

More New-Vehicle Shoppers Consider EVs as Fuel Costs Rise, JD Power Finds

Purchase Price Becomes Bigger Barrier to EV Adoption

- EV consideration rose sharply from March to April 2026, driven by fuel cost concerns
- Purchase price becomes a more common reason for EV rejection
- Gen Z and Gen Y new-vehicle shoppers remain most price-sensitive

TROY, Mich.: 14 May 2026 – Electric vehicle (EV) sales volumes may have plateaued, but consumer interest has not faded, according to the JD Power 2026 U.S. Electric Vehicle Consideration (EVC) Study,SM released today. In fact, the recent surge in gas prices has helped to boost consideration, with 26% of new-vehicle shoppers saying they were “very likely” to consider purchasing an EV in April—up 3 percentage points from the previous month. Meanwhile, the share of shoppers saying they were “very unlikely” to consider an EV fell 4 percentage points month over month to 18% in April. That April bump in consideration helped drive the overall percentage of new-vehicle shoppers who say they are “very likely to consider an EV to 25% (up 1 percentage point year over year) in 2026, while 35% are “somewhat likely,” unchanged from a year ago.

“Despite ongoing policy changes, including the repeal of federal tax credits, a growing number of new-vehicle shoppers remain interested in EVs,” said **Brent Gruber, executive director of OEM and EV solutions at JD Power**. “At the same time, there continues to be gradual but important progress in key rejection reasons among shoppers such as purchase price, charging availability and range anxiety over the long term. Taken together, these trends offer automakers—and other stakeholders across the EV ecosystem—a clearer view of where barriers are easing and where friction remains, helping prioritize the areas in which to focus product, infrastructure and investment strategies moving forward.”

Following are some key findings of the 2026 index:

- **Purchase price becomes a bigger barrier to adoption:** Overall, charging station availability remains the leading reason for EV rejection among shoppers this year, though it has declined 6 percentage points year over year to 46%. Charging time, the second-most common concern, has also improved, falling 2 percentage points year over year to 44%. Purchase price rounds out the list of top three reasons for rejection at 42%, down 1 percentage point year over year and down 5 points versus 2024. However, among shoppers who said they were not likely to consider an EV in April 2026, purchase price is the second-most frequently cited reason for rejecting an EV, up from third in March. “Despite a positive overall trend, recent data is showing that vehicle prices are currently playing a more significant role in deterring shoppers from EVs,” said Gruber.
- **High barriers to consideration:** Shoppers who say they are “very unlikely” to consider an EV show little tolerance for tradeoffs. More than half (56%) are unwilling

to pay any price premium; nearly three-quarters (73%) would require at least 500 miles of range to even consider an EV; and 43% expect charging availability to match that of gas stations. “The irony is that public chargers are already more common than many people realize. Across much of the country, fast chargers are often available within about 50 miles, but for those not driving an EV, they can be easy to overlook. This points to a gap in visibility and awareness rather than infrastructure,” said Gruber.

- **EV rejection reasons differ by generation:** Purchase price ranks among the top concerns for Gen Z¹ and Gen Y shoppers, with 32% and 35%, respectively, citing it as a barrier to EV adoption, whereas older generations place greater emphasis on practical considerations such as charging time and availability.
- **Consideration remains stagnant among shoppers in multifamily residences:** The ability to charge at home is the ultimate convenience for many current EV owners, but among shoppers who are unable to do so, EV consideration is not progressing. Only 18% of apartment residents and 17% of condo/townhouse residents say they are “very likely” to consider purchasing an EV, down 4 and 1 percentage points, respectively, year over year. “While concerns around driving range and public charging are easing, consideration among shoppers who can’t charge at home or work has barely moved, highlighting a critical gap in multifamily and workplace infrastructure. Without meaningful progress in these areas, a large share of would-be EV buyers will remain out of reach, regardless of how attractive the vehicles become,” said Gruber.

The EVC Study, now in its sixth year, is an industry benchmark focusing on gauging fully electric or battery electric vehicle shopper consideration. Study content includes overall EV consideration by geography; demographics; vehicle experience and use; lifestyle; and psychographics. It also includes model-level consideration details, such as “why buy” findings and analysis of reasons for EV rejection. By delivering both long- and short-term monthly data on the trends influencing consumer interest in EVs, the EVC Study gives automobile industry stakeholders the most current view possible of ebbs and flows in demand, helping them execute timely market education and customer engagement strategies. This year’s study measures responses from 8,154 consumers who intend to buy or lease a new vehicle in the next 12 months and was fielded from January through April 2026.

For more information about the U.S. Electric Vehicle Consideration (EVC) Study, visit <https://www.jdpower.com/business/automotive/electric-vehicle-consideration-study>.

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¹ JD Power defines generational groups as Pre-Boomers (born before 1946); Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); and Gen Z (1995-2008).

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Media Relations Contacts

Joe LaMuraglia, JD Power; East Coast; 714-621-6224; media.relations@jdpa.com

John Roderick; East Coast; 631-584-2200; john@jroderick.com

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