**Consumer Motivations for Purchasing an Electric Vehicle**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Consumers</th>
<th>Industry Executives</th>
<th>Difference in Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended range or reach of the vehicles</td>
<td>64%</td>
<td>63%</td>
<td></td>
</tr>
<tr>
<td>Availability of charging infrastructure</td>
<td>62%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Convenience of usage</td>
<td>63%</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Innovative pricing models or lower price overall</td>
<td>71%</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>26%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Green image or sustainability concerns</td>
<td>48%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Significantly higher oil prices</td>
<td>51%</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>Government incentives or regulation</td>
<td>41%</td>
<td>73%</td>
<td></td>
</tr>
</tbody>
</table>

**Top 5 Consumer Concerns about Purchasing Electric Vehicles**

1. Cost of home charging/retrofitting
2. Premium price
3. Range anxiety
4. Battery life
5. Cost of ownership

Source: IBM Institute for Business Value, Wikipedia

**Interest in Electric Vehicle vs. BioDiesel**

Source: Google

**Top Related Search Terms For “Electric Vehicle”**

- charging
- chevrolet
- chrysler
- clean
- coming
designs
drive
driving
electrically-assisted
expected
battery-operated
bearing
around
authority
future
gas
global
green
include
manufactures
motorcars
motors
build
car
amazon
announcements
news
tesla
volt
adoption
alternative

Source: Google

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