



Sparking electric vehicle purchases

New York, March 22, 2024— A new [Maru Public Opinion](#) poll finds that while just over one third (36%) of Americans share the propensity to purchase an electric vehicle within the next two years, it's one in seven (14%) who are the most committed to do so.

In fact, the potential market appears to be even bigger than this as half (50%) of Americans reveal they'd like to purchase an electric vehicle but say there are not enough chargers available— a sentiment especially held by almost one quarter (22%) who have a desire to hit the road if they've got the power to do so. Similarly, half (52%) also admit they'd like to purchase an electric vehicle, but those vehicles are far beyond their budget – particularly being the case for three in 10 (28%) Americans.

- **Those Americans most likely to have the drive to purchase an electric vehicle within the next two years (14%)** are the youngest (aged 18-34 27% compared to their older counterparts aged 35-54 13%/55+ 6%), men (20% versus women 9%), those with college education and beyond (15% compared with those who have high school or less 11%), and those with the highest income (\$100K+ compared with those who have lower earnings 13%). Regionally, those living in the West (19%) are most likely to set their sights on purchasing this type of vehicle compared to those living in the Northeast (15%), the South (13%), and the Midwest (10%).
- **Those Americans who would like to purchase an electric vehicle but can't make the leap because enough chargers available (22%)** are most likely to be the youngest (aged 18-34 27% followed by their older counterparts aged 35-54 22%/55+16%), followed by those who are men (25% versus women 19%), those with the highest income (\$100K+ 27% compared to those with less means 21%), and living in the West) followed by those residing in the South (22%), the Northeast (21%), and the Midwest (20%).
- **Those Americans who admit they'd like to purchase an electric vehicle but balk because it's far beyond their budget (28%)** are found primarily among those who are the youngest (33% compared to their older counterparts aged 55+ 29%/35-54 24%), those with the least amount of income (<\$50K 33% versus those more earnings of \$50K-99K 28%/\$100K+ 20%), and those living in the South (31%), followed by those residing in the rest of the country 26%).

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on January 16-19, 2024, among a random selection of 1,518 American adults who are [Unlock Surveys](#) online panelists. Unlock Surveys sits within the [Stagwell Marketing Cloud](#) (SMC) suite of data-driven SaaS products for modern marketers. Organizations interested in using Unlock Surveys to conduct research can reach out to support@unlocksurveys.com.

For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion publicly released US polls with supporting detailed tables are found here: [Maru Public Opinion US Polls](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

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