



The EV Charging Experience

February 21, 2024

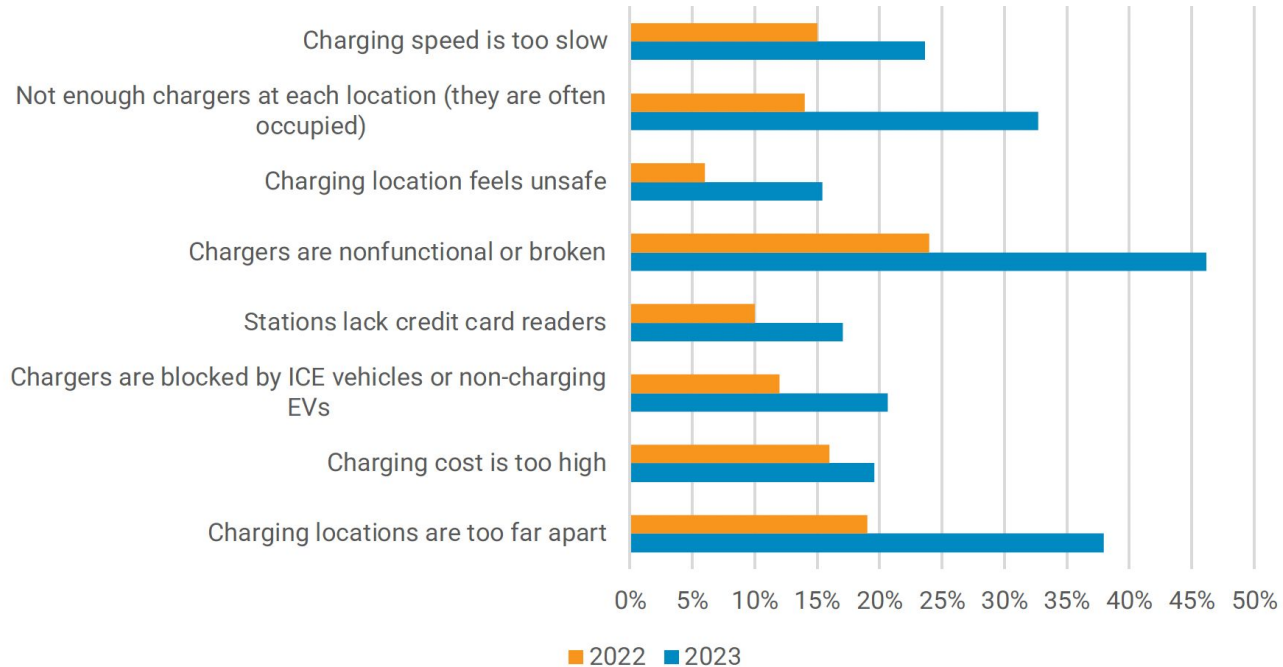
About **Plug In America**

Plug In America is a nonprofit organization with a mission to accelerate the transition to affordable and accessible plug-in vehicles and charging through education, advocacy and research.

Through our work, we hope to see our vision—a transportation future free of fossil fuels—become a reality.

2023 Plug In America Survey Insights

PUBLIC DCFC NETWORKS CHANGE IN SATISFACTION



Early Insights from Plug In America's 2024 Annual Survey

***2024 Annual Survey is still currently accepting responses. All early insights are subject to change as the survey receives additional responses.*

Driver Expectations: **Charging Availability and Reliability**

62%

of **California EV drivers** said that **public charging availability** was a concern for them at the time they bought or leased an EV.

57%

of **California EV drivers** said that **public charging reliability** was a concern for them at the time they bought or leased an EV.

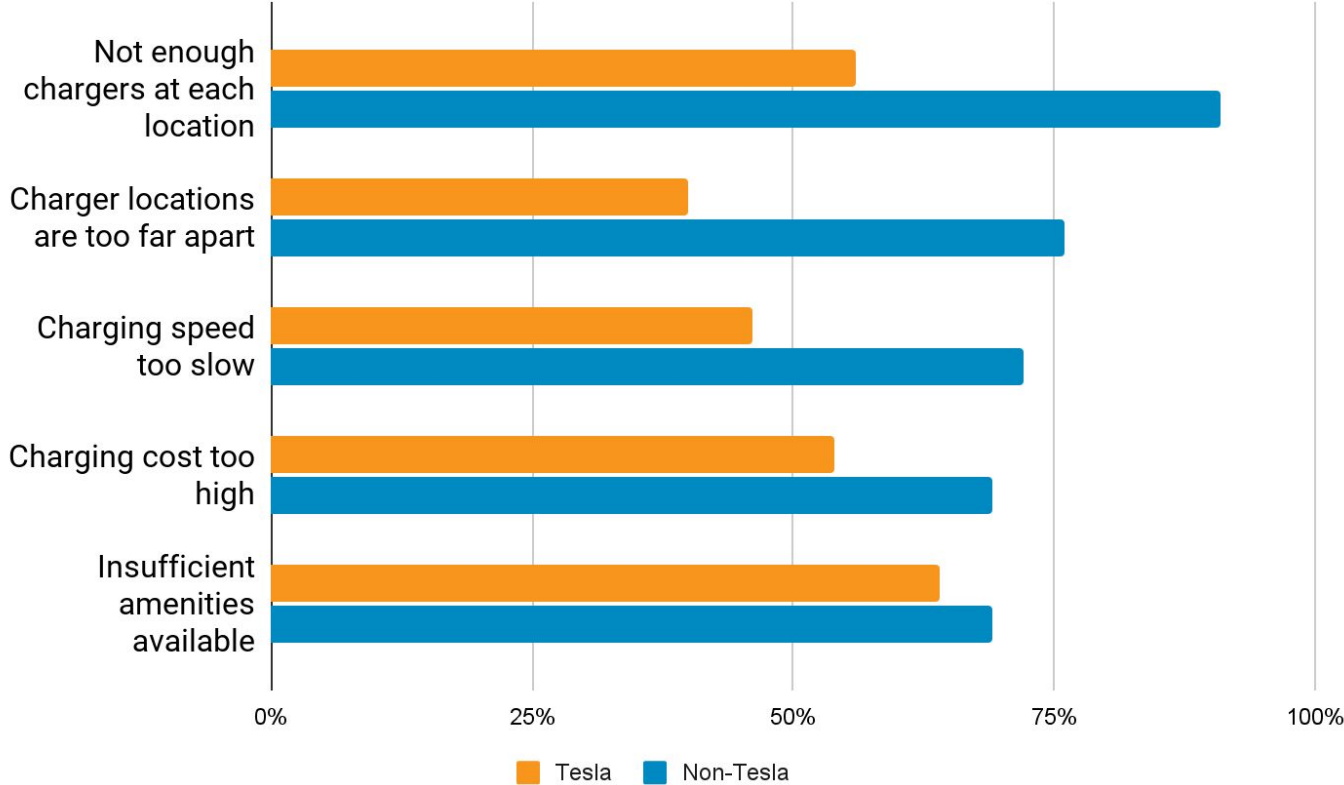
Driver Experience: Charging Availability and Reliability

67%

of California EV drivers said that **chargers being nonfunctional or broken** was at least a moderate concern with their usual fast-charging network in the past year.

39% of Tesla Network users said it's a concern, compared to 91% of non-Tesla Network users

Driver Concerns: Charging Experience



Best in Class Consumer Charging Experience

ACCESS

Comprehensive charging
location deployment

Sufficient chargers at
each location

Affordable and
transparent pricing

RELIABILITY

99% uptime

Timely maintenance and
repair

Customer support

SEAMLESS PAYMENT

Plug & charge

Variety of payment
options

No app membership
requirement

SAFETY AND AMENITIES

Safe locations

Lighting, security
cameras, other
measures

Co-location with or
creation of amenities



Questions?
