Understand EV Driver Behavior and Preferences

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Research Framework

How does infrastructure impact driving behavior?

When and where will people charge?
- **Spatial** - home, work, public, corridor
- **Temporal** - Time of Day & Day of Week
- What motivates charging events - Free parking, cheap electricity...

Charging

Driving
- How will people use their PEV?
  - Just like their old cars
  - Driving more or less

Vehicle Purchase
- How does infrastructure impact vehicle purchase?
- Do travel patterns affect likelihood to purchase a PEV?

When and where will the PEV markets develop?
MINI E Consumer Study
We communicated with drivers using several methods over a year.
MINI E Lifestyle Learning Process

**Discovery**
- Driver first discovers a new feature or information.

**Translation**
- Drivers reflect on discoveries and form opinions.

**Application**
- Drivers apply translated discoveries into their routine, lifestyle, or values.

**Exploration Route Example:**
- Regenerative braking allows for one-petal driving
  - "I like driving with one-petal because I feel more in control"
  - Driver now drives with one pedal, rarely using the mechanical brake.

**Adaptation Route Example:**
- Driving fast reduces vehicle range
  - “Driving slower to get more range is worthwhile to me”
  - Driver now routinely drives slower.
“Driving the car has definitely changed how I look at my energy usage. After living with the car for a while I learned I could go further with the same amount of energy if I simply changed my driving style a little. I think that got me thinking that I could also do more and use less at home by making some simple changes. Also, inspired by the MINI-E, I installed a solar electric system on my roof a few months ago and now generate the electricity that I use to charge the car as well as power my home.”

- Survey household 2
MINI E Drivers Purchase Preferences Changed With Experience With An EV

Are you more or less likely to consider purchasing an electric vehicle now than you were a year ago? (n=102)

- More Likely: 71%
- Less Likely: 9%
- No Change: 20%
Thank You
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