

## Energy:2030 Chart of the Week

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“That different customer groups have different preferences suggests a range of incentive schemes to stimulate EV adoption should have market viability.”

# Range of incentives can stimulate EV purchases

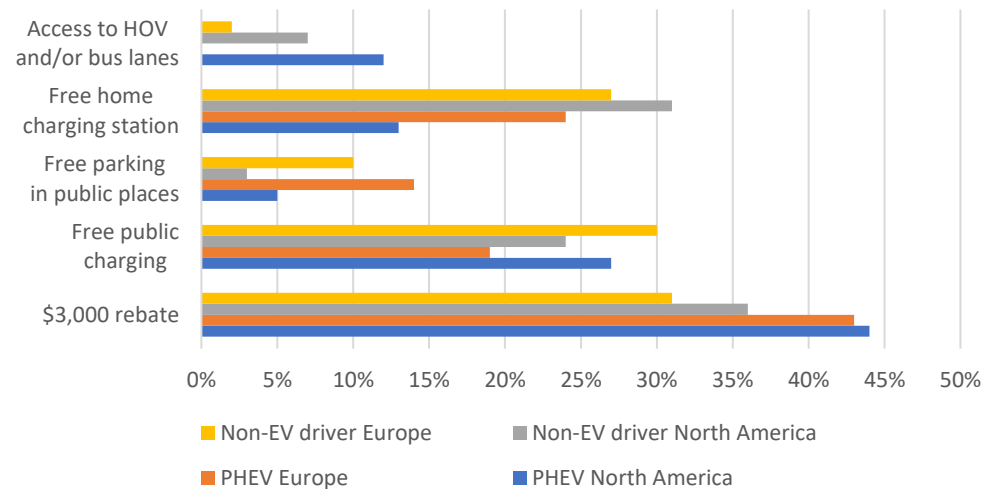
On 16 February, *CleanTechnica* posted a chapter from its latest electric vehicle (EV) driver report *Electric Car Drivers: Demands, Desires & Dreams*. The chapter focuses on what incentives can stimulate uptake of EVs in North America and Europe for four customer groups: Non-Tesla EV driver, Tesla drivers, Plug-in hybrid EV (PHEV) drivers and non-EV drivers. In this *Chart of the Week*, we have focused on the latter two customer groups.

*CleanTechnica's* survey gave respondents five options from which to choose their preference (see chart opposite). There is a clear preference in both North American and European markets for direct cash rebates. In this case, \$3,000 (£2,320) was used, although *CleanTechnica* hypothesised that a higher amount of \$5,000 (£3,866) would be significantly more appealing. The results indicate that other incentives have varying appeal between markets as well as between customer types.

In both Europe and North America, free home and free public charging is appealing. In Europe, both free charging options are popular among non-EV drivers, whilst in North America, non-EV drivers find free home charging much more appealing than PHEV drivers do. North American PHEV drivers find free public charging slightly more appealing than non-EV drivers, however.

Free parking in public places is one of the least popular incentives in Europe and North America. This

Appeal of EV uptake incentives for PHEV and non-EV drivers in North America and Europe



Source: *CleanTechnica*

incentive is much more popular in Europe than North America, however, likely due to the high cost of parking in many European cities.

The least popular incentives among customer groups in both Europe and North America are access to high-occupancy vehicle (HOV) and/or bus lanes, with no PHEV drivers in Europe expressing this as their preference.

The results are significant in that it keeps open the door for retailers and/or policy-makers to create a range of incentive schemes and innovations to stimulate the adoption of EVs.

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