

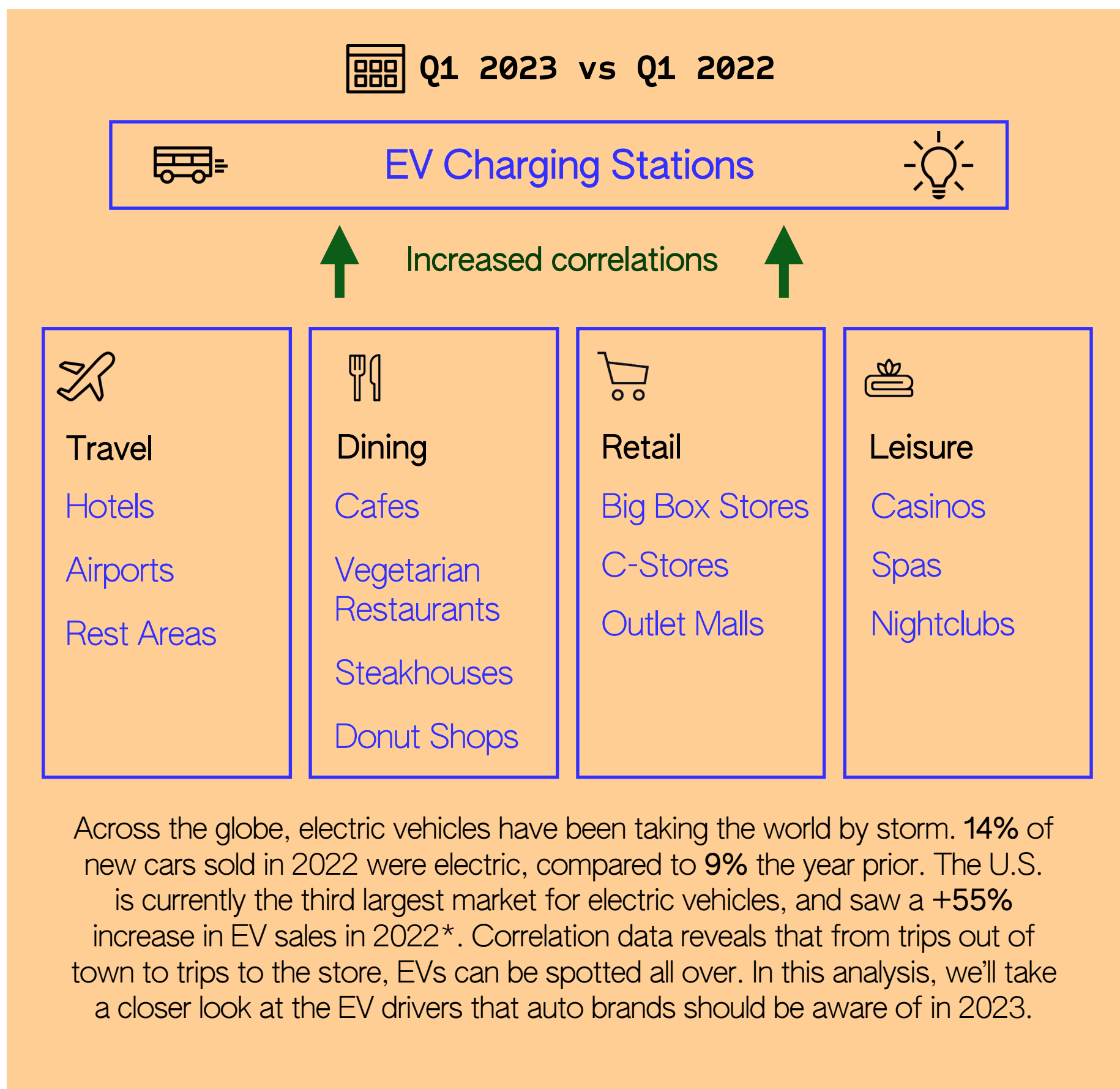
The rise of electric vehicles (EVs) in the US



Leverage location data to learn more about how social movements are influencing consumer behavior over time.

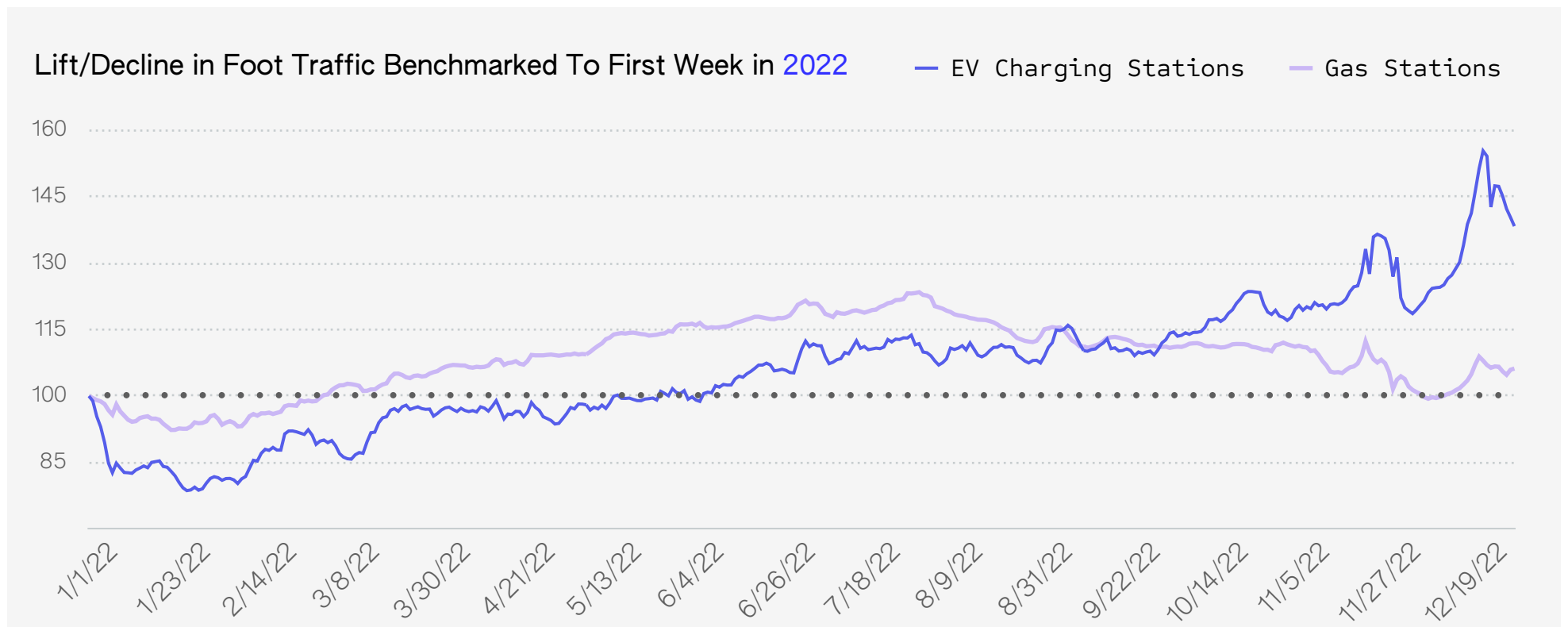
Correlation data reveals where electric vehicle drivers are likely to be found

Location data can provide valuable insight as to how consumer behavior is evolving over time, especially in response to social movements, such as environmentalism. In the following analysis, we took a closer look at year-over-year changes in the correlation between EV charging station visitation and foot traffic to other places of interest at the start of the year (Q1).



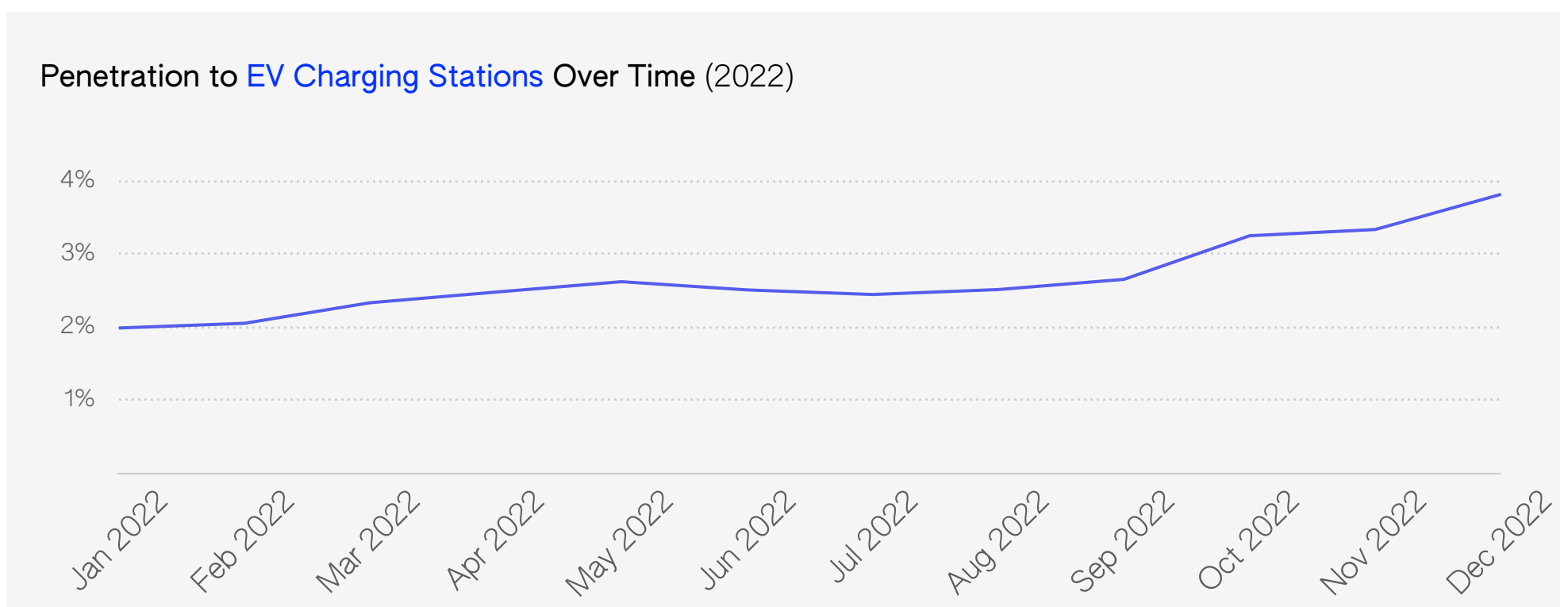
EV usage experiences a massive surge during the holiday season

After a post-holiday slump, both gas stations and EV charging stations experienced an increase in foot traffic starting at the end of January 2022. While gas station visitation managed to rise above benchmark months before EV charging station visitation, and lift in gas station visitation outpaced lift in EV charging station visitation for the majority of the year, foot traffic to EV charging stations really took off during the tail end of the year. As gas station visitation declined after an August 1 peak, EV charging station visitation continued to rise, outpacing gas station visitation by the start of Q4. EV charging stations experienced a major boost in visitation during the **holiday season**, with traffic rising **+36%** above benchmark on the Saturday of **Black Friday** weekend, and **+55%** two days before **Christmas**. Cost is often a major hindrance for auto buyers, and EV models tend to be pricey. It's likely that prospective buyers are making the most of holiday sales to purchase electric vehicles at a lower cost.



The percentage of EV drivers in the US nearly doubled in 2022

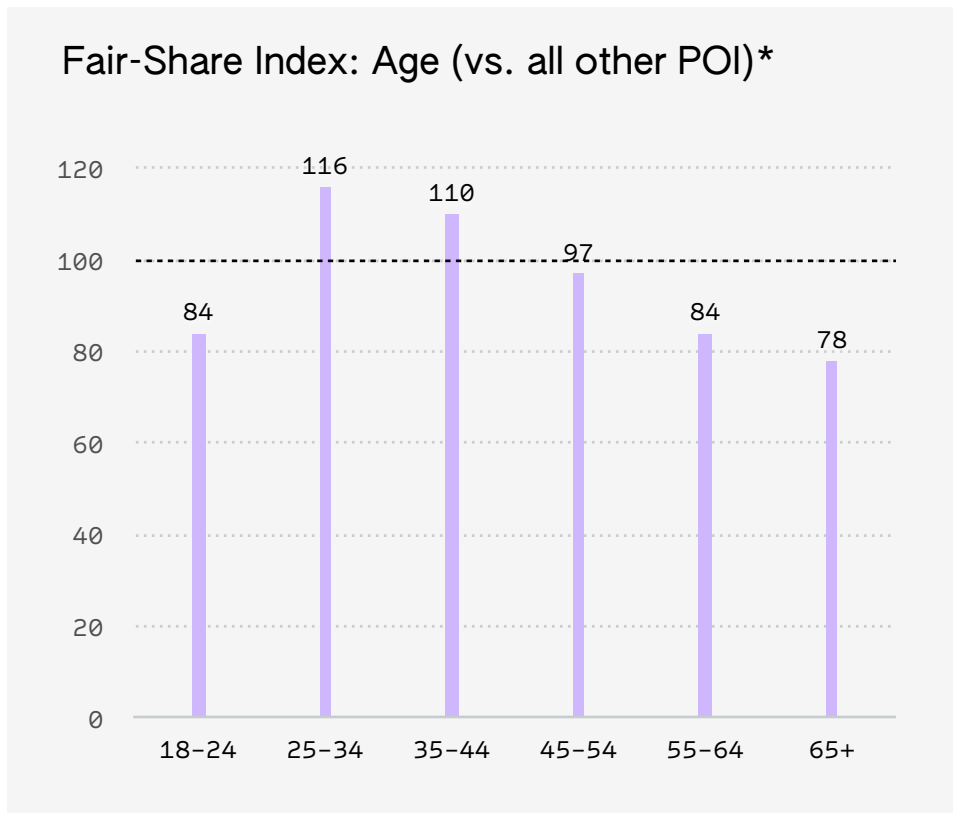
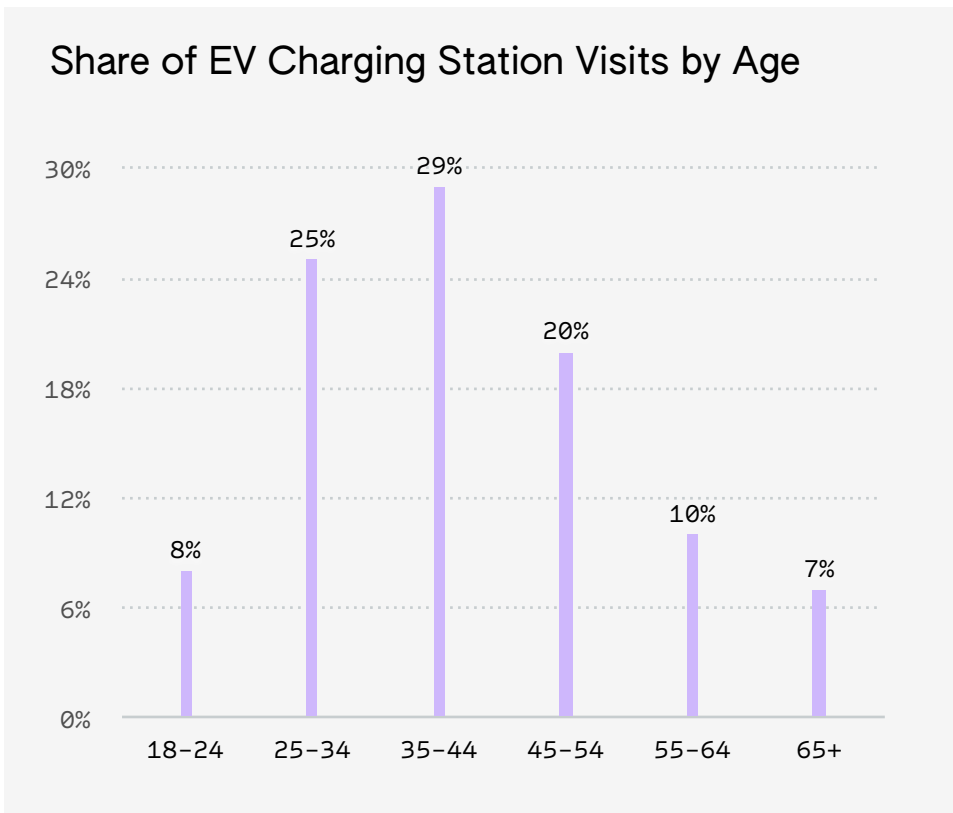
At the start of 2022, only **1.8%** of Americans made at least one visit to an EV charging station. However, that percentage steadily rose throughout the year, increasing to **3.4%** by December 2022. The biggest boost came between **September** and **October**, as the percentage increased **+0.6 % points** between the two months. As we uncovered in our recent [Auto Buyer Journey report](#), auto dealerships see the greatest number of visitors in October, with 22% of Americans visiting during the month, up from 19% the month prior. This suggests that potential EV buyers who visited dealerships in the fall were quick to make a purchase.



Source: Foursquare data from 2022; Chart #1 represents indexed foot traffic to venues amongst all U.S. consumers, where visits in the first week of January 2022 = 100 for each respective category. Chart #2 illustrates the % of U.S. consumers who visited a U.S. venue each month between January 2022- December 2022

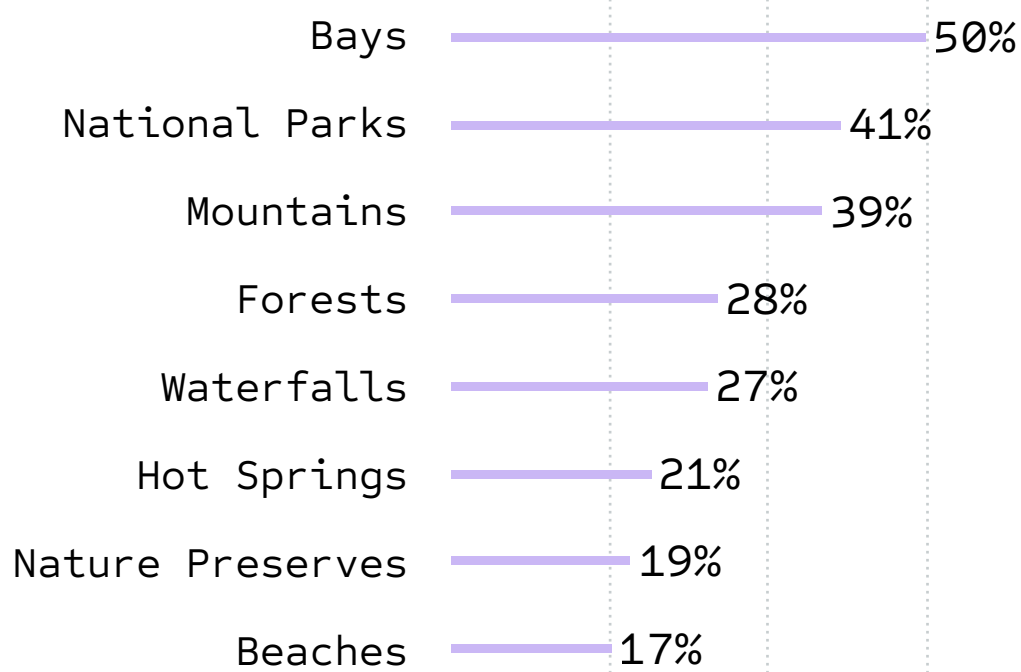
Millennials lead the charge amongst EV drivers

When it comes to the adoption of electric vehicles, **Millennials** are leading the way. **Americans ages 25-44** accounted for **more than half** of the visits to EV charging stations in 2022. EV charging stations also saw **+10-16%** more visits than expected from this audience, relative to other points of interest. Though Millennials are fueling the EV market, in our recent Auto Buyer Journey report, we discovered that the greatest lift in EV charging station visits actually came from **Gen Z**. Auto makers should focus on younger drivers when it comes to promoting their EV models, especially **male drivers**, as men accounted for **59%** of EV charging station visits in 2022, **+10%** more visits than expected relative to other points of interest.



EV Drivers Category Affinities:

Affinity data further suggests that today's EV drivers are likely to be nature lovers.



How To Read: Compared to the average American consumer, **EV drivers** (people who visited an EV charging station at least once within the analysis period) are 50% more likely to visit a bay.

It should come as no surprise that eco-conscious drivers are taking their cars for a spin to see the natural wonders of the world.

Compared to the average American, EV drivers were up to **+50%** more likely to visit nature hotspots, such as **bays** and **mountains**, in 2022.

For natural destinations closer to home, EV drivers can also be found at their local parks. EV drivers were **+10%** more likely than the average American to visit **state / provincial parks** in 2022, with parks in **California** and **Washington** being the most popular.

Consider today's top locales for EV drivers:

California State Parks

Washington State Parks

NYC Parks

Chicago Parks

Road trips are a prime time to test out electric vehicles

Drivers can be hesitant to switch to electric due to the uncertainty of how they compare to traditional cars. Renting an EV for a road trip is one of the ways potential EV buyers have been quelling those fears*. Sure enough, affinity data reveals that EV drivers were more likely than the average American to visit several **car rental chains** in 2022. Auto makers interested in attracting new customers for their EV models should consider targeting customers of the car rental chains prospective buyers are likely to visit, as well as guests of the **hotels** prospective buyers are likely to stay at during their travels.

Where are EV drivers renting cars?

- Hertz **+30%**
- Avis Car Rental **+26%**
- National Car Rental **+16%**
- Enterprise Rent-A-Car **+13%**
- Budget Car Rental **+13%**

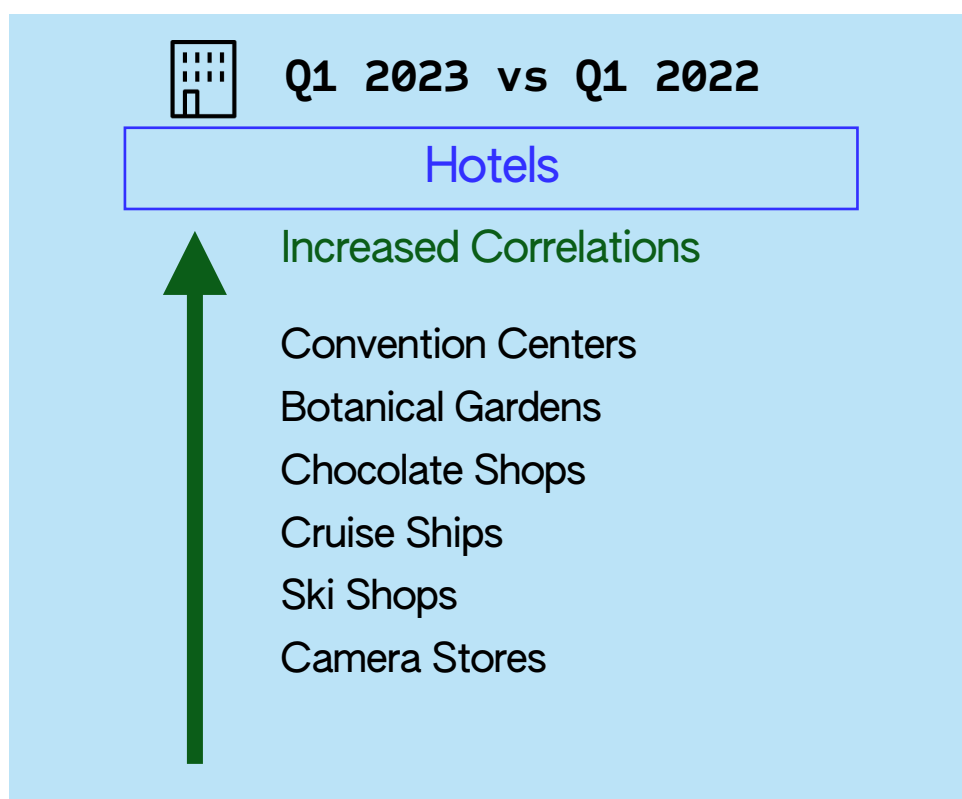


Where are EV drivers staying during their travels?

- MGM Resorts Int'l **+53%**
- Autograph Collection Hotels **+35%**
- Best Western **+33%**
- Westin Hotels **+32%**
- Ramada **+30%**
- Extended Stay America **+28%**
- Hyatt Regency **+25%**
- Residence Inn Marriott **+24%**

Where else can prospective EV drivers be found?

In addition to considering where prospective buyers are likely to stay during their travels, auto brands should also consider where they are going for leisure & entertainment. Location data reveals an **increase** in correlation between Q1 foot traffic to hotels and foot traffic to POIs such as **conventions centers**, **botanical gardens**, and **cruise ships**. OOH campaigns near these destinations can help auto makers attract new customers.



The favorite auto chains of electric vehicle drivers

With the increase of auto makers producing electric vehicle models, eco-conscious drivers have had a lot more options to choose from. A pioneer in the space, EV drivers have the strongest affinity for **Tesla**, but are also likely to visit places such as **CarMax**, **Mercedes-Benz**, and **BMW** when browsing for a new EV. Breaking into the EV market can drastically help auto brands boost sales as the top 5 visited chains in 2022 all offered EV models*. Targeting visitors of EV drivers' favorite dealerships and auto care shops can help auto makers get on the radar of prospective buyers.

Where are EV drivers shopping for cars?

- Tesla Motors **+198%**
- CarMax **+39%**
- Mercedes-Benz **+38%**
- BMW **+37%**
- Mazda **+12%**
- Toyota **+11%**
- Volkswagen **+11%**
- Honda **+10%**



Where are EV drivers going for auto aftermarket care?

- Tesla Supercharger **+505%**
- Quick Quack Car Wash **+99%**
- Les Schwab **+74%**
- Pep Boys Auto **+23%**
- Jiffy Lube **+16%**
- AutoZone **+3%**
- O'Reilly Auto Parts **+3%**

Where are Tesla drivers likely to stop before or after a charge?

Understanding where EV drivers are likely to go before or after charging their vehicles can help auto makers better reach them. Location data reveals an **increase** in correlation between Q1 foot traffic to Tesla Supercharger locations and foot traffic to chains such as **Starbucks** and **Target**. Brands can utilize correlation data to inform site selection strategies for future charging stations or locations for OOH campaigns.



Q1 2023 vs Q1 2022

Tesla Supercharger

Increased Correlations

- Starbucks
- Target
- 7-Eleven
- Panda Express
- Trader Joe's
- Marriott Hotels
- ampm
- Bank of America



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