

Full Research Slide Set

# EV Travel Research

## The Outlook for Electric Vehicle Travel

Survey of E.V. Travelers June 2024 & Travel USA Custom Analysis 2023



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# Methodology

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**This US Road Trips & Outlook for EV Travel research combines two studies:**

## **Road Trips & EV Travel Insights from Travel USA® Research Study**

- Largest ongoing study of American travelers
- Quarterly random samples of U.S. adult population, consumer online panel
- Profiles of representative sample of 250,000+ overnight and day trips each year
- Overview survey, then a custom follow-up

## **Custom Survey on EV Travel, American Travel Sentiment Study June 2024:**

- Fielded June 24 – June 27 2024
- U.S. National Sample of 1,000 adults 18+, Consumer online panel
- Qualified travelers have taken a trip more than 50 miles away and spent one or more nights away from home in the past 12 months

# Electric Vehicles vs. Gas Powered Vehicles

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Electric Vehicles are defined as a fully electric vehicle or a plug-in hybrid electric/gasoline vehicle.

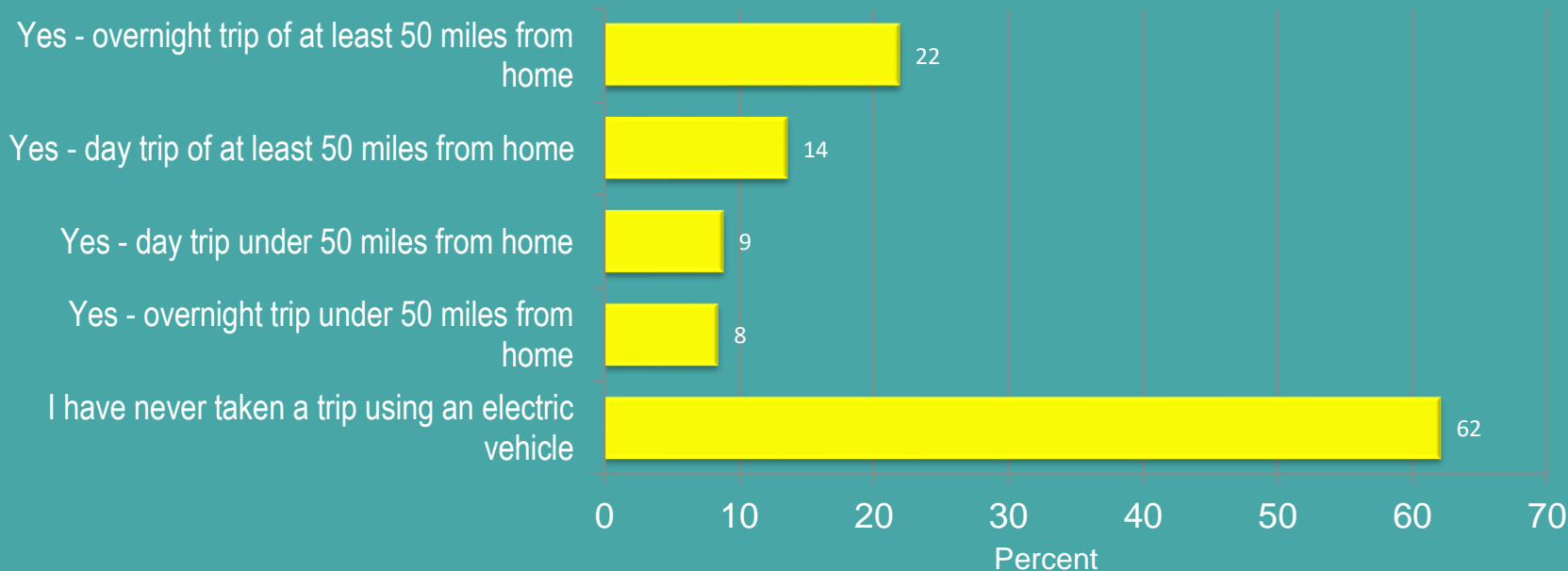
Gas Powered Vehicles are defined as vehicles that use gasoline or diesel.

# The EV Travel Market

# Have you ever used an electric vehicle to travel on a trip?



Base: Travelers

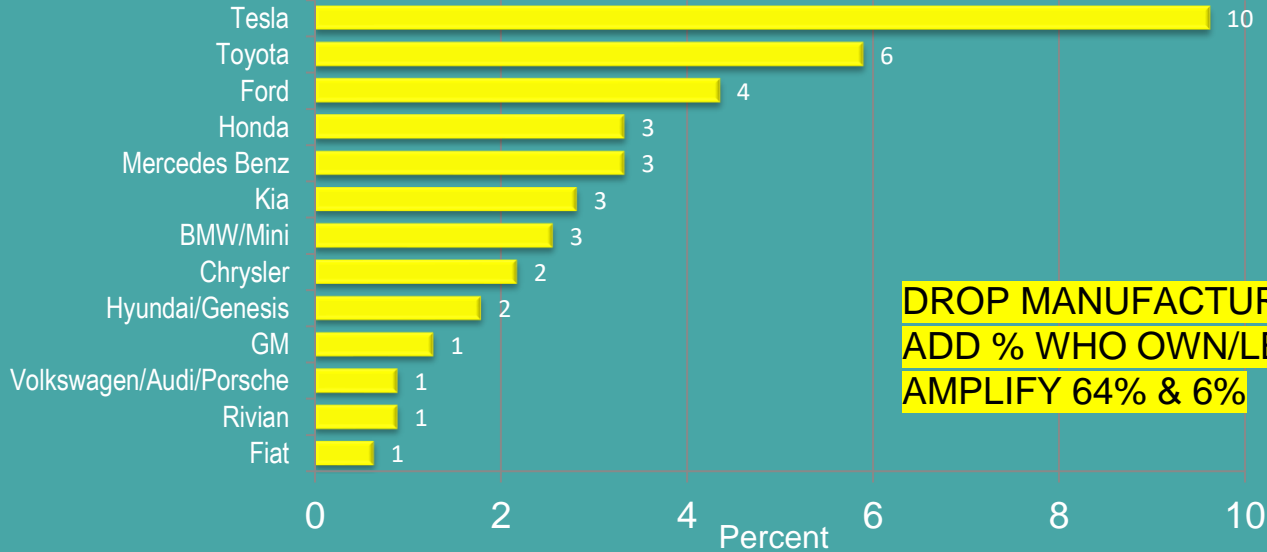


# Do you currently own or lease an electric vehicle?



Base: Travelers

Yes



**DROP MANUFACTURERS  
ADD % WHO OWN/LEASE AN EV  
AMPLIFY 64% & 6%**

**64%** I have never owned or leased an electric vehicle

**6%** I do not currently own or lease an electric vehicle but have in the past



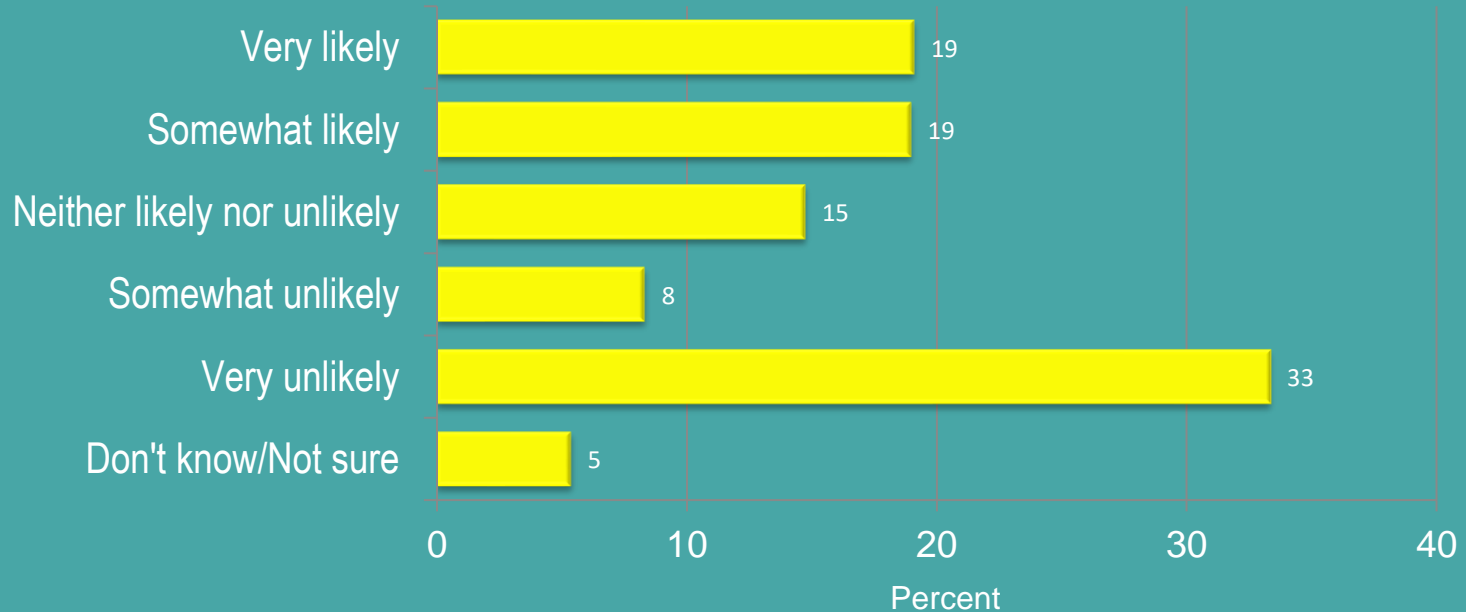
Source: Custom Survey on EV Travel, American Travel Sentiment Study June 2024



# On your next trip, how likely are you to use an electric vehicle?



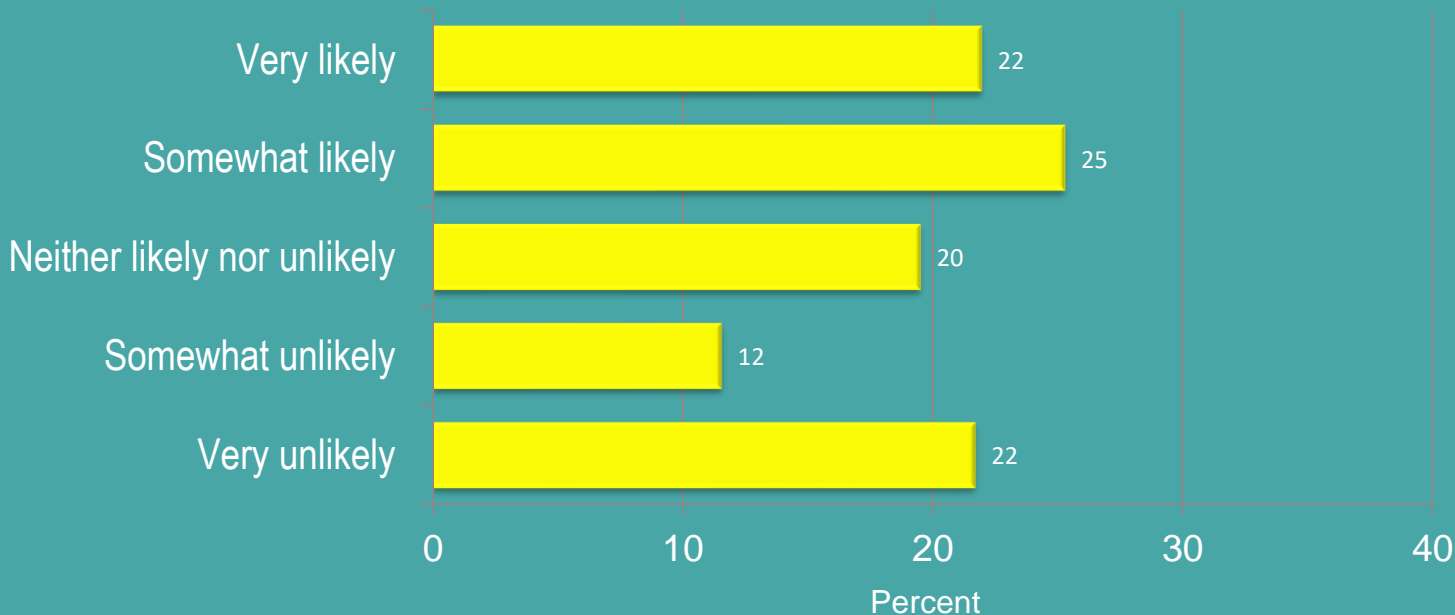
Base: Travelers



# How likely will your next vehicle purchase or lease be an electric vehicle (either new or used)?



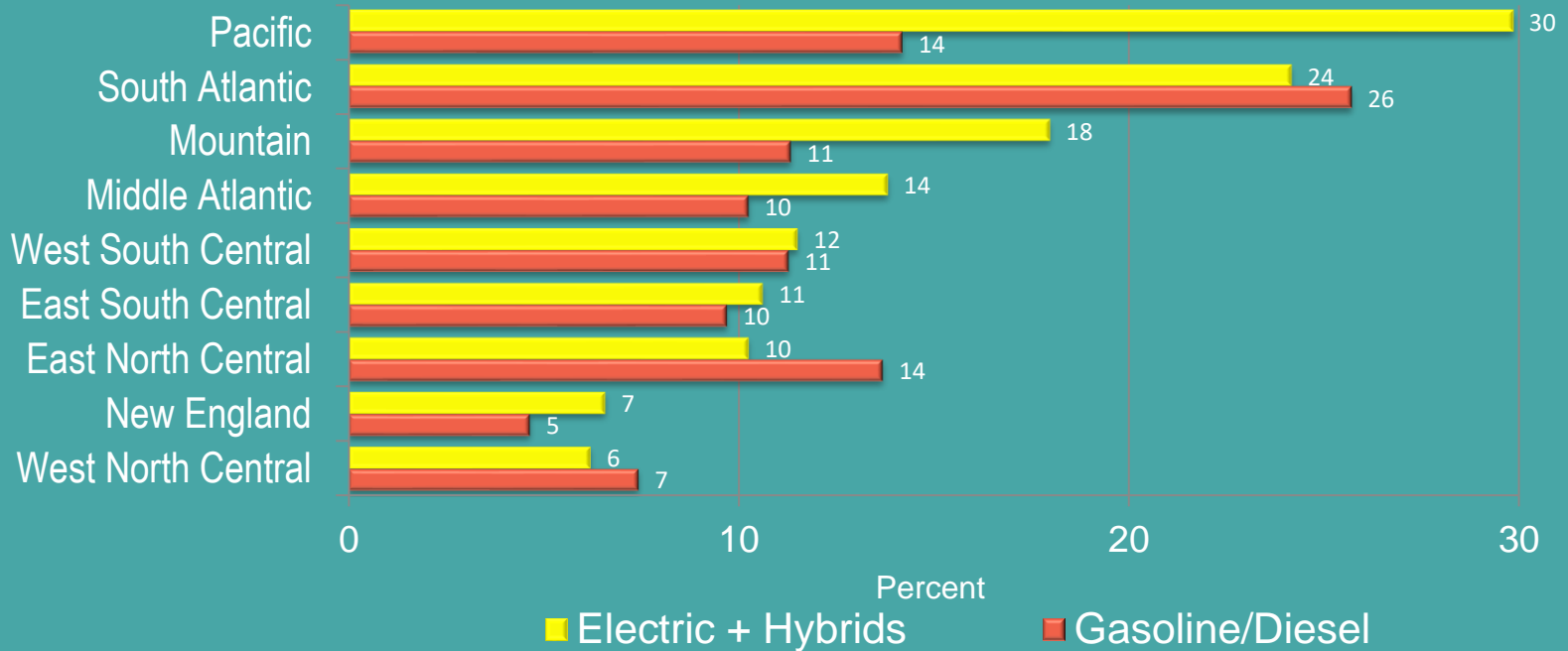
Base: Travelers





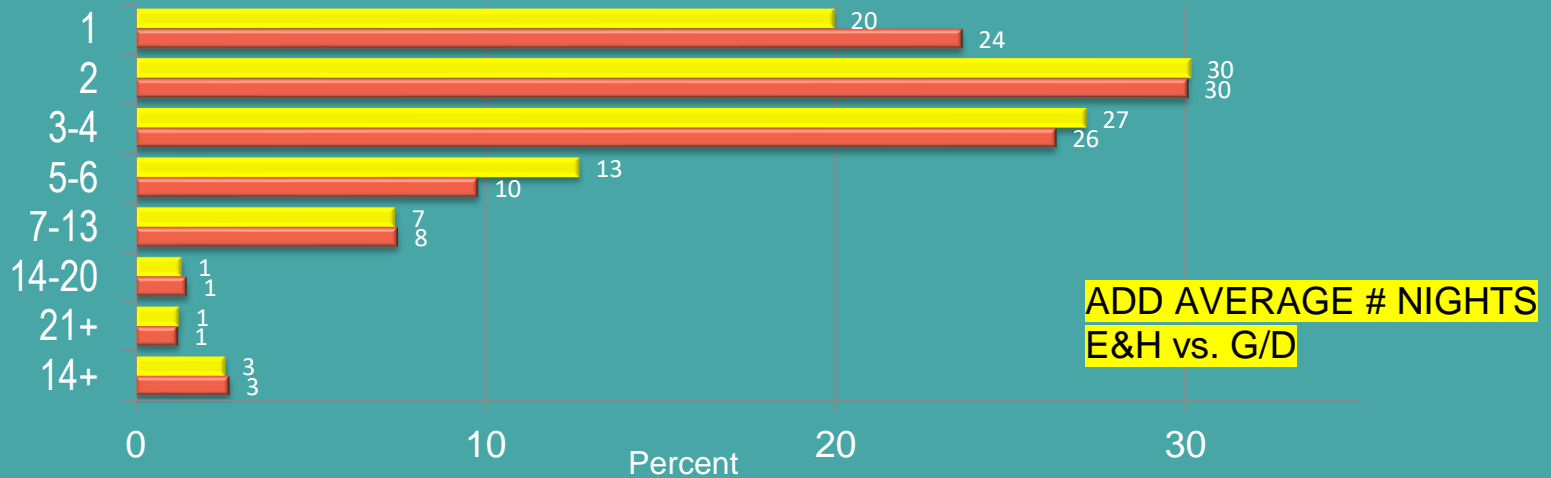
# Regional Destination of Trip

Base: Overnight Person-Trips



# Number of Nights Away on Trip

Base: Overnight Person-Trips



■ Electric + Hybrids ■ Gasoline/Diesel

Electric + Hybrids  
**3.6**  
Average Nights

Gasoline/Diesel  
**3.4**  
Average Nights



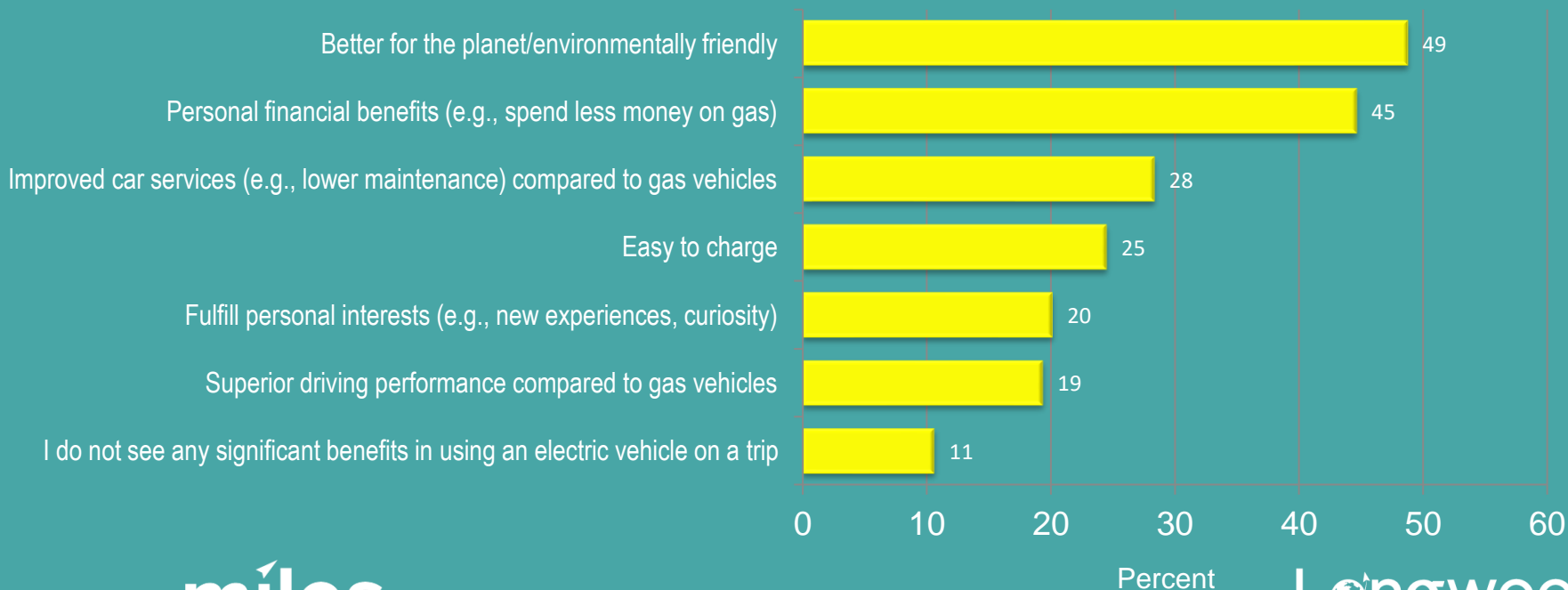
Source: Road Trips & EV Travel Insights from Travel USA® Research Study 2023



# The EV Traveler

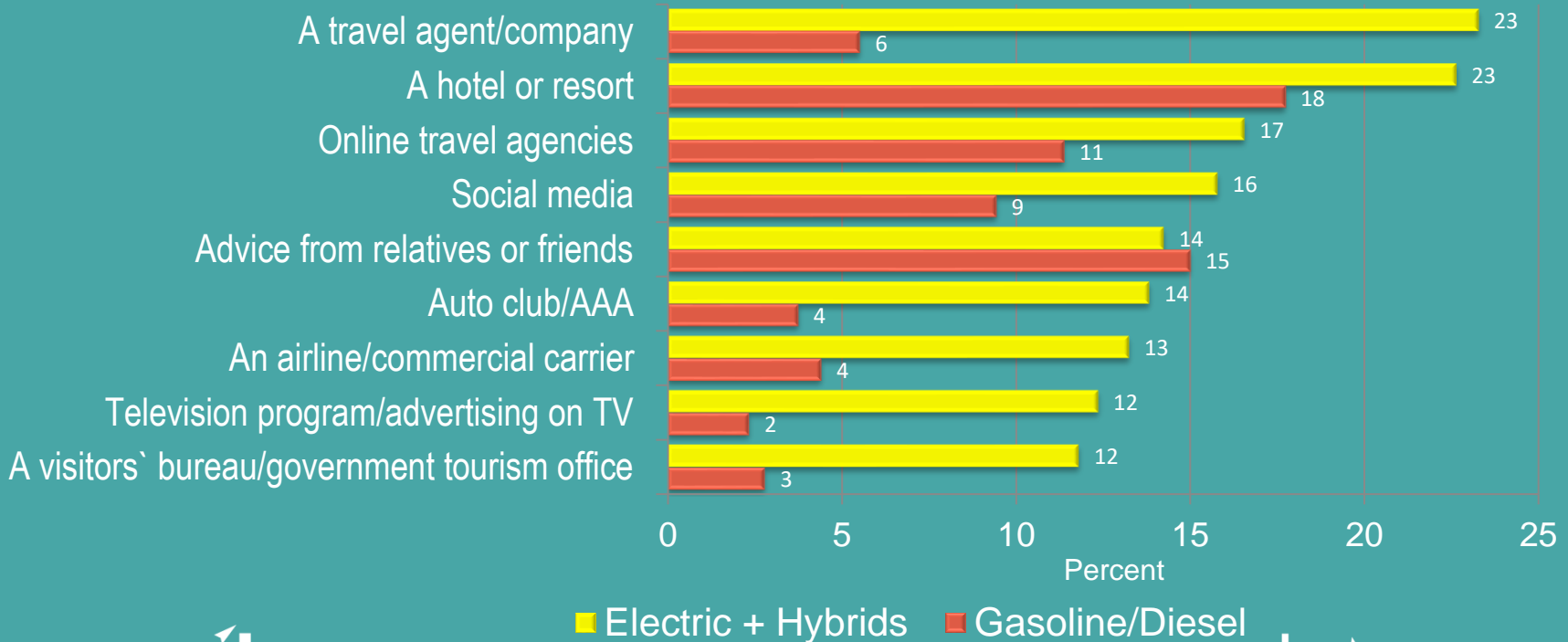
# In your opinion, which of the following are the primary benefits of using an electric vehicle for a trip?

Base: Travelers



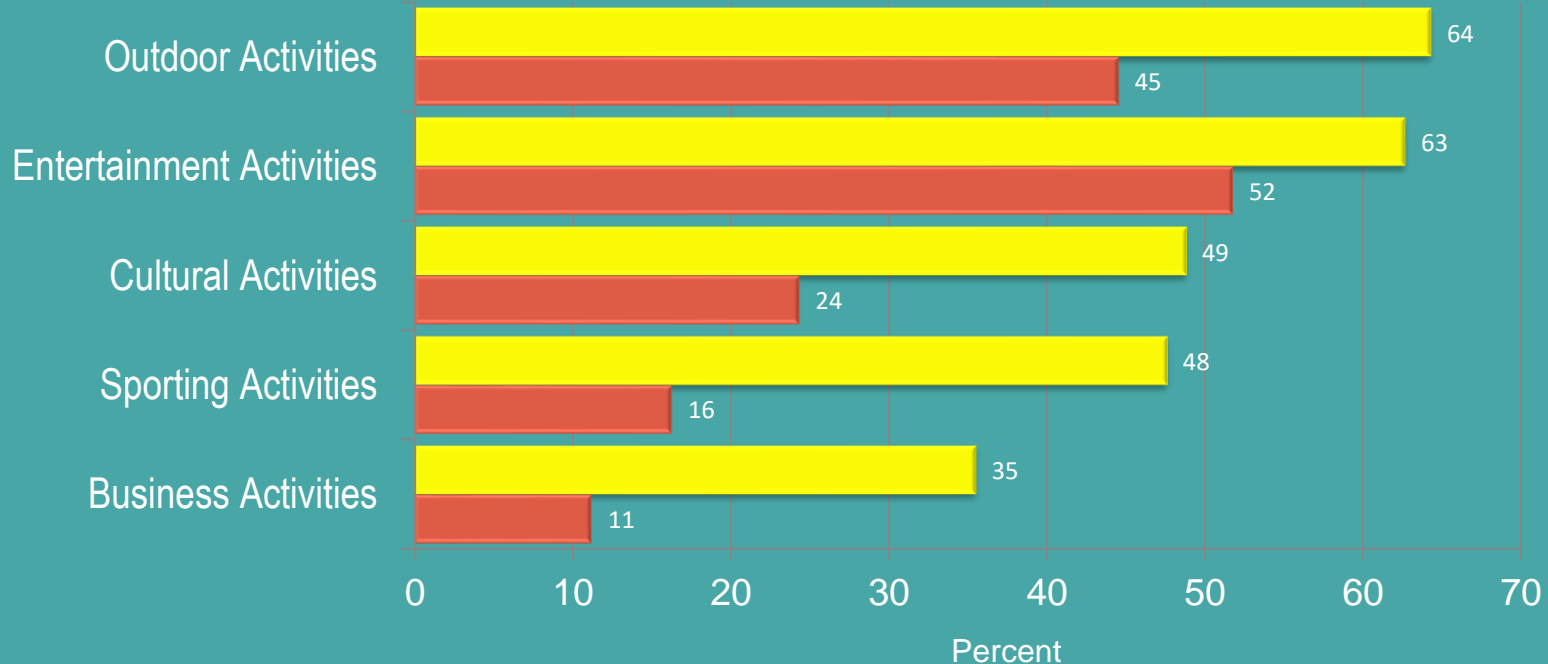
# Trip Planning Information Sources

Base: Overnight Person-Trips



# Activity Groupings

Base: Overnight Person-Trips



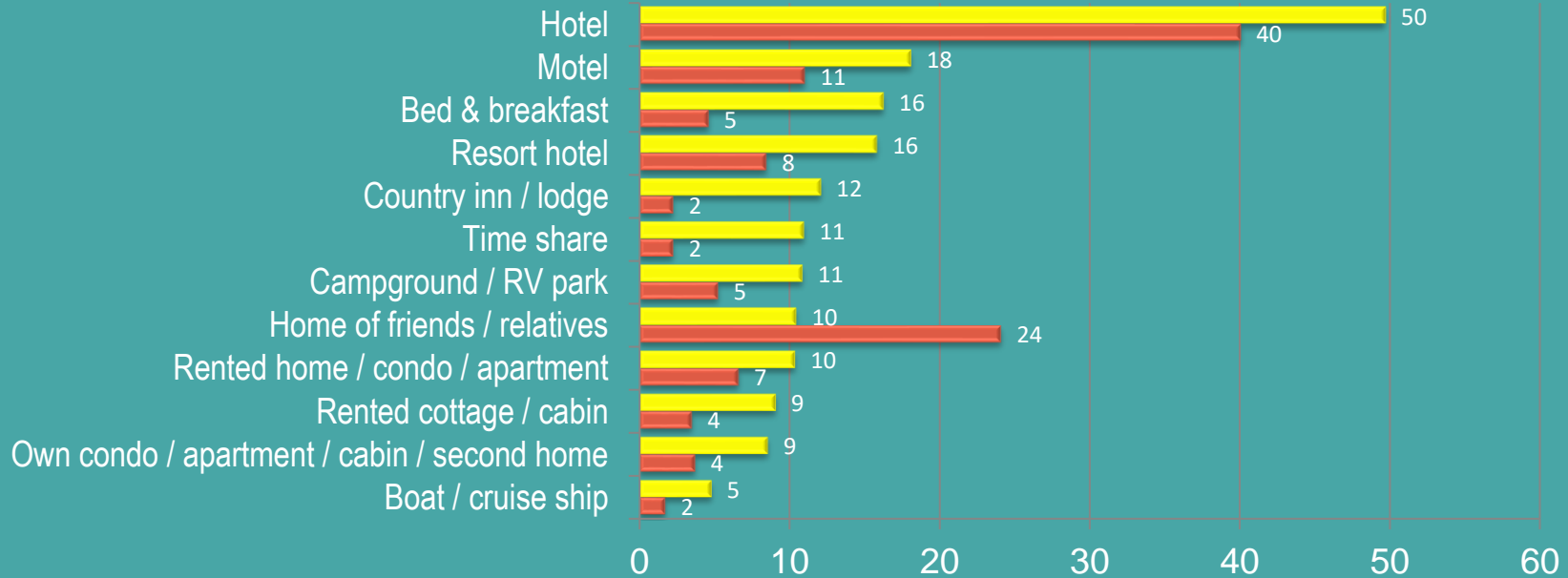
■ Electric + Hybrids ■ Gasoline/Diesel



Source: Road Trips & EV Travel Insights from Travel USA® Research Study 2023

# Accommodations

Base: Overnight Person-Trips



Percent



■ Electric + Hybrids

■ Gasoline/Diesel

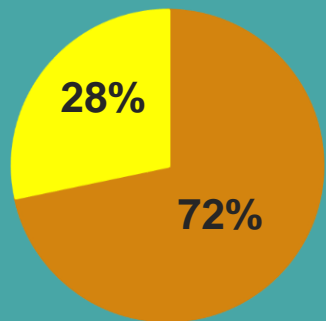
Source: Road Trips & EV Travel Insights from Travel USA® Research Study 2023



# Gender and Age

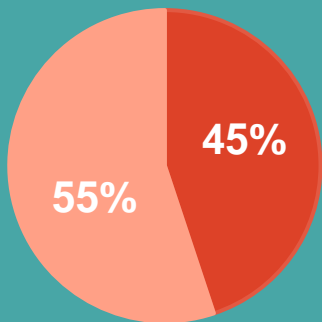
Base: Overnight Person-Trips

## Electric + Hybrids

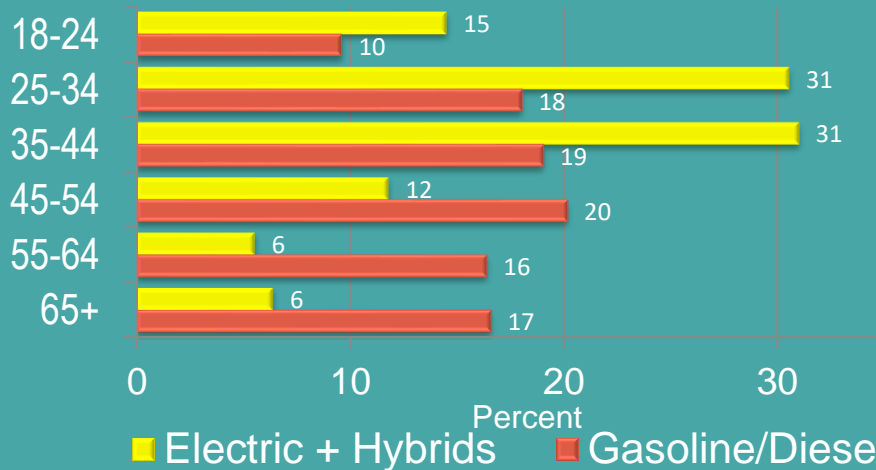


Male Female

## Gasoline/Diesel



Male Female



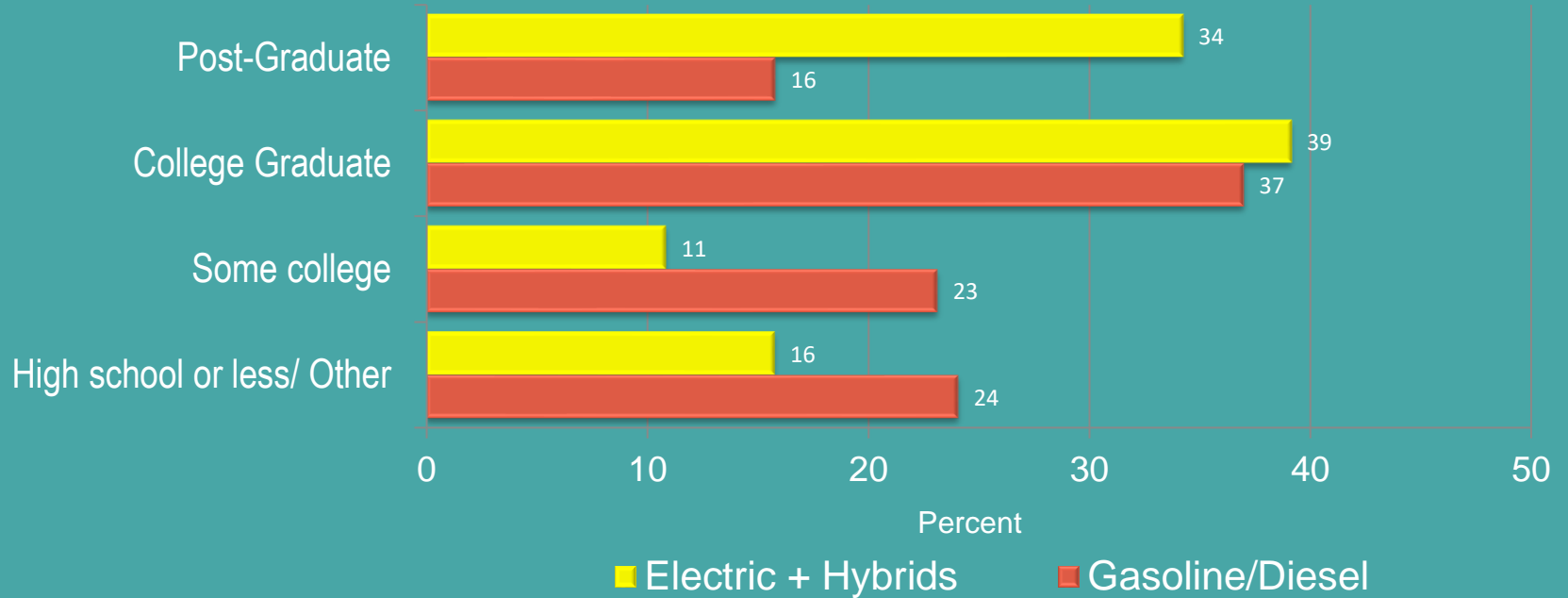
Average Age  
**38.1**

Average Age  
**46.6**



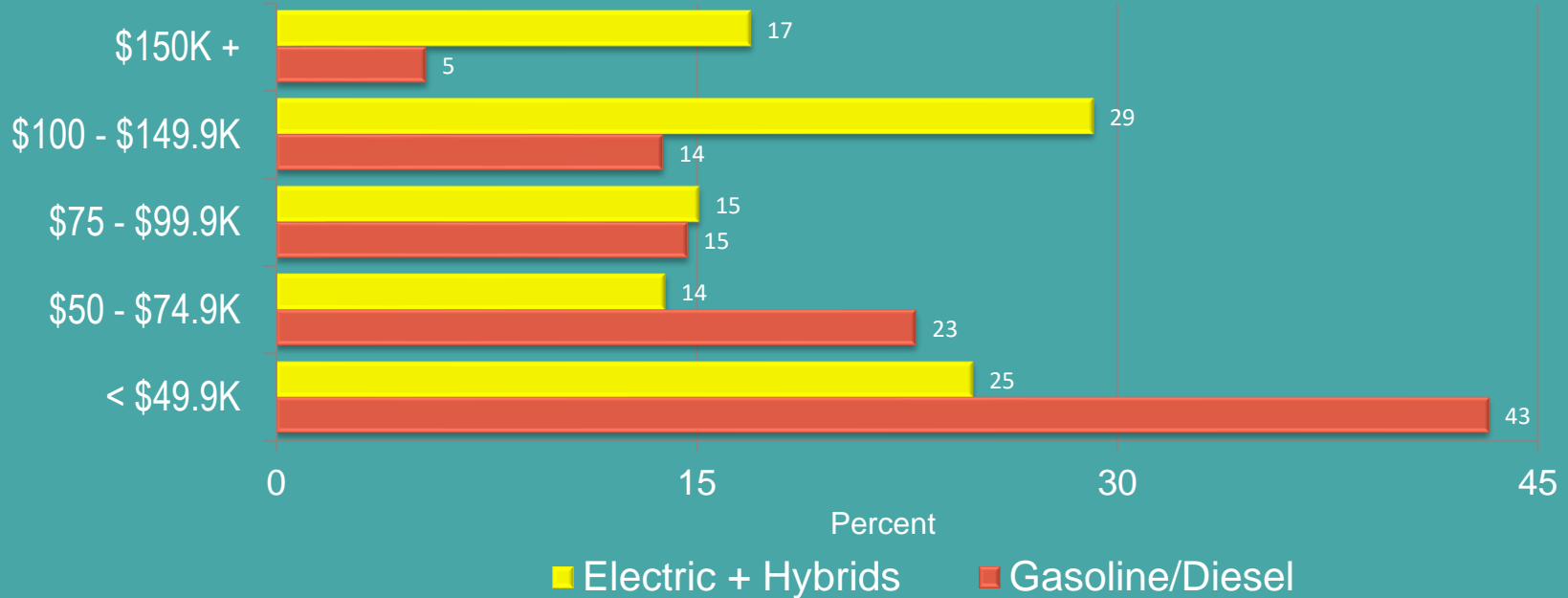
# Education

Base: Overnight Person-Trips



# Household Income

Base: Overnight Person-Trips

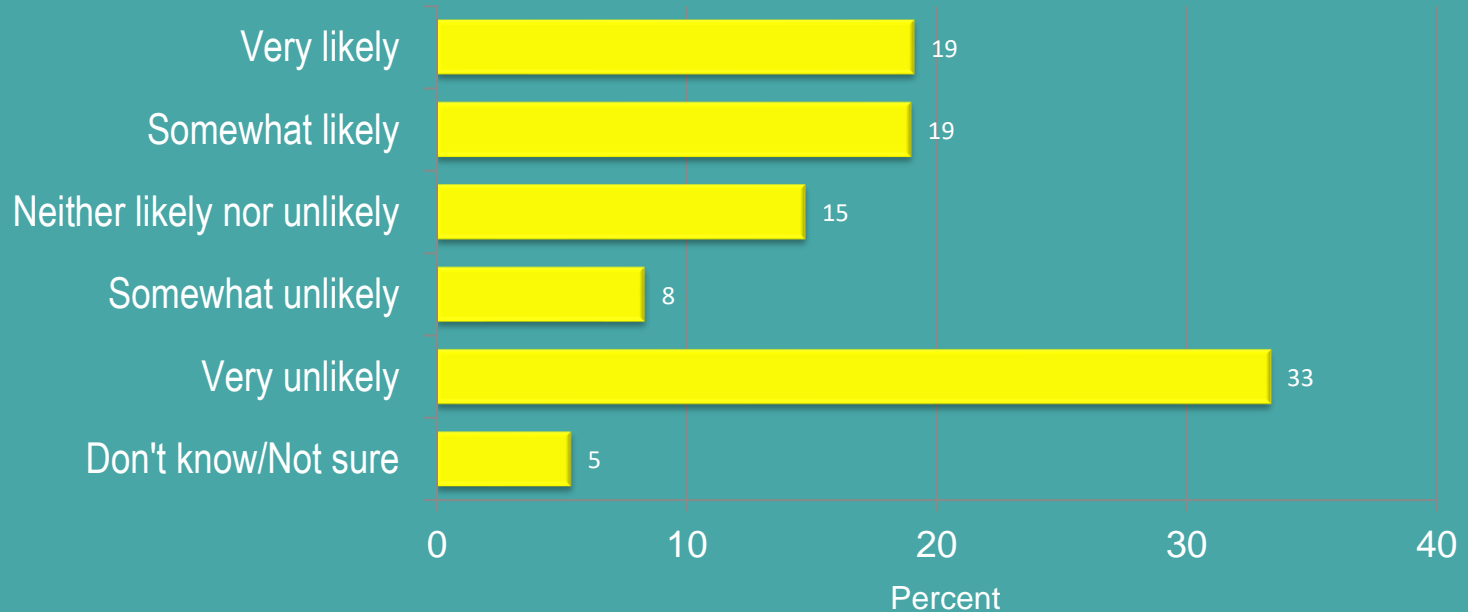


# The Future of EV Travel

# On your next trip, how likely are you to use an electric vehicle?



Base: Travelers

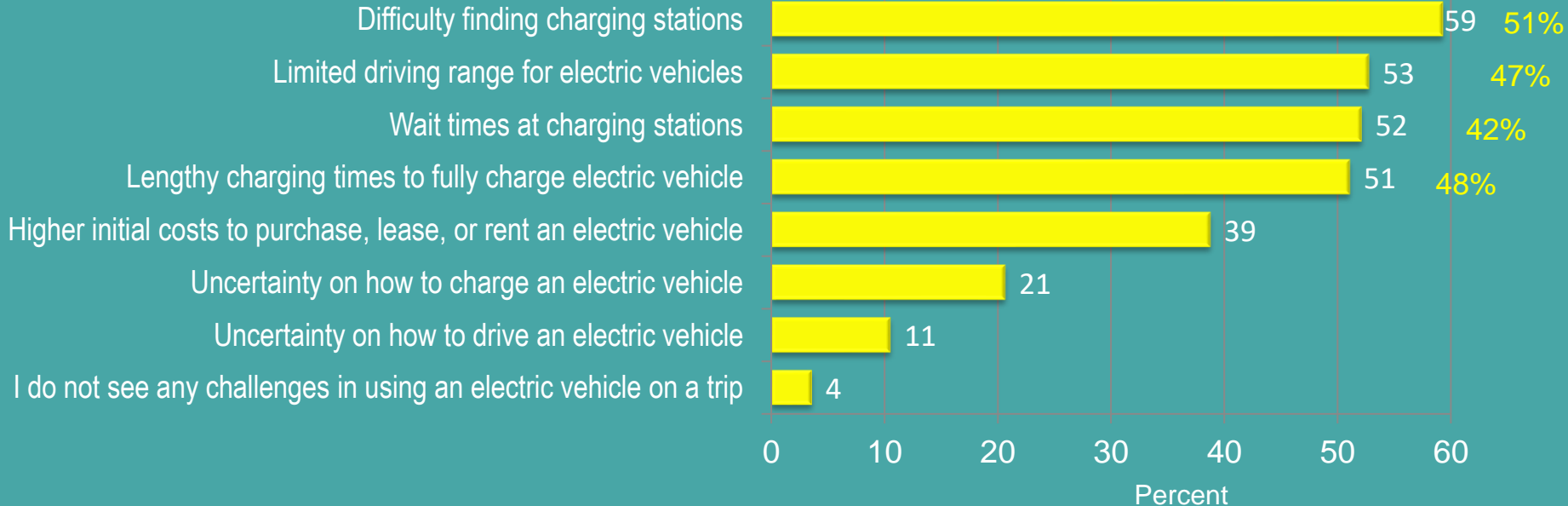


# In your opinion, which of the following are the primary challenges of using an electric vehicle on a trip?



Base: Travelers

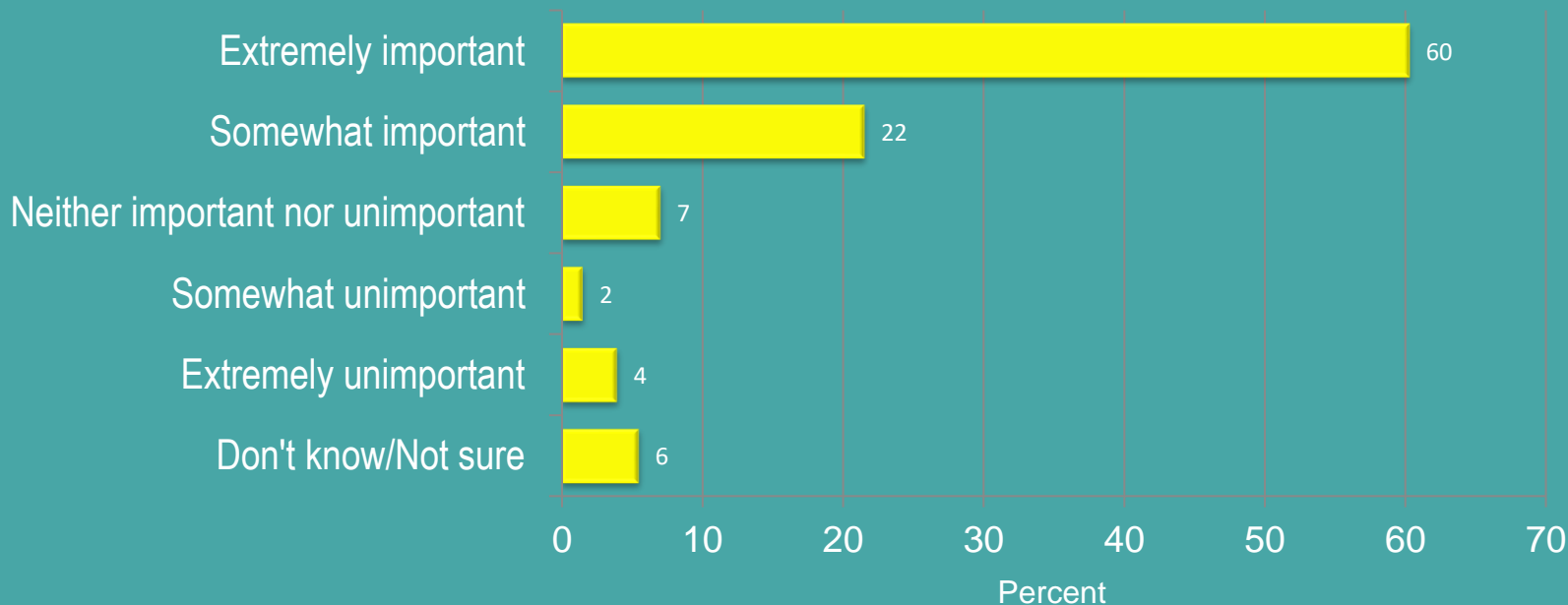
July 2023 Survey Results



# How important is it for travel destinations to have a wide range of charging stations for electric vehicles that are easy to access and use?



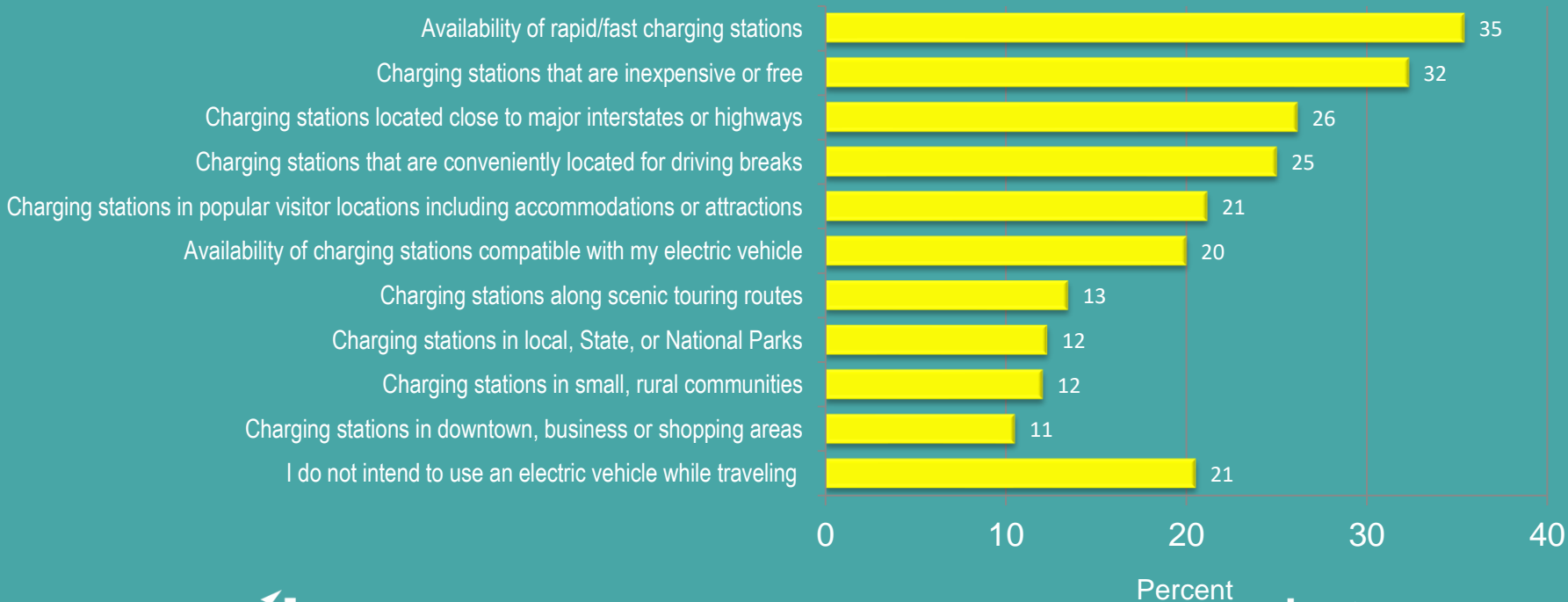
Base: Travelers



# Which of the following amenities or services would make you more likely to visit a destination in an electric vehicle?



Base: Travelers





Thank  
You

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