



# How well do you know the next wave of EV buyers?

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Utilities need to know more about future electric vehicle (EV) buyers to design effective marketing campaigns that reach them. To help you, we drew on results of the E Source 2020 [Electric Vehicle Residential Customer Survey](#) and modeling from E Source [OneInform](#), analyzing residential customers' habits, preferences, and demographics. We created two EV customer micropersonas: those who are thinking about buying an EV in the next one to three years and those who are thinking about buying an EV in the next four to five years.

## How we combined survey results with other data to create micropersonas

In the 2020 Electric Vehicle Residential Customer Survey, we collected information from 7,347 US and 700 Canadian respondents. We divided respondents into three groups: those who already own an EV, those considering buying an EV, and others who aren't considering an EV at all. Then we layered the survey results with location and attribute information from [OneInform](#) to analyze the three groups and identify five EV micropersonas, two of which we describe in [our report](#).

With a clear picture of customers in these two groups, you can design messaging for them that speaks to their characteristics and addresses their concerns. Read the full report [>Understanding the next wave of EV buyers: Their habits, concerns, and characteristics](#) to learn more about these customers, including what's keeping them from buying an EV now. We also share strategies for tailoring your communications to educate these customers about the benefits of EVs.

## Micropersona 1: Thinking about buying an EV in one to three years

Respondents who said they're thinking of buying an EV in the next one to three years (**figure 1**) are more concerned about costs than current EV owners. And compared to EV owners, more of them live in older homes

and in suburban areas, with a wider range of incomes.

### **Demographics and finances**

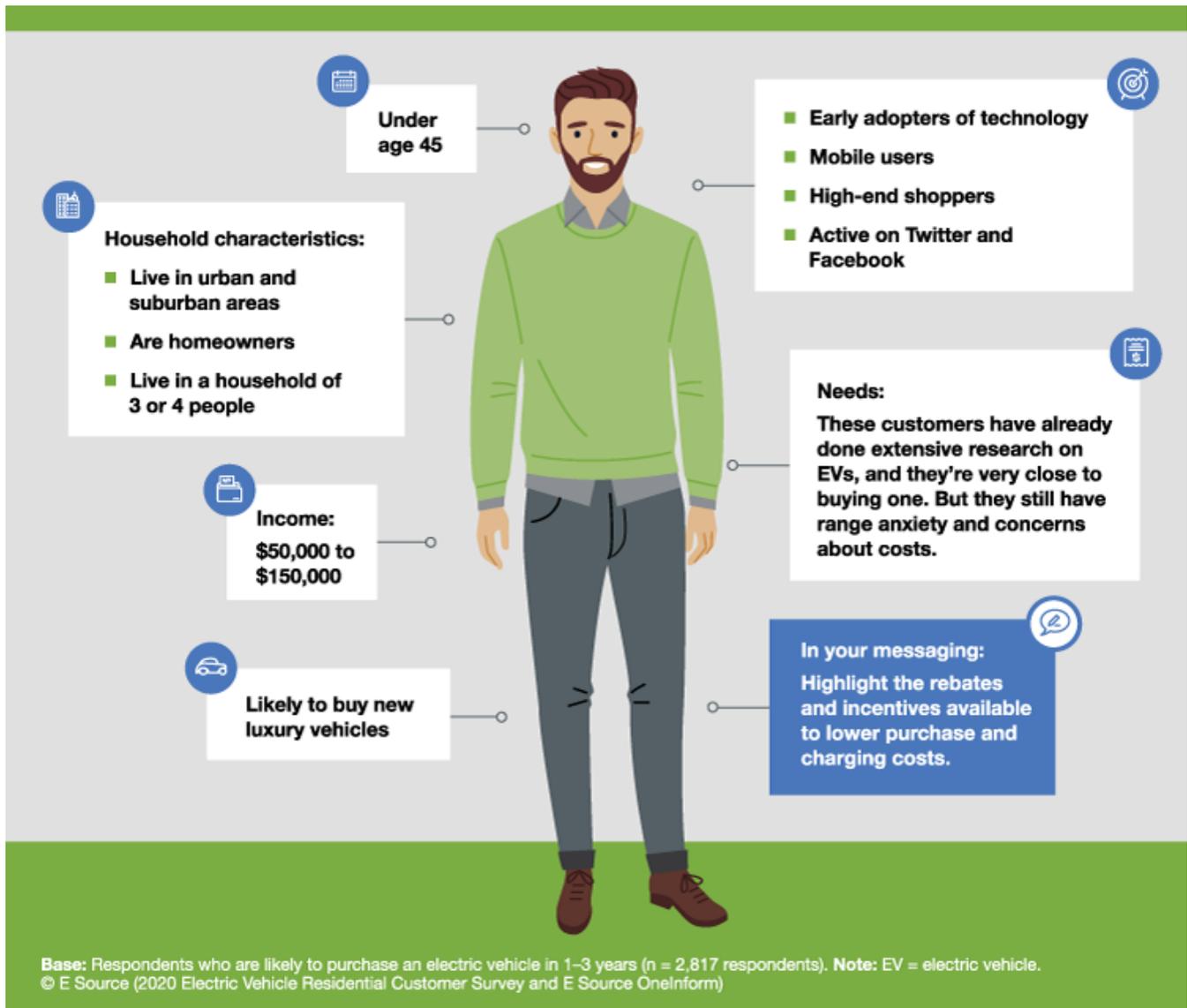
- Younger (under 45)
- Have a household income between \$50,000 and \$150,000
- Live in urban and suburban areas
- Mostly homeowners living with two or three other people
- Go high-end shopping and buy new luxury cars
- Likely to get a car loan and be in the market to buy a new home with a home loan

### **Technology and politics**

- Early adopters of technology
- Often use their mobile phones for banking and creating shopping lists
- Active on Twitter and Facebook
- Tend to have moderate or liberal political leanings

### **Figure 1: Characteristics of respondents who are thinking of buying an EV in one to three years**

Survey respondents who said they're thinking of buying an EV in the next one to three years are mostly suburban or urban homeowners. They're under age 45 and they have a wide range of incomes.



## Micropersona 2: Thinking about buying an EV in four to five years

Survey respondents who said they're thinking of buying an EV in the next four to five years (**figure 2**) have done some early research on EVs. However, they haven't studied EVs as much as those who are thinking of buying an EV in the next one to three years. They need to become more familiar with EV technology, especially charging, before they're ready to buy an EV.

### Demographics and other characteristics

- Older (over 55)
- Have a household income of less than \$75,000
- Live in rural areas
- Live in smaller, older homes by themselves or with one other person
- Are cost-conscious and often buy used cars
- Are concerned about the environment

- Tend to have moderate or liberal political leanings

## Figure 2: Characteristics of respondents who are thinking of buying an EV in four to five years

Survey respondents who said they're thinking of buying an EV in the next four to five years come from all age ranges, income levels, and housing situations. They're cost conscious and concerned about the environment, and they tend to have liberal political leanings.

