

NYSERDA Drive Clean Rebate Adoption Survey - 2025 Results

Final Report

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Abstract

This report summarizes the results of a survey of individual rebate recipients who acquired an electric car and received a rebate from the NYSERDA Drive Clean Rebate Program between January 1, 2025 and December 31, 2025. The program offers point-of-sale rebates for new purchases and leases of eligible plug-in hybrid electric vehicles (PHEVs) or battery electric vehicles (BEVs).

Survey results are grouped by technology type, i.e., PHEVs and BEVs. Results summarize electric car acquisition decisions, the impact of the rebate on purchases, the experience with the dealership, electric car charging access and behaviors, and participant demographic and household characteristics.

Results from the Adoption Survey show that nearly three-fourths of the respondents find the rebate important in making it possible for them to purchase or lease their electric car. About half of the respondents indicated that they would not have acquired their electric car without the state rebate. Most respondents are first-time electric car owners and the car acquired replaces another car in the household. Nearly all respondents stated they charge or have plans to charge their electric car at home.

Keywords

Electric cars, plug-in electric hybrid vehicles (PHEVs), battery electric vehicles (BEVs), Drive Clean Rebate program, point-of-sale rebates, rebate importance, *Rebate Essentiality*, auto dealers, electric car adoption.

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Acronyms and Abbreviations

BEV	battery electric vehicle
CSE	Center for Sustainable Energy
DAC	disadvantaged community
NYSERDA	New York State Energy Research and Development Authority
PHEV	plug-in hybrid electric vehicle

Executive Summary

NYSERDA's Drive Clean Rebate Program provides point-of-sale rebates to consumers who purchase or lease eligible, new plug-in hybrid electric vehicles (PHEVs) or battery electric vehicles (BEVs). The program launched in March 2017 and is administered by the Center for Sustainable Energy (CSE). Individuals who participate in the program are invited to take an Adoption Survey after their rebate application has been approved. The survey is voluntary and used to gain insight on electric car acquisition decisions and initial ownership experience.

This report summarizes findings for rebated electric cars purchased or leased between January 1, 2025 and December 31, 2025, including 4,361 survey responses representing 38,177 participants (11.4% response rate).¹ To account for differences in response rates and to better represent the larger population of program participants, the survey data were weighted; key findings include the following:

- About three-quarters (76%) of the survey respondents acquired a BEV and a quarter (24%) acquired a PHEV.
- Respondents typically replaced, or will replace, an existing household car with their rebated electric car (82%).
- The replaced, or to-be-replaced, cars were largely gasoline-fueled: 55% of respondents replaced a gasoline car and 6% replaced a conventional hybrid car.
- Most respondents are first-time electric car owners, 69% of respondents indicated that the rebated car is their first electric car.
- Almost three-quarters (73%) of respondents answered the Drive Clean rebate was “extremely important” or “very important” in making it possible for them to acquire their electric car.
- Half of the respondents stated they would not have acquired their electric car without the rebate—a similar percentage to last year’s 52%.
- Most respondents live in a detached home (77%) and charge their electric car at home (82%).
- In total, 16% percent of program participants reside in a disadvantaged community (DAC), the same percentage as the last report.
- Respondents residing within DACs tended to have lower income, with 64% having household income below \$150,000 compared to 47% respondents residing outside a DAC.

1 Introduction

NYSERDA's Drive Clean Rebate Program provides point-of-sale rebates to consumers who purchase or lease eligible, new plug-in hybrid electric vehicles (PHEVs) or battery electric vehicles (BEVs). Hydrogen fuel-cell electric cars will be eligible when available in New York State.

The program launched in March 2017 and is administered by the Center for Sustainable Energy (CSE). One component of the program is the voluntary "Adoption Survey," which is used to gain insights into electric car acquisition decisions, program performance and efficacy perceptions, and participating households' characteristics. This report summarizes the survey results and highlights key Drive Clean Rebate program trends.

1.1 Survey Administration and Response Rate

The Drive Clean Rebate Adoption Survey is administered on a rolling basis. Individual participants receive a survey invitation by email approximately 1–3 weeks after approval of their rebate. The participants in this analysis purchased or leased cars between January 1, 2025 and December 31, 2025. At the time of this report, a total of 38,300 participants² were invited to take the survey and 4,492 responded (11.7% response rate). The respondents completed the Adoption Survey between February 11, 2025 and March 2, 2026. Respondents were disqualified if their rebated car was primarily for commercial use or if the respondent was not the primary driver, resulting in 131 removed responses. After filtering, a total of 4,361 (11.4% response rate) responses were analyzed in this report.

1.2 Representativeness and Weighting

As not all Drive Clean Rebate recipients choose to complete the Adoption Survey, response rates may differ across groups, skewing the representativeness of the sample relative to the participant population. To mitigate this potential issue, response weights were created to compensate for over- or under-representation among groups. The dimensions used for weighting were: rebated car model, purchase versus lease, county, and technology type (BEV versus PHEV). The weights were calculated using iterative proportional fitting, also known as raking.³ In this report, responses are segmented by technology type when the differences between these two are statistically significant.⁴ Rao-Scott adjusted Pearson's Chi-square tests with weighted data were used to test for differences between BEV and PHEV respondents.⁵ Because multiple comparisons were conducted, all p-values reported include Holm-Bonferroni corrections to minimize chance of Type 1 error.⁶ The differences in individual response values

were not tested, so those nominal differences may or may not be significant even if the whole distribution is statistically significant. A summary of the participant population represented, survey sample size, and weighting method and dimensions can be found in Table 1.

Table 1. Drive Clean Rebate Adoption Survey Sample Size And Representativeness

Details	Sample Size and Representativeness
Program Participant Population	$N = 38,177^a$
Responses in Data Set	$n = 4,361$ (11.4%)
Weighting Method	Iterative Proportional Fitting (Raking)
Representative Dimensions	Rebated Car Model, Purchase vs. Lease, County, Technology Type

^a 123 rebate recipients were excluded from the program population of 38,300 because no corresponding survey response was represented in one or more of the strata used to weight.

Frequencies shown in figures throughout this report have been made proportionate based on the applied weights. In other words, all “%” results given below reflect the sum of weights for a given response value divided by the sum of the weights for all responses to that question.

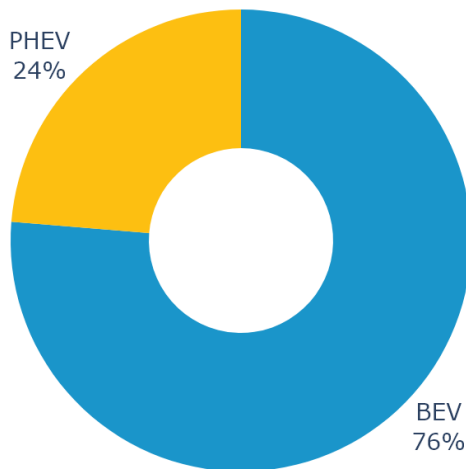
2 Results

2.1 Technology Types

Figure 1 shows the distribution of survey respondents by rebated electric car type; 76% of survey responses collected were from respondents who received a rebate for a BEV and 24% were from respondents for a PHEV. Notably more BEVs were rebated for vehicles purchased or leased in 2025 compared to 2024, where 65% of program participants acquired BEVs and 35% acquired PHEVs.

Figure 1. Survey Responses By Technology Type Acquired

($n = 4,361$)

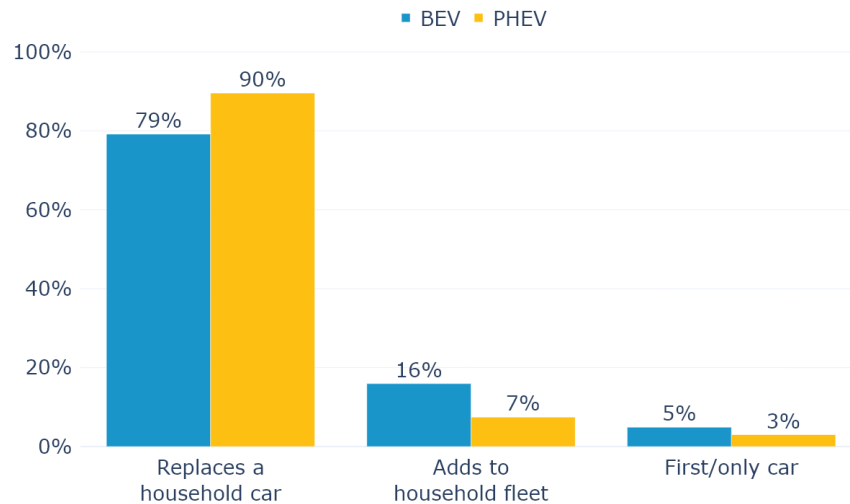


2.2 Acquisition Decisions

Overall, 82% of survey respondents indicated that the electric car had replaced or would replace another household car, while 14% reported that the car was an addition to the household fleet. Figure 2 shows car replacement status by technology type. Those who adopted a PHEV were significantly more likely to replace (or plan to replace) a car in the home than those who adopted a BEV ($\chi^2 = 63, p < 0.01$).

Figure 2. Responses to “Which Of The Following Best Describes Your New Electric Car Purchase Or Lease?” By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 63$, $p < 0.01$, $n = 4,335$).



Sixty-one (61%) percent of survey respondents replaced (or plan to replace) a conventional gasoline-powered car. This is comprised of 55% of respondents who replaced a gasoline-powered car and 6% of respondents who replaced a conventional-hybrid. Figure 3 shows the difference in vehicle technology type replacements between BEV and PHEV survey respondents. Survey respondents who previously owned a BEV or PHEV were more likely to replace their car with the same technology type. Sixty-nine (69%) percent of respondents reported that this was the first electric car they had purchased or leased. Figure 4 shows that those who adopted a PHEV were significantly more likely to be first-time electric car owners than those who adopted a BEV ($\chi^2 = 759$, $p < 0.01$).

Figure 3. Technology Of Replaced Cars By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 759$, $p < 0.01$, $n = 3,559$). Fuel type abbreviations are: Conventional Hybrid Electric Vehicle (CHEV), Fuel-Cell Electric Vehicle (FCEV), and Compressed Natural Gas (CNG).

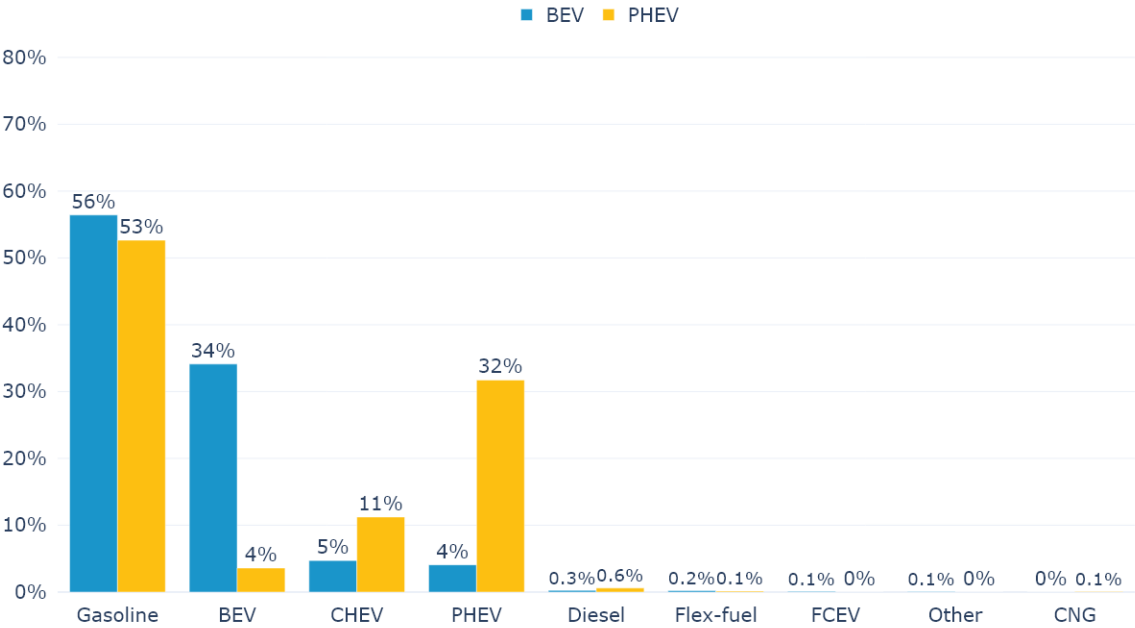
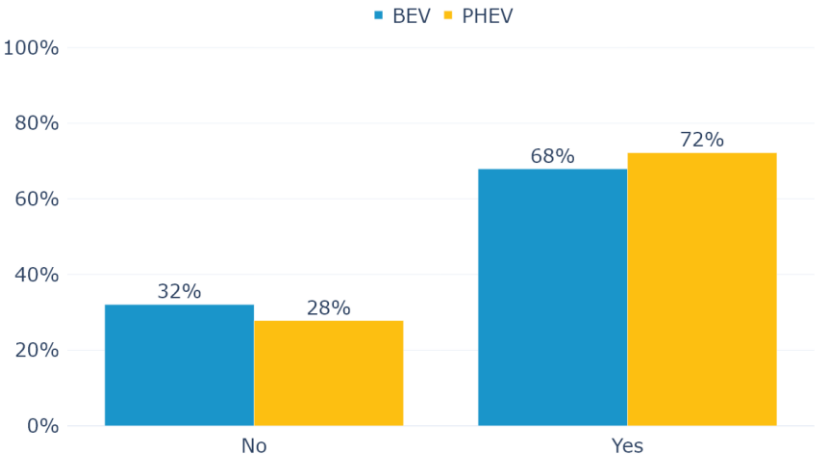


Figure 4. Responses To “Is This The First Electric Car You Have Ever Purchased Or Leased?” By Technology Type Acquired

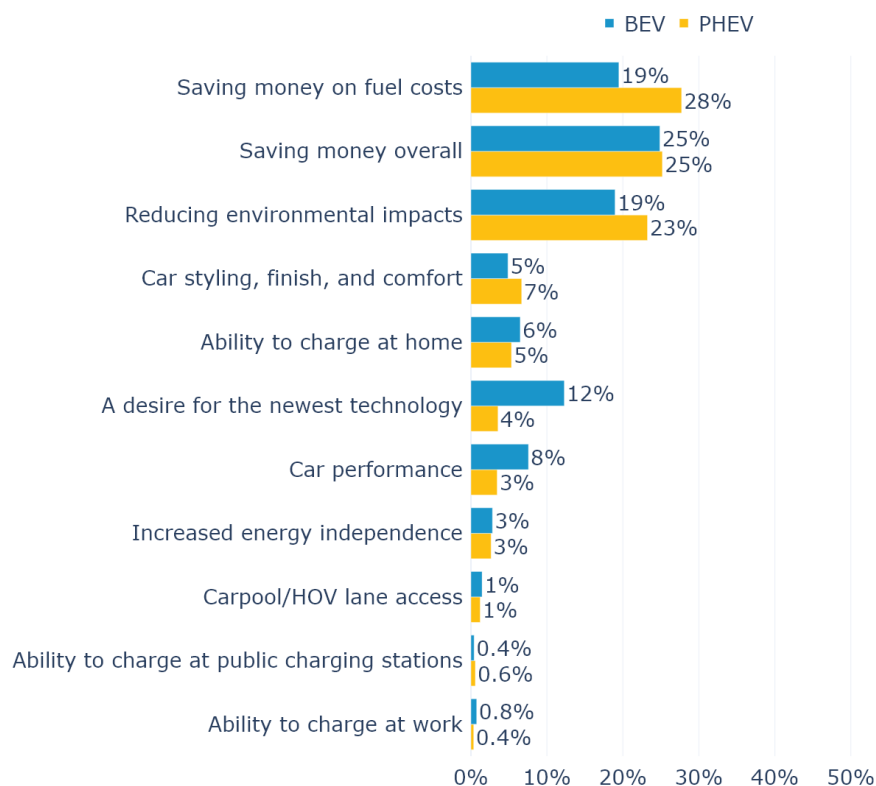
Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 7$, $p = 0.03$, $n = 4,349$).



Respondents were asked to choose among a few options the most important reason they decided to acquire an electric car (Figure 5). Across all respondents, the top reasons were “Saving money overall” (25%), “Saving money on fuel costs” (21%), and “Reducing environmental impacts” (20%). These three factors remain the most important reasons for acquiring an electric car, and prior survey analysis (2017–2024) have reflected similar results. A nominally higher percentage of BEV respondents selected “A desire for the newest technology” and “Car performance” than PHEV respondents in the survey, though individual differences were not tested for statistical significance as the research focuses on segment comparison rather than individuals. A higher percentage of PHEV respondents indicated “Saving money on fuel costs” and “Reducing environmental impacts” as important factors in their decision than BEV respondents.

Figure 5. Responses To “Which Of These Factors Was The Most Important Reason Why You Decided To Acquire An Electric Car?” By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 120$, $p < 0.01$, $n = 4,350$).

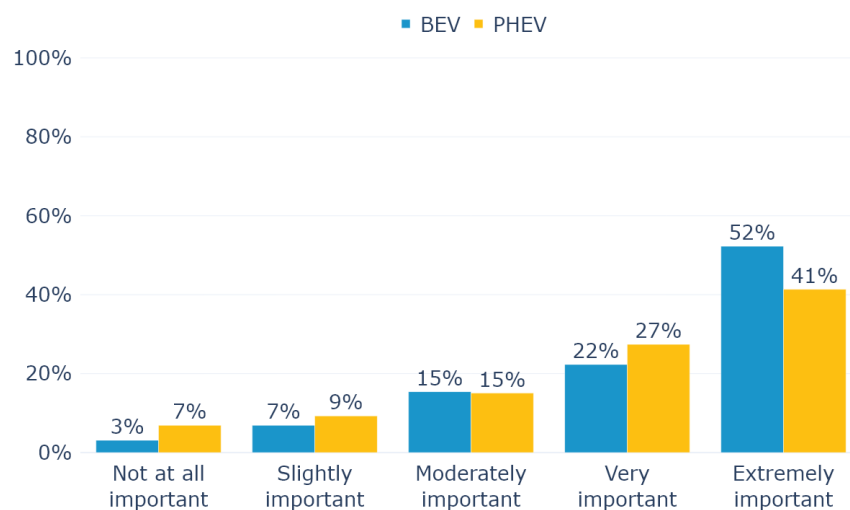


2.3 Program Impact

Respondents were asked several questions to determine how essential the NYSEDA Drive Clean Rebate was for their purchase. Approximately 73% rated the rebate as “extremely important” or “very important” in making it possible for them to acquire their car (Figure 6).

Figure 6. Responses To “How Important Was The State Drive Clean Rebate In Making It Possible For You To Acquire Your Electric Car?” By Technology Type Acquired

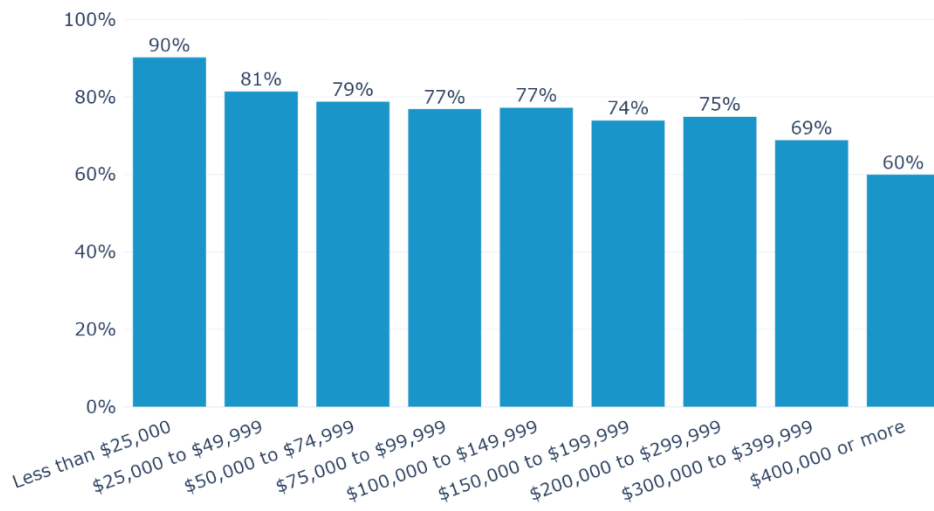
Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 59$, $p < 0.01$, $n = 4,184$).



Generally, there is an inverse trend between a survey respondent’s income and the importance they assigned the Drive Clean rebate in this year’s survey results (Figure 7). Those describing the rebate as very or extremely important declines as income increases, from 90% among those earning less than \$25,000 to 74% for those earning less than \$200,000. While there is a slight uptick to 75% among those earning \$200,000 to \$299,999, the overall trend continues downward for higher incomes of \$300,000 or more.

Figure 7. Percent Of Respondents Who Stated That The Rebate Was “Very Important” Or “Extremely Important” By Income Level

(n = 3,465)



Two questions were asked about the hypothetical purchase or lease decisions in the absence of the rebate, which were “Would you have purchased/leased your electric car without the state car rebate (Drive Clean Rebate)?” and “If the drive clean rebate were not available for electric cars, would you still have purchased/leased the same car?” Approximately half of the respondents reported that they were *Rebate Essential*,⁷ meaning they would not have purchased or leased their electric car without the Drive Clean Rebate (Figure 8). This is similar to last year’s results of 52%. Without the rebate, less than half of the respondents said they would have acquired the same electric car. A higher percentage of PHEV respondents would acquire a less expensive version of the electric car they were rebated for than BEV respondents without the rebate (Figure 9).

Figure 8. Responses To “Would You Have Purchased/Leased Your Electric Car Without The State Car Rebate (Drive Clean Rebate)?” By Technology Type Acquired

Survey respondents are considered *Rebate Essential* if they responded “No” to the question, and those that responded “Yes” are not *Rebate Essential*. Responses from BEV and PHEV consumers are not significantly different (chi-squared test: $\chi^2 = 0$, $p = 0.79$, $n = 4,347$).

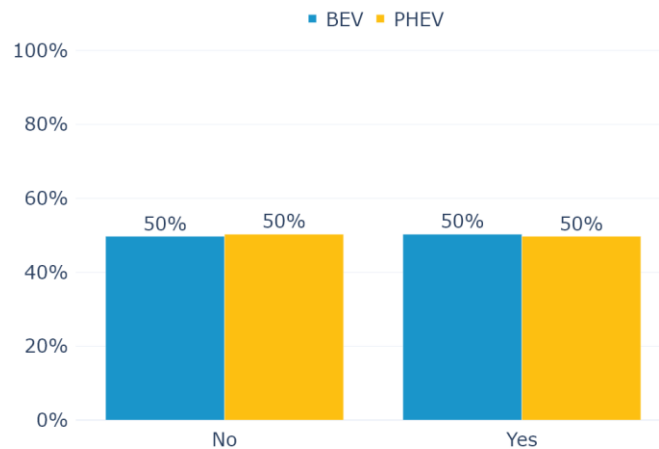
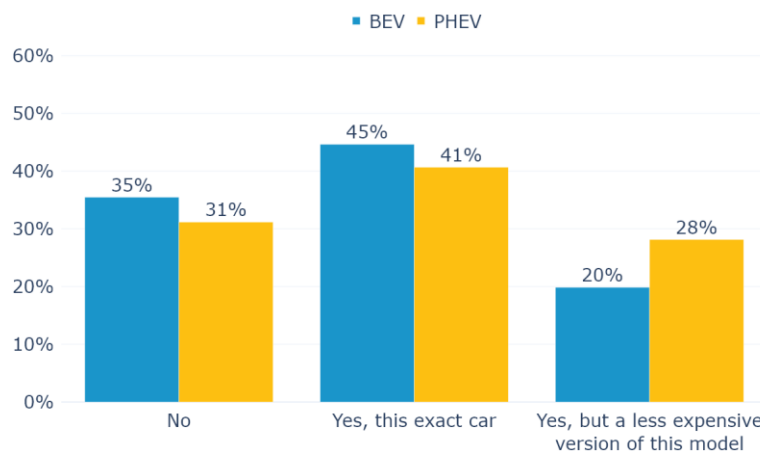


Figure 9. Responses To “If The Drive Clean Rebate Were Not Available For Electric Cars, Would You Still Have Purchased/Leased The Same Car?” By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 32$, $p < 0.01$, $n = 4,349$).

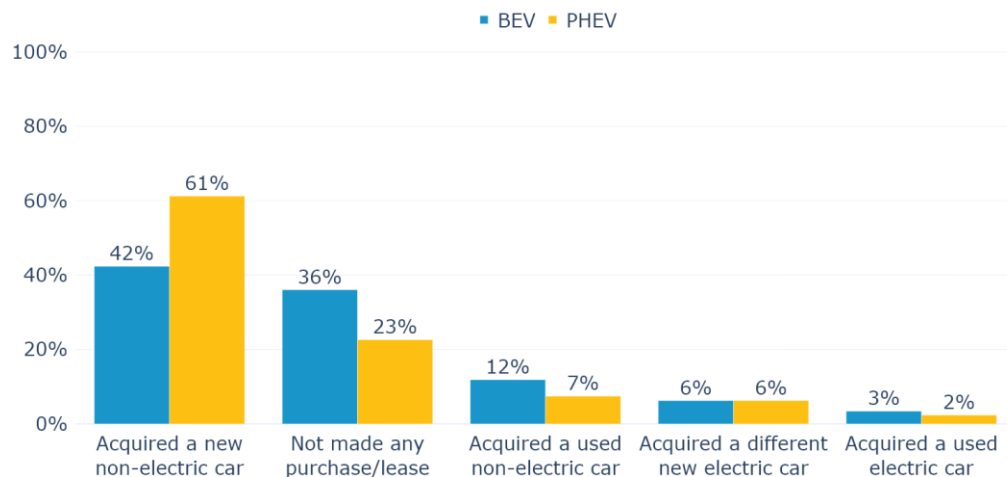


Respondents who answered “No” to the question “If the Drive Clean Rebate were not available for electric cars, would you still have purchased/leased the same car?” were asked a follow-up question about what purchase they would have made. Figure 10 shows that a higher percentage of BEV respondents would not have made any purchase at all compared to PHEV respondents, while a higher percentage of

PHEV respondents would purchase a new non-electric car compared to BEV respondents. The same trend was observed in last year's survey results.

Figure 10. Responses To “If The Drive Clean Rebate Were Not Available For Electric Cars, What Would You Most Likely Have Done?” By Technology Type Acquired

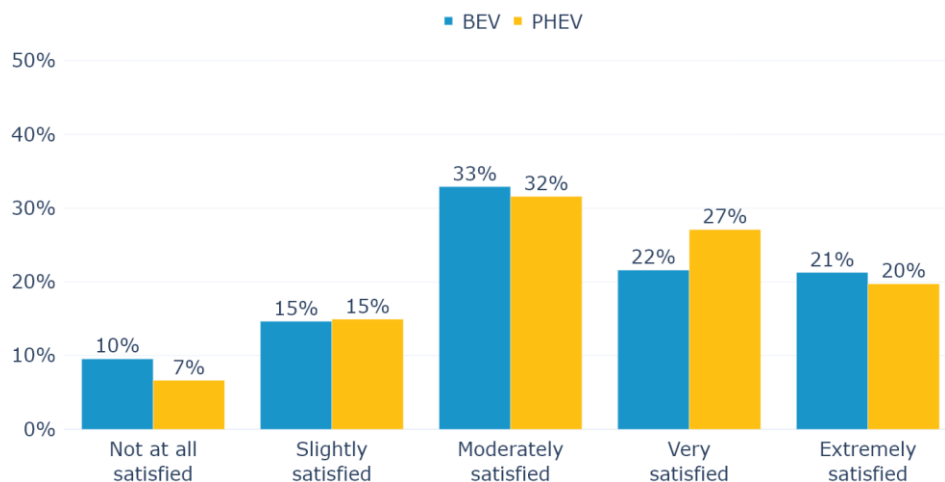
Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 37$, $p < 0.01$, $n = 1,442$).



Overall, 44% of respondents reported being extremely satisfied or very satisfied with the amount of the rebate. Figure 11 shows that PHEV respondents reported slightly higher levels of satisfaction with the rebate amount than BEV respondents.

Figure 11. Satisfaction With The Amount Of The Rebate By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 18$, $p = 0.03$, $n = 4,113$).



2.4 Dealership Experience

Dealers appear to be broadly aware of the Drive Clean Rebate, with 71% of respondents reporting that their dealer was aware of the rebate when the respondent first visited the dealership (Figure 12).

Respondents had lower initial awareness of the rebate than dealers with only 52% of respondents indicating that they were aware of the rebate before visiting a dealership. Both findings were similar to last year's results (72% and 51% respectively). Figure 13 shows the differences in initial awareness of the rebate between BEV and PHEV respondents, with BEV respondents more likely than PHEV respondents to be aware of the rebate prior to visiting a dealership.

Figure 12. Responses To “Did Your Dealer Know About The Drive Clean Rebate When You First Went To Visit Them?” By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 12$, $p = 0.02$, $n = 4,348$).

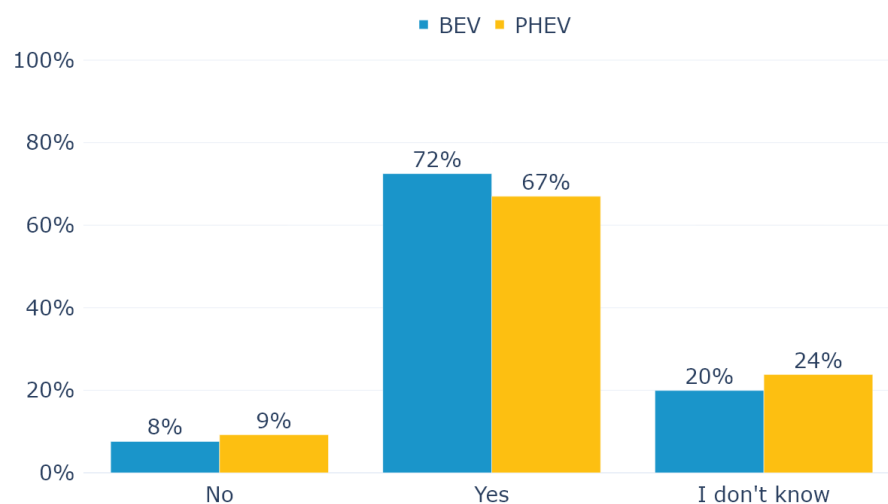
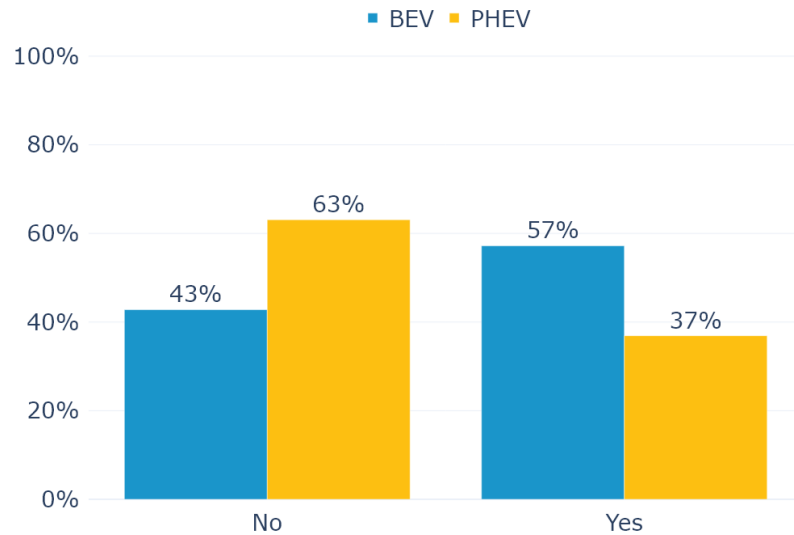


Figure 13. Responses To “Had You Heard About The Drive Clean Rebate Before You Visited A Dealership?” By Technology Type Acquired

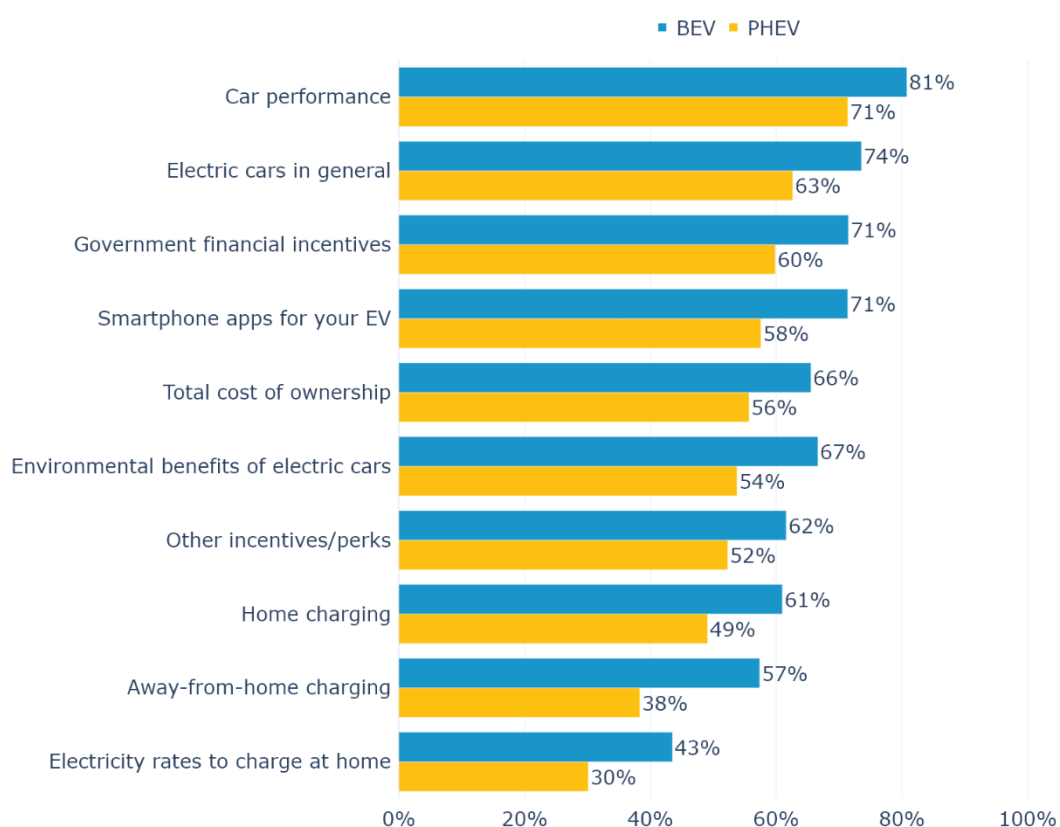
Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 130$, $p < 0.01$, $n = 4,354$).



Respondents generally indicated that the dealership was “very knowledgeable” or “extremely knowledgeable” about the electric car performance and its general aspects. However, a lower proportion of respondent find dealers very or extremely knowledgeable about away-from-home charging (i.e., workplace or public charging) and electricity rates for home charging. BEV respondents were likely to find dealerships knowledgeable across various aspects than PHEV respondents, as shown in Figure 14.

Figure 14. Respondents' Perspective Of Dealership Knowledge On Various Topics By Technology Type Acquired

Visual shows the percentage of respondents that stated the dealership was “very knowledgeable” or “extremely knowledgeable.” Responses from BEV and PHEV consumers are significantly different for car performance (chi-squared test: $\chi^2 = 67$, $p < 0.01$, $n = 4,111$), electric cars in general (chi-squared test: $\chi^2 = 100$, $p < 0.01$, $n = 4,115$), government financial incentives (chi-squared test: $\chi^2 = 104$, $p < 0.01$, $n = 4,014$), smartphone apps for your EV (chi-squared test: $\chi^2 = 67$, $p < 0.01$, $n = 3,906$), environmental benefits of electric cars (chi-squared test: $\chi^2 = 80$, $p < 0.01$, $n = 3,469$), total cost of ownership (chi-squared test: $\chi^2 = 57$, $p < 0.01$, $n = 3,832$), other incentives/perks (chi-squared test: $\chi^2 = 47$, $p < 0.01$, $n = 3,893$), home charging (chi-squared test: $\chi^2 = 48$, $p < 0.01$, $n = 3,548$), away-from-home charging (chi-squared test: $\chi^2 = 116$, $p < 0.01$, $n = 3,462$), and electricity rates to charge at home (chi-squared test: $\chi^2 = 77$, $p < 0.01$, $n = 3,092$).



2.5 Charging

Over three-quarters of respondents (82%) charge their electric car at home, with 9% indicating plans to start charging at home (Figure 15), with no significant differences between BEV and PHEV respondents. For workplace charging, BEV respondents were more likely to have charging opportunities at or near their workplace (Figure 16).

Figure 15. Charging At Home By Technology Type Acquired

Responses from BEV and PHEV consumers are not significantly different ($n = 4,331$).

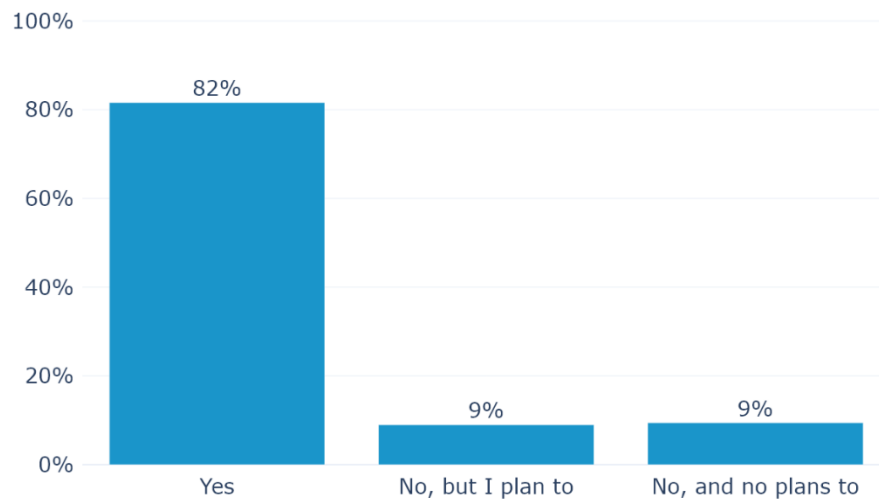
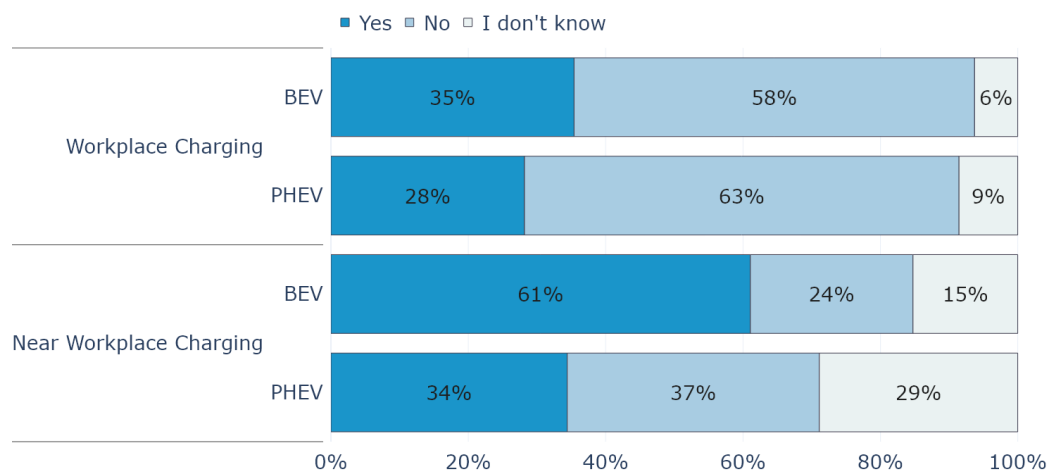


Figure 16. Access To Charging At Or Near Work By Technology Type Acquired

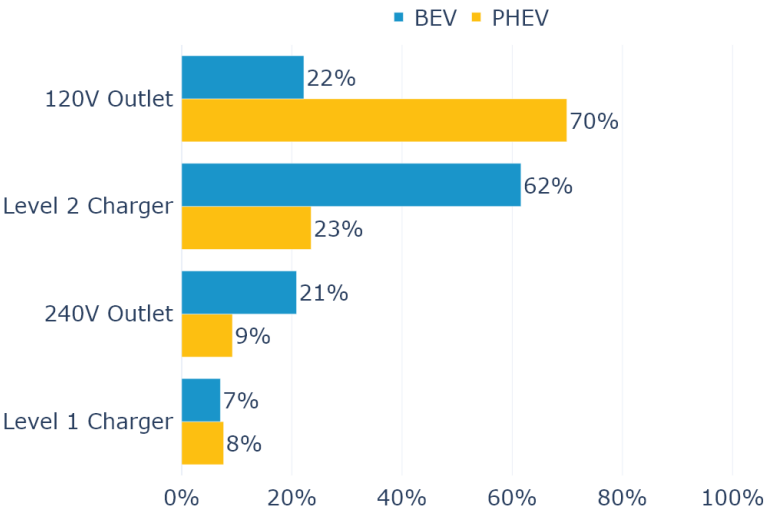
Responses from BEV and PHEV consumers are significantly different for workplace charging (chi-squared test: $\chi^2 = 14$, $p = 0.02$, $n = 3,030$) and near workplace charging (chi-squared test: $\chi^2 = 156$, $p < 0.01$, $n = 3,071$).



Respondents were also asked about whether they currently use or plan to use Level 1 or Level 2 charging at home. Figure 17 shows that PHEV respondents were significantly more likely to use a 120-volt wall outlet plug for charging their electric car than BEV respondents, and BEV respondents were over two times as likely to use a Level 2 charger or a 240-volt wall outlet plug compared to PHEV respondents.

Figure 17. Chargers Used By Technology Type Acquired

Responses are significantly different for 120v outlet (chi-squared test: $\chi^2 = 732$, $p < 0.01$, $n = 3,965$), 240v outlet (chi-squared test: $\chi^2 = 65$, $p < 0.01$, $n = 3,965$), and level 2 charger (chi-squared test: $\chi^2 = 416$, $p < 0.01$, $n = 3,965$). There is no significant difference for the level 1 charger ($n = 3,965$).



2.6 Demographics

A large majority (84%) of survey respondents are homeowners (Figure 18), and 77% of survey respondents live in detached houses (Figure 19). Similar percentages were observed in last year’s survey results (82% and 77% respectively).

Figure 18. Responses To “Do You Own Or Rent Your Residence?” By Technology Type Acquired

Responses from BEV and PHEV consumers are not significantly different ($n = 4,254$).

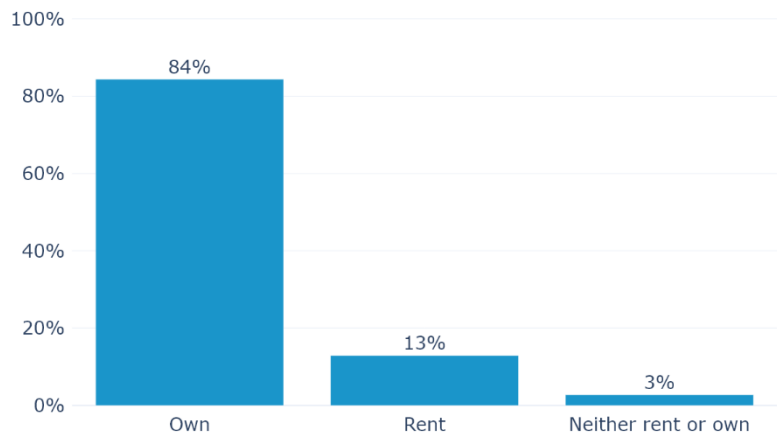
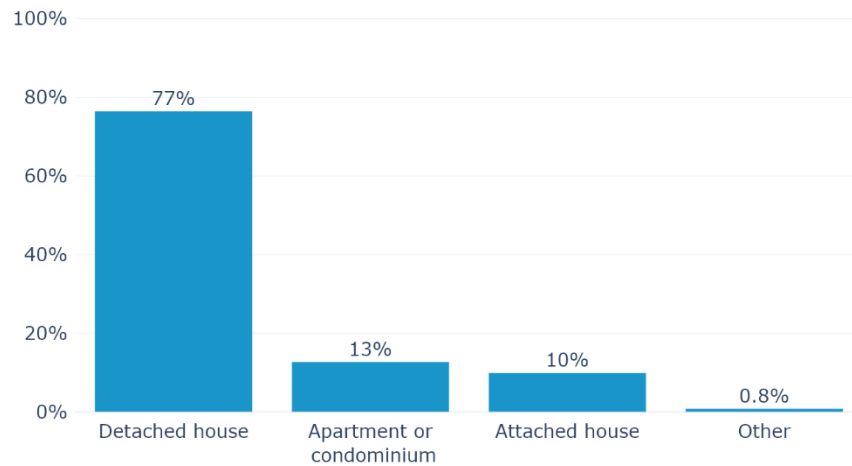


Figure 19. Residence Types By Technology Type Acquired

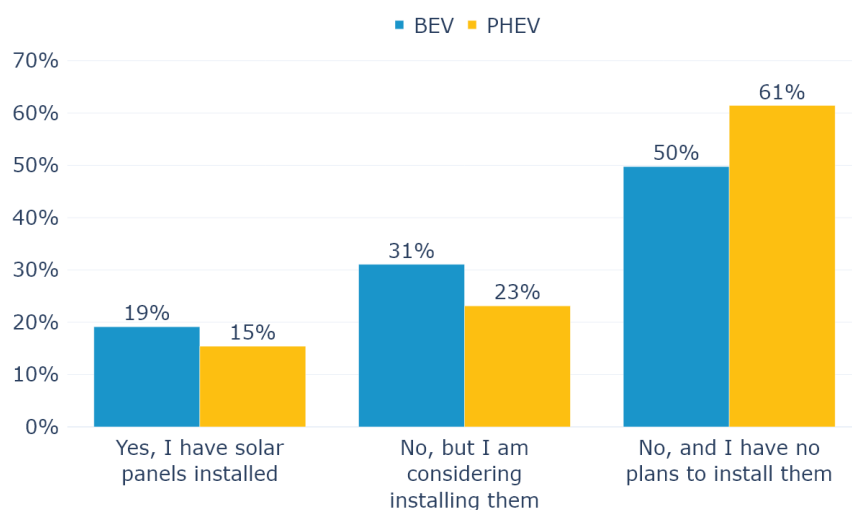
Responses from BEV and PHEV consumers are not significantly different ($n = 4,282$).



Among participants, adoption of solar panels is at 18% overall, with BEV respondents slightly more likely than PHEV respondents to have solar panels installed at their residence (Figure 20), though nearly half (53%) of survey respondents noted they do not have solar panels installed nor have plans to install them.

Figure 20. Responses To “Do You Have Solar Panels At Your Residence?” By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 43$, $p < 0.01$, $n = 4,350$).



Respondents are 70% male, with females making up a larger portion of PHEV respondents than BEV respondents (Figure 21). Nearly three-quarters (74%) of respondents have a bachelor's or graduate degree (Figure 22). Figure 23 shows that, on average, BEV respondents are younger than PHEV respondents. Nearly half (49%) of the respondents have an annual gross household income below \$150,000 as shown in Figure 24 (there is no statistically significant difference between the household income levels of BEV and PHEV respondents). Most survey respondents (75%) indicated they are white or Caucasian (Figure 25), and 10% of respondents indicated their ethnicity as Hispanic or Latino.

Figure 21. Gender By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 129$, $p < 0.01$, $n = 4,216$).

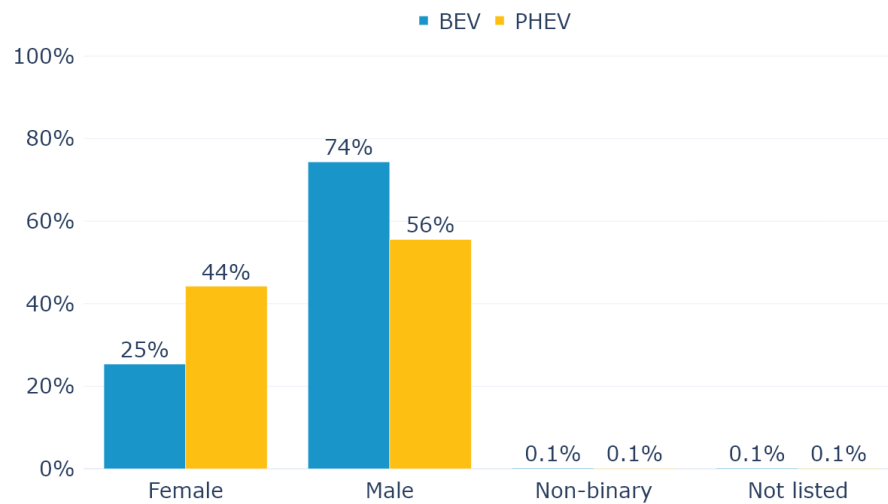


Figure 22. Highest Level of Education Completed By Technology Type Acquired

Responses from BEV and PHEV consumers are not significantly different (chi-squared test: $\chi^2 = 3$, $p = 0.91$, $n = 4,218$).

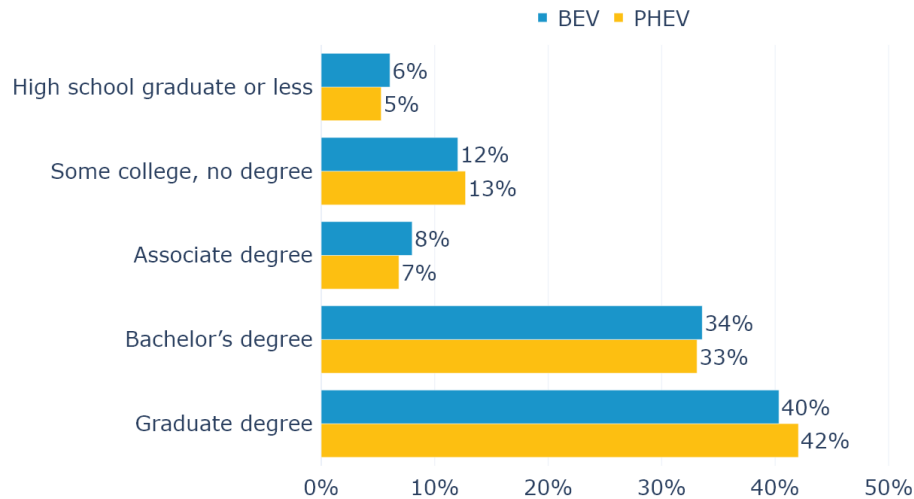


Figure 23. Age By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 56$, $p < 0.01$, $n = 4,243$).

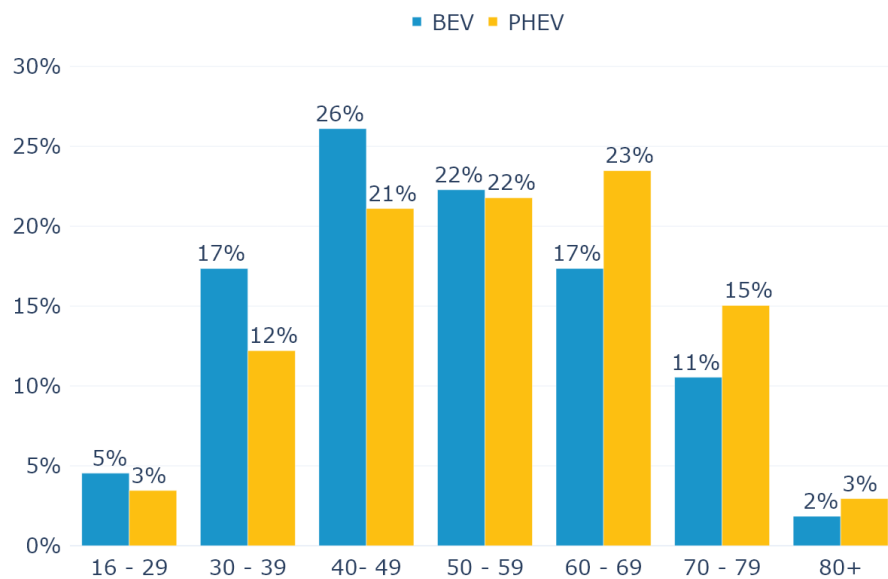


Figure 24. Current Annual Gross Household Income From All Sources (i.e. Before Taxes) By Technology Type Acquired

Responses from BEV and PHEV consumers are not significantly different ($n = 3,625$).

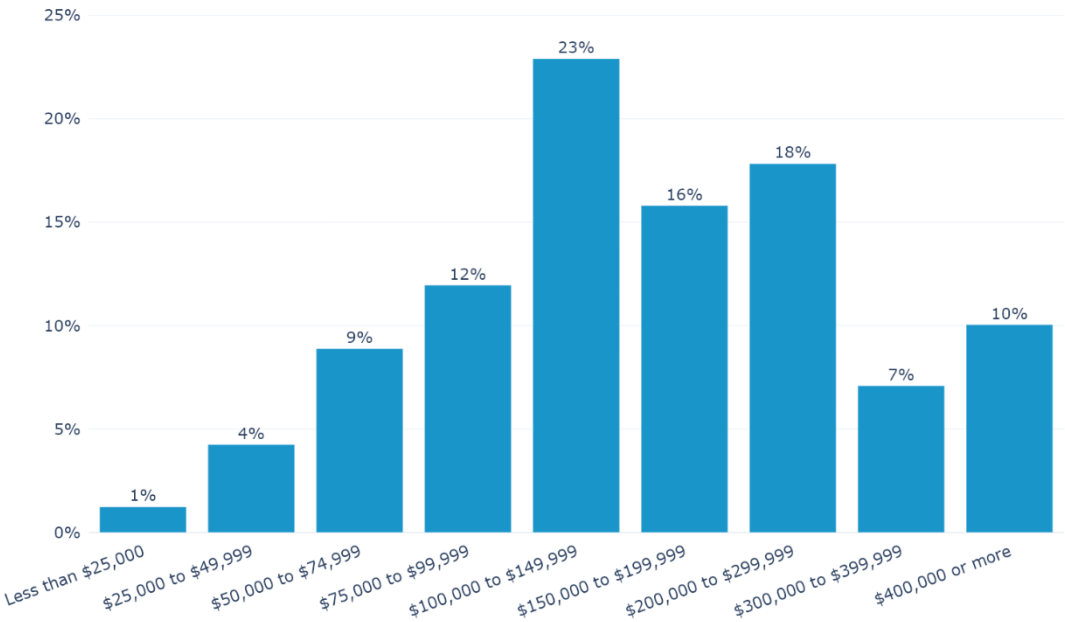
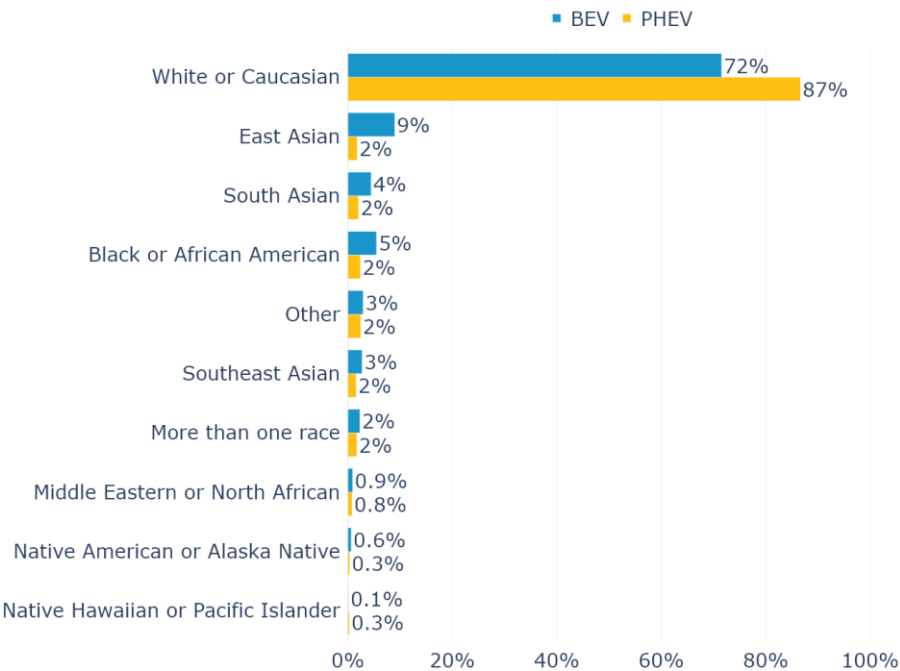


Figure 25. Racial Identity By Technology Type Acquired

Responses from BEV and PHEV consumers are significantly different (chi-squared test: $\chi^2 = 103$, $p < 0.01$, $n = 3,780$).



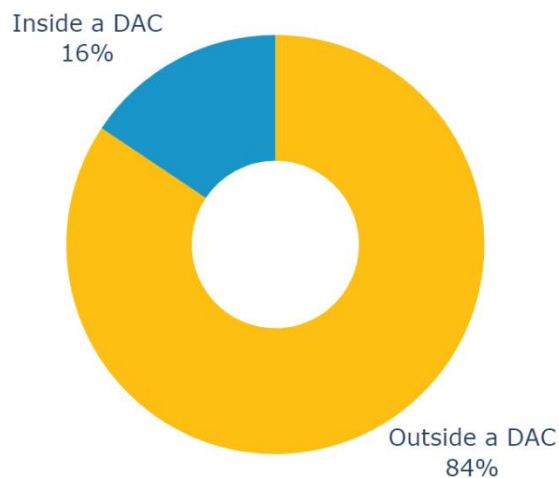
2.7 Disadvantaged Community Participation

Both economic and environmental burdens impact disadvantaged communities (DACs) and need to be prioritized to achieve environmental justice. On March 27, 2023, New York State finalized the criteria to define DACs.⁸ Based on these criteria, DACs have a higher proportion of minority residents and lower household incomes relative to New York State. In 2025, approximately 35% of New York State residents live in a DAC.⁹ This percentage serves as an estimate for the DAC population for 2025.

Overall, 16% of Drive Clean Rebate program participants with vehicles purchased in 2025 were within DACs (Figure 26). DAC residents were proportionally represented among survey respondents, making up 14% of respondents.

Figure 26. Percentage Of Program Participants Within A Disadvantaged Community

(*n* = 37,283)



The vehicle types acquired between participants who reside within a DAC and outside of a DAC were nearly identical between program participants and survey respondents. Amongst the program participants who reside within a DAC, about 77% acquired a BEV and 23% acquired a PHEV. Similar percentages were observed among survey respondents who reside within a DAC, with 78% acquiring a BEV and 22% acquiring a PHEV. The percentages of vehicle types acquired amongst program participants and survey respondents outside of a DAC were nearly identical, with approximately 76% and 24% acquiring a BEV and PHEV, respectively. Table 2 and Table 3 shows the percentage of program participants and survey respondents who acquired BEV and PHEV, respectively, by DAC status.

Table 2. Battery Electric Car Adoption By Disadvantaged Community Status

Percent of adoptees between program participants and survey respondents.

DAC Status	Program Participants acquiring a BEV	Survey Respondents acquiring a BEV
Inside a DAC	76.9%	78.0%
Outside a DAC	75.9%	75.8%

Table 3. Plug-in Hybrid Electric Car Adoption By Disadvantaged Community Status

Percent of adoptees between program participants and survey respondents.

DAC Status	Program Participants acquiring a PHEV	Survey Respondents acquiring a PHEV
Inside a DAC	23.1%	22.0%
Outside a DAC	24.1%	24.2%

Respondents within a DAC were 2% higher than respondents outside of DAC to be rebate essential, though the difference is not statistically significant (Figure 27). The median income is lower for respondents within a DAC (Figure 28); 64% of survey respondents within a DAC had a household income of \$149,999 or less, compared to 47% of respondents outside a DAC.

Figure 27. Rebate Essentiality By Disadvantaged Community Status

Survey respondents are considered rebate essential if they responded “no” to the question “Would you have purchased/leased your electric car without the state car rebate (Drive Clean Rebate)?” Those that responded “yes” are not rebate essential. Responses from participants within a DAC and those outside of a DAC are not significantly different ($n = 4,272$).

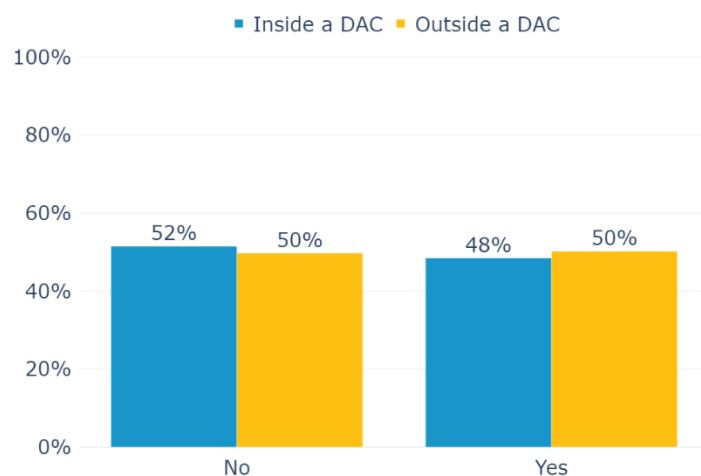
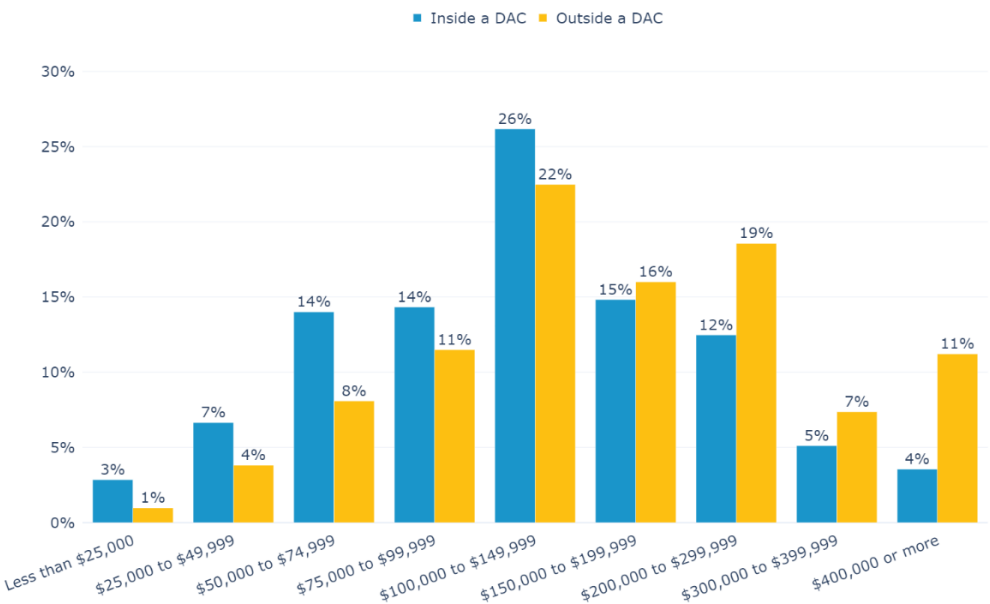


Figure 28. Income By Disadvantaged Community Status

Responses from participants within a DAC and those outside of a DAC are significantly different (chi-squared test: $\chi^2 = 85$, $p < 0.01$, $n = 3,561$).



Survey respondents residing within a DAC differed from those residing outside of a DAC in housing type; respondents within a DAC were approximately two times as likely to live in apartment buildings (Figure 29). Respondents within a DAC were approximately three times as likely to report their rebated car as their first or only car (Figure 30).

Figure 29. Residence Type By Disadvantaged Community Status

Responses from participants within a DAC and those outside of a DAC are significantly different (chi-squared test: $\chi^2 = 118$, $p < 0.01$, $n = 4,210$).

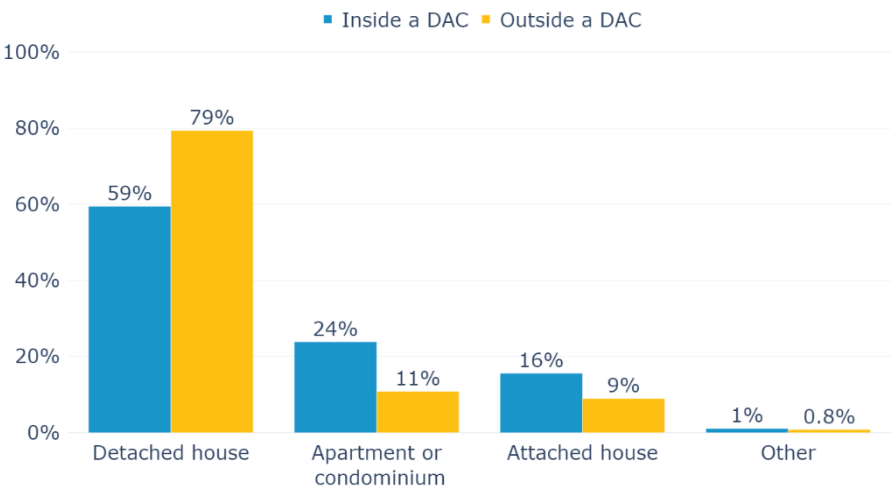
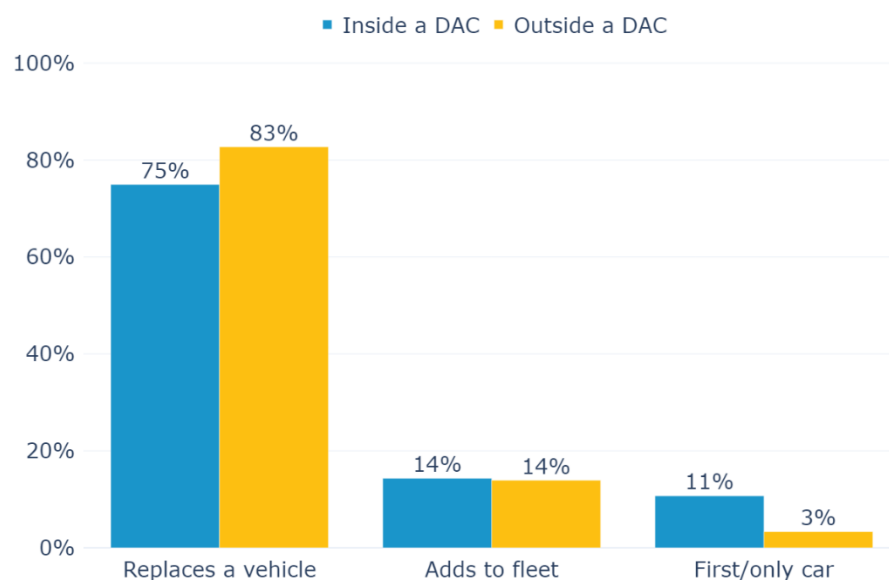


Figure 30. Vehicle Replacement Status By Disadvantaged Community Status

Responses from participants within a DAC and those outside of a DAC are significantly different (chi-squared test: $\chi^2 = 72$, $p < 0.01$, $n = 4,260$).



Survey respondents within a DAC had significantly different results from respondents outside a DAC in a couple other dimensions, though the percentage differences were minimal: first electric car acquired and awareness of the rebate before visiting a dealership.

Respondents within a DAC were more likely to acquire their first electric car as part of participating in the program (76% versus 68%, shown in Figure 31). Close to half of the respondents within and outside a DAC were not aware of the Drive Clean rebate prior to visiting a dealership, with respondents within a DAC slightly more likely to be not aware (Figure 32).

Figure 31. Responses To “Is This The First Electric Car You Have Ever Purchased Or Leased?” By Disadvantaged Community Status

Responses from participants within a DAC and those outside a DAC are significantly different (chi-squared test: $\chi^2 = 17$, $p < 0.01$, $n = 4,274$).

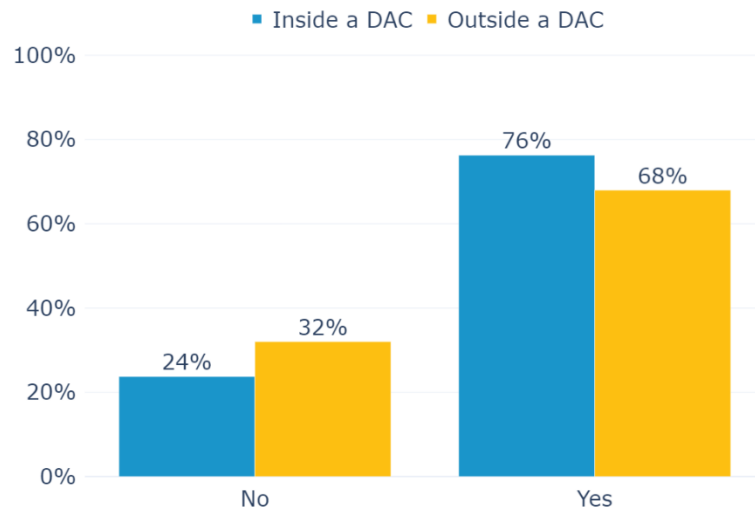
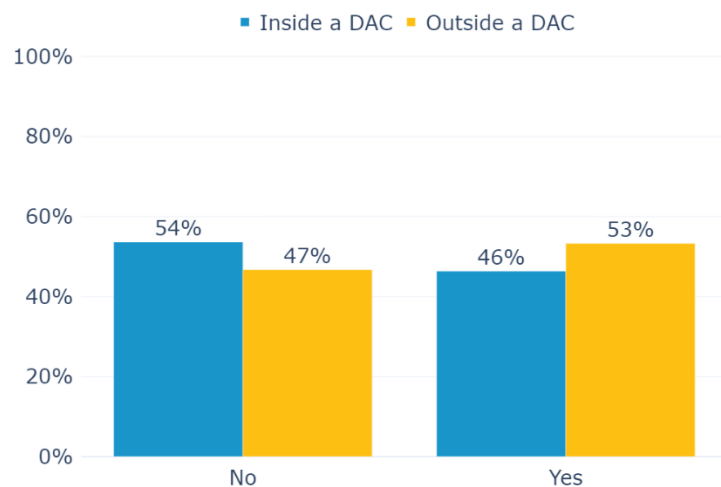


Figure 32. Responses To “Had You Heard About The Drive Clean Rebate Before You Visited A Dealership?” By Disadvantaged Community Status

Responses from participants within a DAC and those outside a DAC are significantly different (chi-squared test: $\chi^2 = 10$, $p = 0.02$, $n = 4,279$).



Statistically significant results were not observed between respondents within and outside of a DAC in a couple questions despite percentage differences: importance of the Drive Clean rebate in making it

possible for respondents to acquire their electric car, most important reason why the respondent decided to acquire an electric car.

Over three-quarters (78%) of respondents within a DAC find the Drive Clean rebate very or extremely important in making it possible for them to acquire their electric car compared to 73% of respondents outside of a DAC (Figure 33). Figure 34 shows the distribution of responses to the question “Which of these factors was the most important reason why you decided to acquire an electric car?” by those within and outside a DAC. Respondents outside of a DAC selected saving money overall, saving money on fuel costs, and reducing environmental impacts nearly equally with saving money overall coming slightly ahead. While respondents within a DAC selected saving money overall or saving money on fuel costs as their most important reason to acquire an electric car.

Figure 33. Responses To “How Important Was The State Drive Clean Rebate In Making It Possible For You To Acquire Your Electric Car?” By Disadvantaged Community Status

Responses from participants within a DAC and those outside a DAC are not significantly different (chi-squared test: $\chi^2 = 12$, $p = 0.12$, $n = 4,112$).

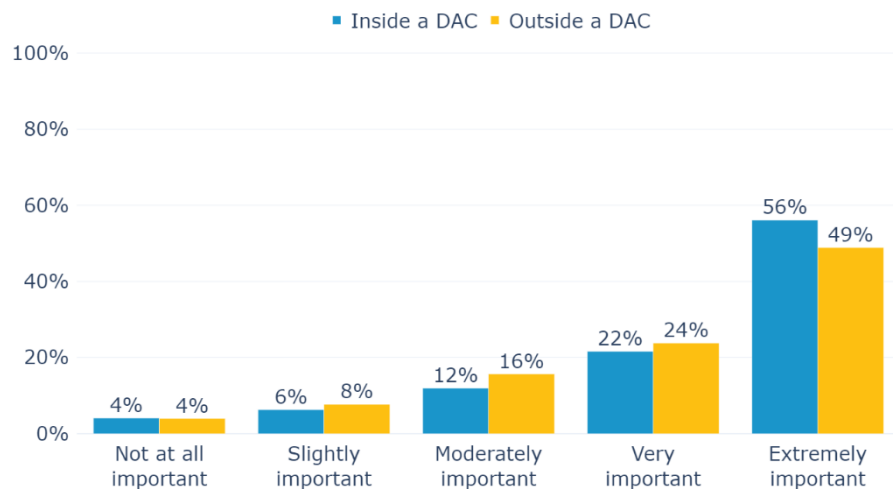
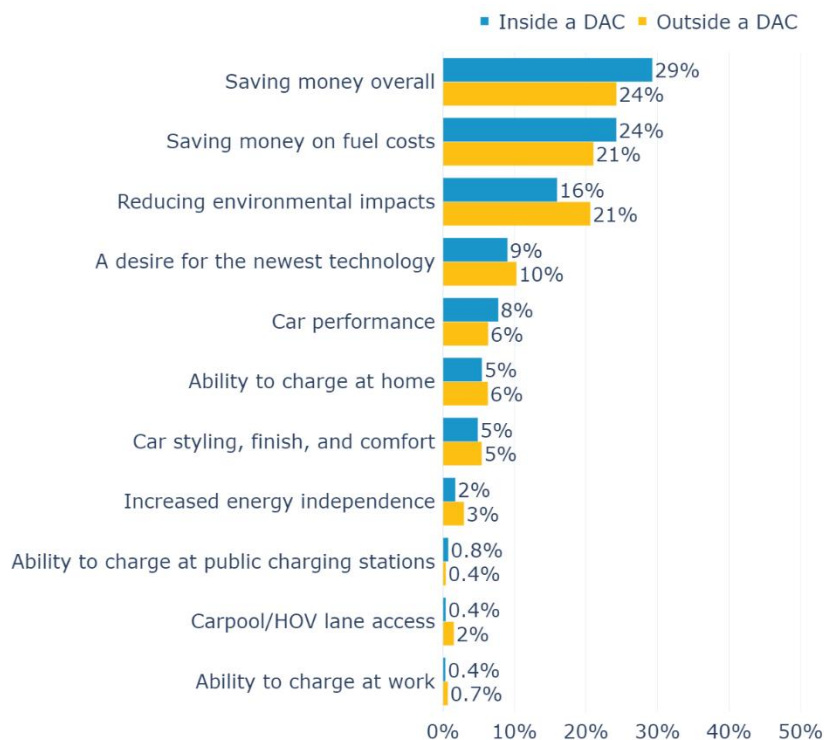


Figure 34. Most Important Reason Why Respondent Decided To Acquire An Electric Car By Disadvantaged Community Status

Responses from participants within a DAC and those outside a DAC are not significantly different ($n = 4,275$).



2.8 Best Part of Acquisition Experience

At the end of the survey, respondents were given the opportunity to respond to the open-ended question, “What has been the best part of your experience purchasing or leasing an electric car?” CSE analyzed and grouped the responses, with the distribution shown in Table 4. Of those that shared a response, the two most frequently mentioned positive aspects of respondents’ experiences were the driving experience and new technology (30%) and reduced or no gas consumption (16%). Fuel and operating costs savings and the ease of electric car purchase or lease were the next two frequently mentioned aspects with approximately 8% each.

Specifically, two respondents noted:

- “I love the performance of my electric car. The regen[erative] braking and various driving modes are also very helpful in conserving energy and range. The savings on fuel versus my previous ICE engine car is about one-fourth the cost.”

- “The best part has been how smooth and enjoyable the overall experience has been from the quiet, comfortable drive to the convenience of charging at home and the savings on fuel and maintenance. It feels great knowing the vehicle is both high-tech and environmentally friendly, and that every trip is efficient without sacrificing performance or style.”

Table 4. Best Part Of Respondent’s Experience Purchasing Or Leasing An Electric Car

Total may not add up to 100% due to rounding ($n = 2,928$).

Aspects	Percentage of Responses
Driving Experience & New Technology	30%
Reduced or No Gas Use	15.5%
Fuel & Operating Cost Savings	8.5%
Ease of Purchase or Leasing Process	8%
Environmental Benefits	6%
Dealer Knowledge & EV Education	6%
Other	5%
Financial Incentives & Rebates	5%
Convenience of Home Charging	5%
Online Purchase / No Dealership Needed	4%
Upfront Vehicle Affordability	2.5%
Self-Driving Features	2.5%
Reduced Maintenance & Maintenance Costs	2%
Access to Public Charging	0.7%
Vehicle Customization & Design	0.2%

3 Discussion

The Adoption Survey results indicate that participants of the Drive Clean Rebate Program transition to using an electric car when replacing their household car and that most participants are first time electric owners, which are ongoing trends observed from last year's results. A majority (82%) responded that the rebated vehicle replaced or would replace another household car and that the rebated car is their first electric car acquired (69%). While respondents are still much more likely to be receiving a rebate for their first electric car, this percentage is down from the 2024 results which showed 75% of respondents acquiring their first electric car.

BEVs are the predominant vehicle choice, with 76% of participants acquiring BEVs and 24% acquiring PHEVs. The motivating factors for participants to acquire an electric car have stayed consistent overall throughout the survey years (2017-2025), and remain at the same level of ranking as last year's results. Saving money overall remained the top motivation, while saving on fuel costs and reducing environmental impact were the next most common motivations.

The Drive Clean rebate remains an important part of the electric car purchase or lease for participants with 73% of survey respondents rating the rebate to be extremely or very important in making it possible for them to acquire their car. Half of the respondents indicated that they would not have purchased or leased their electric car without the rebate. The average of rebate essentiality for respondents earning less than \$150,000 is higher by 8% than the average of those earning \$150,000 or more in the household.

The percentage of respondents that reported dealer awareness of the Drive Clean Rebate when they first visited the dealership (71%) and personal initial awareness prior to visiting a dealership (52%) were similar to last year's results (72% and 51%, respectively). The percentage of respondents that were aware of the rebate before visiting a dealership hovers between 51% and 54% since the 2022 survey results, indicating that new car buyers within New York State may still be unaware of the state rebate.

DAC participation remained the same as the 2024 survey results at 16%. Rebate essentiality for DAC respondents decreased slightly from 57% in the last survey results to 52%.

Survey results revealed respondent's electric car acquisition experience and observed trends—like household vehicle composition and motivating factors to acquire an electric car—remain at similar levels as prior year results. As the electric car market matures, observed trends will continue to evolve.

Appendix A. Adoption Survey Questionnaire

A.1 Introduction

Welcome to NYSERDA's Drive Clean Rebate “Electric Car Adoption Survey.”

Congratulations on your new electric car! Please take a few moments to complete the following survey to help our program best support the electric car market in New York State.

Your participation in the survey is voluntary. However, your input is valuable for enhancing the electric car experience for all New Yorkers, and it is important that you try to answer all of the questions. The information you provide will be kept private to the extent permitted by law. The analysis will only use summary level data; no individual respondents will be identified.

The survey will take about 10–15 minutes. Your link is personalized and cannot be shared with others. This means that your progress will be saved, so you can exit and return at a more convenient time to complete the survey.

If you have any questions about this research project or if you experience any technical difficulties, you may contact the Center for Sustainable Energy (CSE), the Drive Clean Rebate Program Administrator for NYSERDA, at:

Phone: (866) 595-7917

Email: NYDriveClean@energycenter.org

A.2 Personal Car

Page exit logic: Skip / Disqualify Logic **IF:** #1 Question "According to our records, you received a rebate for a [contact("nymake")] [contact("nymodel")]. Is this car used primarily for personal use?" is one of the following answers ("No, this car is primarily for commercial/organizational use") **THEN:** Jump to page 16 - Disqualification (commercial vehicle)

Page exit logic: Skip / Disqualify Logic **IF:** #1 Question "According to our records, you received a rebate for a [contact("nymake")] [contact("nymodel")]. Is this car used primarily for personal use?" is one of the following answers ("My rebate is for a different car") **THEN:** Jump to page 17 - Disqualification (different vehicle)

1) According to our records, you received a rebate for a [contact("nymake")] [contact("nymodel")]. Is this car used primarily for personal use?*

- ☐ Yes
 - ☐ No, this car is primarily for commercial/organizational use
 - ☐ My rebate is for a different car
-

A.3 Primary Driver

Page exit logic: Skip / Disqualify Logic **IF:** #2 Question "Are you the primary driver of this [contact("nymake")] [contact("nymodel")]?" is one of the following answers ("No") **THEN:** Jump to page 18 - Disqualification (primary driver)

2) Are you the primary driver of this [contact("nymake")] [contact("nymodel")]?*

- ☐ Yes
 - ☐ No
-

A.4 Electric Car Definition

In this survey, we are going to ask you about your experience with your **electric car**. By car, we mean passenger cars, SUVs, or light duty trucks. Your car might:

- run entirely on electricity from plugging the car in (all-battery electric car)
- use a combination of electricity from plugging in and gasoline (plug-in hybrid electric car)
- use hydrogen as fuel (hydrogen fuel-cell electric car)

When we refer to **electric cars**, we are referring to all of these.

A.5 Electric Car Purchasing Decisions

Logic: Show/hide trigger exists.

3) Which of the following best describes your new electric car purchase or lease?

- ☐ It replaces (or will replace) another household car
- ☐ It adds to the other cars in my household's fleet
- ☐ It is my household's first-ever car
- ☐ My household has had cars in the past, but did not have one when we purchased/leased this electric car

Logic: Hidden unless: #3 Question "Which of the following best describes your new electric car purchase or lease?" is one of the following answers ("It replaces (or will replace) another household car")

Please describe the **make and model** of the car that you replaced (or plan to replace) with your new electric car.

Make:

- ☐ Acura
- ☐ Audi
- ☐ BMW
- ☐ Buick
- ☐ Cadillac
- ☐ Chevrolet
- ☐ Chrysler
- ☐ Dodge
- ☐ FIAT
- ☐ Ford
- ☐ GMC
- ☐ Honda
- ☐ Hyundai
- ☐ Infiniti
- ☐ Jaguar
- ☐ Jeep
- ☐ Kia
- ☐ Land Rover / Range Rover
- ☐ Lexus
- ☐ Lincoln
- ☐ Mazda
- ☐ Mercedes-Benz
- ☐ Mercury

- ☐ MINI
- ☐ Mitsubishi
- ☐ Nissan
- ☐ Oldsmobile
- ☐ Pontiac
- ☐ Porsche
- ☐ Saab
- ☐ Saturn
- ☐ Scion
- ☐ smart
- ☐ Subaru
- ☐ Suzuki
- ☐ Tesla
- ☐ Toyota
- ☐ Volkswagen
- ☐ Volvo
- ☐ Other: _____ *

Model: _____

Please describe the **model year and technology type** of the car that you replaced (or plan to replace) with your new electric car.

Model Year:

- ☐ 2026
- ☐ 2025
- ☐ 2024
- ☐ 2023
- ☐ 2022
- ☐ 2021
- ☐ 2020
- ☐ 2019
- ☐ 2018
- ☐ 2017
- ☐ 2016
- ☐ 2015
- ☐ 2014
- ☐ 2013
- ☐ 2012
- ☐ 2011
- ☐ 2010
- ☐ 2009

- ☐ 2008
- ☐ 2007
- ☐ 2006
- ☐ 2005
- ☐ 2004
- ☐ 2003
- ☐ 2002
- ☐ 2001
- ☐ 2000
- ☐ 1999 or earlier

Technology Type:

- ☐ Gasoline
 - ☐ Conventional hybrid (fueled with gasoline only)
 - ☐ Plug-in hybrid electric car (recharged with electricity and/or fueled with gasoline)
 - ☐ All-battery electric car (recharged with electricity only)
 - ☐ Hydrogen fuel-cell electric car
 - ☐ Diesel
 - ☐ Compressed natural gas
 - ☐ Flex-fuel (E85 ethanol)
 - ☐ Other alternative fuel
-

A.6 Electric Car Purchasing Decisions (cont.)

Logic: Show/hide trigger exists.

5) Including your new electric car, how many cars does your household own or lease in total? [please exclude motorcycles, ATVs, RVs, etc. or any cars not currently registered]

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

Logic: Hidden unless: #5 Question "Including your new electric car, how many cars does your household own or lease in total? [please exclude motorcycles, ATVs, RVs, etc. or any cars not currently registered]" is one of the following answers ("2","3","4 or more")

6) Other than your rebated electric car, please describe the car in your household that you will use most often.

Car Type:

☐ Compact Car



☐ Midsize Car



☐ Fullsize Car



☐ Small/midsize SUV



☐ Fullsize SUV



☐ Pickup truck



☐ Minivan



Technology Type:

☐ Gasoline

☐ Conventional hybrid (fueled with gasoline only)

☐ Plug-in hybrid electric car (recharged with electricity and/or fueled with gasoline)

☐ All-battery electric car (recharged with electricity only)

☐ Hydrogen fuel-cell electric car

☐ Diesel

☐ Compressed natural gas

☐ Flex-fuel (E85 ethanol)

☐ Other alternative fuel

7) Which of the following statements best describes your interest in acquiring an electric car when you started your search for a new car? Please select one statement.

- ☐ I did not know electric cars existed
- ☐ I knew electric cars existed, but had no interest in one
- ☐ I had some interest in an electric car
- ☐ I was very interested in an electric car
- ☐ I was only interested in an electric car but considered multiple makes/models
- ☐ I was only interested in the specific electric car I purchased/leased

8) Is this the first electric car you have ever purchased or leased?

- ☐ Yes
- ☐ No

A.7 Electric Car Purchasing Decisions (cont.)

9) On a scale of 1 to 5 (with 1 representing "Not at all important" and 5 representing "Extremely important"), please describe how important each of the following factors was in your decision to acquire an electric car.

Factors	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Saving money on fuel costs	☐	☐	☐	☐	☐
Saving money overall	☐	☐	☐	☐	☐
Reducing environmental impacts	☐	☐	☐	☐	☐
Carpool or High Occupancy Vehicle (HOV) lane access	☐	☐	☐	☐	☐
Increased energy independence	☐	☐	☐	☐	☐
Ability to charge at home	☐	☐	☐	☐	☐
Ability to charge at work	☐	☐	☐	☐	☐
Ability to charge at public charging stations	☐	☐	☐	☐	☐
Speed of car refueling	☐	☐	☐	☐	☐
Car performance	☐	☐	☐	☐	☐
Car styling, finish, and comfort	☐	☐	☐	☐	☐
A desire for the newest technology	☐	☐	☐	☐	☐

Logic: Hidden unless: nyfueltype is exactly equal to "Electric"

10) Which of these factors was the **most important** reason why you decided to acquire an electric car? Please select one statement.

- ☐ Saving money on fuel costs
- ☐ Saving money overall
- ☐ Reducing environmental impacts
- ☐ Carpool or High Occupancy Vehicle (HOV) lane access
- ☐ Increased energy independence
- ☐ Ability to charge at home
- ☐ Ability to charge at work
- ☐ Ability to charge at public charging stations
- ☐ Car performance
- ☐ Car styling, finish, and comfort
- ☐ A desire for the newest technology

Logic: Hidden unless: nyfueltype is exactly equal to "Hydrogen"

11) Which of these factors was the **most important** reason why you decided to acquire an electric car? Please select one statement.

- ☐ Saving money on fuel costs
- ☐ Saving money overall
- ☐ Reducing environmental impacts
- ☐ Carpool or High Occupancy Vehicle (HOV) lane access
- ☐ Increased energy independence
- ☐ Speed of car refueling
- ☐ Car performance
- ☐ Car styling, finish, and comfort
- ☐ A desire for the newest technology

12) On a scale of 1 to 5 (with 1 representing "Not at all important" and 5 representing "Extremely important"), please describe how important each of the following factors was in making it possible for you to acquire your electric car.

Factors	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)	Not applicable
State car rebate (Drive Clean Rebate)	()	()	()	()	()	()
Federal tax incentives	()	()	()	()	()	()
Green Pass or similar toll/E-Z Pass discount	()	()	()	()	()	()
Manufacturer or dealer incentives (e.g., low interest rate, cash back)	()	()	()	()	()	()
Special electricity rates for charging at home	()	()	()	()	()	()
Free charging away from home	()	()	()	()	()	()
Free hydrogen fueling	()	()	()	()	()	()

A.7 Program Performance

13) Would you have purchased/leased your electric car without the State car rebate (Drive Clean Rebate)?

- () Yes
() No

Logic: Show/hide trigger exists.

14) If the Drive Clean Rebate were not available for electric cars, would you still have purchased/leased the same car? Please select one statement.

- () Yes, I would have purchased/leased this exact electric car anyway
() Yes, but I would have purchased/leased a less expensive version of the same model
() No

Logic: Hidden unless: #14 Question "If the Drive Clean Rebate were not available for electric cars, would you still have purchased/leased the same car? Please select one statement." is one of the following answers ("No")

15) If the Drive Clean Rebate were not available for electric cars, what would you most likely have done?

Please select one statement.

- ☐ Purchased/leased a different new electric car
- ☐ Purchased/leased a used electric car
- ☐ Purchased/leased a new non-electric car instead
- ☐ Purchased/leased a used non-electric car instead
- ☐ Not made any purchase/lease at all

16) Had you heard about the Drive Clean Rebate **before** you visited a dealership?

- ☐ Yes
 - ☐ No
-

A.8 Program Performance (cont.)

17) On a scale of 1 to 5 (with 1 representing "Not at all satisfied" and 5 representing "Extremely satisfied"), please describe how satisfied you were with each of the following aspects of the Drive Clean Rebate.

Aspects of Drive Clean Rebate	Not at all satisfied (1)	Slightly satisfied (2)	Moderately satisfied (3)	Very satisfied (4)	Extremely satisfied (5)	Not applicable
Promotion	☐	☐	☐	☐	☐	☐
Website	☐	☐	☐	☐	☐	☐
Dealer familiarity with the rebate	☐	☐	☐	☐	☐	☐
Amount of the rebate	☐	☐	☐	☐	☐	☐

A.9 Dealership Experience

The following questions will ask about your experience with your electric car dealer. If you visited more than one dealer, please answer the following questions for the dealership where you acquired your electric car.

18) How many electric cars did you see on your dealer's lot? [please provide your best estimate]

- ☐ None; electric cars had to be ordered

- ☐ 1–2
- ☐ 3–5
- ☐ 6–10
- ☐ 11–20
- ☐ More than 20

19) Did your dealer know about the Drive Clean Rebate when you first went to visit them?

- ☐ Yes
- ☐ No
- ☐ I don't know

20) On a scale of 1 to 5 (with 1 representing "Not at all knowledgeable " and 5 representing "Extremely knowledgeable"), please describe how knowledgeable your dealer was about the following topics.

Topics	Not at all knowledgeable (1)	Slightly knowledgeable (2)	Moderately knowledgeable (3)	Very knowledgeable (4)	Extremely knowledgeable (5)	I don't recall	Did not discuss
Electric cars in general	☐	☐	☐	☐	☐	☐	☐
Total cost of ownership	☐	☐	☐	☐	☐	☐	☐
Government financial incentives	☐	☐	☐	☐	☐	☐	☐
Other incentives/perks	☐	☐	☐	☐	☐	☐	☐
Car performance	☐	☐	☐	☐	☐	☐	☐
Environmental benefits of electric cars	☐	☐	☐	☐	☐	☐	☐
Electricity rates to charge at home	☐	☐	☐	☐	☐	☐	☐
Home charging (outlet/equipment options, installation costs, etc.)	☐	☐	☐	☐	☐	☐	☐
Away-from-home charging (workplace, public)	☐	☐	☐	☐	☐	☐	☐
Current availability of hydrogen fueling stations	☐	☐	☐	☐	☐	☐	☐
Future plans for hydrogen fueling stations in New York	☐	☐	☐	☐	☐	☐	☐
Hydrogen safety	☐	☐	☐	☐	☐	☐	☐
Hydrogen refueling process	☐	☐	☐	☐	☐	☐	☐
Smartphone apps for your EV	☐	☐	☐	☐	☐	☐	☐

21) Whether or not these were offered to you, which of the following services would be valuable for a dealer to provide? [select all that apply]

- ☐ The option to have an extended test drive or loaner electric car before buying/leasing
 - ☐ An electric car specialist to answer questions about cars
 - ☐ Facilitating the installation of a home charging station
 - ☐ Electric car tutorials or workshops for new owners
 - ☐ Free charging at dealership
 - ☐ Free hydrogen fueling at dealership
 - ☐ Other, please specify:: _____ *
 - ☐ None of the above
-

A.11 Charging

Page entry logic: This page will show when: nyfueltype is exactly equal to "Electric"

Logic: Show/hide trigger exists.

22) Do you charge your electric car at home?

- ☐ Yes
- ☐ No, but I am planning to start charging at home
- ☐ No, and I have no plans to start charging at home

Logic: Hidden unless: #22 Question "Do you charge your electric car at home?" is one of the following answers ("Yes", "No, but I am planning to start charging at home")

23) Which charging method(s) are you currently using (or plan to use) when charging at home? [select all that apply]

- ☐ Plugging directly into a 120V outlet (typical household outlet)
- ☐ Plugging directly into a 240V outlet (e.g., dryer outlet)
- ☐ Using a level 1 (120V) charging station with a built-in plug
- ☐ Using a level 2 (240V) charging station with a built-in plug

24) Do you have access to charging at the following locations?

Charging Locations	Yes, and I can charge for free	Yes, but I must pay to charge	No	I don't know	Not applicable
Near your home	()	()	()	()	()
At your workplace	()	()	()	()	()
Near your workplace	()	()	()	()	()

A.12 Hydrogen Fueling

Page entry logic: This page will show when: nyfueltype is exactly equal to "Hydrogen"

25) Do you have access to fueling at the following locations?

Fueling Locations	Yes, and I can refuel for free	Yes, but I must pay to refuel	No	I don't know	Not applicable
Near your home	()	()	()	()	()
Near your workplace	()	()	()	()	()
On the way to/from your workplace	()	()	()	()	()

A.13 Household and Demographic Characteristics

In this final section, we will be asking some questions about you and your household so we can learn more about the characteristics of electric car adopters in New York State. The information you provide will be **kept private** to the extent permitted by law. The analysis will only use summary level data; no individual respondents will be identified.

26) Do you own or rent your residence?*

- () Own
- () Rent
- () Neither rent nor own
- () Prefer not to answer

27) What type of residence do you live in?*

- ☐ Detached house (single family home)
- ☐ Attached house (e.g., townhome, duplex, triplex)
- ☐ Apartment/condominium
- ☐ Other, please specify:: _____ *
- ☐ Prefer not to answer

28) Do you have solar panels at your residence?

- ☐ Yes, I have solar panels installed
- ☐ No, but I am considering installing them
- ☐ No, and I have no plans to install them

29) How many people live in your household, including yourself?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9 or more

30) How many licensed drivers live in your household, including yourself?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9 or more

31) What is your age?*

- ☐ 16–20
- ☐ 21–29
- ☐ 30–39
- ☐ 40–49
- ☐ 50–59
- ☐ 60–69
- ☐ 70–79
- ☐ 80+
- ☐ Prefer not to answer

32) What is your gender?*

- ☐ Female
- ☐ Male
- ☐ Non-binary/third gender
- ☐ Prefer to self-describe:: _____
- ☐ Prefer not to answer

33) What is the highest level of education you have completed?*

- ☐ High school graduate or less
- ☐ Some college, no degree
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Graduate degree
- ☐ Prefer not to answer

34) What is your current annual gross household income from all sources (i.e., before taxes)?*

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 to \$299,999
- ☐ \$300,000 to \$399,999
- ☐ \$400,000 or more
- ☐ Prefer not to answer

35) Are you Hispanic or Latino/a?*

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

36) How do you prefer to describe your racial/ethnic identity? [select all that apply]*

- ☐ Black or African American
 - ☐ East Asian
 - ☐ Middle Eastern or North African
 - ☐ Native American or Alaska Native
 - ☐ Native Hawaiian or Pacific Islander
 - ☐ South Asian
 - ☐ Southeast Asian
 - ☐ White or Caucasian
 - ☐ Other, please specify: _____ *
 - ☐ Prefer not to answer
-

A.14 Other Comments

Please be sure to click “Submit” at the bottom of the page to complete the survey.

37) What has been the best part of your experience purchasing or leasing an electric car?

38) Please share any feedback about how the Drive Clean Rebate could be improved in the box below.

39) Please share any additional comments about your electric car experience or this survey in the box below.

A.15 Disqualification (Commercial Vehicle)

Unfortunately, you do not qualify for this survey at this time. You indicated that the car associated with your survey invitation is not being used primarily as a private car.

However, we welcome you to provide any feedback you have about the Drive Clean Rebate in the comment box below.

If you have any questions, please email NYDriveClean@energycenter.org. We thank you for your time and appreciate your interest.

40) Please share any comments in the box below.

A.16 Disqualification (Different Vehicle)

Page entry logic: This page will show when: #1 Question "According to our records, you received a rebate for a [contact("nymake")] [contact("nymodel")]. Is this car used primarily for personal use?" is one of the following answers ("My rebate is for a different car")

Unfortunately, you do not qualify for this survey at this time. You indicated that the car associated with your survey invitation is a different car than the one for which you are receiving this rebate.

However, we welcome you to provide any feedback you have about the Drive Clean Rebate in the comment box below.

If you wish to take the survey for another private car receiving a rebate, please look for the survey invitation associated with that car, or email NYDriveClean@energycenter.org with any questions.

41) Please share any comments in the box below.

A.17 Disqualification (Primary Driver)

Page entry logic: This page will show when: #2 Question "Are you the primary driver of this [contact("nymake")] [contact("nymodel")]?" is one of the following answers ("No")

Unfortunately, you do not qualify for this survey at this time. You indicated that you are not the primary driver of the rebated car.

However, we welcome you to provide any feedback you have about the Drive Clean Rebate in the comment box below.

If you have any questions, please email NYDriveClean@energycenter.org. We thank you for your time and appreciate your interest.

42) Please share any comments in the box below.

A.18 Thank You!

Thank you for your participation in this survey. Your feedback is greatly appreciated and will help inform and support the development of electric car markets in New York State. If you have any questions about this research project, you may contact the Center for Sustainable Energy (CSE), the Drive Clean Rebate Program Administrator for NYSERDA, at:

Phone: (866) 595-7917

Email: NYDriveClean@energycenter.org

Endnotes

- ¹ Excludes businesses and government entities.
- ² Excludes businesses and government entities.
- ³ Raking, also known as iterative proportional fitting, is a technique used to match distributions from a sample to the known distributions of the broader population.
- ⁴ Similar segmentation methodology is used in B.D. Williams, J. Orose, M. Jones, J.B. Anderson, Summary of Disadvantaged Community Responses to the Electric Vehicle Consumer Survey, 2013–2015 Edition | Clean Vehicle Rebate Project, Center for Sustainable Energy (CSE), San Diego CA, 2018. Accessed July 1, 2020.
- ⁵ Rao, J. N. K., and A. J. Scott. 1984. On chi-squared tests for multiway contingency tables with cell proportions estimated from survey data. *Annals of Statistics* 12: 46–60.
- ⁶ The Holm-Bonferroni Method reduces the possibility of getting falsely statistically significant results (Type I error) when performing multiple tests by adjusting the raw p-values for the comparisons.
- ⁷ Williams, B. D. H. (2021). *An electric-vehicle consumer segmentation roadmap: Strategically amplifying participation in the New York Clean Rebate Program* (Final Report Nos. 21–30; p. 102). New York State Energy Research and Development Authority.
- ⁸ The disadvantaged community webpage contains the finalized criteria as defined by New York State.
- ⁹ The percentage was calculated by dividing the New York State population in a DAC, provided by NYSERDA, by the population estimate from the U.S. Census Bureau, 2020 Census and Population Estimates Program (Vintage 2025).