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### Survey says: Plug me in

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Plug-in hybrids aren't in showrooms yet, but they may receive a warm welcome when they arrive, according to a new survey.

The survey, by Colorado-based Pike Research, found that a "solid" 48% of consumers said they would be "extremely" or "very" interested in buying a plug-in hybrid with a range of at least 40 miles between charges.



"Plug-in hybrids match the driving requirements of most consumers we surveyed," said Clint Wheelock, managing director of Pike Research. He added that 82% of the respondents said they drive 40 miles or less a day, with an average daily driving distance of 27 miles.

The results, gleaned from a survey of 1,041 U.S. consumers, should be good news for General Motors, Ford, Toyota and other automakers that are developing or studying plug-in hybrids.

Conventional hybrids use a gasoline engine and an electric motor in tandem in an effort to achieve better fuel economy. As currently envisioned, plug-in hybrids would have more powerful batteries that would allow them to travel at highway speeds on electric-only power for several miles. GM is says its Chevrolet Volt will have a 40-mile electric-only range when it goes on sale late next year. They would operate as conventional hybrids after that; the batteries could be plugged in and re-charged overnight.

(The Volt adds a twist to the concept. Its gasoline engine drives a generator that recharges the main battery after the initial 40 miles. GM calls it an extended-range electric car.)

Of the consumers that expressed strong interest in plug-ins, 65% said they would be willing to pay an average premium of 12% over the cost of a conventional car. The price premium is likely to be more than that, with the Volt expected to cost upwards of \$40,000.

-- Martin Zimmerman

*Photo: Chevrolet Volt*

*Photo credit: GM*

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## 48% of Consumers Interested in Purchasing a Plug-in Hybrid Electric Vehicle

*September 8, 2009*

Plug-in hybrid electric vehicles (PHEVs) are one of the most highly anticipated new product categories of recent years. Promising dramatically improved fuel economy over standard internal combustion engines, PHEVs are expected to drive significant benefits in the form of reduced carbon emissions and lesser dependence on foreign oil. According to a new survey from Pike Research, prospective consumer interest in the category is solid, with 48% stating that they would be “extremely” or “very” interested in purchasing a PHEV with a 40-mile range on a single charge.

“Plug-in hybrids match the driving requirements of most consumers we surveyed,” says managing director Clint Wheelock. “82% of respondents drive 40 miles or less per day, with an average daily driving distance of 27 miles.”

Other key findings of the survey are as follows:

- 85% of consumers stated that improved fuel efficiency would be an important factor when choosing their next vehicle.
- 65% of survey respondents interested in PHEVs expressed a willingness to pay a premium price, over and above the price of a standard gasoline vehicle, with an average premium of 12%.
- Consumers indicated that the availability of workplace, private, and public vehicle charging stations in their local area would be very important.
- 79% of consumers would be interested in investing in a fast-charging outlet for their home; however, willingness to pay is out of line with industry expectations.

Pike Research's report, "Electric Vehicle Consumer Survey", analyzes results from a web-based survey of 1,041 U.S. consumers. The report includes a detailed analysis of consumer demand and willingness to pay for PHEVs and their associated vehicle charging infrastructure. Segmentation analysis includes an examination of demand within different demographic and behavioral groups. An Executive Summary of the report is available for free download on the firm's website.

Pike Research is a market research and consulting firm that provides in-depth analysis of global clean technology markets. The company's research methodology combines supply-side industry analysis, end-user primary research and demand assessment, and deep examination of technology trends to provide a comprehensive view of the Renewable Energy, Clean Transportation, Clean Industry, Green Consumers, and Environmental Management sectors. For more information, visit [www.pikeresearch.com](http://www.pikeresearch.com) or call +1.303.997.7609