

Do People Connect Plug-In Vehicles (PEVs) with Green Electricity?

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Research Question:
Do consumers value the combination of PEVs with green electricity in such a way that consumers of one are also more likely to be consumers of the other?

Methods:
• 8 Focus Groups
• 9 people per group on average

Locations:
• Los Angeles, Ca & New Jersey/New York in the vicinity of New York City

- 4 Focus Groups with PEV leaseholders
- 2 Focus Groups with owners of gasoline power versions of the PEV (ICEV)
- 2 Focus Groups with participants in electric utility green electricity programs

Sample:
• *PEV leaseholders* - high income homeowners, a mix of men and women, typically middle aged
• *ICEV owners* - younger and lower income than PEV leaseholders, a mix of men and women.
• *Green electricity participants* - lower income than PEV leaseholders, a mix of men and women and employed vs. retired. Due to recruiting difficulty one group included some who had invested in home solar electricity and some who were not participating in green electricity programs but were interested in them.

