

# Metro Atlanta Speaks 2023

— *Charged Up About Electric Vehicles?*

# EV “Highlights” from MAS

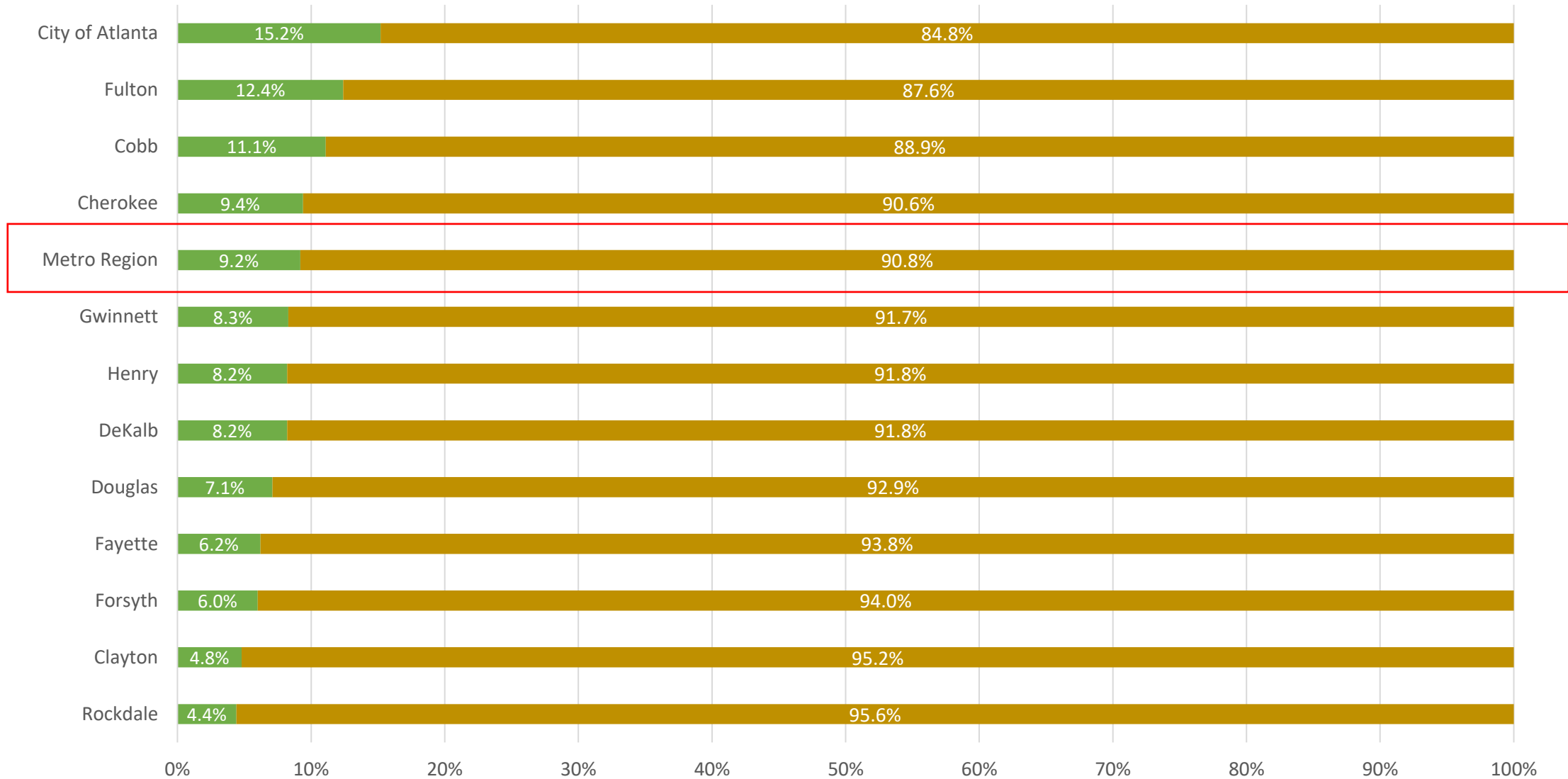
---

- Just over nine percent of respondents indicated that they currently own an **electric vehicle, or EV** (slightly higher than national averages).
- Residents in the City of Atlanta (15%) and Fulton County (13%) are relatively more likely to own an electric vehicle. Residents of Forsyth (6%), Clayton (5%), and Rockdale (4%) are relatively less likely to have an EV at present.
- Younger cohorts (18-34) are considerably more likely than average to own an EV now (16.8%), as are those with higher incomes (19.4% of those earning over \$250,000).
- Nearly a third of respondents said they plan to buy an EV in the next five years.
- The age break is nearly as apparent with plans to buy an EV as it is in the case of current ownership; respondents over 50 were less than half as likely to plan to get an EV as younger groups. The prime workforce ages of 25-54 were most open to buying in the next five years.
- Renters are more apt than homeowners (29%) to plan on getting an EV in the next 5 years
- Top reasons for having bought or holding a desire to buy in the future include better for the environment (homeowners) and cheaper to operate (renters).
- Correspondingly, top reasons for not (yet) having or having no desire to buy in the future include being too expensive (particularly so for renters, as well as for those and inconvenience of charging (particularly so for homeowners).

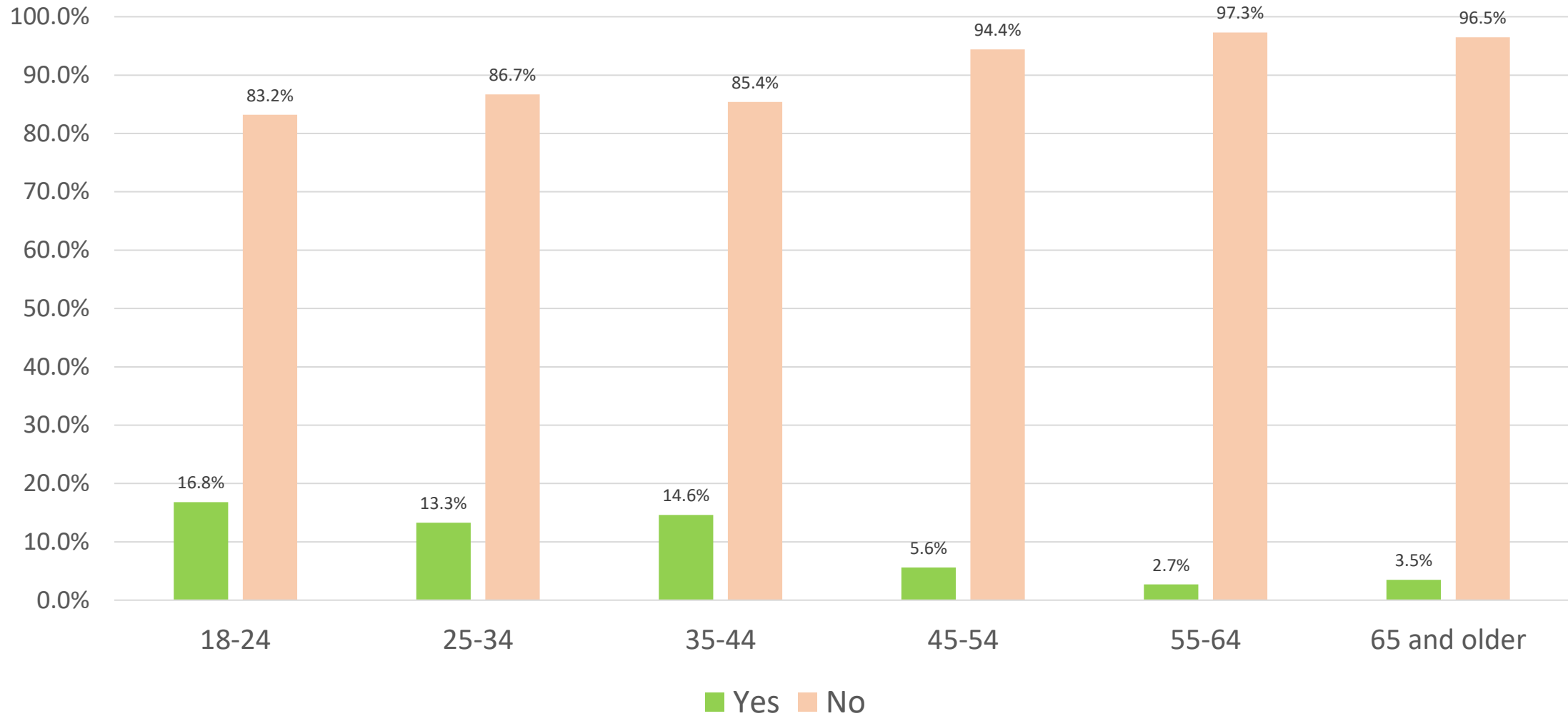
# EV Ownership by Area

Source: ARC Metro Atlanta Speaks, 2023

■ Yes ■ No



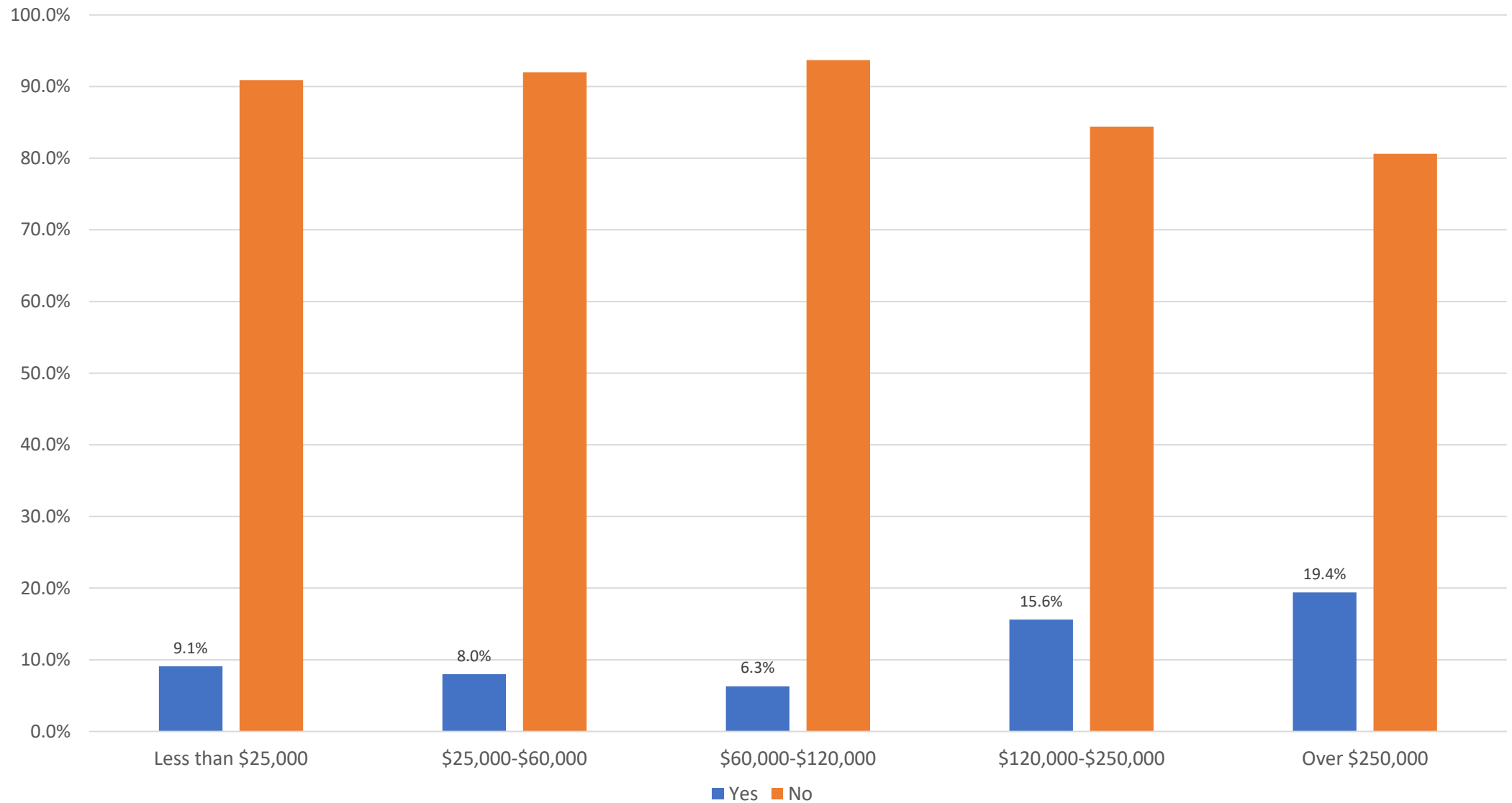
# Electric Vehicle (Adoption) : by Age of Respondent(s)



Source: ARC Metro Atlanta Speaks, 2023

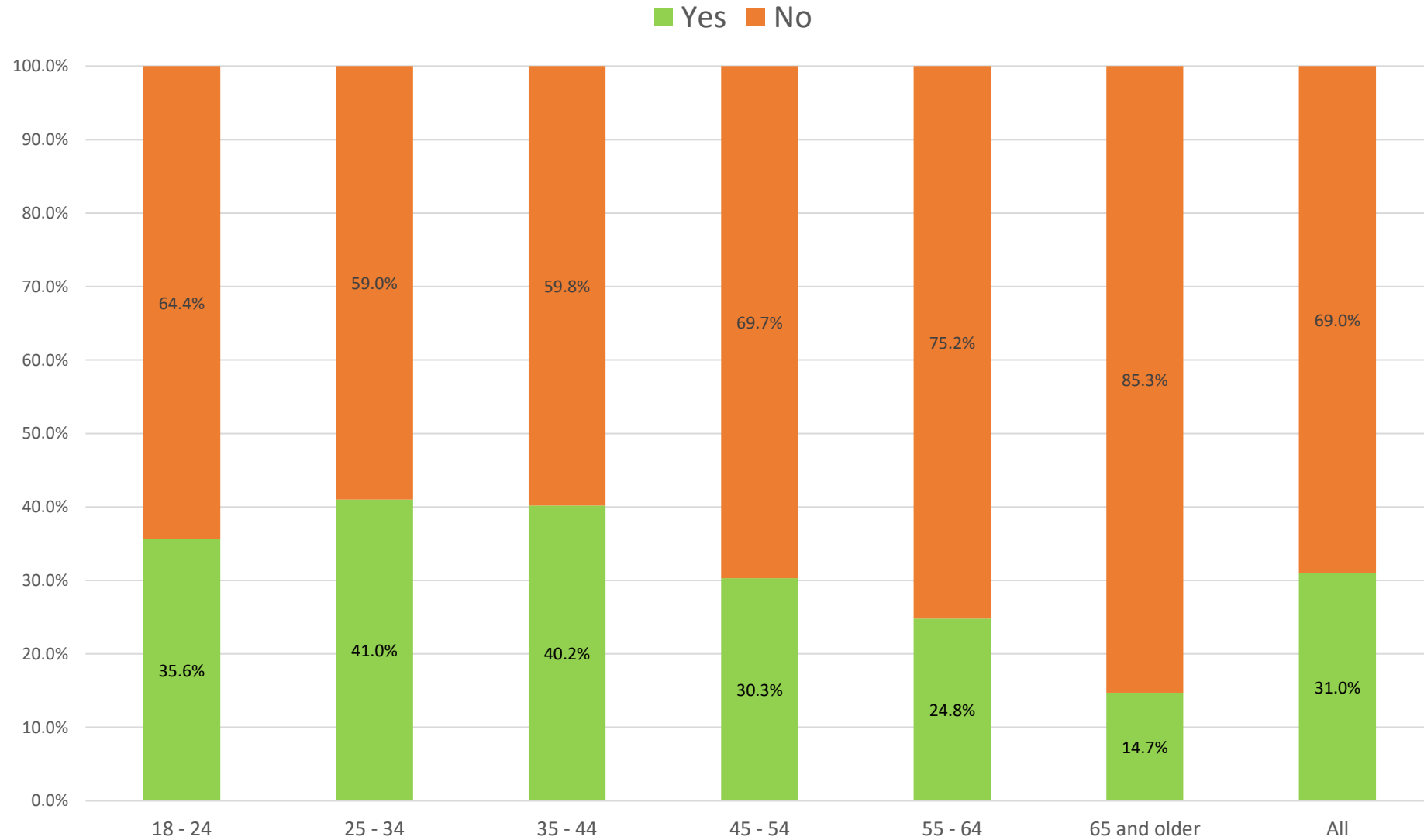
# Electric Vehicle (Adoption) : By Income Level(s)

Source: ARC Metro Atlanta Speaks, 2023



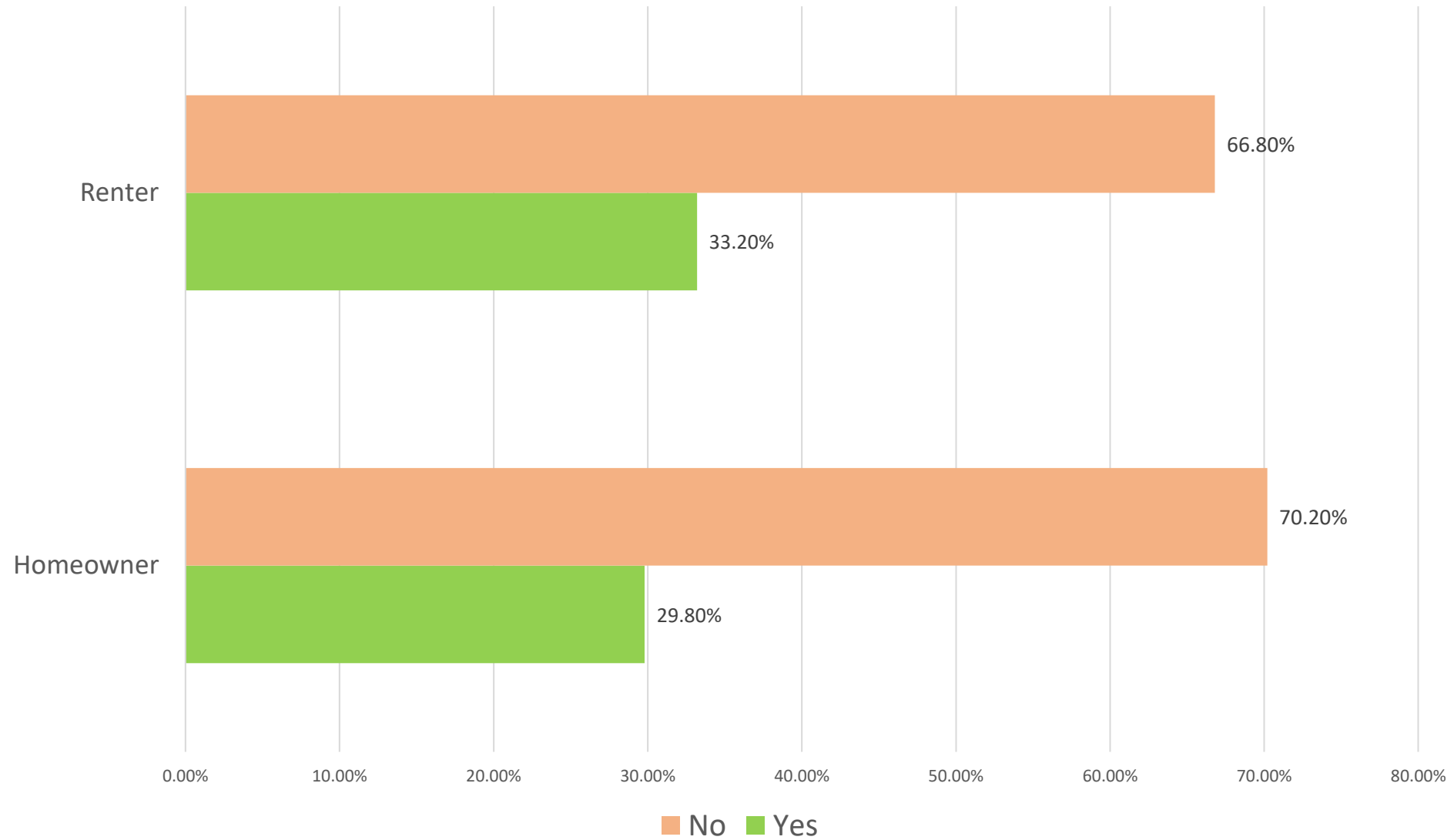
# Electric Vehicle Next 5 Years?: Plans to Buy (by Age)

Source: ARC Metro Atlanta Speaks, 2023



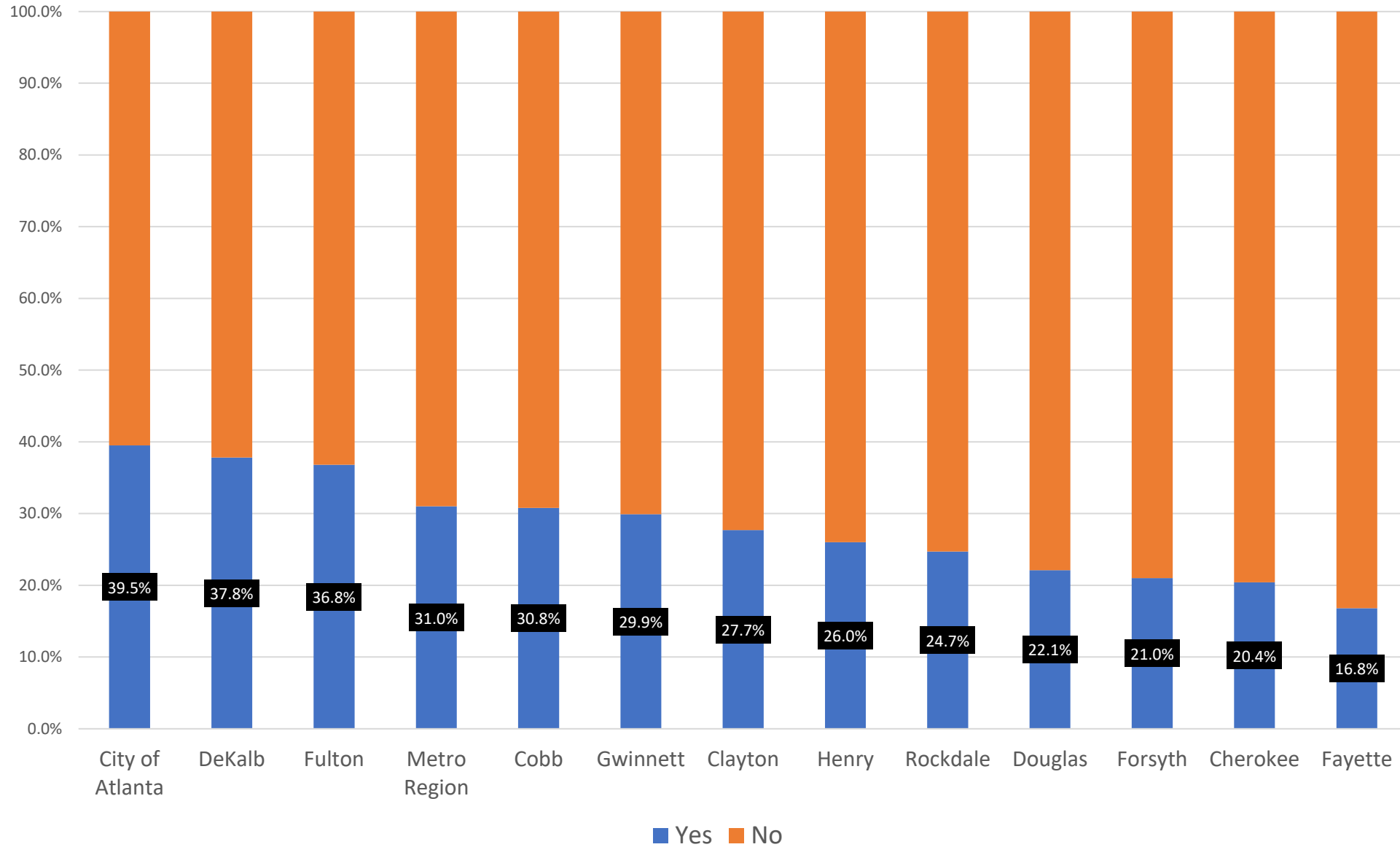
# Electric Vehicle Next 5 Years?: Plans to Buy (by Tenure)

Source: ARC Metro Atlanta Speaks, 2023



# Electric Vehicle Next 5 Years?: Plans to Buy (by Area)

Source: ARC Metro Atlanta Speaks, 2023





# Reasons Bought/ Buying: Length of Residence

Source: ARC Metro Atlanta Speaks, 2023



Metro Atlanta Wide Results

Results by Geography

Results by Demography

## TRANSPORTATION| Do you plan on buying an electric vehicle in next five years? (2023 Data Only)

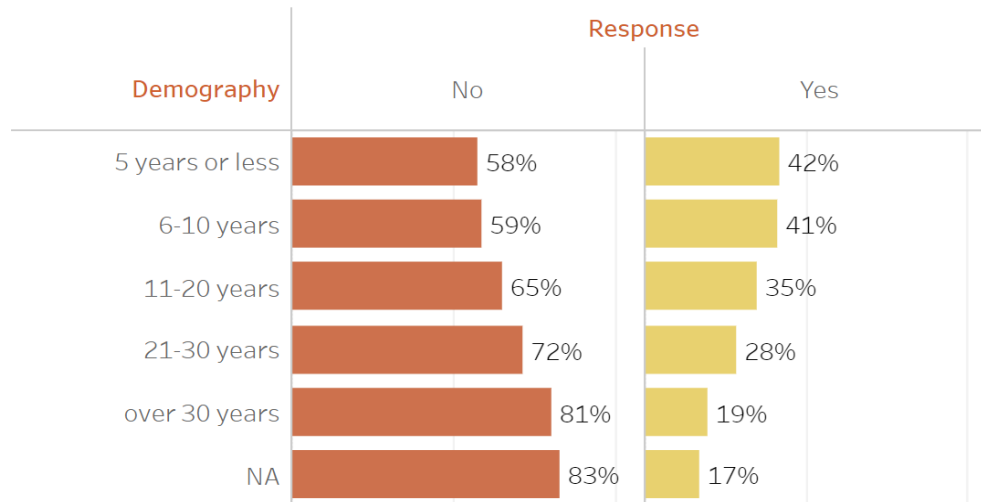
Select Question

TRANSPORTATION| Do you plan on buying an electric vehicle in next five years? (2023 Data Only)

Select Demography

Years in Metro Atl

Full Question: Do you plan on buying an electric vehicle in next five years?



Which of the following is the most important reason why you bought or would consider buying (next 5 years) an electric vehicle?

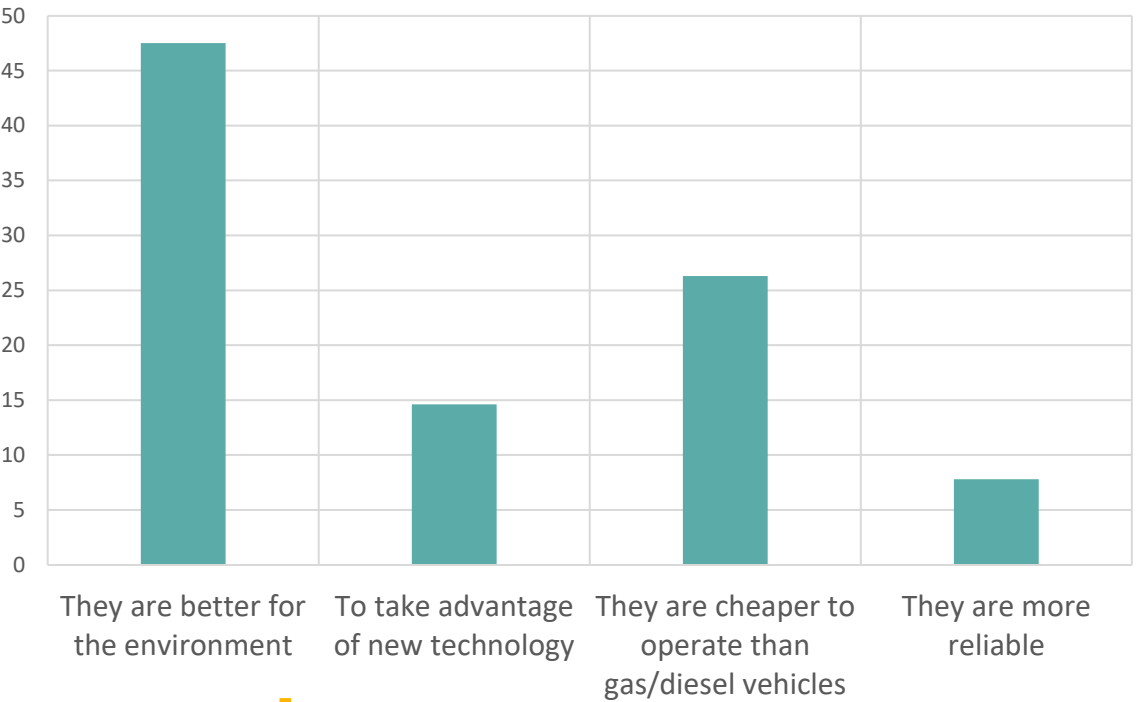
# Electric Vehicles...

Source: ARC Metro Atlanta Speaks, 2023

Nine percent of respondents said they already own an electric vehicle. 31 percent plan on buying one in the next five years...

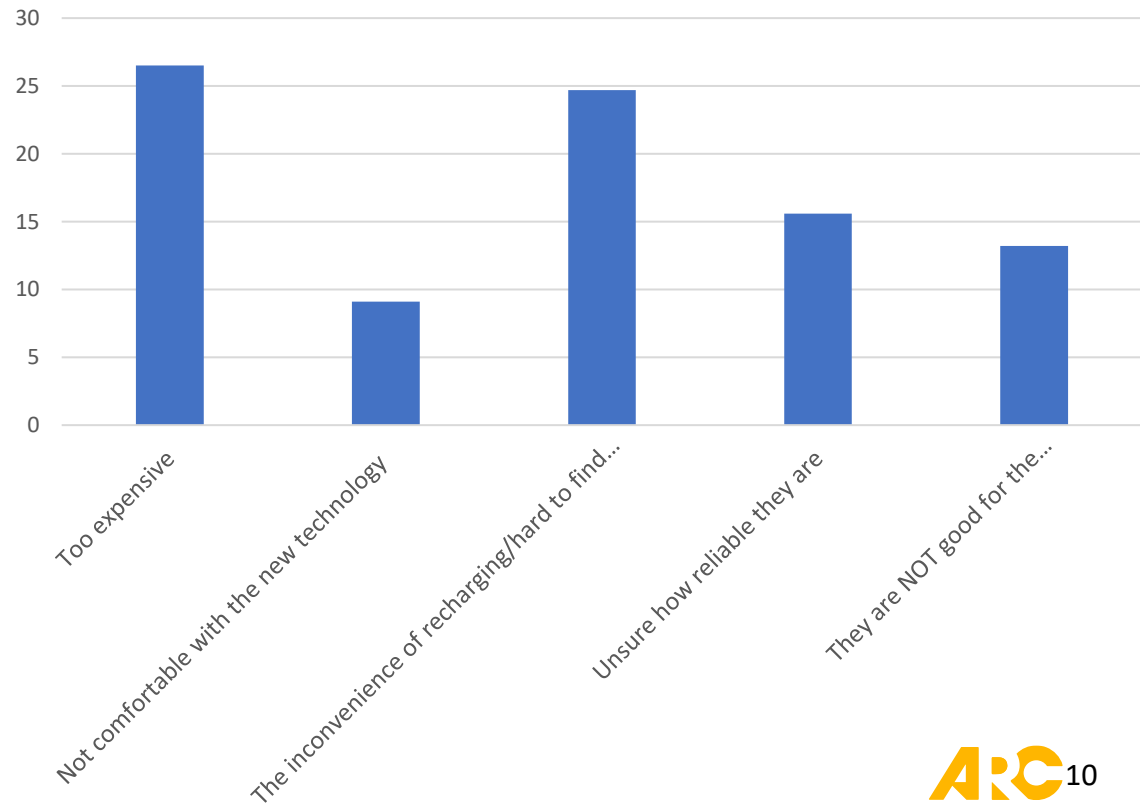
## For those who have or plan to buy an EV...

Which of the following is the most important reason you have already bought or may buy an electric vehicle in the next five years?



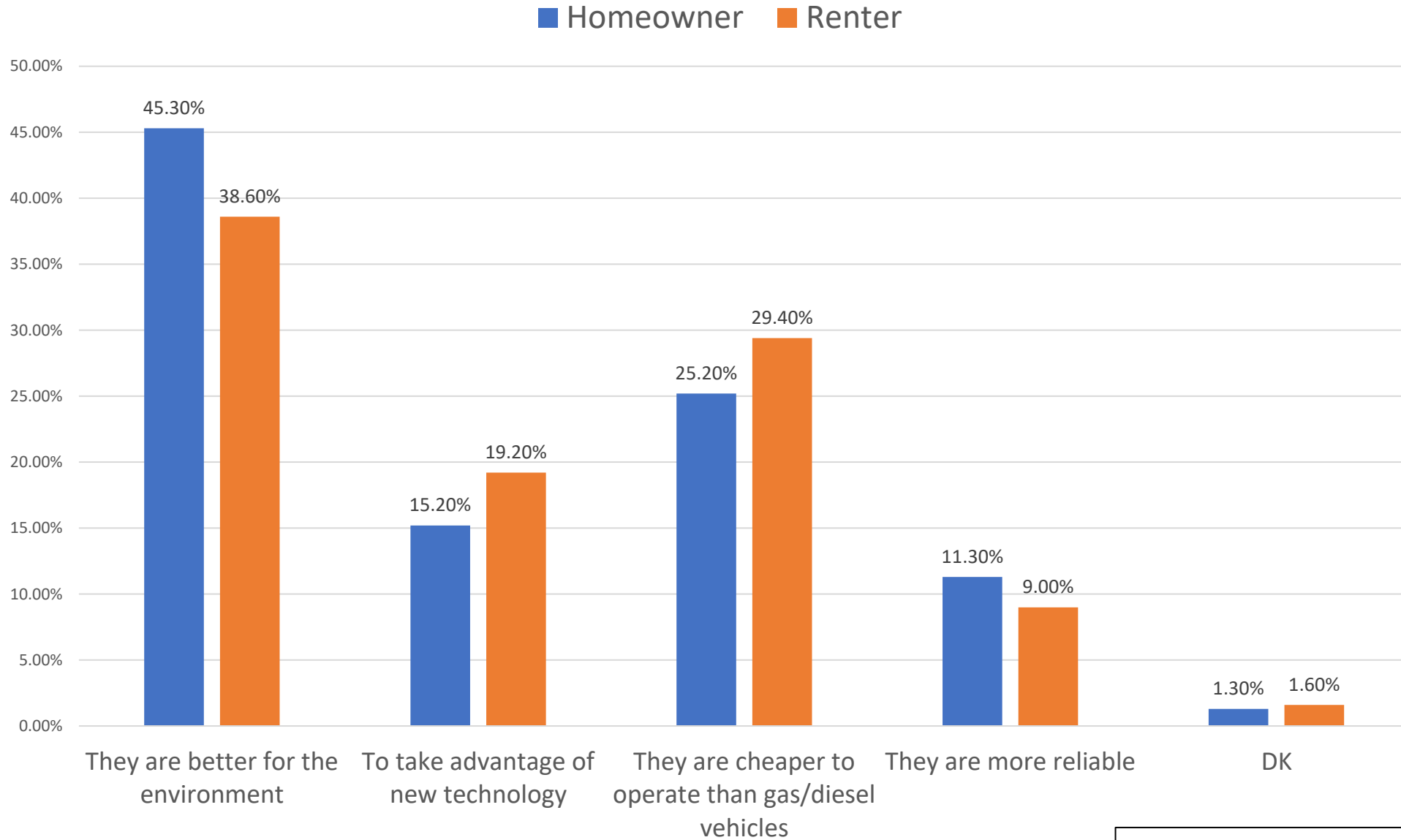
## For those who do not have or do not plan to buy an EV...

Which of the following is the most important reason why you would not consider buying an electric vehicle?



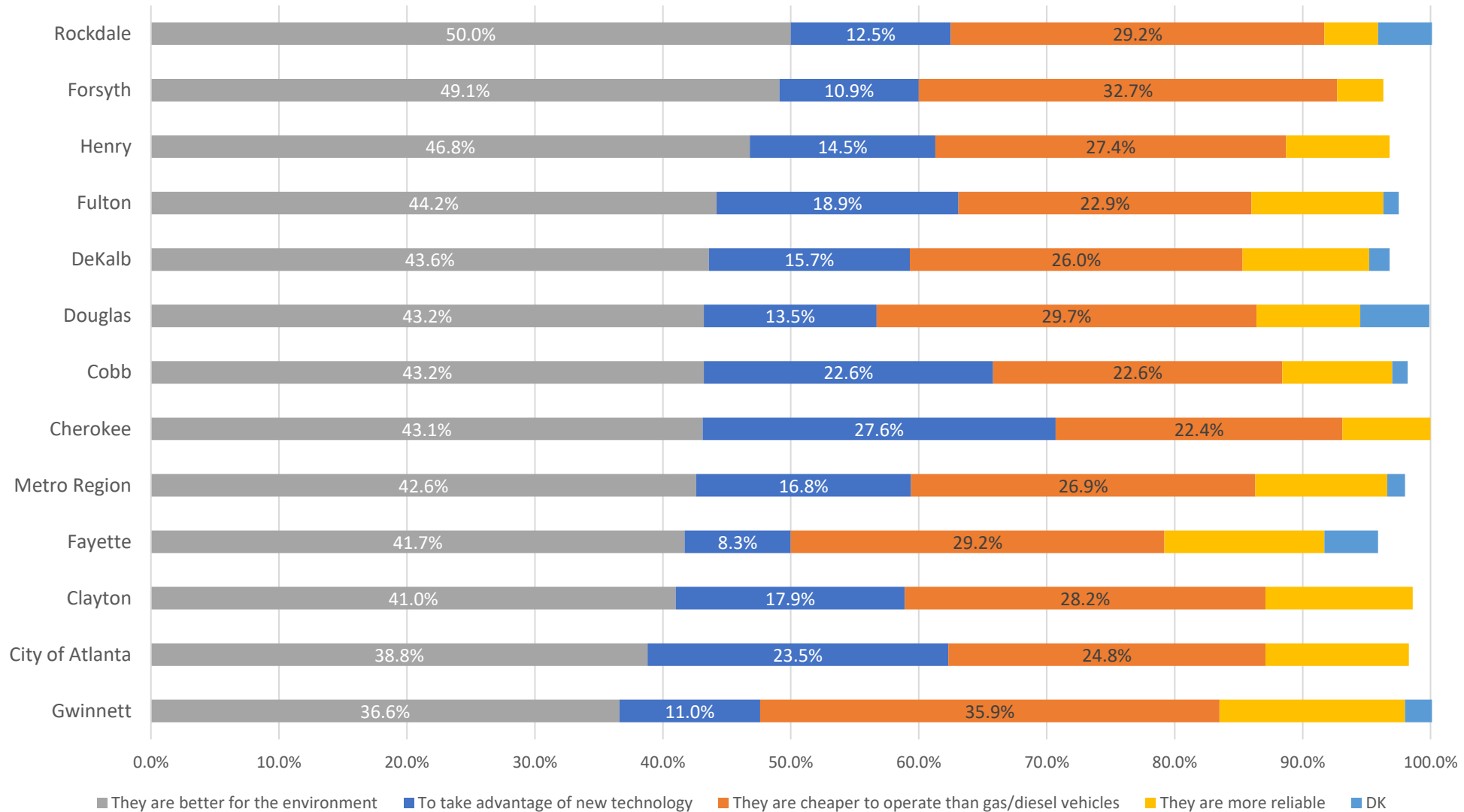
# Reasons Bought/ Buying: Tenure

Which of the following is the most important reason why you bought or would consider buying an electric vehicle?



# Reasons Bought/ Buying: County

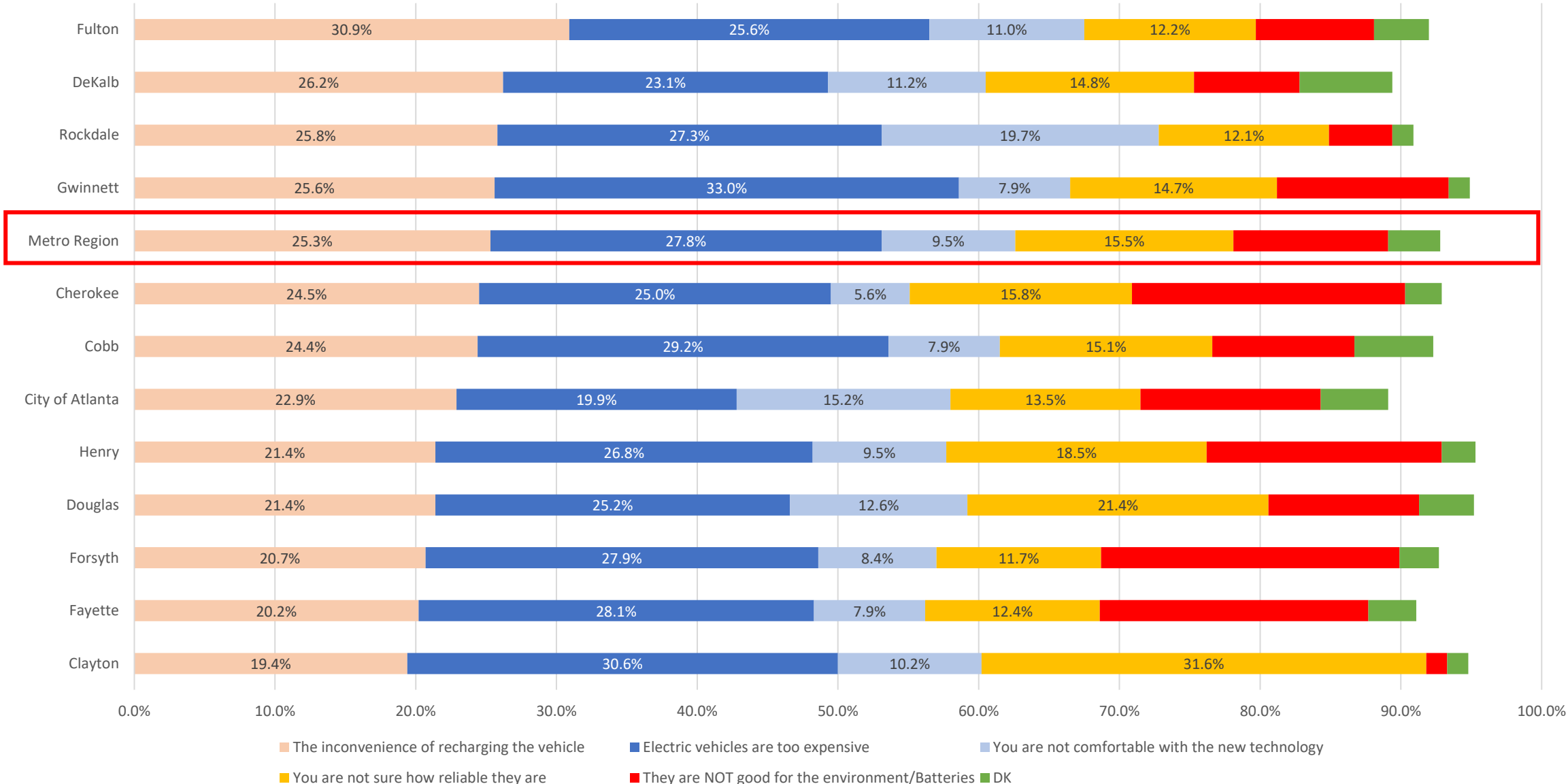
Which of the following is the most important reason why you bought or would consider buying (next 5 years) an electric vehicle?



Source: ARC Metro Atlanta Speaks, 2023

# Reasons Not Bought/ Buying: County

Which of the following is the most important reason why you would **not** consider buying an electric vehicle?



# Reasons Not Bought/ Buying: Tenure

Which of the following is the most important reason why you would **not** consider buying an electric vehicle?

