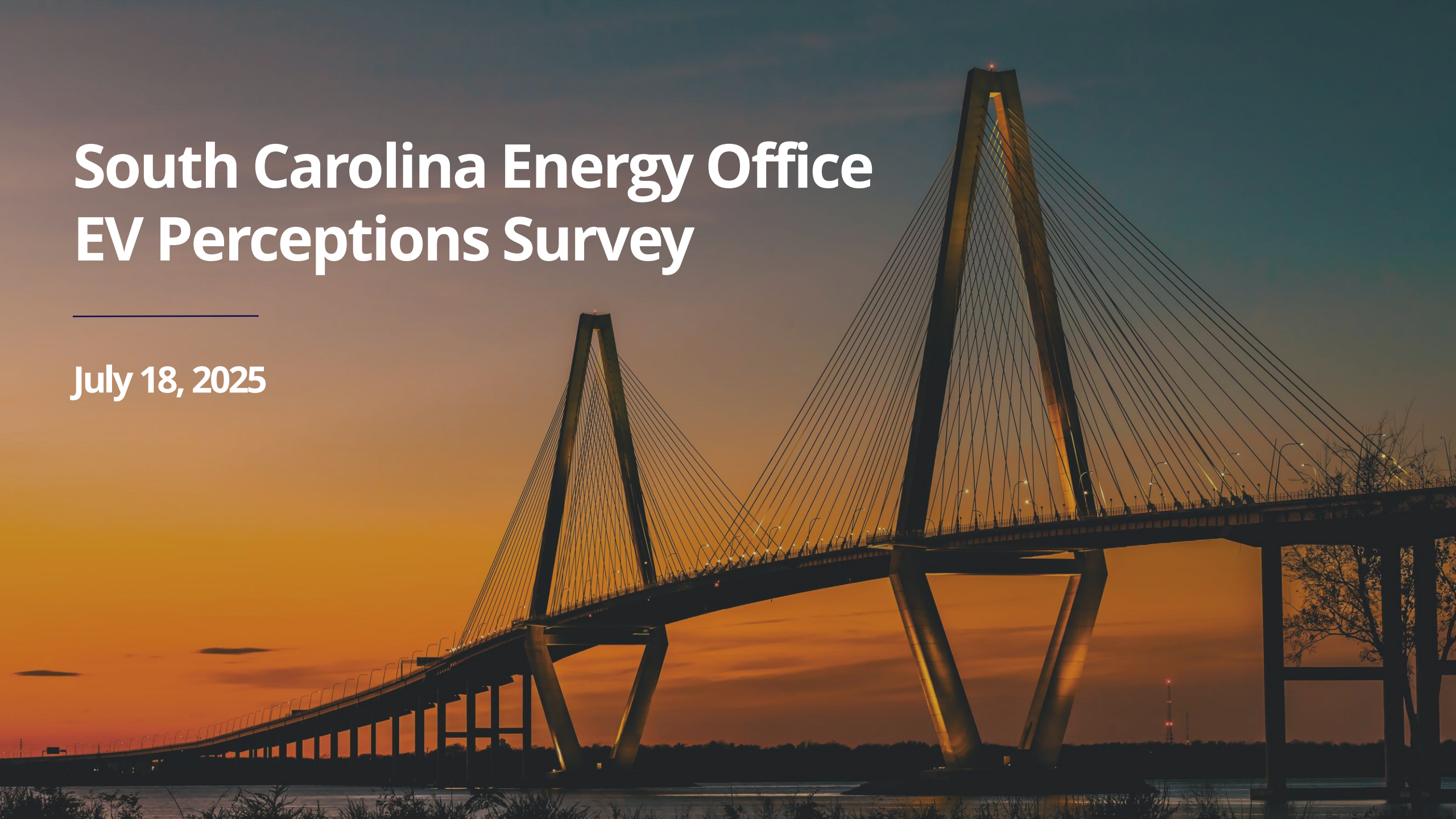
South Carolina Energy Office EV Perceptions Survey

July 18, 2025



SURVEY METHODOLOGY

Audiences

South Carolina Residents

U.S. adults ages 18+ who live in South Carolina, with representative quota goals across:

Age
- *18-24 (15%)*
- *25-44 (31%)*
- *45-64 (33%)*
- *65+ (21%)*

Gender
- *Men (48%)*
- *Women (53%)*

Race
- *White (64%)*
- *Black (24%)*
- *Hispanic (8%)*
- *Asian (2%)*

Income
- *$49,999 or less (37%)*
- *$50,000-$99,999 (31%)*
- *$100,000 or more (31%)*

Region
- *Upstate (35%)*
- *Midstate (24%)*
- *Pee Dee (20%)*
- *Coastal (21%)*

Education
- *No College Degree (64%)*
- *College Degree (36%)*

Sample Size

N=1,000

Methodology

20-Minute Online Survey

Timing

Survey Fielded May 19th – June 9th, 2025

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Key Findings: EV Perceptions

1

While some form of EV familiarity is high, less than 1 in 5 South Carolinians would consider themselves “very” or “extremely” familiar

73% of respondents say they are at least "somewhat familiar" with electric vehicles (EVs), citing TV ads and seeing EVs in their communities as the top sources of visibility. However, fewer than one-third (31%) have noticed EV charging stations nearby, and less than one-quarter have personally ridden in an EV.

2

Familiarity with charging costs, EV maintenance, and at-home charging needs is low, providing an opportunity for public education

More than 3 in 5 non-EV owners in South Carolina are unfamiliar with key aspects of electric vehicle ownership -- specifically, how much it costs to charge (61%), maintain (59%), and how EVs perform in different weather conditions (58%). Half or more also lack understanding of home charging requirements (54%) and how long charging takes (50%). Compounding these gaps, only 3 in 10 respondents know that an EV can be charged using a standard household outlet.

3

EVs are largely perceived as too expensive and underserviced by public charging to be practical

72% of South Carolinians think EVs cost more to purchase than internal combustion engine (ICE) vehicles and two thirds of Non-EV owners believe the upfront costs of buying an EV are too high. In addition, only 22% of the total sample believe there are many EVs available for under $45,000, and only 26% agree there are enough used EVs for sale. As for charging, 55% agree there are not enough public charging stations to justify owning an EV, while only 30% believed figuring out how to get an EV charger installed at home seems easy.

4

Over one third of all respondents are open to purchasing an EV someday, and three fourths have the access to off-street parking to facilitate overnight charging.

Of the total sample, 12% of respondents are actively in the market for an EV. Of those open-minded to an EV purchase, half intend to do so in the next two years. Furthermore, 76% of all vehicle owners report parking their vehicle either in a personal driveway or private garage, which would allow for overnight EV charging to be a reality for many South Carolinians.

South Carolinians

Measuring EV Awareness and Interest

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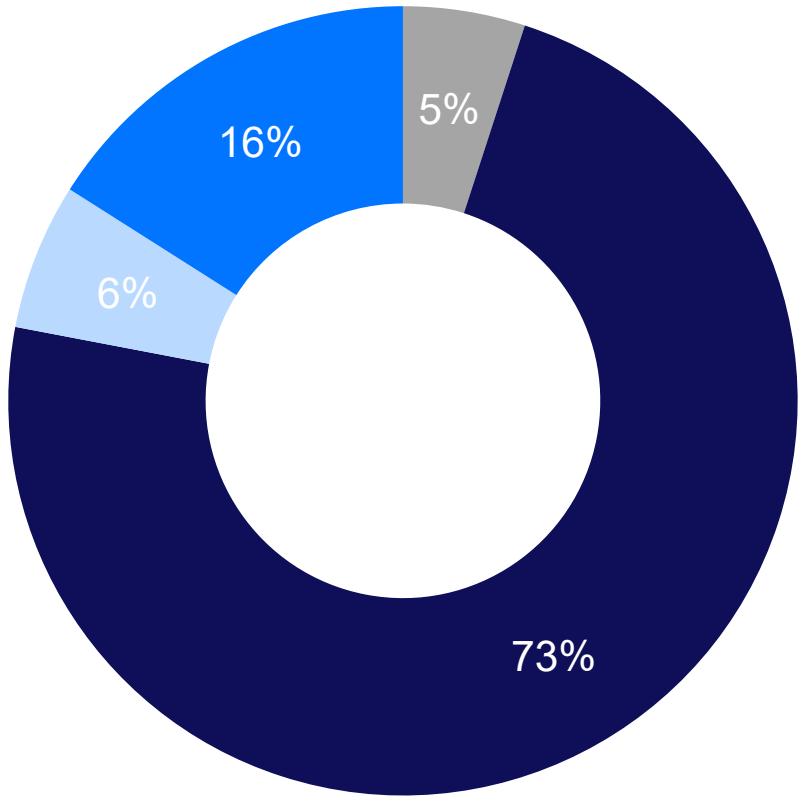
Approximately three quarters of all respondents own an ICE vehicle

All Respondents

Vehicle Ownership By Fuel Type

(Shown: % Selected)



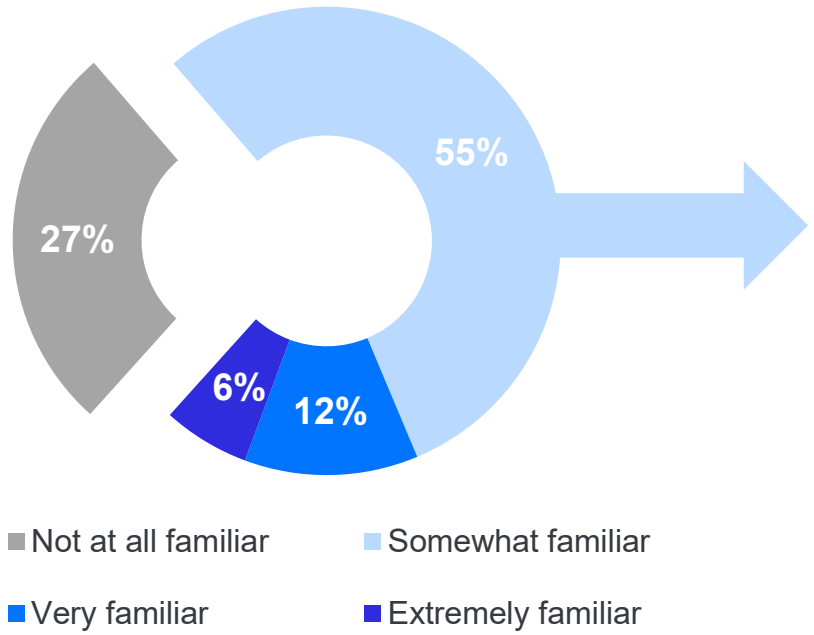
Q4a. Is your vehicle fueled by gasoline, electricity (you plug it in to charge the car regularly), or a combination of both? Base: SC Vehicle Owners (n944)
Q6a. Is your secondary vehicle fueled by gasoline, electricity (you plug it in to charge the car regularly), or a combination of both? Base: SC Vehicle Owners who 2+ vehicles (n448)

Nearly 3 in 4 non-EV owners familiar with EVs, but passive exposure outweighs hand-on experience

Non-EV owners

EV Familiarity

(Shown: % Selected)



EV Familiarity Sources

(% Selected T3B "Somewhat/very/extremely familiar" and EV/hybrid owners)

	Total
I see EVs around my town	38%
TV advertisements	38%
YouTube	32%
General internet search	29%
News or media outlets	28%
Social media sites	28%
A friend/family member/neighbor that drives an EV	27%
Internet Advertisements	27%
At a car dealership	20%
Internet car research site (KBB, True Car, CarMax)	17%
Auto magazines	14%
Car websites like Car & Driver	13%
A coworker drives an EV	12%
Ridden in an EV via ride sharing	10%
I participated in an "ride and drive" event	8%
I used an EV through a care share program	6%
I drove an EV that my company owns	5%
Communications from my electric utility company	5%
At a community event such as a farmer's market or fair	5%

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Q17: How familiar are you with electric vehicles? Base: Non-EV Owners (n783)
Q18. How did you become familiar with electric vehicles? Base: Those somewhat/very/extremely familiar with EVs and EV/hybrid owners (n789)

All respondents

Less than 2 in 5 have seen EV ads or discussed EVs with others

Additionally, less than a third have see EV charging stations in their area or community.

Watched a commercial, ad, TV program, or online video about electric vehicles (36%)

Searched online for information about electric vehicles (21%)

Seen electric vehicle chargers in my area (31%)

Ridden in an electric vehicle (21%)

Talked to a coworker, friend, or family member who has an electric vehicle (24%)

Searched Dealership EV stock online (14%)

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Q32: Please choose the statements that apply to you and your interactions with electric vehicles. Base: Total (n1,000)

All respondents

Half of respondents can name a non-Tesla EV manufacturer

Only 1 in 5 can name an “EV” model but most mentioned are correctly identified as EVs, barring the Prius.

48%
Can name an EV brand

18%
Can name an EV model

Top mentioned “EV” models

1. Chevrolet Bolt

2. Toyota Prius

3. Chevrolet Volt

4. Nissan Leaf

5. Volkswagen ID.4

The Chevrolet Volt has been discontinued for 6 years.

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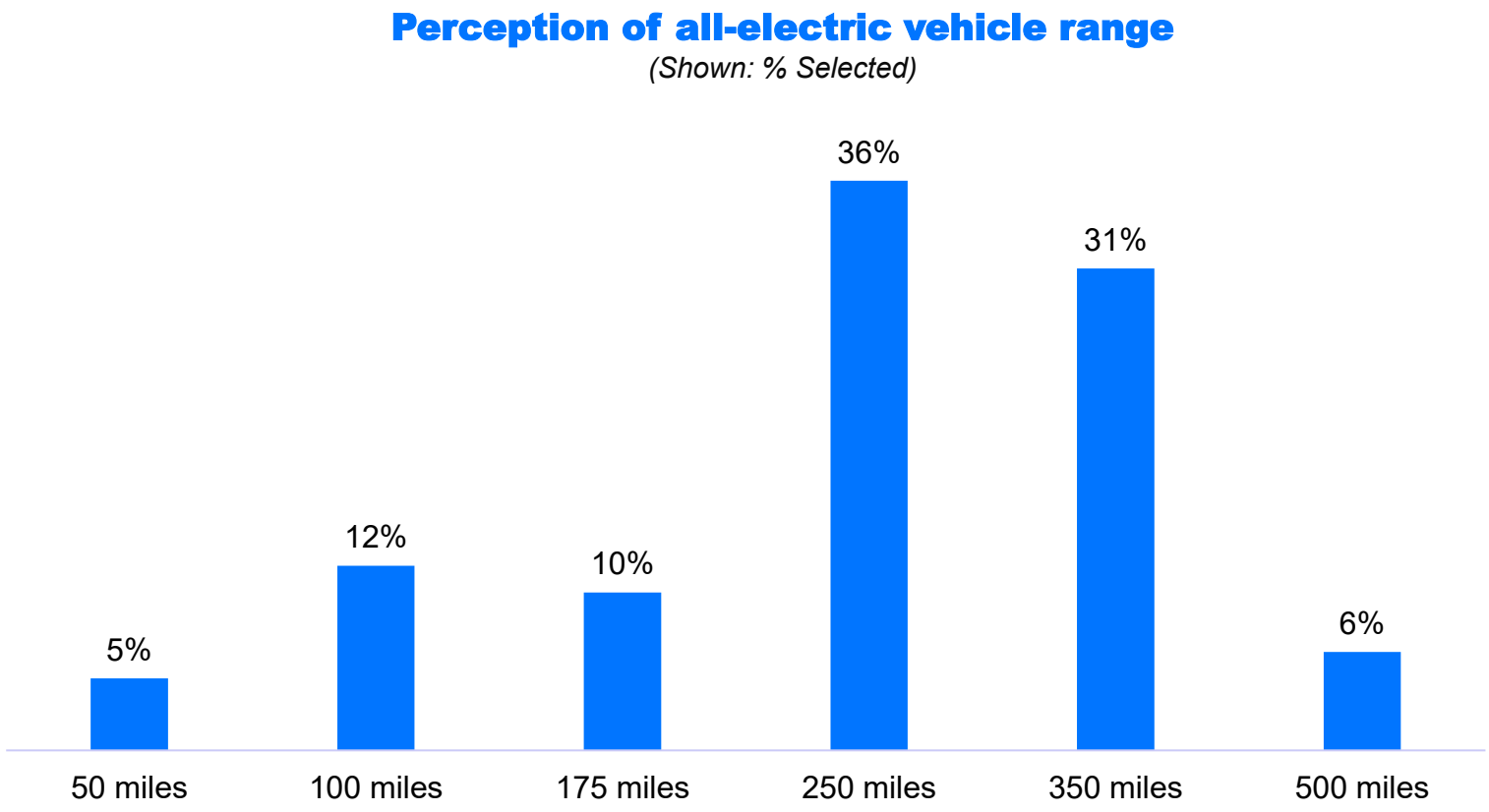
Q19a. Besides a Tesla brand car, can you name a plug-in electric vehicle brand and model that's available today? Base: Total (n500)

All respondents

74% accurately identify new BEV range as 250 miles or more



2024 Median New BEV Range:

283 miles

34%

Believe that it takes 4-8 hours to fully charge an EV at a public charging station.

Q22. Approximately how long do you think it takes for an electric vehicle to fully charge, assuming you are using a 240-volt outlet at your home or a normal public charging station? Q23. Approximately how far can most new all-electric vehicles drive on a full charge? Base: Total (n1,000)
Median BEV range and charge time sourced from the U.S. Department of Energy and U.S. Department of Transportation.

Non-EV owners

Costs, charging logistics are top opportunities for public education

Familiarity of EV ownership aspects

(Shown: % Selected B2B Not at all/not too familiar, ranked by the difference of helpfulness-familiarity, Among those that do not own EVs)

How much EVs cost to charge
61% unfamiliar

What is needed to charge an EV at home
54% unfamiliar

How much EVs cost to maintain
59% unfamiliar

How long EVs take to charge
50% unfamiliar

How EVs perform in varying weather
58% unfamiliar

EVs' ability to tow
62% unfamiliar

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Q27a: Using a scale of 1 to 5 where 1 means not at all familiar and 5 means extremely familiar, please tell us how familiar you are with each of the following aspects of electric vehicles. Base: Non-EV Owners (n783)

Respondents least familiar with EV charging and maintenance costs

All respondents

Familiarity and Helpfulness regarding aspects of electric vehicles

(Shown: % Selected, "Somewhat/Very/Extremely familiar/helpful")

	Average familiarity	Average helpfulness	Δ
How much it costs to charge	39%	81%	+42
How much they cost to maintain compared to gas vehicles	41%	82%	+41
How they perform in varying weather	42%	81%	+39
What I need in order to charge at home	46%	82%	+36
Available federal tax incentives or rebates to buy one	44%	80%	+36
If they have all-wheel or 4-wheel drive	43%	76%	+33
How long it takes to charge	50%	82%	+32
If there are charging stations along major highways and interstates	49%	81%	+32
Their ability to tow things like trailers	38%	69%	+31
Their driving performance	52%	82%	+30
How to charge away from home	54%	82%	+28
How far they can go on one charge	53%	81%	+28
How much they cost to purchase	54%	81%	+27
Whether electric vehicles can take me on outdoor adventures	48%	73%	+25
If an electric vehicle can fit all of my family and stuff	59%	82%	+23
Which auto manufacturers offer them	58%	81%	+23
Where I can find one to test out	56%	79%	+23
If electric vehicles are good for commuting	59%	80%	+21
If models like trucks and crossovers are available	56%	76%	+20

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Q27a: Using a scale of 1 to 5 where 1 means not at all familiar and 5 means extremely familiar, please tell us how familiar you are with each of the following aspects of electric vehicles. Q27b: Now, for the following aspects of electric vehicles, tell us how helpful the information would be for you when deciding to get a new or used electric vehicle sometime in the future. Base: Total (n1,000)

Non-EV owners less optimistic about EV availability compared to EV owners

Non-EV owners

EV owners

However, even those with EV experience agree that they take too long to charge and there are too few public charging stations.

72%

Of Non-EV Owners think EVs cost more to purchase than ICE vehicles

52%

Of EV/hybrid Owners think EVs cost more to purchase than ICE vehicles

EV Motivators *(Higher percentages are better)* *(% Selected T2B Agree)*	Non-EV owners	EV/Hybrid Owners
Dealerships in my area of SC are knowledgeable and helpful with EVs	33%	**66%**
It's easy to find EV models to test drive and buy in my area	32%	**63%**
Figuring out how to get an EV charger installed at home seems easy	30%	**64%**
There are enough used EVs for sale	26%	**58%**
There are many EVs available for under $45,000	22%	**58%**
EV Barriers *(Lower percentages are better)* *(% Selected T2B Agree)*		
There are not enough public charging stations for me to own an EV	55%	53%
EVs take too long to charge	52%	57%
The types of cars I prefer, like trucks or SUVs, don't have EV versions	29%	**50%**
It's hard to find good information about EVs online	26%	**45%**

Note: Statistically significant differences indicated in Green and Red

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Q36. Using a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, how much do you agree or disagree with each of the following statements about electric vehicles? Q48. Thinking about the price of electric vehicles compared to gas-powered vehicles after including all tax credits and rebates, which of the following do you think is most accurate? Base: Total (n1,000)

All respondents

“Facts”, “Cost”, and “Pros” are most common search phrases for EV information

Dealerships were a top trusted source for more EV information, especially for those most resistant to an EV purchase.

Top Phrases One Would Use to Learn More About EVS

(Shown: % Selected)

1. **18%** Electric vehicle/car/EVs
2. **11%** EV/Electric Vehicle Facts
3. **6%** EV/Electric Vehicle Cost
4. **4%** EV/Electric Vehicle Pros and Cons
5. **4%** Best EV/Electric Vehicle

Most Trusted Sources for Information for Hypothetical EV Search

(Shown: % Selected)

1. **42%** Dealerships
2. **36%** Auto Manufacturers
3. **36%** Online Car Shopping Sites (KBB, Edmunds, CarMax, etc.)
4. **27%** Friends/Family/Neighbors
5. **26%** YouTube

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Q28. If you wanted to learn more about electric vehicles, what is the first search phrase you would type into Google? Base: Total (n500)
Q29. Please select which of the following would be your top three trusted sources for providing you vehicle information IF you were in the market for a new or used electric vehicle. Base: Total (n1,000)

South Carolinians

Measuring EV Consideration

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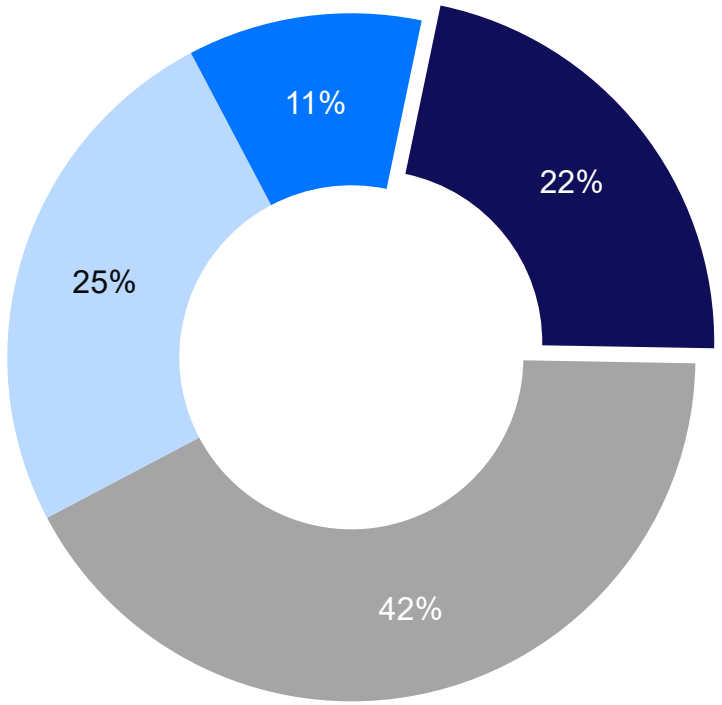
All Respondents

Of all respondents, 37% indicated they are considering purchasing EV

Stage of EV Purchase process + Current Hybrid/EV Owners

(Shown: % Selected)



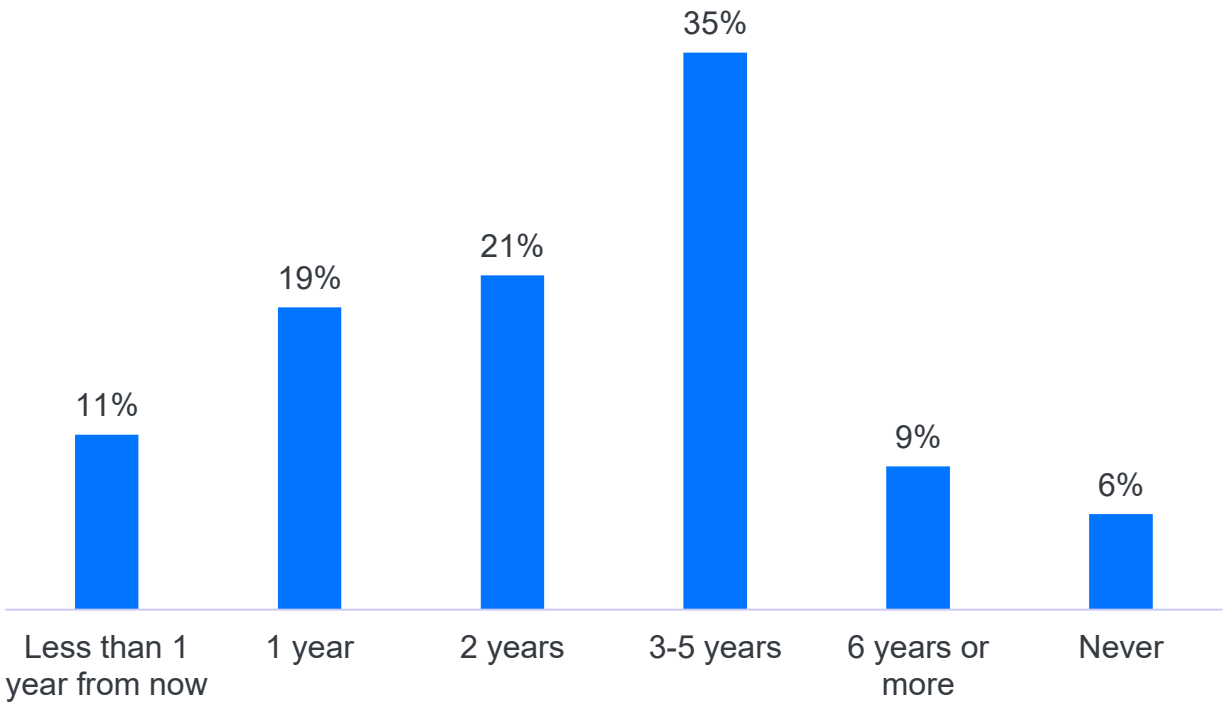
Q7. What statement best describes the stage you are at in the purchase process for an electric vehicle? Base: Total (n1,000)

Non-EV owners

Of the 37% considering an EV purchase, half plan to purchase within 2 years

Anticipated Timing for Purchasing or Leasing First Electric Vehicle (New or Used)

(Shown: % Selected)



51%

Say they will buy or lease an EV in the next 2 years

85%

Say they will buy or lease an EV in the next 5 years

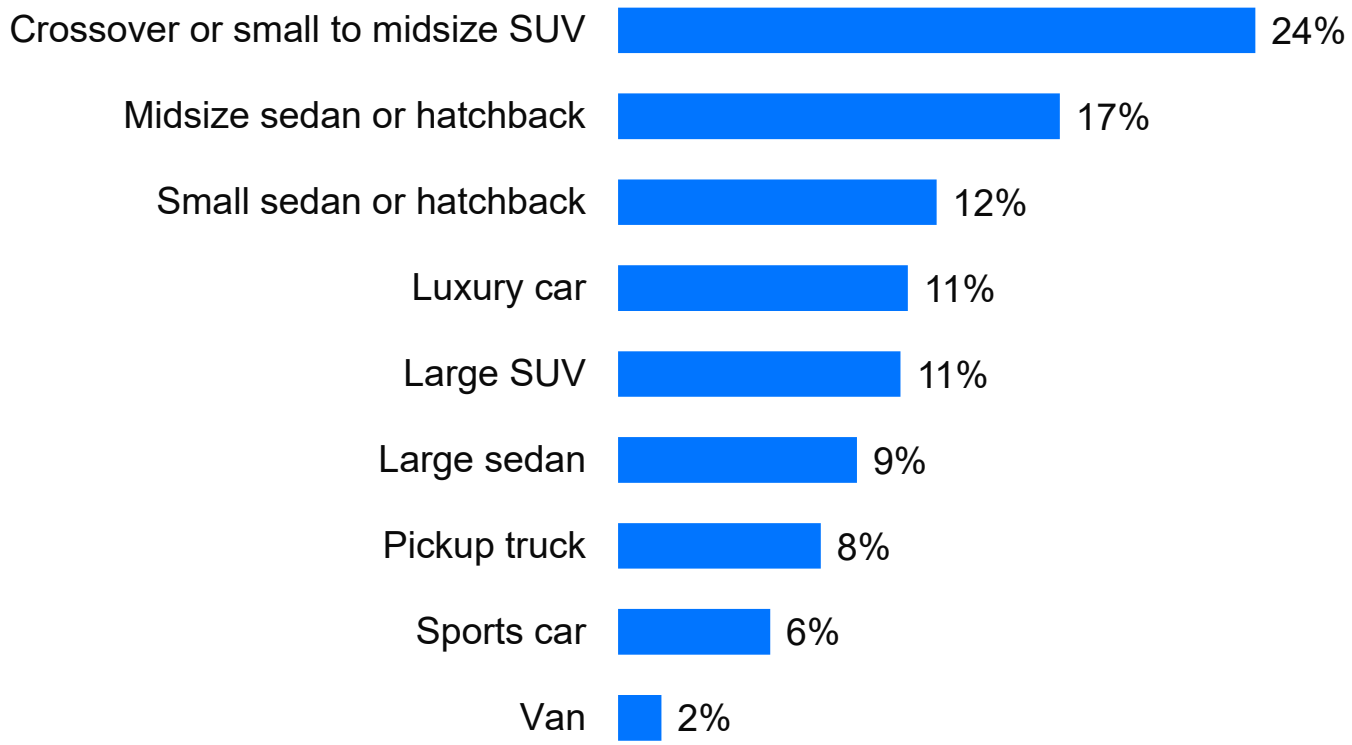
Q46: When do you anticipate purchasing or leasing your first electric vehicle, either new or used? Base: Non-EV Owners considering EV ownership (n363)

Non-EV owners

One in four prospective EV buyers would prefer crossover or smaller SUV

What Type of Vehicle would your first EV be?

(Shown: % Selected, Among those considering EV ownership)



Q47: Assuming that you will buy or lease an electric vehicle someday and that all types of models are available, what type would you like your first electric vehicle to be? Base: Non-EV Owners considering EV ownership (n363)

South Carolinians

EV Charging Knowledge and Awareness

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Less than 1 in 4 are very familiar with public charging stations

All respondents

24%

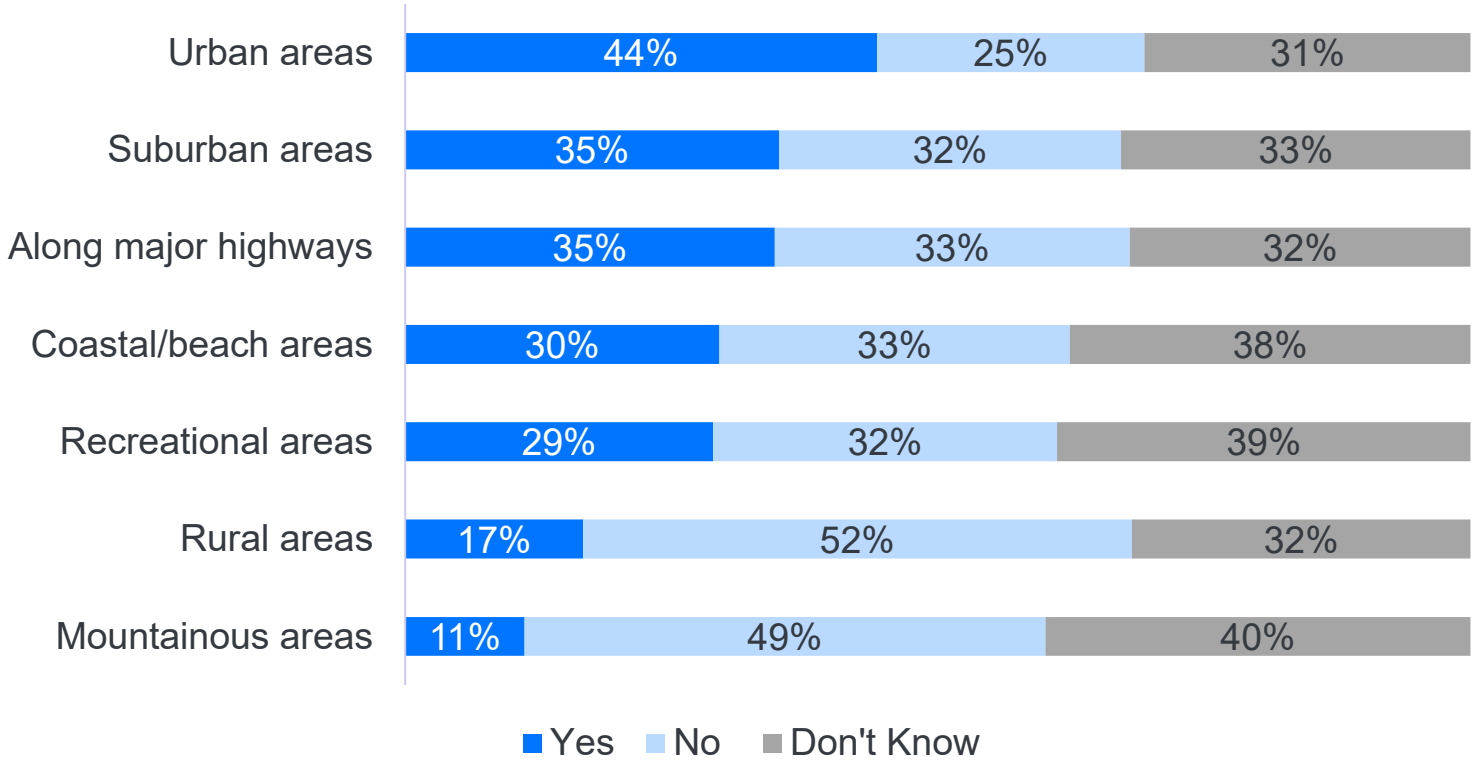
Are very/extremely familiar with public EV charging stations

59%

Could point someone to a public EV charging station in SC

Perception of public EV charger availability in South Carolina

(Shown: % Selected, Among non-EV owners)



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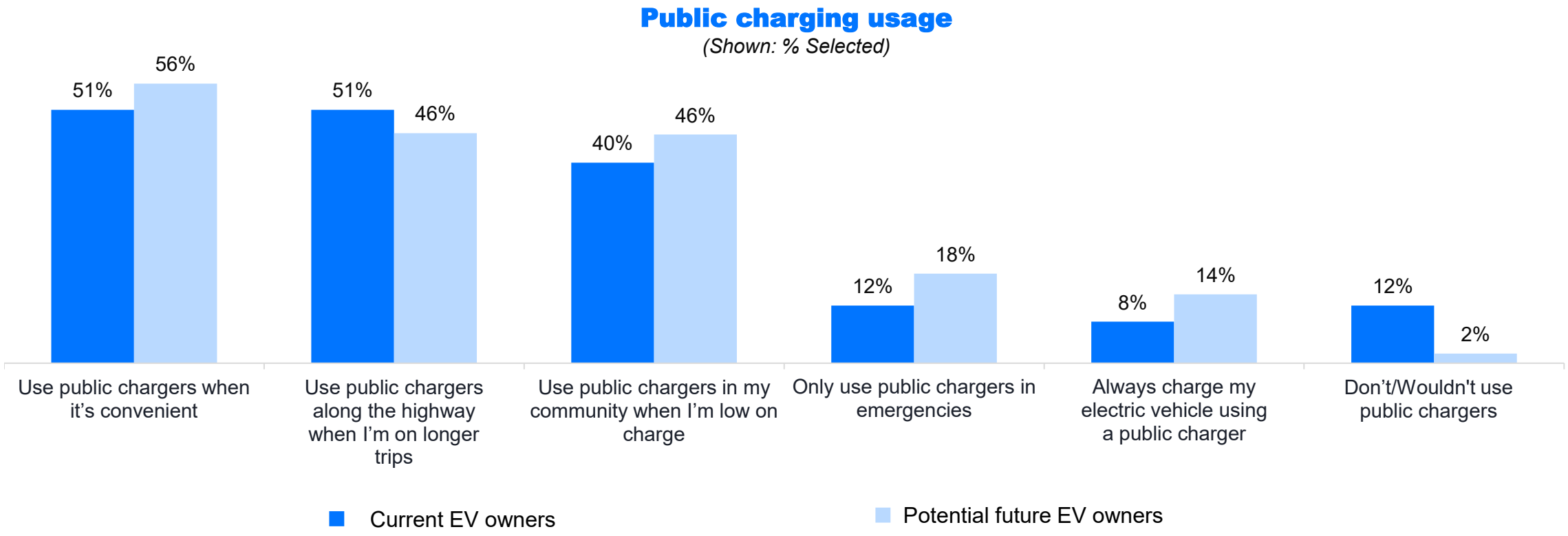
Q25. How familiar are you with public EV charging stations? Q26: If someone asked you to show them an electric vehicle charging station somewhere you regularly go, would you be able to take them directly to one without looking up where it is?
Q38: Do you believe there's enough public electric vehicle charging stations in each of the following areas in South Carolina? Base: Total (n1,000)

Potential EV owners indicate they are more likely to use public charging than current EV owners

EV Owners

Potential EV Owners



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Q39. Thinking about your current use of public chargers, what describes when you typically use one? Base: SC EV Owners (n217)
Q40: You said you might buy an electric vehicle in the future. What best describes when you might use public electric vehicle charging stations? Base: Potential EV Owners (n363)

All respondents

Majority have access to potential EV charging points, private garages

55%

Of all respondents have a private garage at home

63%

Of vehicle owners have an outlet within 15 feet of where they park their vehicle(s)

35%

Of employed residents have a workplace with EV charging offerings

Despite this, 55% of Non-EV owners believe they have nowhere to charge an EV

Typical Home / Overnight Parking Locations *(% Selected)*	SC Vehicle owners
In my personal driveway	41%
In my home garage	35%
In apartment complex parking (unassigned)	6%
On the street	4%
In an assigned spot in apartment complex parking	4%
In a public garage I pay for	2%

Q8a. Do you have a private garage at your home? Base: Total (n1,000)
Q8b. Where do you typically park your vehicle at night (or when you're at home)? Base: Vehicle owners (n944)
Q10. Is there an electricity outlet within 15 feet of where you park your vehicle(s)? Base: Vehicle owners (n944)
D8. Does your workplace offer EV charging? Based: Employed SC residents (n573)

Market Breakdown

Key Audiences

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Key Audiences

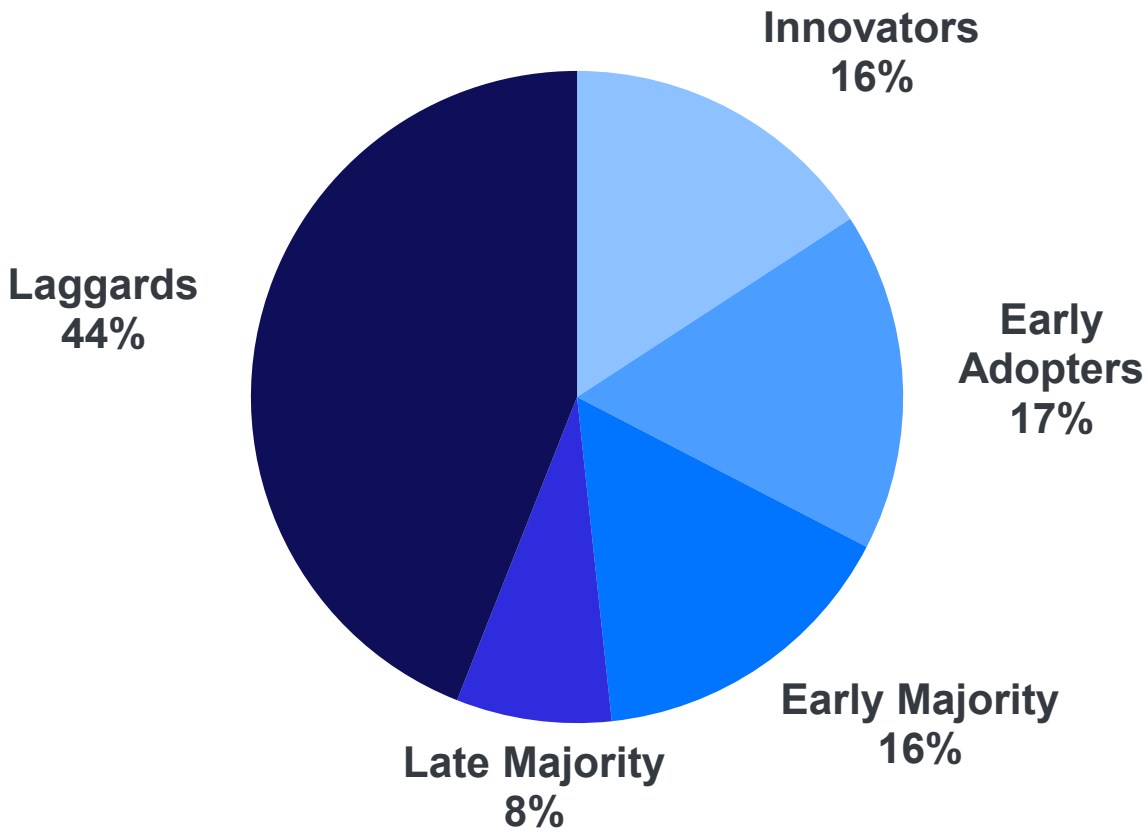
1. **Innovators**
   Current EV owners, whether it be their primary or secondary vehicle

2. **Early Adopters**
   Hybrid owners or those that intend to purchase an EV in the next year

3. **Early Majority**
   Those that are considering EVs and intend to purchase in the next 2-4 years

4. **Late Majority**
   Those that are considering EVs and intend to purchase in the next 5+ years

5. **Laggards**
   Those that are not considering purchasing an EV, or if they are, said they never intend to purchase an EV



Note: Percentages do not add to 100% due to rounding.

Key Audiences: Demographic Makeup

1

Innovators

This group skews young, wealthy, and educated. They are predominately men (68%), liberal (67%), and live in central or urban areas (47%). Interestingly, a quarter of this segment identifies as Hispanic, significantly above the total sample percentage of 8%. Their top news sources are all online, with nearly two thirds (64%) saying they prefer to get news from YouTube.

2

Early Adopters

Among the segments most open to adopting EVs, Early Adopters are the largest share. Concentrated most in the upstate (31%), Early Adopters are more age-diverse than Innovators, with 34% being 45-64 and 42% being 25-44. 3 in 10 of this segment is Black (29%), while 62% are white and 7% are Hispanic. This group is evenly split by gender (53% men, 47% women), and more surprisingly, a plurality of this segment is conservative (40%), aligning with the total sample's ideology. Again, YouTube is a top news source for this segment (59%), but traditional TV is a top source as well (43%).

3

Early Majority

Of the segments open to adopting EVs, Early Majority have the largest share of 45 to 64 year-olds (36%) and Black South Carolinians (31%). While again split evenly by gender, Early Majority are more moderate (43%) than Adopters and make more modest incomes (44% make $50,000 to $99,999 annually). Additionally, 50% live in a suburban area and only 56% bought their primary vehicle new, making this group significantly more likely than the previous two to buy used. YouTube remains the top news source (45%), above both online news (42%) and traditional TV (41%).

4

Late Majority

Nearly half of this segment lives in the Upstate (47%), and this is the first segment to be a majority women (55%), live in predominantly rural or semi-rural areas (43%), and prefer to get their news from traditional TV most (53%). Only 35% of this demographic has a college degree, and a plurality (41%) make between $35,000 and $74,999 annually. While this group temporally seems the least motivated to buy an EV while still considering it, 4 in 5 agree carbon emissions contribute to climate change and 77% are both very concerned about the world they leave behind for the next generation and air pollution and smog.

5

Laggards

Despite saying they are not considering an EV purchase, majorities do still express concern for future generations (66%) and 58% agree that both climate change is problem that needs to be addressed and individual lifestyle changes have an impact on improving the environment. Considering only a quarter (24%) of this audience has a college degree, over half (51%) make less than $50,000, and 58% bought their primary vehicle used, it is likely that EV reticence is driven by economic factors more than anything else.

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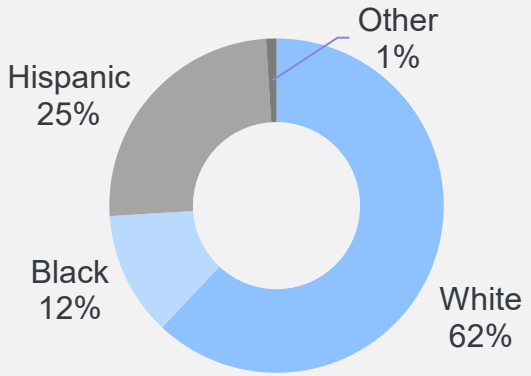
Innovators

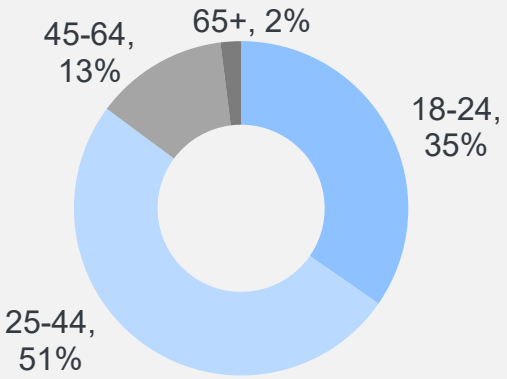
Innovators are typically young, affluent, and highly educated, with a strong urban presence and a male majority. This group stands out for skewing strongly Hispanic. They’re tech-forward, often first to try new products, and most likely to buy their vehicles new. Innovators are the most liberal, value brands that support causes they care about, and care deeply about the world they’ll leave behind for future generations. Their news and information diet is almost exclusively digital, with YouTube as their top source, and their lifestyles often include music, shopping, and fitness.

At a Glance: Innovators

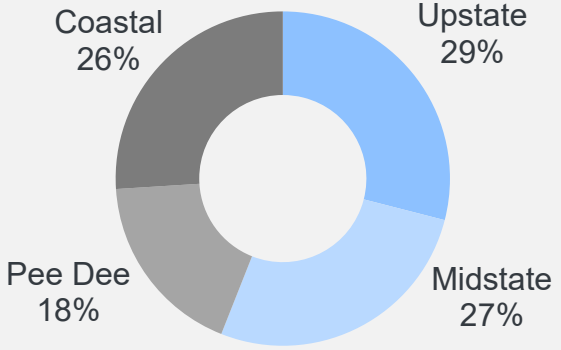
Race/Ethnicity
(Shown: % Selected)



Age
(Shown: % Selected)



Region
(Shown: % Selected)



Economics
(Shown: % Selected)

53%
Have a college degree

75%
Make $100,000 or more

Vehicle statistics
(Shown: % Selected)

74%
Own one vehicle

92%
Bought new

Additional Demos
(Shown: % Selected)

68%
Men

47%
Liberal

67%
Live in a central/urban area

Lifestyle
(Shown: % Selected)

1. **39%** *listen to music regularly*
2. **37%** *shop regularly*
3. **34%** *got to the movies regularly*
4. **27%** *Do yoga regularly*

Preferred News Sources
(Shown: % Selected)

1. **64%** *YouTube*
2. **55%** *Facebook*
3. **47%** *TikTok*
4. **47%** *Twitter/X*

Social Attitudes
(Shown: % Selected T2B Agree)

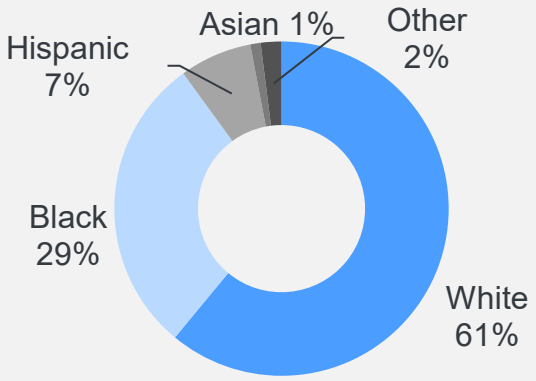
1. **78%** *are more likely to buy from brands that support causes they care about*
2. **75%** *are very concerned about the world they leave behind for the next generation*
3. **73%** *wish the gov't would do more to push environmental policies*

Early Adopters

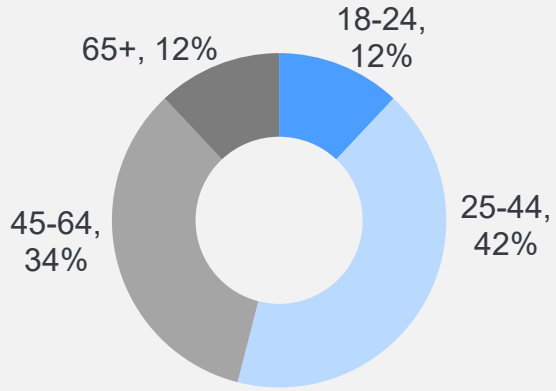
Early Adopters skew younger and affluent, though less so than Innovators, with a predominantly white background. They are more balanced in gender and political outlook than other segments. Many live in suburban areas and often have higher education and income levels than average. They are regularly engaging in music, shopping, movies, and gardening, and are more likely than average to buy their primary vehicle new. This segment is attuned to both traditional and digital news sources, blending YouTube, Facebook, and TV. Social and environmental issues matter to them, with high concern for climate change and pollution.

At a Glance: Early Adopters

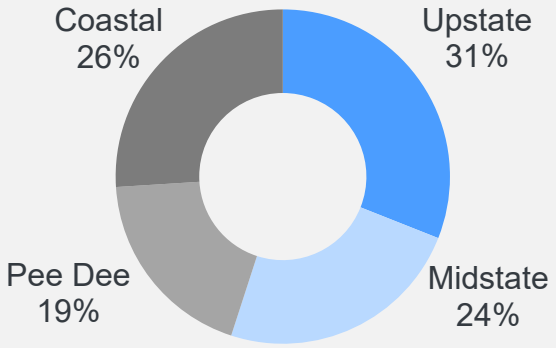
Race/Ethnicity
(Shown: % Selected)



Age
(Shown: % Selected)



Region
(Shown: % Selected)



Economics
(Shown: % Selected)

42%
Have a college degree

35%
Make $100,000 or more

Vehicle statistics
(Shown: % Selected)

54%
Own one vehicle

68%
Bought new

Additional Demos
(Shown: % Selected)

53%
Men

40%
Conservative

40%
Live in a suburban area

Lifestyle
(Shown: % Selected)

1. **56%** *listen to music regularly*
2. **53%** *shop regularly*
3. **42%** *go to movies regularly*
4. **33%** *garden regularly*

Preferred News Sources
(Shown: % Selected)

1. **59%** *YouTube*
2. **48%** *Facebook*
3. **43%** *Traditional TV*
4. **42%** *Online news*

Social Attitudes
(Shown: % Selected T2B Agree)

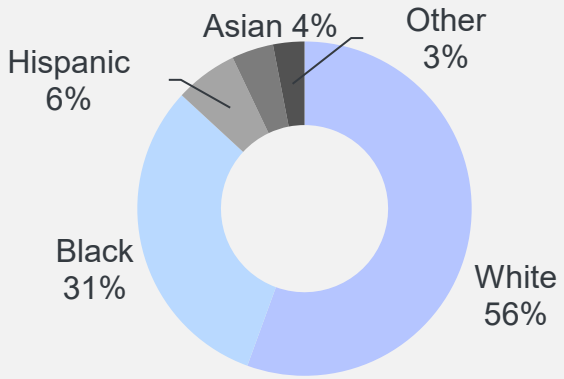
1. **80%** *are very concerned about the world they leave behind for the next generation*
2. **76%** *Carbon emissions are contributing to climate change*
3. **75%** *are very concerned about pollution and smog*

Early Majority

The Early Majority is the most demographically diverse group, with a significant share of middle-aged and Black South Carolinians. They're typically moderate in their politics and have more modest incomes. They live mostly in the suburbs and more likely than Innovators or Early Adopters to buy used vehicles. Their media consumption is balanced between YouTube, online news, traditional TV, and Facebook. While not the first to adopt new technology, they show openness to EVs and concern for environmental issues like climate change and air quality.

At a Glance: Early Majority

Race/Ethnicity
(Shown: % Selected)



Age
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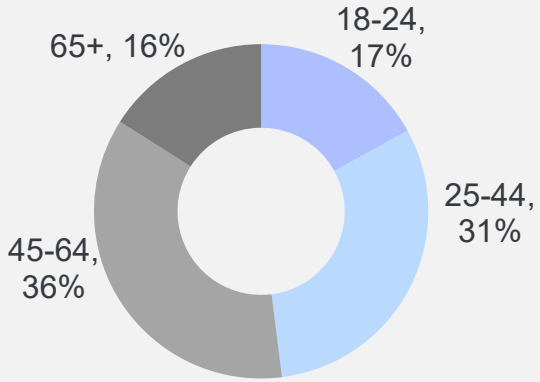

Region
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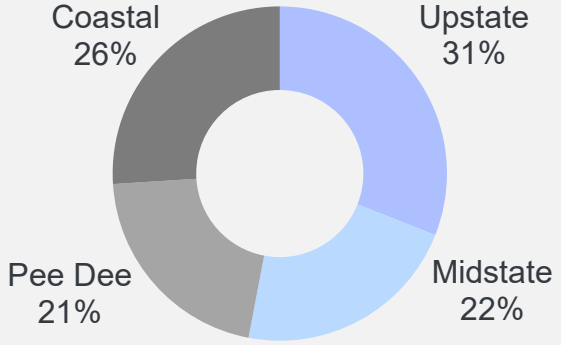


Lifestyle
(Shown: % Selected)

1. **60%** *listen to music regularly*
2. **54%** *shop regularly*
3. **38%** *go to movies regularly*
4. **35%** *swim regularly*

Preferred News Sources
(Shown: % Selected)

1. **45%** *YouTube*
2. **42%** *Online news*
3. **41%** *Traditional TV*
4. **41%** *Facebook*

Economics
(Shown: % Selected)

43%

Have a college degree

44%

Make $50,000 - $99,999

Vehicle statistics
(Shown: % Selected)

52%

Own one vehicle

56%

Bought new

Additional Demos
(Shown: % Selected)

53%

Men

43%

Moderate

50%

Live in a suburban area

Social Attitudes
(Shown: % Selected T2B Agree)

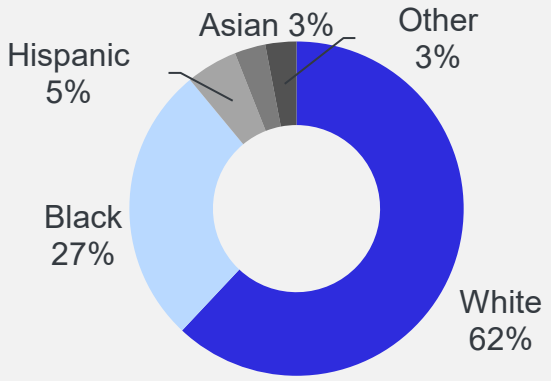
1. **76%** *are very concerned about the world they leave behind for the next generation*
2. **73%** *agree climate change is a problem that needs to be addressed*
3. **72%** *agree carbon emissions contribute to climate change*

Late Majority

Late Majority members are more likely to be older, female, white, and live in rural or semi-rural parts of the state. Fewer have a college education and tend to have lower household incomes. They are more likely to own multiple vehicles, as well as buying used more often than new. This segment prefers traditional media, with TV as their main news source. Politically, they lean conservative, and their interest in EVs is cautious—they prefer to wait until a technology is widely used before adopting. Despite hesitations, many still express concern about environmental and future generations.

At a Glance: Late Majority*

Race/Ethnicity
(Shown: % Selected)



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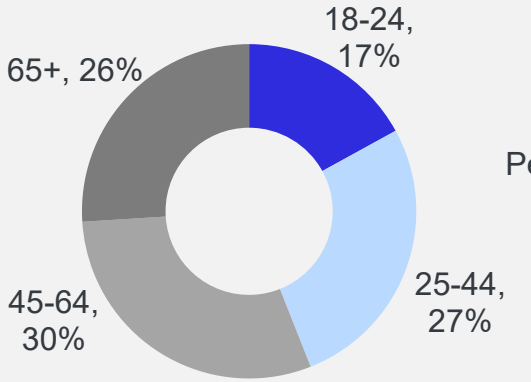

Region
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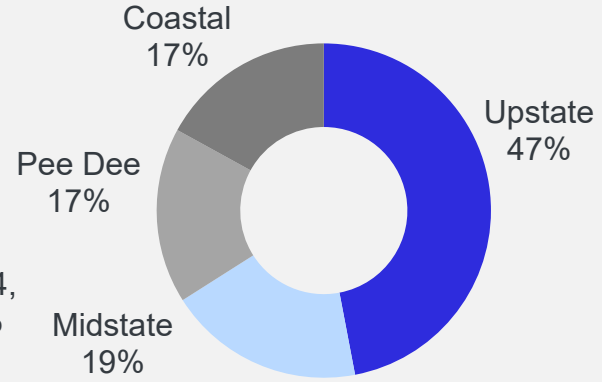


Lifestyle
(Shown: % Selected)

1. **74%** *listen to music regularly*
2. **65%** *shop regularly*
3. **49%** *go to movies regularly*
4. **36%** *garden regularly*

Preferred News Sources
(Shown: % Selected)

1. **53%** *Traditional TV*
2. **34%** *Online news*
3. **32%** *YouTube*
4. **30%** *Traditional AM/FM radio*

Economics
(Shown: % Selected)

35%

Have a college degree

42%

Make $35,000 - $74,999

Vehicle statistics
(Shown: % Selected)

52%

Own two or more vehicles

51%

Bought used

Additional Demos
(Shown: % Selected)

55%

Women

47%

Conservative

43%

Live in a rural/semi-rural area

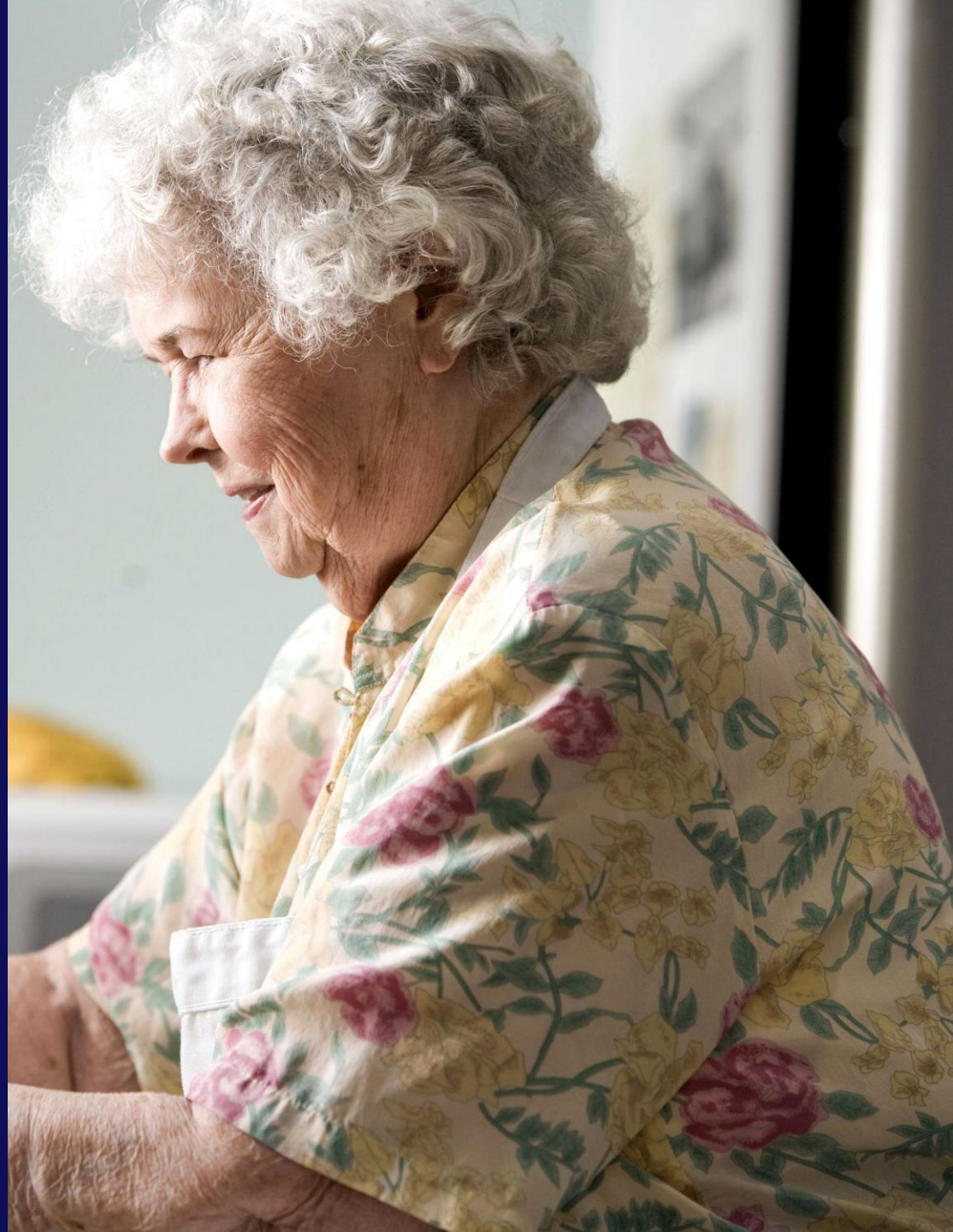
Social Attitudes
(Shown: % Selected T2B Agree)

1. **81%** *agree carbon emissions contribute to climate change*
2. **77%** *are very concerned about the world they leave behind for the next generation*
3. **77%** *are very concerned about air pollution and smog*

** Low base size. Directional findings only. (n77)*

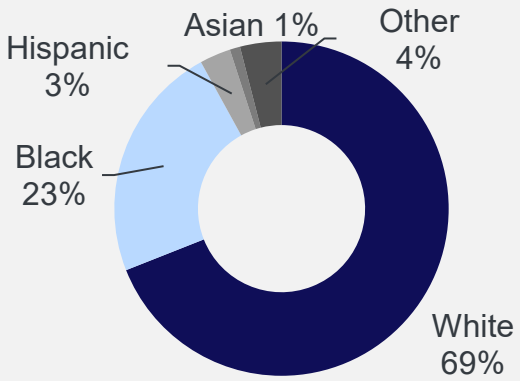
Laggards

Laggards are typically older women, with the lowest education rates and incomes of all segments. They are mostly white and living in suburban or rural areas. They are most likely to purchase used vehicles and often own two or more. This group's media habits skew heavily toward traditional TV, with online news, Facebook, and YouTube playing smaller roles. While they express some concern for future generations and climate change, financial constraints and lack of knowledge are likely contributors to their hesitancy.

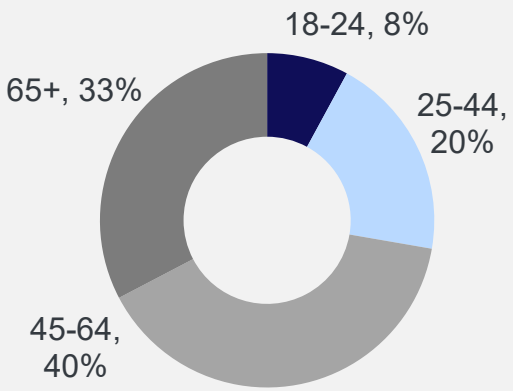


At a Glance: Laggards

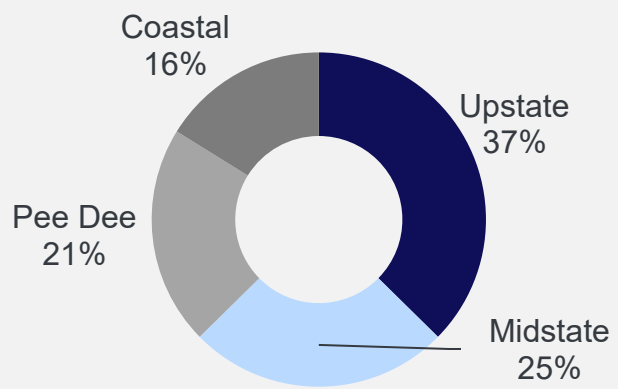
Race/Ethnicity
(Shown: % Selected)



Age
(Shown: % Selected)



Region
(Shown: % Selected)



Economics
(Shown: % Selected)

24%
Have a college degree

51%
Make less than $50,000

Vehicle statistics
(Shown: % Selected)

52%
Own two or more vehicles

58%
Bought used

Additional Demos
(Shown: % Selected)

65%
Women

43%
Conservative

42%
Live in a Suburban area

Lifestyle
(Shown: % Selected)

1. **57%** *listen to music regularly*
2. **47%** *shop regularly*
3. **35%** *garden regularly*
4. **23%** *swim regularly*

Preferred News Sources
(Shown: % Selected)

1. **55%** *Traditional TV*
2. **36%** *Online news*
3. **31%** *Facebook*
4. **28%** *YouTube*

Social Attitudes
(Shown: % Selected T2B Agree)

1. **66%** *are very concerned about the world they leave behind for the next generation*
2. **58%** *agree climate change is a problem that needs to be addressed*
3. **58%** *agree individual lifestyle changes have an impact on improving the environment*

EV and charging familiarity remain below majority across all segments

Furthermore, only 38% of early adopters and even fewer of other segments believe it's true you can charge an EV at home with a standard outlet, while almost three quarters believe it's true that you need special equipment.

EV Knowledge and Misconceptions *(Shown: % Selected)*	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
I am very/extremely familiar with EVs	**41%**	**34%**	9%	9%	**19%**
It is true you can charge an EV at home by plugging it into a standard outlet	**38%**	**32%**	17%	16%	**30%**
It is true that you need special charging equipment at home to charge an EV	**73%**	68%	75%	65%	67%
I am very/extremely familiar with public EV charging stations	**37%**	**23%**	12%	6%	**24%**
Yes, I can take someone directly to a public charging station without looking it up	**71%**	64%	56%	44%	59%
Yes, I think local car dealerships have EVs and they are fairly easy to find*	**54%**	**56%**	21%	34%	**45%**

Note: Statistically significant differences indicated in Green and Red

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Q17. How familiar are you with EVs?
Q20. Do you think that local car dealerships have EVs on their lots?
Q21. Please rate the following as true or false regarding charging an EV.
Q25. How familiar are you with public EV charging stations?

Q26. If someone asked you to show them an electric vehicle charging station somewhere you regularly go, would you be able to take them directly to one without looking up where it is?
Note: Base sizes vary. Low base size. Directional findings only.*

Most segments, except EV owners, believe typical EV range is 250 miles

How long to does it take to fully charge an EV?
(Shown: % Selected)

	Innovators	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
30 minutes to 2 hours	35%	32%	24%	29%	23%	27%
2 to 4 hours	30%	39%	38%	45%	33%	35%
5 to 8 hours	30%	34%	39%	34%	33%	34%
12 to 16 hours	11%	5%	7%	4%	14%	10%
20 to 24 hours	3%	4%	6%	4%	8%	6%

How far can most EVs drive on a full charge?
(Shown: % Selected)

	Innovators	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
50 miles	4%	3%	5%	3%	5%	5%
100 miles	3%	12%	15%	10%	14%	12%
175 miles	10%	13%	7%	12%	10%	10%
250 miles	27%	38%	38%	38%	38%	36%
350 miles	48%	29%	29%	34%	25%	31%
500 miles	8%	5%	6%	4%	7%	6%

Note: Statistically significant differences indicated in Green and Red

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Q22. Approximately how long do you think it takes for an electric vehicle to fully charge, assuming you are using a 240-volt outlet at your home or a normal public charging station? Q23. Approximately how far can most new all-electric vehicles drive on a full charge? Base: Total (n1,000)
** Low base size. Directional findings only.*

Innovators, Early Adopters more likely to associate EVs with “reliable” and “cool”

EV Word Association

(Shown: % Selected, up to 3)

	Innovators	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
New technology	30%	53%	52%	49%	46%	46%
Futuristic	26%	30%	29%	35%	23%	27%
Green	25%	28%	28%	31%	20%	24%
Convenient	**23%**	**23%**	11%	8%	5%	12%
Reliable	**22%**	**24%**	17%	8%	4%	13%
Cool	**22%**	11%	12%	9%	5%	10%
Easy	**21%**	7%	**11%**	1%	3%	8%
Clean	18%	**29%**	22%	21%	14%	19%
Fast	13%	13%	15%	9%	5%	10%
Quick	**13%**	10%	8%	8%	5%	**8%**
Expensive	11%	24%	**38%**	**51%**	**60%**	42%
Elitist	10%	5%	4%	**16%**	7%	8%
Limiting	9%	7%	11%	13%	**23%**	15%
Not well known	7%	4%	6%	5%	**17%**	10%
Hippy	**7%**	4%	2%	3%	2%	3%
Wimpy	6%	2%	1%	1%	4%	3%
Boring	**5%**	1%	1%	3%	**6%**	4%
Weird	4%	1%	3%	4%	5%	4%
Nerdy	4%	1%	1%	3%	**6%**	**4%**
Slow	4%	2%	3%	1%	7%	5%

Note: Statistically significant differences indicated in Green and Red

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Q31: Which of the following words do you associate with an EV? Base: Total (n1,000)

Late Majority and Laggards present distinct opportunities for EV education

Half or more of the Late Majority and Laggards are not sure how to charge EVs and say they don't have anywhere to charge an EV.

EV Barriers to Purchase *(Shown: % Selected, T2B "Somewhat/strongly agree)*	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
I'm worried an EV will run out of charge before reaching my destination	56%	60%	**82%**	**76%**	71%
The upfront cost of buying an EV is too high	49%	61%	**79%**	**72%**	**67%**
I don't know if electric vehicles have the features I need, like AWD, room for passengers, towing capacity, and cargo capacity	39%	42%	51%	**53%**	**48%**
I'm not sure how to charge an EV	37%	37%	**57%**	**49%**	46%
I don't have anywhere to charge an EV at home	34%	41%	**60%**	**60%**	52%
EVs are not able to drive in offroad conditions	28%	33%	26%	33%	32%
I won't be able to drive an EV to (or in) the mountains	24%	37%	34%	32%	32%

Note: Statistically significant differences indicated in Green and Red

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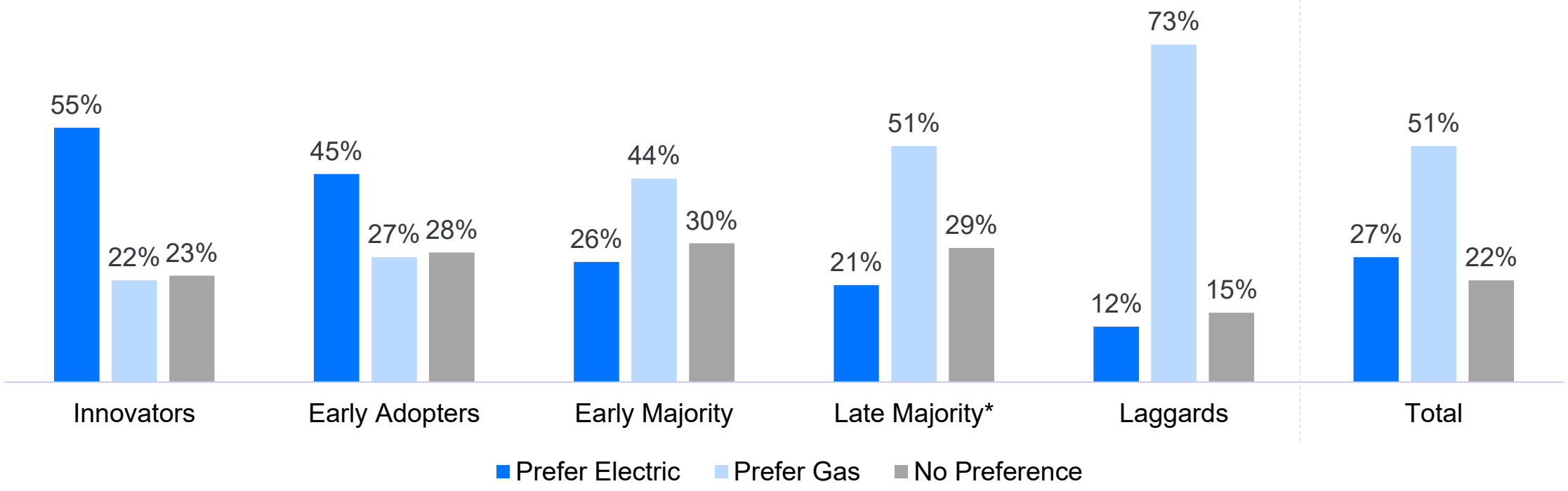
Q35: How much do you agree with each of the following statements regarding what's standing in your way of getting an electric vehicle the next time you get a car, either new or used? Base: Non-EV Owners (n783) . Low base size. Directional findings only.*

More than one quarter of Early Majority, Adopters prefer EV over ICE vehicles

Roughly 3 in 10 of Early and Late Majorities say they would have no preference, while the number drops significantly laggards.

Assuming two vehicles, one electric and one gasoline, were otherwise identical, would you…

(Shown: % Selected)



Q49. Assuming that two vehicles were identical in their size, features and price to buy/lease either new or used, would you have a preference for a vehicle that only uses electricity for its fuel, or a vehicle that only uses gasoline for fuel? Base: Total (n1,000) * Low base size. Directional findings only.

Key Audiences

Lifestyle and Psychographics By Segment

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Innovators, Early Adopters travel to mountains, beaches more frequently

Less than half of Early adopters and early majority agree they often drive to the mountains, while Early adopters are most likely to agree they drive long distances.

Aspects of Lifestyle *(Shown: % Selected, T2B "Somewhat/strongly agree")*	Innovators	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
I drive to work or school almost daily	**77%**	**75%**	66%	56%	42%	58%
I often drive around my town to do errands and activities	76%	89%	84%	82%	**94%**	88%
I often drive to cities to do activities I enjoy	**76%**	**79%**	65%	56%	47%	60%
I drive to towns near my hometown	72%	84%	78%	77%	75%	77%
I often drive to the beach to do activities I enjoy	**61%**	**63%**	48%	36%	39%	48%
I often drive to (or in) the mountains to do activities I enjoy	**56%**	**45%**	27%	38%	25%	35%
I often drive long distances across SC and to neighboring states	56%	**63%**	43%	41%	38%	46%

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*Q13: Using a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, how much do you agree or disagree that each of the following statements reflects your lifestyle? Base: Total (n1,000) * Low base size. Directional findings only.*

Innovators, Early Adopters more likely to prioritize features for EV consideration

All other segments rated convenience and financial factors as top two most important considerations.

Importance of Factors in Considering an EV Purchase *(Shown: % Selected, T2B Very/Extremely Important)*	Innovators	Early Adopters	Early Majority	Late Majority*	Laggards	All respondents
Features	**73%**	**69%**	65%	69%	49%	60%
Convenience	71%	75%	72%	**84%**	59%	68%
Financial Factors	68%	73%	72%	**90%**	72%	73%
Experiences	**68%**	**65%**	51%	51%	42%	52%
Environmental factors	**67%**	**72%**	59%	60%	38%	53%
Perks and benefits	**65%**	**64%**	57%	64%	40%	53%
Newest technologies	**61%**	**71%**	46%	48%	38%	49%

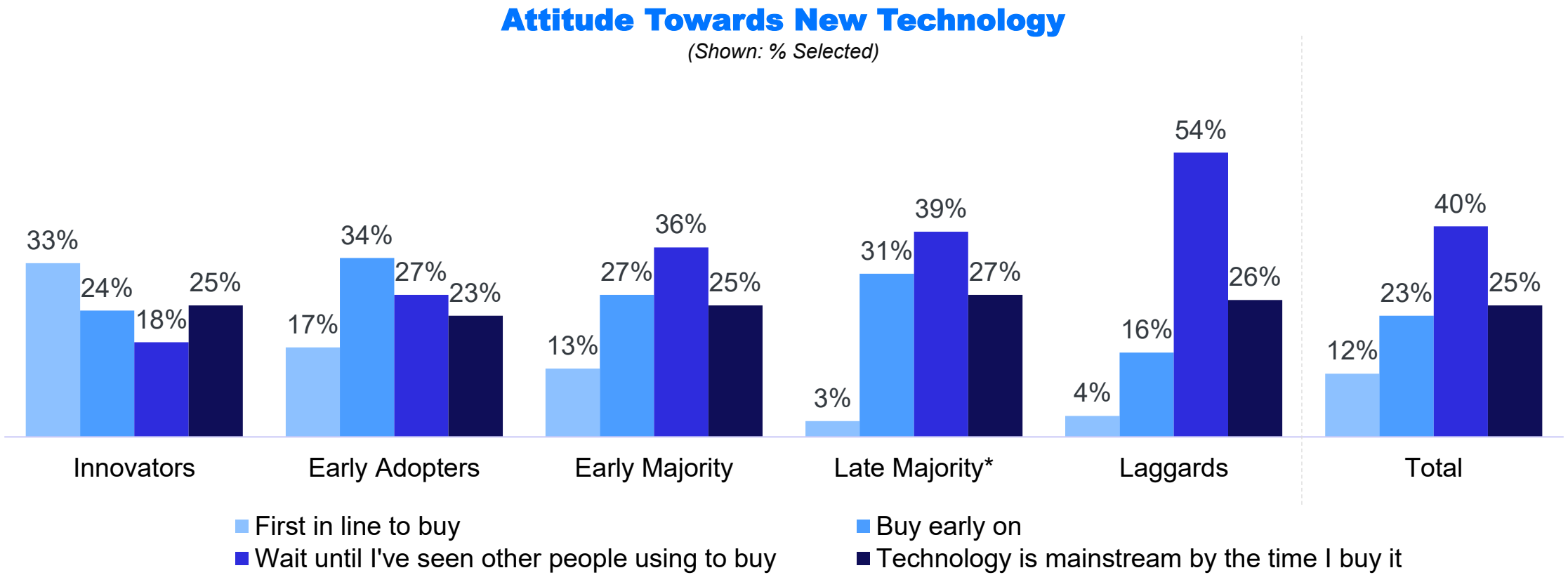
Note: Statistically significant differences indicated in Green and Red

SCEEO DRIVE ELECTRIC SC

Q50. Using a scale of 1 to 5 where 1 means not at all important and 5 means extremely important, how important would each of the following factors be in your consideration of an electric vehicle? Base: Total (n1,000) Note: Base sizes vary. Low base size. Directional findings only.*

Early and Late Majorities prefer to wait until they see new technology used

Approximately 1 in 4 in each segment identify as last to adopt new technology.



Q52. What best describes your attitude towards new technology when it comes out, such as smartphones, smart speakers, wireless headphones, etc.?
Base: Total (n1,000) Note: Base sizes vary. Low base size. Directional findings only.*

The State of EV Ownership in SC

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All Vehicle Owners

Current vehicle fuel types among South Carolina Residents

Primary Vehicle

79%
ICE

15%
Electricity

32% Gen Z
27% Millennials
28% $75,000 or more

6%
Both

Secondary Vehicle

90%
ICE

6%
Electricity

13% $100,000 or more

4%
Both

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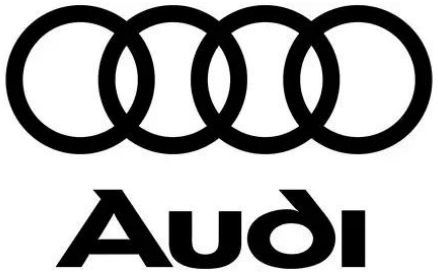
Q4a. Is your vehicle fueled by gasoline, electricity (you plug it in to charge the car regularly), or a combination of both? Base: SC Vehicle Owners (n944)
Q6a. Is your secondary vehicle fueled by gasoline, electricity (you plug it in to charge the car regularly), or a combination of both? Base: SC Vehicle Owners who 2+ vehicles (n448)

Tesla leads EV ownership in SC; BMW ownership exceeds national EV share

25%



14%

13%

9%

6%

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Q4b.What brand is your Vehicle? Base: SC EV Owners (n158)

9 in 10 of EV owners purchased new; crossovers and sedans most common

93%

Of those with EVs **own** their EV

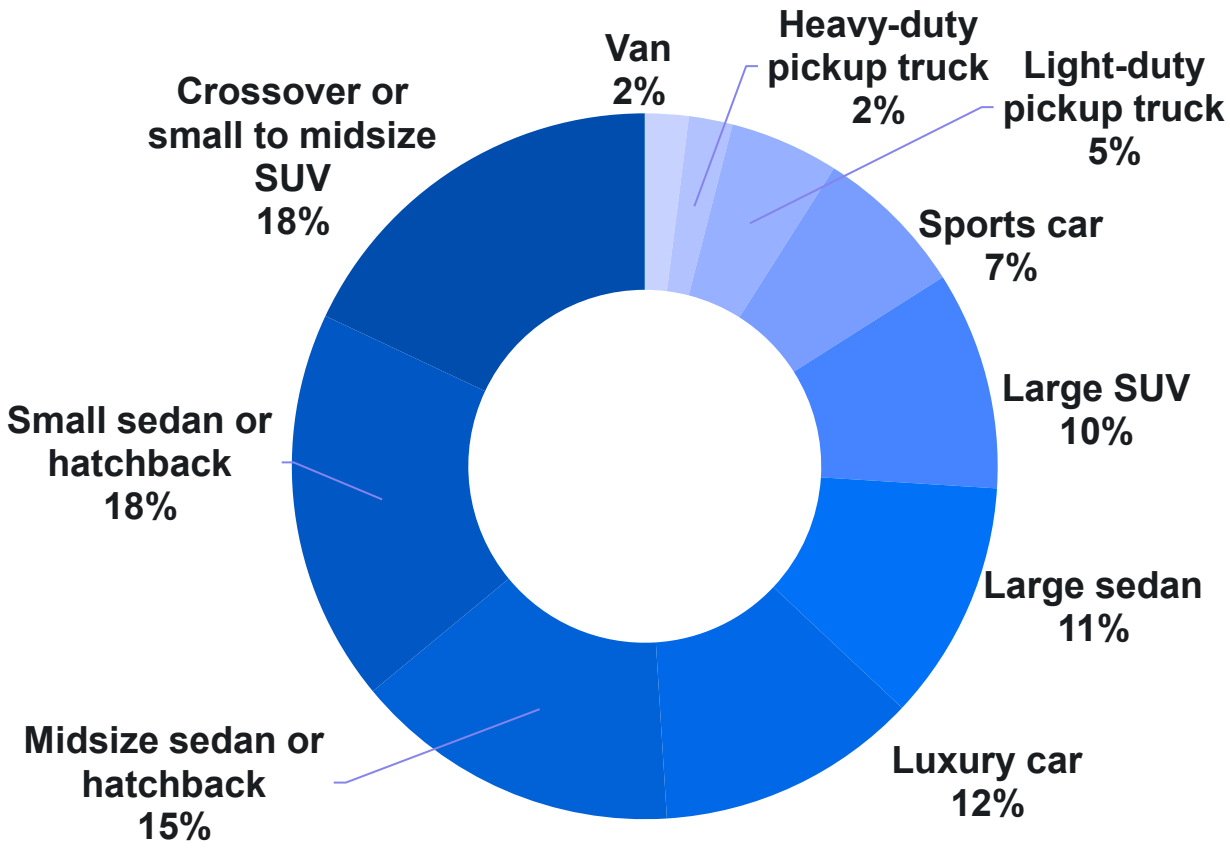
92%

Of those with EVs bought their EV **New**

…vs. 48% of those with ICE vehicle

Most common EV vehicles

(Shown: % Selected)



Q4c. What type or model (such as SUV or sedan) is your vehicle?
Q4d. Do you lease or own your vehicle?
Q4e. Did you get your vehicle new or used? Base: SC non-hybrid EV owners (n158)

EV owners more likely to drive to daily to work/school and travel to cities, beaches

EV Owners

EV Owners*	As a part of my lifestyle.... (% Selected T2B Agree)	ICE Vehicle Owners
77%	I drive to work or school almost daily	52%
76%	I often drive around my town to do errands and activities	90%
76%	I often drive to cities to do activities I enjoy	56%
72%	I drive to towns near my hometown	77%
61%	I often drive to the beach to do activities I enjoy	44%
56%	I often drive to (or in) the mountains to do activities I enjoy	30%
56%	I often drive long distances across South Carolina and to neighboring states	42%

Note: Statistically significant differences indicated in Green and Red

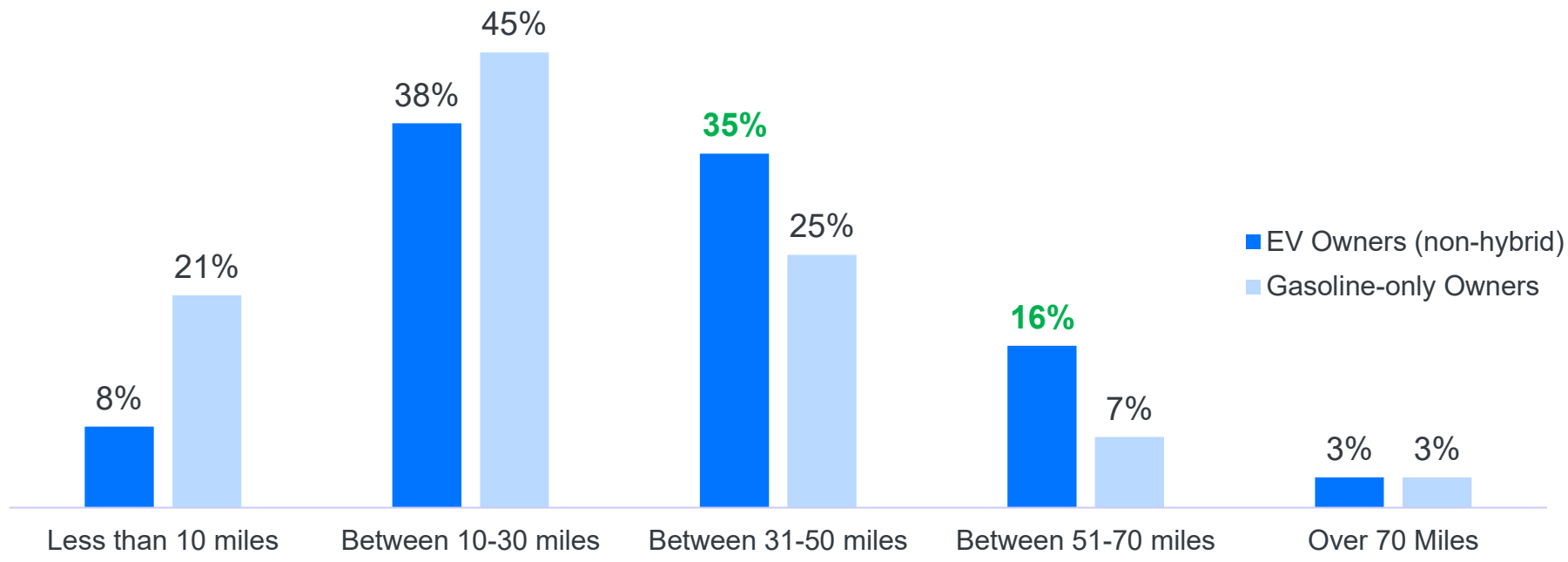
SCEO DRIVE ELECTRIC SC

Q13: Using a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, how much do you agree or disagree that each of the following statements reflects your lifestyle? Base: EV Owners (n75); Gasoline Vehicle owners (n368) * Low base size. Directional findings only.*

EV owners report greater daily driving distances than ICE/hybrid owners

Typical Daily Mileage of Drivers

(Shown: % Selected)

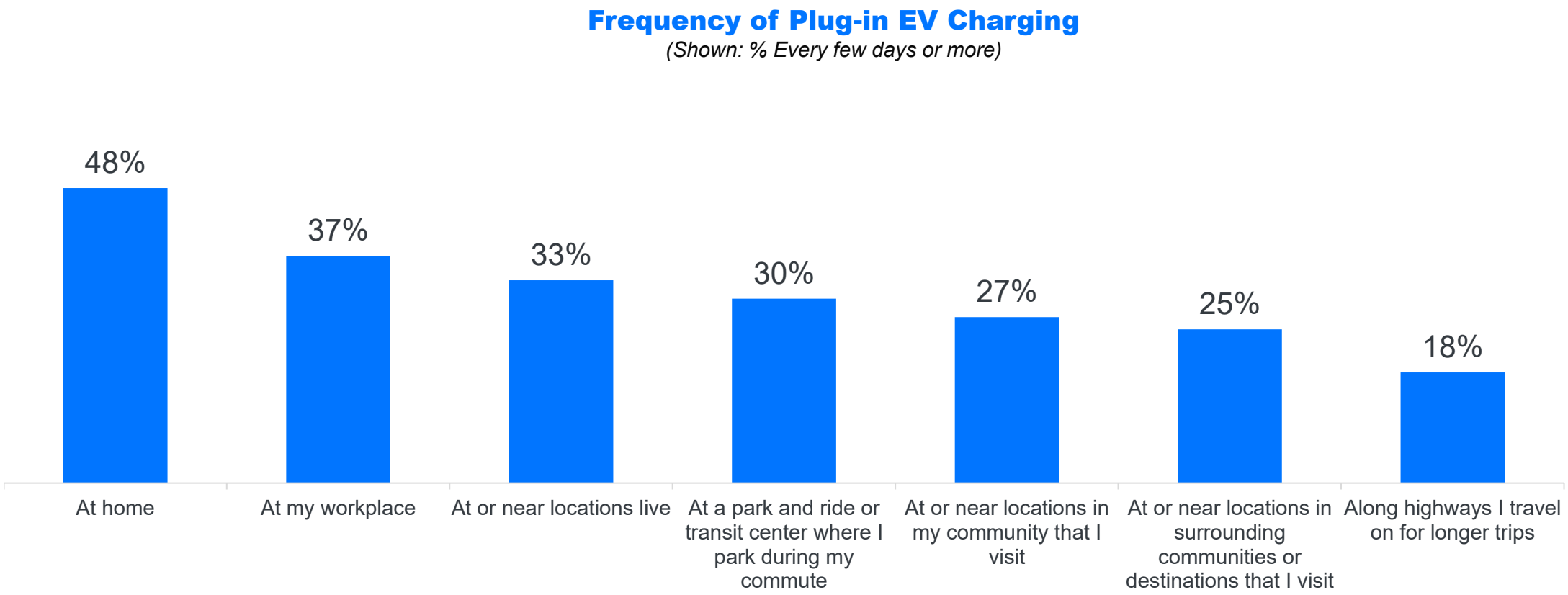


Note: Statistically significant differences indicated in Green and Red

Q11: Approximately how far do you typically drive your primary vehicle on a daily basis? Base: SC non-hybrid EV owners (n158); ICE-only vehicle owners (n727)

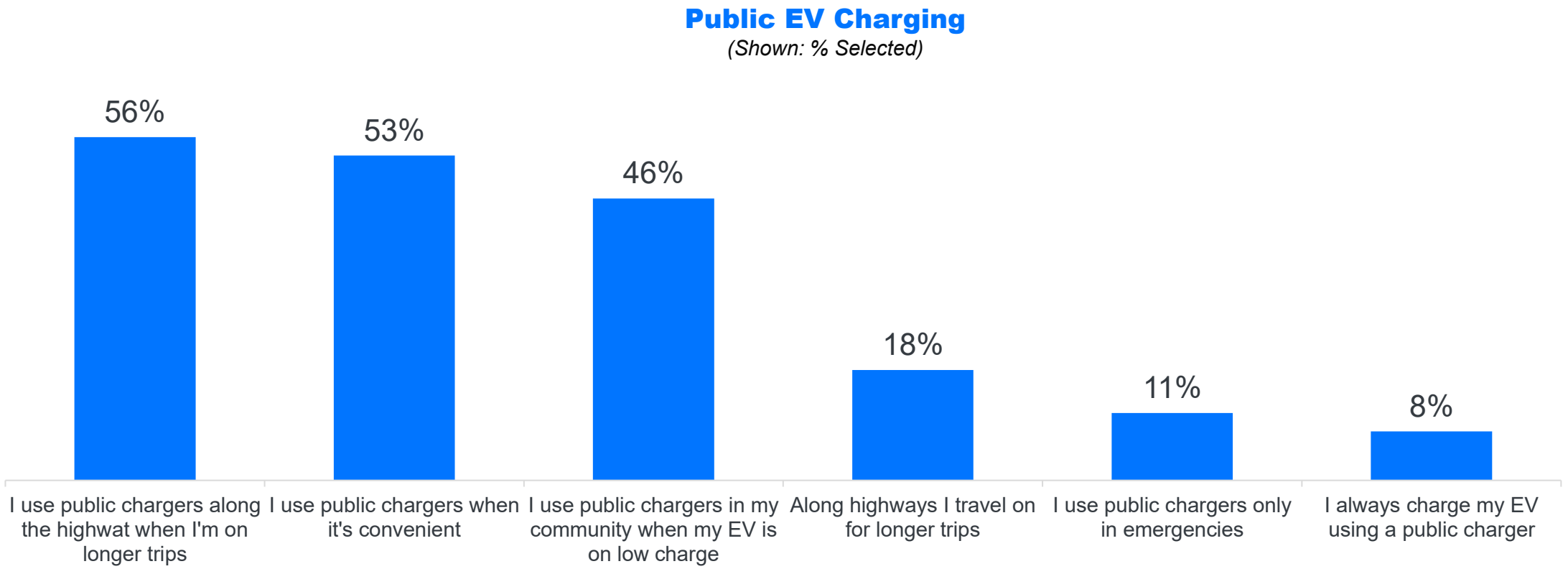
Nearly half of EV owners charge their vehicles at home every few days

Less than 1 in 5 say they charge along highways every few days or more.



Q15: How frequently do you charge at each of the following locations in a typical month? Base: SC non-hybrid EV owners (n158)

EV owners most frequently use public chargers on long trips, when convenient



Q39. Thinking about your current use of public chargers, what describes when you typically use one? Please select all that apply. Base: SC non-hybrid EV owners (n158)

South Carolinians

Media and Lifestyle

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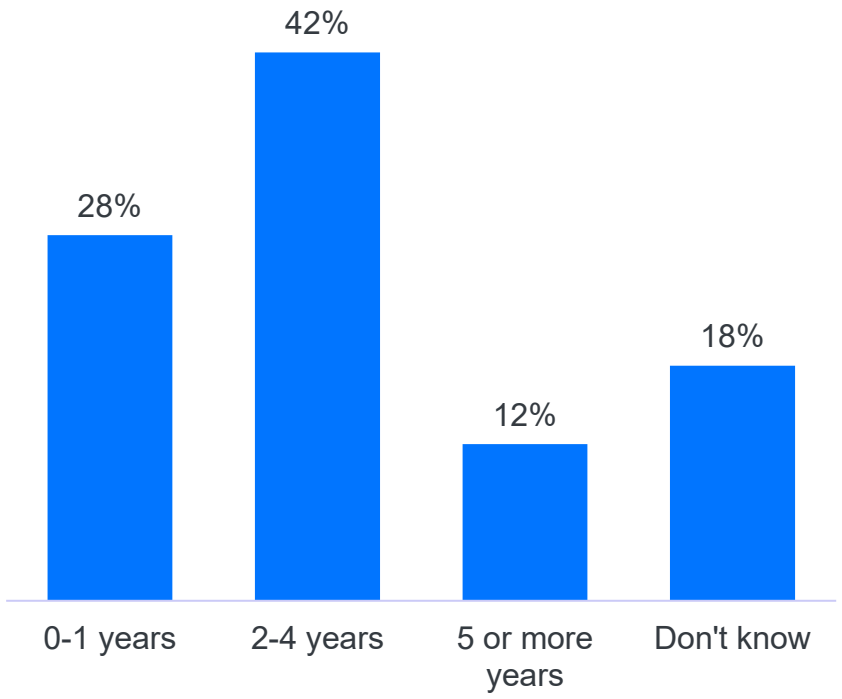
All respondents

Plurality of vehicle owners plan to purchase within 2-4 years, with majority buying new

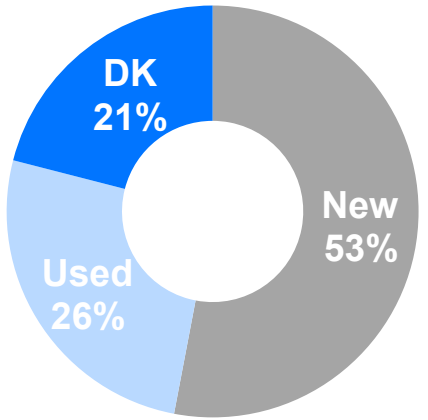
Anticipated Timing for Purchasing Next Vehicle of any Type

(Shown: % Selected)



Next Vehicle Purchase Condition

(Shown: % Selected)



28%

Expect to pay $30,000 to $44,999 for their next vehicle

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Q43: When do you anticipate buying or leasing your next vehicle of any type (not just electric vehicles), new or used? Base: Vehicle Owners (n944)
Q44: Do you anticipate getting a new or used vehicle for your next one, either a gas or electric vehicle? Base: Total (n500)
Q45: How much do you expect to pay for your next vehicle? Base: Total (n500)

YouTube rivals TV as a preferred news source, outpacing other social media

All respondents

Preferred Channels for General News and Current Events

(Shown: % Selected)

1. 46% Traditional TV
2. 42% YouTube
3. 39% Facebook
4. 37% Online News Sources
5. 27% TikTok
6. 24% Instagram

How trustworthy are each of the following?

(Shown: % Selected T3B "Trustworthy")

1. 84% My electricity utility
2. 83% South Carolina Energy Office
3. 81% Local news outlets
4. 79% US Department of Transportation
5. 77% Public radio
6. 77% SC State Government

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Q53: Which channels would you most prefer to hear about general news or current events? Please select all that apply. Base: Total (n1,000)
Q54: How would you rate each of the following on trustworthiness? Base: Total (n1,000)

Trust in government for EV information is low, but over 80% trust SCEO

All respondents

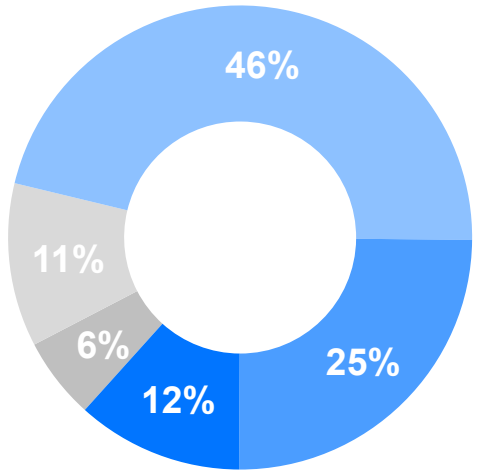
Top Trusted Sources of Information On EVS

(Shown: % Selected)

33%	Consumer Reports or a similar consumer research publication
28%	Manufacturer's website
26%	In person at a dealership
26%	Friends, family, neighbors, or word of mouth
24%	An online vehicle valuation and research company, such as Kelley Blue Book (KBB) or Edmunds
23%	Internet search, such as Google or Bing
22%	A vehicle history reporting company, such as CarFax or AutoCheck
15%	Social media such as YouTube, Facebook, Instagram, or TikTok
12%	Your insurance company
11%	An online marketplace, such as AutoTrader or TrueCar
10%	Your utility company
8%	Government agencies
6%	Environmental advocacy groups like Sierra Club

Trust in South Carolina Energy Office / South Carolina Department of Transportation

(Shown: % Selected)



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Q34: Which of the following would you trust most for information on electric vehicles?
Q54: How would you rate each of the following on trustworthiness?
Base: Total (n1,000)

Appendix

Additional Findings

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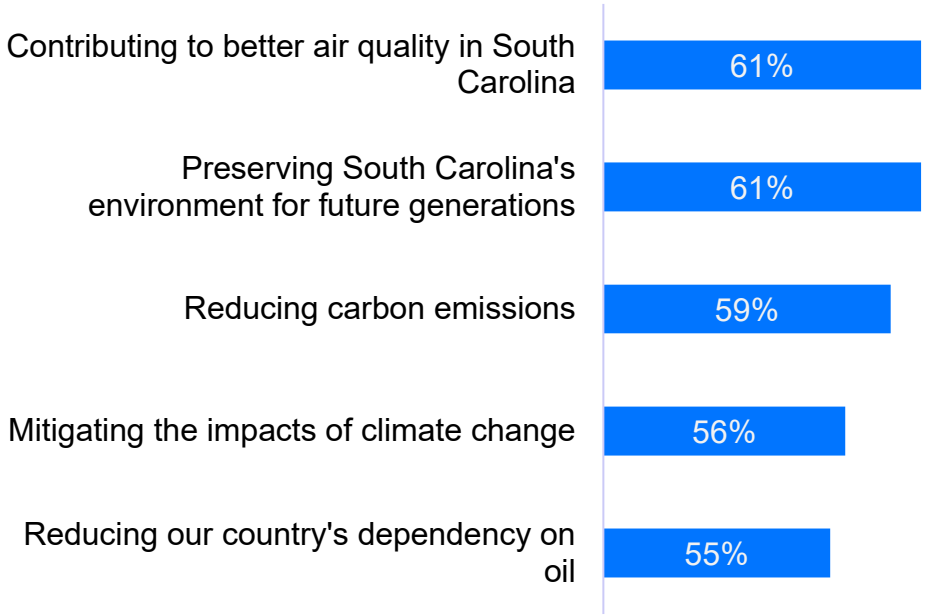
All respondents

Air quality and environmental preservation are top considerations

Importance of environmental factors in EV consideration

(Shown: % Selected T2B Very/extremely Important)



How much do each of the following make you feel better about EVs?

(% Selected T3B "Feel Somewhat/Much/Extremely Better")

	All respondents
There will soon be fast chargers available everywhere people drive, just like there are gas stations now.	77%
The majority of EVs in the future will have a range of 350 miles or more on a single change, and some models already do.	77%
EVs meet all of your driving needs, just like your favorite gas-powered vehicles.	75%
EVs will soon be the lowest cost cars in their categories.	75%
There's an EV model to fit your lifestyle.	75%
EVs are the most advanced driving technology available today.	73%
EVs are the fastest way we can help the environment.	72%
EVs mean never having to go to a gas station again.	70%
In five years, half the car models are going to be EVs.	65%
EVs are the most fun cars to drive on the market.	65%

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Q30: Using a scale of 1 to 5 where 1 means it doesn't make you feel better and 5 means it makes you feel extremely better, tell us how each of the following statements makes you feel about electric vehicles (EVs). Q33: Using a scale of 1 to 5 where 1 means not at all important and 5 means extremely important, how important are each of the following environmental factors of electric vehicles to you? Base: Total (n1,000)

All respondents

1 in 5 can correctly identify the Federal EV tax credit amount

43%

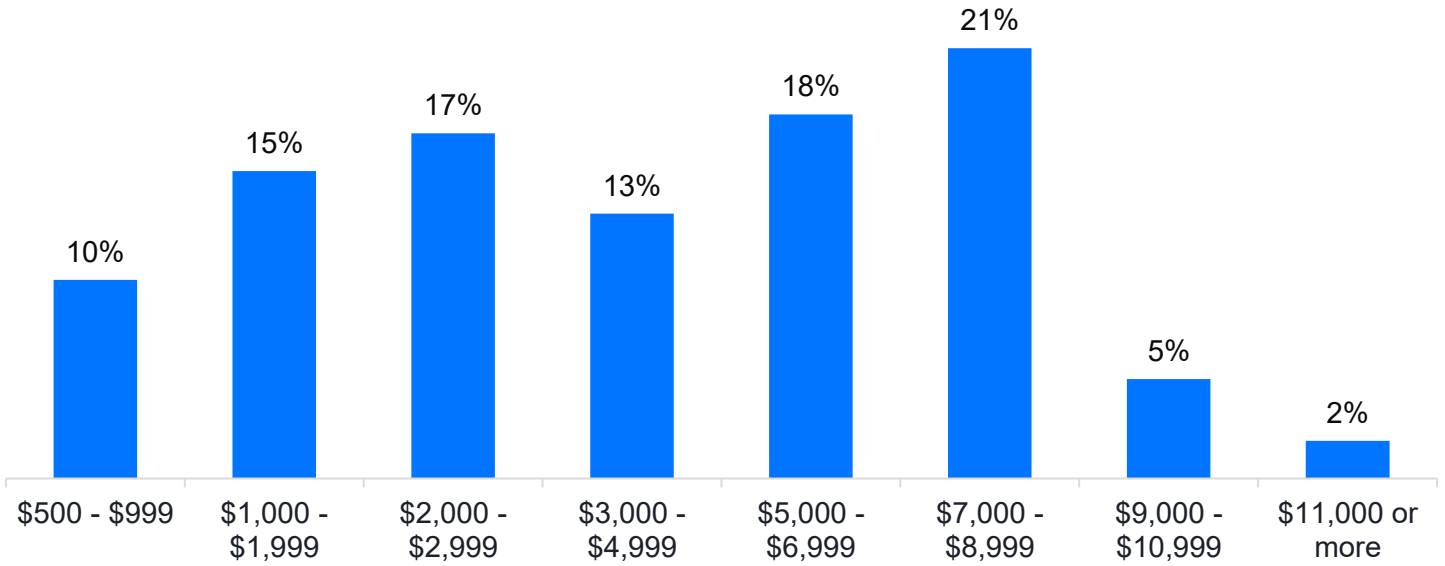
Are aware of any Federal tax credits for buying an EV

$7,500

Current Federal tax credit for new EV

Perceived Federal EV Tax Credit Amount

(Shown: % Selected, among those aware of Federal EV Tax Credit)



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Q19b: Are you aware of any federal tax credits for buying an electric vehicle? Base: Total (n1,000)
Q19c: How much do you think the federal tax credits are for buying an electric vehicle? Base: Those aware of federal EV tax credit (n433)

Appendix

Demographics

Demographics: All respondents

Gender	
Man	47%
Woman	53%
Non-binary	<1%
Age	
18-24	15%
25-34	14%
35-44	17%
45-54	16%
55-64	17%
65+	21%
Region	
Upstate	35%
Midstate	24%
Pee Dee	20%
Coastal	21%
Community Type	
Central urban area	10%
Urban area	22%
Suburban area	39%
Semi-rural area	17%
Rural area	12%

Ethnicity	
Asian or Asian American	2%
Black or African American	24%
Hispanic	8%
White	64%
Other	3%
Prefer not to answer	<1%
Education	
Some grade school	1%
Some high school	3%
High school graduate	29%
Technical or vocational school	6%
Some college	25%
College graduate	25%
Graduate or professional school	10%
Prefer not to answer	<1%
Income	
Under $25,000	17%
$25,000 - $49,999	20%
$50,000 – $74,999	19%
$75,000 - $99,999	13%
$100,000 - $149,999	19%
$150,000 - $199,999	6%
$200,000+	6%
Prefer not to answer	1%

Employment Status	
Employed full-time	44%
Employed part-time	10%
Business owner	3%
Not employed	8%
Retired	22%
Student	5%
Homemaker/Caregiver/Stay-at-home parent	5%
Other	3%
Ideology	
Liberal	23%
Moderate	33%
Conservative	40%
Prefer not to answer	5%
Relationship Status	
Single	37%
In a relationship	11%
Married	44%
Other	7%
Prefer not to answer	1%
Caregiving	
Children under the age of 18	29%
Children over the age of 18	10%
Parents	13%
Other relatives	10%
None	51%

SCEEO DRIVE ELECTRIC SC

Demographics: Innovators

Gender	
Man	68%
Woman	32%
Age	
18-24	35%
25-34	26%
35-44	25%
45-54	9%
55-64	3%
65+	2%
Region	
Upstate	29%
Midstate	27%
Pee Dee	18%
Coastal	27%
Community Type	
Central urban area	19%
Urban area	48%
Suburban area	21%
Semi-rural area	9%
Rural area	3%

Ethnicity	
Asian or Asian American	0%
Black or African American	12%
Hispanic	25%
White	62%
Other	1%
Education	
Some grade school	2%
Some high school	3%
High school graduate	17%
Technical or vocational school	6%
Some college	20%
College graduate	41%
Graduate or professional school	12%
Prefer not to answer	-
Income	
Under $25,000	4%
$25,000 - $49,999	2%
$50,000 – $74,999	5%
$75,000 - $99,999	11%
$100,000 - $149,999	22%
$150,000 - $199,999	23%
$200,000+	29%
Prefer not to answer	-

Employment Status	
Employed full-time	74%
Employed part-time	2%
Business owner	3%
Not employed	2%
Retired	3%
Student	16%
Homemaker/Caregiver/Stay-at-home parent	1%
Other	-
Ideology	
Liberal	47%
Moderate	20%
Conservative	30%
Prefer not to answer	3%
Relationship Status	
Single	37%
In a relationship	6%
Married	56%
Other	1%
Prefer not to answer	-
Caregiving	
Children under the age of 18	47%
Children over the age of 18	14%
Parents	28%
Other relatives	20%
None	19%

SCEEO DRIVE ELECTRIC SC

Demographics: Early Adopters

Gender	
Man	53%
Woman	47%
Age	
18-24	12%
25-34	14%
35-44	29%
45-54	17%
55-64	17%
65+	12%
Region	
Upstate	31%
Midstate	24%
Pee Dee	19%
Coastal	26%
Community Type	
Central urban area	13%
Urban area	20%
Suburban area	40%
Semi-rural area	15%
Rural area	11%

Ethnicity	
Asian or Asian American	1%
Black or African American	29%
Hispanic	7%
White	61%
Other	2%
Education	
Some grade school	-
Some high school	2%
High school graduate	27%
Technical or vocational school	7%
Some college	21%
College graduate	26%
Graduate or professional school	16%
Prefer not to answer	1%
Income	
Under $25,000	13%
$25,000 - $49,999	16%
$50,000 – $74,999	20%
$75,000 - $99,999	15%
$100,000 - $149,999	30%
$150,000 - $199,999	5%
$200,000+	-
Prefer not to answer	1%

Employment Status	
Employed full-time	58%
Employed part-time	10%
Business owner	5%
Not employed	8%
Retired	13%
Student	3%
Homemaker/Caregiver/Stay-at-home parent	4%
Other	1%
Ideology	
Liberal	25%
Moderate	34%
Conservative	40%
Prefer not to answer	1%
Relationship Status	
Single	33%
In a relationship	15%
Married	49%
Other	4%
Prefer not to answer	-
Caregiving	
Children under the age of 18	43%
Children over the age of 18	10%
Parents	10%
Other relatives	5%
None	45%

SCEO DRIVE ELECTRIC SC

Demographics: Early Majority

Gender	
Man	53%
Woman	47%
Age	
18-24	17%
25-34	17%
35-44	14%
45-54	24%
55-64	12%
65+	16%
Region	
Upstate	31%
Midstate	22%
Pee Dee	21%
Coastal	25%
Community Type	
Central urban area	7%
Urban area	18%
Suburban area	50%
Semi-rural area	16%
Rural area	8%

Ethnicity	
Asian or Asian American	4%
Black or African American	31%
Hispanic	6%
White	55%
Other	3%
Education	
Some grade school	-
Some high school	3%
High school graduate	28%
Technical or vocational school	5%
Some college	20%
College graduate	31%
Graduate or professional school	12%
Prefer not to answer	-
Income	
Under $25,000	9%
$25,000 - $49,999	22%
$50,000 – $74,999	25%
$75,000 - $99,999	19%
$100,000 - $149,999	18%
$150,000 - $199,999	4%
$200,000+	3%
Prefer not to answer	-

Employment Status	
Employed full-time	54%
Employed part-time	13%
Business owner	2%
Not employed	4%
Retired	17%
Student	3%
Homemaker/Caregiver/Stay-at-home parent	7%
Other	1%
Ideology	
Liberal	23%
Moderate	43%
Conservative	33%
Prefer not to answer	1%
Relationship Status	
Single	39%
In a relationship	11%
Married	45%
Other	4%
Prefer not to answer	-
Caregiving	
Children under the age of 18	30%
Children over the age of 18	11%
Parents	16%
Other relatives	8%
None	43%

SCEEO DRIVE ELECTRIC SC

Demographics: Late Majority

Gender	
Man	44%
Woman	55%
Non-binary	<1%
Age	
18-24	17%
25-34	12%
35-44	16%
45-54	18%
55-64	12%
65+	26%
Region	
Upstate	47%
Midstate	19%
Pee Dee	17%
Coastal	17%
Community Type	
Central urban area	8%
Urban area	13%
Suburban area	36%
Semi-rural area	21%
Rural area	22%

Ethnicity	
Asian or Asian American	3%
Black or African American	27%
Hispanic	5%
White	62%
Other	3%
Prefer not to answer	1%
Education	
Some grade school	-
Some high school	3%
High school graduate	26%
Technical or vocational school	5%
Some college	31%
College graduate	31%
Graduate or professional school	4%
Prefer not to answer	-
Income	
Under $25,000	13%
$25,000 - $49,999	30%
$50,000 – $74,999	27%
$75,000 - $99,999	16%
$100,000 - $149,999	13%
$150,000 - $199,999	1%
$200,000+	4%
Prefer not to answer	-

Employment Status	
Employed full-time	42%
Employed part-time	16%
Business owner	5%
Not employed	8%
Retired	18%
Student	3%
Homemaker/Caregiver/Stay-at-home parent	4%
Other	5%
Ideology	
Liberal	23%
Moderate	25%
Conservative	47%
Prefer not to answer	5%
Relationship Status	
Single	48%
In a relationship	14%
Married	34%
Other	4%
Prefer not to answer	-
Caregiving	
Children under the age of 18	22%
Children over the age of 18	13%
Parents	10%
Other relatives	9%
None	58%

SCEEO DRIVE ELECTRIC SC

Demographics: Laggards

Gender	
Man	34%
Woman	65%
Non-binary	<1%
Age	
18-24	8%
25-34	9%
35-44	11%
45-54	14%
55-64	25%
65+	33%
Region	
Upstate	37%
Midstate	25%
Pee Dee	21%
Coastal	16%
Community Type	
Central urban area	8%
Urban area	15%
Suburban area	42%
Semi-rural area	20%
Rural area	16%

Ethnicity	
Asian or Asian American	1%
Black or African American	23%
Hispanic	3%
White	69%
Other	4%
Prefer not to answer	<1%
Education	
Some grade school	<1%
Some high school	4%
High school graduate	35%
Technical or vocational school	7%
Some college	29%
College graduate	16%
Graduate or professional school	8%
Prefer not to answer	1%
Income	
Under $25,000	26%
$25,000 - $49,999	25%
$50,000 – $74,999	19%
$75,000 - $99,999	9%
$100,000 - $149,999	14%
$150,000 - $199,999	3%
$200,000+	2%
Prefer not to answer	2%

Employment Status	
Employed full-time	26%
Employed part-time	11%
Business owner	3%
Not employed	11%
Retired	35%
Student	3%
Homemaker/Caregiver/Stay-at-home parent	6%
Other	6%
Ideology	
Liberal	14%
Moderate	35%
Conservative	43%
Prefer not to answer	8%
Relationship Status	
Single	37%
In a relationship	10%
Married	40%
Other	12%
Prefer not to answer	1%
Caregiving	
Children under the age of 18	19%
Children over the age of 18	8%
Parents	8%
Other relatives	8%
None	66%

SCEEO DRIVE ELECTRIC SC