



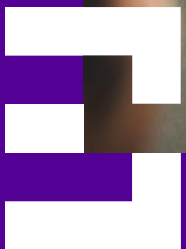
escalent

## EVForward™

*Predicting the next generation of  
EV buyers just got real.*

**MIKE DOVORANY**

*Vice President, Automotive & Mobility*  
[escalent.co/innovations/evforward](https://escalent.co/innovations/evforward)



# Our clients are household names

We have decades of experience working as a trusted partner and advisor to some of the biggest automotive brands in the world.



“The Escalent team is about as good as it gets. They are on my short list for all my current and future work because they love what they do, and do it extremely well.”

Automotive OEM

# Current Situation

## Most new car buyers have a positive view of EVs

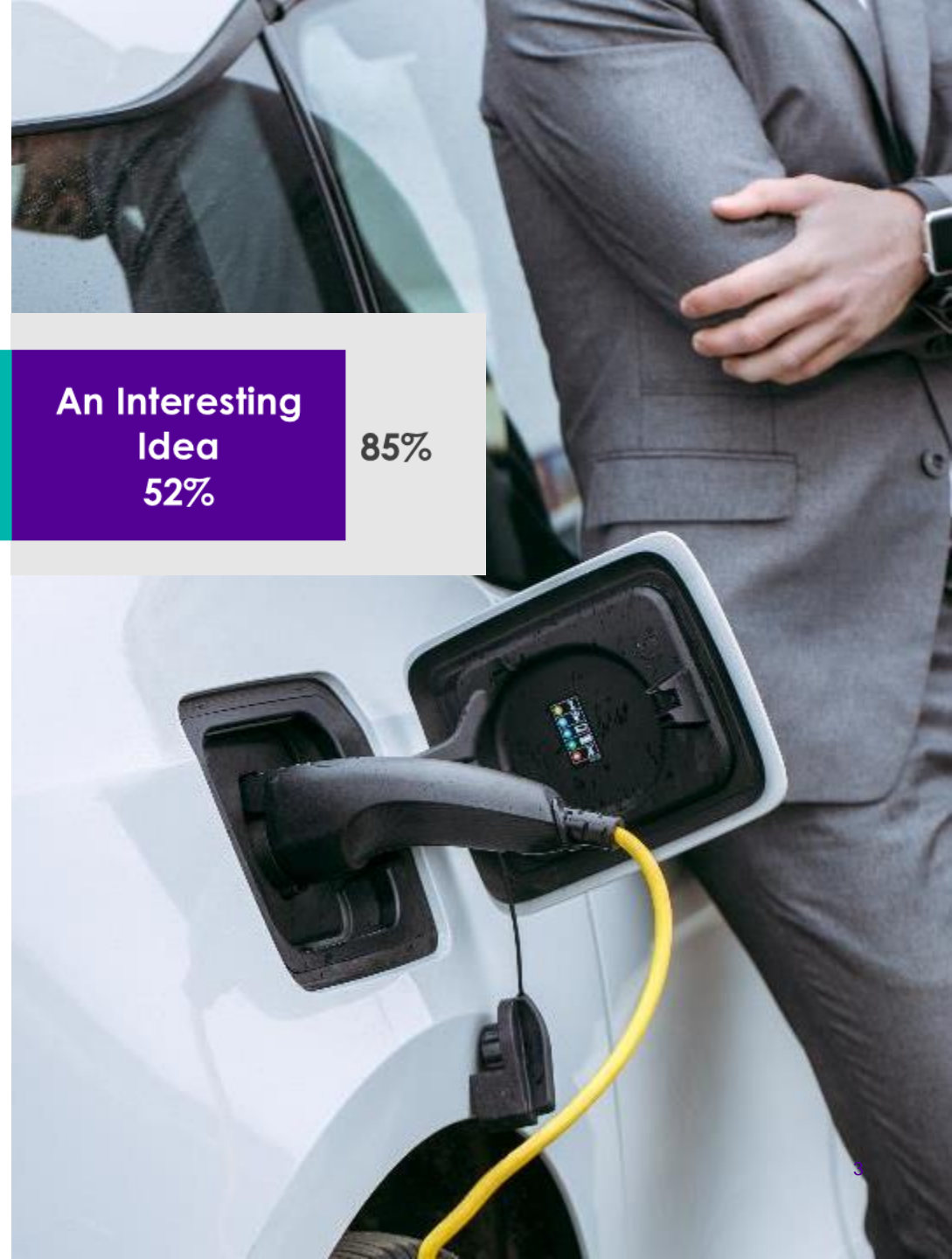
85% say EVs are the future or an interesting idea.

## More people now have a positive view of EVs than a year ago

Only the most EV resistant have a lower opinion.

## Despite this, EV purchase intention remains low

Just 2% of new-vehicle buyers say their next purchase will be a fully battery electric vehicle no matter what.



# Escalent EVForward™

EVForward is the largest, most comprehensive study of the next generation of EV buyers

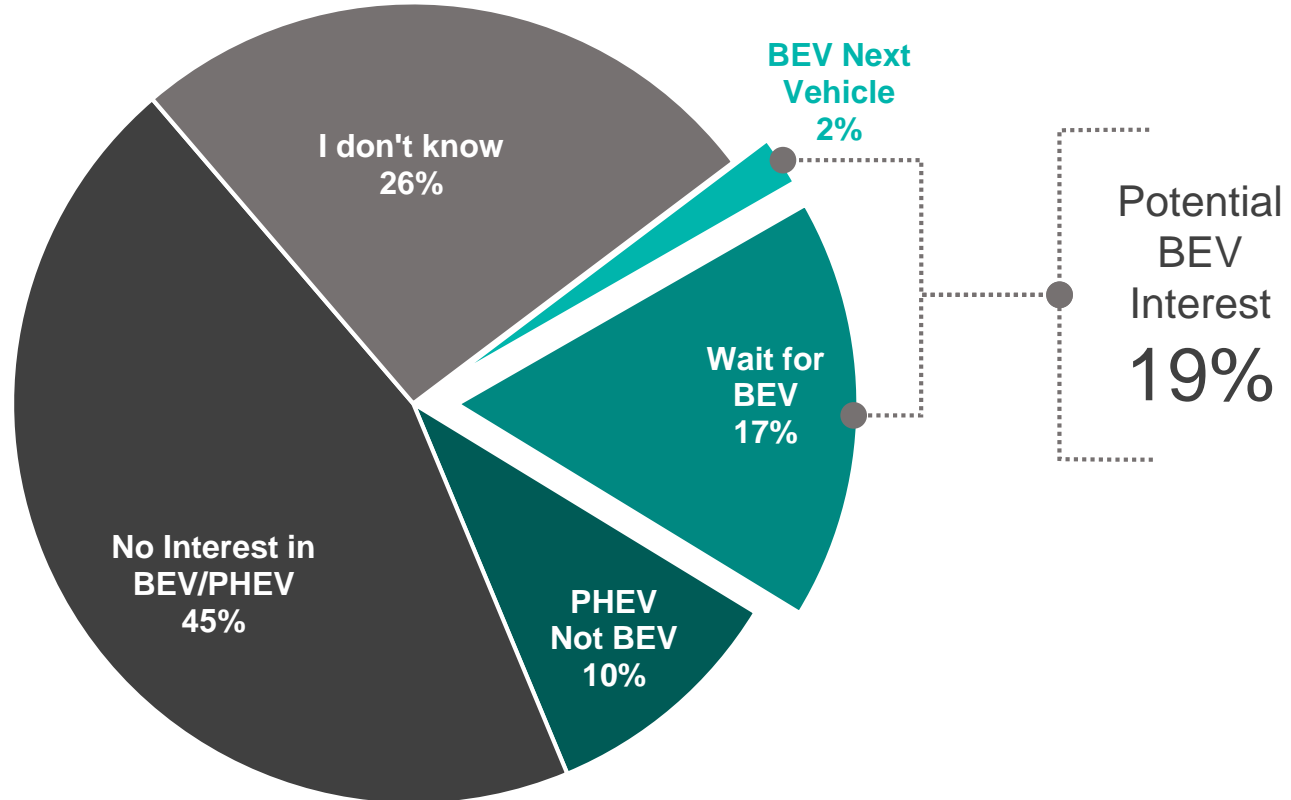
- Designed by Escalent's EV experts, leveraging decades of experience, to be the definitive source of EV insight.
- Utilizes advanced analytics of more than 6 million variables from over 10,000 new vehicle buyers.
- Identifies true EV intenders regardless of EV education through proprietary algorithms.

*“What I like about the Escalent survey is it dives far deeper into the psyche of car buyers than any other research I’ve seen.”*

John McElroy, Host of Autoline  
March 2020



# BEV Interest



## Active BEV interest

19% of respondents express interest in a BEV that meets their needs.

A further 26% do not feel informed enough to have an opinion.

10% believe a BEV will not work for their next vehicle but a plug-in hybrid could.

# Early EV Buyers

## Early EV Buyers Were Extreme

- Demographically: much higher income, education, and younger than typical new car buyers.
- Much more likely to have 3+ vehicles in household.
- More willing to contort their lives around early EV limitations.



# Next Generation EV Buyers

## Research is already showing a change in EV buyers

- Mindset/values
- Vehicle usage
- Expectations
- Willing to wait to get what they want



# EV Buyer Personas



## Old Guard

EVForward Score:

30

18%, n = 1,903

- Climate change isn't real and EV is a "stupid idea"
- Oldest, most male
- Least ethnic diversity
- Most conservative and rural
- Least likely to have kids at home
- Full-size pickup intender



## Skeptic

EVForward Score:

37

14%, n = 1,469

- Doesn't value altruism or the environment
- Lowest education, more conservative
- Average age, gender, income, neighborhood type
- Tech laggard
- Midsize SUV intender



## Survivor

EVForward Score:

42

23%, n = 2,385

- Focused on getting through life's struggles
- Cares about the environment but not focused on change
- EVs are "interesting" but expensive and uncertain
- Older, more female, many not working
- Lowest income
- Compact SUV intender



## Steward

EVForward Score:

54

22%, n = 2,314

- Extremely concerned about the environment and wants to help
- EVs are "the future" but intimidated by cars
- Most female
- Well educated and very liberal
- Life is about self care and curiosity
- Compact SUV and car intender



## Young Enthusiast

EVForward Score:

57

18%, n = 1,837

- EVs are the apex of performance, styling, and tech
- Focused on a life of achievement and reward
- Youngest, most ethnically diverse
- More urban; also suburban
- Luxury/sports car intender



## Torchbearer

EVForward Score:

78

4%, n = 385

- Climate change is a major problem, and EVs are the answer
- Has the means to buy an EV and will work life around EV limitations
- Younger, more male
- Highest education and income
- Most liberal
- Suburban/urban
- Small/lux car intender



# EV Tipping Point?

## There isn't one EV buyer

- As such, there isn't a single tipping point that will work for all buyers
- We must not forget the role of emotions

