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**Report Highlights Growing Interest in Electric Vehicles and
Notable Barriers for Uninterested Consumers**

National survey examines interests, experiences and concerns for both current owners and non-adopters of electric vehicles

ATLANTA – January 27, 2022 – Forty-one percent of owners of gas-powered vehicles said they are very or somewhat likely to consider an all-electric or plug-in hybrid vehicle the next time they purchase a car, according to a report released today by the [Smart Energy Consumer Collaborative](#) (SECC).

The [“Electric Vehicles: Driving the Customer Experience”](#) report, which was developed from an online survey of 1,750 Americans, offers electricity providers and other stakeholders insights into consumers’ knowledge and attitudes about electric vehicles (EVs) as well as the habits and experiences of current EV drivers.

According to the survey data, current owners of EVs are overwhelmingly satisfied with their cars (8.9 on a 10-point scale) and are much more interested in smart home devices and energy efficiency. Their ownership of smart appliances is double that of the general population (34 percent vs. 14 percent), and they are four times more likely to own a home energy management system (16 percent vs. four percent).

When asked about reasons to save energy at home, the environmental benefits (83 percent vs. 68 percent), concern for future generations (82 percent vs. 65 percent) and social responsibility (80 percent vs. 62 percent) play more of a role for EV owners than for the general population.

However, for non-owners, the report notes a lack of familiarity and knowledge about EVs, their batteries and charging infrastructure. Only one-quarter (26 percent) have a friend or family member with an EV, and even fewer have ridden in or driven an EV (17 percent and nine percent).

Among consumers who are unlikely to consider an EV for their next car, half are “concerned that the battery will not have enough range to get me to where I need to go”. Forty-eight percent are concerned about maintenance and battery costs, and 47 percent are concerned that the battery

will not be reliable or will leave them stranded. This lack of education points to a key area of opportunity for electricity providers and other industry stakeholders.

The full report can be downloaded by SECC members [here](#) and is available to the media on request. The research team – joined by speakers from Xcel Energy and Itron – will be hosting [a webinar](#) on the main findings on Tuesday, February 8 at 1 p.m. (ET).

To learn more about the Smart Energy Consumer Collaborative, visit www.smartenergycc.org or follow us on [LinkedIn](#).