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Key Findings We conducted focus groups of over 30 low-to-moderate income Californians, focusing on demographics typically underrepresented in the California Vehicle Rebate Project: aged up to 39, no college degree, renters, Hispanic or Latino, female, Black or African American and White or Caucasian. Costs and charging issues were the most cited barriers. Participants preferred to learn about vehicles online or through experience.

Thoughts from a Focus Group Participant

"I think if you're a person like me, likes to travel, who likes to drive, it becomes more of a hindrance because you can't really go that far with the battery before you have to stop and then you have to stop for a while and then you have to get to where you're going and you have to charge again. ... The rebates don't overshadow those concerns on the range of the battery and how fast it is to charge, because it's all about having something that is quick..."

Quoted by a female participant of Fresno County, aged 23, Black or African American, a college graduate, English-speaker, lives in townhome in a household of 1.

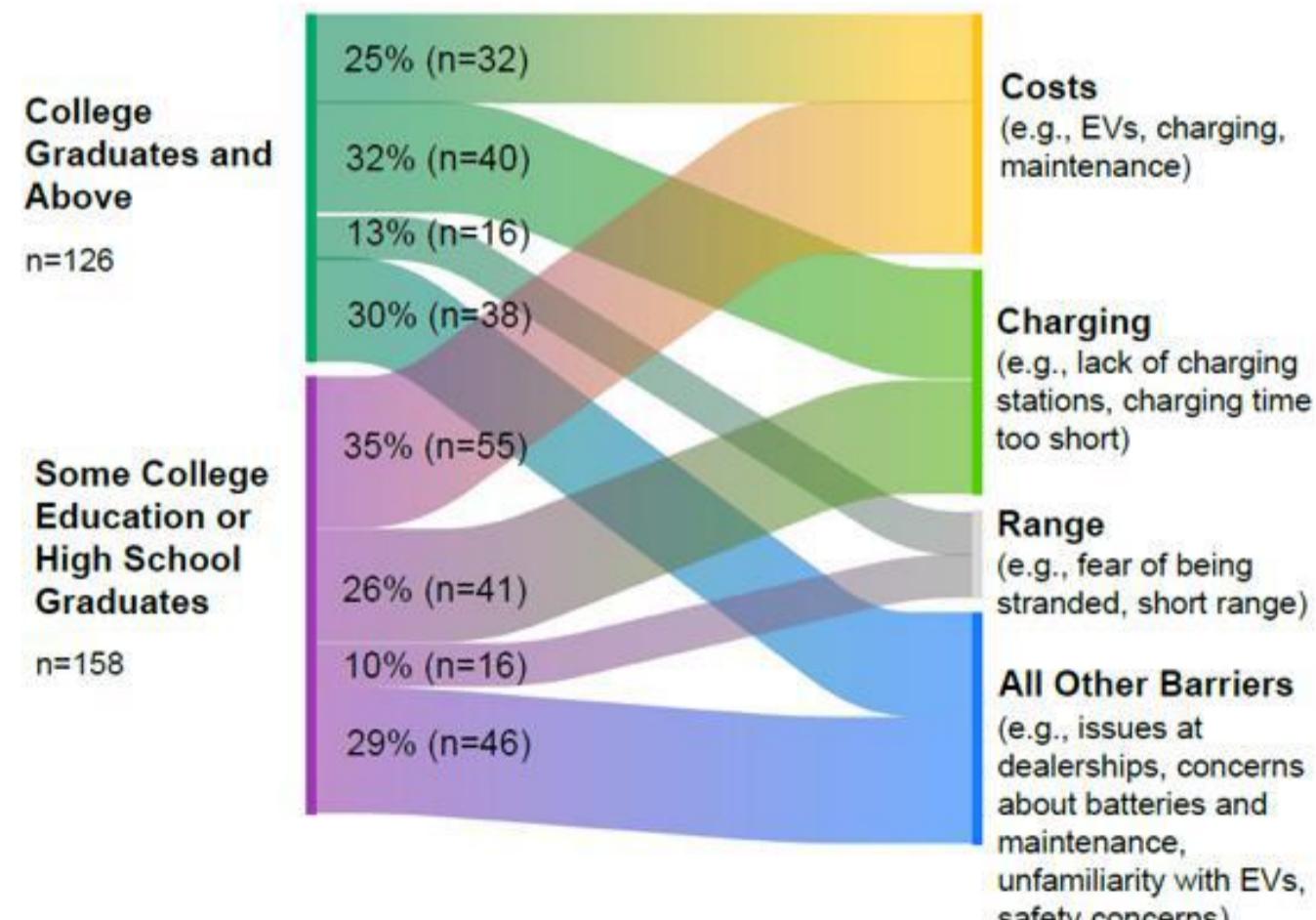
Top 3 Barriers to EV Adoption by Frequency of Mentions

1. Costs (EVs, charging, maintenance) **27%**
2. Charging (lack of stations, time) **25%**
3. Range (stranded, too short) **10%**

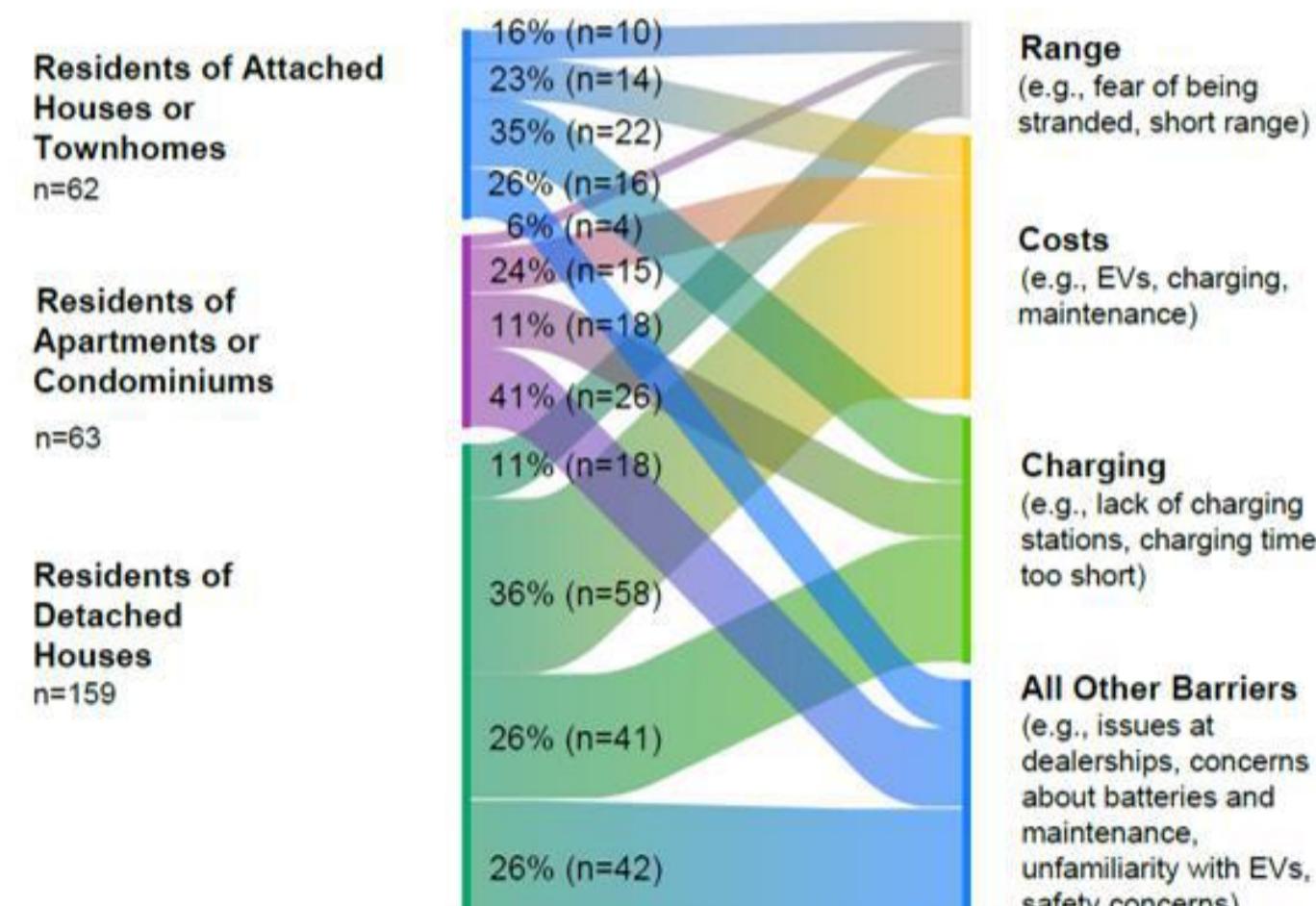
Top 3 Preferred Information Sources by Frequency of Mentions

1. Online (research, YouTube, reviews) **34%**
2. Experience (test drives, viewing) **17%**
3. Social Media (ads, Instagram, etc.) **13%**

Non-college educated are more concerned about costs.



Apartment-dwellers are more concerned about costs.



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