

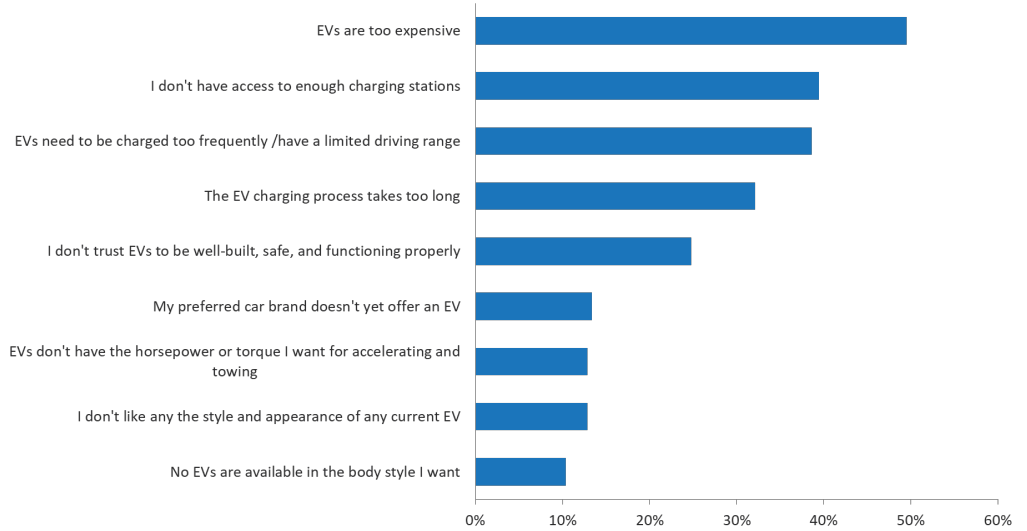
## SYNOPSIS

As the adoption of electric vehicles continues to grow, understanding consumer needs and priorities for home-based charging solutions is crucial. Future developments in the EV industry will be based on demand, and utilities will need to support a massive shift in home energy consumption. This study investigates consumers' charging location and equipment preferences, charging behavior and frequency, user experience, affordability, and space and future expansion considerations. It also investigates opportunities to coordinate the EV charging load with a smarter whole-home energy management approach.

**Number of Slides: 67**

## AUTHORS

### EV Purchase Inhibitors



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### Key questions addressed:

1. What are EV adoption trends, and who are EV owners and intenders?
2. What EV equipment are owners using at home, and how did they acquire the equipment?
3. What are households' home charging patterns and preferences, and what are consumer perceptions about home energy consumption and home energy management?
4. What other energy management products do EV owner use, and what is the demand for coordinating energy loads (thermostats, solar, battery storage, smart electric panels, HVAC, hot water heaters, appliances, etc.)?
5. Do EV owners participate in special utility rate plans and demand response (DR) programs?
6. What is the demand for bi-directional charging and using an EV battery as a home energy source?

“The evolution of EVs from standalone vehicles to integral components of home energy systems exemplifies the convergence of mobility and residential energy management. As the technology progresses, it paves the way for smarter, more resilient homes capable of balancing energy demands with supply, turning the car and the home into an energy resource.”

— Jennifer Kent, VP, Research, Parks Associates

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### Appendix

## ATTRIBUTES

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