

AUTOMOTIVE

Despite widespread range anxiety, only 8pc of EV owners have ever run out of charge: report

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New findings from market research company Escalent suggest that consumer purchase consideration for electric options is currently marred by concerns over ease of EV ownership. Image credit: BMW

By AMIRAH KEATON

A new study is uncovering sizable barriers to the widespread adoption of electric vehicles.

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Findings from market research company Escalent's 2022 Charging Infrastructure DeepDive report suggests that consumer purchase consideration for electric options is currently marred by concerns over ease of EV ownership, with factors such as charging availability and fear of empty battery encounters on the road coming into play. These challenges pervade despite positive reports from the firm regarding owner experience 50 percent of EV owners found owning an EV easier than they expected, with 43 percent having their expectations met, according to the experts.

"There is a significant gap between the range anxiety consumers expect to have and the reality of that anxiety once they become EV owners," said K.C. Boyce, vice president at **Escalent**, in a statement.

"According to our Path to Purchase DeepDive study, 50 percent of EV owners found owning an EV easier than they expected, with 43 percent having their expectations met," Mr. Boyce said.

"Range anxiety is more of a psychological barrier to EV adoption as opposed to a tangible hurdle, which should give comfort to consumers who are interested in an EV but worried about running out of charge."

Escalent's EVForward DeepDive was conducted among a national sample of 1,218 respondents with 53 EV Owner, 423 EV Intender, 488 EV Open and 254 EV Resistant respondents as identified by Escalent's algorithm from Aug. 8 to Aug. 31, 2022. Survey respondents are a subset of the EVForward database, a global sample of more than 50,000 new-vehicle buyers aged 18 to 80, weighted by age, gender, race and location to match the demographics of the new-vehicle buyer population and by vehicle segment to match current vehicle sales.

Clearing the air

Escalent's latest survey helps clarify common myths surrounding EV engagement.

Experts purport that a majority of EV owners 64 percent, precisely report having never come close to running out of charge.

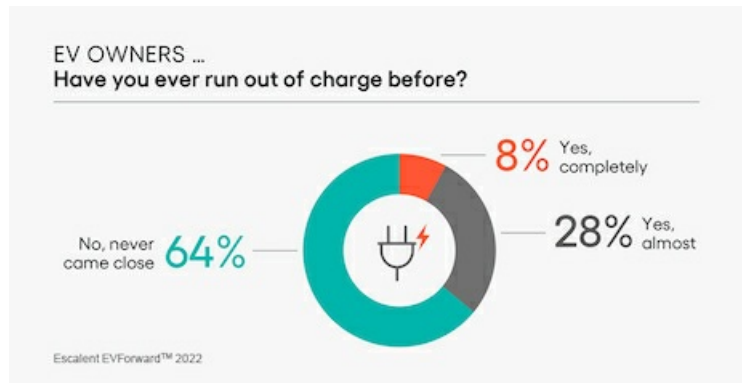


Image credit: Escalent

Though unlikely against the numbers, the company identifies a few potential sources of EV "range anxiety."

"Given the small amount of market share there is for the taking, it was critical for the federal government to step in to seed much-needed growth in public charging stations," said Ben Lundin, automotive & mobility insights director at Escalent, in a statement.

"Consumers look to a variety of public charging providers when faced with the need to use one. Outside of Tesla, there's no clear leader in sight, creating significant opportunity for a market leader to emerge and be the go-to charging provider for consumers."

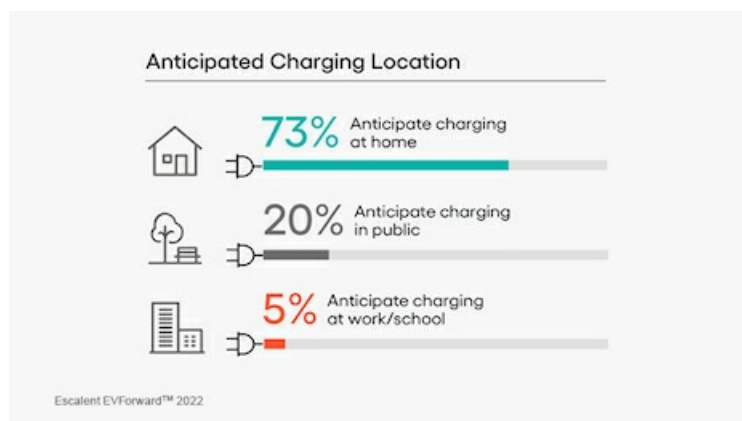


Image credit: Escalent

The firm supports the enactment of increased public charging infrastructure, stressing that plug compatibility is key for building brand loyalty in the process.

Citing survey respondents, charger availability appears more important than pricing.

Escalent cites consumers

Escalent raises that market researchers have struggled to quantitatively capture how consumer sentiment informs the process of purchasing a car, one that is oftentimes emotionally driven, inherent to the nature of such a personal pursuit.

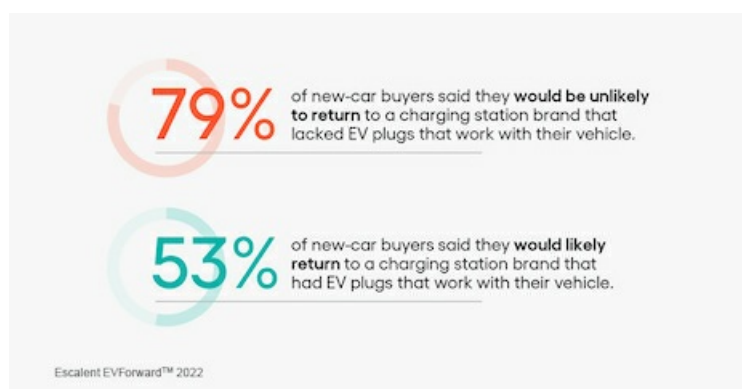


Image credit: Escalent

Battery electric vehicles (BEV) are no exception.

To handle the nuances of measuring what audiences are thinking about eco-friendly auto options, Escalent employs Evoke, a proprietary, data-driven tool, allowing the company to tap into respondents' subconscious reactions to automotive variations to gain an understanding of what comes to the surface for shoppers when a vehicle is viewed.

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