



Workplace Incentives & Charging

June 2025

Goal and Context

The overarching goal of this survey is to understand the role that workplaces can play in increasing EV adoption by offering EV charging and incentives for their employees.

The survey collects information from employees and employers nationwide, including perspectives, preferences, opportunities, and challenges to embrace and implement EV charging and incentives at work.

Reliable EV charging is still one of the most prominent barriers to EV adoption.

Given that a large majority of Americans drive to work and park their vehicles for multiple hours, workplaces are the second most likely location to charge after home. For drivers without access to home charging, including those who reside in multi-family dwellings, workplace charging has the potential to become a primary place to charge, increasing their likelihood of EV adoption.



Methodology

The survey was conducted online over a three-week period from March 31 to April 20 of 2025. It was composed of 1,086 respondents who completed the survey and 539 respondents who partially completed the survey. Partial responses were only counted for questions that each respondent answered.

Just over 92% of the respondents in our survey said that they drive an electric vehicle or plug-in hybrid vehicle. Of those respondents, about 93% have access to a home charger. Half of the respondents said they have access to workplace chargers.

Respondents who drive an EV were asked about their experience with workplace charging and incentives, which incentives they would be interested in moving forward, how workplace incentives and charging have impacted their lives, and more.





Main findings

While most respondents are aware of zero-emission transportation incentives, only 15% say their workplace offers them.

89% of respondents said they are aware of financial incentives available for EVs and other forms of zero-emission transportation, but only a small portion of respondents said their workplace offers them. 74% of respondents said their workplace does not.

Respondents are at least generally interested in every workplace incentive we mentioned.

Among the nine different types of zero-emission transportation incentives asked about, over half of respondents said they are interested in each. Incentives like access to EV charging at work and subsidies for EV purchasing and leasing stood out, but our results indicate the best place for a workplace to start is anywhere.

Respondents with workplace EV chargers are generally happy with the equipment.

76% of respondents said they are satisfied with the reliability of their workplace chargers, while 63% are satisfied with the accessibility of them. However, only half of respondents said they have access to workplace chargers.

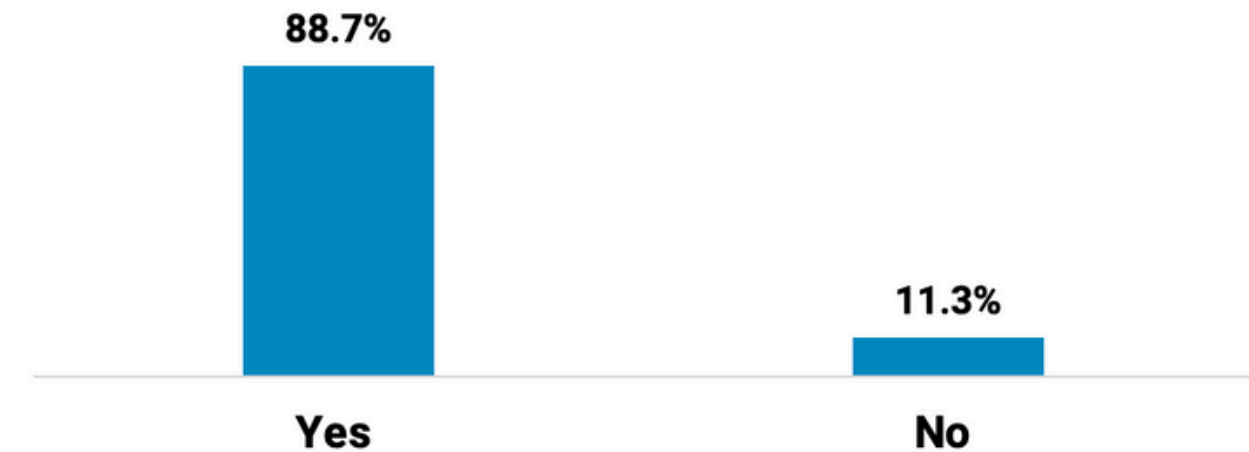
While respondents are aware of financial incentives for zero-emission transportation, their workplaces generally don't offer any.

Just under 90% of respondents said they know that there are financial incentives available for electric vehicles and other forms of zero-emission transportation.

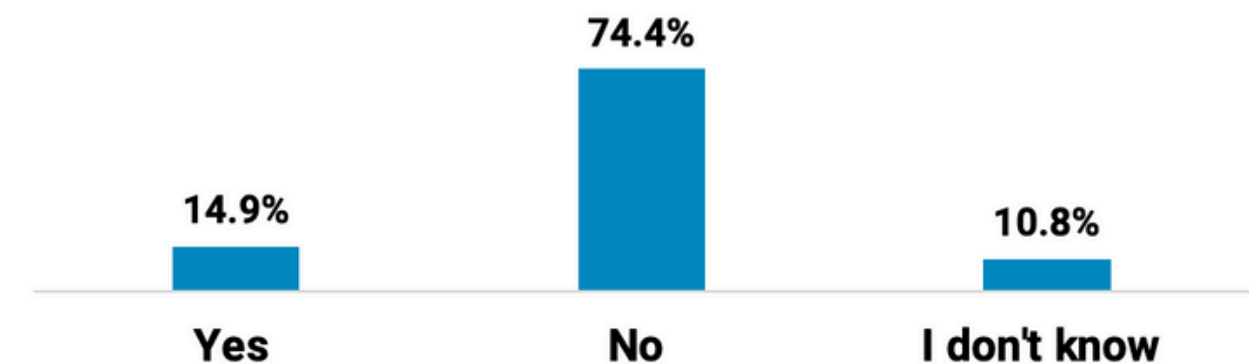
However, only 15% of respondents said their company/organization offers incentives for EVs and other zero-emission commute options, compared to about 74% who said their company/organization doesn't. The difference between access to workplace charging (50%) and workplace EV incentives (15%) indicates respondents didn't consider workplace charging to be an incentive.

11% of respondents said that they don't know if their company/organization has incentives, revealing a need for workplaces to be more transparent and make greater efforts to remind employees of available incentives.

Did you know there are financial incentives available for electric vehicles and other forms of zero-emission transportation?



Does your company/organization offer incentives for electric vehicles or other zero-emission commute options, such as e-bikes or incentives for carpooling?



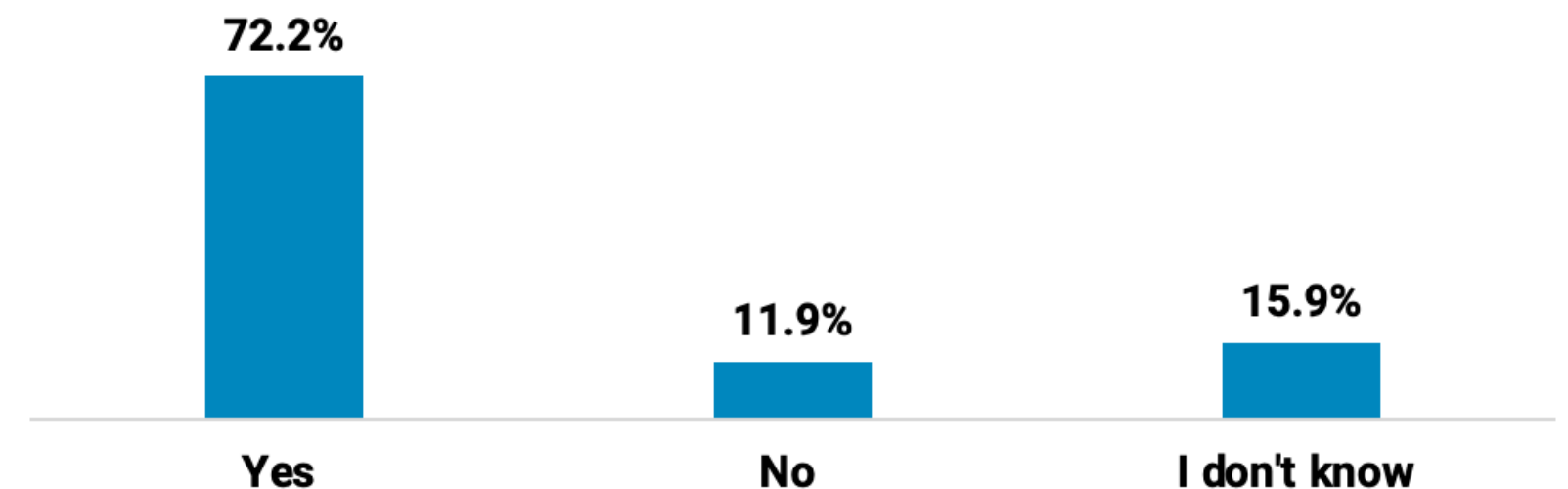
Of those who don't have incentives tied to EVs offered by their workplace, about 72% said they'd be interested in having them.

Almost three-quarters of respondents who currently do not have access to EV workplace incentives and other forms of zero-emission transportation said that they would be interested in having them, compared to about 12% of respondents who said they would not be.

Respondents who said they would not be interested indicated that there is either no need for it in their case because of their home charging setup or that they don't believe it is their workplace's role to do so.

About 16% of respondents said they don't know if they'd be interested, meaning there is even more room for this number to grow. With more education and awareness of incentives, interest in workplace incentives can continue to grow.

Would you be interested in having access to workplace incentives tied to electric vehicles or other forms of zero-emission transportation?



Access to EV charging at work and subsidies for EV purchasing and leasing stand apart as the incentives with the most interest.

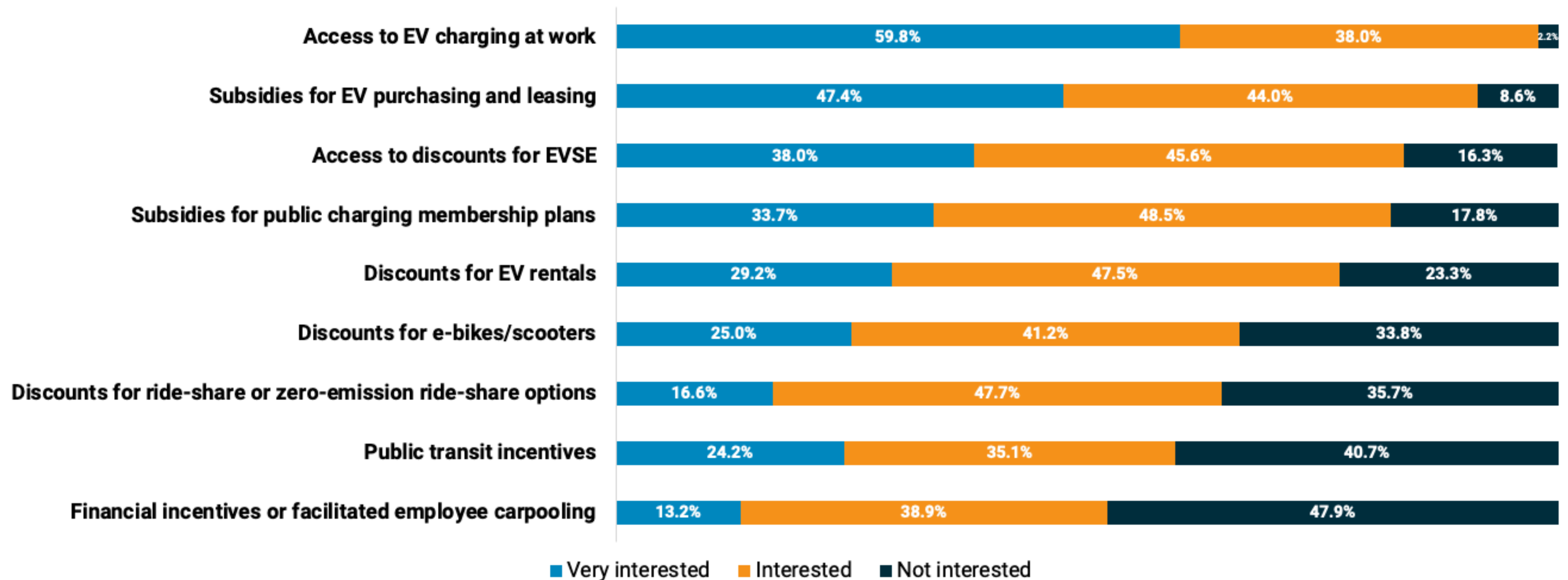
98% of respondents currently without access to workplace incentives said they would be interested or very interested in access to EV charging at work, while about 91% of respondents said the same about subsidies for EV purchasing and leasing.

Providing discounts, subsidies, and other cost-cutting measures are also of high interest to respondents. Over half of respondents said they would be interested or very interested in each individual incentive listed, indicating that is better to at least offer as opposed to nothing.

Although there aren't enough respondents with incentives to report on, access to EV charging at work and public transit incentives are the most common incentives that respondents have access to.

Access to EV charging at work and subsidies for EV purchasing and leasing stand apart as the incentives with the most interest.

Rate the following zero-emission transportation incentives based on how interested you would be in having access to them from your workplace.

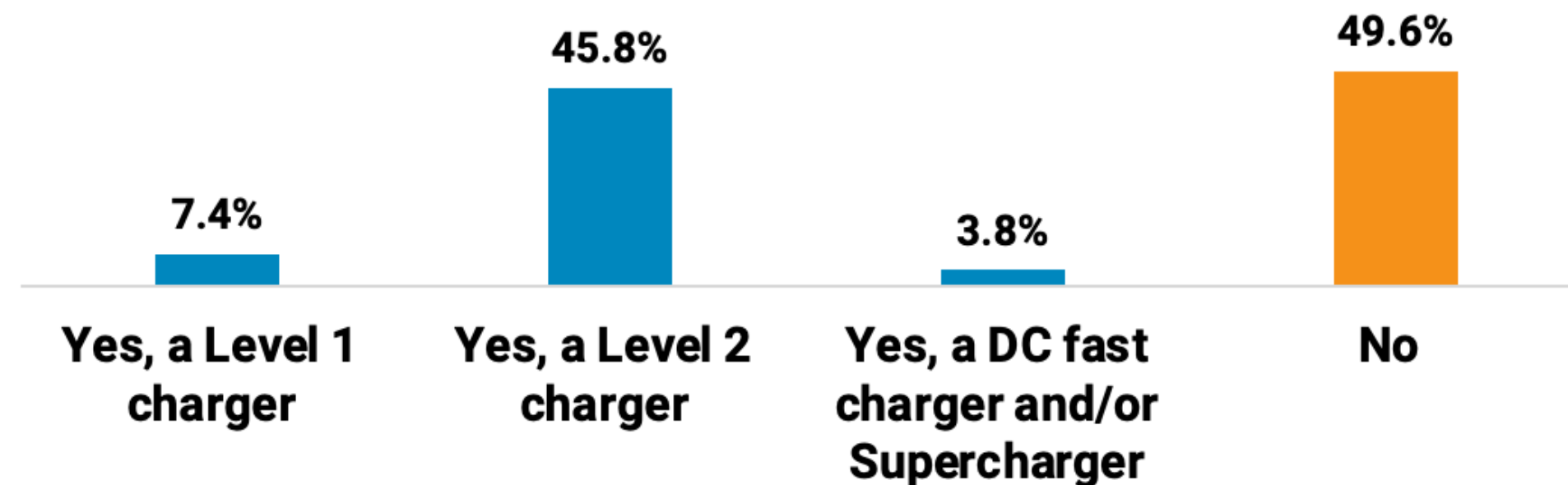


About half of respondents have access to EV charging at work, with Level 2 charging being the most prevalent type.

Half of our respondents have access to EV charging at work, while about 46% said they have access to a Level 2 charger.

About 7% of respondents said they have access to a Level 1 charger, while about 4% said they have access to a DC fast charger and/or Supercharger.

Do you have access to EV charging at work?



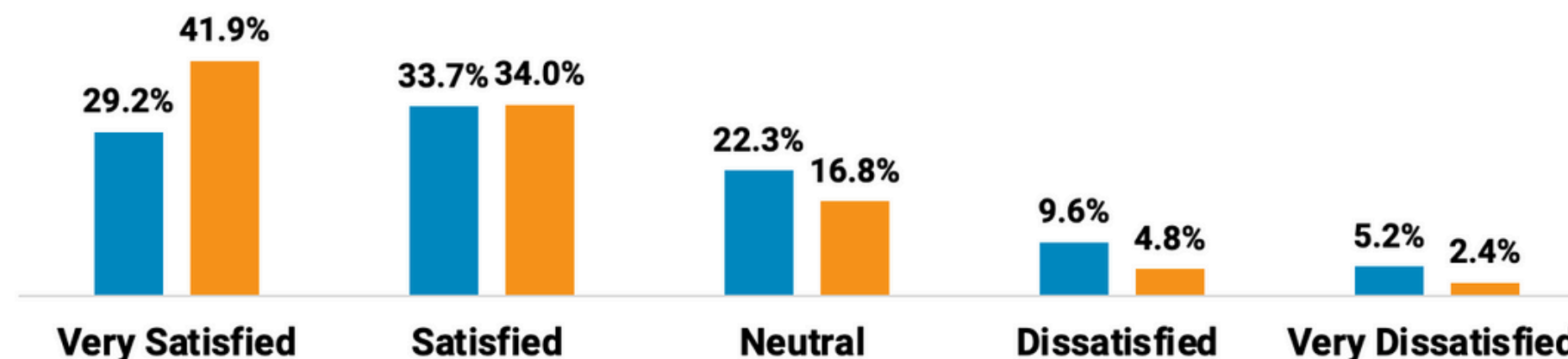
Respondents are generally satisfied with their workplace chargers, with reliability getting higher marks than accessibility.

About 76% of respondents said they are satisfied or very satisfied with the reliability of their workplace EV chargers, while about 63% said they are satisfied or very satisfied with the accessibility of the chargers.

About 15% of respondents find themselves dissatisfied with the accessibility of their workplace EV chargers, while only 7% said they are dissatisfied with the reliability.

How satisfied are you with the ____ of your EV chargers at work?

■ Accessibility ■ Reliability



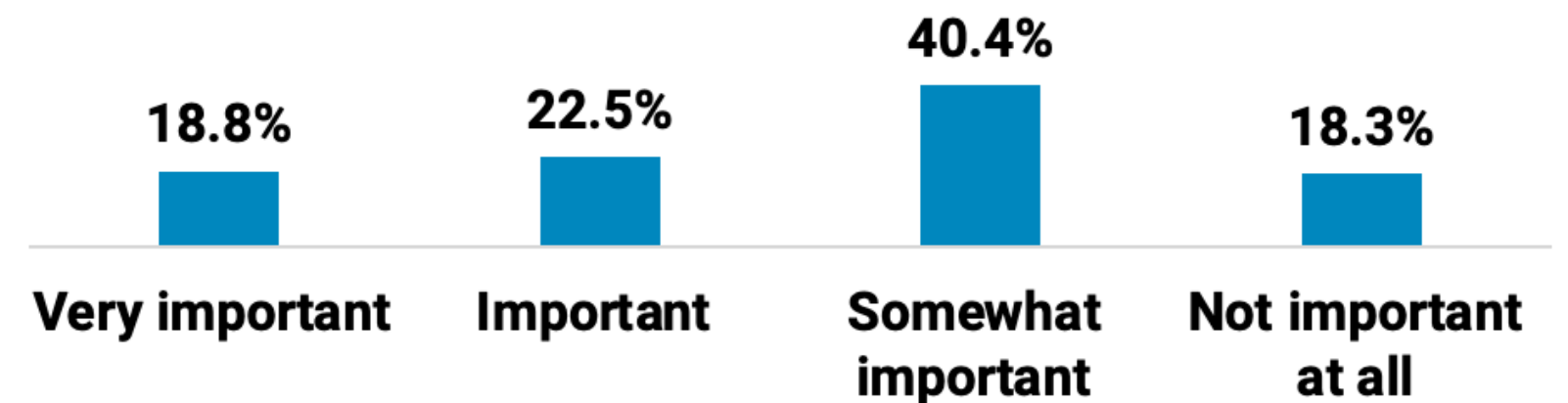
Access to workplace EV charging can be nice to have, but respondents don't necessarily consider it a requirement when considering a new job.

About 19% of respondents said that access to workplace EV charging would be very important to them when considering a new job, while an additional 23% said it would be important.

Respondents were most likely to say that it would be somewhat important, with just over 40% of respondents saying this. This would indicate that these respondents view it as a nice amenity to have but not one that will make or break their decision.

18% of respondents said it would not be important at all.

If you were considering a new job, how important would access to workplace EV charging be in your decision?



Demographics

Age Range	Percentage
18-24	0.1%
25-34	2.8%
35-44	6.4%
45-54	14.5%
55-64	27.8%
65-74	29.7%
75+	18.8%

Race/Ethnicity	Percentage
Asian/Asian American or Pacific Islander	7.1%
Black or African American	2.6%
Hispanic or Latino	2.6%
Native American or Alaska Native	0.7%
White	80.6%
Other	1.8%

Some respondents declined to specify.

Gender Identity	Percentage
Male	85%
Female	14.3%
Nonbinary	0.2%

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

Demographics

Do you drive an EV?	Percentage
Yes, I drive a fully-electric vehicle	82.3%
Yes, a plug-in hybrid vehicle	7.7%
Yes, both a fully-electric vehicle and a plug-in hybrid vehicle	2.2%
No	7.8%

Home Residence	Percentage
Single-family house	85%
Multi-family home (2-5 units)	8.1%
Multi-family home (6+ units)	2.6%
Other	0.3%

Some respondents declined to specify.

Annual Household Income	Percentage
Up to \$36,000	3.6%
\$36,001 to \$50,000	6%
\$50,001 to \$75,000	11%
\$75,001 to \$100,000	17.6%
\$100,001 to \$250,000	46.9%
Over \$250,000	14.9%

Some respondents declined to specify.

Demographics

Do you have access to a home EV charger?	Percentage
Yes, a Level 1 charger	15.7%
Yes, a Level 2 charger	56.5%
Yes, both a Level 1 and Level 2 charger	20.6%
No	7.2%

How often do you use your home EV charger?	Percentage
Daily	51.1%
Weekly	37.5%
Once every couple of weeks	6.1%
Monthly	2.2%
Rarely	2.6%
Never	0.5%

Only respondents with access to home chargers answered this question.

Demographics

How many employees work at your organization/company?	Percentage
1-10	16.4%
11-25	10.8%
26-50	7%
51-100	9.1%
101-500	14.1%
Over 500	42.7%

What type of employer do you work for?	Percentage
Not-for-profit organization	26.2%
Small business	19.7%
Government agency	16.6%
Large corportation	25.1%
Self-employed	3.2%
Other	9.1%

How often do you commute to your workplace?	Percentage
0 days a week	2.3%
1 day a week	12.5%
2 days a week	16%
3 days a week	19.4%
4 days a week	11.3%
5 days a week	34.9%
6 days a week	2.1%
7 days a week	1.6%

Only respondents who answered that they actively work or volunteer were asked the above questions.



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