EV DRIVER SURVEY

JUNE 2025

Plug In America

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EXECUTIVE SUMMARY

2025 marks Plug In America's fifth collection of its annual EV driver survey. The survey taps into the organization's network of electric vehicle (EV) drivers, leveraging Plug In America's longstanding reputation as a trusted source for EV adopters. This particular survey includes responses from over 5,300 EV driver respondents. Of those, about 4,500 respondents completed the survey in full, while about 800 partially answered the survey. The survey also contained responses from just under 800 respondents who do not drive an EV, with about 400 of those respondents completing the survey in full.

The survey was fielded from January 2025 through March 2025. The intent of the survey was to get a full picture of the current EV experience in the United States, 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 driver profiles

Overall, we see that EV drivers are very satisfied with their electric vehicles. Almost 92% of EV drivers surveyed said that it is likely or very likely their next vehicle will be an EV. This is an increase from last year's figure of 89%. The finding is consistent with years past: nine out of 10 EV drivers want to continue driving electric.

Just under 40% of EV drivers said that "clean air/environmental protection" is their most important purchase consideration. The 39.7% of EV drivers who said that this year is largely consistent with the 40.7% of EV drivers who said the same last year. Clean air has been the most important consideration for EV drivers every year we have conducted the survey. However, we see that the gap between clean air and "cost savings" (21.4%) as a consideration is shrinking as time goes on.

One of the key takeaways from last year's survey was that respondents concerns with EVs decreased after experience with an EV. This was consistent this year, as we saw very similar drops in concern after experience with an EV. However, we find that the initial concern respondents reported was lower than last year's as well. This speaks to the continued education, awareness, and satisfaction surrounding EVs. If respondents are less concerned about EVs to begin with and become even less concerned about EVs after experience with an EV, the EV market will continue on the right track.

Overall, concerns around public charging still exist but it appears that the public charging experience has seen an improvement since last year. Respondents were less likely to say they are concerned about public charging in this year's survey, although about 35% of respondents said they are currently concerned about public charging availability and reliability. For comparison, just over 40% of respondents indicated concern around public charging availability and reliability in last year's survey.

Once again, we find that the dealership experience can be improved although there have been improvements in the last year. However, EV drivers typically go to the dealership knowing exactly what they want. This emphasizes the importance of the pre-purchase experience. Respondents are likely to turn to EV-specific sources as opposed to general automobile sources to do research. YouTube is one example of a growing source for EV research where respondents are able to understand the experiences of other EV drivers.

STATE OF THE EV MARKET

Both globally and domestically, 2024 was a year of continued growth in the EV market. Over 1.56 million plug-in electric vehicles were sold in the U.S. in 2024, marking the first time yearly sales have hit the 1.5 million mark.[1] Almost 300,000 new electric vehicles were sold in the first quarter of 2025, marking an 11.4% year-over-year increase.[2]

EVs are also making waves around the world. The most recent sales reports indicate that just under one in four vehicles sold globally in 2025 will be an EV.[3] The Tesla Model Y was once again the best-selling car worldwide in 2024.

Recent growth in U.S. EV sales has been supported by a complementary suite of policies, including federal incentives, pollution regulations, and programs to build out a national EV charging network. With the change in presidential administration and Congress in 2025, these policies are largely being considered for rescission, which may impact the rate of EV adoption. While these trends are not yet evident, future surveys may show the impact of these changes, should they be made.

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[1] The International Council on Clean Transportation, "U.S. Passenger Electric Vehicle Sales and Model Availability Through 2024", https://theicct.org/publication/us-passenger-ev-sales-and-model-availability-through-2024-apr25/, accessed May 12th, 2025.
[2] Cox Automotive Inc., "U.S. Electric Vehicle Sales Increase More Than 10% Year Over Year in Q1: GM Drives EV Growth While Tesla Declines", https://www.coxautoinc.com/market-insights/q1-2025-ev-sales/, accessed May 12th, 2025.
[3] Clean Technica, "EVs Now 21% of World Auto Sales in 2025", https://cleantechnica.com/2025/05/06/global-ev-sales-evs-now-21-of-world-auto-sales-in-2025/, accessed May 12th, 2025.

Electric vehicle information

17% of the respondents first got an EV in 2024, while an additional 4.4% first got an EV in 2025 (the survey was fielded in the first quarter of 2025). About 56% of the respondents in our survey have first gotten an EV since 2020. EVs are continuing to grow.

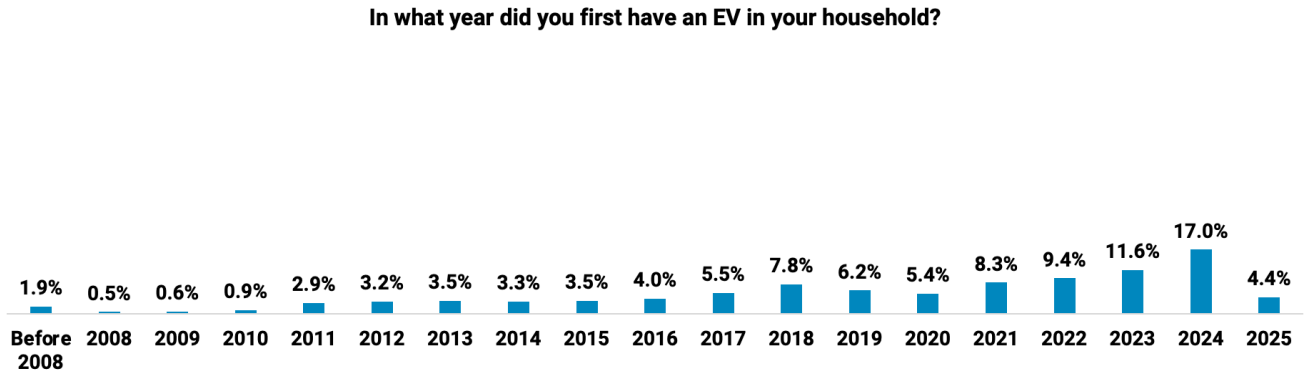
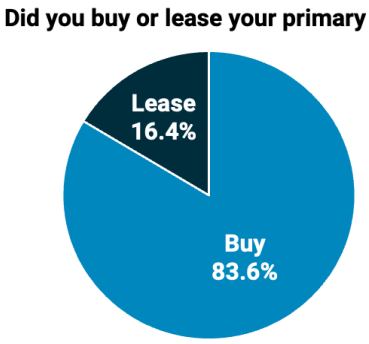
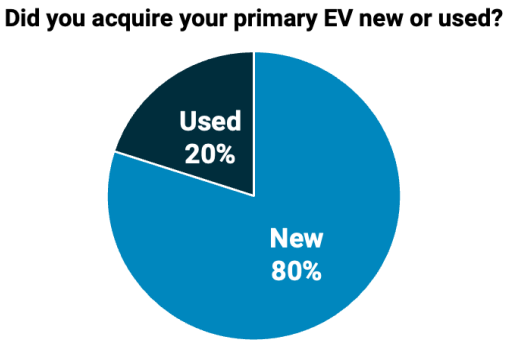


Figure 1: In what year did you first have an EV in your household? (n = 5,181)

About 80% of respondents in this year's survey said they got their primary EV new, while about 20% said they got their primary EV used. This is a minimal change from last year, as 81% of respondents said they got their primary EV new in 2024. Furthermore, about 84% said they bought their primary EV, while about 16% of respondents leased their primary EV.





Figures 2 & 3: Did you buy or lease your primary EV? Did you acquire your primary EV new or used? (Figure 1: n = 5,000, Figure 2: n = 5,002)

The Chevrolet Bolt was the most popular EV amongst our respondents this year, with 12.6% of our respondents saying that this is their primary EV. The Tesla Model 3 (10.7%) and Tesla Model Y (10.4%) are the next most popular EVs in our survey. The Ford Mustang Mach-E (8.2%) and Hyundai Ioniq 5 (5.9%) round out the top five. These figures are not designed to be representative of sales numbers, but rather just measure what vehicles are most popular among the respondents of our survey.

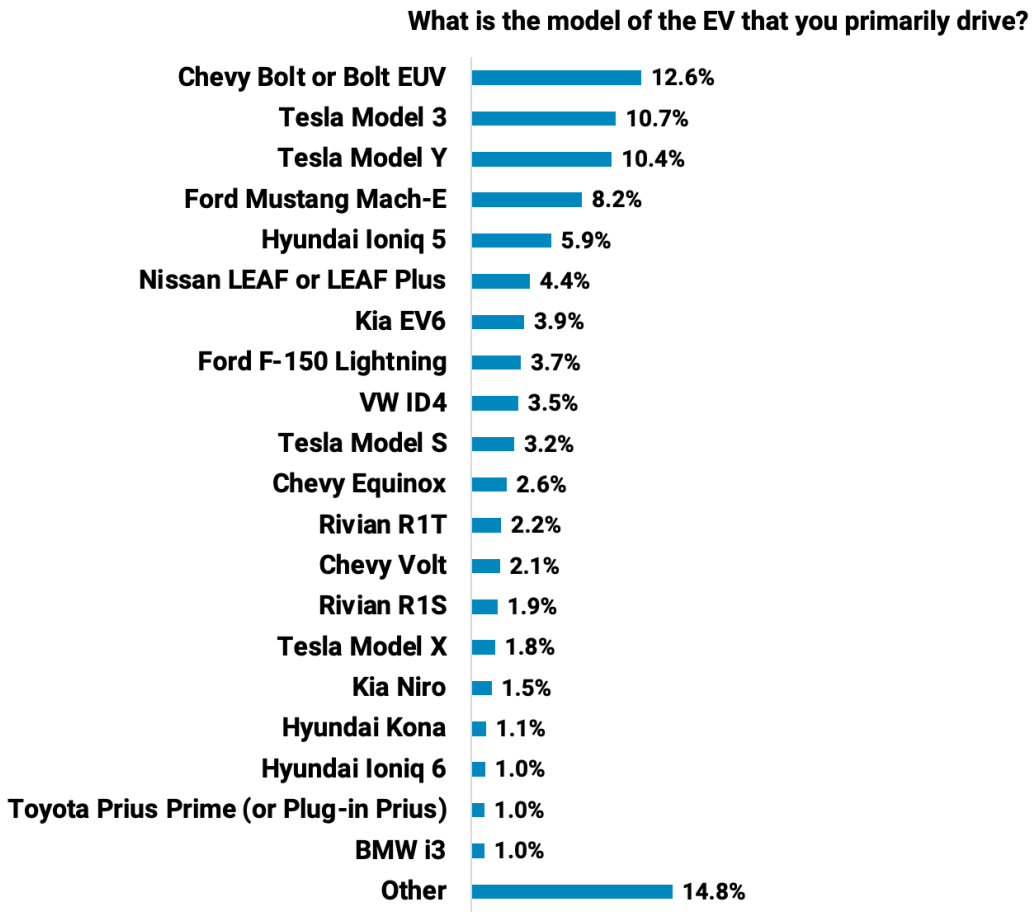


Figure 4: What is the model of the EV that you primarily drive? (n = 5,145)

We also asked respondents about their feelings and attitudes towards their primary EVs. First, we asked respondents if they would consider getting an EV from a manufacturer different than their primary EV. In last year's survey, about 29% of Tesla drivers said they would not, while less than 15% of other respondents said they wouldn't. This showcased a level of loyalty that Tesla drivers have to their EVs that other manufacturers hadn't been able to gain yet.

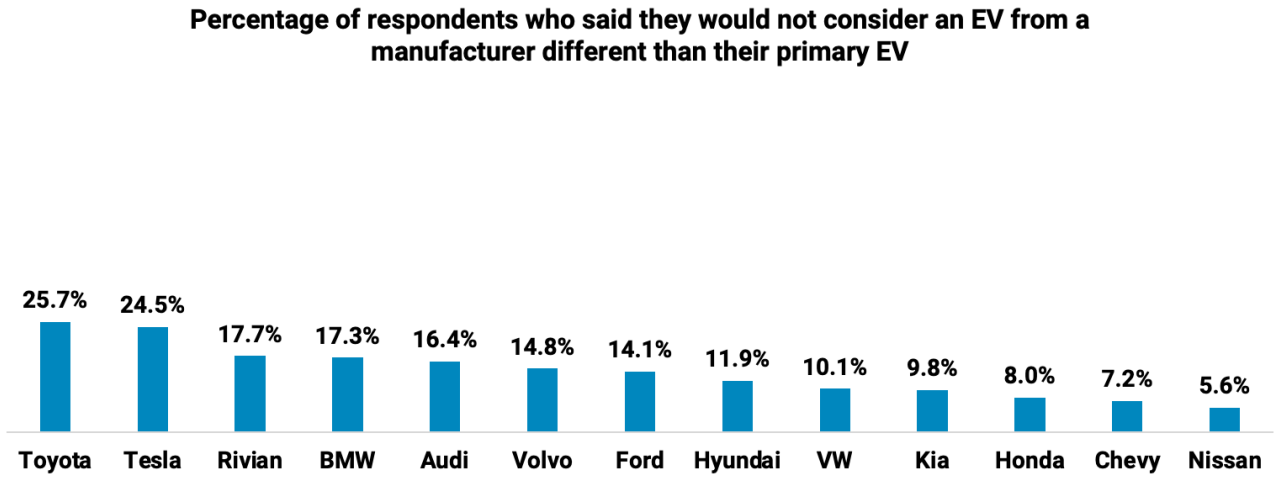


Figure 5: Percentage of respondents who said they wouldn't consider an EV from a manufacturer different than their primary EV sorted by manufacturer of primary EV

In this year's survey, Toyota drivers were most likely to indicate this same level of loyalty. After only 9% of Toyota driver respondents said they wouldn't consider an EV from a different manufacturer last year, 26% of Toyota driver respondents said they wouldn't consider an EV from a different manufacturer this year.

There was a slight decrease among Tesla drivers this year, while drivers of EVs from Rivian and BMW were more likely to indicate loyalty to their manufacturer this year. Largely, we see that most EV drivers are willing to switch manufacturers.

We also asked respondents to rate their primary EV in a number of different categories and give their primary EV an overall rating. Respondents were asked to rate their EV as unsatisfactory, satisfactory, or exceptional in 12 different categories. The results are shown in the table below for vehicles that had at least 50 respondents. The percentages shown are the percentage of people with that vehicle as their primary EV who rated it as exceptional in that category. In doing this, we sought consumer attitudes towards these aspects of their primary EV. These data points are not designed to be a true rating of each car but rather a measurement of consumer satisfaction with the vehicles.

Top Cars in Each Category (50+ respondents)	1st	2nd	3rd
Range	Hyundai Ioniq 6 (47.1%)	Tesla Model S (39.3%)	Rivian R1S (37.5%)
Charging Speed	Hyundai Ioniq 6 (72%)	Kia EV6 (68%)	Hyundai Ioniq 5 (64.6%)
Performance	Rivian R1T (98%)	Rivian R1S (94.3%)	Ford F-150 Lightning (93.8%)
Safety Features	Rivian R1T (89%)	Rivian R1S (86.4%)	Tesla Model S (81.9%)

Comfort	Ford F-150 Lightning (89.7%)	Rivian R1T (84%)	Rivian R1S (81.8%)
Styling and Appearance	Rivian R1T (93%)	Hyundai Ioniq 6 (92.2%)	Ford Mustang Mach-E (87.3%)
Navigation System	Tesla Model X (86.6%)	Tesla Model S (83.3%)	Tesla Model 3 (77.1%)
Ease of Charging	Tesla Model X (95.3%)	Tesla Model S (91.3%)	Tesla Model Y (88.7%)
Cargo Space	Rivian R1T (96%)	Rivian R1S (94.3%)	Ford F-150 Lightning (92%)
Reliability	Tesla Model Y (73.4%)	Tesla Model X (73.2%)	Rivian R1S (70.5%)
Value for the Price	Chevy Bolt or Bolt EUV (70.4%)	Chevy Equinox (64.4%)	Hyundai Kona (53.1%)
Overall	**Rivian R1T (80.8%)**	**Rivian R1S (80.7%)**	**Tesla Model S (77.9%)**

Figure 6: The top 3 cars in 12 different categories (parentheses indicate what percentage of drivers of vehicle said that their EV is exceptional in each category)

Overall, the top vehicles overall remained the same: The Rivian R1T was rated as the best vehicle overall among qualifying vehicles, the Rivian R1S was second, and the Tesla Model S was third.

The Rivian R1T was the top vehicle in performance, safety features, styling and appearance, and cargo space. Tesla vehicles took the top spot in navigation system, ease of charging, and reliability. The Hyundai Ioniq 6 took the top spot in range and charging speed.

Throughout the rest of the list, we see high ratings for the Ford F-150 Lightning in comfort and performance, while the Chevrolet Bolt and Equinox received high ratings in value for the price.

We separated vehicles with 50+ respondents to ensure that we are not weighing more popular vehicles against emerging vehicles. However, we also have ratings for vehicles that received between 20-49 respondents in our survey. Those figures can be found in the table below.

Top Cars in Each Category (20-49 respondents)	1st	2nd	3rd
Range	Lucid Air (84.2%)	Tesla Cybertruck (38.5%)	Kia EV9 (30.6%)
Charging Speed	Kia EV9 (66.7%)	Lucid Air (65%)	Tesla Cybertruck (43.6%)
Performance	Tesla Cybertruck (97.4%)	Polestar 2 (97.1%)	BMW i4 (91.7%)
Safety Features	Tesla Cybertruck (100%)	BMW i4 (95.8%)	Polestar 2 (94.4%)

Comfort	Tesla Cybertruck (97.4%)	BMW i4 (95.8%)	Kia EV9 (91.7%)
Styling and Appearance	BMW i4 (100%)	Lucid Air (90%)	Tesla Cybertruck (84.6%)
Navigation System	Tesla Cybertruck (92.3%)	Polestar 2 (80.6%)	BMW i4 (70.6%)
Ease of Charging	Tesla Cybertruck (89.7%)	Kia EV9 (69.4%)	Polestar 2 (66.7%)
Cargo Space	Tesla Cybertruck (97.4%)	Kia EV9 (75%)	Audi e-tron (62.8%)
Reliability	Tesla Cybertruck (87.2%)	Polestar 2 (75%)	BMW i3 (74.5%)
Value for the Price	MINI Cooper (61.9%)	BMW i3 (57.4%)	Subaru Solterra (42.3%)
Overall	**Tesla Cybertruck (92.3%)**	**BMW i4 (79.2%)**	**BMW i3 (74.5%)**

Figure 7: The top 3 cars in 12 different categories, among vehicles which received between 20-49 respondents who said it is their primary EV (parentheses indicate what percentage of drivers said their vehicle is exceptional in each category)

In looking at the ratings of the emerging vehicles, the Tesla Cybertruck is far and away the highest rated. It earned the best ratings overall, along with the highest rating in seven of the other 11 categories. As years go on and more Cybertrucks enter the market, we will keep an eye on the vehicle to see if these high ratings continue.

Other noteworthy emerging vehicles are the Kia EV9 with high ratings in five of 12 categories, and the BMW i4 and i3 with the second and third highest overall ratings, respectively. And 84% of Lucid Air drivers said their vehicle was exceptional when it comes to range. The next highest was the Hyundai Ioniq 6, with 47% of respondents saying it is exceptional in that regard.

WHAT HAS INFLUENCED EV PURCHASES?

Purchase considerations

As it has for each year of the survey, “clean air/environmental protection” is most likely to be considered the most important purchase consideration for EV drivers. 39.7% of respondents in this year’s survey answered that “clean air/environmental protection” is their most important purchase consideration, right in line with the 40.7% of EV drivers who said the same last year.

21.4% of EV drivers said “cost savings” are their most important consideration, while 14.4% of respondents said the same about “performance/fun to drive.” Both of these represent slight increases over prior years. Last year, 19.2% of respondents said “cost savings” is their most

important purchase consideration and 13.3% of respondents said “performance/fun to drive” is their most important purchase consideration.

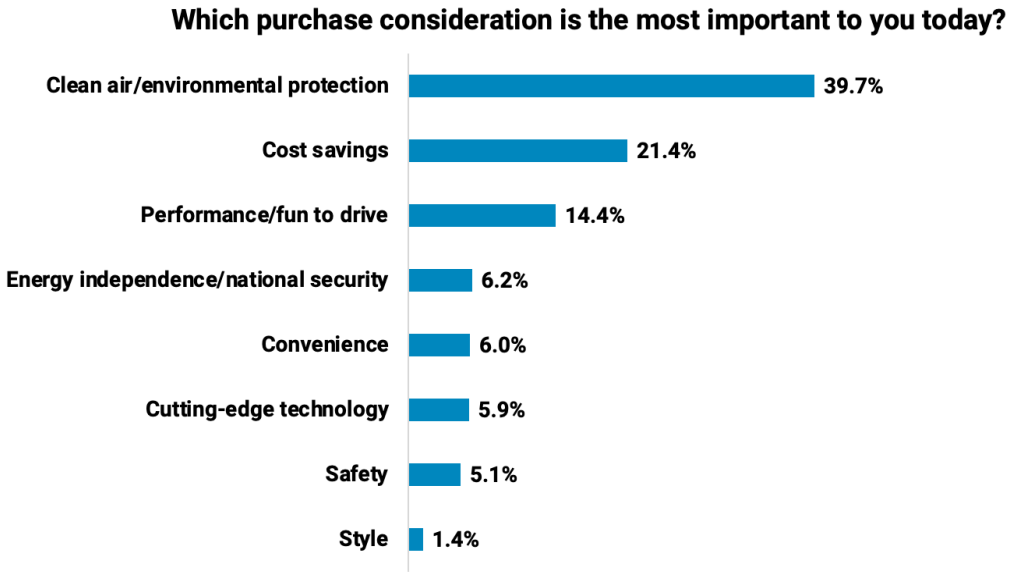


Figure 8: Which purchase consideration is most important to you today? (n = 4,605)

Once again, the popularity of “clean air/environmental protection” is driven by certain segments of the EV driver population. Older drivers are especially more likely to cite it as their most important purchase consideration. 47% of EV drivers aged 65-74 said clean air, while 45% of drivers 75 and older said it as well. It follows that early adopters are also more likely to cite “clean air/environmental protection” as their most important consideration. Over half of EV drivers who first got an EV in 2010 or earlier said this, while over 40% of EV drivers who first got an EV before 2020 said the same. Around 35% of EV driver respondents who first got an EV in 2020 or later said that “clean air/environmental protection” is their most important purchase consideration.

There is very little difference across different income brackets when it comes to the main purchase consideration. While respondents with over $100,000 in annual household income were more likely to be interested in performance, and respondents with less than $100,000 in annual household income were more likely to be interested in cost savings, the difference between the income brackets is minimal.

“Clean air/environmental protection” was most likely to be cited as the most important purchase consideration for female EV drivers, with 52.2% answering this. This is consistent with last year, where over half of female EV drivers indicated the same.

In looking at purchase consideration based on primary EV, it's clear which EVs are delivering the most when it comes to performance. If a respondent is most interested in performance, it follows that they would want an EV with high-performance capabilities.

32.6% of respondents who said their primary EV is a Rivian said that performance is the most important consideration to them. This was the highest out of all of the major brands. Ford (22%) and Tesla (17%) were the next highest in this regard.

Beyond the car one drives, "cost savings" is more likely to be cited as the most important consideration among non-white EV drivers. Black or African American respondents (36.7% selected cost savings as their most important purchase consideration) and Hispanic/Latino respondents (34.9%) were more likely to select "cost savings" as their most important consideration than environmental protection. Asian/Asian American or Pacific Islander respondents (32.3%) and Native American or Alaska Native respondents (32.1%) were as likely to select savings as environmental protection for their most important purchase consideration.

When respondents were asked to rate each purchase consideration in isolation from each other, "safety" and "clean air/environmental protection" are most likely to be cited as crucial considerations. Much like in 2024, these are considered the must-have elements for an EV. Older respondents, female respondents, and early adopters of EVs drive the results of clean air/environmental protection are largely driven by older respondents, female respondents, and early adopters of EVs.

Furthermore, over half of respondents said that performance (54.1%) is a crucial element for them, up from 47.9% of respondents who said the same last year. This is largely driven by newer adopters, who are more likely to say performance is crucial to them. As time goes on, we'd expect this to continue to increase as newer adopters take up a larger share of the EV driver population.

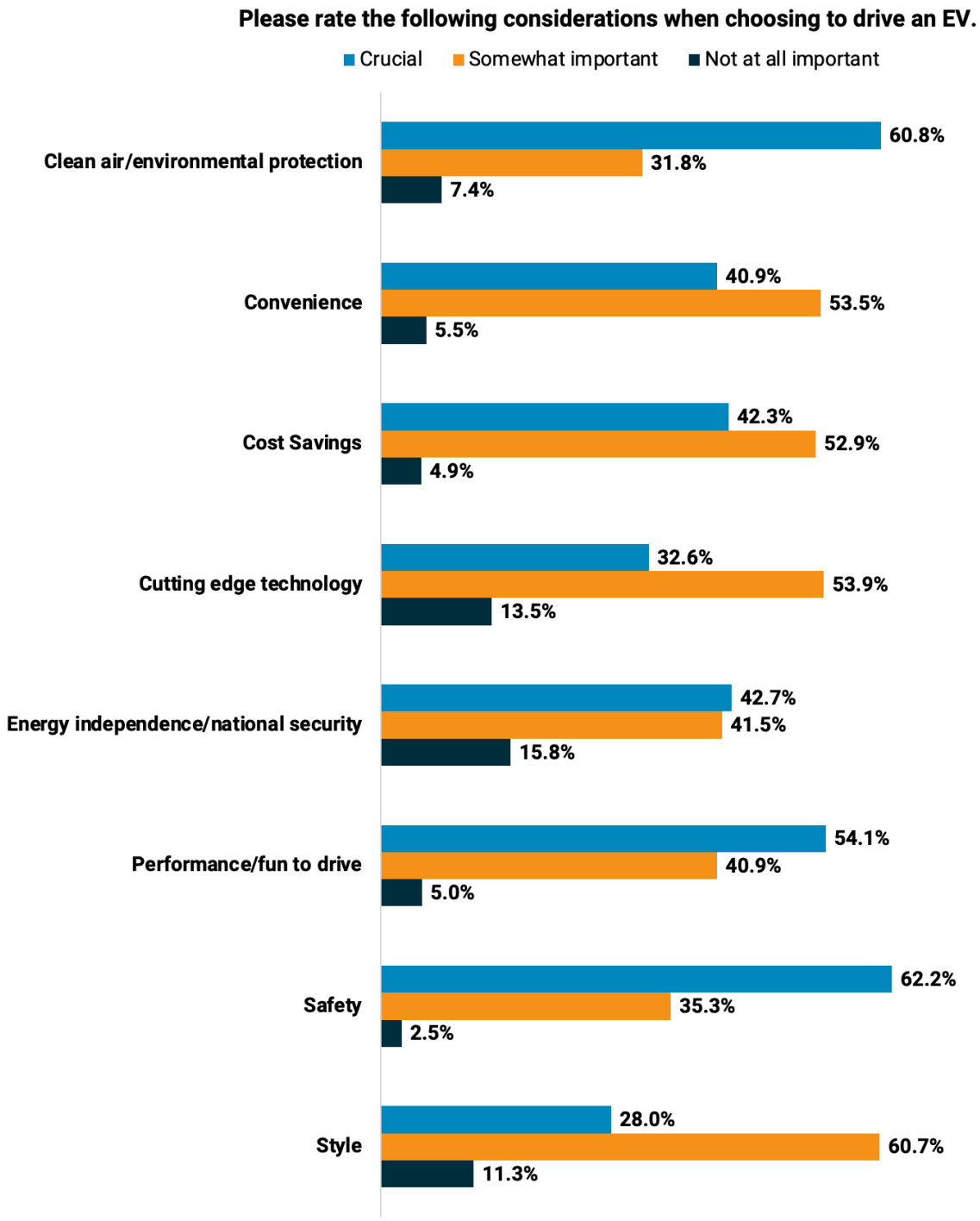


Figure 9: Please rate the following purchase considerations when choosing to drive an EV. (n = 4,605)

Concerns around EVs

One of the big findings from our 2024 EV Driver Survey is that concerns about EVs have decreased from the time that consumers first get to an EV to now. In almost every category, the 2024 results showed that initial concerns consumers have about driving an EV diminish once a

consumer has real-world experience driving one. The only exceptions were in public charging reliability and the impact of weather.

In 2025, this trend continues. Consumer concern drops after an EV experience in every category—with the exception of public charging reliability. This includes notable drops in categories such as access to home charging, battery range, price, and vehicle availability.

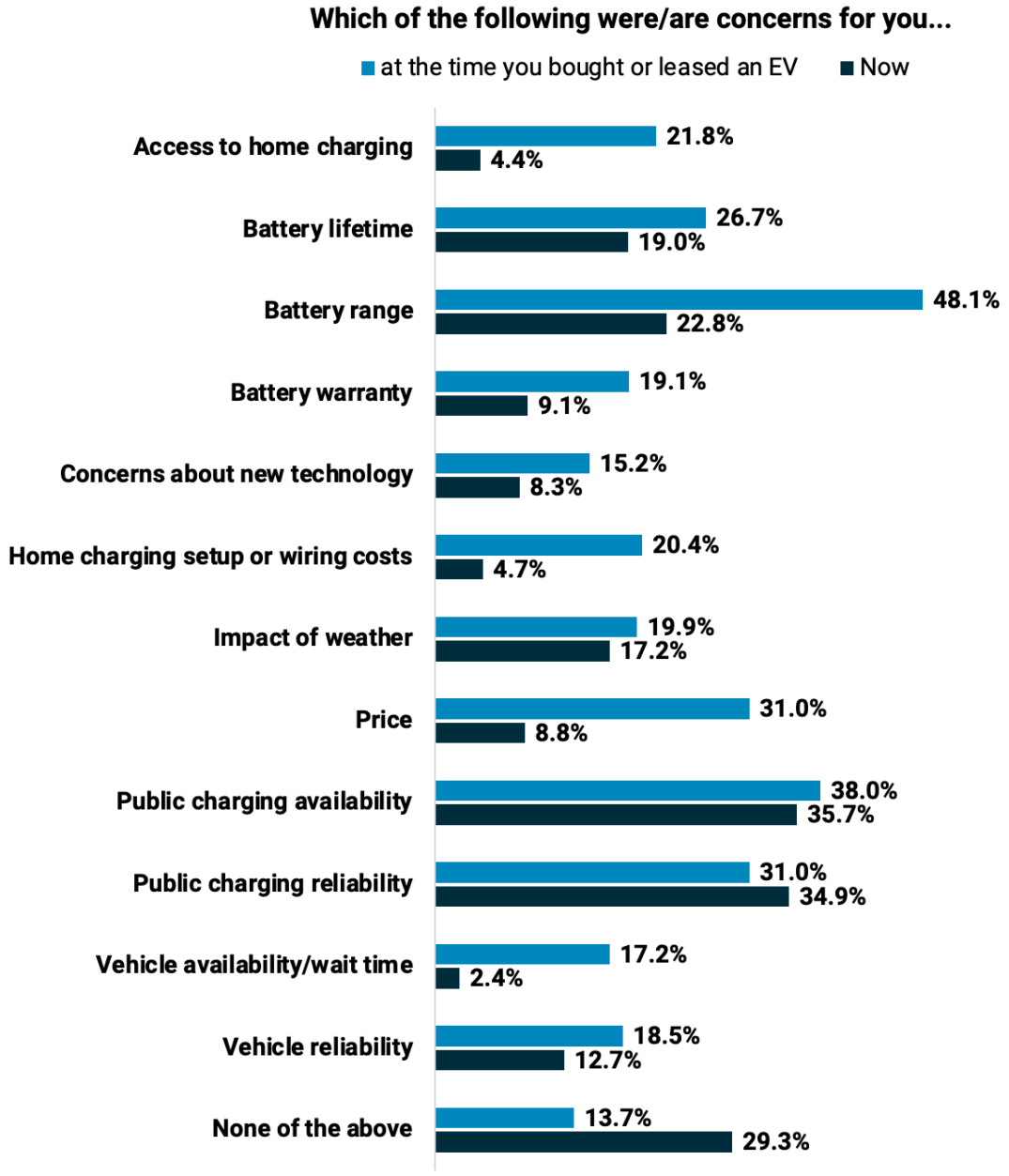


Figure 10: "Which of the following were concerns for you at the time you bought or leased an EV" compared to "Which of the following are concerns for you now?" (n = 4,744)

However, one of the major developments is that consumers' initial concerns about driving an EV have decreased since last year's survey. In the below graph, you can see the comparison in concern for EV drivers at the time they bought or leased their first EV in last year's survey versus this year's survey. Some categories - such as battery range, battery warranty, public charging availability, and vehicle reliability - have seen some massive drops year over year.

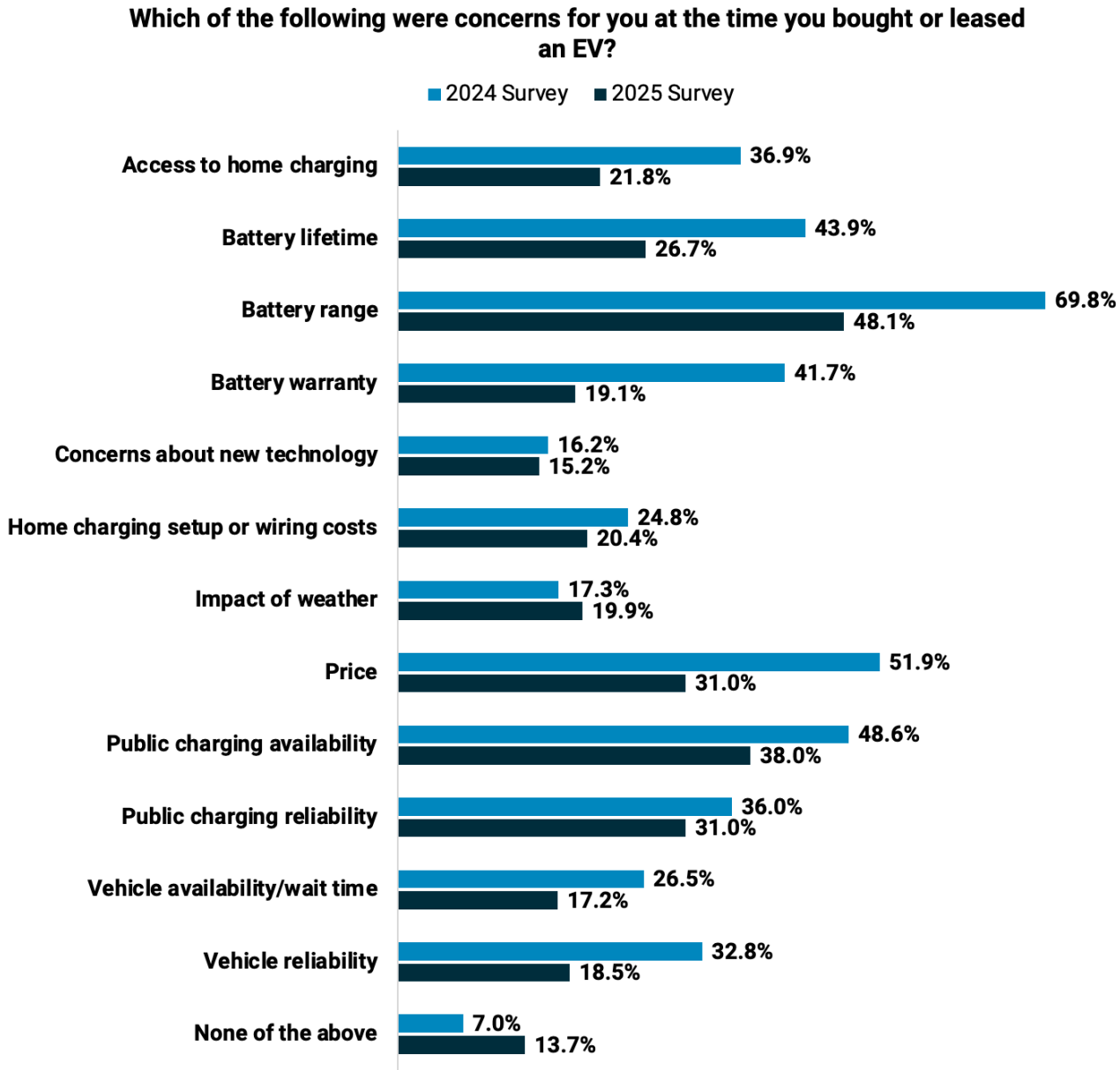


Figure 11: Which of the following were concerns for you at the time you bought or leased an EV? (Comparing results between the 2024 EV Driver survey and the 2025 EV Driver survey)

Despite the lower starting points of concern, respondents still report significantly less concern after experiencing an EV. The below graph shows current concern levels of EV drivers in each category, and current levels of concern have also dropped year over year. Concerns over the

battery have dropped significantly since last year's survey, while concerns over public charging saw a slight decrease. This is something we theorized would happen in last year's report, as investments were made to improve the public charging experience and the Tesla network became available to more vehicles. And notably, nearly 30% of EV driver respondents said they do not have concerns in any of the categories at this point.

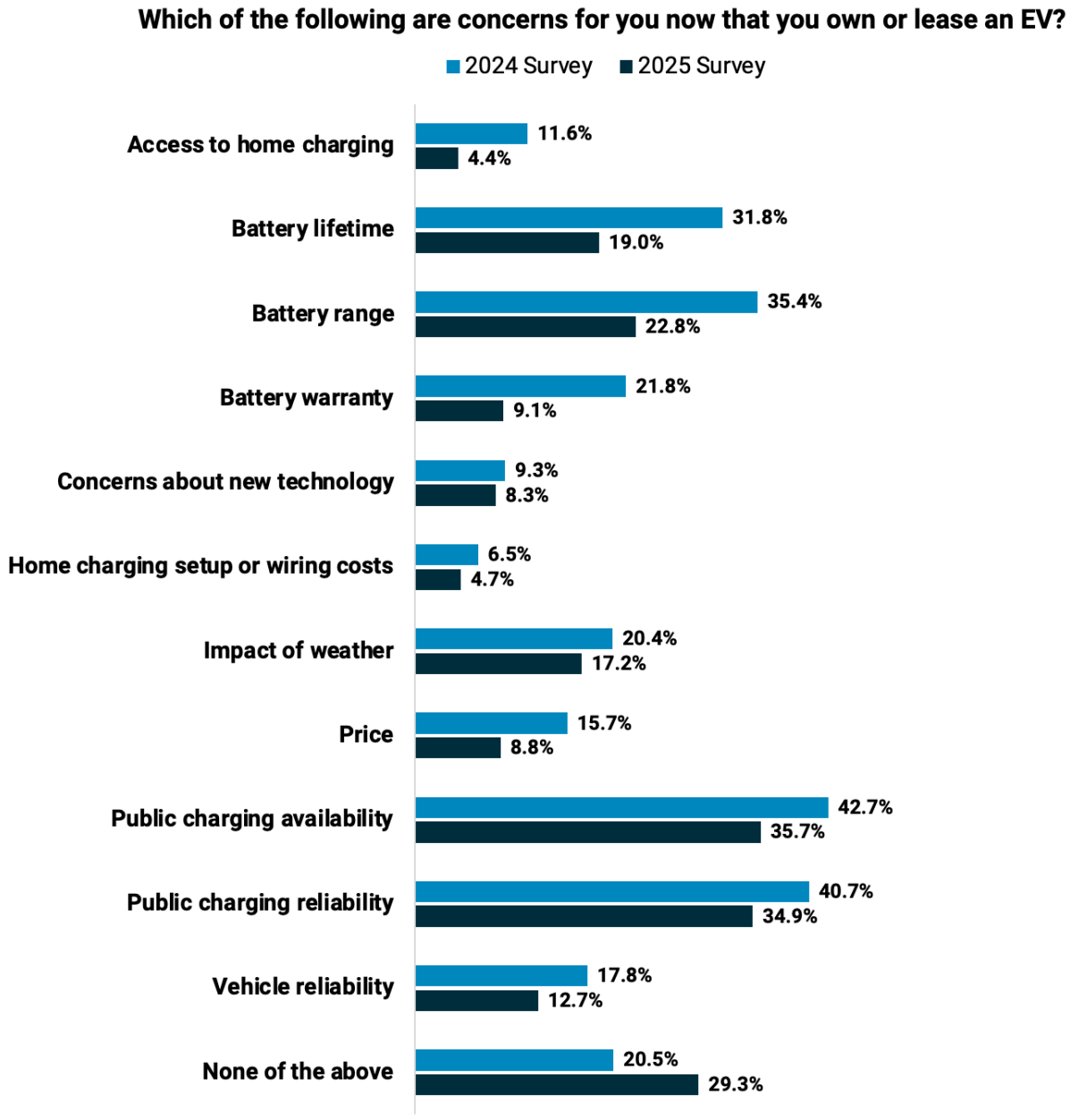


Figure 12: Which of the following are concerns for you now that you own or lease an EV? (Comparing results between the 2024 EV Driver survey and the 2025 EV Driver survey)

Will their next vehicle be an EV?

Given the drops in concern since last year, it is unsurprising that the likelihood of our respondents saying their next vehicle will be an EV has increased as well. In 2024, just under 90% (89.4%) of our EV driver respondents said it is likely or very likely that their next vehicle will be an EV. This year, 91.8% of our respondents said it is likely or very likely that their next vehicle will be an EV. Furthermore, 76.1% of respondents said it is very likely their next vehicle will be an EV. 74.7% of respondents said it was very likely their next vehicle will be an EV in last year's survey.

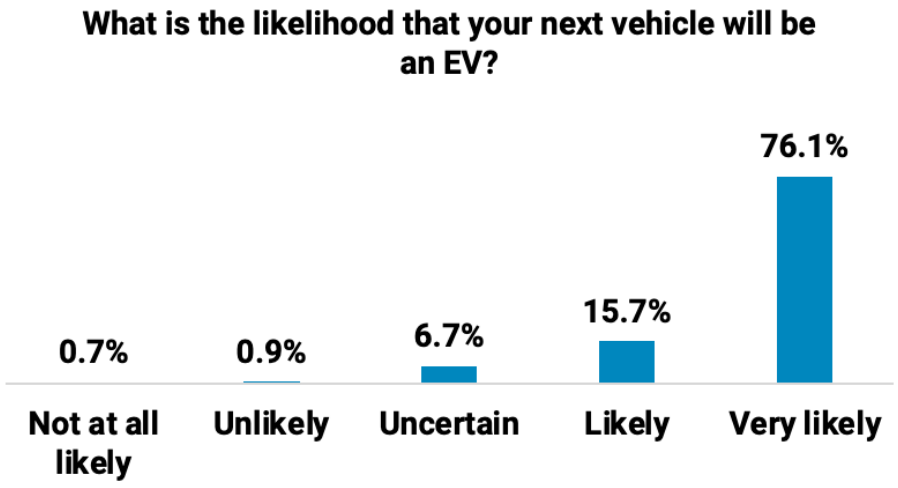


Figure 13: What is the likelihood that your next vehicle will be an EV? (n = 4,610)

While it is likely that all of the consumer groups within our respondent base will make their next vehicle an EV, there are areas for improvement that signal greater need for improvements. For example, 92.4% of white EV driver respondents said it is likely or very likely their next vehicle will be an EV. However, this number was lower for Asian/Asian American and Pacific Islander respondents (87.8%), Black or African American respondents (85%), and Native American or Alaska Native respondents (84.9%). While lower than the general population, these numbers have also increased from the past year.

Secondly, we see that 83.8% of respondents without home charging access said that it is likely or very likely their next vehicle will be an EV, compared to 92.2% of those with home charging access. This speaks to the difference in the EV experience with and without home charging access, although the overall figure is still quite high.

While over 95% of respondents who rated clean air as a crucial factor said it is likely or very likely their next vehicle will be an EV, only 77.8% of the 238 respondents who rated clean air as not important said the same. The difference shows further research is needed to identify why this gap exists.

Furthermore, it is slightly less likely for recent adopters of EVs to indicate their next vehicle will be an EV. While over 90% of respondents who first got an EV in 2020 or before said it is likely or very likely their next vehicle will be an EV, that number has dipped below 90% for respondents who have gotten an EV since. About 86% of respondents who first got an EV in 2024 said this. Recent adopters fall into the early majority category in regards to technology adoption and may have expectations more similar to gas-powered vehicles. Tracking this trend over time tells the story that the longer EV drivers have their vehicle, the more likely they are to make their next one electric. For example, 88% of 2020 adopters in last year's survey said it's likely their next vehicle will be an EV, while 92% of 2020 adopters said the same this year.

Some EV manufacturers are convincing drivers to stick with an EV. 95.4% of Tesla driver respondents said it is likely or very likely their next vehicle will be an EV, which was the highest among the major manufacturers. 94.2% of Rivian drivers and 91.1% of Kia drivers said the same.

Incentives

Lastly, we asked about what incentives EV drivers have used. Much like last year, inexpensive home charging and the federal EV tax credit stood apart as the most commonly used incentives. Free charging at select locations and state or local incentives once again followed the top two, with under half of respondents reporting use of those.

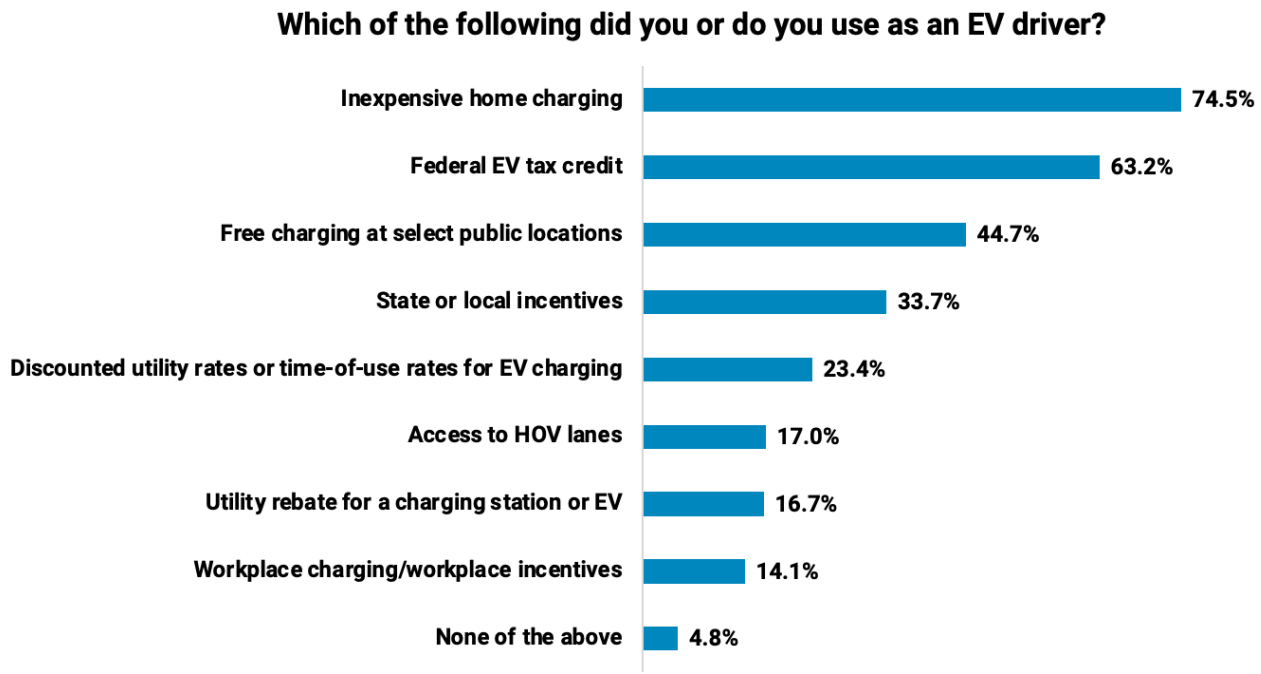


Figure 14: Which of the following did you or do you use as an EV driver? (n = 4,670)

There were a few trends within each of these incentives that stood out as well. With inexpensive home charging, younger EV drivers and people of color were less likely to report having used

this incentive. While over half of these drivers still used it, the gap highlights an access problem that needs to be addressed for EVs to continue to grow and to keep current EV drivers satisfied. Interestingly enough,annual household income does not have a significant impact on the likelihood of using this incentive.

On a similar note, only 23% of respondents reported using discounted utility rates or time-of-use rates for EV charging.

Lastly, this was the first year respondents answered questions about workplace charging/workplace incentives, with 14.1% of respondents saying they use or have used these. Younger drivers were especially likely to use these, with over 20% of those under the age of 55 reporting use of these.

CHARGING

Home charging

94.2% of the respondents in our survey said they have access to EV charging at home. 85.2% of those respondents said they have access to Level 2 charging, while 27.8% of respondents said they have access to Level 1 charging. The percentages, adding up to over 100%, reveal that some drivers have access to both Level 1 and Level 2 charging at home.

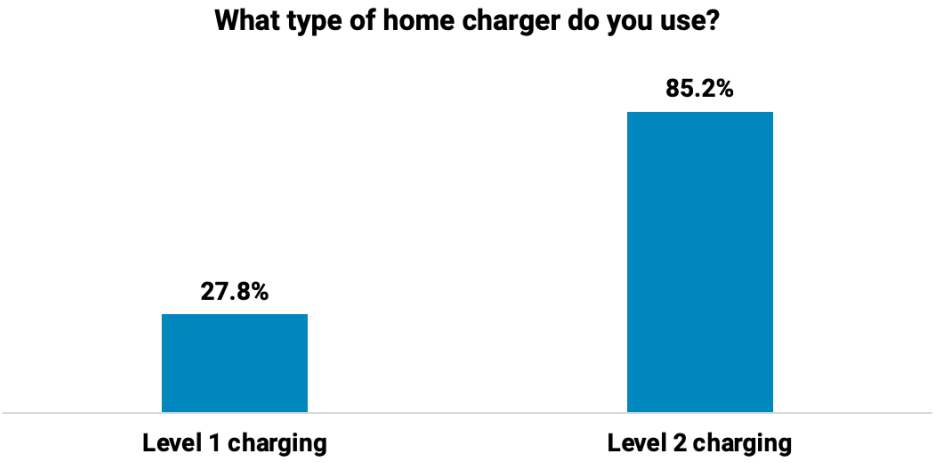


Figure 15: What type of home charger do you use? (n = 4,466)

Of the almost 4,500 respondents who do have access to EV charging at home, almost 95% charge at home at least weekly, 50.1% charge at home daily, and 44.5% charge at home weekly.

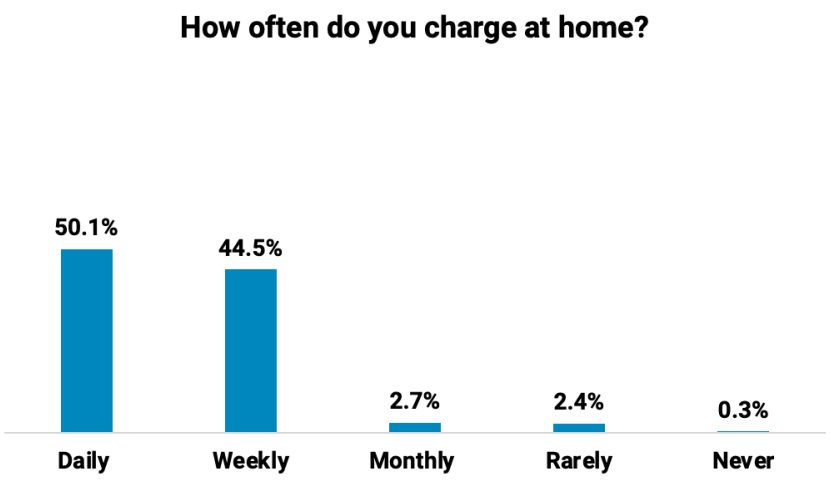


Figure 12: How often do you charge at home (n = 4,468)

Almost 60% of respondents with access to home charging charge overnight (10 PM to 6 AM), while an additional 13.5% charge in the evening (5 PM to 10 PM). Just under half of respondents said they use a schedule charging feature to control the time of day at which they charge, with 28% saying they do so all of the time. These schedule charging features both help consumers save money by charging at off-peak tmes and can help electric utilities balance loads.

About 80% of respondents said they would be willing to change the hours when they charge at home to receive discounted utility rates. Only 3.5% said they would not be willing to do so, about 16% of respondents indicated they might be willing to do so, while 1% said they didn't know.

About 39% of respondents said that their local electric utility offers special rates for home EV charging, while only 23.5% of respondents said that they use the special rates offered by their local electric utility. 41.4% of respondents said that their local utility does not offer special rates for home EV charging, and 19.5% said they don't know.

Of the respondents who said that their local electric utility does not offer special rates for home EV charging, 93% said that they wish their local electric utility did. This strongly suggests that utilities have an opportunity to improve the EV experience by creating and offering rates for home charging.

Charging away from home

We also asked respondents how often they charge at different types of charging locations, on average. Generally, we see that public chargers and work chargers play a role for our respondents but on a less frequent basis. It's important to note that our respondents were likely to have access to home charging. Over half of respondents said they use Level 2 public chargers on a rare basis, while just under half of respondents said they use a DC fast charger or Supercharger on a rare basis.

About one-quarter of our respondents said that they use work chargers in general, while less than 15% of respondents use them at least monthly. About 82% of respondents said they use DC fast chargers, while 73% of respondents said they use Level 2 public chargers.

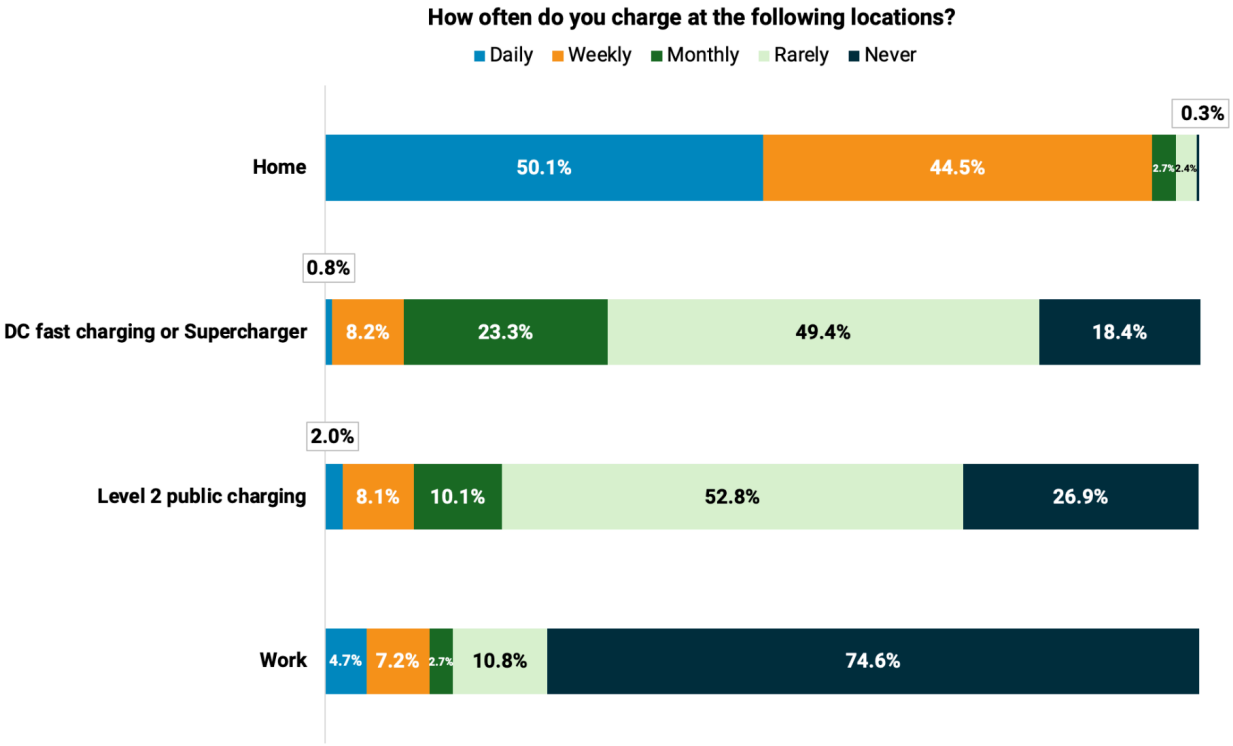


Figure 16: How often do you charge at the following locations (n = 4,678)

267 respondents do not have access to EV charging at home, and answered how often they use each type of charger, on average. When we look at these respondents, we get a truer picture of the charging landscape away from home.

Among these respondents, just under half use DC fast chargers/Superchargers at least weekly, while about 40% use work chargers at least weekly. 88% of those without access to home chargers report using a DC fast charger/Supercharger, while 83% say the same about Level 2 public chargers. About 48% of those without home charging report using a work charger.

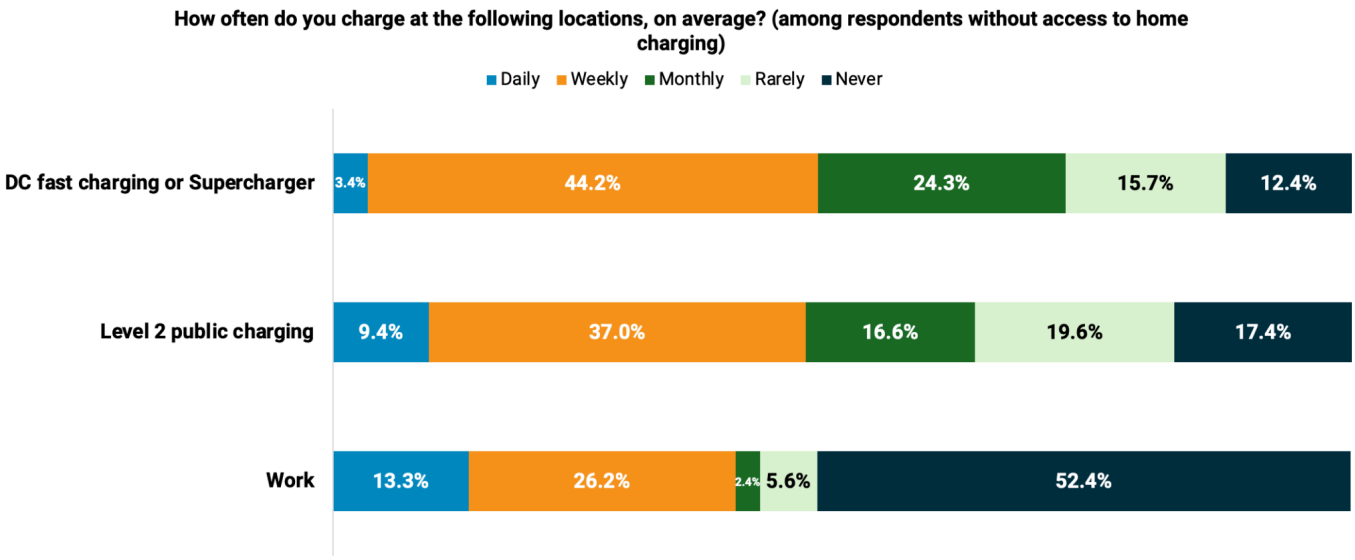


Figure 17: How often do you charge at the following locations (among respondents without access to home charging) (n = 267)

While only a minor difference, we see that DC fast chargers are more commonly used, and this may come down to availability. 65% of total respondents said that there is a public and compatible fast charger that is within five miles of their home residence. This is an increase from last year's survey, where 57% of respondents said the same. As investments have been made to increase public charging, this is a number expected to continue to rise. This is a trend we will track over the coming years.

27% said that there are no fast chargers within 5 miles of their home, while 3% said there are fast chargers within 5 miles that are incompatible with their vehicle.

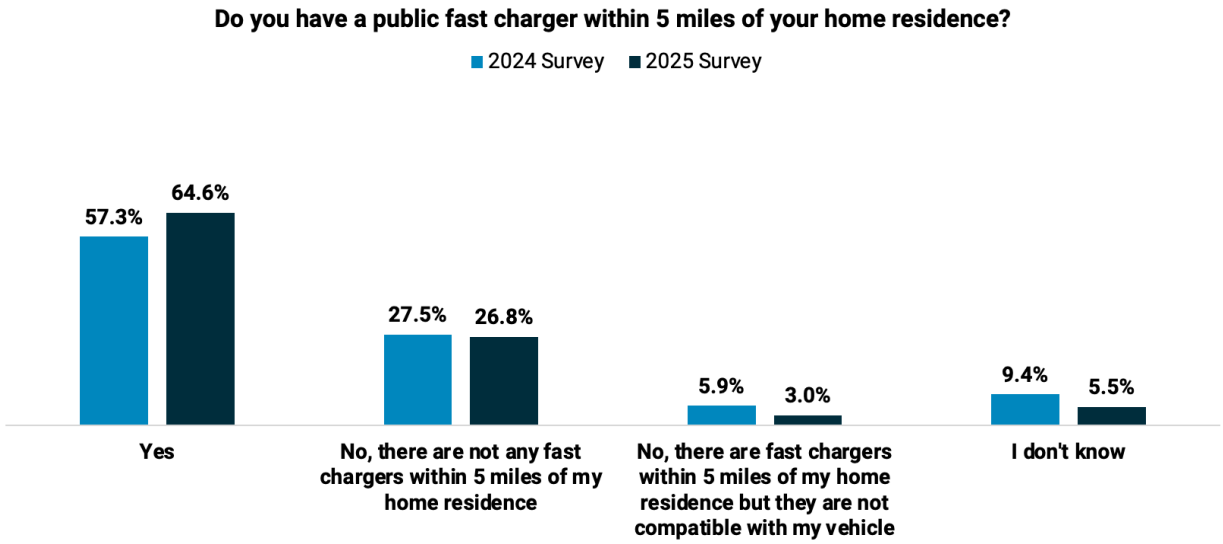


Figure 18: Do you have a public fast charger within 5 miles of your home residence (comparing results between the 2024 EV Driver Survey and the 2025 EV Driver Survey) (2025: n = 3,781)

On the other hand, only 24% of respondents said that there is a public Level 2 charger within walking distance from their home residence, compared to 67% who said there isn't. While we measured each of these with a different distance, this is because of their different use cases.

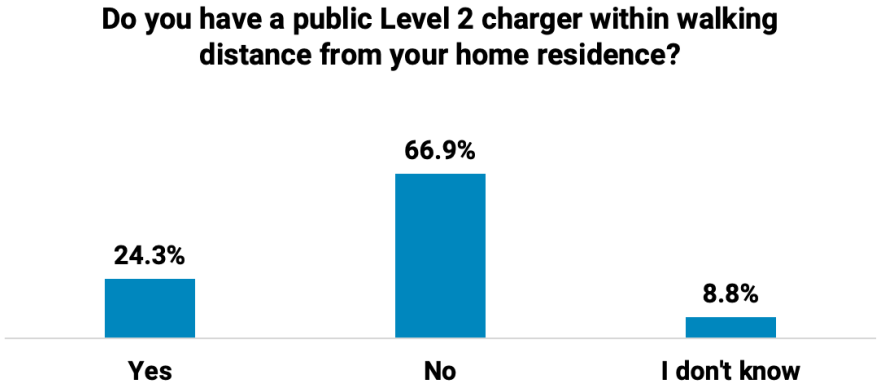


Figure 19: Do you have a public Level 2 charger within walking distance from your home residence? (n = 3,792)

Level 2 chargers should ideally be within walking distance from one's home to allow for the longer charge duration to take place.

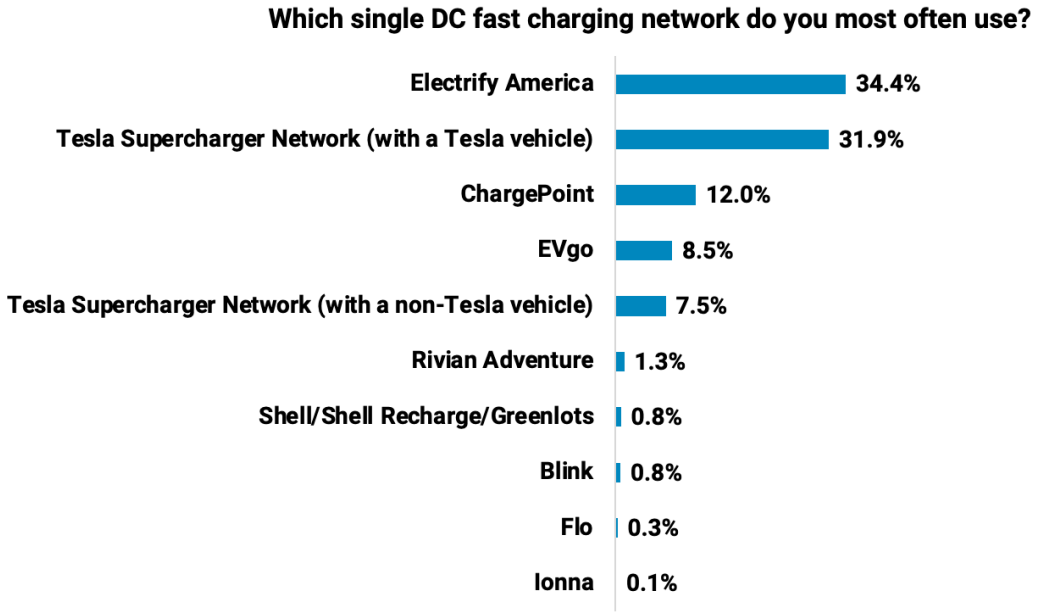


Figure 20: Which single DC fast charging network do you most often use? (n = 3,759)

When we asked respondents to rate what problems they have consistently experienced at their most-used DC fast charging network, a few concerns stood out. Respondents were most likely to say they've consistently experienced nonfunctional or broken chargers, a lack of amenities available at charging stations, and not having enough chargers at each location. While those who use the Tesla Supercharger Network were much less likely to report broken chargers or not

having enough chargers at each location, they were more likely to report a lack of amenities available at their charging stations. Tesla chargers did stand out overall among the charging networks with fewer associated problems, as seen below.

EVgo users were the happiest when it comes to the amenities at their station - only 29% of EVgo user respondents said they have consistently experienced a lack of amenities in the past year. Further down, we see that at least 35% of drivers believe that charging costs are too high at public charging stations. This finding is consistent across charging providers, but EVgo and Shell were least likely to have this cited as a concern.

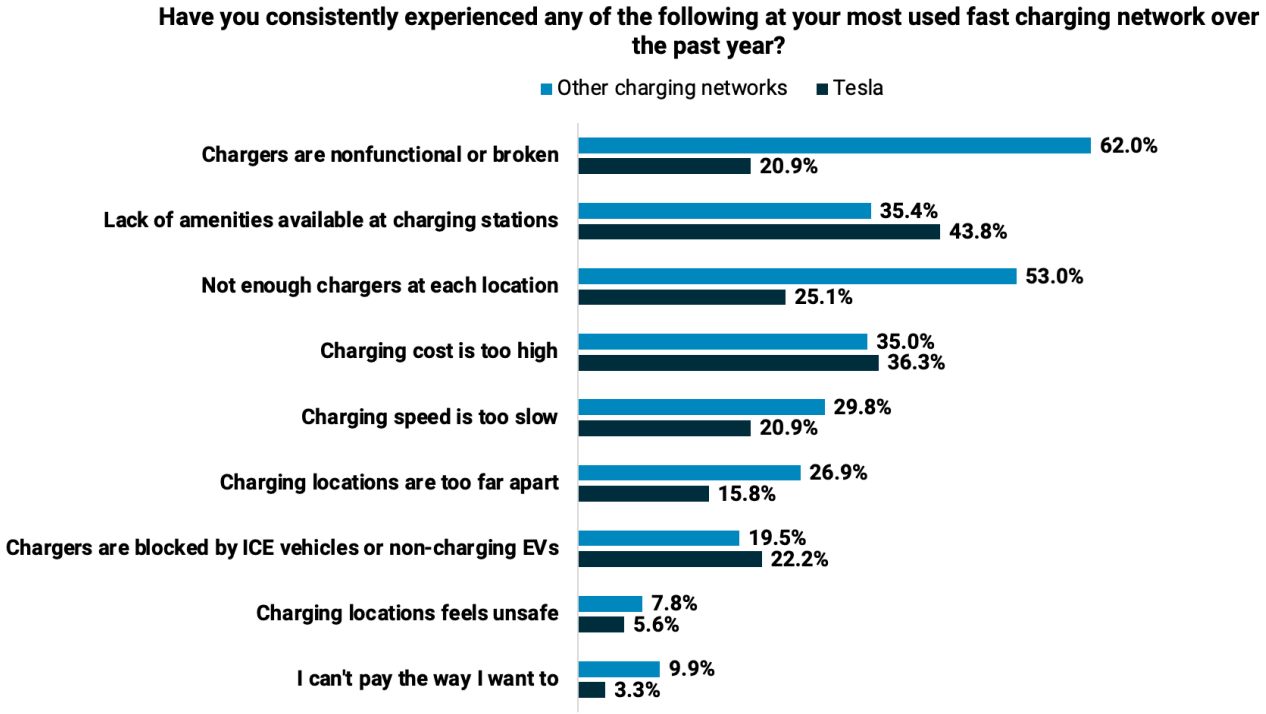


Figure 21: Have you consistently experienced any of the following at your most used fast charging network over the past year? (Comparing results from those who selected the Tesla Supercharger Network as their most-used charging network to all other respondents) (Other charging networks: n = 1,917, Tesla: n = 843)

Concerns with public charging have dropped slightly from last year's survey, presumably as a result of investments into public charging infrastructure and more vehicles being able to use the Tesla Supercharger Network. We will continue to track this trend as time goes on.

BUYING OR LEASING AN EV

The point of purchase/lease

72.1% of our respondents got their primary EV at a dealership, compared to 25.2% of respondents who got their primary EV directly from a manufacturer. Another 2.6% got their

primary EV from a private seller. This represents a shift from last year's survey, where 59.4% of respondents got their primary EV from a dealership.

When we compare the buying or leasing experience for those who got their primary EV from a dealership to those who got it directly from the manufacturer, the experience is slightly better for those who got their EV directly from the manufacturer. Across the board at dealerships and direct from the manufacturer, satisfaction with each step of the process is high, which is a great sign for both. However, we see some notable differences in finding the information needed to buy or lease an EV and in post-delivery support. This was true in last year's survey as well, and we see that satisfaction has actually seen a slight increase across the board from last year's survey.

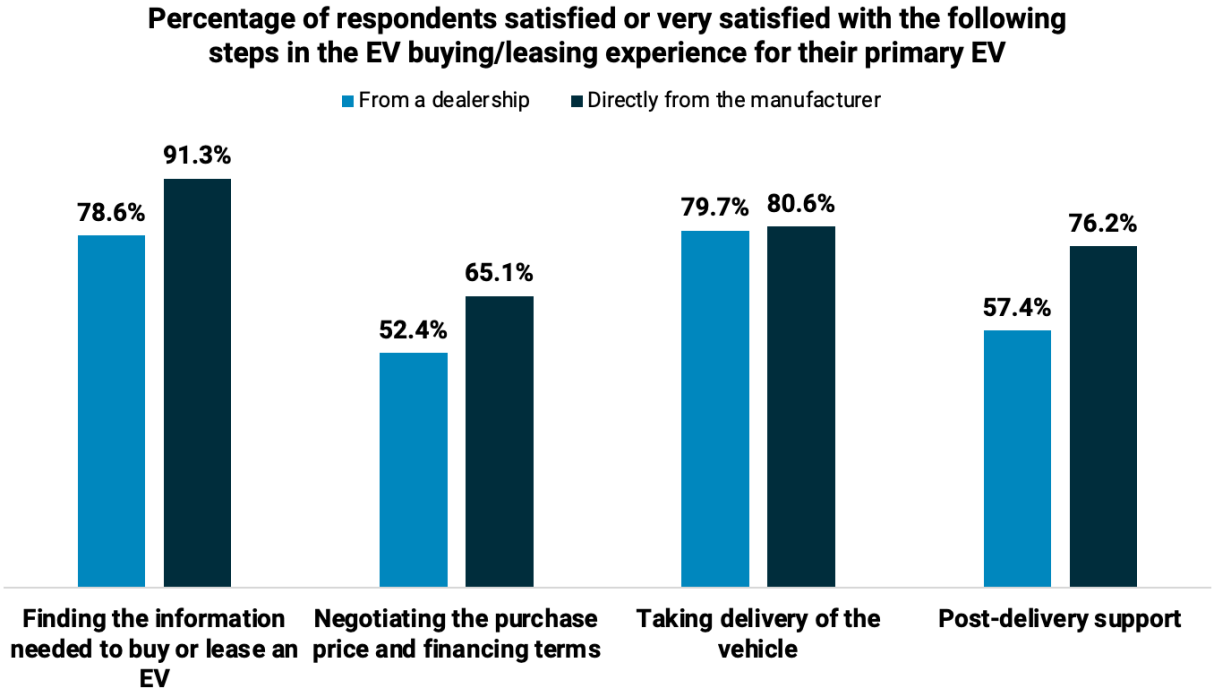


Figure 22: Percentage of respondents who answered that they were either satisfied or very satisfied with each of the above steps in the buying/leasing experience for their primary EV (Comparing results between respondents who got their primary EV from a dealership to respondents who got their primary EV directly from the manufacturer) (From a dealership: n = 3,240, directly from the manufacturer: n = 1,335)

Even with the increase in respondents who got their EVs from a dealership, the same story from last year's survey emerges when we look into the dealership experience. About 29% of respondents said their salesperson had low knowledge of EVs, compared to about 23% who said that their salesperson had high knowledge of EVs. There was actually a decrease in dealers with high knowledge since last year's survey, going from 26.4% to 22.7%.

Much like last year, however, dealers often don't have a significant amount of influence on what drivers decide to buy or lease. 72% of respondents said their dealer had "no influence" on their

purchase or lease decision, while only 4% said they had “a lot of influence.” Furthermore, 85% of respondents said that they know exactly what they want to buy or lease when they go to a dealership for a car.

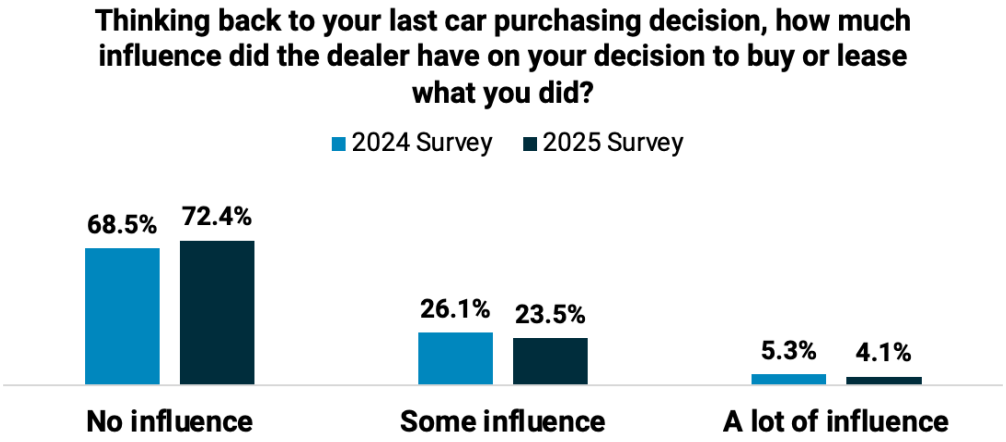


Figure 23: Thinking back to your last car purchasing decision, how much influence did the dealer have on your decision to buy or lease what you did? (Comparing results between the 2024 EV Driver Survey and the 2025 EV Driver Survey) (2025: n = 3,225)

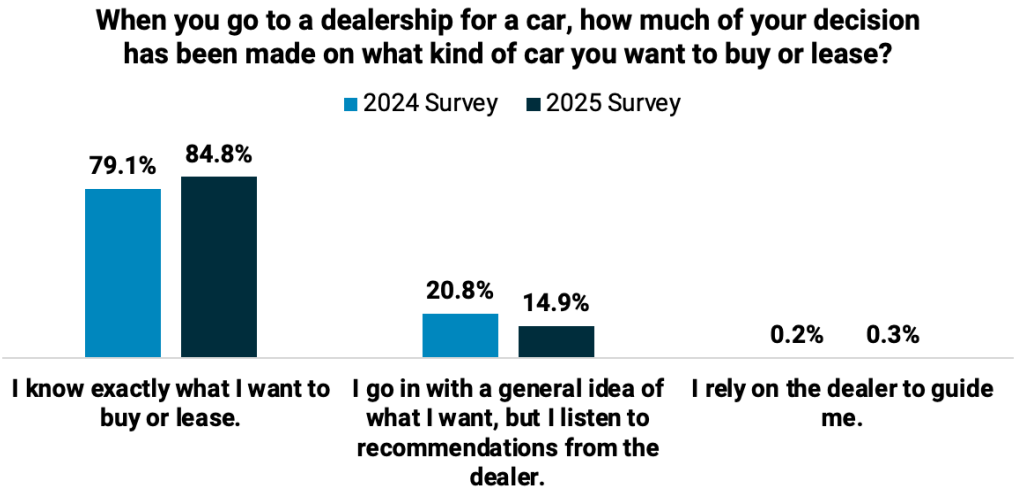


Figure 24: When you go to a dealership for a car, how much of your decision has been made on what kind of car you want to buy or lease? (Comparing results between the 2024 EV Driver Survey and the 2025 EV Driver Survey) (2025: n = 3,227)

Pre-purchase/lease research

If respondents generally go into the dealership knowing what they want, it becomes even more important to find out where they are doing their research ahead of time. What online resources are they using? What resources do they find to be the most trustworthy?

We once again found that automaker websites and EV-specific websites were the most commonly used online services to research EVs. 73% of respondents answered that they have

used automaker websites to research EVs, up from 69.8% who said the same last year. 62.9% of respondents said they use EV-specific websites or forums to research EVs.

One of the noticeable differences from last year is the increase in usage of YouTube. 50.8% of respondents said that they use YouTube in researching EVs, up from 45.2 % of respondents who said the same last year. Resources like YouTube and Reddit are more popular among younger respondents in our survey. Because of this, we'd expect their respective percentages to increase in the coming years of this survey. Reddit, in particular, saw a noticeable increase. However, we believe this was at least partly influenced by increased promotion of the survey on Reddit to collect survey responses.

While Facebook is a resource for 16.6% of respondents, social media is otherwise not used much to help in researching EVs. Less than 5% of respondents used Twitter, Instagram, and other social media platforms to research EVs.

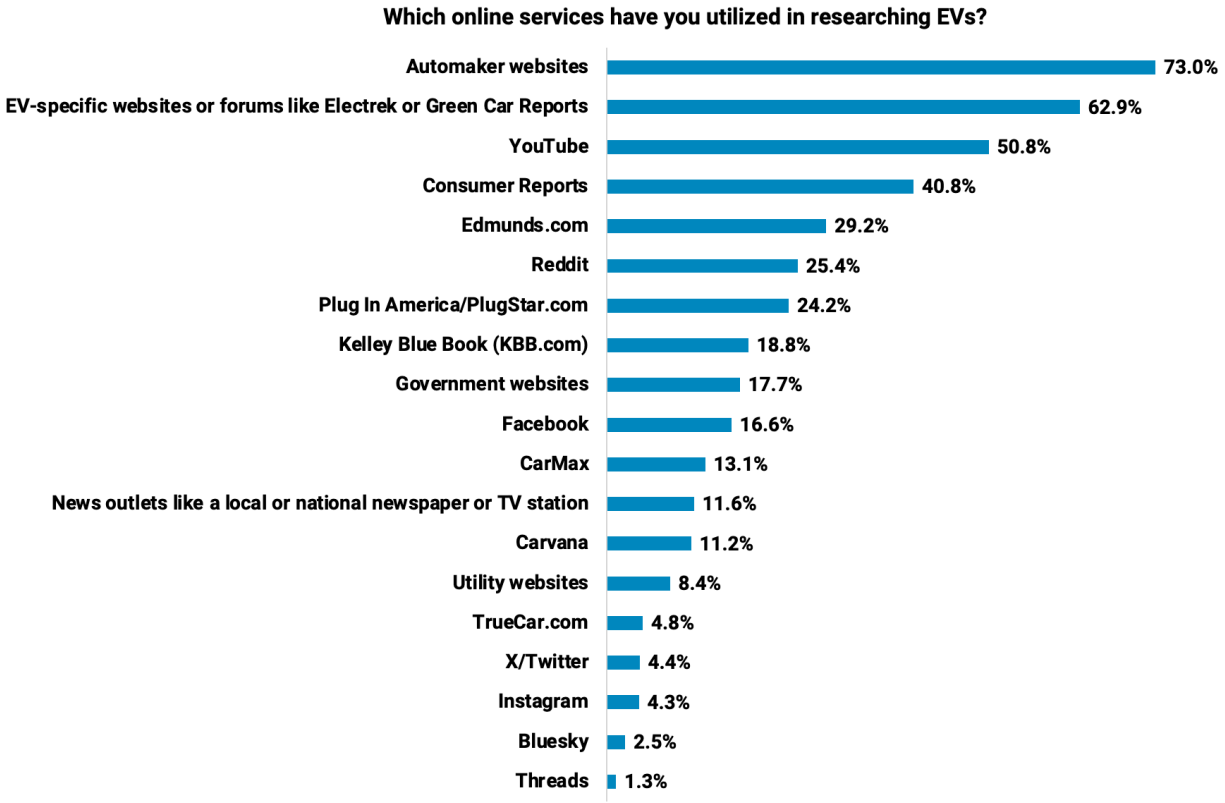


Figure 25: Which online services have you utilized in researching EVs? (n = 4,544)

We also asked respondents to identify the top three information sources that they find useful. EV-specific websites and forums stood apart as the most useful resource. Consistent with our findings from last year, 79% of respondents said they find these to be one of the most useful resources. This was largely true across different demographic groups, showing the power of this resource for drivers interested in EVs.

Video reviewers were identified as the second most useful source, with 46% of respondents citing it to be one of their most useful sources. This was an increase from 41% of respondents who said the same last year. Once again, this was especially true among younger drivers. We expect this number to increase over the coming years, and those involved in the industry should take note of YouTube as a growing and powerful resource for EV information in the current media landscape.

One of the notable differences in useful resources is the reliance on automaker websites as a valued tool. This year, 38.1% of respondents found automaker websites most useful to research EVs, up from 27.6% last year.

Last year, 17.4% of respondents found government websites to be one of the most useful resources for EV information. This year, only 4.6% used government websites to research EVs. This who said that this year. Notably, the survey was fielded in the week before a new presidential administration and throughout most of the first two months of said administration.

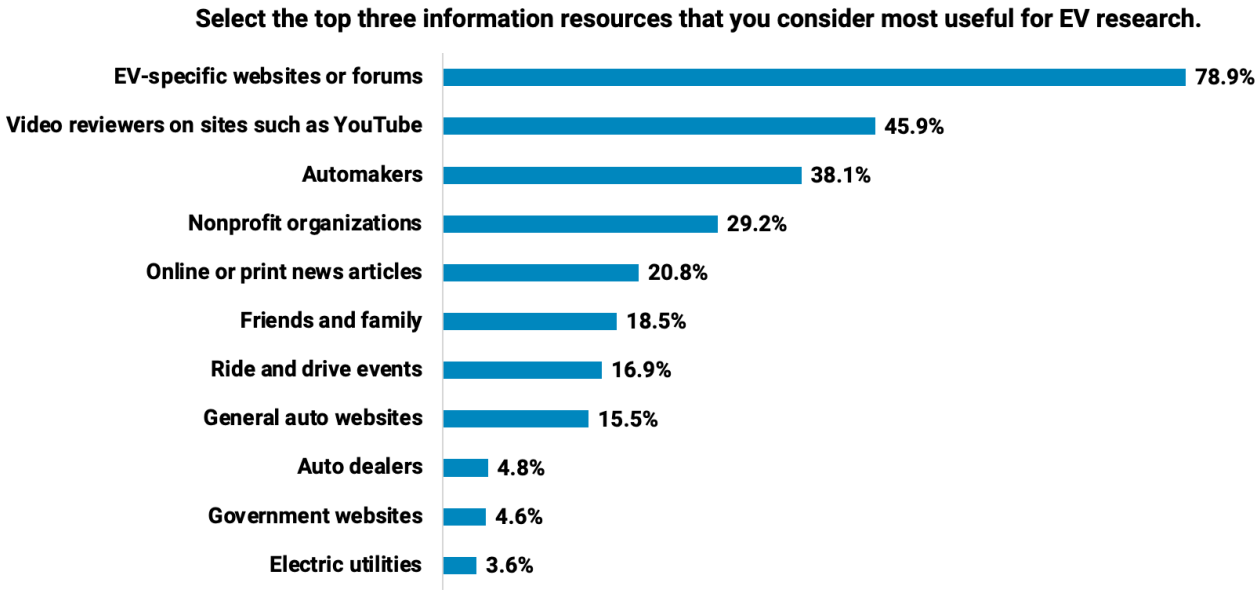


Figure 26: Select the top three information resources that you consider most useful for EV research. (n = 4,312)

EV DRIVER PROFILES

In our survey and within the EV-driving population, demographics are heavily skewed toward older drivers, male drivers, and white drivers. This means that these survey results are skewed toward the beliefs and tendencies of people who fall into those groups.

This section is designed to identify some of the lesser-represented groups of EV drivers and highlight their experiences and preferences. By identifying the experiences and preferences of diverse groups of people, we can accelerate EV adoption by reaching a broader market.

Younger drivers (EV drivers between the ages of 18 and 44)

In total, we had 982 EV driver respondents who indicated that they are between the ages of 18 and 44. 640 of these respondents are between the ages of 35 and 44, while 298 are between the ages of 25-34. Respondents between the ages of 18 and 44 make up a total of 19.8% of the survey respondents, with some key differences that separate them from their older counterparts.

In total, we found that 90.8% of respondents between the ages of 18 and 44 said it is likely or very likely their next vehicle will be an EV. While age was a minor predictor of how likely one would be to make their next vehicle an EV in last year's survey (older drivers were slightly more likely to say so), there does not appear to be a major difference between younger drivers and older drivers this year.

33.5% of younger EV drivers said that "clean air/environmental protection" was their most important purchase consideration, while 28.3% identified cost savings as their most important consideration.

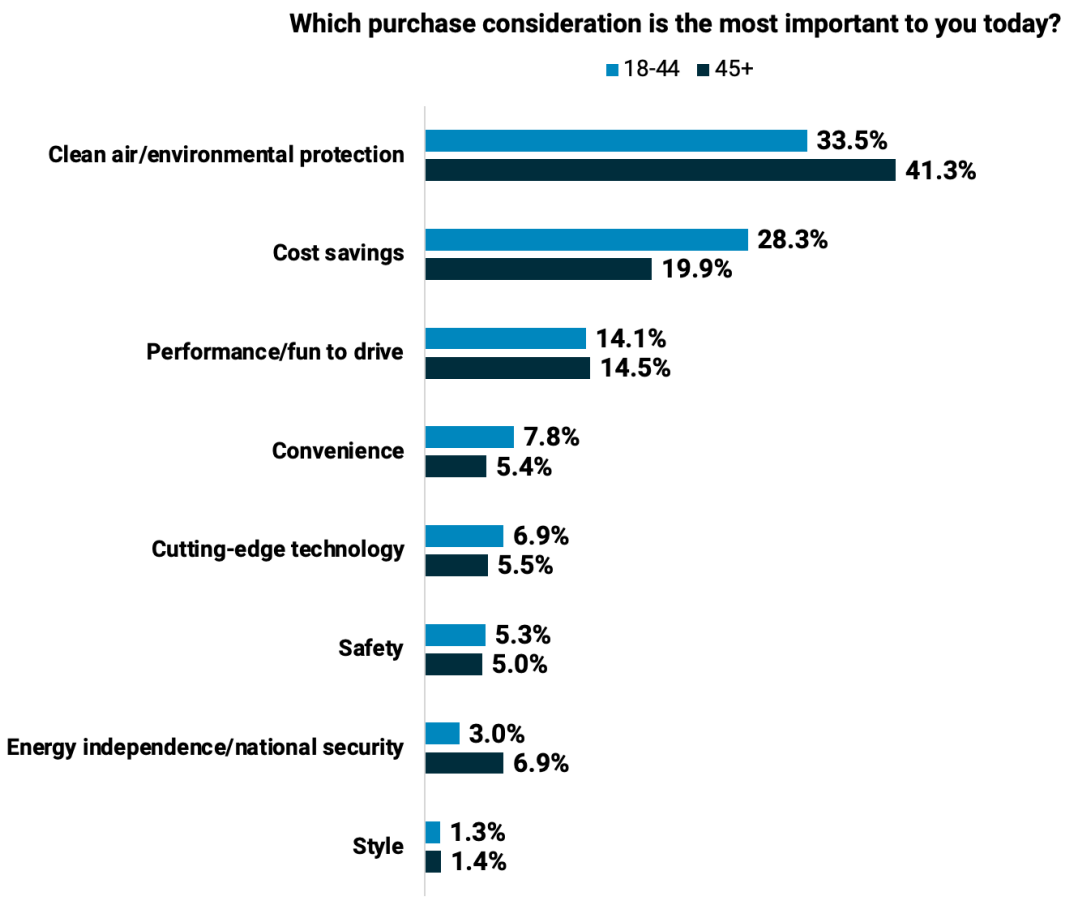


Figure 27: Which purchase consideration is the most important to you today? (18YO-44YO: n = 875, 45+YO: n = 3,610)

As seen in the above graph, clean air is still most likely to be cited as the most important purchase consideration among 18- to 44-year-old EV drivers. However, other considerations are increasingly prevalent as the population gets younger - 33% of EV drivers between the ages of 18-24 said cost savings is their most important consideration, while 32% of 25-34 year olds and 27% of 35-44 year olds said the same. As time goes on, we can reasonably expect that cost savings will continue to become a greater consideration for EV drivers.

Furthermore, younger drivers were more likely to cite convenience and cost savings as crucial factors than older drivers. This signifies that younger drivers may be most swayed by messages around these two factors, while older drivers may have the luxury of looking more towards environmental reasons.

When it comes to the concerns of younger drivers, they are largely in line with the general population. One notable difference is the higher concern when it comes to home charging access. 31.4% of EV drivers between the ages of 18-44 said they initially had concern about access to home charging, a number that then dropped to 10.3% after experience with an EV.

However, this higher initial concern signals a need for greater education on charging options for younger drivers.

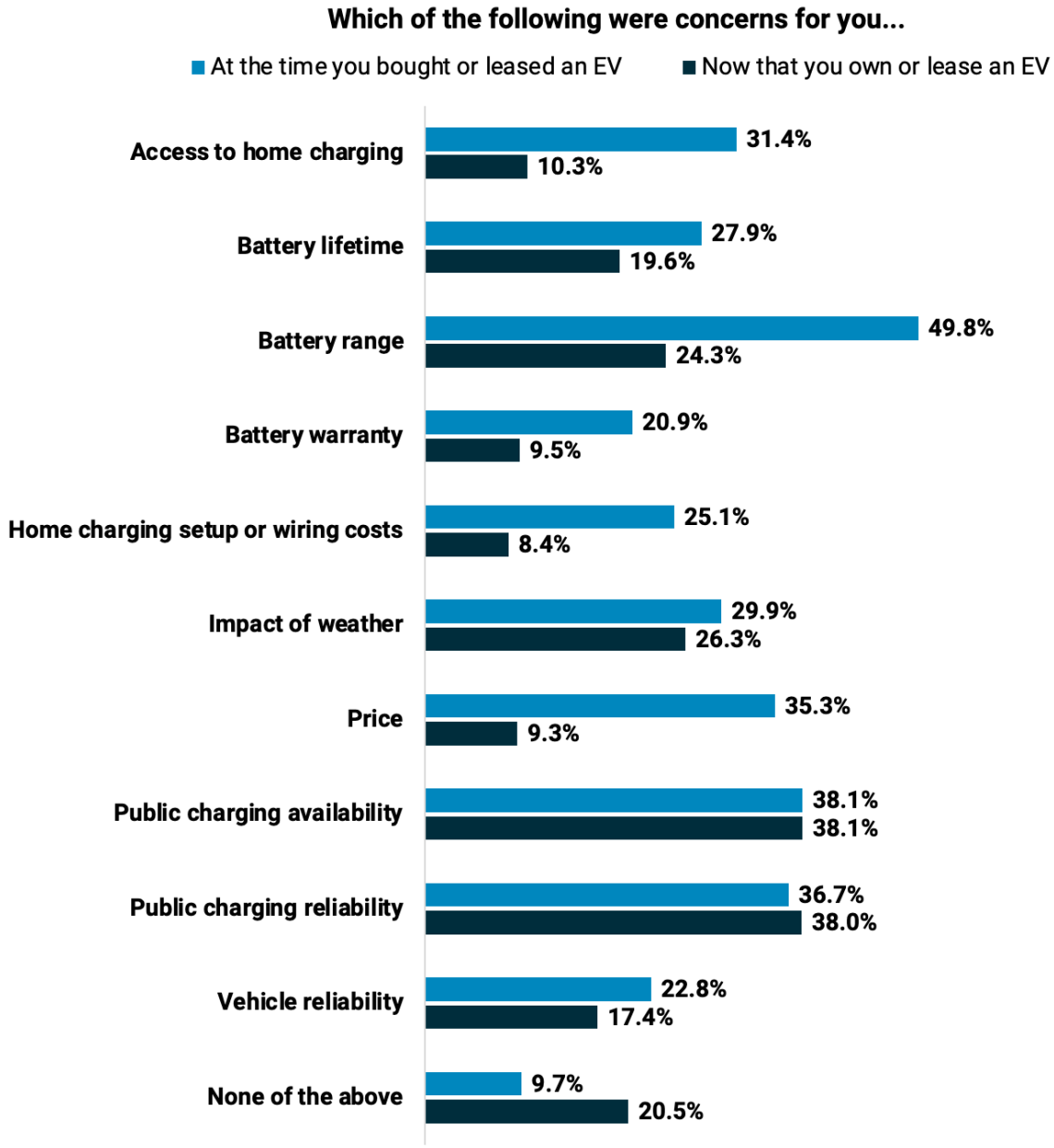


Figure 28: "Which of the following were concerns for you at the time you bought or leased an EV?" compared to "Which of the following are concerns for you now that you own or lease an EV?" (Among respondents between the ages of 18 and 44)

It's also noteworthy that younger drivers were more likely to report concern over the impact of weather. This can also be tied back to home charging access - those without access to home charging can reasonably be more concerned about the impact of weather on their range. By addressing the home charging question for younger drivers, other concerns can be addressed as well.

Lastly, we want to look into the online services that younger EV drivers use in researching EVs and what resources they find useful. The major takeaway here is the comparative popularity of sources like YouTube and Reddit among younger drivers. Once again, our survey was advertised on Reddit, so many respondents came from there. Even then, the difference in use between younger and older drivers signifies that these sources are a key part of the car buying and leasing process in 2025 and beyond.

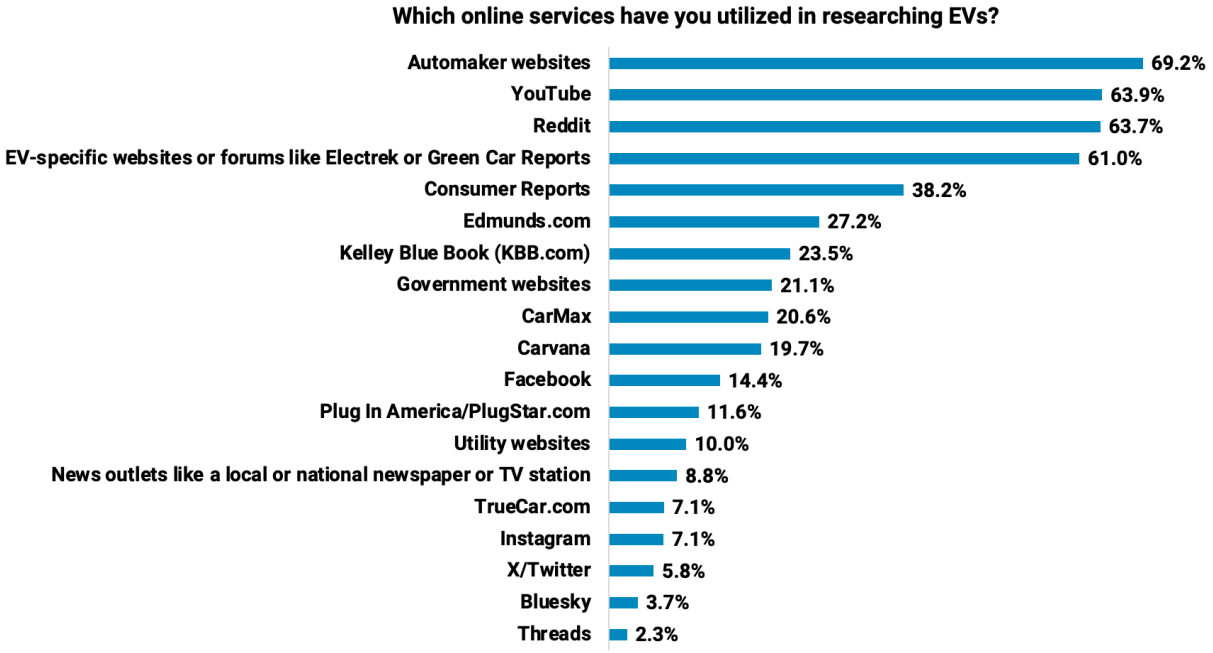


Figure 29: Which online services have you utilized in researching EVs? (Among respondents between the ages of 18 and 44) (n = 864)

To go along with this point, we see that younger EV drivers are more likely to find online sources useful than the general population. With EV-specific websites and video reviewers as the most useful resources going away, it is clear where younger drivers can be reached and educated.

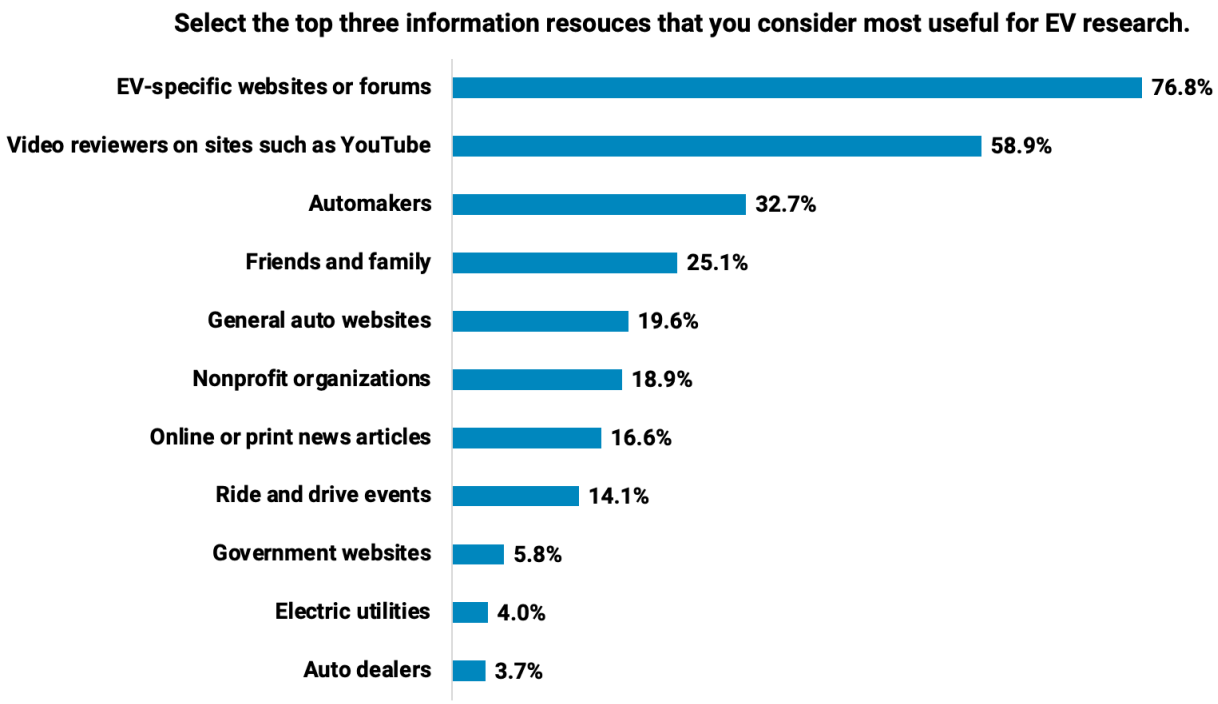


Figure 30: Select the top three information resources that you consider most useful for EV research. (Among respondents between the ages of 18 and 44) (n = 859)

Female EV drivers

1,058 respondents in our survey identified as female. This made up 21.4% of total respondents.

92% of female EV driver respondents said it is likely or very likely their next vehicle will be an EV. This is up from the 88.6% of female EV drivers who said the same last year.

One of the major differences in female EV drivers is in their reasoning for buying or leasing an EV. 52.2% of female EV drivers said that clean air is their main motivation for buying or leasing an EV. While other considerations were less frequently selected, this is largely because of the importance of clean air for female EV drivers.

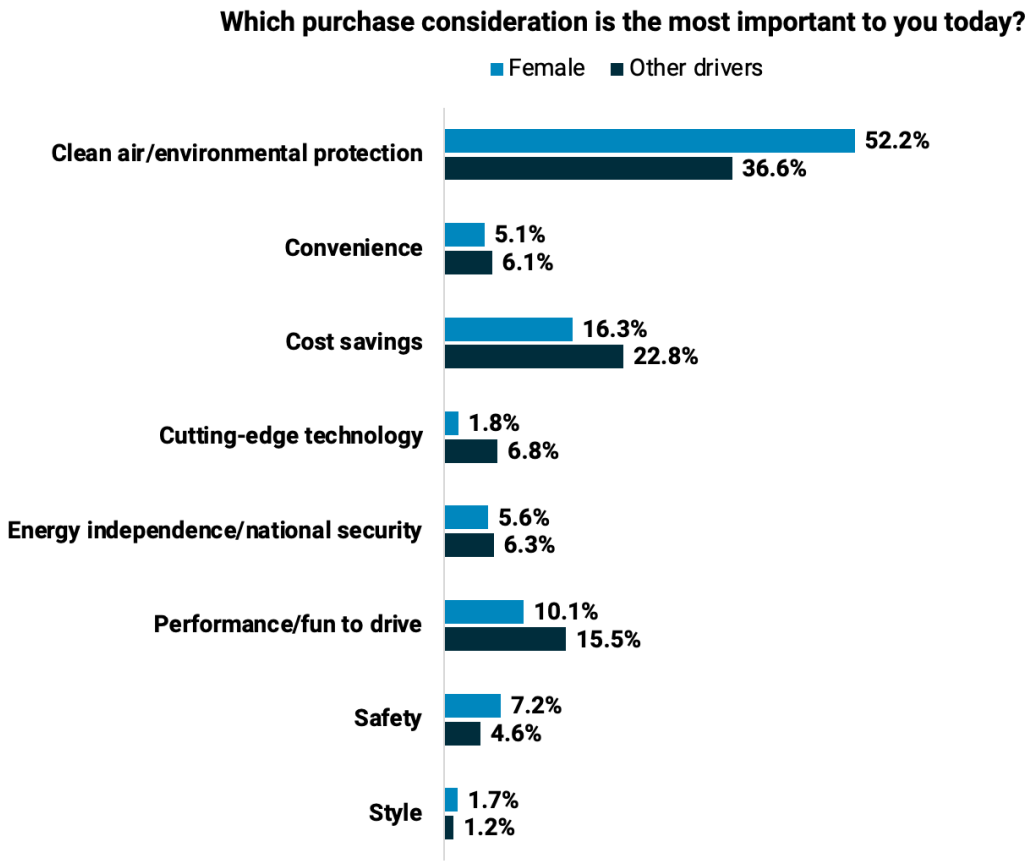


Figure 31: Which purchase consideration is the most important to you today? (Comparing the results of respondents who reported as female to other respondents) (Female: n = 923, Other drivers: n = 3,682)

In fact, 75% of female EV drivers said that clean air is a crucial consideration to them, compared to 58% of male EV drivers. Safety was another big consideration, with 71% of female EV drivers saying this is a crucial consideration.

When looking at concerns for female EV drivers, the same concerns pop up at almost the same rate as the general population and continue to drop just as we saw with the general population. However, the one difference is that female EV drivers were slightly more likely to have concerns across the board. While these 5% to 10% increases over the general population seem small, that can mean thousands of people if applied to the population as a whole.

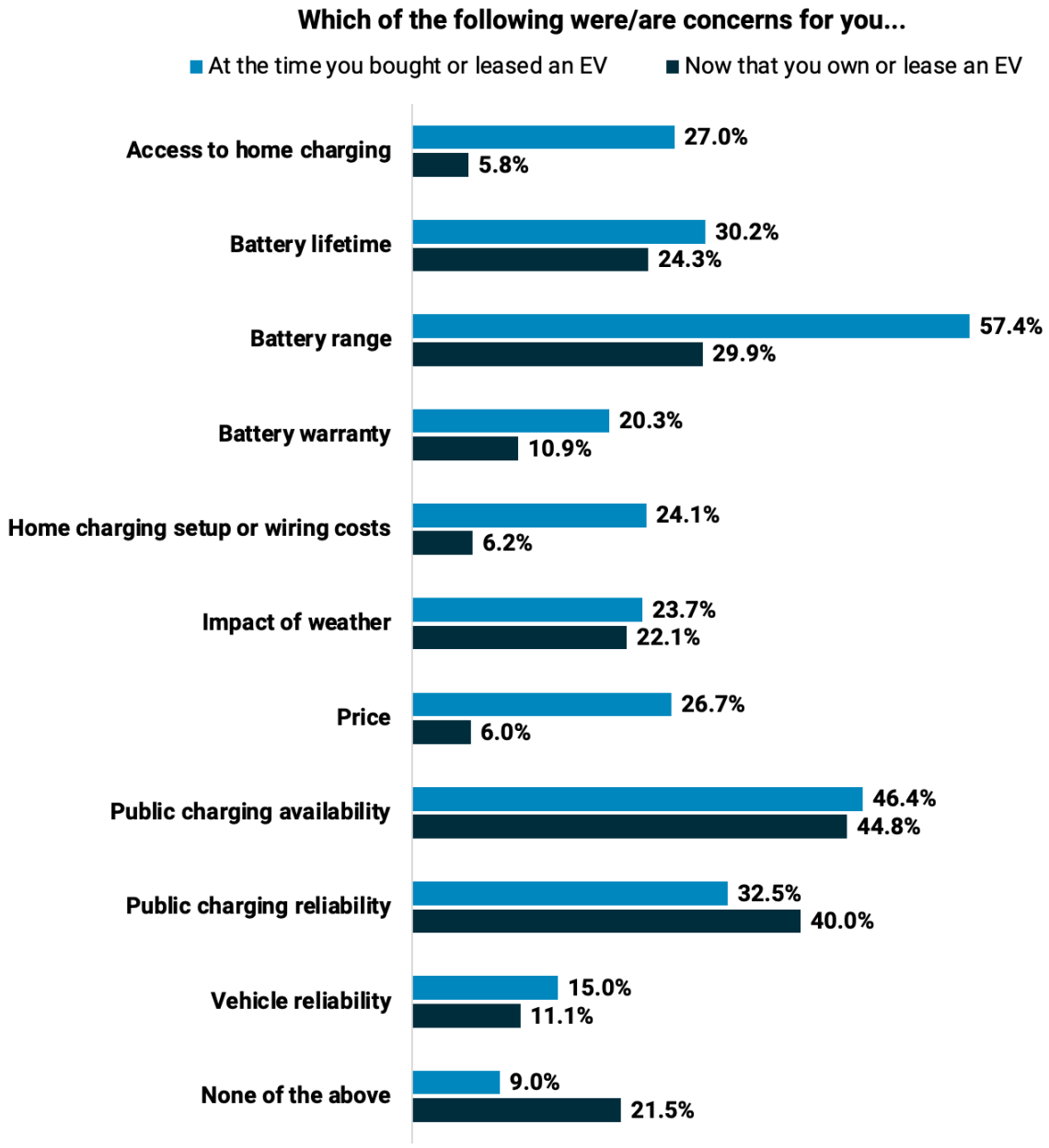


Figure 32: "Which of the following were concerns for you at the time you bought or leased an EV?" compared to "Which of the following are concerns for you now that you own or lease an EV?" (Among respondents who reported as female)

There are also notable differences in concern levels after EV experience. Female EV drivers are more likely to currently have concerns about battery range, public charging, and more.

Lastly, female EV drivers report some differences with their preferences regarding EV research. Especially when it comes to the more popular online services, women were less likely to report use of the same online services, such as EV-specific websites or forums and YouTube, as other respondents. Despite the lower likelihood, there are still a significant number of female EV drivers who reported using these.

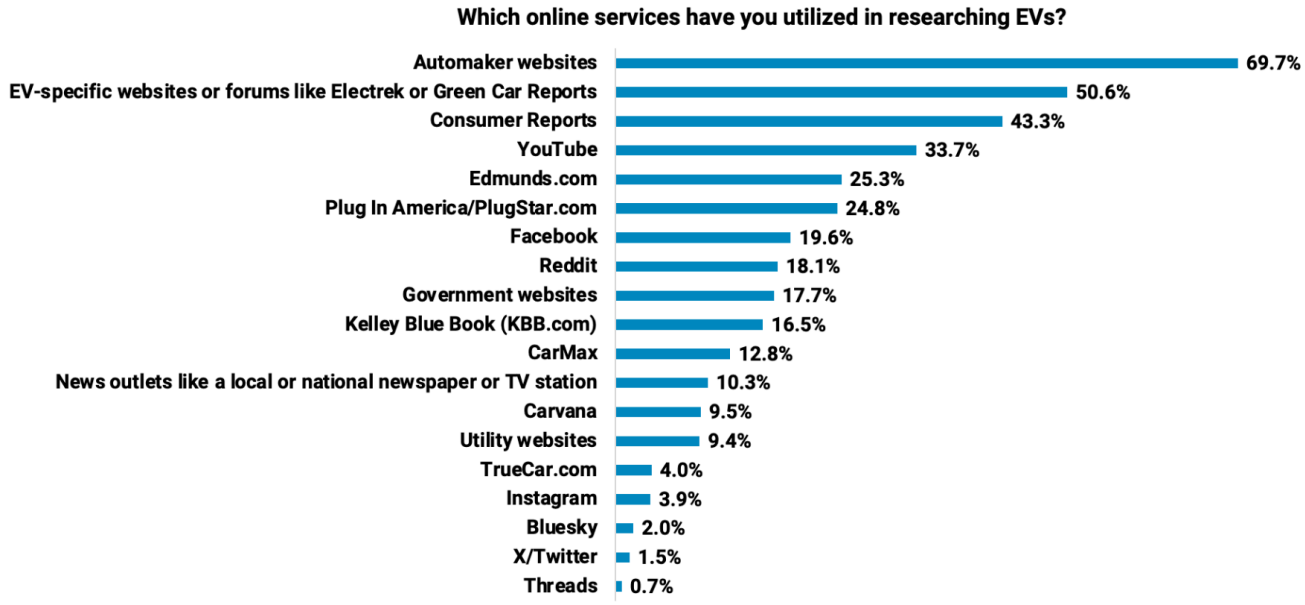


Figure 33: Which online services have you utilized in researching EVs? (Among respondents who reported as female) (n = 904)

When we look at what female EV drivers consider to be useful resources, the results are mostly in line with the general population, with a few small differences. Female drivers were less likely to cite YouTube as a useful resource, with only 33.1% saying this. However, they were more likely to cite nonprofit organizations, and friends and family as useful resources.

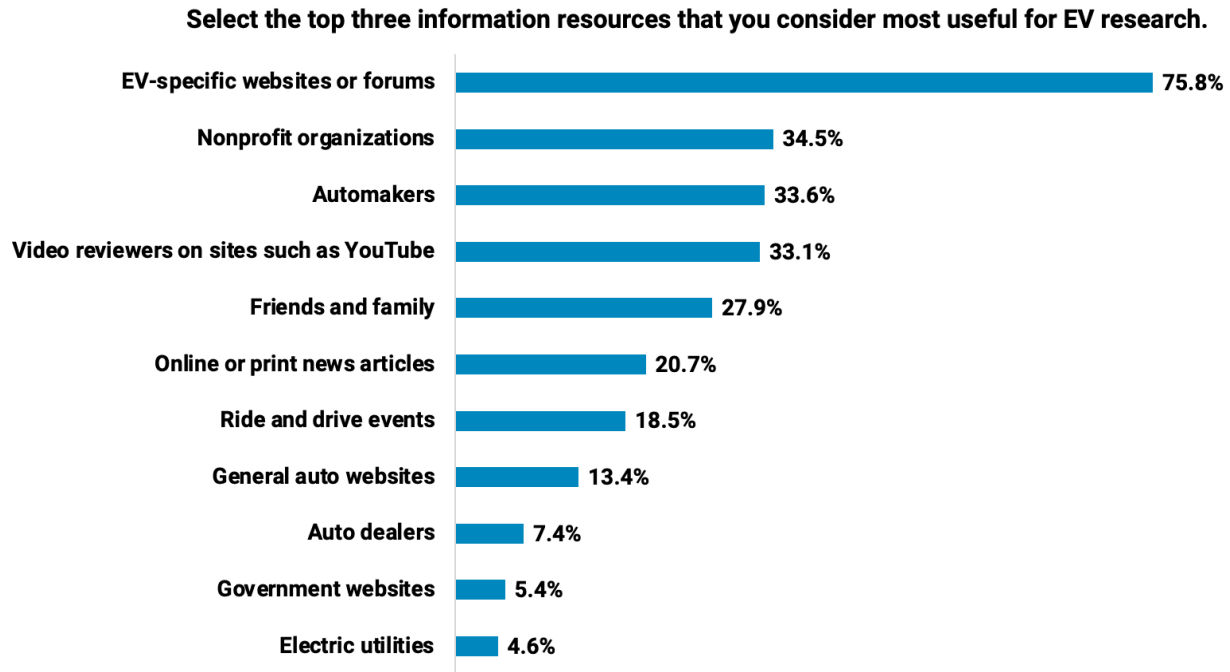


Figure 34: Select the top three information resources that you consider most useful for EV research. (Among respondents who reported as female) (n = 908)

EV drivers in multifamily housing

In total, 532 EV driver respondents said that they live in a multifamily home, such as an apartment, condo, or townhouse. These respondents made up 11.7% of total respondents and represent a group of drivers that may have additional hurdles regarding access and affordability of charging.

91.4% of multifamily housing respondents indicated it is likely or very likely their next vehicle will be an EV. This is right in line with the survey population at large, and is a good sign for electric vehicles as a whole. One thing worth noting is that 83.8% of those without access to home charging said it is likely or very likely their next vehicle will be an EV—this indicates the importance of home charging. Those in multifamily housing have less control over their access to home charging, so the gap in charging convenience needs to be addressed for those without access to charging.

When we look at the concerns of multifamily housing EV drivers, it makes sense that access to home charging is a greater concern both when they got an EV and now. But we can also see some residual effects of that throughout the rest of the listed concerns. Multifamily housing EV drivers were and are slightly more likely to have concerns over battery range, the impact of weather, and public charging. Creating dependable charging solutions for these drivers – whether it be at home or away from home – may help to alleviate these concerns.

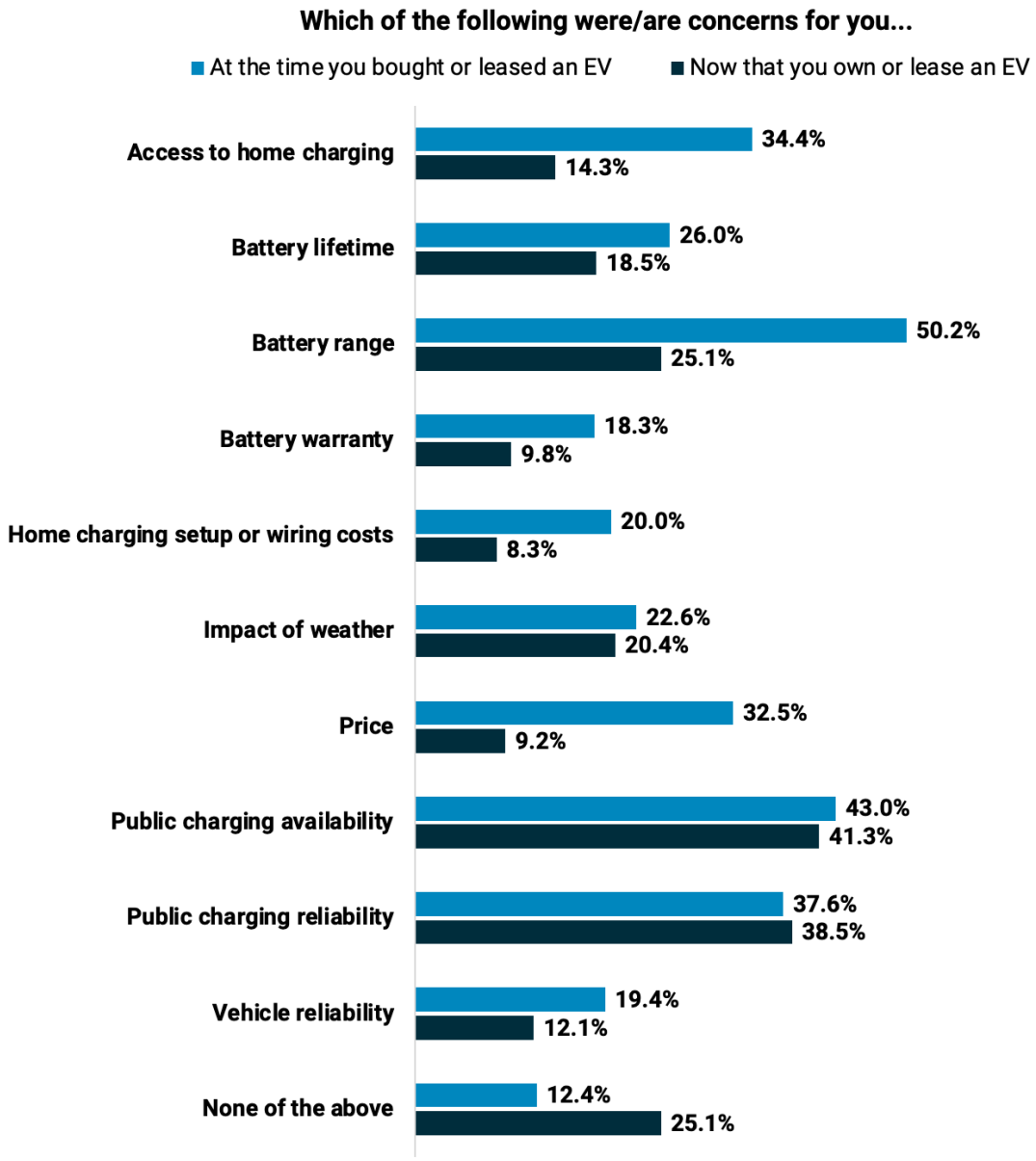


Figure 35: "Which of the following were concerns for you at the time you bought or leased an EV?" compared to "Which of the following are concerns for you now that you own or lease an EV?" (Among respondents who reported as living in a multifamily home residence)

Looking into the charging locations of multifamily housing EV drivers, it seems that many are still able to charge at home consistently. About 91% of those respondents said they still charge at home weekly. We see that multifamily housing EV drivers are much more likely to use DC fast chargers, Level 2 chargers, or work chargers on a weekly basis. Multifamily housing residents with access to home charging can still complete the charging they need to do, but it may take a more varied experience than for those with a private home charger in their garage.

Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, and Native American or Alaska Native EV drivers

This section encompasses drivers of the following races and ethnicities, categories which are also used in the U.S. Census: Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, and Native American or Alaska Native.

In total, this survey had 229 respondents who identified themselves as Asian/Asian American or Pacific Islander, 129 respondents who identified themselves as Black or African American, 219 respondents who identified themselves as Hispanic/Latino, and 53 respondents who identified themselves as Native American or Alaska Native.

We will show graphs of these respondents combined, but report on the individual numbers of interest.

Much like last year, we found that non-white EV drivers are less likely to say that their next vehicle will be an EV. However, the likelihood of their next vehicle being an EV has increased since last year. About 87% of Asian/Asian American EV drivers said it is likely or very likely their next vehicle will be an EV, up from 84% last year. 85% of Black or African American EV drivers said it is likely or very likely their next vehicle will be an EV, up from 74% last year. And 91% of Hispanic/Latino EV drivers said it is likely or very likely their next vehicle will be an EV, up from 78% last year. These numbers represent a significant improvement since last year, but there is still a gap that can be improved upon.

When looking at the main purchase consideration, it is striking how important cost savings are to these drivers. Black or African American respondents (36.7% said cost savings is their most important purchase consideration), Hispanic/Latino respondents (34.9%), Asian/Asian American or Pacific Islander respondents (32.3%), and Native American or Alaska Native respondents (32.1%) are all most likely to say cost savings is their most important consideration. Clean air was still an important factor, but the gap that exists between clean air and cost savings has already been closed when it comes to non-white EV drivers. Non-white EV drivers were also less likely to say performance is their most important consideration, but numbers largely stayed similar outside of those factors.

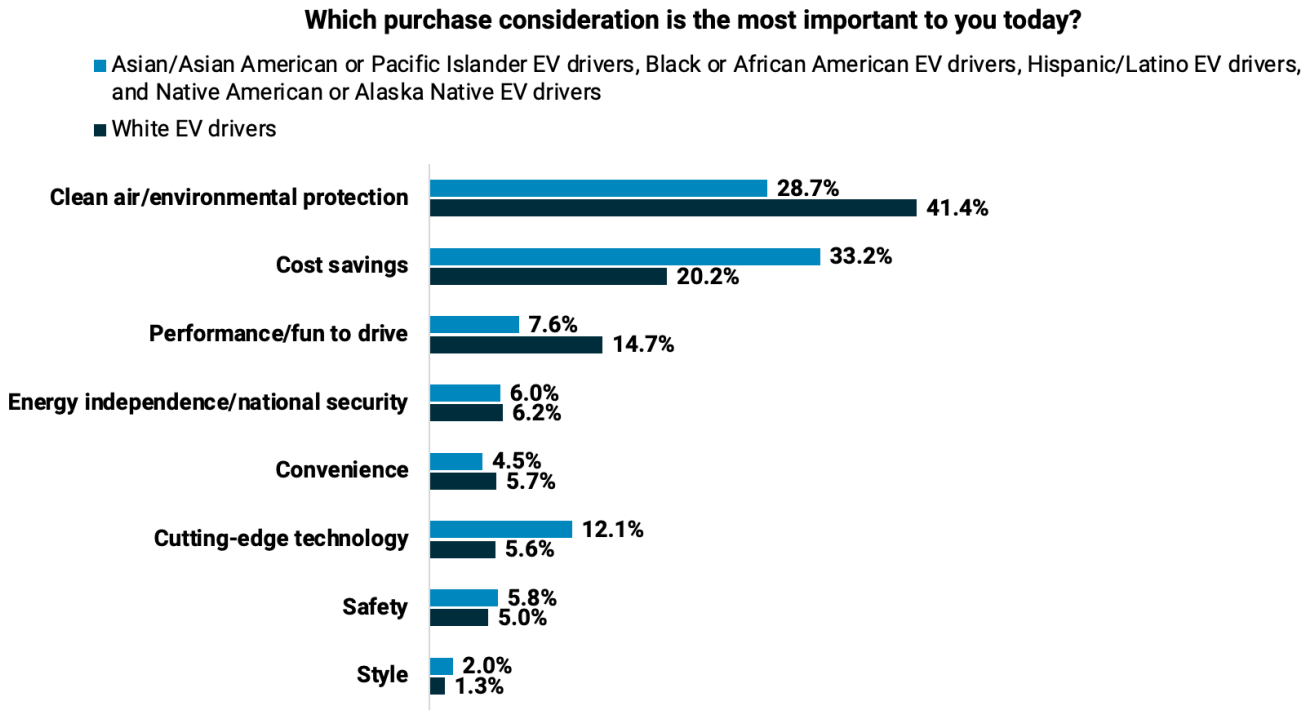


Figure 36: Which purchase consideration is the most important to you today? (Among EV driver respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native, in comparison to EV driver respondents who reported as White)

When we look into the concerns respondents experience before and after becoming EV drivers, we see more significant concerns pop up. This is especially true when it comes to public charging. 45% said that public charging availability was a concern, a figure that only dropped to 40.2% after experience with an EV. Notably, only 33% said that public charging reliability was a concern before having an EV, but this figure actually rose to 38% after experience.

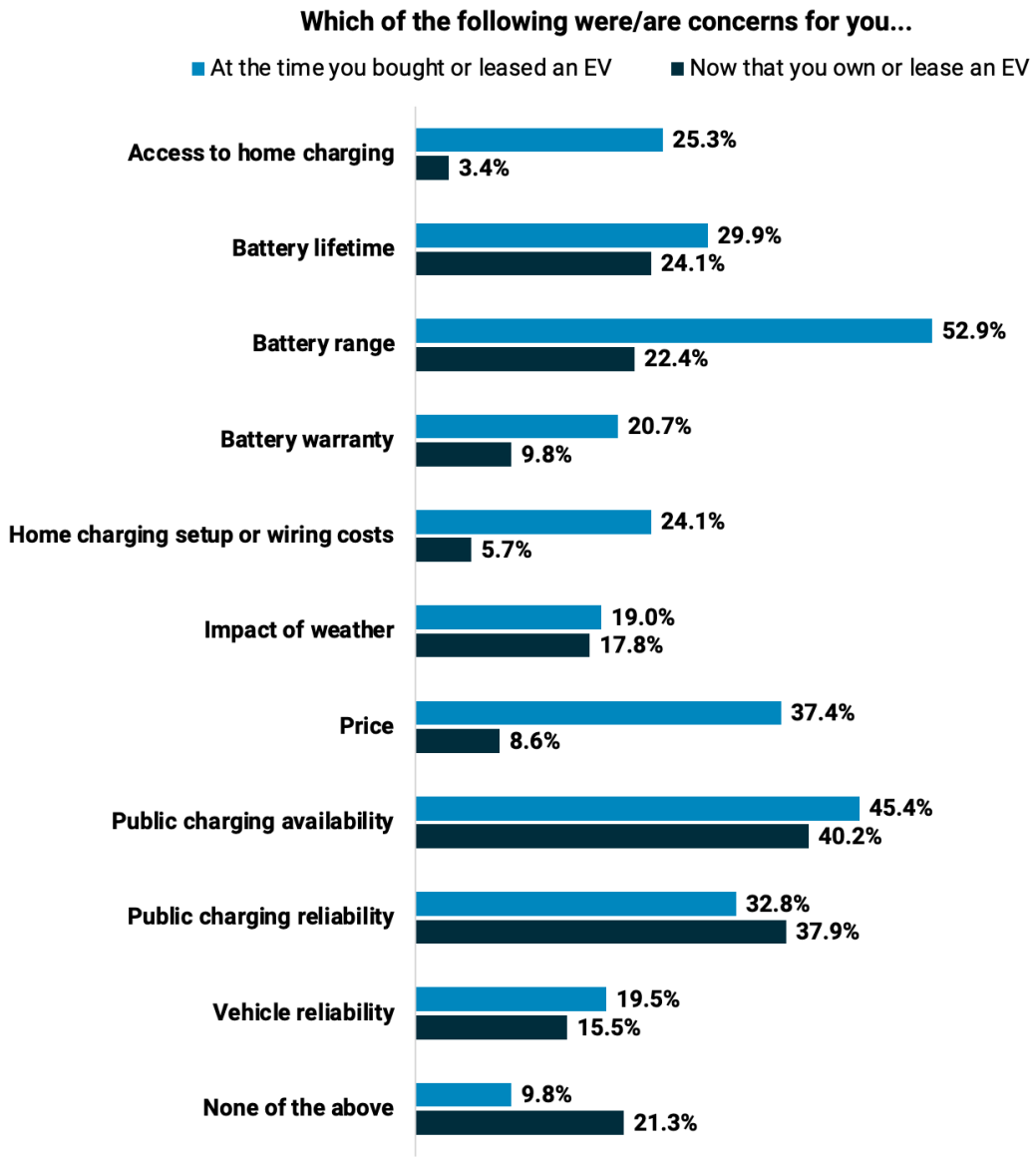


Figure 37: "Which of the following were concerns for you at the time you bought or leased an EV?" compared to "Which of the following are concerns for you now that you own or lease an EV?" (Among respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native)

Lastly, we looked into the online sources utilized to research EVs and the resources deemed as most useful in researching EVs. While these resources are ranked the same, we find that each individual online resource is less likely to be selected among these respondents than in the general survey population as a whole. For instance, 63.2% of Asian/Asian American, Black or African American, Hispanic/Latino, and/or Native American/Alaska Native respondents said they used automaker websites in researching EVs, compared to 73% of total respondents.

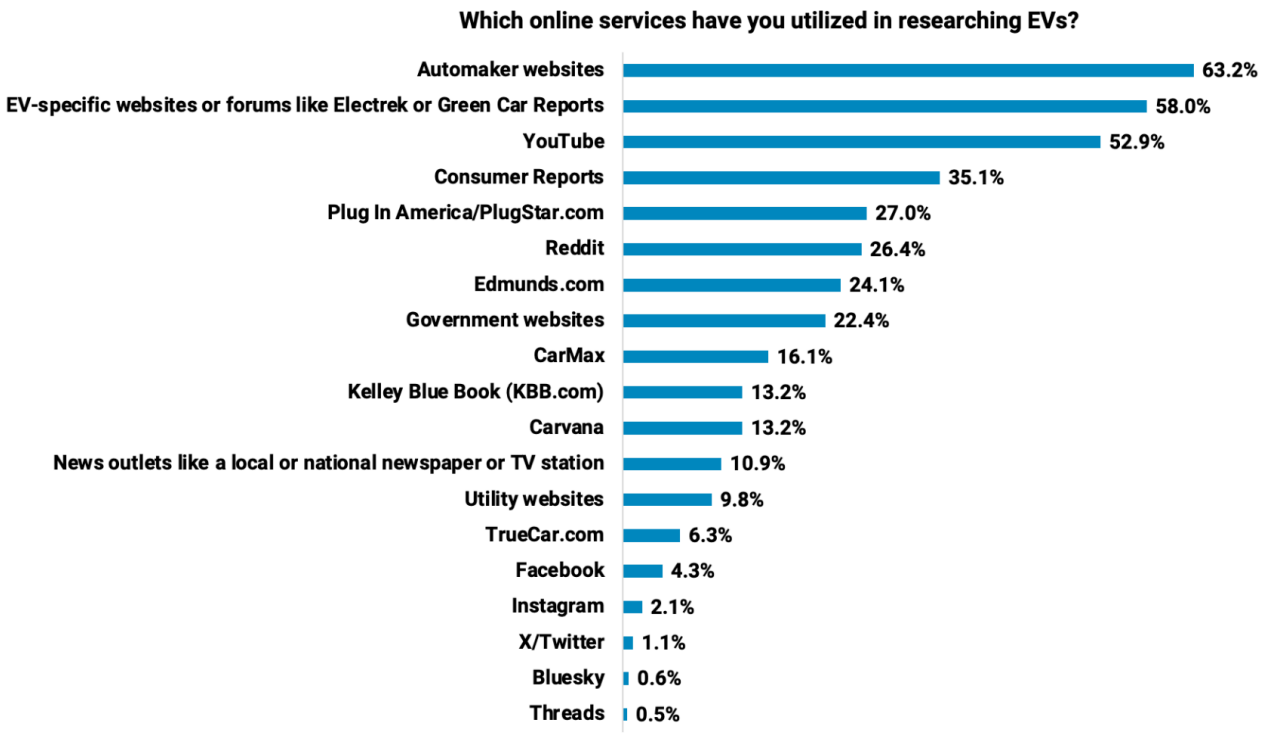


Figure 38: Which online services have you utilized in researching EVs? (Among respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native) (n = 622)

YouTube was slightly more likely to be selected as an online resource utilized, driven by 60% of Asian/Asian American respondents who said they used it. Asian/Asian American respondents were also more likely to select Reddit as an online resource utilized, with 41% saying they used this.

Black or African American respondents were also more likely to select YouTube, with 58% of respondents selecting it. Black or African American respondents were notably less likely to select automaker websites or EV-specific websites or forums.

When we look at reaching these groups of EV drivers, it is important to note the increased popularity of less traditional sources such as YouTube or Reddit. This continues as we look into the most useful resources identified as well, where almost half of respondents said they view video reviewers as useful resource. Another notable point is how non-white EV drivers were less likely to select online or news print articles as useful.

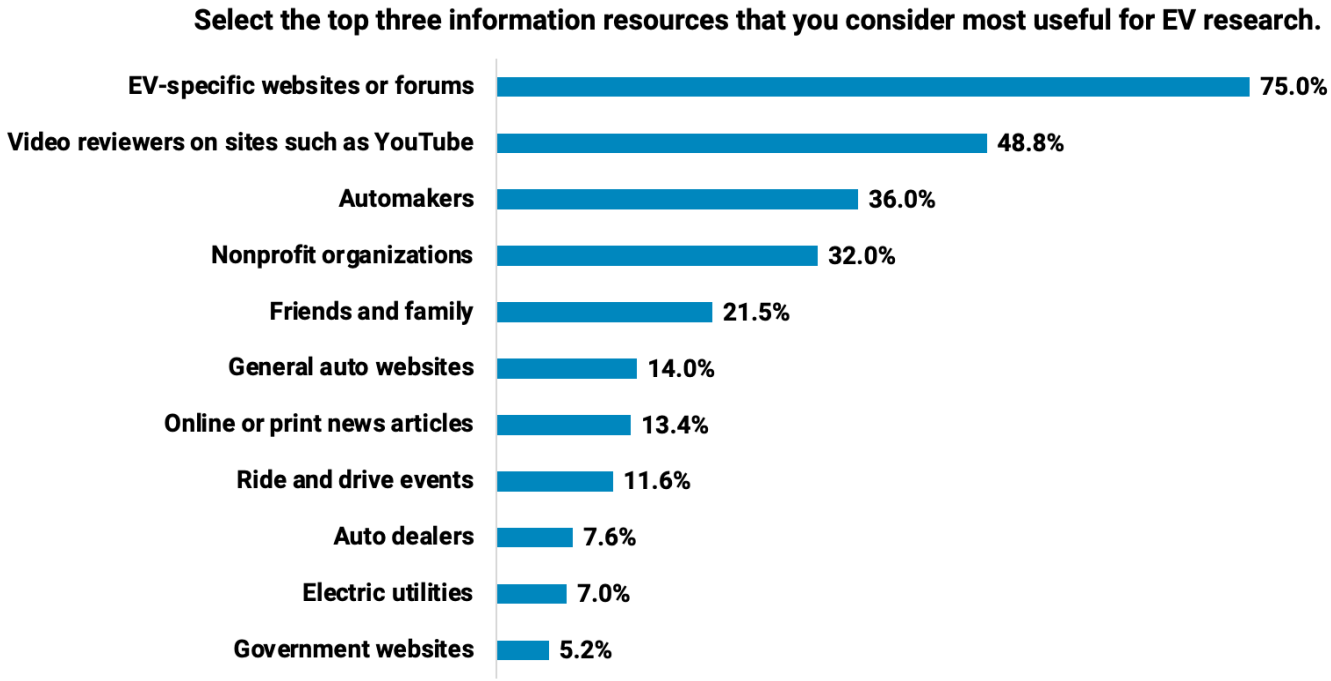


Figure 39: Select the top three information resources that you consider most useful for EV research. (Among respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native) (n = 517)

While a strong majority of respondents still selected EV-specific websites or forums as a useful resource, they were less likely to do so than the general population. Furthermore, 57% of Asian/Asian American or Pacific Islander respondents, 50.4% of Black or African American respondents and 50% of Hispanic/Latino respondents (50%) said that YouTube is a useful resource for EV research.

NON-EV DRIVERS

The primary objection of the survey is intended to help better understand the EV driver experience. However, those who do not currently drive EVs also provided reponses. These questions are designed to help better understand the consumer EV experience and increase adoption moving forward.

This year, 472 respondents reported that they do not drive an EV. Of those 472, about 48% are considering buying or leasing an all-electric or plug-in hybrid vehicle in the next 12 months. Another 10% are not considering buying or leasing an EV in the next 12 months, while 42% said they are not considering buying or leasing a car at all in the next 12 months.

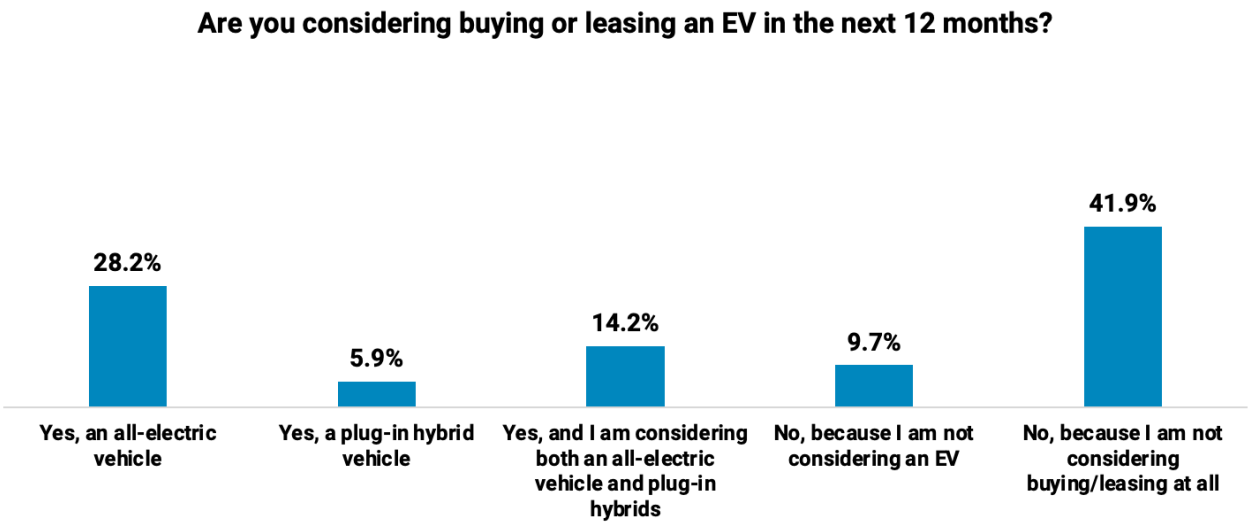


Figure 40: Are you considering buying or leasing an EV in the next 12 months? (Among respondents who do not currently drive an all-electric vehicle or plug-in hybrid vehicle) (n = 472)

These numbers shouldn't be taken as a reflection of every non-EV driver in the country. To take a survey intended for EV drivers, these respondents may at least have an interest in EVs. However, the results provide an idea of what non-EV drivers in the sample are thinking.

Non-EV driver respondents indicated where they go to get car-related information. There is less consensus among non-EV drivers compared to EV drivers, but manufacturer websites (55.8%) and general auto websites like Kelley Blue Book or Edmunds (51.4%) stood out as the most likely sources.

50.4% of non-EV drivers said they go to friends, family, or coworkers to get information related to cars. This word-of-mouth version of research is an interesting finding, especially in comparison to the 18.5% of EV drivers who said that they find them to be a useful resource.

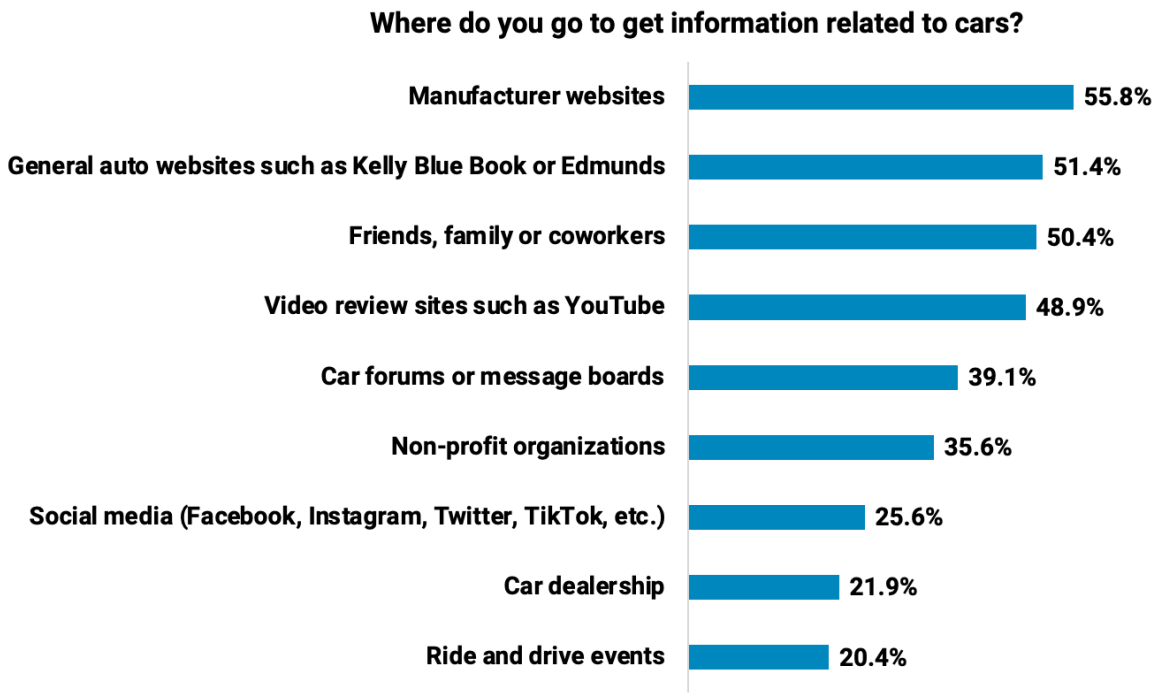


Figure 41: Where do you go to get information related to cars? (Among respondents who do not currently drive an all-electric vehicle or plug-in hybrid vehicle) (n = 472)

On that note, it's also interesting to look at what exposure non-EV drivers have had to EVs in their daily lives. How familiar are they with electric vehicles? Have they ever ridden in or driven an electric vehicle? Do they know anybody who drives an electric vehicle?

Unsursprisingly, most of the non-EV driver respondents indicated that they are at least moderately familiar with electric vehicles. About 37% said that they are very familiar with electric vehicles.

Furthermore, about 84% of respondents said that they have ridden in and/or driven an electric vehicle before, with 24% saying they have done both. And lastly, about 88% of respondents said that they know somebody who drives an electric vehicle.

Non-EV drivers also answered questions about concerns related to EVs from. It may not come as a surprise that non-EV drivers were more likely to report concern than EV drivers across the board. However, one notable trend is that this level of concern has dropped since last year's survey.

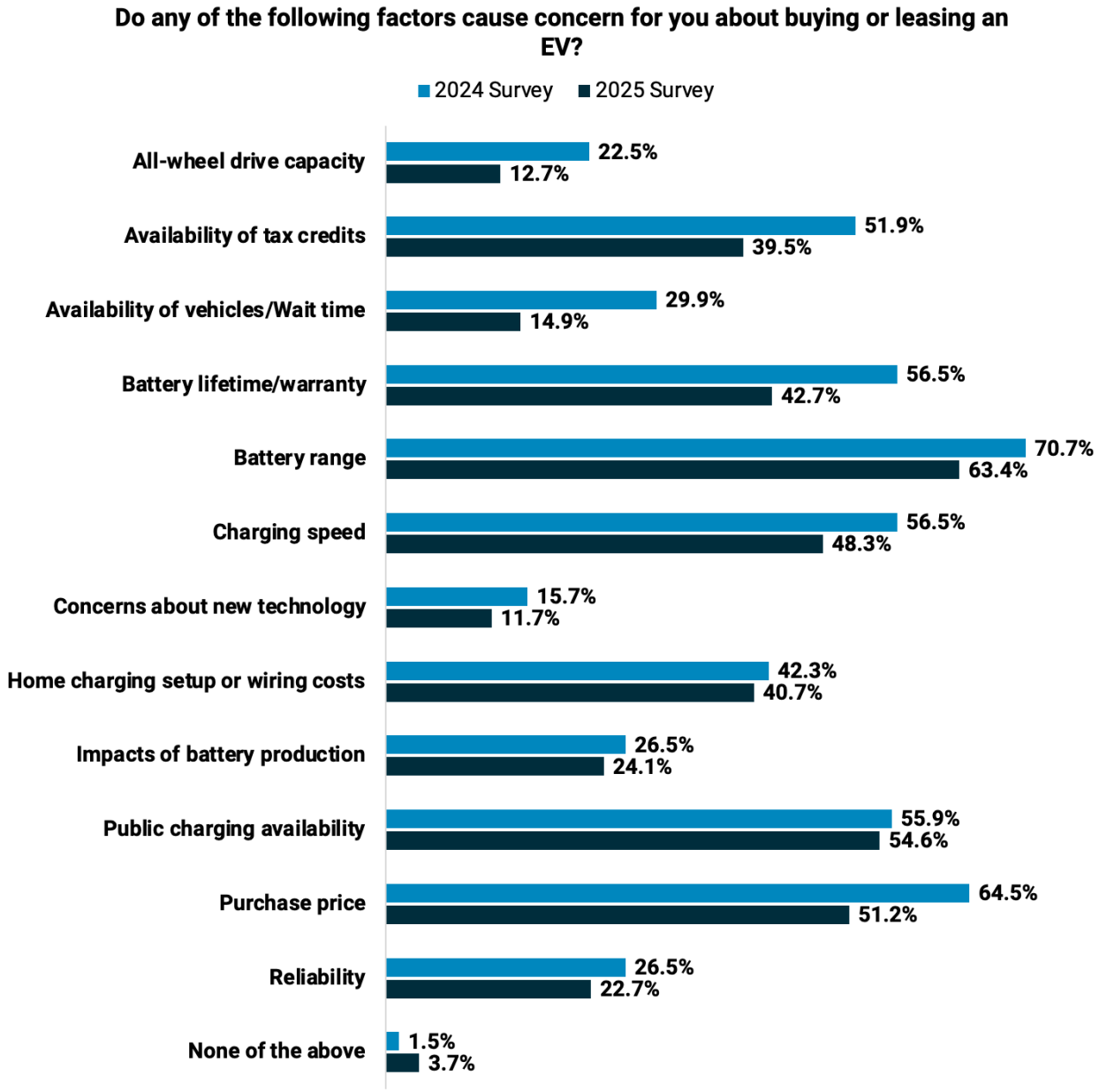


Figure 42: Do any of the following cause concern for you about buying or leasing an EV? (Comparing results of the 2024 EV Driver Survey to the results of the 2025 EV Driver Survey) (Among respondents who do not currently drive an all-electric vehicle or plug-in hybrid vehicle)

Concerns have dropped significantly in price, battery lifetime, and vehicle availability. Small decreases have taken place almost across the board since last year, highlighting the success of ongoing education efforts in the EV world. Results like this should demonstrate that there is value in working to educate consumers, both EV drivers and non-drivers, to help increase EV adoption moving forward.

On this note, it is also interesting to see how these levels of concern shift based on their experience–or lack thereof–with electric vehicles. Although the numbers shown below are from a small sample size, they still show that **familiarity with EVs increases confidence in EVs**.

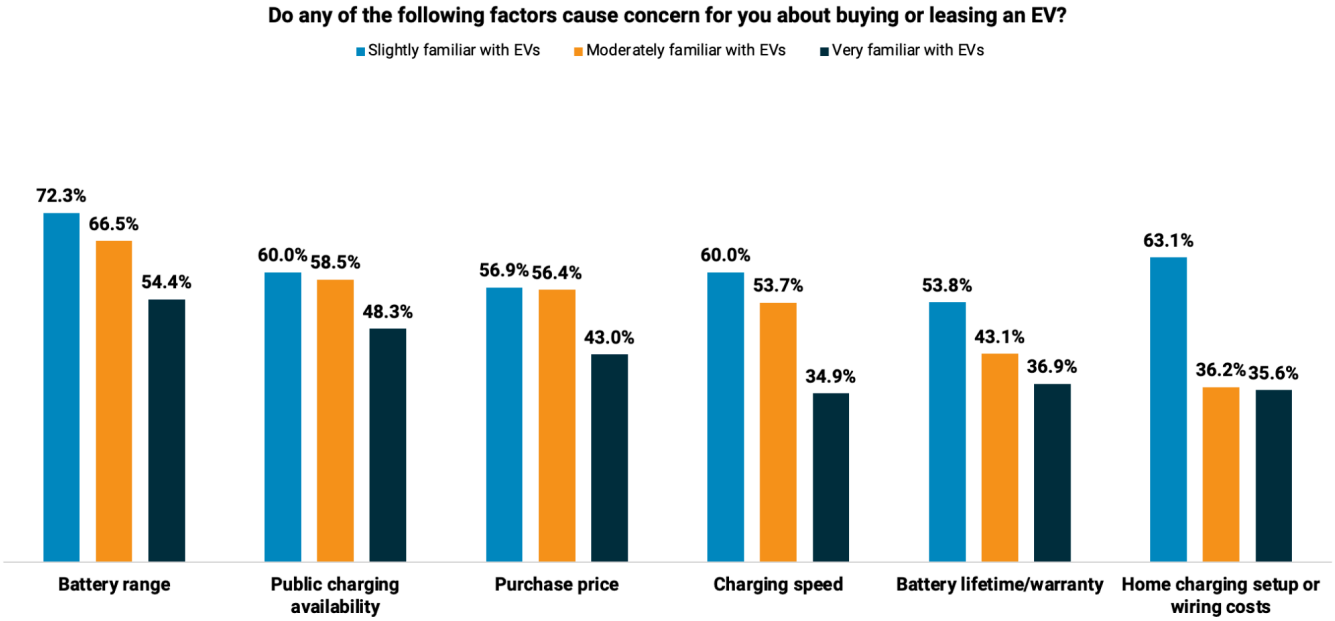


Figure 43: Do any of the following factors cause concern for you about buying or leasing an EV? (Broken out by reported familiarity with EVs) (Among respondents who do not currently drive an all-electric vehicle or plug-in hybrid vehicle)

DEMOGRAPHICS

The following demographics include all respondents who completed the survey in its entirety unless otherwise stated.

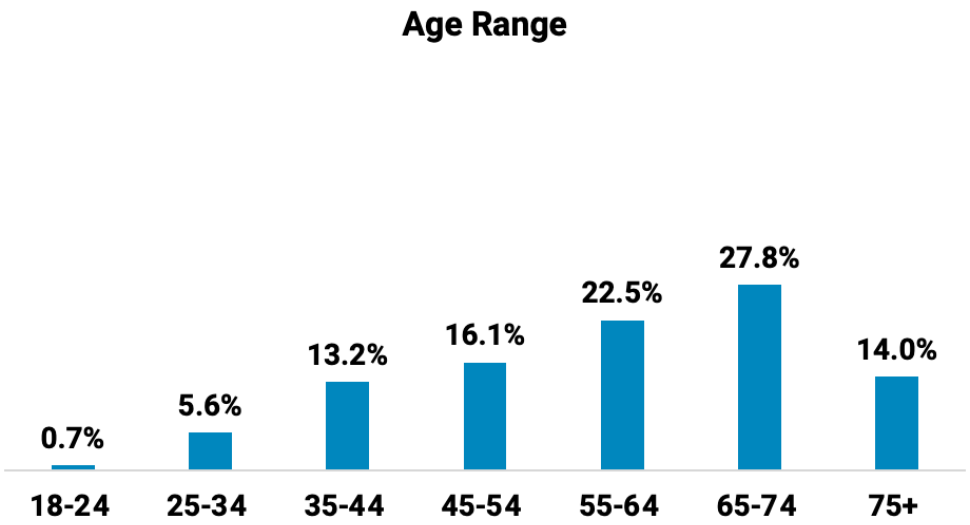


Figure 44: Age range (n = 4,495)

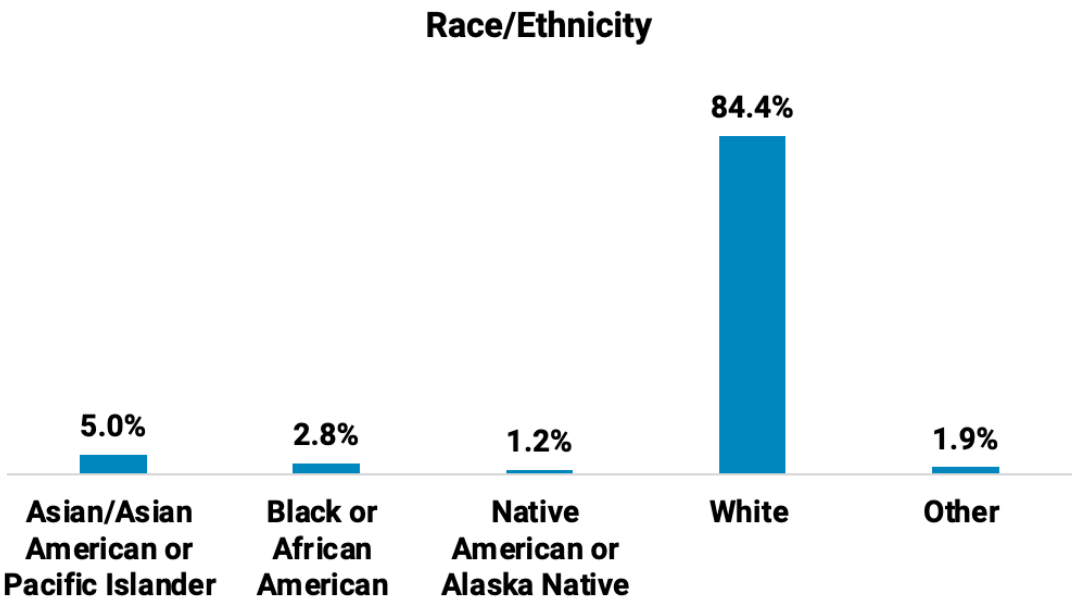


Figure 45: Race/Ethnicity (n = 4,553)

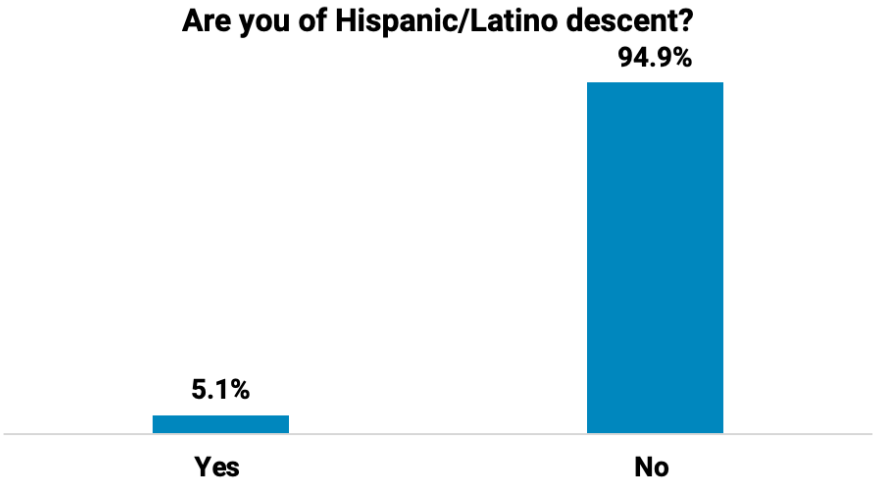


Figure 46: Are you of Hispanic/Latino descent? (n = 4,318)

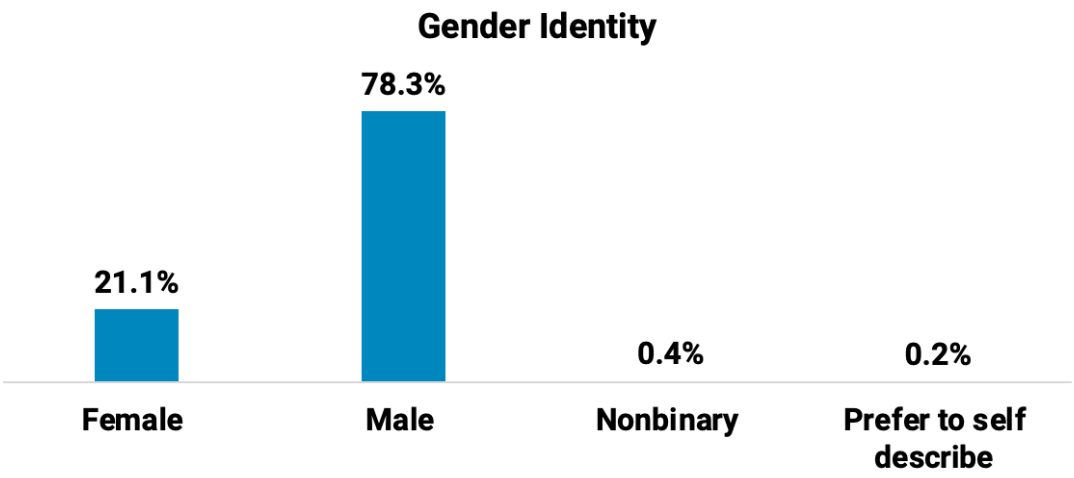


Figure 47: Race/Ethnicity (n = 4,548)

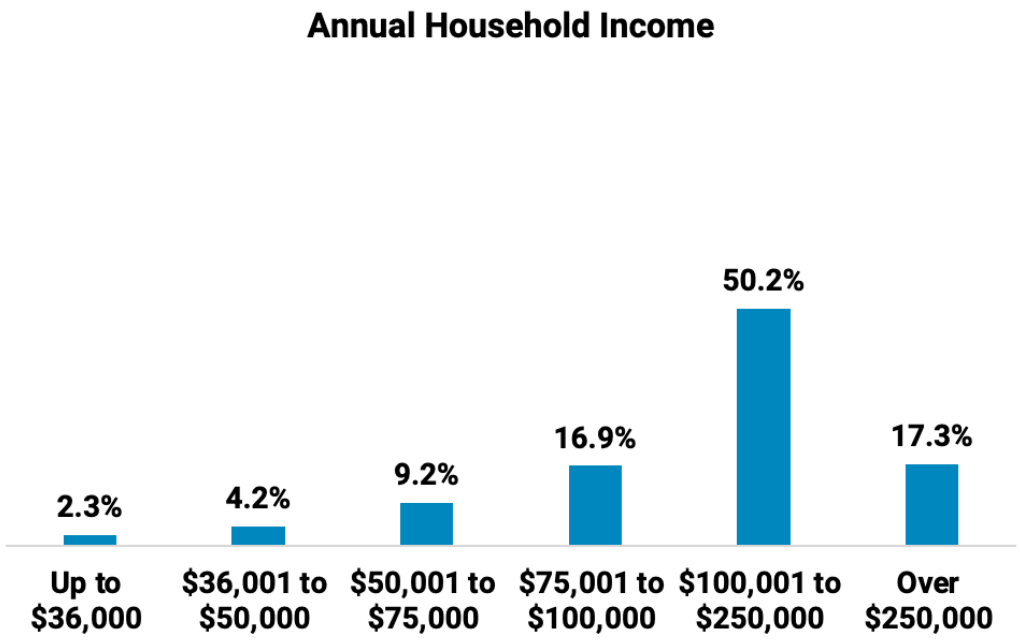


Figure 48: Annual Household Income (n = 4,540)

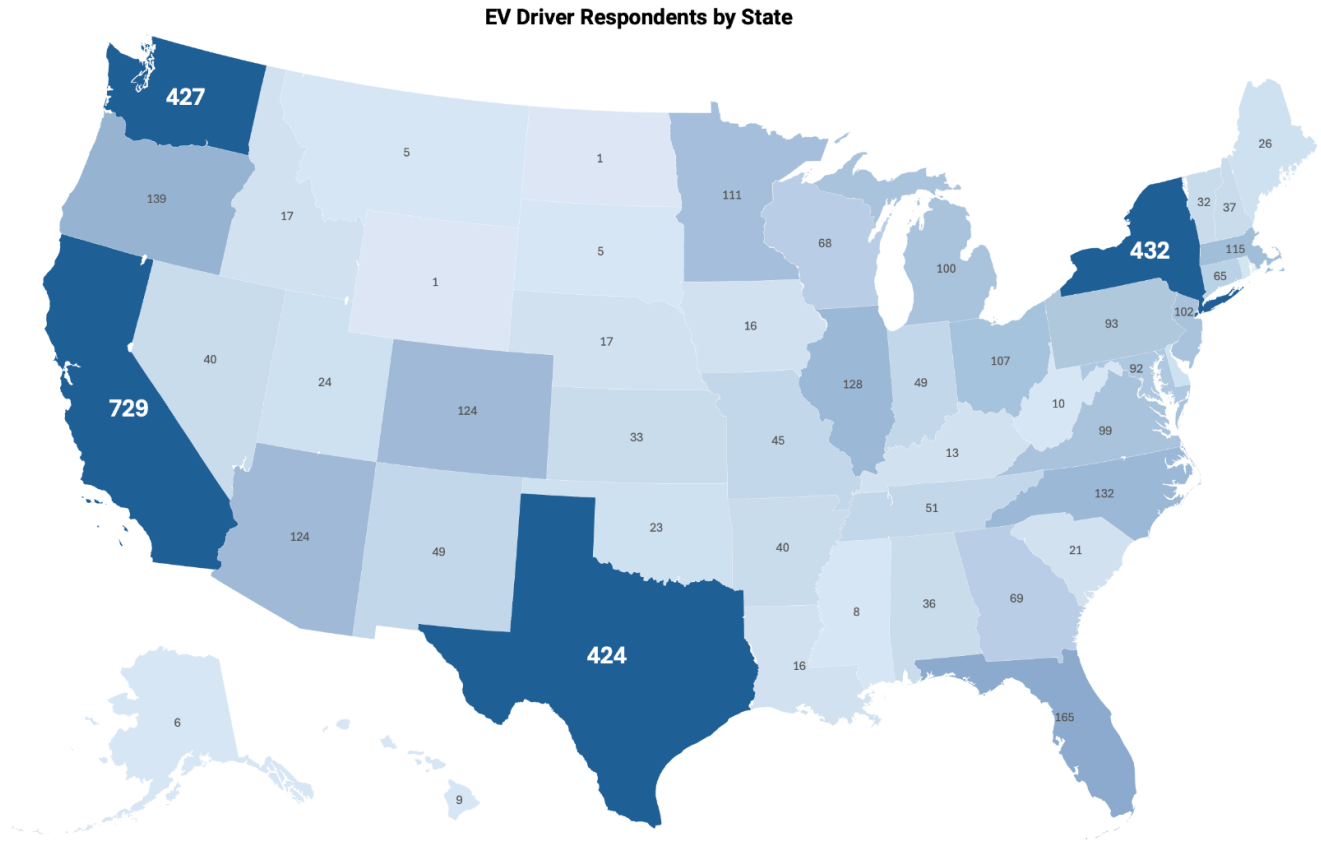


Figure 49: EV driver respondents by state (n = 4,519)

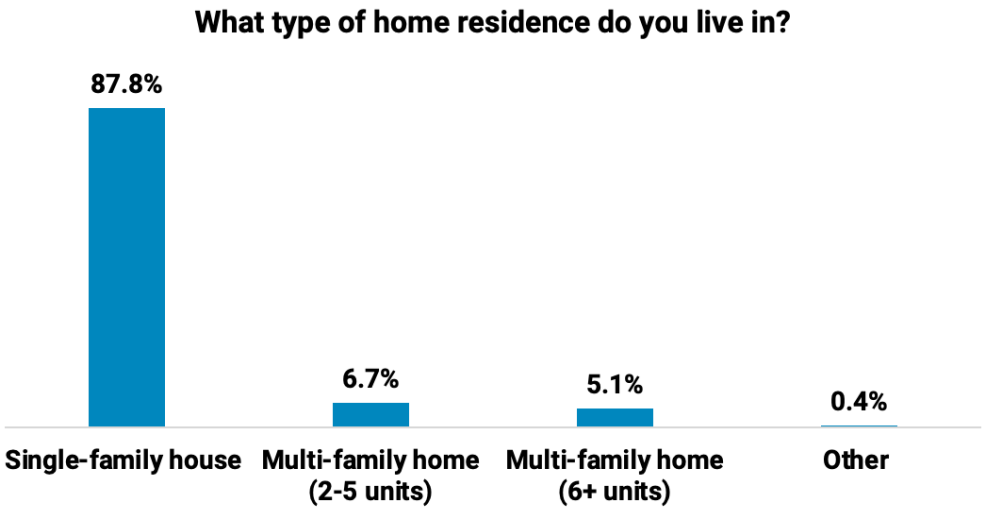


Figure 50: What type of home residence do you live in? (n = 4,551)

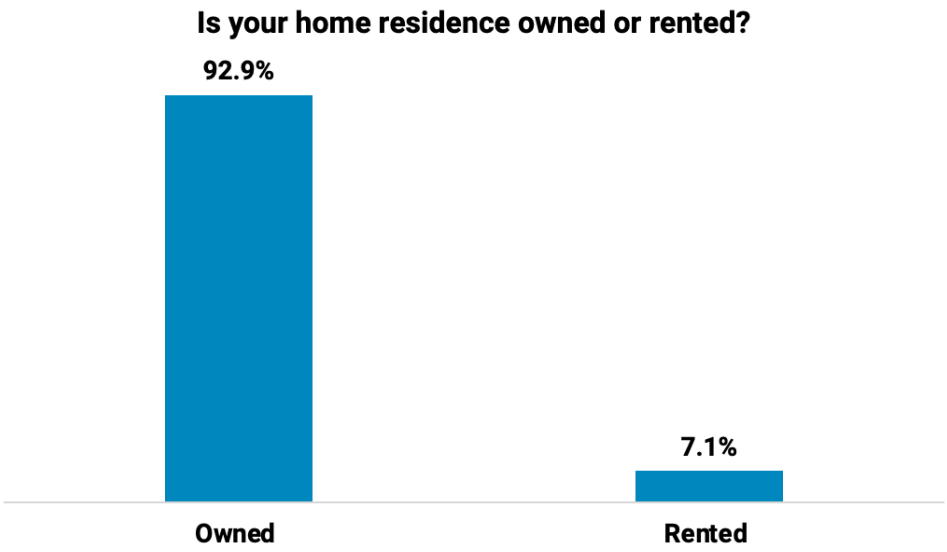


Figure 51: Is your home residence owned or rented? (n = 4,539)

MOVING FORWARD

Messages to emphasize

Based on these findings, Plug In America has identified key messages to accelerate the EV transition.

- **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. EV loyalty increased significantly this year among younger drivers.
- **To know one 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

Plug In America also advises policymakers and EV advocates to focus on the following policy priorities.

- **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. When residents see EVs in their daily lives and have the chance to ask questions of EV-driving friends and neighbors, and at community events, they are more likely to seriously consider making the switch to an EV.
- **Expand charging infrastructure.** 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 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.

Programs to prioritize

Plug In America advises players in the EV industry to continue with these types of efforts to grow adoption:

- **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 email or phone support like Plug In America's EV Support Program that answers questions about charging, selecting a vehicle and much more.
- **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 is 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 a variety of formats and ongoing support to improve the consumer experience. Sales staff with knowledge about EVs and charging will be more confident in selling EVs and enhance the consumer experience.

AUTHORS AND ACKNOWLEDGEMENTS

Nick Turner, EV consumer insights analyst at Plug In America, authored this report with editing oversight from Lindsey Perkins, Plug In America's director of marketing and communications. Tatiana Mena Ramos and Christina Roskoph, part of the communications team, are key to sharing the survey and its results.

Nick and Lindsey could not do the work they do without the support of the policy team at Plug In America, led by Ingrid Malmgren and including Alexia Melendez Martineau and Jess Senger. They provide invaluable insight into our research work every day.

Plug In America's programs team was critical in the widespread distribution of the survey, and the administration team is the reason everyone at the organization can focus on our important work. The executive director, Joel Levin, oversees Plug In America and consistently pushes our staff to aim higher and have a broader impact.

Plug In America sincerely thanks Kathryn Urquhart Dunican, Eric Ast, Noah Barnes, and Pete O'Connor, whose dedication to creating, conducting, or analyzing previous surveys laid the foundation for this report and future ones.

Plug In America also extends a special thank you to the following people and groups for helping disseminate the survey.

- Big Island Electric Vehicle Association
- Blue Ridge Electric Vehicle Club
- Cincinnati Electric Car Club
- Electric Auto Association of Northwest Ohio
- Electric Vehicle Association of Oklahoma City
- Electric Vehicle Association of Western New York
- EV Advocates of Ventura County
- Houston Electric Vehicle Association
- Houston EVs Facebook group
- ID.4 Owners Facebook group
- Lone Star Rivian Club - North Texas (Dallas Fort Worth Metroplex)
- Minnesota Electric Vehicle Owners
- Mustang Mach E Girls Club
- New England Electric Auto Association
- North Texas Tesla Owners Group
- Sacramento Electric Vehicle Association
- Seattle Tesla Model Y Owners
- Tesla Club of Greater Houston
- Tesla Owners Club of New Mexico

- Tesla Owners of San Antonio Texas
- The following subreddits:
    - r/BoltEV
    - r/driving
    - r/EquinoxEV
    - r/evcharging
    - r/F150Lightning
    - r/Ioniq5
    - r/KiaEV6
    - r/leaf
    - r/MachE
    - r/Rivian
    - r/volt
- Valley of the Sun Electric Vehicle Association
- Women Drive Electric

LEGAL DISCLAIMER

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 Month, Drive Electric Earth Month, PlugStar.com, and other public outreach events. Learn more at PlugInAmerica.org.