

Virginia Drives Electric

Electric Vehicle Consumer Survey 2024



About

Survey Overview

This report highlights the key findings from a survey designed to explore perceptions of electric vehicles (EVs) in Virginia. The study is representative of Virginia on age, gender, race ethnicity, geography, and household income. It was conducted online from June 26th to July 23rd, 2024, using a sample size of 900 respondents and a platform provided by the national market research firm Dynata, who also did the survey analysis. The survey reveals a number of findings around Virginians' interest in electric vehicles (EVs) and the role policy plays in the Commonwealth's transition to clean energy.

Generation180's Virginia survey demonstrates that electric vehicle education is a key driver of enthusiasm for their adoption. Virginians who are more informed about EV technology, benefits, and infrastructure tend to show stronger support and a greater willingness to consider EVs. This suggests targeted education initiatives highlighting EV benefits could play a significant role in accelerating EV adoption.

About Generation180

Generation180 is a non-profit organization working to inspire and equip individuals to take action on clean energy.

At Generation180, we envision a 180-degree shift in our energy sources—from fossil fuels to clean energy—driven by a 180-degree shift in people's perception of their role in making it happen—from apathy to agency, from despondency to determination, from hopeless to hopeful.

A world powered by wind, water, and sun is not only possible—it's already happening. We have both the technology and the expertise. Now we need Americans' hearts and minds to embrace clean, renewable energy in order to rapidly speed up this transition to a cleaner, healthier, more equitable clean energy future. Generation180 is changing the narrative around energy and equipping people to take effective, meaningful action in their homes and communities.

Electrify Your Ride

Generation180's national Electrify Your Ride campaign is accelerating the transition to electric vehicles by building awareness, transforming EV owners into advocates, and breaking down barriers to make EVs more accessible.

We host educational events, partner with regional and national influencers, and tap local owners to become EV ambassadors within their communities. Whether you're just learning about EVs or you're looking to help spread the word, Generation180 can help you find ways to plug in. Visit our website to learn more and join 101,000 Americans who have pledged to make their next car electric.

[➤ Sign the "Going Electric" Pledge](#)

Key Findings

The data shows the more you know about EVs matters: 65% of survey respondents that would consider an EV as their next car reported having seen/read/or heard a lot about EVs. Whereas, for survey respondents who had seen/read/or heard nothing about EVs, only 6% would consider one for their next car.



Respondents have a positive perception of electric vehicles. When asked, “Given what you know, what is your perception of EVs?” 54% responded as having a “somewhat” or “very” positive view of electric vehicles.



When asked, “how likely are you to consider an electric vehicle for your next car,” 46% of respondents indicated they are likely to consider buying an EV. Of respondents likely to consider buying an EV, 93% are likely to purchase a car within the next five years.



Savings on fueling and maintenance costs is the biggest influence to purchasing an EV. Of the benefits presented, “savings on gasoline costs” ranked #1, with 69% of respondents reporting that saving on gas costs would make them “much more” or “somewhat more” likely to purchase an electric vehicle.

Financial incentives/discounts were ranked as the 2nd biggest influence on purchasing an EV at 66%. Good for the environment was ranked third, at 63%.



The top barriers Virginians cited when considering an electric vehicle were: price (33%), driving range (22%), and availability of charging options (20%).



When asked, “does energy independence make you more likely to purchase, less likely to purchase, or make no difference at all when thinking about purchasing an electric vehicle?” 57% of respondents reported that it was important when considering purchasing an electric vehicle.



Support for Virginia’s transition from fossil fuels to clean energy is strong. When asked, “How important is it to you that Virginia reduce its dependence on fossil fuels and transition to clean energy?”, 66% of respondents said it was “somewhat” or “very” important.



When asked if Virginians would support requiring auto manufacturers to provide a minimum number of new electric vehicles for sale in Virginia; 65% of respondents would support this policy.



Virginians support state-level EV incentives: 61% of respondents “strongly support” or “support” Virginia offering an EV incentive.

DETAILED SURVEY RESULTS

Have you ever shopped for an electric vehicle?

YES	29%
NO	71%

Do you currently lease or own an electric vehicle or plug-in hybrid vehicle?

YES	13%
NO	87%

How much have you seen, read, or heard about electric vehicles?

A LOT	36%
SOME	50%
NOT MUCH	12%
NOTHING AT ALL	2%

Given what you know about electric vehicles, what perception do you have of them?

VERY POSITIVE	21%
SOMEWHAT POSITIVE	33%
NEUTRAL	24%
SOMEWHAT NEGATIVE	14%
VERY NEGATIVE	9%

How likely are you to consider an electric vehicle for your next car?

VERY LIKELY	20%
SOMEWHAT LIKELY	26%
NEUTRAL	17%
NOT VERY LIKELY	19%
NOT AT ALL LIKELY	18%

What timeframe do you expect your next, hopefully, electric, car purchase to be?

THIS YEAR	22%
1-2 YEARS	46%
3-5 YEARS	26%
MORE THAN 5 YEARS FROM NOW	7%

Some US States offer financial incentive support for individuals who buy or lease electric vehicles. Do you support or oppose Virginia offering such an incentive?

STRONGLY SUPPORT	34%
SUPPORT	27%
NEUTRAL	25%
OPPOSE	6%
STRONGLY OPPOSE	8%

Virginians spend approximately \$25 million dollars per day on imported gasoline and diesel. How important is it to you that Virginia reduce its dependence on fossil fuels and transition to clean energy?

VERY IMPORTANT	35%
SOMEWHAT IMPORTANT	30%
NEUTRAL	19%
NOT VERY IMPORTANT	9%
NOT AT ALL IMPORTANT	6%

What is the greatest barrier to you in considering an electric vehicle?

PRICE	31%
DRIVING RANGE	22%
AVAILABILITY OF CHARGING OPTIONS	20%
SAFETY	8%
OTHER	8%
INFORMATION ABOUT ELECTRIC VEHICLES	6%
PRODUCT AVAILABILITY	3%
NATIONAL SECURITY	2%

Starting this year, Virginia requires auto manufacturers to provide a minimum number of new electric vehicles for sale in Virginia. This number gradually increases each year, making more models of electric vehicles accessible to Virginia consumers. Do you support this policy?

YES	65%
NO	35%

Have you recently seen an electric vehicle charger in your neighborhood or on your daily commute?

YES, I HAVE SEEN THESE IN MY NEIGHBORHOOD	31%
YES, I HAVE SEEN THESE ON MY DAILY COMMUTE	34%
NO, I HAVE NOT SEEN THESE	40%
I AM NOT SURE WHAT THESE LOOK LIKE	3%

How important is it to you personally to transition away from fossil fuels to clean energy in your home and community?

VERY IMPORTANT	28%
SOMEWHAT IMPORTANT	32%
NEUTRAL	20%
NOT VERY IMPORTANT	10%
NOT AT ALL IMPORTANT	11%

DETAILED SURVEY RESULTS

Do each of the following factors make you more likely, less likely, or make no difference at all when thinking about purchasing an electric vehicle?

Better for the environment

MUCH MORE LIKELY	33%
SOMEWHAT MORE LIKELY	31%
NO DIFFERENCE	29%
SOMEWHAT LESS LIKELY	3%
MUCH LESS LIKELY	5%

Savings on maintenance and fueling cost

MUCH MORE LIKELY	35%
SOMEWHAT MORE LIKELY	34%
NO DIFFERENCE	24%
SOMEWHAT LESS LIKELY	3%
MUCH LESS LIKELY	5%

Access to public charging stations

MUCH MORE LIKELY	31%
SOMEWHAT MORE LIKELY	28%
NO DIFFERENCE	25%
SOMEWHAT LESS LIKELY	7%
MUCH LESS LIKELY	8%

Ability to charge at work

MUCH MORE LIKELY	25%
SOMEWHAT MORE LIKELY	28%
NO DIFFERENCE	37%
SOMEWHAT LESS LIKELY	4%
MUCH LESS LIKELY	7%

Ability to charge at home

MUCH MORE LIKELY	8%
SOMEWHAT MORE LIKELY	26%
NO DIFFERENCE	26%
SOMEWHAT LESS LIKELY	4%
MUCH LESS LIKELY	6%

Financial incentives/discounts

MUCH MORE LIKELY	32%
SOMEWHAT MORE LIKELY	34%
NO DIFFERENCE	25%
SOMEWHAT LESS LIKELY	3%
MUCH LESS LIKELY	5%

Energy Independence

MUCH MORE LIKELY	25%
SOMEWHAT MORE LIKELY	32%
NO DIFFERENCE	31%
SOMEWHAT LESS LIKELY	5%
MUCH LESS LIKELY	6%

Variety of models available *Sedans, SUVs, pickup trucks, etc.*

MUCH MORE LIKELY	27%
SOMEWHAT MORE LIKELY	30%
NO DIFFERENCE	34%
SOMEWHAT LESS LIKELY	5%
MUCH LESS LIKELY	4%

Higher up-front purchase price than gas cars

MUCH MORE LIKELY	11%
SOMEWHAT MORE LIKELY	12%
NO DIFFERENCE	27%
SOMEWHAT LESS LIKELY	27%
MUCH LESS LIKELY	23%

New jobs and economic development opportunities

MUCH MORE LIKELY	19%
SOMEWHAT MORE LIKELY	28%
NO DIFFERENCE	44%
SOMEWHAT LESS LIKELY	3%
MUCH LESS LIKELY	6%

METHODOLOGY

Online Survey Conducted:

Surveys were collected online (desktop and mobile) by Dynata, one of the largest market research suppliers in the world, using their proprietary market panel.

- Interview Dates: June 26 – July 23, 2024
- Length of Interview: ~3.5 minutes (median)

Qualification Criteria:

- Resides in Virginia
- 18 – 74 years of age
- Total surveys completed in 2024: 900
- 2024: The study is representative of Virginia on age, gender, race ethnicity, geography within the state, and household income.

Reporting of Metrics:

- Data is shown for reported metrics where the base, or number of respondents, comprising the metric is at least 50.
- Throughout the report, percentages have been rounded to the nearest whole number. As such, there may be instances where results do not add to 100%.

The analysis has a 95% confidence interval and a margin of error of +/- 3.0%.

