

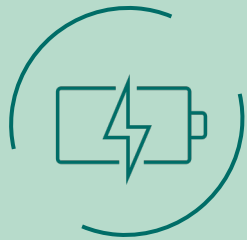
A wireframe illustration of a car, rendered in a light blue color, is centered in the background. Overlaid on the car and extending to the edges of the frame is a complex network of thin blue lines and small diamond-shaped nodes, resembling a data or communication network. The background is a solid dark teal color.

Electric Vehicle Adoption Depends on Affordable and Accessible Solutions

Geo: U.S. & Global
Time Range: Jan 2022 - Jan 2023



Consumers Are Ready to Buy Affordable and Accessible Electric Vehicles



Consistent interest and positive sentiment for electric vehicles but slow adoption indicates that there are key solutions needed to address EV market pain points: overall cost and accessible infrastructure. Consumers believe in an electric future, but their buy in will depend on accessibility and affordability of electric cars.

Mass Market EVs



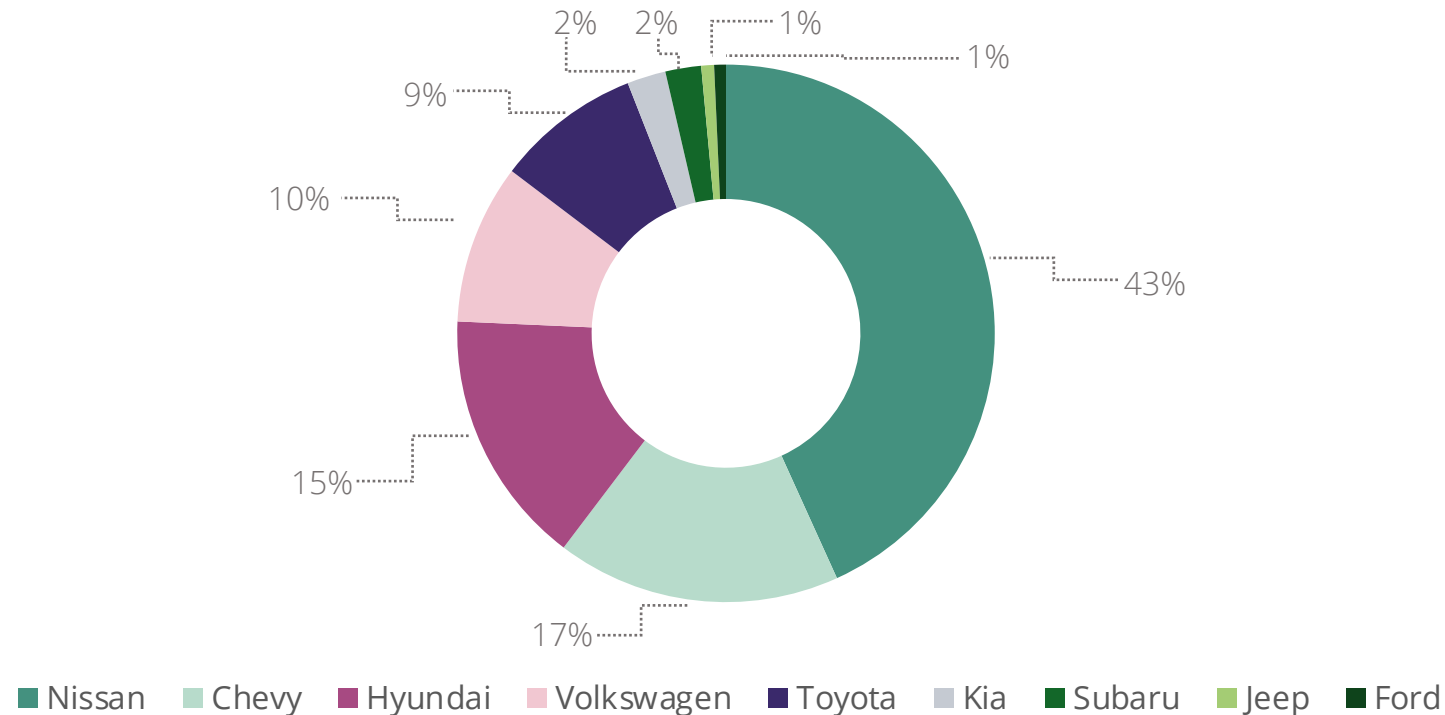
Nissan and Chevy Are Still Leaders In Mass EV Market

Online Behavior of a U.S. Mass Market Electric Vehicle Audience



Nissan was the first to create an all-electric, zero tailpipe emission, five-door hatchback on a mass manufacturing scale at a mass market price with the Nissan Leaf in 2010 – and Nissan still holds onto almost half of the online activity for a mass market EV audience, revealing name recognition in association with mass market EVs. Chevy also released the Chevy Volt as one of the first mass market EVs and still holds notable share of the engagement, but trails behind Nissan.

Percentage of Online Activity for Mass Market EV Brands (%):



Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan 2022 - Jan 2023

Mass Market EV Users Are Revved Up About Tax Credits

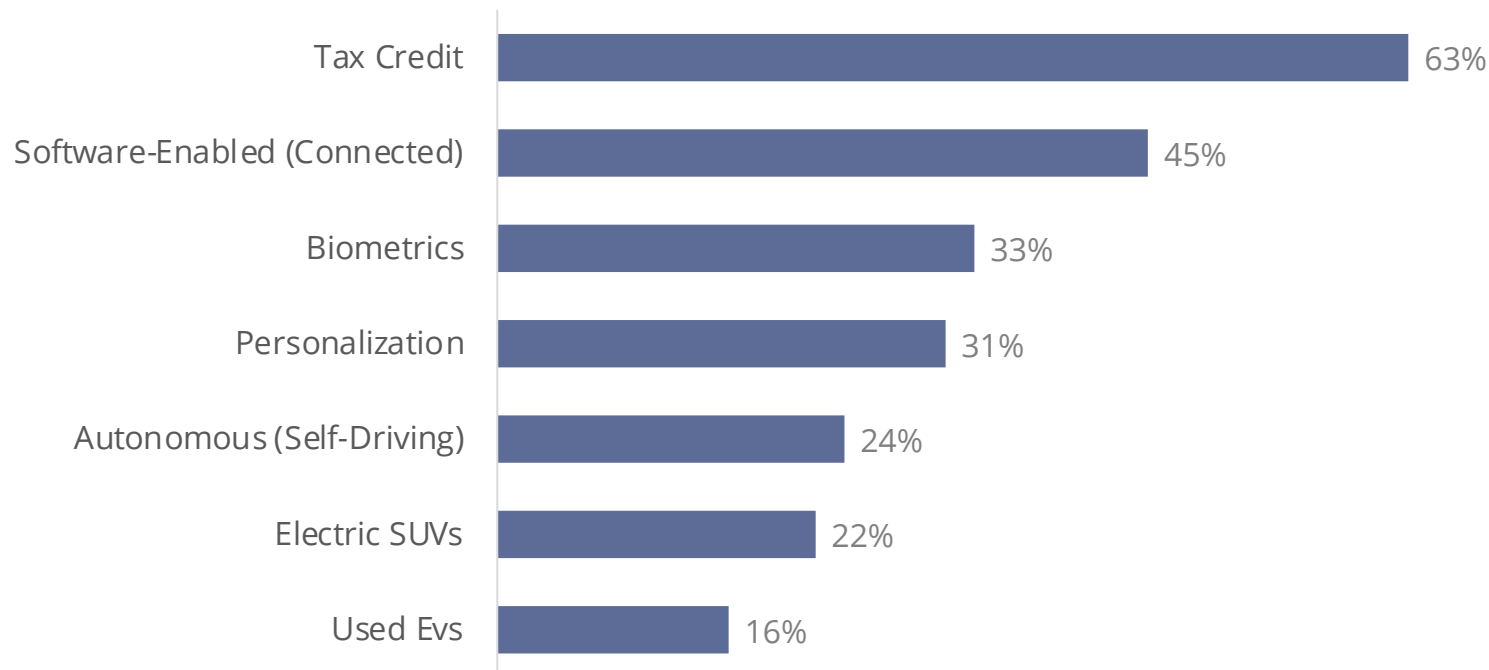


Online Behavior of a Global Mass Market Electric Vehicle Audience



Electric vehicles, unless used, have not been affordable in recent years, with the lowest starting costs still above \$25K. Now the government is offering tax credits to EV buyers, which should help adoption rates where affordability is the issue while manufacturers continue to grapple with bringing overall costs down. People researching mass market EVs are also very interested in connected cars that are personalized to themselves, that provide low carbon and energy solutions. They are additionally likely to be exploring the electric car infrastructure available to them.

Recent Average Month-Over-Month Behavioral Growth by Trend (%):



Most Searched Keywords:

Electric Cars
Tax Credit
Affordable Electric Vehicles
Residential Energy Cost
Low Carbon Car
Plug-In Hybrid Electric Vehicles
Electric Mini Car
Charging Infrastructure
Savings of an Electric Car
Electric Battery Range
Eligible Electric Vehicles
Least Expensive Electric Vehicles

Hybrids Are of Great Interest to People Researching Mass Market EVs

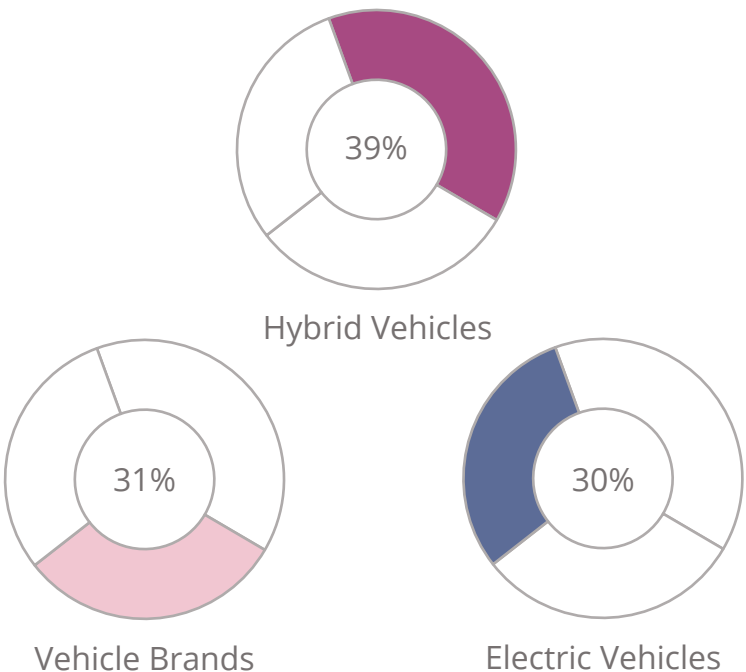


Online Behavior of a U.S. Mass Market Electric Vehicle Audience

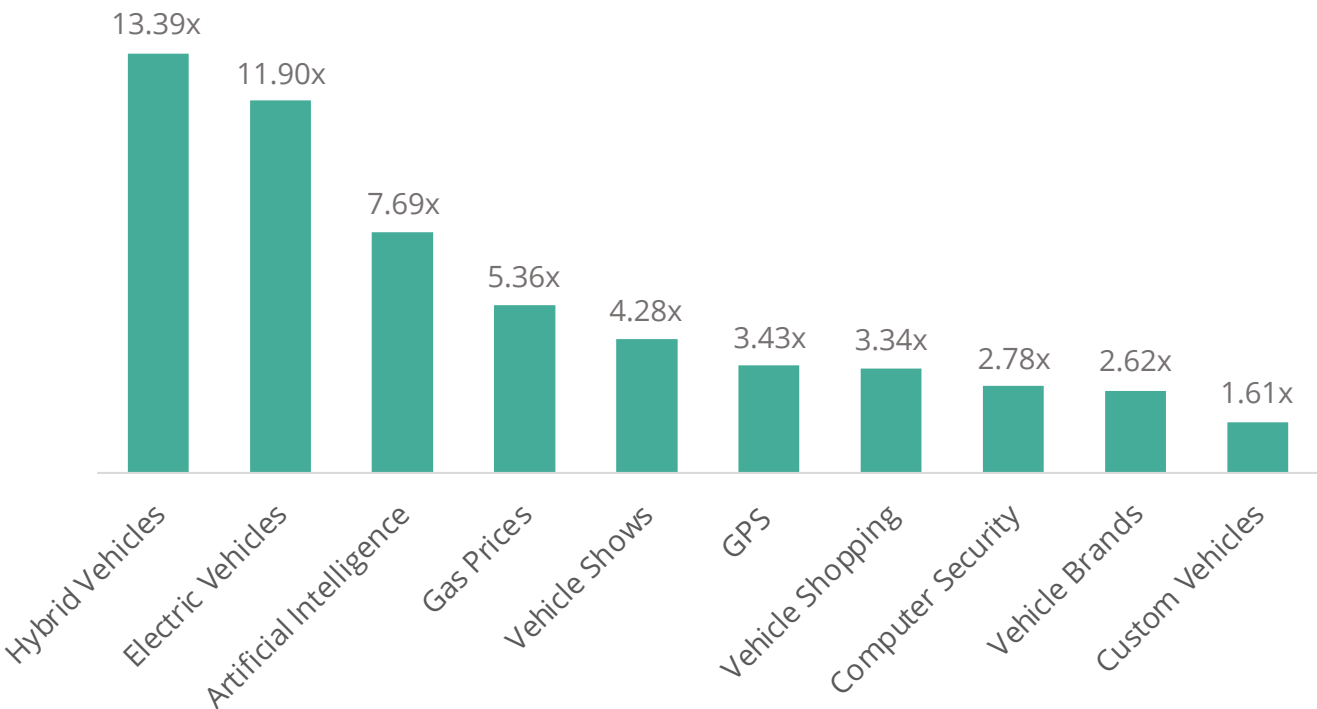


Given that hybrid vehicles depend less on local charging infrastructure and are more affordable at the moment than fully electric cars, it makes sense that mass market electric car researchers are paying more attention to hybrid options. They are also paying attention to relevant discussions around artificial intelligence and technology security that will play a role in future electric car development.

Top Three Most Searched and Shared Categories (%):



Highest Indexing Categories of Interest:



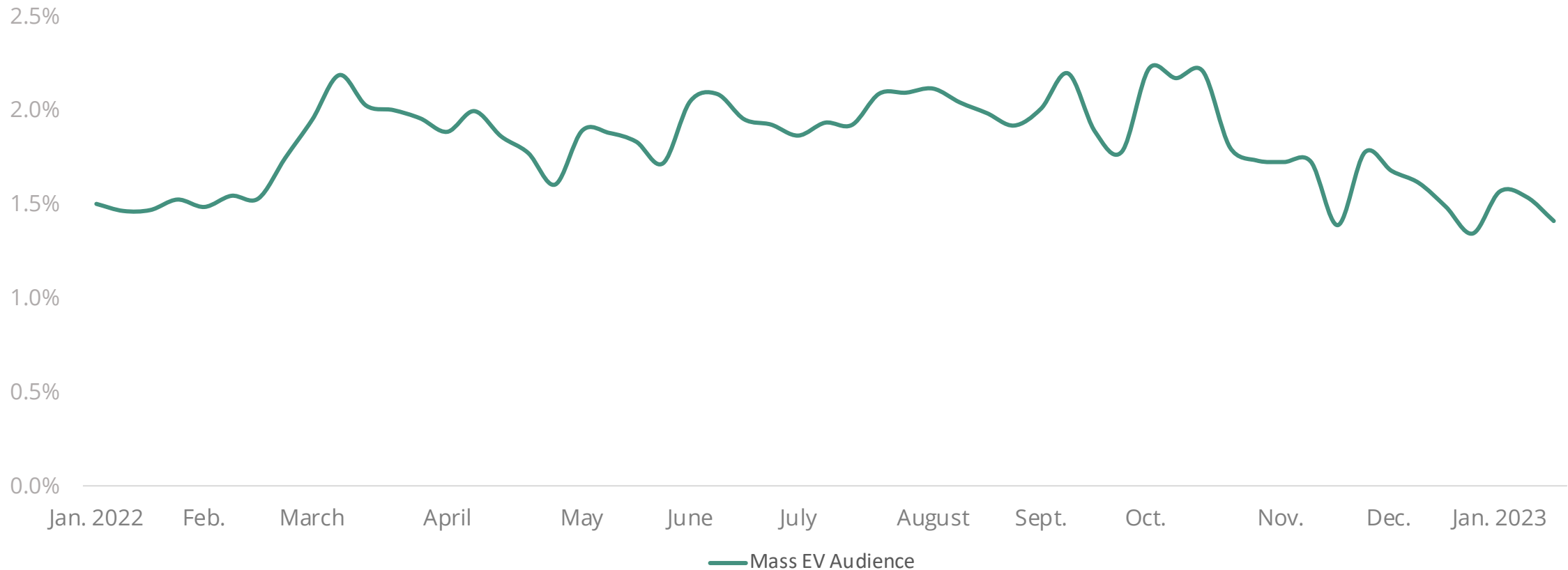
An index number (i.e., 13.39x) quantifies above-average interest | Geo: U.S. | Time Frame: Aug 2022 - Jan 2023

Electric Vehicles Are Of Consistent Interest To The Mass Vehicle Market



Online Behavior by a U.S. Mass Market Electric Vehicle Audience

Online Activity by a U.S. Mass Market EV Audience (%):



Even as record high inflation continues to put pressure on American wallets, consumers are still consistently interested in electric vehicles. A combination of the allure of lower gas spending combined with increased awareness of gasoline consumption's effects on climate change may be spurring this continued interest.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan 2022 – Jan 2023



Luxury EVs

Tesla Still Dominates Online Behavior, But The Market Is Diversifying

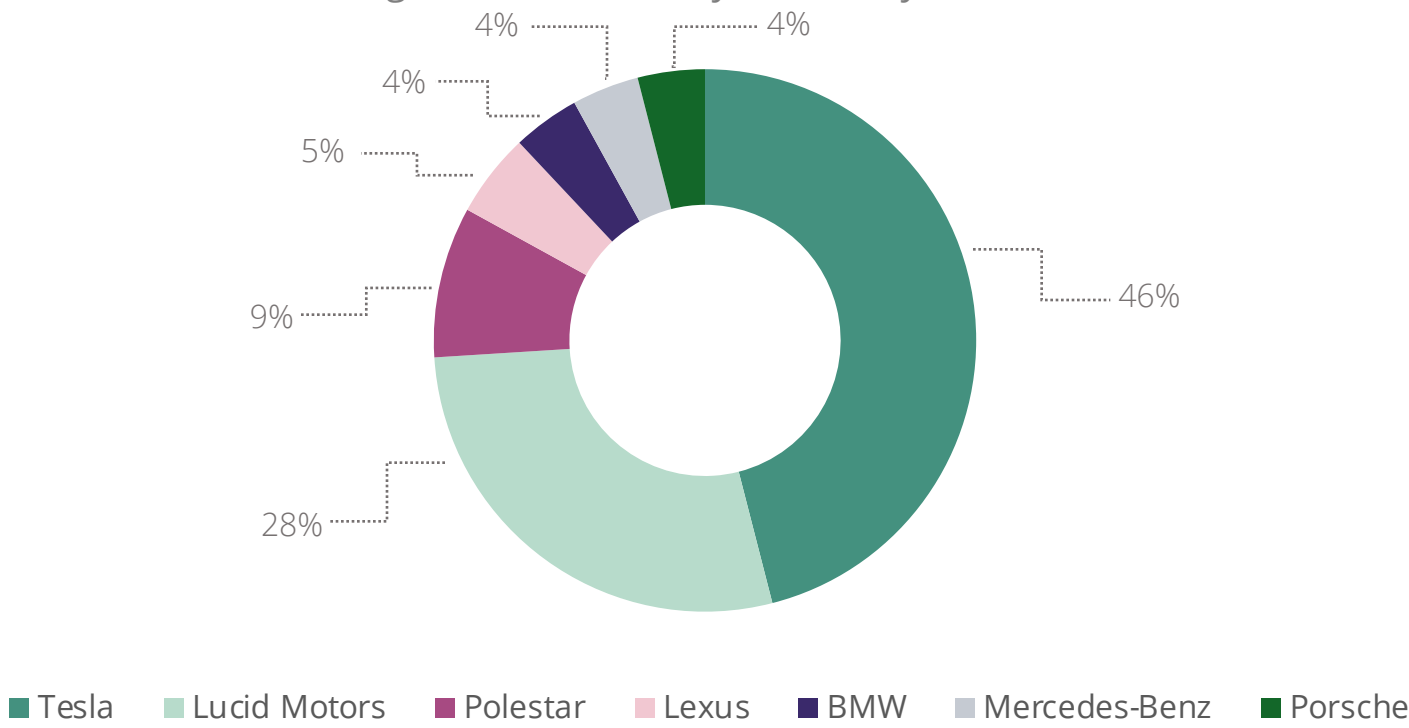


Online Behavior by a U.S. Luxury Electric Vehicle Audience



Tesla still dominates the online activity for a luxury EV audience, perhaps as a result of their pioneering in the field combined with recent, unprecedented price slashes that prompted many consumers to delve further into Tesla online. Lucid Motors, a brand that solely produces luxury EVs, also has over a quarter of the online activity from this audience, solidifying them as a major player in this sphere which used to be dominated by Tesla.

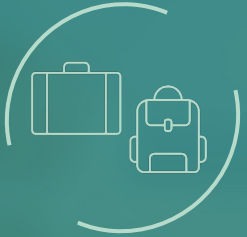
Percentage of Online Activity for Luxury EV Brands (%):



Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan 2022 - Jan 2023

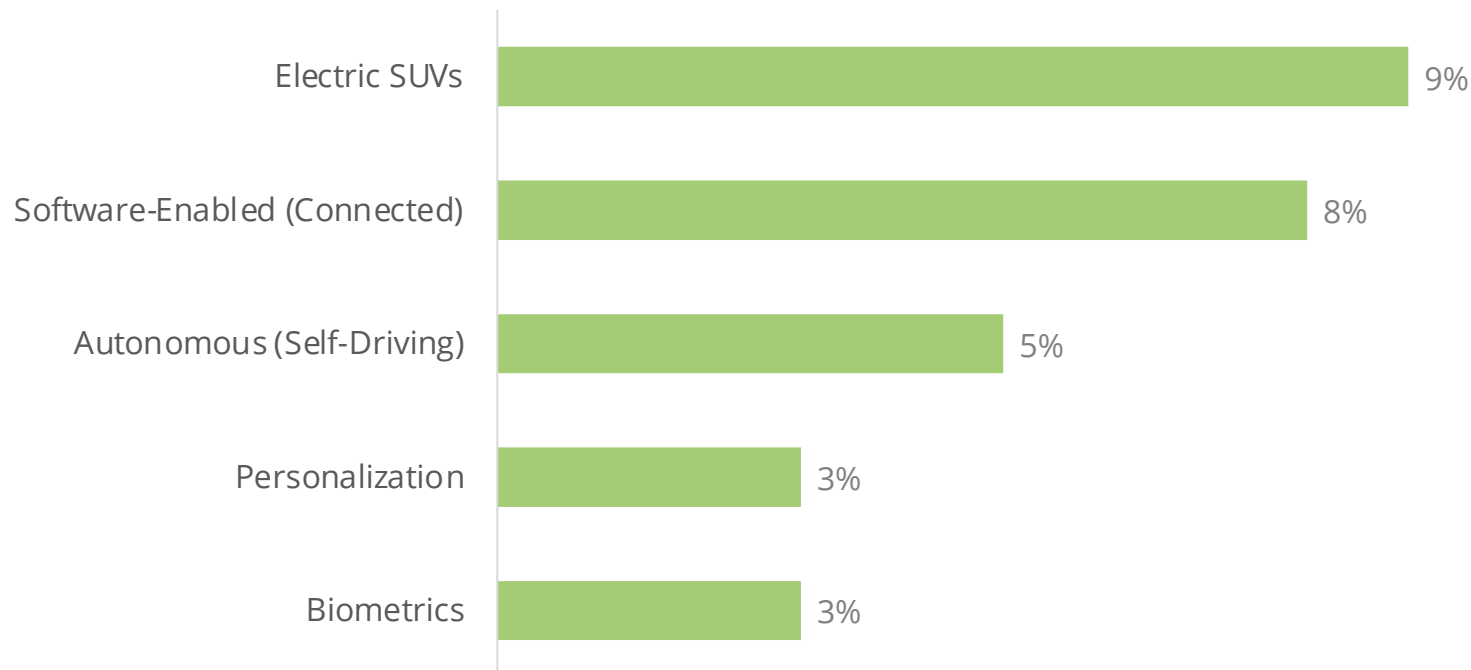
Luxury EV Content Consumers Are Seeking Out SUV Options

Online Behavior of a Global Luxury Electric Vehicle Audience



For luxury drivers, interest is rising for electric cars that give them the storage and road preparedness that their SUVs give them, above compact and mini electric vehicles. They're looking for a sustainable, electric future that affords them the same luxuries and flexibility that combustion engines do now. Additionally, they're invested in the technology powering an electric future, like the powertrain and e-mobility platforms.

Recent Average Month-Over-Month Behavioral Growth by Trend (%):



Most Searched Keywords:

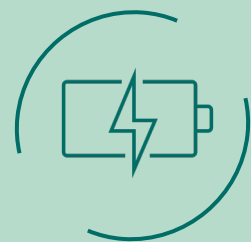
Best Luxury Electric Cars
Luxury Electric Vehicles
Accessible Electric Vehicles
Electric SUV
Sustainability
Electric Future
Electric Powertrain
Environmental Impact
California Grid
Electric Vehicle Technology
Mercedes Benz Luxury Electric Car
E-Mobility Platform

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Brand Name is Important to Luxury EV Browsers

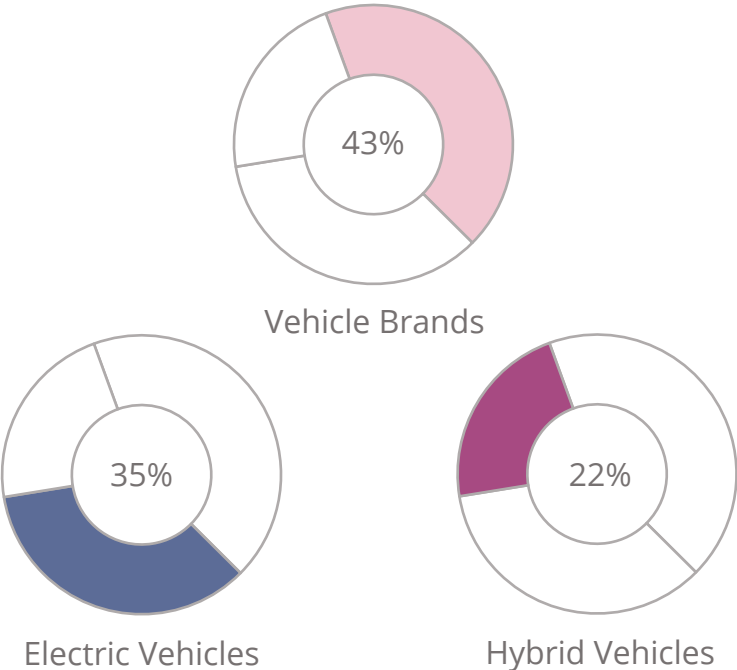


Online Behavior of a U.S. Luxury Electric Vehicle Audience

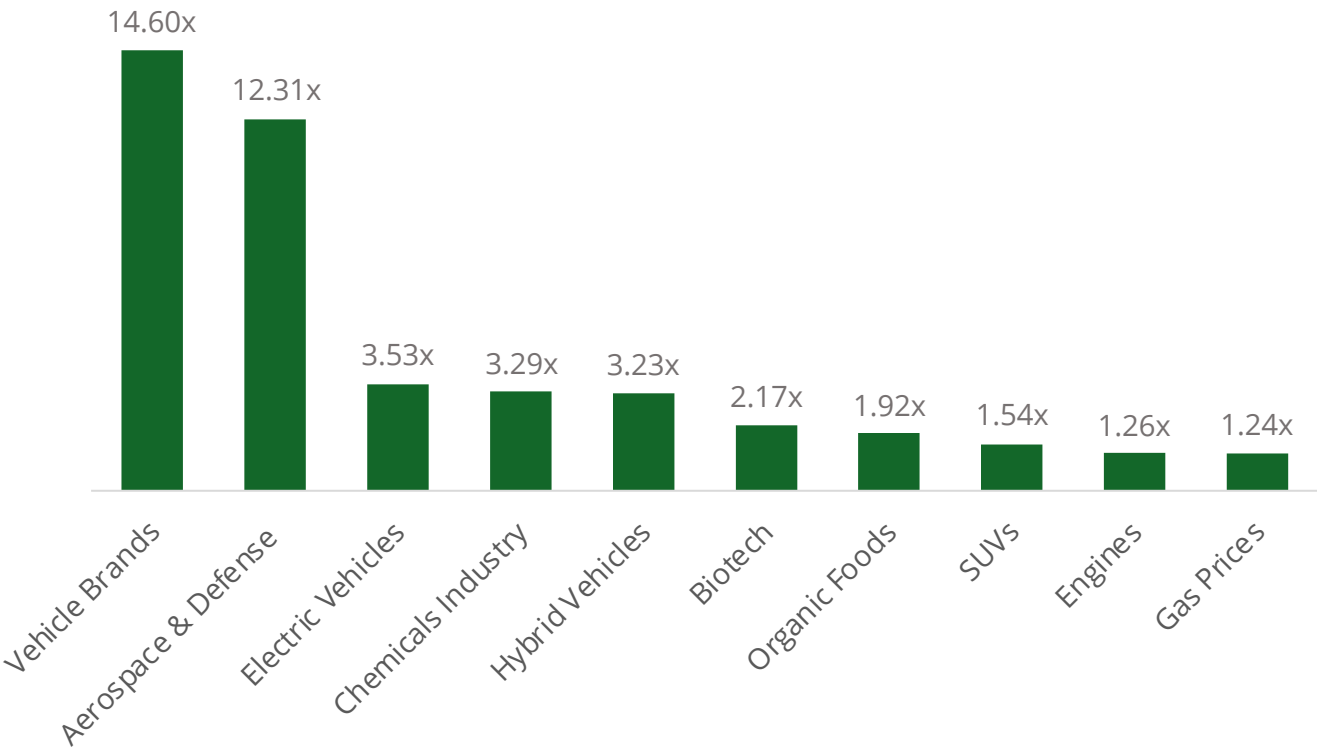


Far more than mass market car shoppers, luxury drivers prioritize vehicle brands in their online research for electric vehicles. They also engage with electric more than hybrid. This could demonstrate their buy in to the idea of an electric future, as the most sustainable opportunity.

Top Three Most Searched and Shared Categories (%):



Highest Indexing Categories of Interest:



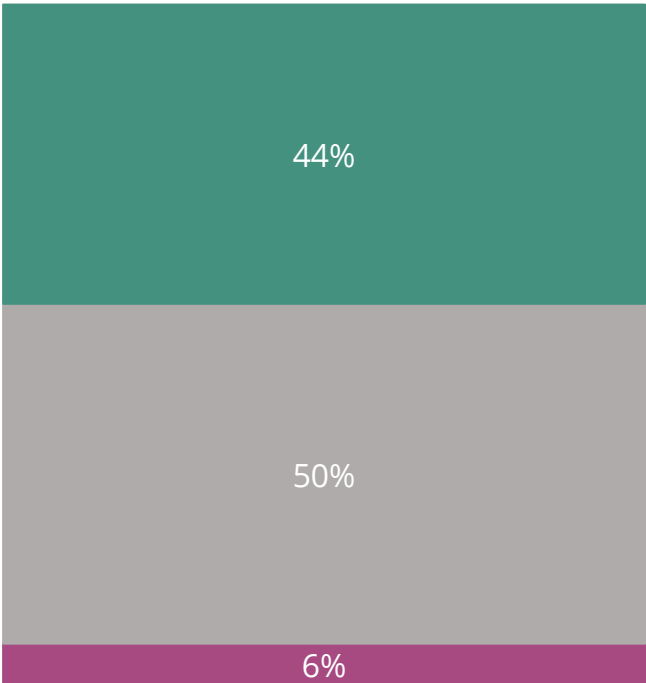
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Positive Sentiment for Luxury EVs is High Despite Negative Press

Online Behavior by a U.S. Luxury Electric Vehicle Audience



Luxury EV Sentiment (%):



Luxury EV Sentiment

■ Negative Sentiment ■ Neutral Sentiment ■ Positive Sentiment



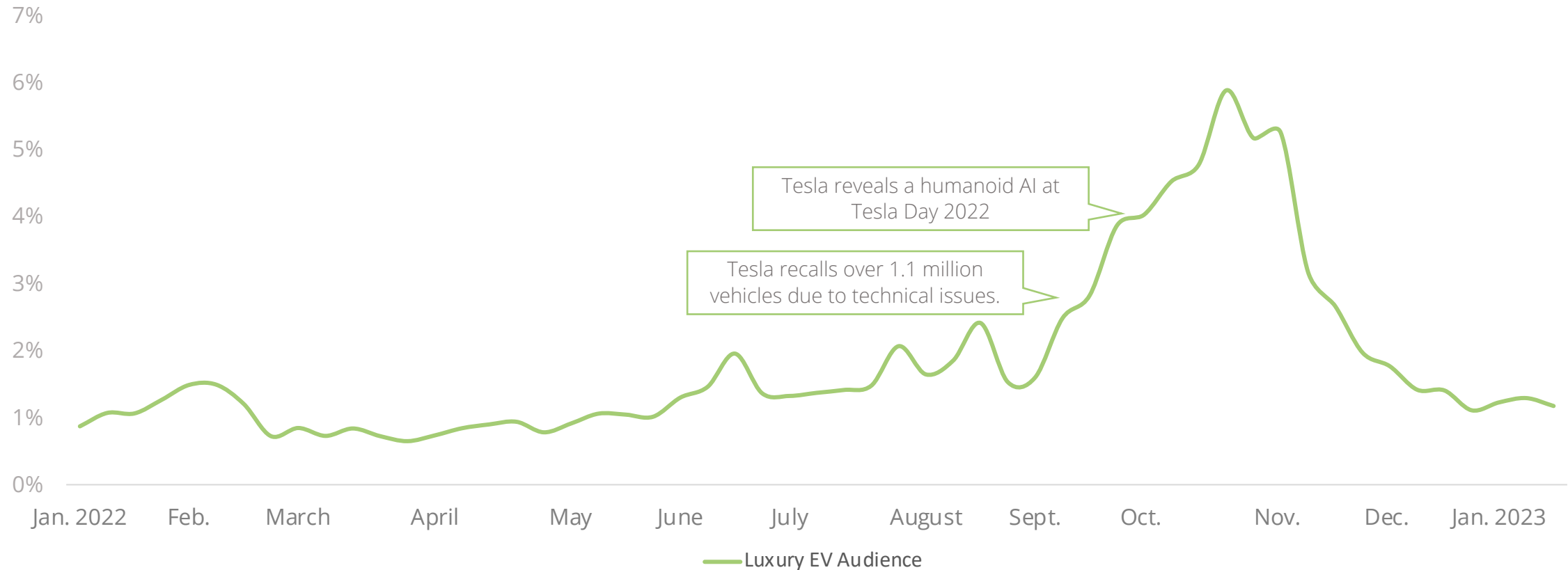
As climate change becomes an increasingly visible issue and EV technology progresses, positive sentiment and the neutral sentiment that accompanies ongoing discussion of luxury EVs and their corresponding brands is high. Negative sentiment remains low and is perhaps a byproduct of the negative discussion around price, especially as inflation remains a prominent issue and Tesla recently decided to slash prices, causing consternation among previous purchasers who purchased their vehicle at the higher MSRP.

Fall 2022 Saw A Major Jump In Luxury EV Activity



Online Behavior by a U.S. Luxury Electric Vehicle Audience

Online Activity by a U.S. Luxury EV Audience (%):



Luxury EVs have consistent engagement online, but there is a contingency of engagement that relates to Tesla and Tesla CEO Elon Musk, who are inextricably linked. As Musk continues to bring Tesla more and more into the limelight (including with Musk's acquisition of Twitter in September of 2022, causing questions around his ability to manage both companies at the same time), engagement with luxury EVs continues to grow.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan 2022 – Jan 2023

Summary

A wireframe illustration of a car, rendered in a light blue color, centered on a dark teal background. The car is shown from a side profile. Overlaid on the car and extending to the edges of the frame is a complex network of thin blue lines connecting small blue diamond-shaped nodes. This network resembles a data mesh or a neural network structure, with some nodes appearing more prominent than others. The overall aesthetic is technological and futuristic.

Consumers Are Paying Close Attention to the Electric Vehicle Market



ShareThis data reveals both consistent interest and positive sentiment for electric vehicles, a sign that consumers are prepared to go electric



Hybrids are seen as more accessible to mass market buyers due to overall price and available infrastructure



Tax credits are alluring to consumers but haven't made a dent in overall interest, signaling that EV prices will have to come down for mass adoption



Brands that were first to market in EVs are still ahead, but there are opportunities for growth by other brands, especially in SUV offerings

Audiences to Activate

Consider the following segments in your activation strategy

Relevant Segments

- Autos & Vehicles > Custom & Performance Vehicles
- Autos & Vehicles > Electric & Plug-In Vehicles
- Autos & Vehicles > Hybrid & Alternative Vehicles
- Autos & Vehicles > Luxury Vehicles
- Autos & Vehicles > Microcars & City Cars
- Autos & Vehicles > Trucks & SUVs > SUVs
- Autos & Vehicles > Vehicle Brands
- Autos & Vehicles > Vehicle Parts & Accessories > Engine & Transmission
- Autos & Vehicles > Vehicle Shopping
- Autos & Vehicles > Vehicle Shopping > Fuel Economy & Gas Prices
- Science > Computer Science > Machine Learning & Artificial Intelligence

Custom

- Electric Vehicles > Autonomous
- Electric Vehicles > Electric SUVs
- Electric Vehicles > Personalization
- Electric Vehicles > Software Enabled
- Electric Vehicles > Tax Credits
- Electric Vehicles > Used and Pre-Owned



Thank You