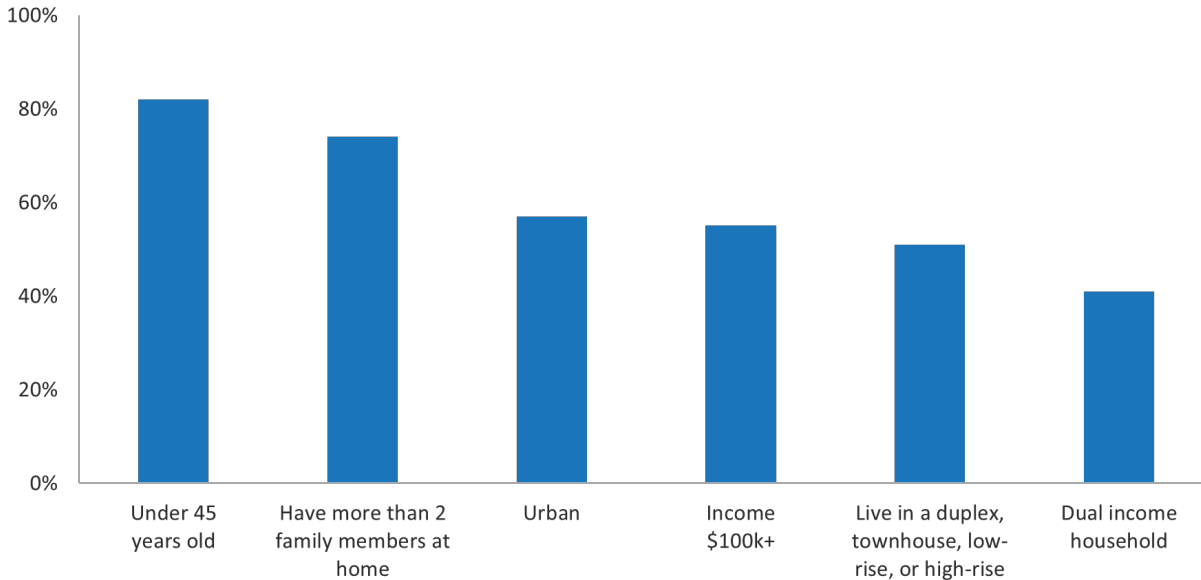


EV Owner Demographics

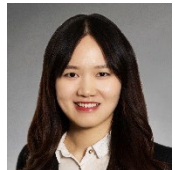


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Consumer Analytics Team

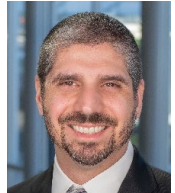


Yilan Jiang, Senior Director of Consumer Analytics

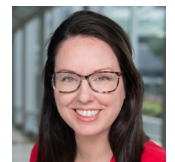


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SYNOPSIS

With governments around the globe, major car makers, and big tech all investing in electric vehicles, the market is primed for growth. This research measures adoption of EVs, including the charging and usage habits of owners, purchase intention for non-owners, and examines the barriers to buying. It also analyzes consumer interest in utilizing their EV as a connected car and as an energy storage device.

ANALYST INSIGHT

“The next few years represent a challenging but critical time for players in energy and connected technology industries to determine how the rise of EVs will impact their industries and customer segments, and strategies to ensure their solutions will be part of the new reality.”

—Chris White, *Senior Analyst*, Parks Associates

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Appendix



Electric Vehicles and the Smart Home

SERVICE:
SMART ENERGY
MANAGEMENT

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