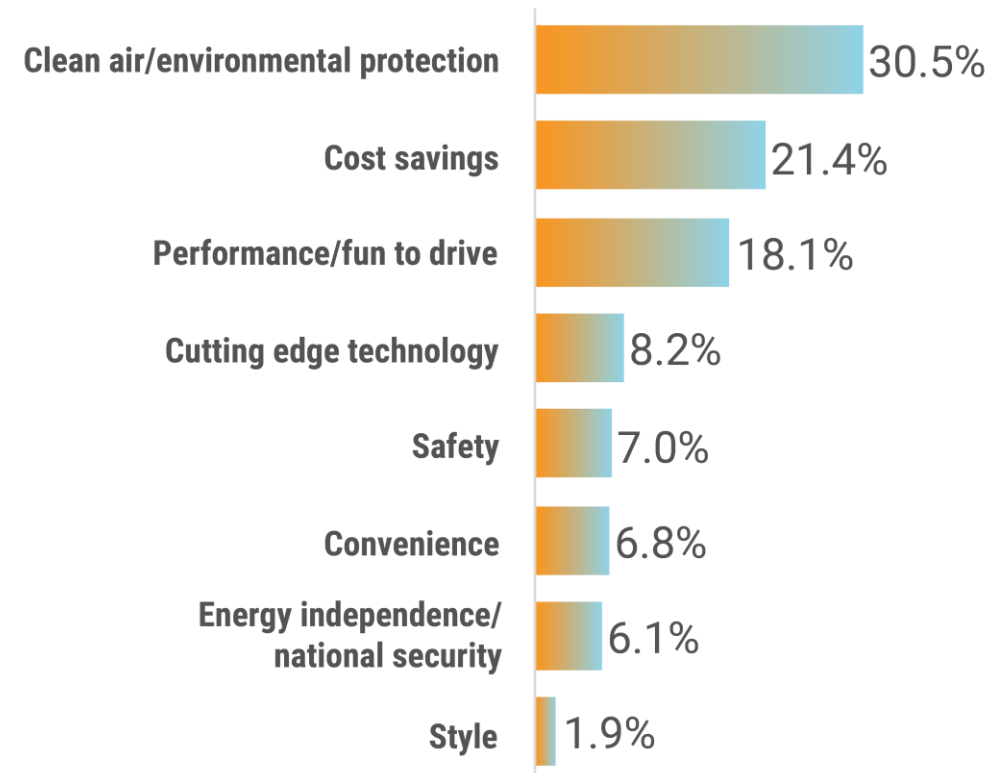
Purchasing or leasing considerations

About 32% of Texas EV drivers answered that **clean air/environmental protection** is the most important purchase consideration. While this is the highest amongst any purchase consideration, this is lower than the nationwide findings of 41%.

About 22% of Texas EV drivers answered that **cost savings** is their most important purchase consideration. This was slightly higher than the nationwide results, where 19.2% of EV drivers said that cost savings is their most important purchase consideration.

Respondents in Texas were **more likely** to answer that factors like **performance, cutting edge technology,** and **convenience** are their most important purchase considerations than in the country as a whole. Meanwhile, **energy independence/national security** was a consideration that received a lower portion of the responses in Texas than the country as a whole.

Which purchase consideration is the most important to you today?



Performance and safety are most likely to be cited as crucial factors for Texas EV drivers.

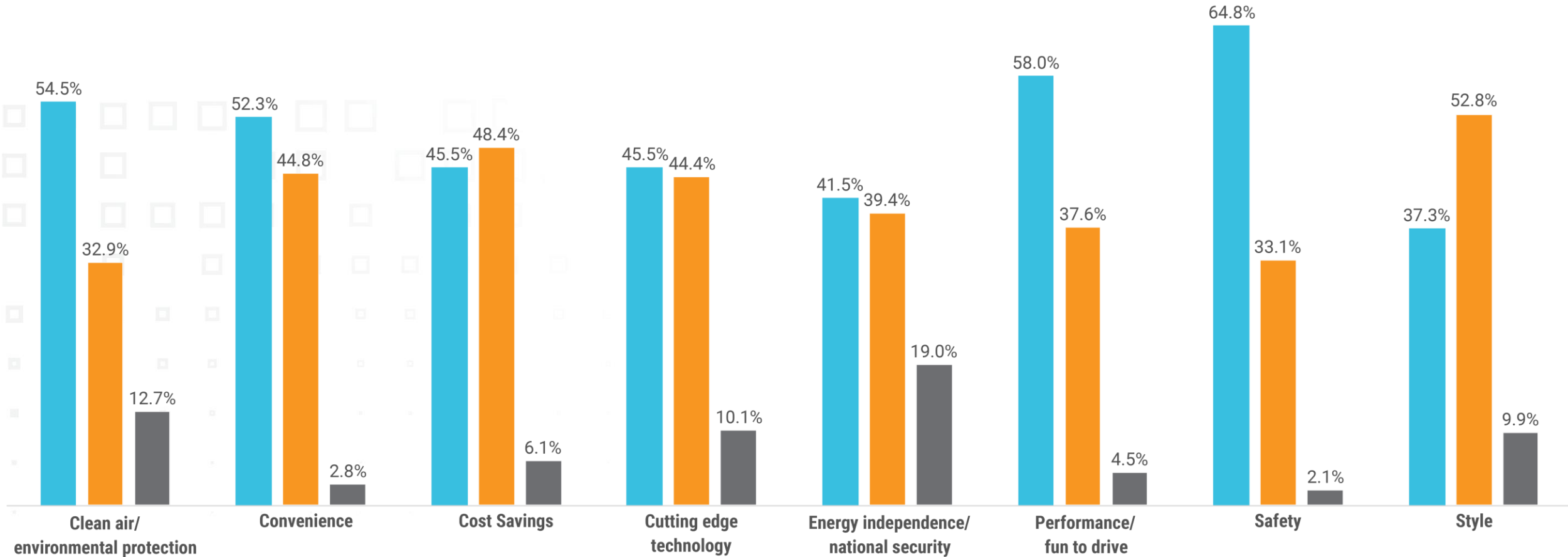
About **65%** of Texas EV drivers said that **safety** is a **crucial** purchase consideration for them, and **about 58%** said the same about **performance/being fun to drive**. This means Texas EV drivers are most likely to cite these as must-haves in their vehicles as factors that they are not willing to sacrifice.

One important difference in Texas compared to the U.S. as a whole is around **clean air/environmental protection**. While over half of respondents said this is a crucial factor, **the portion of drivers who said it is crucial is over 10% lower than in the country as a whole**. It was also one of the factors most likely to be cited as “not at all important.”

Convenience and **cost savings** are other notable considerations. **Over half** of Texas EV drivers cited **convenience** as **crucial**. **Less than 3%** said it was **not at all important**, which was the **lowest** amongst any consideration. **About 46%** said **cost savings** is a **crucial** factor for them, with another 48.4% saying it is somewhat important.

Please rate the following purchase considerations when choosing to drive an EV.

■ Crucial ■ Somewhat important ■ Not at all important



For Texas EV drivers, experience with an EV alleviates concerns.

When Texas EV drivers first got their EVs, they were most likely to have concerns about **battery range** (69.5% said this was a concern), **price** (50.7%), **public charging availability** (48.4%), **battery lifetime** (45.5%) and **battery warranty** (42.7%).

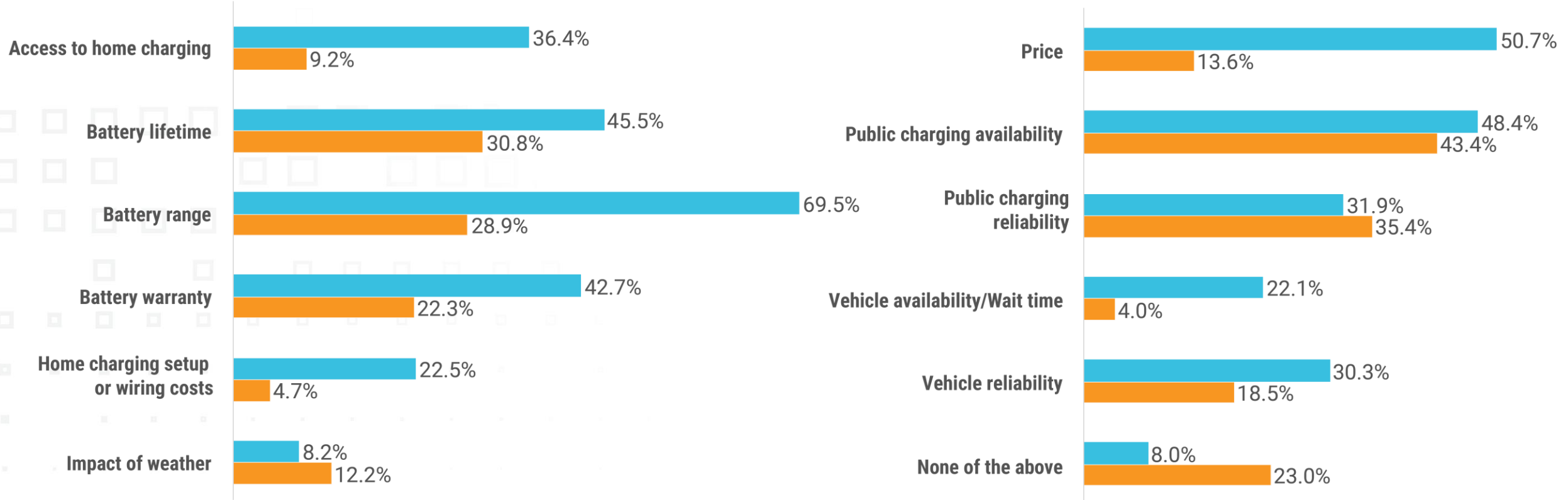
Now, Texas EV drivers are **less likely to report concern in almost every single aspect we asked about**. Factors like **vehicle availability**, **home charging setup costs**, **price**, and **battery range** saw the biggest drops. Meanwhile, almost all of the aforementioned concerning factors lessened, with 31% or less of drivers citing them as concerns now.

Two factors actually saw increases in concern, albeit small ones. Consumers were more likely to report concern about the **impact of weather** and **public charging reliability**. Notably, concern over **public charging availability** only dropped very slightly. Now, we see that **public charging availability** and **reliability** are the **most likely concerns** for Texas EV drivers.

Which of the following were concerns for you...

at the time you bought or leased an EV

now that you own or lease an EV



Inexpensive home charging and the federal EV tax credit are the most popular incentives in Texas.

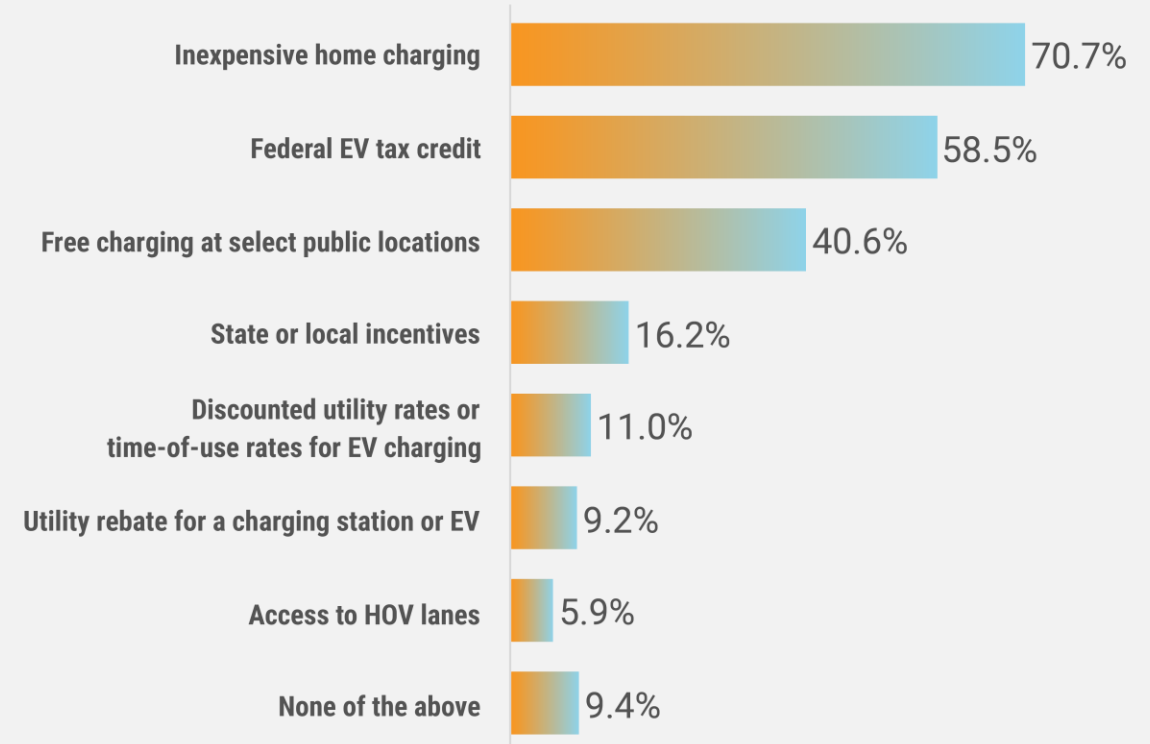
Over 70% of Texas EV drivers said they have used inexpensive home charging to help reduce the costs of owning or leasing an EV.

Almost 10% of Texas EV drivers indicated they use none of the incentives, almost double the nationwide total.

This represents an opportunity to raise awareness about existing incentives and create more state, local, or utility incentives.

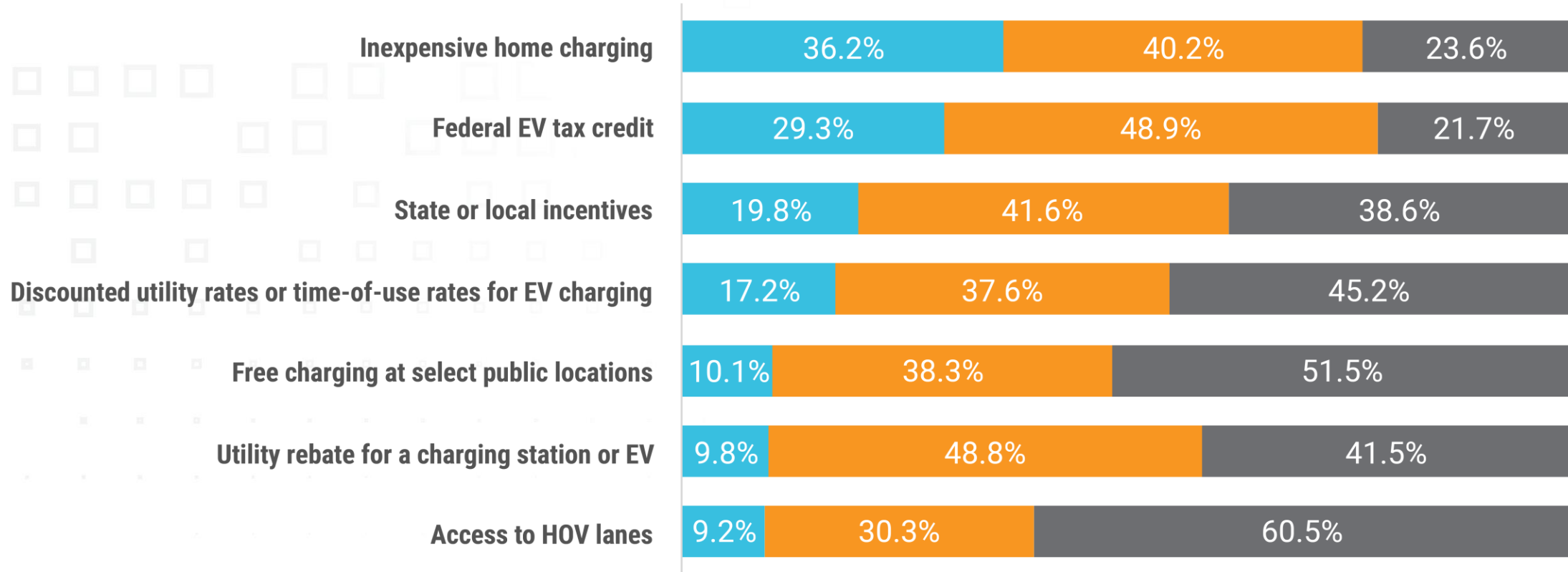
A separate question asked respondents which incentives were most influential and consumers responded similarly. Inexpensive home charging and the federal EV tax credit were cited as the most critical.

Which of the following did you or do you use as an EV driver?



How influential were the below in your decision to purchase or lease an EV?

■ Critical ■ Moderately Influential ■ Not influential



EV Charging in Texas



Home charging is by far the most popular source of charging, while public chargers provide a source of power when needed.

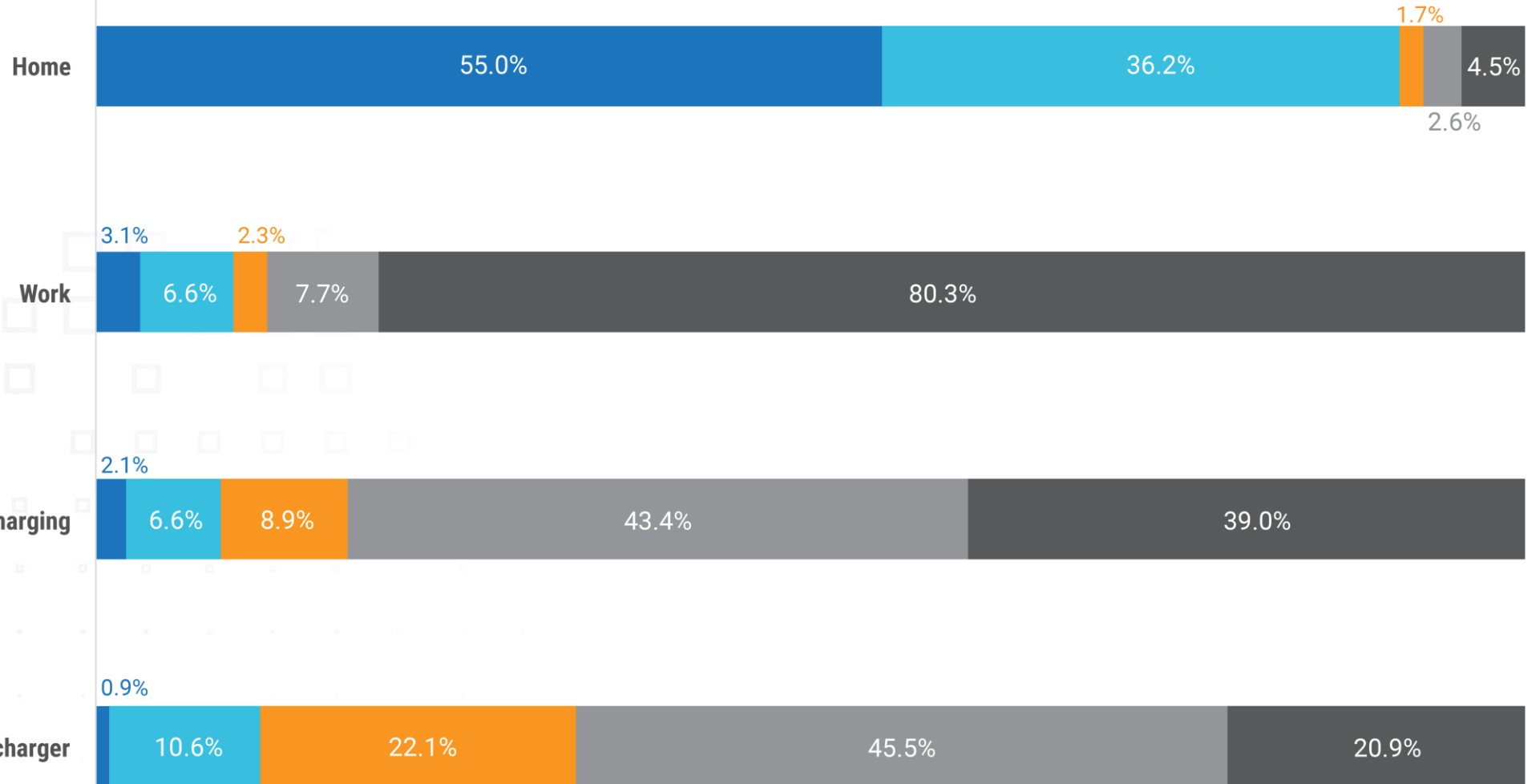
Home charging is by far the most popular source of charging for Texas EV drivers in our sample, with **over 90% of respondents saying they use it at least weekly**. **55%** of our respondents in Texas said that they **charge at home daily**, while **36%** said they do so **weekly**.

Work chargers can provide another source of charging, especially for those who don't have the ability to do so at home. However, Texas respondents are **less likely** to use them than the nation in total. **Only 3%** said they use work chargers **daily**, while another **7%** said that they use it **weekly**.

DC fast chargers and **Level 2 public chargers** are most commonly used on a spare basis in Texas. **Over 40%** of respondents answered that they use each **rarely**. **Almost a quarter** of Texas EV drivers said that they use **DC fast chargers** on a **monthly** basis, while **8.9%** said the same about **Level 2 public chargers**.

How often do you charge at the following locations, on average?

■ Daily ■ Weekly ■ Monthly ■ Rarely ■ Never



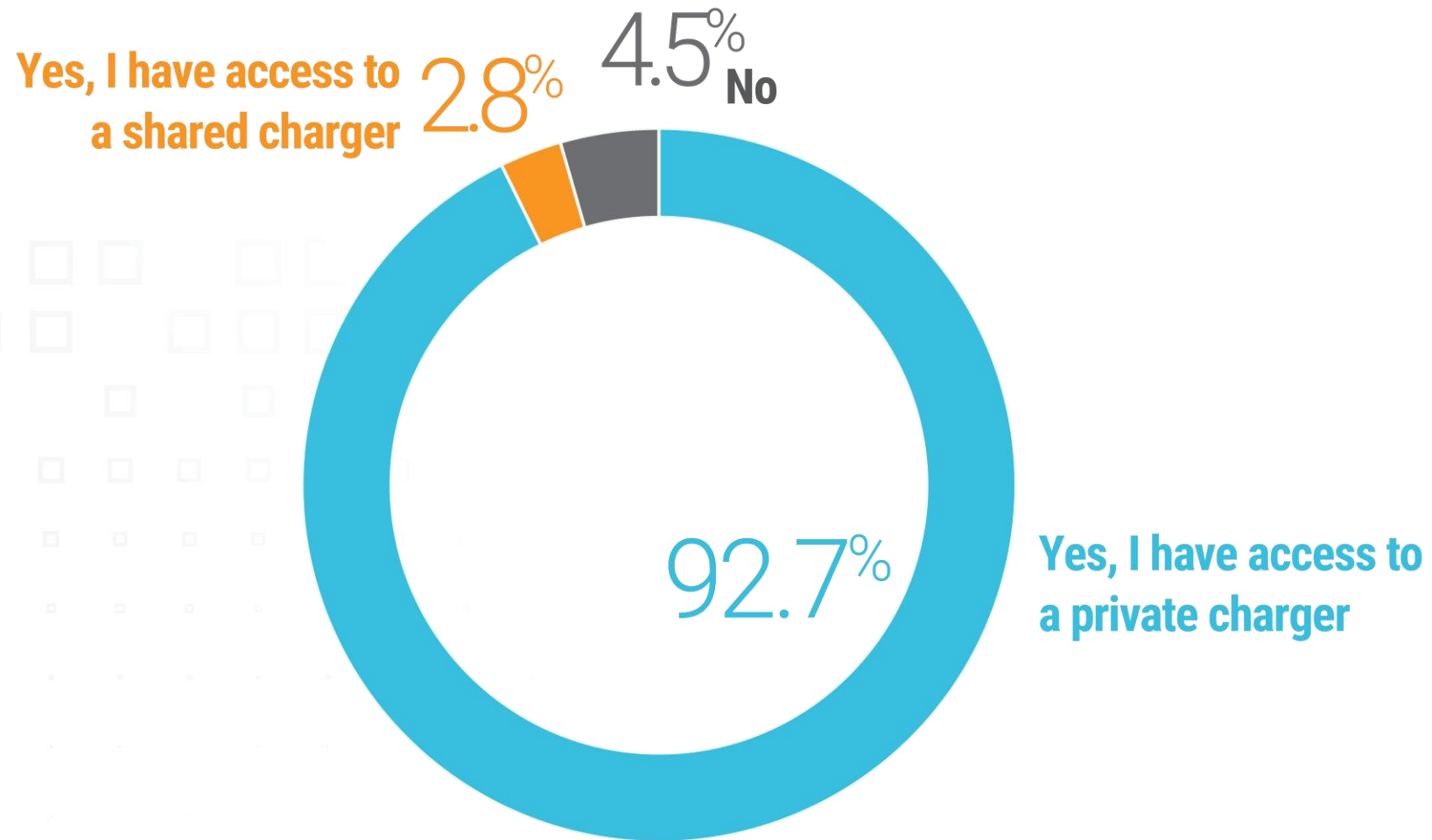
Among our Texas respondents, home charging is a frequent option and is cited as easy to install.

Almost **93%** of our respondents answered that they have **access to a private home charger**, with another 2.8% answering that they have access to a shared home charger. Among these respondents, **86% say they have access to a Level 2 home charger** while **21% say they have access to a Level 1 home charger**.

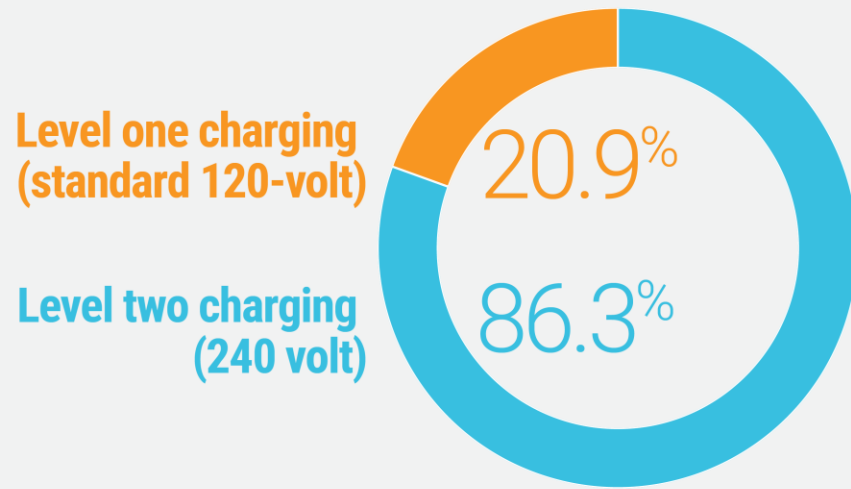
Home charger installation was convenient for those who had to install home chargers. **About 85%** said that **home charger installation was easy**, with **58%** of those saying it was **very easy**. Only 2% of Texas respondents who had to go through a home charger installation said it was difficult.

Texas respondents are **most likely to charge overnight**, with over half of respondents saying that's when they charge at home. However, **many would be willing to change the hours at which they charge for discounted rates**. **This is something that they say their current local utilities often do not offer.**

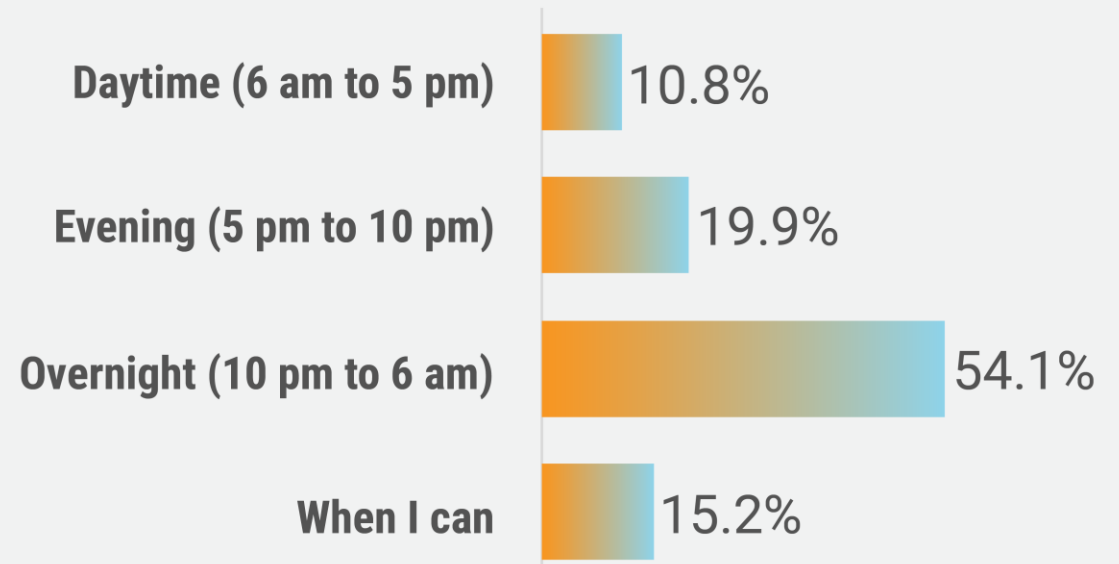
Do you have access to EV charging at home?



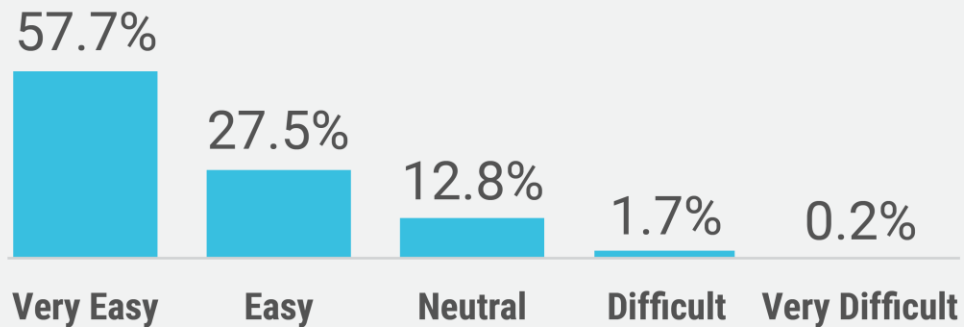
What type of home charger do you use?



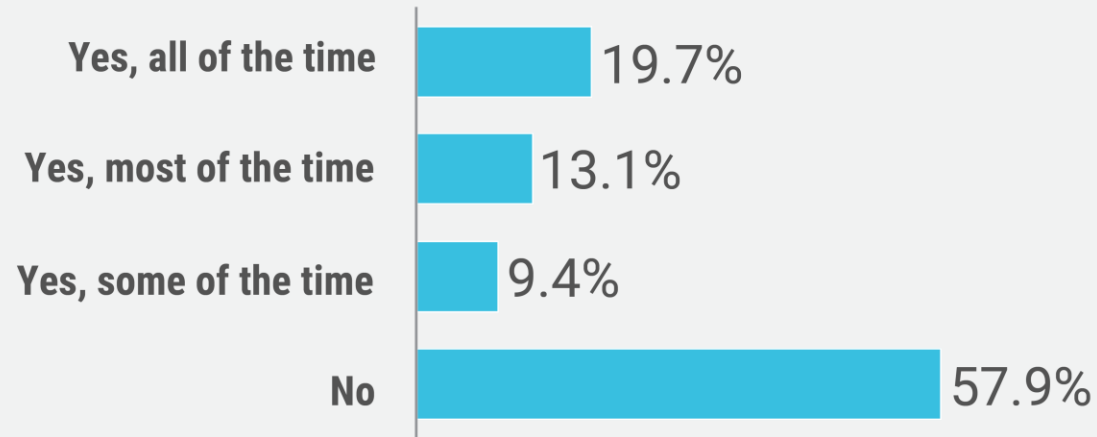
What time of day do you most frequently charge at home?



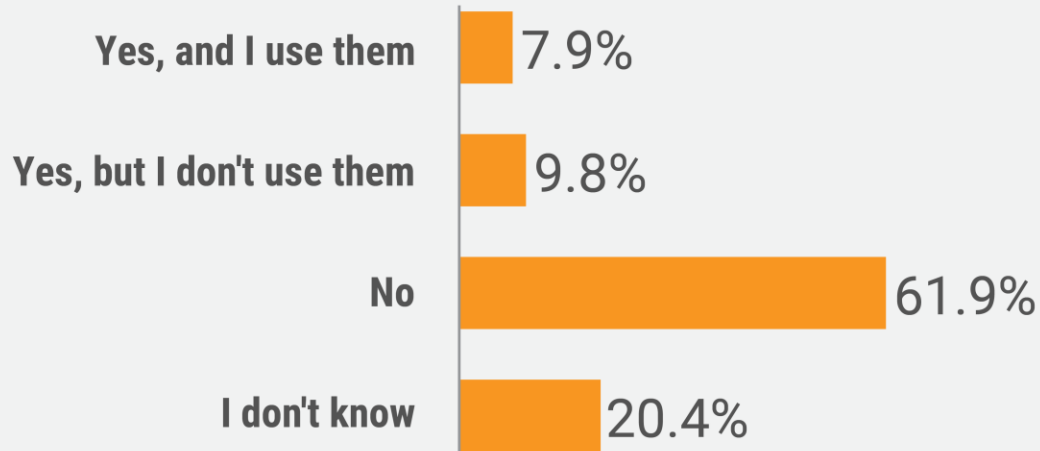
How has your experience been installing or using home charging?



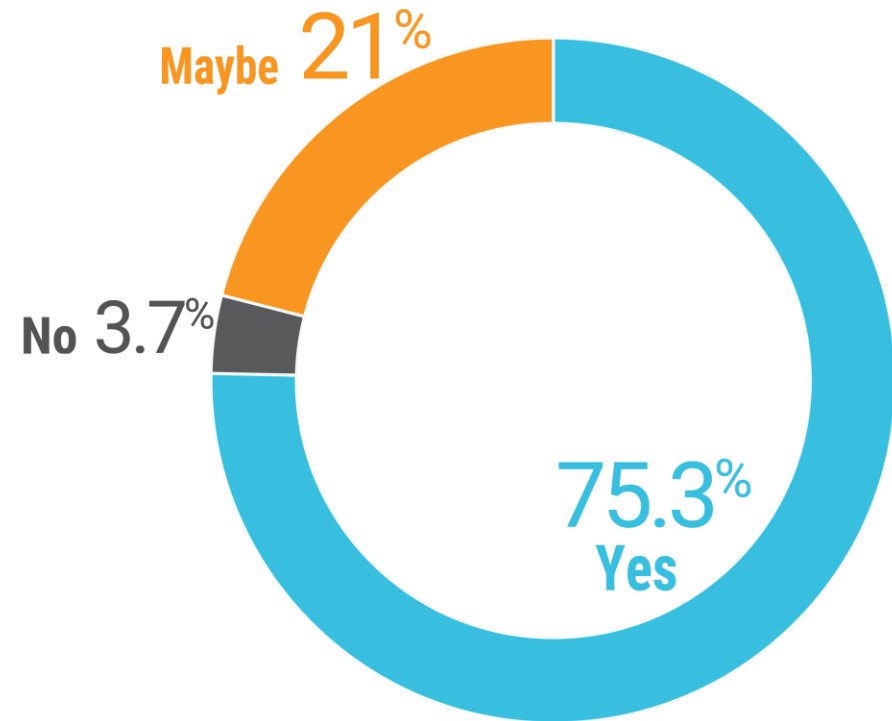
Do you use a schedule charging feature to control the time of day at which you charge?



Does your local electric utility offer special rates for home EV charging?



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



Texas EV drivers' greatest public charging concerns were availability and reliability issues.

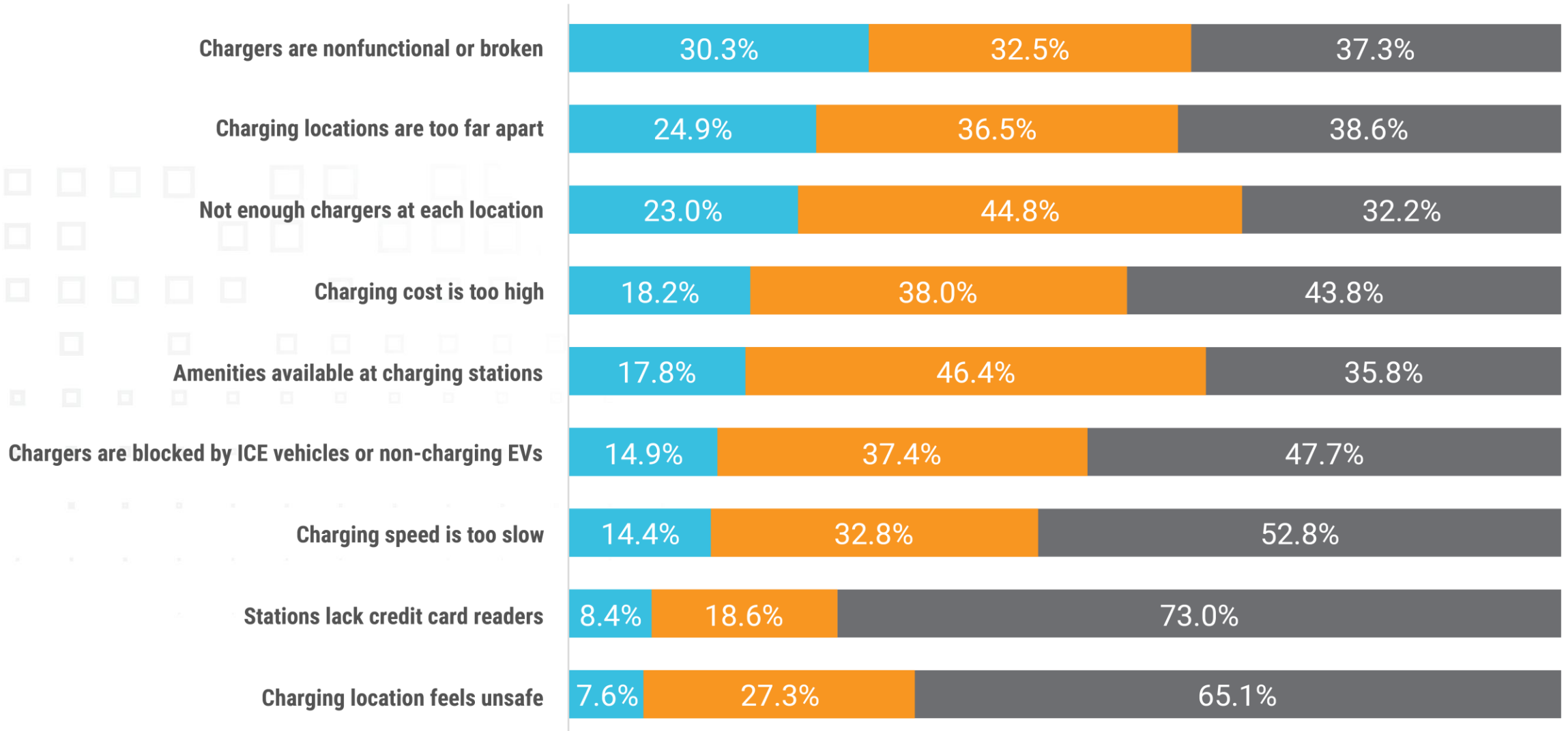
Just under 30% of Texas EV drivers said that **chargers being nonfunctional or broken** were a **major concern** over the past year, with another 32% saying it was a **moderate concern**. A quarter of respondents said that **charging locations being too far apart was a major concern**, while about 23% said the same about **not having enough chargers** at each location.

Otherwise, Texas EV drivers reported concerns about **charging costs, amenities, charging speeds**, and more. Notably, **over half** of Texas EV drivers said that **charging costs being too high** and **amenities available at charging stations** were at least a **moderate concern**.

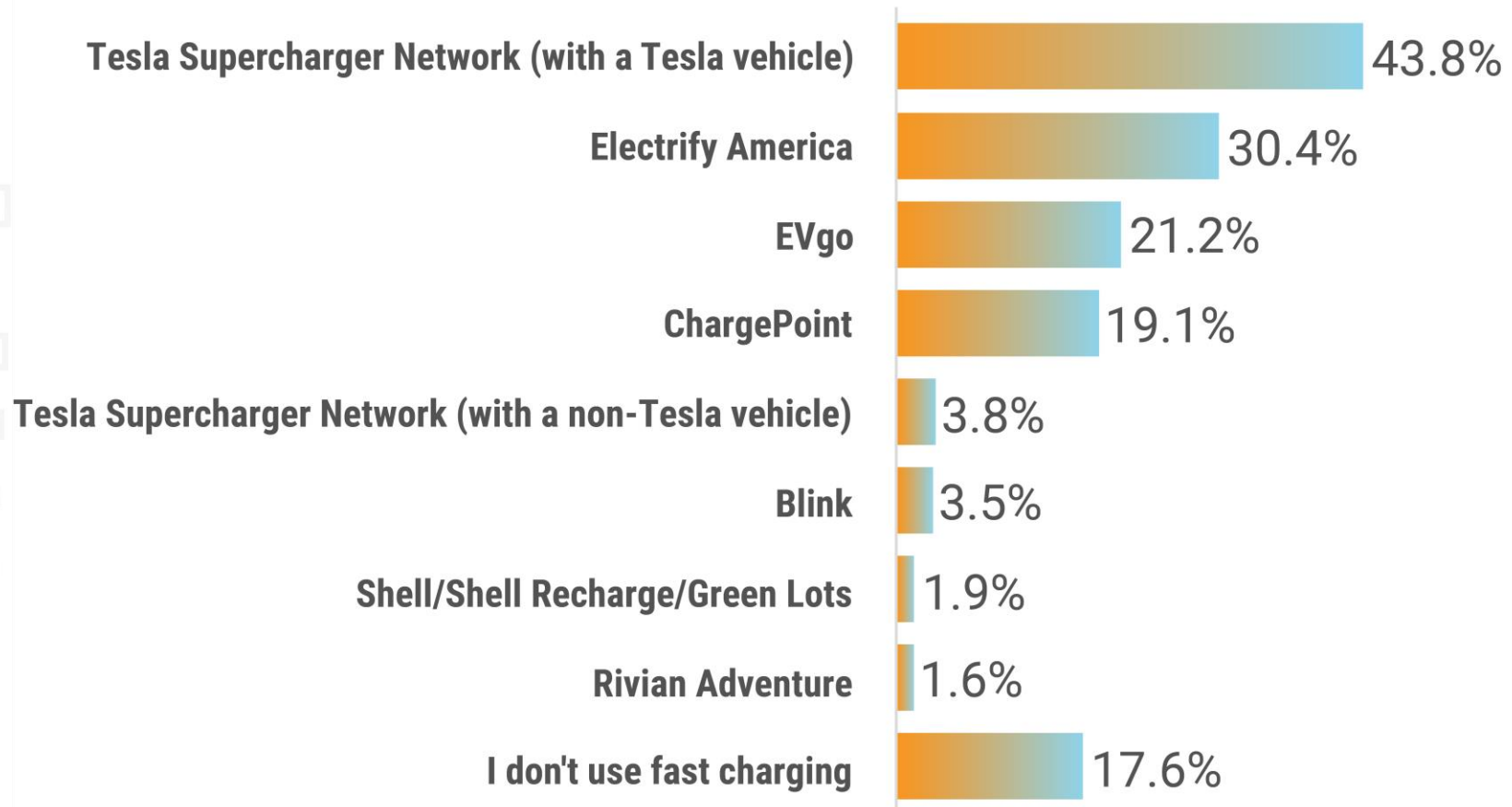
Compared to the nation as a whole, concerns around public charging in Texas were **right in line or even lower**. Texas drivers were **less likely** to show **major concern** over factors such as **not having enough chargers at each location** and **chargers being nonfunctional or broken** than the nation as a whole.

How much of a concern have each of these issues been with your most used fast charging network within the past year?

■ A major concern ■ A moderate concern ■ Not at all a concern



For DC fast charging, what networks do you use most often? Select up to three.



Buying or Leasing an EV in Texas



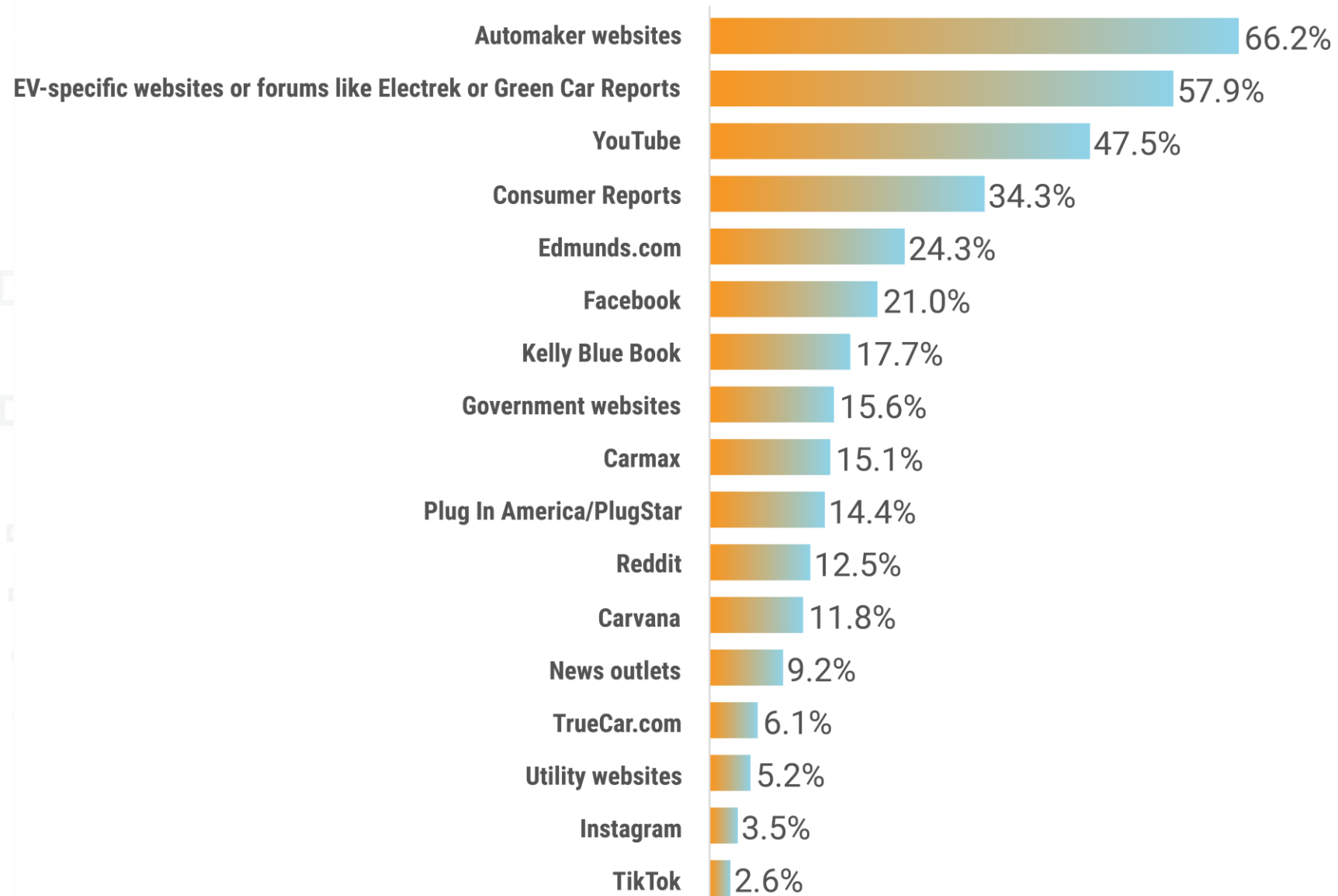
Automaker websites and EV-specific websites are the most popular online resources.

Over **66%** of Texas drivers said they use **automaker websites**, while **58%** said the same about **EV-specific websites or forums**. The next closest resource reported received acknowledgement from 48% of the respondents, showing how important and crucial these resources are to Texas EV drivers.

YouTube was the next biggest resource, with **about 48%** of respondents saying they use this to research EVs. **Consumer Reports** (34.3%) and **Edmunds.com** (24.3%) were the next most popular resources for Texas drivers to find the information they need before buying or leasing an EV.

In Texas, it seems EV drivers were **slightly less likely to report use of these online resources** than the nation as a whole. This is especially true for sources like EV-specific websites, Consumer Reports, government websites, and more along these lines.

Which online services have you utilized in researching EVs?



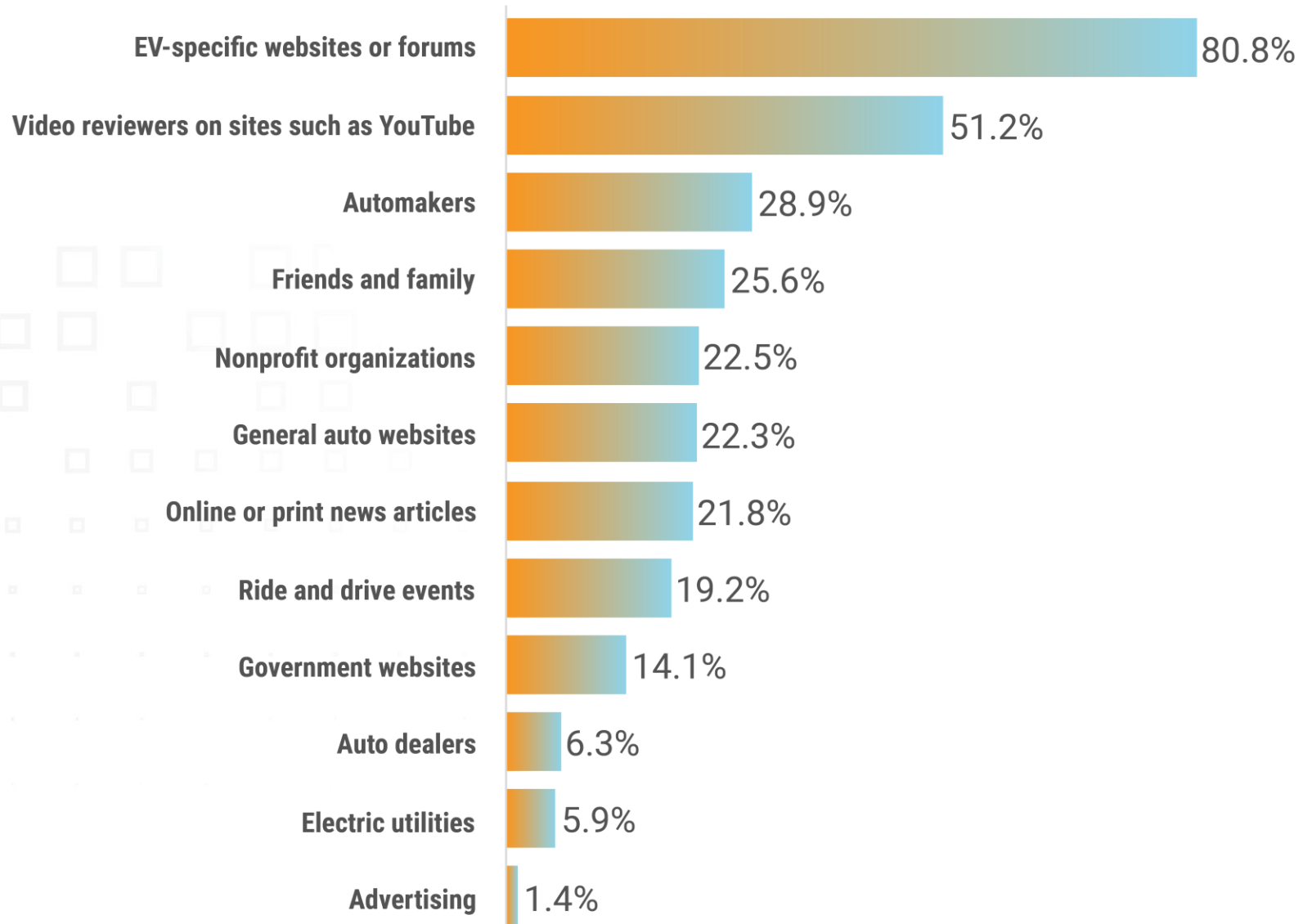
EV-specific websites and forums are cited as the most trustworthy resource, while Texas EV drivers are less trusting of auto dealers, electric utilities, and advertising.

Over 80% of Texas drivers said that **EV-specific websites and forums** are one of their top three most useful and trustworthy information resources. These websites and forums provide up-to-date news on EVs and opinions from other drivers, making them a dependable source of information and tips.

Video reviewers were cited as the second most useful and trustworthy resource, with **51.2%** of Texas EV drivers selecting it in their top three. This was **10% higher than the nationwide percentage**, and these two top choices show that Texas drivers are much more trusting of other EV drivers than they are of those who can profit off of their enthusiasm.

The bottom four choices show this even more. **Government websites, auto dealers, electric utilities, and advertisers** received the **fewest** amount of votes for being useful and trustworthy. Sources like these need to connect with drivers where they are in order to deliver information in the most trustworthy way possible.

Which information resources do you consider to be the most useful and trustworthy in researching EVs? (respondents were allowed to select top three)



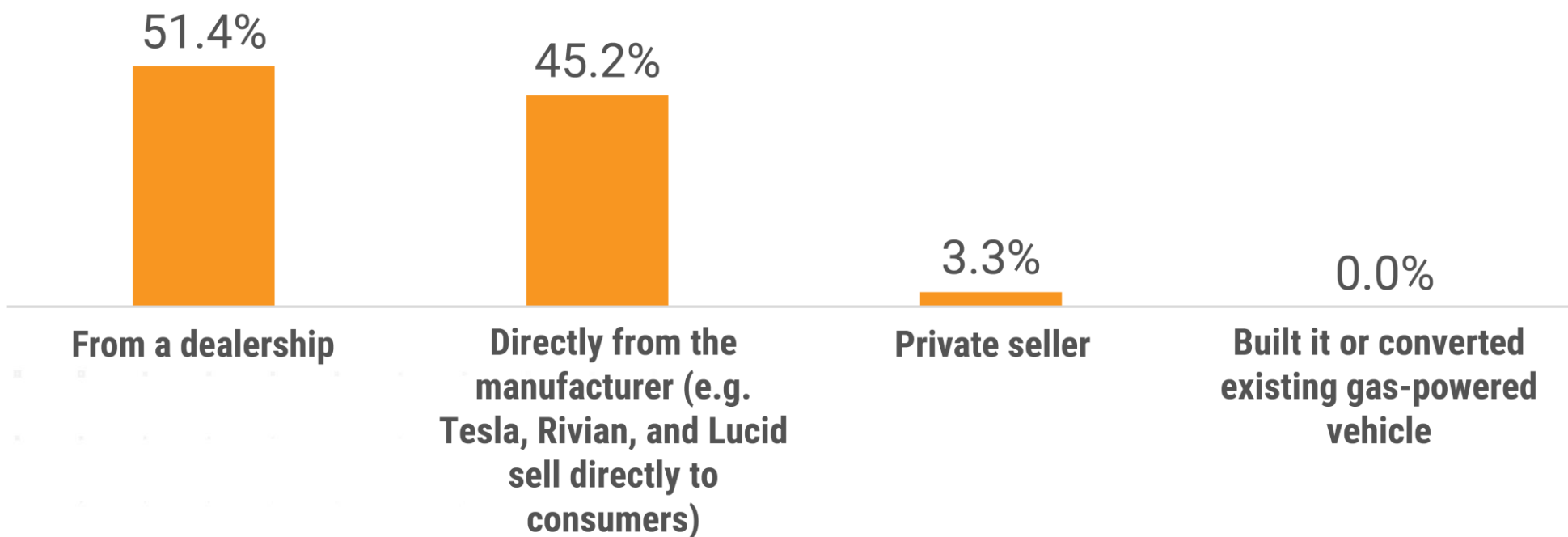
While Texas EV drivers indicate dealership knowledge of EVs could improve, dealers often have little influence.

About 23% of Texas EV drivers stated that **dealership knowledge of EVs is high**, compared to 35.3% who said that **dealership knowledge is low**. The remaining 41.5% rated dealership knowledge as **moderate**. This indicates room for improvement for Texas dealers.

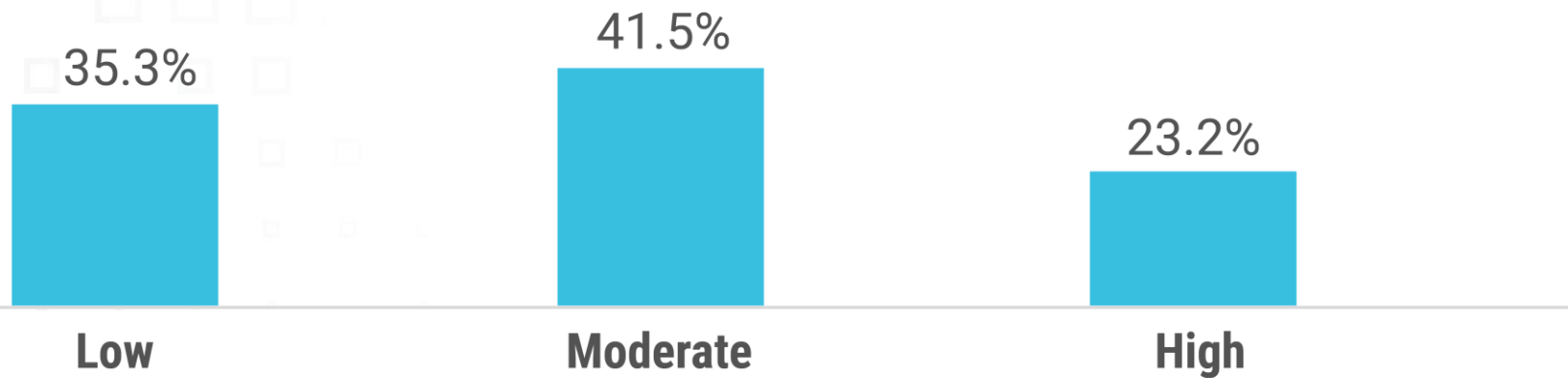
However, drivers reported that **dealers often have little influence on their decision-making**. Just under 72% of Texas EV drivers said that dealers have no influence on what they decide to buy or lease, while 83% of Texas EV drivers said they go into a dealership knowing exactly what they want to buy or lease.

In general, we find that EV drivers are **less trusting of auto dealers** and **do their own research ahead of time** so consumers know exactly what they are looking for when they go to a dealership. Knowing what they want takes one hassle out of the process that consumers prefer to avoid.

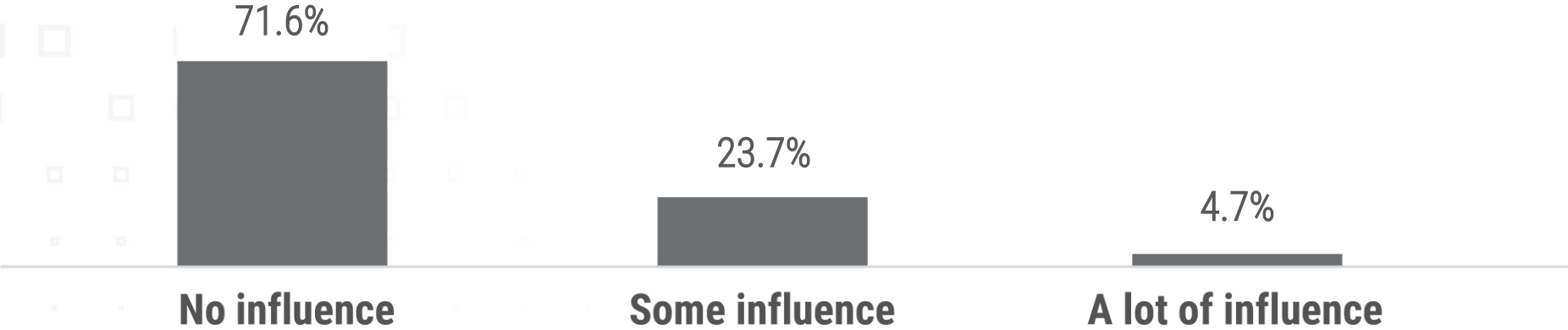
How did you acquire your primary EV?



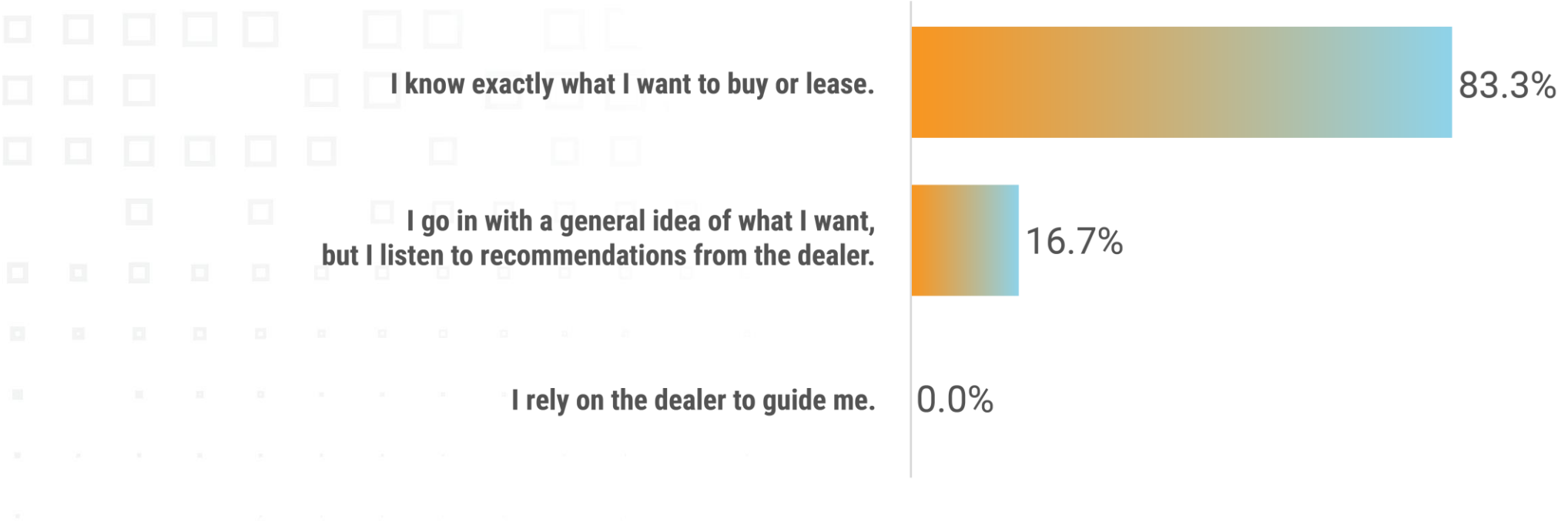
If you have visited a dealership or showroom, how would you rate the salesperson's knowledge about EVs?



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?



When you go to a dealership for a car, how much of your decision has been made on what kind of car you want to buy or lease?



There is room for improvement in the EV purchasing journey, especially with negotiations and post-delivery support.

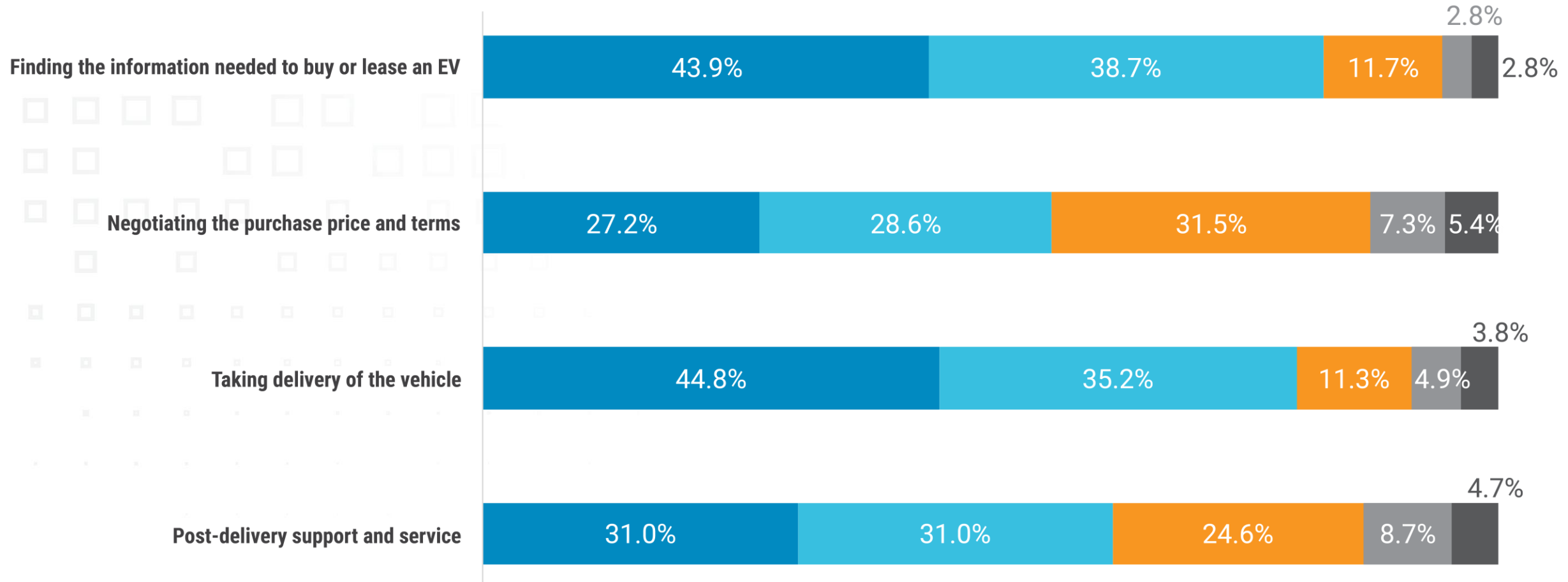
Texas EV drivers found themselves mostly satisfied with finding the info needed to buy or lease an EV. 82.6% of Texas EV drivers said they were at least satisfied with this step of the process, with 44% saying they were very satisfied with this step of the process.

While less than 15% of Texas EV drivers said they were dissatisfied with any step of the process, **room for improvement still exists in the car buying and leasing process.** Specifically, we found that 55.8% of respondents said they were satisfied with negotiating the price and terms, and 62% said they were satisfied with post-delivery support & service.

Exactly **80% of respondents said they were at least satisfied with taking delivery of the vehicle**, with 44.8% of Texas EV drivers saying that they are very satisfied with this step of the process.

Overall, how satisfied were you with each of the following steps in your EV purchase for the vehicle that you drive most often?

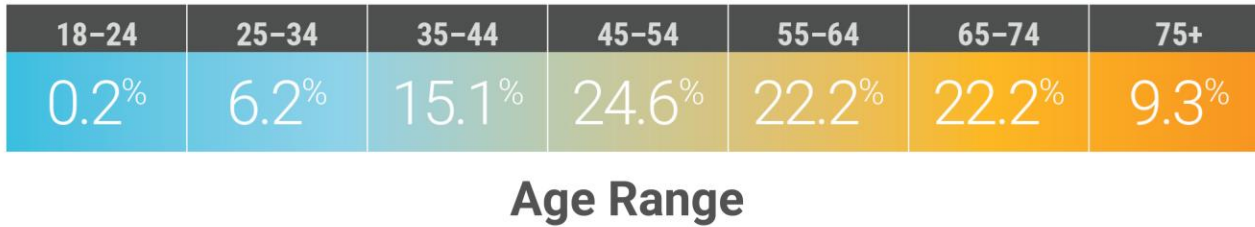
Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied



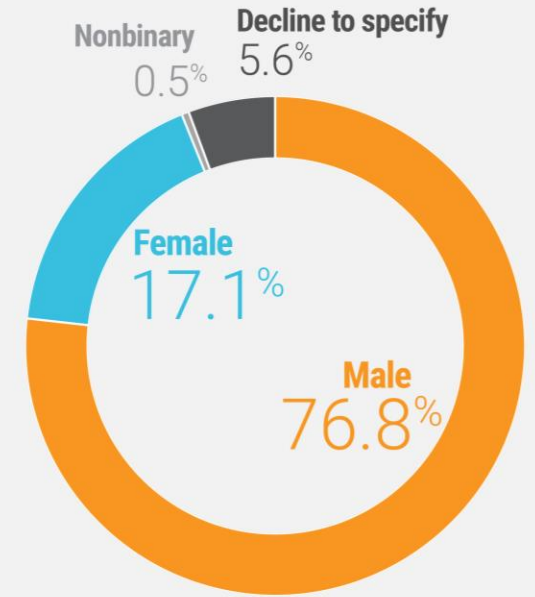
Demographics



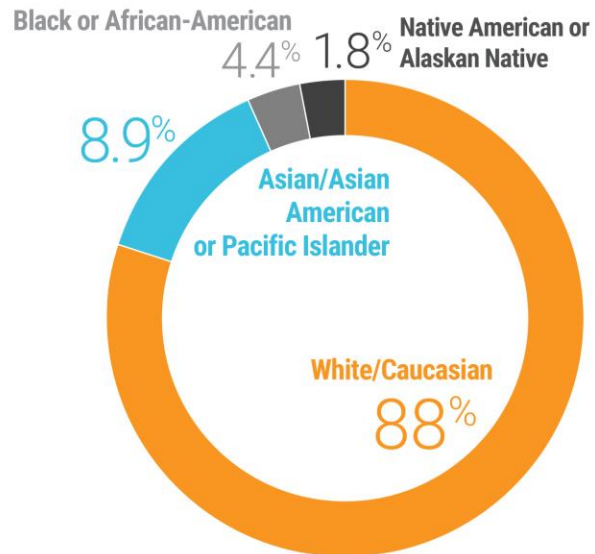
EV drivers in Texas are *younger* than in California.



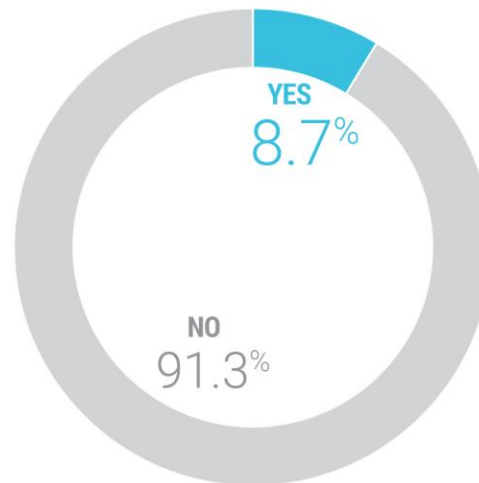
To which gender identity do you most closely identify?



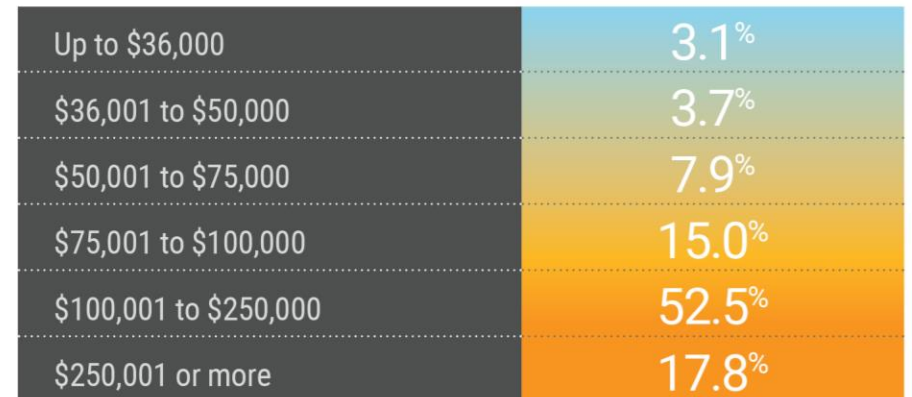
Which race/ethnicity describes you?
Check all that apply.



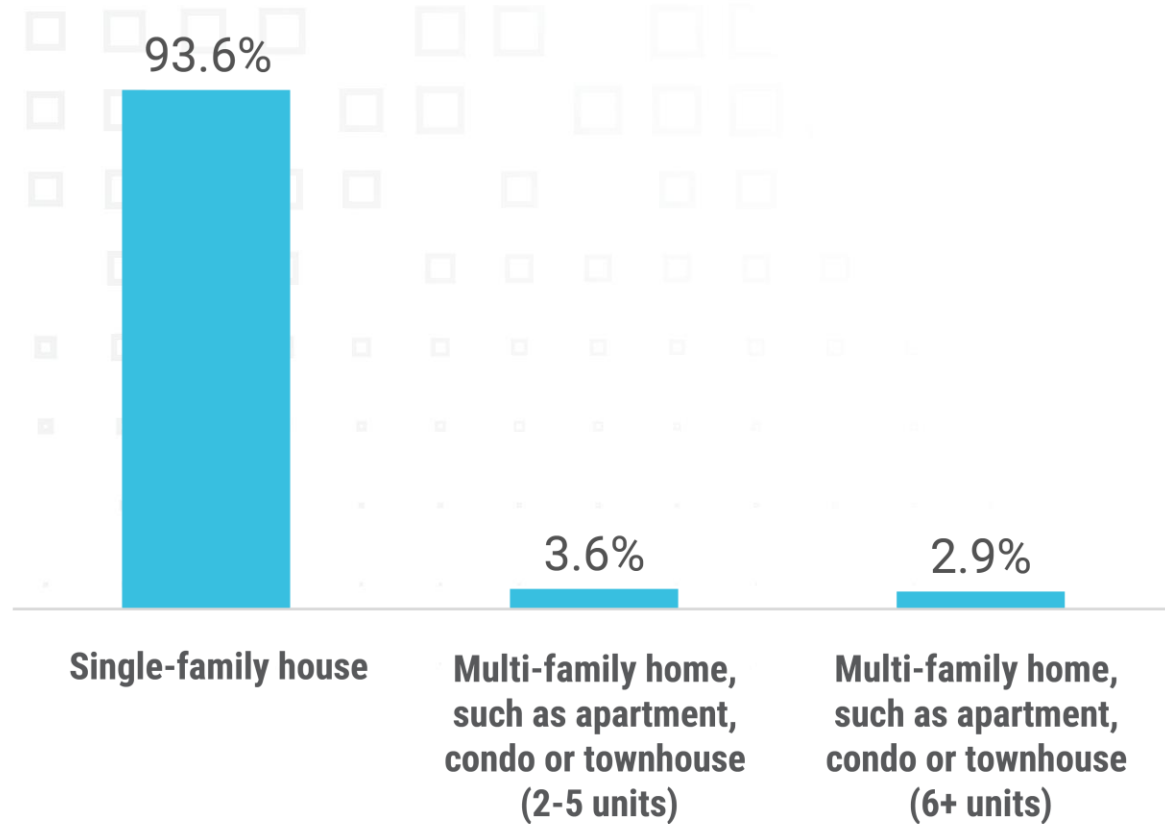
Are you of Hispanic or Latino origin?



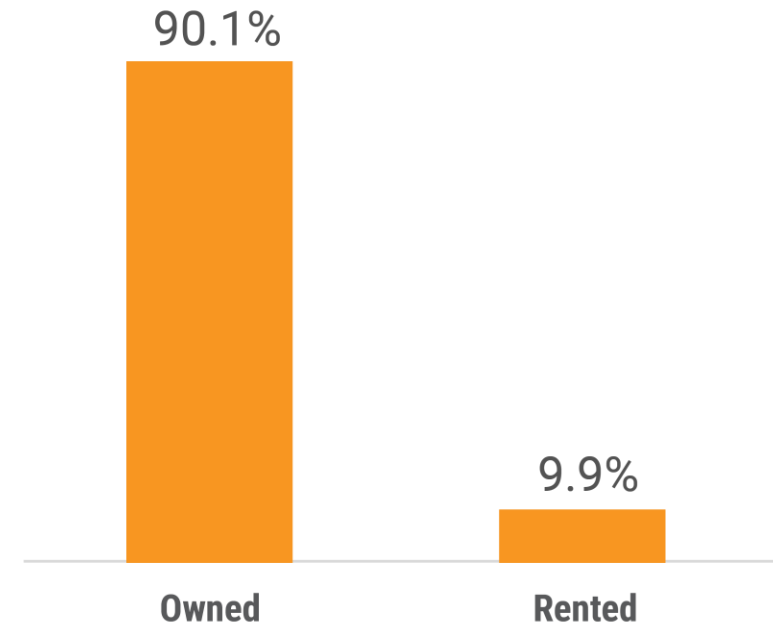
Annual Household Income



What type of residence do you live in?



Is your home residence owned or rented?



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Plug In America sincerely thanks Pete O'Connor, whose dedication to conducting and analyzing previous surveys laid the foundation for this report and future ones.

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EPRI



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About Plug In America

Plug In America is the nation's leading nonprofit organization dedicated to the transition to affordable and accessible plug-in vehicles and charging through education, advocacy, and research. Formed in 2008, the organization provides practical, objective information to consumers and dealerships about EVs through various programs, including National Drive Electric Week, Drive Electric Earth Month, PlugStar.com, and other public outreach events. Learn more at PlugInAmerica.org.