

# Electric & Hybrid Cars - US - 2022

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## This report looks at the following areas:

- Consumers' ownership and consideration of electric and hybrid vehicles
- Influential sources impacting consumers' interest in electric and hybrid vehicles
- Important factors impacting consumers' decisions to purchase an electric and/or hybrid vehicle
- Attitudes toward electric and hybrid vehicles

A majority (64%) of consumers, who are planning to purchase a car within the next three years, would consider purchasing an electric or hybrid vehicle for their next vehicle. This is a positive for future growth, as automakers continue to establish commitments to fully electrified futures. That said, it will be critical for auto brands and retailers to understand the various sources and factors that consumers weigh in their consideration of electric and hybrid vehicles to deploy strategies that appeal to consumers across various consumer segments. While economic influences and supply chain disruptions persist, auto brands and retailers have an opportunity to drive familiarity and consideration among interested consumers – even if consumers' purchasing may be delayed.



“As automakers across the globe continue to commit to the development and production of electric and hybrid vehicles, consumers are becoming increasingly interested in purchasing these vehicles.”

- **Gabe Sanchez, Automotive Analyst**

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## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas:**
- **Definition**
- **Market context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**  
Figure 1: Total US volume sales and fan chart forecast of electric and hybrid vehicles, at current prices, 2017-27  
Figure 2: Hybrid and electric vehicle outlook, 2022-27
- **Opportunities and challenges**
- **Weakening consumer confidence drives consumers to be more critical of spending habits**
- **Leverage science and art museums to generate interest**
- **Educate consumers on lifetime ownership of electric vehicles**
- **Highlight local and federal financial subsidies**
- **Leverage established commercial locations for charging**
- **Key consumer insights**
- **Millennials are the most interested in purchasing a car in the short term**
- **Consumers indicate an interest in electric vehicles, despite current ownership**
- **Various sources of information drive consumer interest**
- **“Range anxiety” outpaces consumers’ natural search for affordability**
- **Older consumers are critical of the new technology**
- **Consumers look to charging stations to evolve, especially parents**

### MARKET SIZE AND FORECAST

- **Electric and hybrid vehicles have high potential for growth; pending outside impacts**  
Figure 3: Total US volume sales and fan chart forecast of electric and hybrid vehicles, at current prices, 2017-27  
Figure 4: Total US volume sales and forecast of market, at current prices, 2017-27

### MARKET FACTORS

- **Consumer confidence dips, as fear of a recession looms**

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
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Figure 5: Consumer Sentiment Index, 2007-22

- **Inflation, supply chain disruptions drive up the cost of new and used vehicles**

Figure 6: Consumer Price Index, new vehicles and used vehicles, 2017-22

- **US government aims to address chip shortage**
- **Government pushes consumers to environmentally friendly vehicles**
- **Gas prices raise concerns**

Figure 7: US gasoline and diesel retail prices, 2007-22

- **Consumers indicate a growing interest in sustainability**

**COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES**

- **Automakers build on legacy models to drive interest and trust**

Figure 8: Chevy Silverado "A whole new truck for a whole new generation"

- **Brands use electric vehicles to switch up traditional offerings**

Figure 9: Volkswagen announces the return of the Scout

- **Tesla aims to open its electric charging network**

Figure 10: Tesla chargers available in all 50 states

- **Ford creates "electric university," splits company into Ford Blue and Ford Model E**

Figure 11: Ford announces "electric university" to train its dealers

- **Tesla leans on partnerships to extend reach**
- **Brands partner with video games to generate interest**
- **Leverage museums to educate consumers across generations**
- **Convenience stores think ahead, other locations have a similar opportunity**

**THE CAR CONSUMER – FAST FACTS**

**PURCHASE TIME FRAME AND OWNERSHIP**

- **Consumers may delay purchasing in the short term**

Figure 12: Purchase intent, by generation and race and Hispanic origin, 2022

- **Younger consumers indicate the highest ownership of electric vehicles**

Figure 13: Electric vehicle ownership, by generation, 2022

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### CONSIDERATION OF ELECTRIC AND HYBRID VEHICLES

- Millennials, Gen Z offer opportunity for hybrid and electric vehicle market**

Figure 14: Consideration, by generation, 2022

Figure 15: Consideration of vehicle type, by generation, 2022

- Continue to drive familiarity of available models**

Figure 16: Jeep leverages "Jurassic World Dominion" to showcase plug-in hybrid options

Figure 17: Consideration, by gender, 2022

Figure 18: Consideration of vehicle type, by gender, 2022

- Access drives consideration**

Figure 19: Consideration, by area, 2022

Figure 20: 7-Eleven, Walgreens provide electric vehicle charging

- Renters beware...**

Figure 21: Consideration, by living situation, 2022

- More than half of multicultural consumers are considering a hybrid or electric vehicle**

Figure 22: Consideration, by race and Hispanic origin, 2022

Figure 23: Consideration of vehicle type, by race and Hispanic origin, 2022

### INFLUENTIAL SOURCES

- Younger consumers look to social media; older consumers conduct more traditional research**

Figure 24: Influential sources, by generation, 2022

- Income shifts consumers' sources of influence**

Figure 25: Influential sources, by household income, 2022

- Multicultural consumers rely on varying influential sources**

Figure 26: Influential sources, by race and Hispanic origin, 2022

### FACTORS OF IMPORTANCE

- Range anxiety outpaces affordability in terms of importance**

Figure 27: Important factors, by generation, 2022

- Desire for more premium offerings increases factors considered**

Figure 28: Important factors, by household income, 2022

- Parents lean on sales staff, seek value**

Figure 29: Important factors, by parental status, 2022

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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## ATTITUDES TOWARD ELECTRIC AND HYBRID VEHICLES

- **Battery lifespan is a key concern overall; older consumers are more critical of electric and hybrid vehicles**

Figure 30: Lucid Motors announces pop-up locations

Figure 31: Attitudes toward electric and hybrid vehicles, by generation, 2022

- **Consumers seek value in their electric vehicle purchase**

Figure 32: Attitudes toward electric and hybrid vehicles – Aesthetics, by household income, 2022

- **Parents are aware of vehicle charging stations; look to them to evolve**

Figure 33: Electrify America's future of charging

Figure 34: Attitudes toward electric and hybrid vehicles – Charging stations, by parental status, 2022

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Consumer qualitative research
- Marketing creative
- Abbreviations and terms
- Abbreviations

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