

Electric Vehicle Consideration Study



New! We recently increased the frequency of EVC data collection and reporting to a MONTHLY PULSE, providing study subscribers with up-to-date access to industry, brand and model performance metrics, trends and key narratives.

Why aren't more people buying BEVs? What can automakers do about it?

THE SOLUTION

The all-new **J.D. Power Electric Vehicle Consideration StudySM** helps automakers and industry players understand why more people are not yet purchasing or leasing BEVs. The survey, conducted via an online community, reflects perspectives not just from the minority of U.S. vehicle owners who've already purchased or leased a BEV, but the overwhelming majority who have not.

The J.D. Power U.S. Electric Vehicle Consideration (EVC) StudySM is an industry benchmark for gauging EV shopper consideration and is arguably the most comprehensive upper-funnel EV study on the market.

Study content includes EV consideration by:

- Geography
- Demographics
- Vehicle Experience
- Lifestyle
- Psychographics

Analysis of reasons for EV rejection include:

- Cross-Shopping
- "Why Buy" Findings

THE BENEFITS

Study insights provide answers to the following key stakeholder questions, among others:

- Which BEV models do people know about – or not?
- Which BEV models are people considering – or not? Why? Which are they cross-shopping the most?
- What specifically is preventing people from considering BEVs?
- What actions can be taken to address reasons for avoiding BEVs?
- How can BEVs best be marketed to unique customer segments?