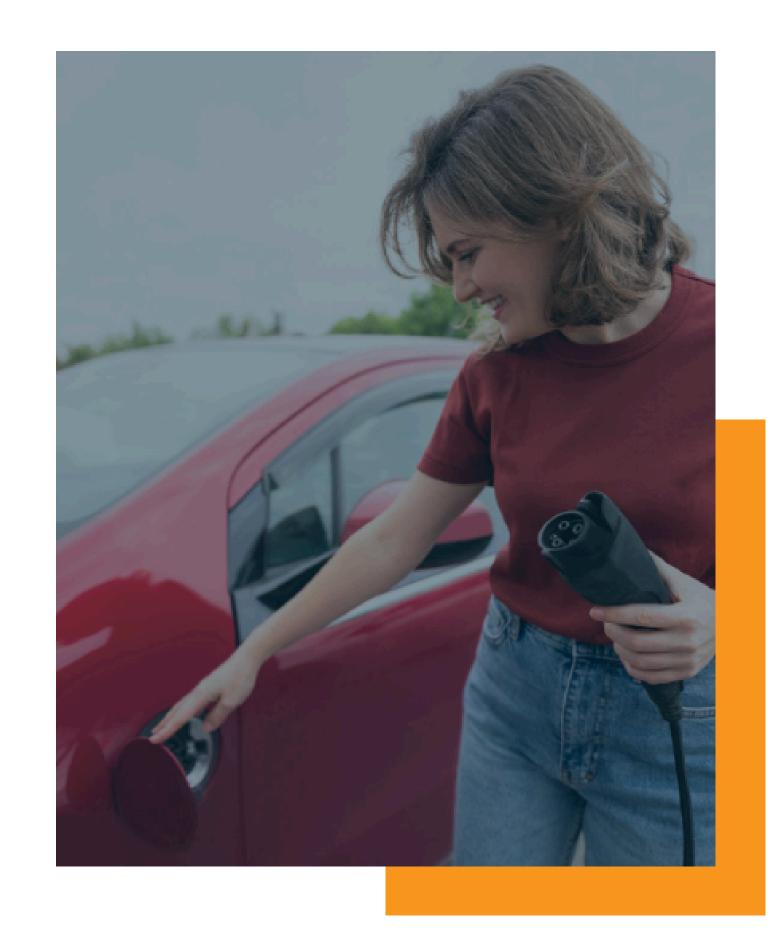


#### Methodology

Our 2025 EV driver survey was conducted from January 2025 to March 2025. This analysis shows the results for all EV drivers who reported living in the state of Texas, which encompasses 424 respondents. To see the demographics of the survey respondents, please click <a href="here">here</a>.

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

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



#### **EV** Information

# The Tesla Model 3 and Model Y are the most popular EVs among Texas respondents.

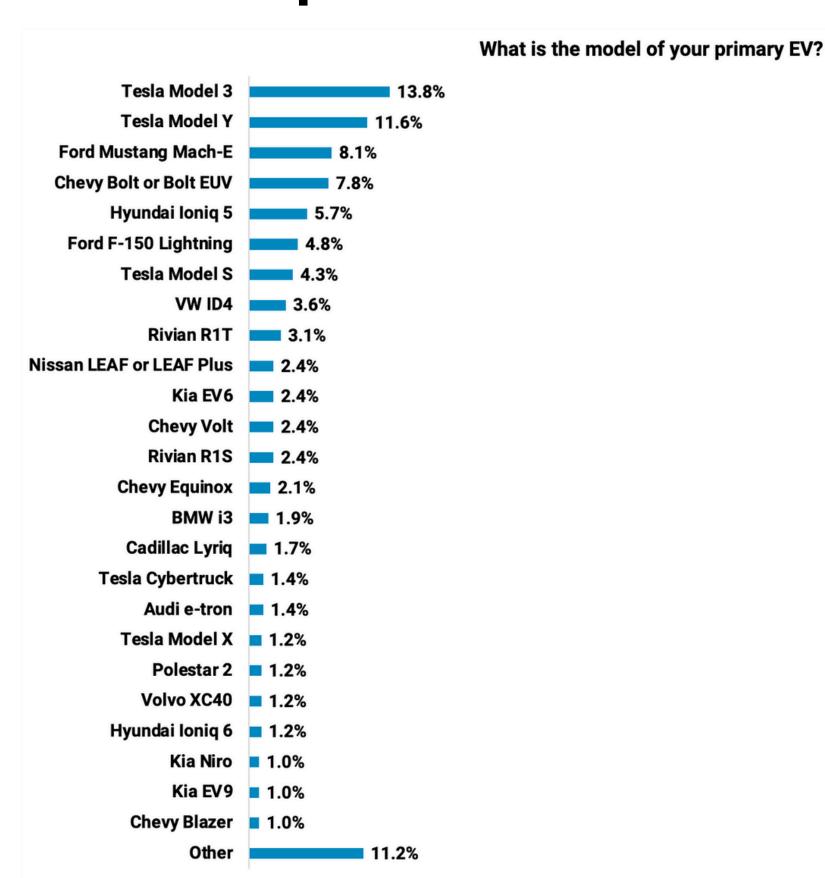
**13.8**% of Texas EV driver respondents said their primary EV is a Tesla Model 3. **11.6**% said a Model Y is their primary EV, and **8.1**% said a Ford Mustang Mach-E is their primary EV. The Chevy Bolt and the Hyundai Ioniq 5 rounded out the top five.

**78.5% of Texas EV driver respondents said they got their primary EV new,** compared to 21.5% who said they got it used.

85.8% of Texas EV driver respondents said they bought their primary EV, while 14.2% said they leased it.



# The Tesla Model 3 and Model Y are the most popular EVs among Texas respondents.



# What influences EV purchases/leases in Texas?

## "Clean air/environmental protection" is the most important purchase consideration in Texas, with cost savings close behind.

**30.7% of Texas EV driver respondents said that "clean air/environmental protection" is their most important purchase consideration when choosing to drive an EV**, right in line with the 30.5% of Texas respondents who said the same last year. This is notably lower than the 39.7% of respondents nationwide who said the same.

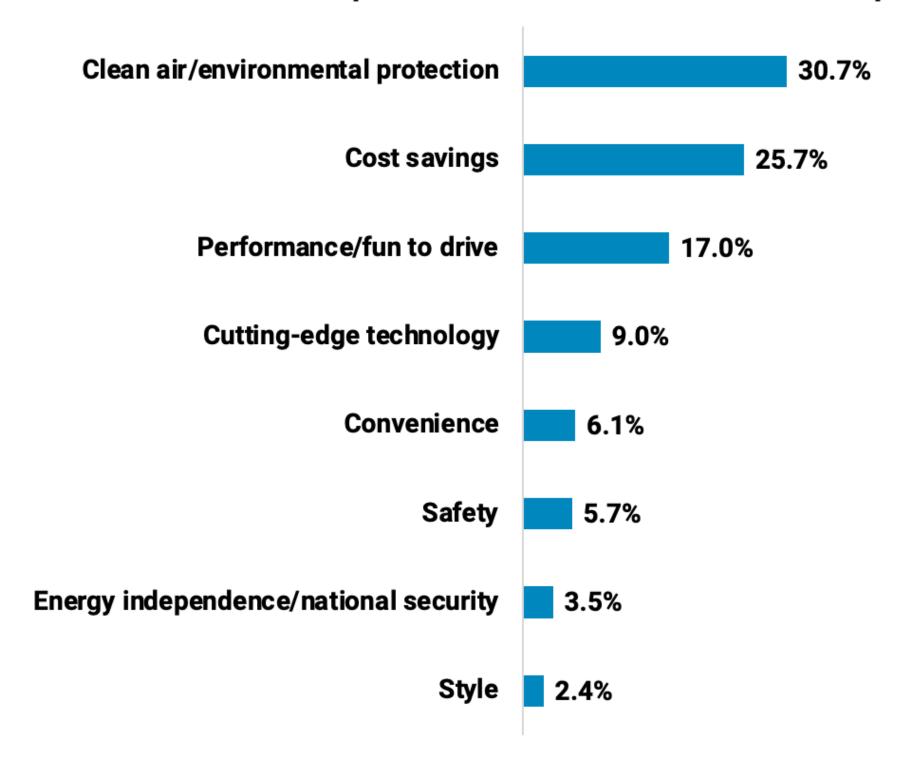
**25.7% of Texas EV driver respondents cited "cost savings" as their most important purchase consideration**, which was higher than the nationwide total of 21.4%. 21.4% of Texas EV driver respondents chose cost savings in last year's survey, representing a good increase since last year.

Respondents were also asked about how important they feel each consideration is to them.

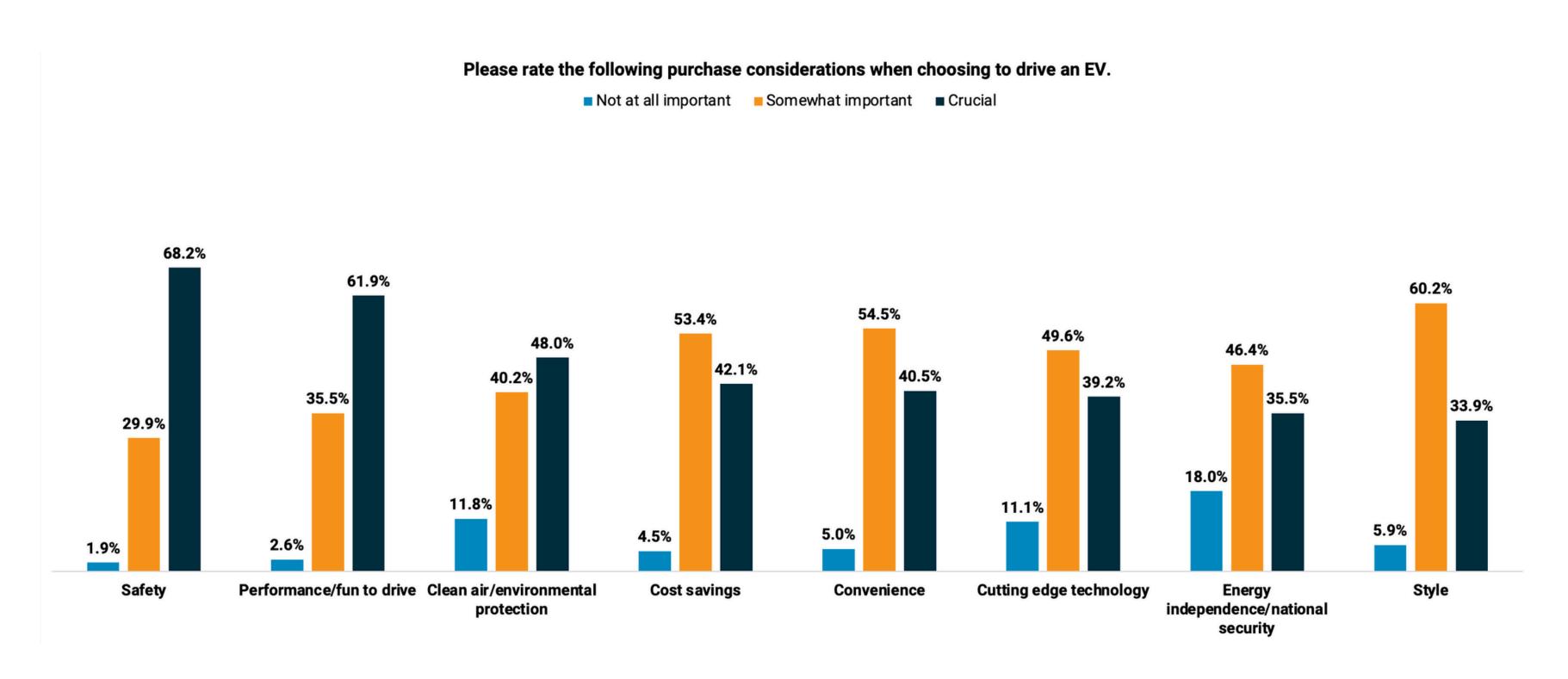
Only 48% of Texas EV driver respondents said that they view "clean air/environmental protection" as a crucial consideration, lower than the 61% of respondents nationwide who said the same. Texas respondents were more likely to identify "safety" and "performance/fun to drive" as crucial considerations.

## "Clean air/environmental protection" is the most important purchase consideration in Texas, with cost savings close behind.

Which purchase consideration is the most important to you today?



## Texans cited "safety" and "performance/fun to drive" as crucial purchase considerations.



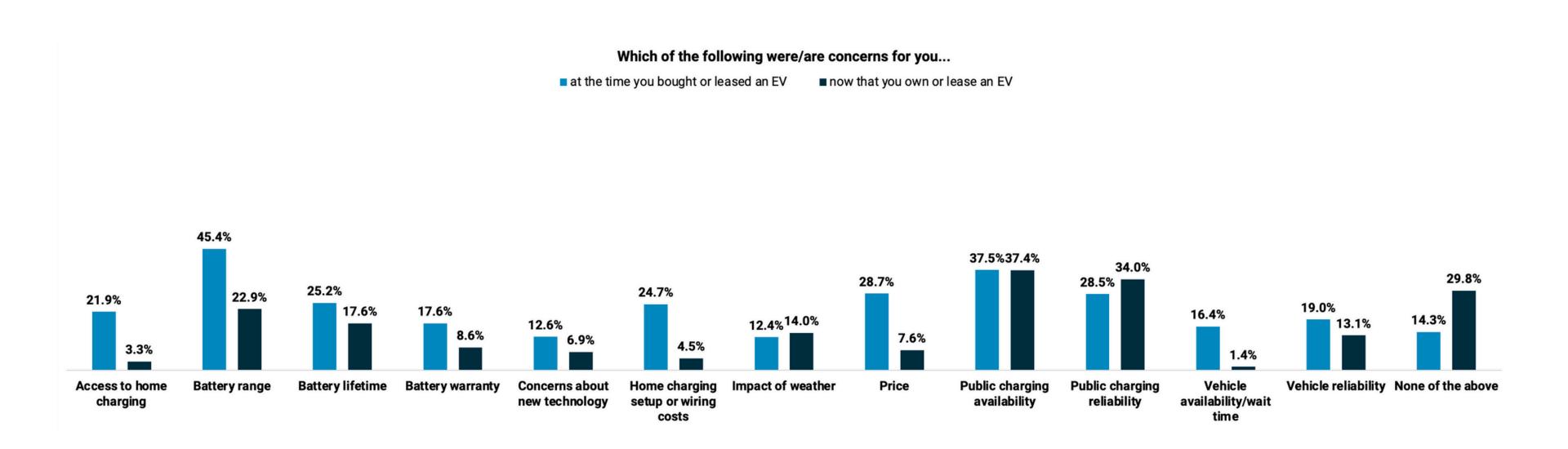
## Texas EV drivers saw concerns drop after experience with an EV in almost every category.

Texas EV driver respondents saw their concerns drop once they had experience with an EV in almost every factor. This was especially true when it came to home charging, the battery, and price.

Despite substantial decreases elsewhere, **public charging concern did not decrease among Texas EV driver respondents.** 37.5% of Texas respondents said they were concerned about public charging availability when they first got an EV, a figure that only dropped to 37.4% after experience with an EV. Public charging reliability concern actually increased after experience with an EV, going from 28.5% to 34.0%.

After experience with an EV, 29.8% of Texas EV driver respondents said they had no concerns about their EVs. Before experience with an EV, only 14.3% said the same.

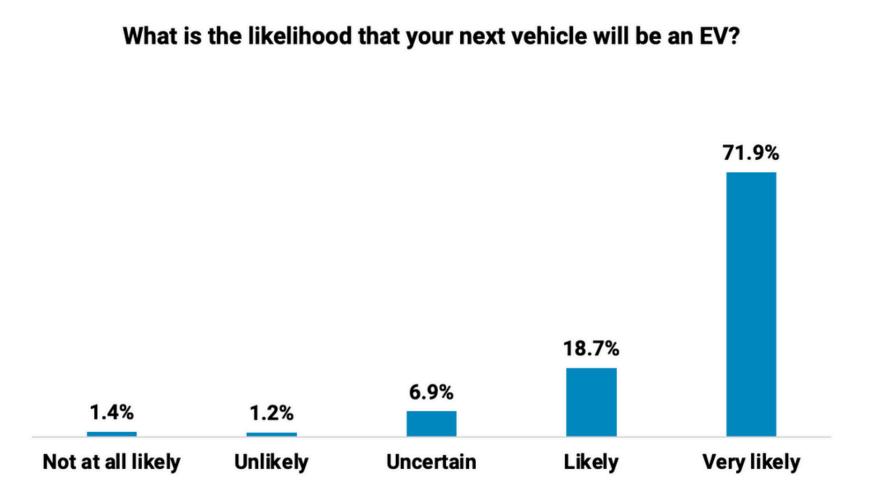
## Texas EV drivers saw concerns drop after experience with an EV in almost every category.



## Just over 90% of Texas EV driver respondents said it is "likely" or "very likely" their next vehicle will be an EV.

**90.6% of Texas EV driver respondents said it is "likely" or "very likely" their next vehicle will be an EV,** with 71.9% saying it is "very likely." This is only slightly lower than the 91.8% of respondents nationwide who said the same.

In last year's survey, 85.9% of Texas EV driver respondents said it is "likely" or "very likely" their next vehicle will be an EV. This increase from last year's survey to this year's survey is even greater than the increase nationwide.



# Inexpensive home charging and the federal EV tax credit are the most popular incentives in Texas, with respondents less likely to use incentives in Texas than nationwide.

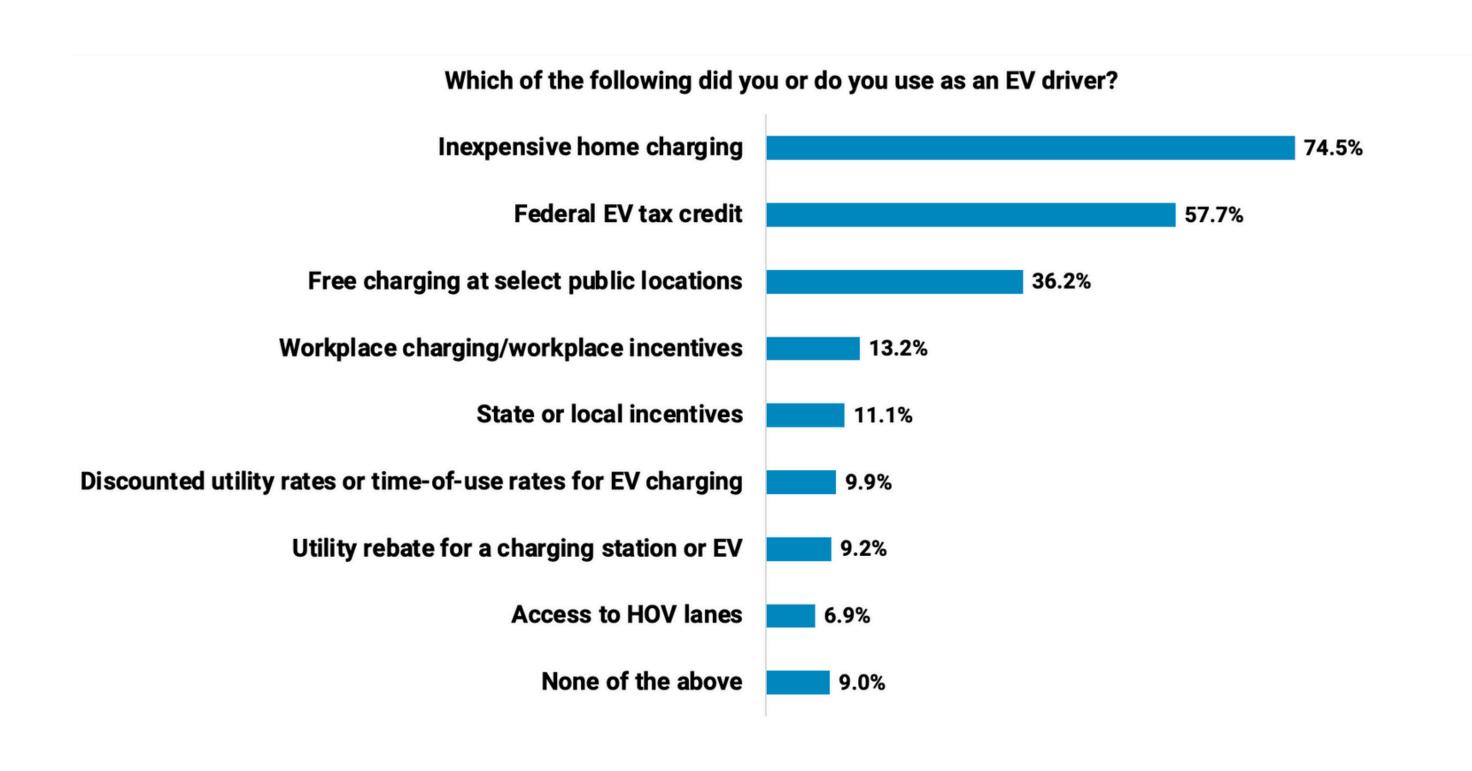
74.5% of Texas EV driver respondents said they use or have used inexpensive home charging, while 57.7% said they used the federal EV tax credit. This is slightly lower than the 63.2% of respondents nationwide who said they have used the federal EV tax credit.

Texas EV driver respondents were less likely to report use of incentives almost across the board. This is especially true for state or local incentives, discounted utility rates, and utility rebates for charging stations or EVs.

**9% of Texas respondents said they haven't used any of the listed incentives** as an EV driver, almost double the nationwide total of 4.8% who said the same.



Inexpensive home charging and the federal EV tax credit are the most popular incentives in Texas, with respondents less likely to use incentives in Texas than nationwide.



#### Charging in Texas

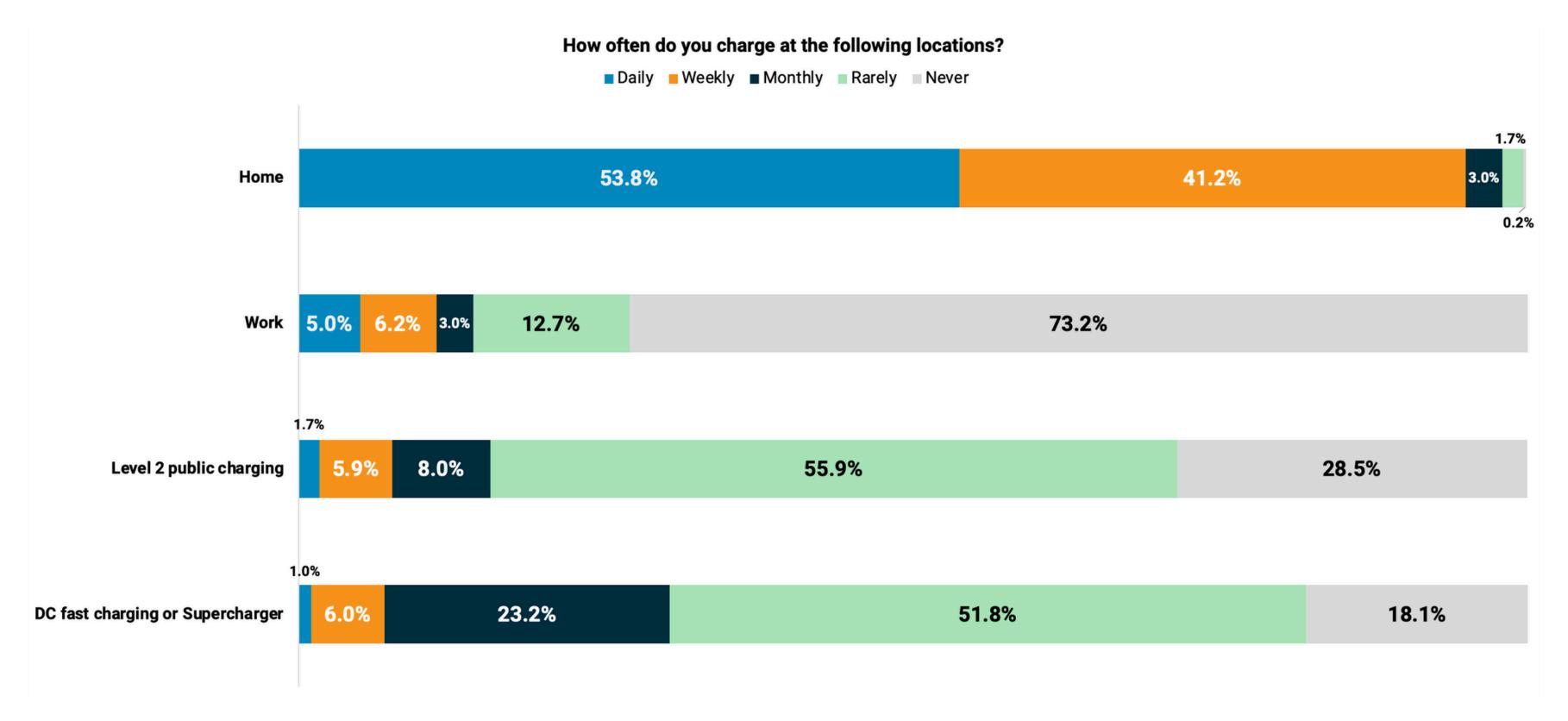
#### Texas respondents often have access to and use home chargers.

**54% of Texas EV drivers said they use home chargers daily**, while another 41% said they use home chargers weekly. This is in line with the national average on both counts.

**Level 2 public chargers and fast chargers are most often used on a rare basis.** About 7% of Texas EV driver respondents said they use DC fast chargers/Superchargers at least weekly, slightly lower than the national average of 9%.

**About 27% of Texas EV driver respondents said they use work chargers**, slightly higher than the national average of 25%. 5% said they use work chargers daily, while 6% said they use work chargers weekly.

#### Texas respondents often have access to and use home chargers.



### Texas drivers were much less likely to report availability of special rates for home EV charging.

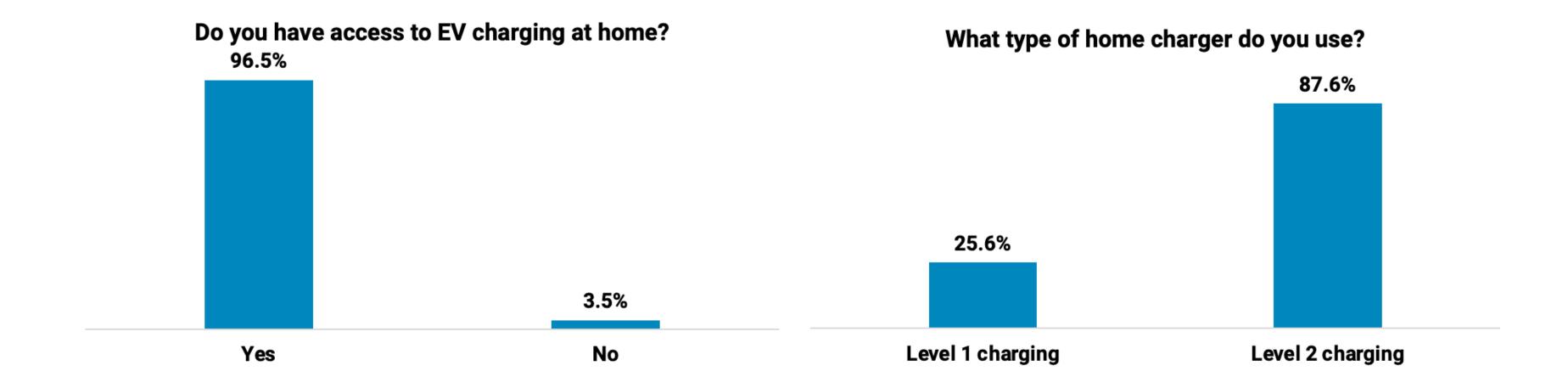
**96.5% of Texas EV driver respondents said they have access to home EV charging.** 88% have access to Level 2 charging at home, while 26% have access to Level 1 charging at home.

41% of Texas EV driver respondents said that they use a scheduled charging feature to control the time of the day at which they charge, with 20% using it all of the time. For comparison, 49% of EV driver respondents nationwide said they use a scheduled charging feature.

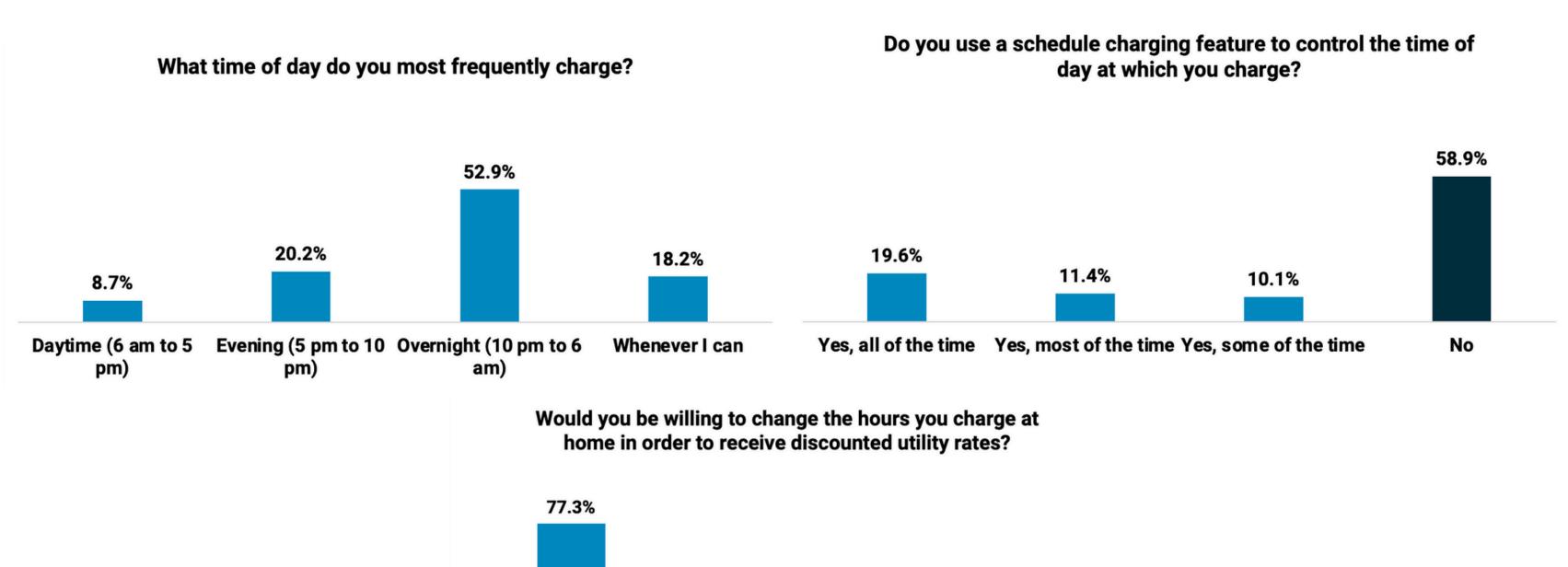
19% of Texas EV driver respondents said their local electric utility offers special rates for home EV charging, and only 9% use the special rates. For comparison, 39% of respondents nationwide said their local electric utility offers rates for home EV charging.

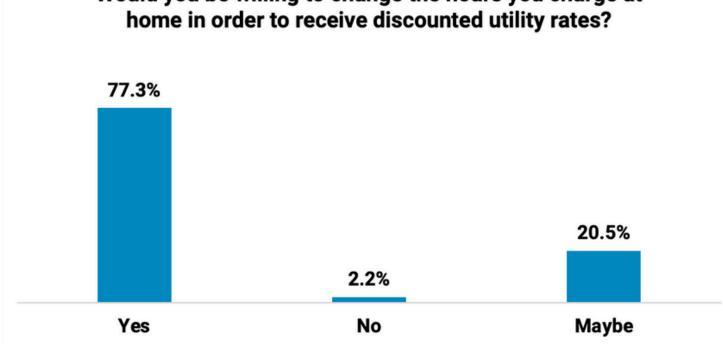


## Texas EV drivers were extremely likely to report access to home chargers.

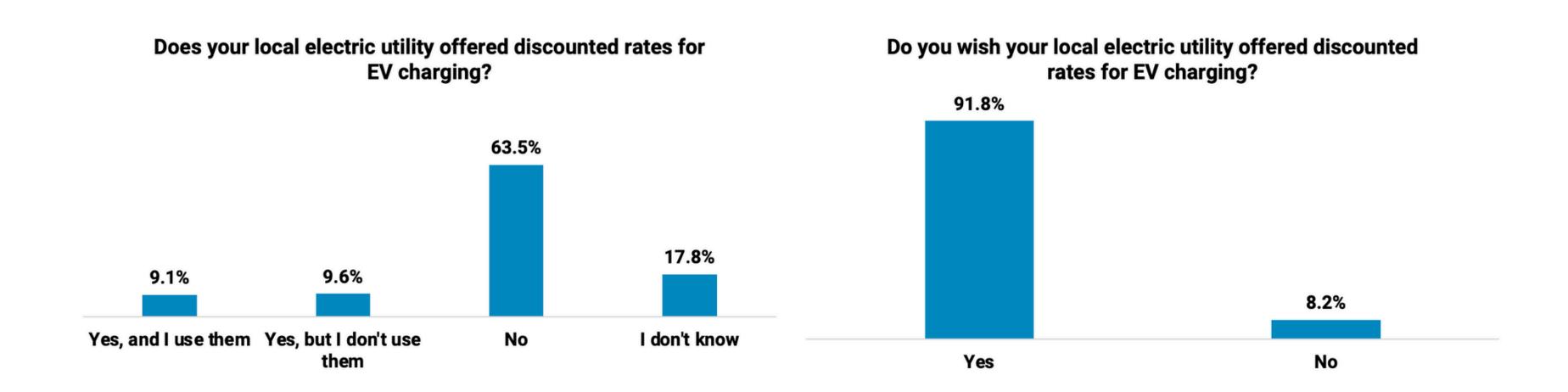


### Texas EV drivers typically charge at homeovernight and less than half use a schedule charging feature.





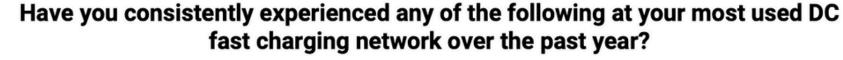
# While two-thirds of Texas respondents said they don't have access to discounted rates for EV charging, many of them are interested in discounted rates.

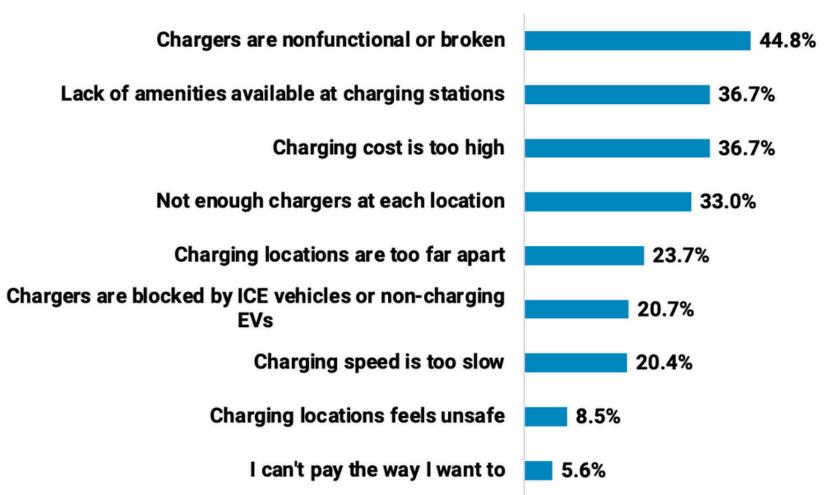


### Texas drivers reported a need for greater charger reliability and availability.

44.8% of Texas EV driver respondents said they have consistently experienced broken or nonfunctional chargers at their most used fast charging network over the past year. For comparison, about 50% of drivers nationwide said the same.

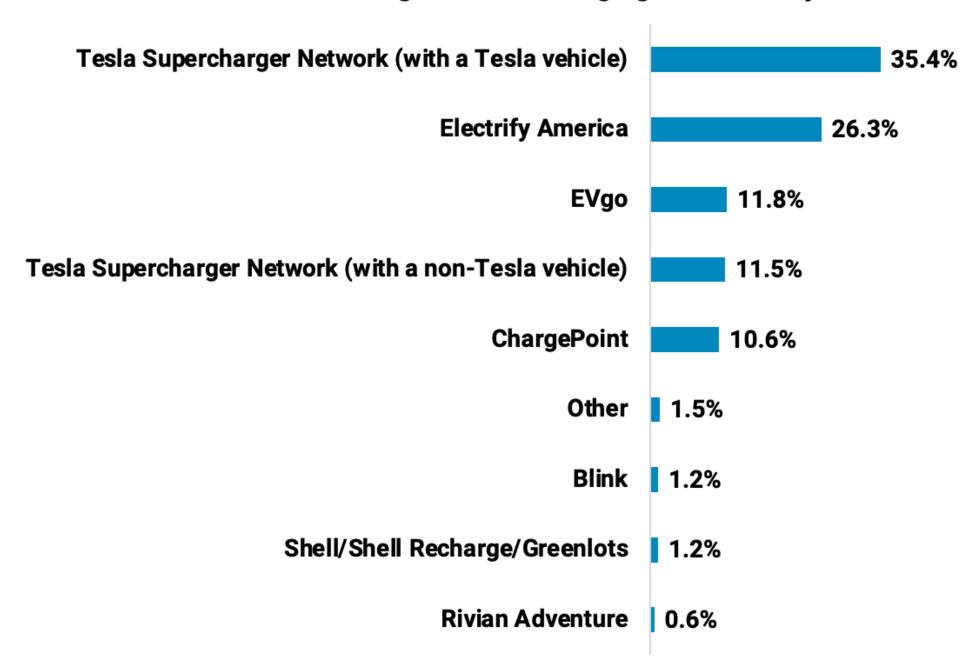
A lack of amenities (37%), high charging costs (37%), and not having enough chargers at each location (33%) were the next most likely issues to be reported. About 45% of respondents nationwide said they've consistently experienced not having enough chargers at each location.





### The Tesla Supercharger Network and Electrify America are the most popular fast charging networks in Texas.

#### Which single DC fast charging network do you most often use?

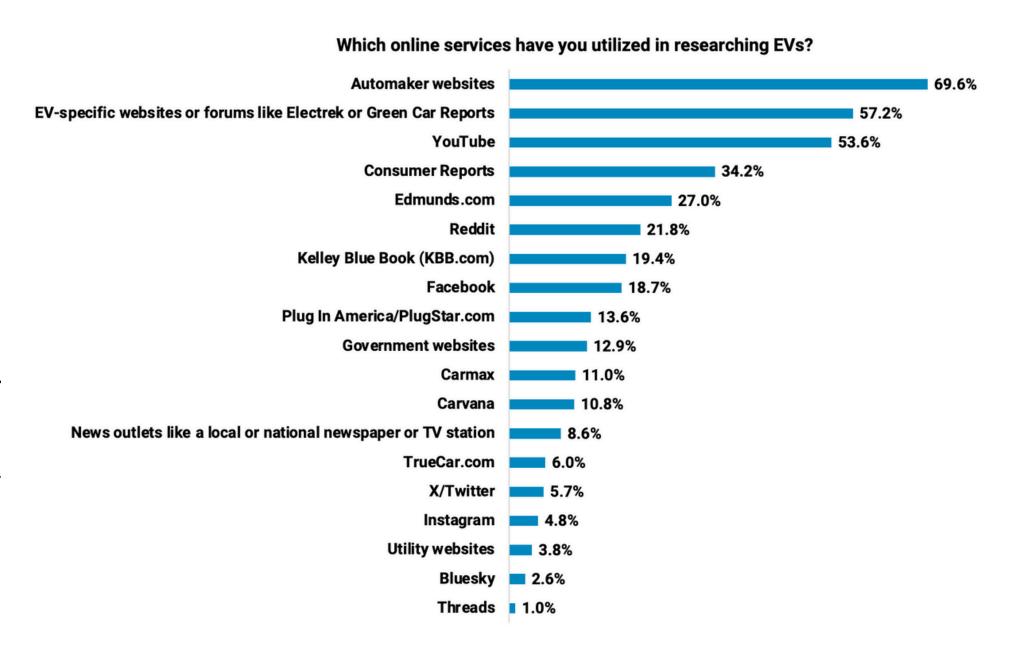


#### Buying or Leasing an EV in Texas

## Automaker websites, EV-specific websites, and YouTube stand out as the most popular online services for EV research in Texas.

**69.6%** of Texas EV driver respondents said they used automaker websites for EV research, while **57.2%** said the same about EV-specific websites or forums. **53.6%** said they used YouTube. These are mostly consistent with the national average.

**34.2**% of Texas EV driver respondents said they use Consumer Reports, and **27**% said they use Edmunds for EV research. Texas drivers were consistently slightly less likely to use resources than the country as a whole.

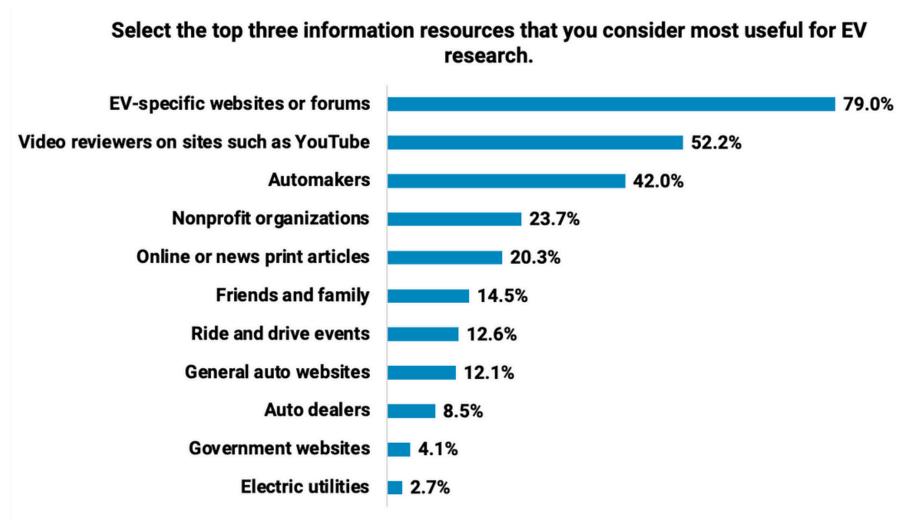


#### EV-specific websites are far and away considered the most useful resource for EV research in Texas.

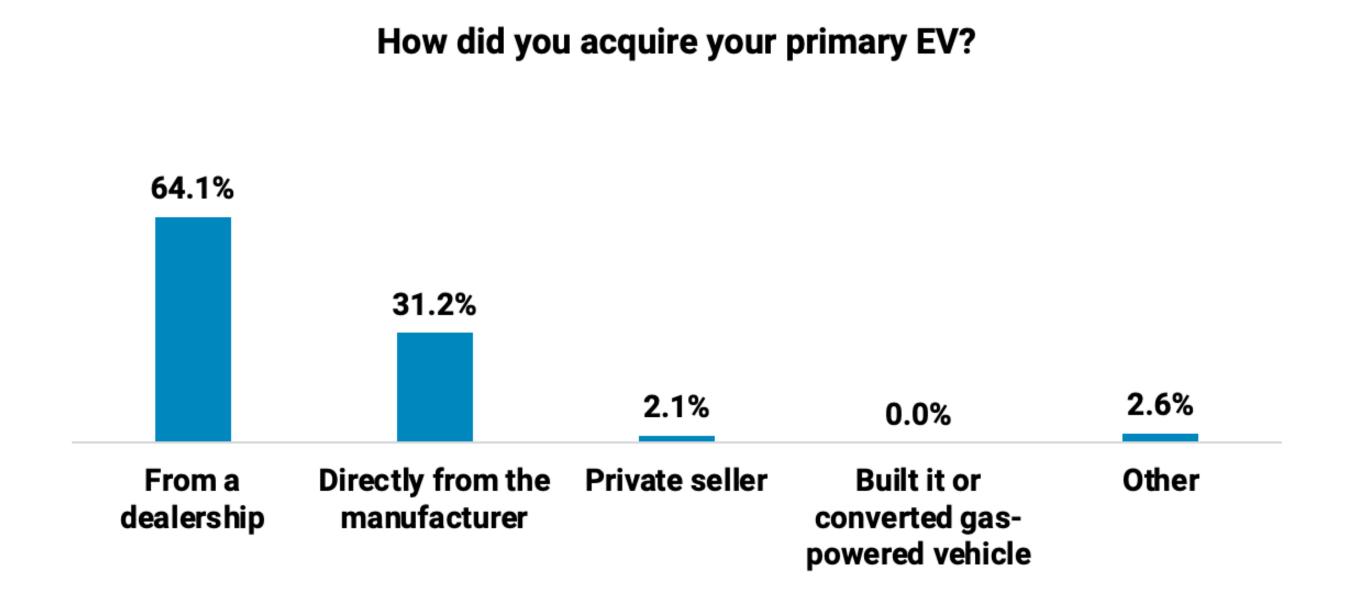
79% of Texas EV driver respondents said they consider EV-specific websites or forums to be one of the most useful resources for EV research, which is in line with the national total of 78.9%.

YouTube (52%), automakers (42%), and nonprofit organizations (24%) are also considered useful for EV driver respondents in Texas. Texas respondents were more likely to select YouTube and automakers than the country, but less likely to select nonprofit organizations.

Auto dealers (8.5%), government websites (4.1%), and electric utilities (2.7%) were the resources least likely to be considered useful among Texas respondents. Despite the low totals, Texas respondents were almost twice as likely to select auto dealers than the country as a whole.



Just under two-thirds of Texas respondents said they got their primary EV from a dealership, while about 30% got it from the manufacturer.



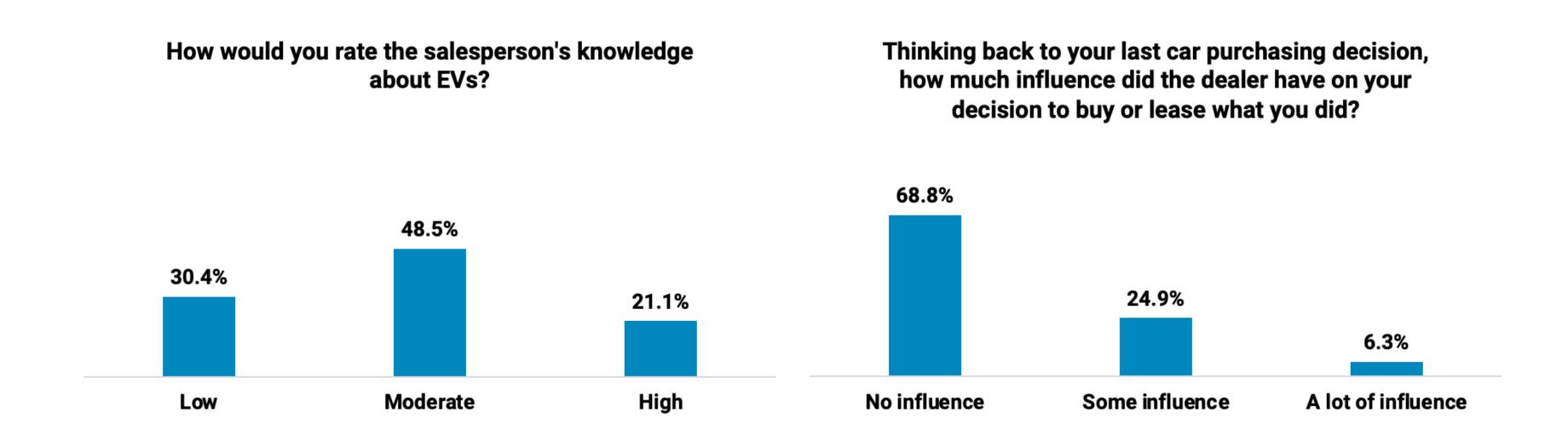
#### Dealership knowledge has room for improvement in Texas, but Texas respondents indicated they don't rely on dealers to influence their decisions.

**21.1% of Texas EV driver respondents said their salesperson had high knowledge of EVs** when they went to get their primary EV, compared to 30.4% who said it was low. This was in line with the national average.

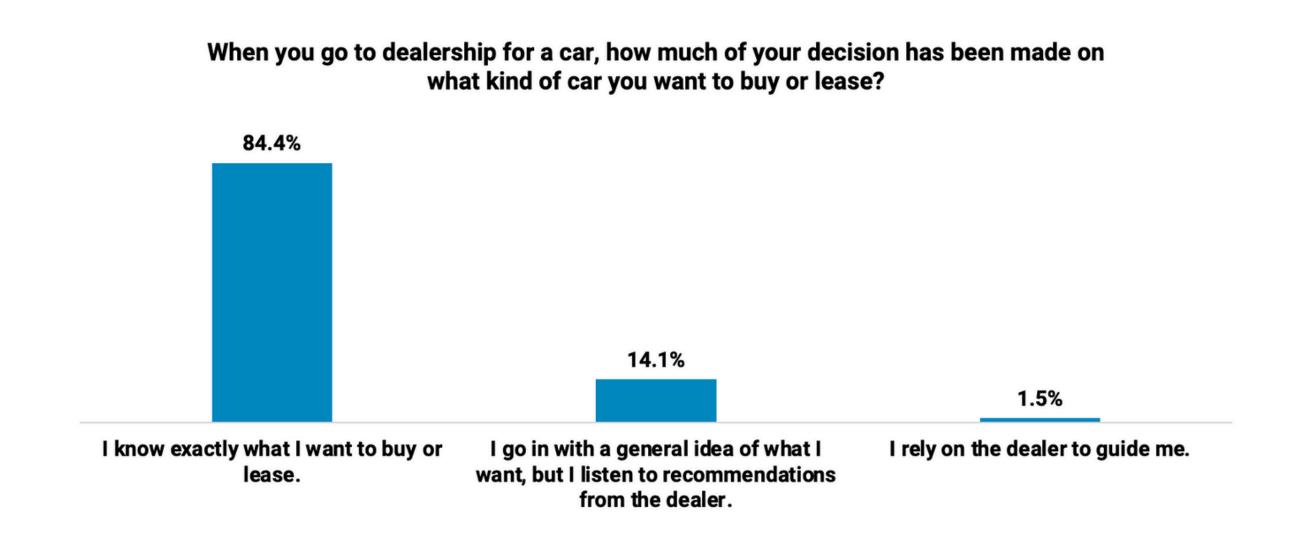
Respondents indicated that dealers don't have much influence on their decision-making. 68.8% said that their dealer had no influence on their decision to buy or lease what they did, while 24.9% said that the dealer had some influence.

**84.4% of Texas EV driver respondents said they know exactly what they want to buy or lease when they go to a dealer**, making it important to reach consumers before they get to the dealership.

# Dealership knowledge has room for improvement in Texas, but Texas respondents indicated they don't rely on dealers to influence their decisions.



# Dealership knowledge has room for improvement in Texas, but Texas respondents indicated they don't rely on dealers to influence their decisions.



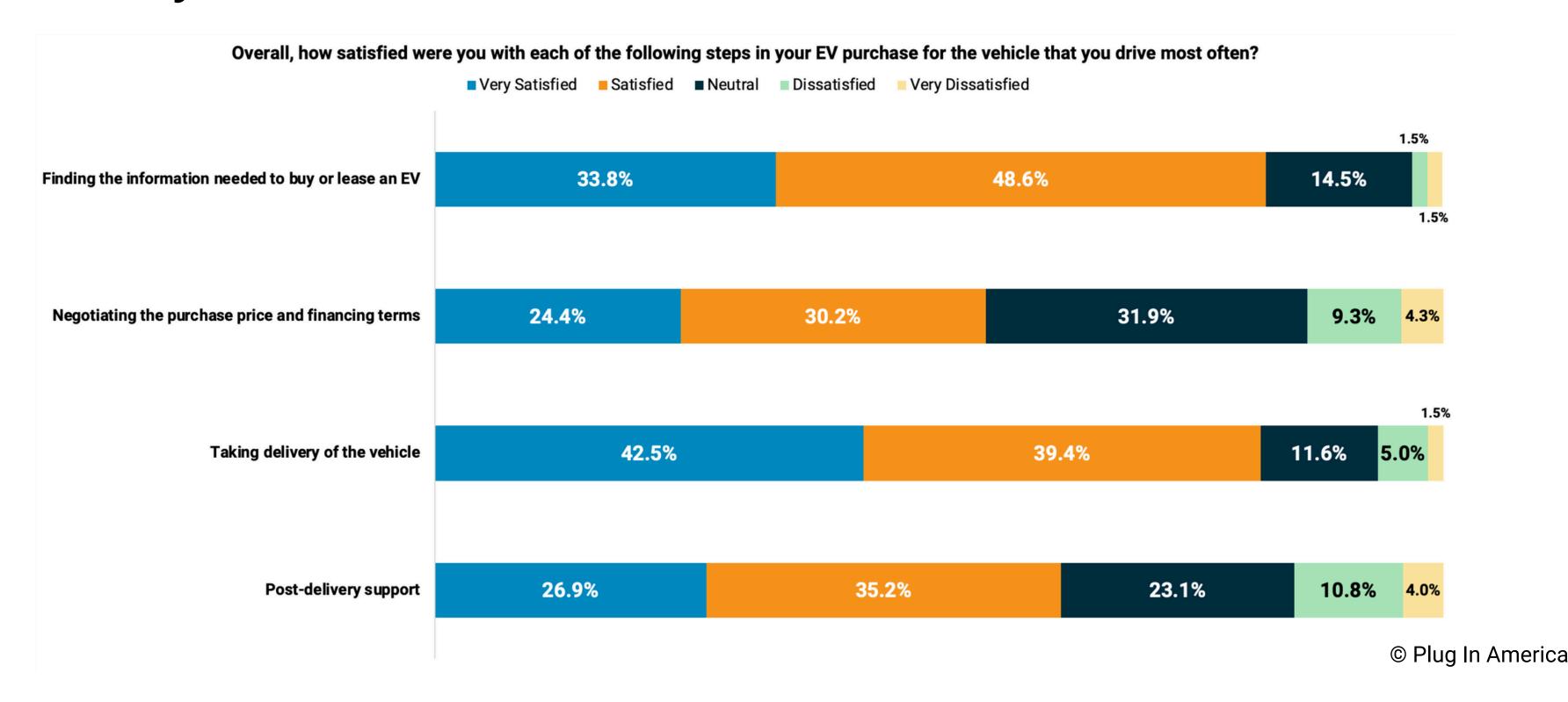
# Texas EV driver respondents are generally satisfied with the EV purchasing process, especially in finding information and in taking delivery of the vehicle.

82% of Texas EV driver respondents said they were "satisfied" or "very satisfied" with finding the information needed to buy or lease an EV when it came to their primary EV. 82% said they were "satisfied" or "very satisfied" with taking delivery of the vehicle.

The results for post-delivery support-62% of respondents said they were "satisfied" or "very satisfied" with this step-and negotiating the purchasing price (55%) were still positive but less overwhelming than with the two other steps mentioned.

Overall, these results were largely consistent with the country as a whole.

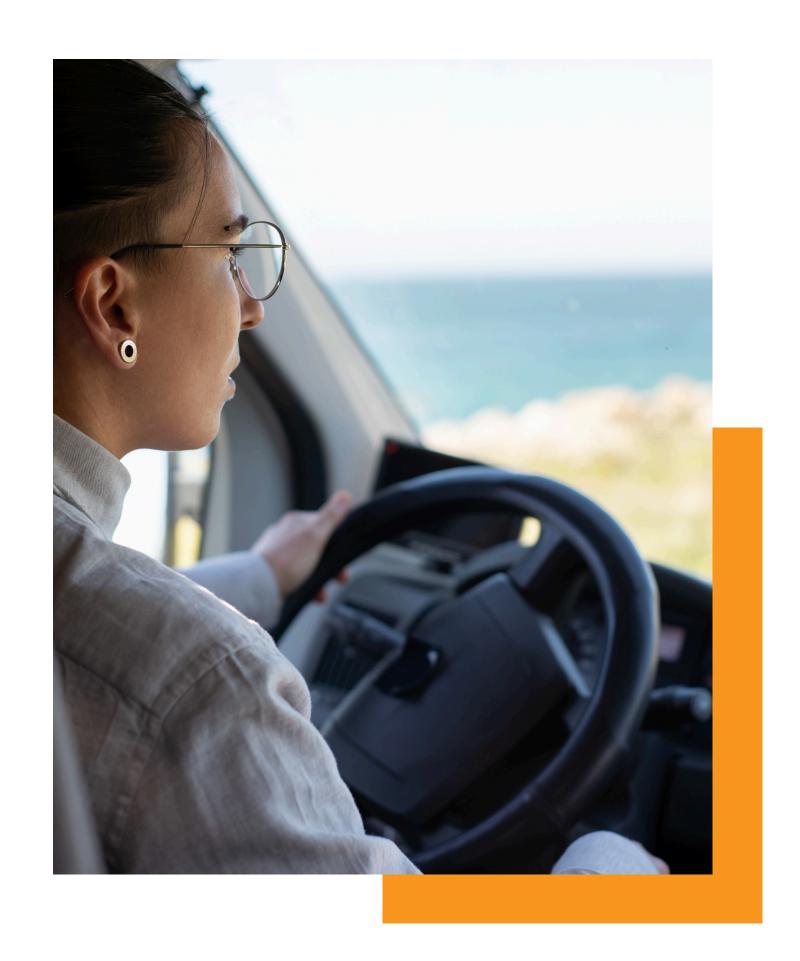
# Texas EV driver respondents are generally satisfied with the EV purchasing process, especially in finding information and in taking delivery of the vehicle.

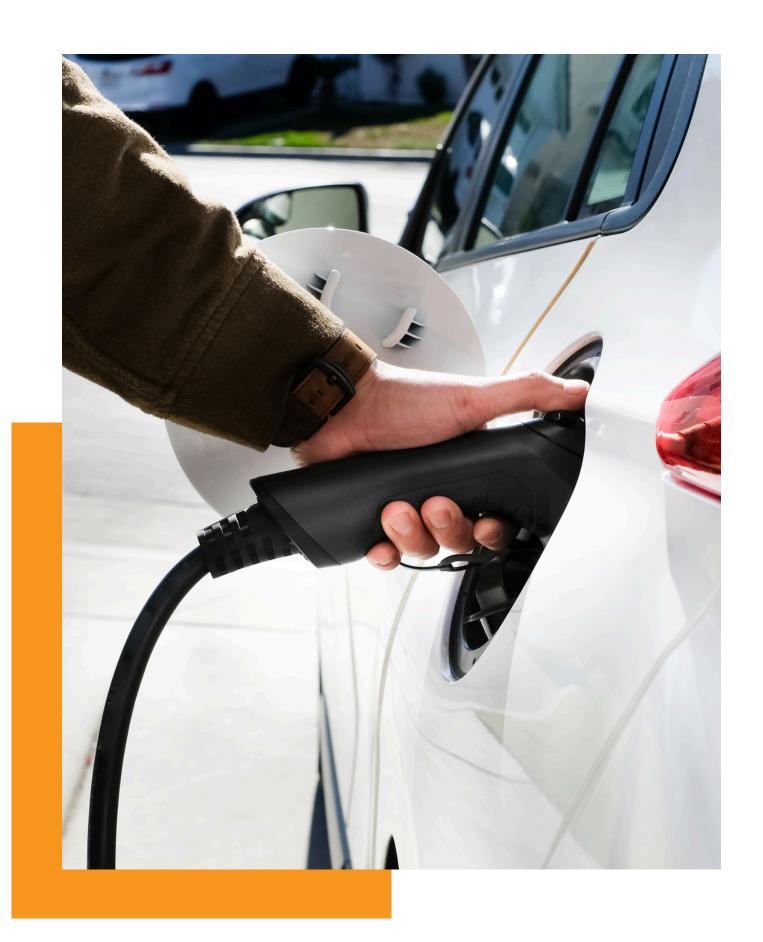


#### Takeaways

#### Messages to emphasize

- EV drivers enjoy everyday cost savings.
- Safety is an important EV purchase consideration.
- Government and utility incentives are available.
- EV drivers love their vehicles.
- To know an EV is to love one.





#### Policies to prioritize

- Electrify local fleets.
- Expand charging infrastructure, especially public charging.
- Incentivize EV driving and reduce unnecessary road user fees.

#### Programs to prioritize

- Education
  - Ride-and-drive events
  - EV Support Program
  - PlugStar EV retailer engagement
  - EV storytelling campaigns
- Resources
  - PlugStar.com
  - EV Support Program



#### Demographics

Age Range	Percentage
18-24	1.1%
25-34	4.1%
35-44	15.5%
45-54	21.9%
55-64	21.2%
65-74	24.8%
75+	11.4%

Race/Ethnicity	Percentage
Asian/Asian American or Pacific Islander	6.7%
Black or African American	5.2%
Hispanic or Latino	14.5%
Native American or Alaska Native	2%
White	88.4%
Other	2.2%

Gender Identity	Percentage
Male	79.2%
Female	19.9%
Nonbinary	0.2%

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

#### Demographics

Annual Household Income	Percentage
Up to \$36,000	3%
\$36,001 to \$50,000	3.8%
\$50,001 to \$75,000	6.9%
\$75,001 to \$100,000	18.7%
\$100,001 to \$250,000	50%
Over \$250,000	17.6%

Some respondents declined to specify.

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Home Residence	Percentage
Single-family home	93.6%
Multi-family housing, such as an apartment, condo or townhome (2-5 units)	3%
Multi-family housing, such as an apartment, condo or townhome (6+ units)	3%
Other	0.5%

Is your home residence owned or rented?	Percentage
Owned	93.7%
Rented	6.3%

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#### Acknowledgement & disclaimer

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