
Virginia Drives Electric 2022

Virginia Electric Vehicle and
Clean Energy Survey



KEY FINDINGS

Generation180's Fourth Annual Electric Vehicle Sentiment Survey reveals Virginians dramatically support the electrification of transportation and the Commonwealth's transition to a clean energy future.



68% of respondents have a “somewhat” or “very” positive perception of electric vehicles.



77% of respondents reported that saving on maintenance and fuel costs would make them “much more” or “somewhat more” likely to purchase an electric vehicle.



The availability of charging stations and the price of EVs, at 48% and 19%, respectively, are perceived as the top two barriers to purchasing an electric vehicle.



55% of respondents indicated they are likely to consider buying an EV. Of respondents likely to consider buying an EV, 82% are likely to purchase a car, hopefully, electric, within the next five years.



69% of Virginians responded “strongly support” or “support” Virginia offering a state-level EV incentive.



76% of Virginians support having a policy requiring auto manufacturers to provide a minimum number of new electric vehicles for sale in Virginia.



73% of Virginian respondents responded that reducing dependence on fossil fuels and transitioning to a clean energy is “somewhat” or “very” important.



KEY FINDINGS

OVERVIEW

This report highlights the key findings from a survey designed to explore continued perceptions of electric vehicles among Virginia residents. This representative survey was conducted online from May 26 – June 10, 2022, using a sample size of 1206 respondents and a platform provided by the national market research firm Dynata. This survey was conducted to better understand perceptions around electric vehicles and clean energy. Survey analysis was conducted by research firm Dynata.

Virginia took significant steps to reduce pollution and accelerate the Commonwealth's transition to a clean energy economy by passing policies that support electric vehicle adoption, such as the Clean Car Standards. Our survey reflects continued support for electric vehicles in Virginia. We must continue working to protect our progress and solidify Virginia's future as a leader in transportation electrification.

DETAILED SURVEY RESULTS

Have you ever shopped for an electric vehicle?

| | |
|-----|-----|
| YES | 26% |
| NO | 74% |

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

| | |
|-----|-----|
| YES | 16% |
| NO | 84% |

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

| | |
|----------------|-----|
| A LOT | 31% |
| SOME | 50% |
| NOT MUCH | 15% |
| NOTHING AT ALL | 4% |

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

| | |
|-------------------|-----|
| VERY POSITIVE | 32% |
| SOMEWHAT POSITIVE | 37% |
| NEUTRAL | 22% |
| SOMEWHAT NEGATIVE | 6% |
| VERY NEGATIVE | 4% |

DETAILED SURVEY RESULTS

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

| | |
|-------------------|-----|
| VERY LIKELY | 25% |
| SOMEWHAT LIKELY | 30% |
| NEUTRAL | 20% |
| NOT VERY LIKELY | 15% |
| NOT AT ALL LIKELY | 10% |

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

| | |
|-------------|-----|
| 0-2 YEARS | 47% |
| 3-5 YEARS | 35% |
| 6-7 YEARS | 12% |
| 8-10+ YEARS | 5% |

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

| | |
|-------------------------------------|-----|
| PRICE | 48% |
| AVAILABILITY OF CHARGING OPTIONS | 19% |
| DRIVING RANGE | 15% |
| INFORMATION ABOUT ELECTRIC VEHICLES | 7% |
| PRODUCT AVAILABILITY | 5% |
| OTHER | 6% |

Beginning in 2024, Virginia will require auto manufacturers to provide a minimum number of new electric vehicles for sale in Virginia, and gradually increase the number of each year, making more models of electric vehicles accessible to Virginia consumers. Do you support this policy?

| | |
|-----|-----|
| YES | 76% |
| NO | 24% |

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?

| | |
|-------------------|-----|
| VERY POSITIVE | 39% |
| SOMEWHAT POSITIVE | 31% |
| NEUTRAL | 23% |
| SOMEWHAT NEGATIVE | 5% |
| VERY NEGATIVE | 3% |

Virginians spend over \$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 POSITIVE | 38% |
| SOMEWHAT POSITIVE | 34% |
| NEUTRAL | 19% |
| SOMEWHAT NEGATIVE | 6% |

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?

Access to public charging stations

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 36% |
| SOMEWHAT MORE LIKELY | 33% |
| NO DIFFERENCE | 22% |
| SOMEWHAT LESS LIKELY | 5% |
| MUCH LESS LIKELY | 3% |

Variety of models available (Sedans, SUVs, pickup trucks, etc.)

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 32% |
| SOMEWHAT MORE LIKELY | 36% |
| NO DIFFERENCE | 26% |
| SOMEWHAT LESS LIKELY | 4% |
| MUCH LESS LIKELY | 2% |

Ability to charge at work

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 32% |
| SOMEWHAT MORE LIKELY | 31% |
| NO DIFFERENCE | 29% |
| SOMEWHAT LESS LIKELY | 5% |
| MUCH LESS LIKELY | 4% |

Higher up-front purchase price than gas cars

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 15% |
| SOMEWHAT MORE LIKELY | 17% |
| NO DIFFERENCE | 25% |
| SOMEWHAT LESS LIKELY | 28% |
| MUCH LESS LIKELY | 15% |

Ability to charge at home

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 43% |
| SOMEWHAT MORE LIKELY | 29% |
| NO DIFFERENCE | 21% |
| SOMEWHAT LESS LIKELY | 3% |
| MUCH LESS LIKELY | 4% |

New jobs and economic development opportunities

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 23% |
| SOMEWHAT MORE LIKELY | 31% |
| NO DIFFERENCE | 39% |
| SOMEWHAT LESS LIKELY | 3% |
| MUCH LESS LIKELY | 3% |

Financial incentives/ discounts

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 37% |
| SOMEWHAT MORE LIKELY | 36% |
| NO DIFFERENCE | 21% |
| SOMEWHAT LESS LIKELY | 4% |
| MUCH LESS LIKELY | 2% |

Better for the environment

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 38% |
| SOMEWHAT MORE LIKELY | 32% |
| NO DIFFERENCE | 24% |
| SOMEWHAT LESS LIKELY | 2% |
| MUCH LESS LIKELY | 3% |

Energy Independence

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 31% |
| SOMEWHAT MORE LIKELY | 36% |
| NO DIFFERENCE | 26% |
| SOMEWHAT LESS LIKELY | 4% |
| MUCH LESS LIKELY | 3% |

Savings on maintenance and fueling cost

| | |
|----------------------|-----|
| MUCH MORE LIKELY | 44% |
| SOMEWHAT MORE LIKELY | 33% |
| NO DIFFERENCE | 19% |
| SOMEWHAT LESS LIKELY | 2% |
| MUCH LESS LIKELY | 2% |

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 (EVs) 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 14,000 Americans who have pledged to make their next car electric.

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



