

# Charged Up

## Electric vehicle ownership is increasing among convenience store shoppers

Bloomberg New Energy Finance forecasts that 60 percent of all light-duty vehicles sold in 2040 will be electric vehicles (EVs), and 25 percent to 27 percent of all vehicles on the road by 2040 will be electric. The convenience channel sits in a prime spot to pivot from being a fuel provider to an energy provider. The *2020 Convenience Store News Realities of the Aisle Study*, which surveyed 1,500-plus consumers who shop a c-store at least once a month, revealed an increase in EV ownership among c-store shoppers. Specifically, the research showed:

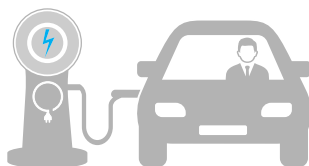


# 16%

of the convenience store shoppers surveyed said they currently own a plug-in electric vehicle, a significant increase of 11 points from 2019.

Male shoppers are more likely than female shoppers to own an EV:

# 23% vs. 10%



**OPPORTUNITY ALERT:** EV ownership is higher among daily c-store shoppers than weekly or monthly shoppers:

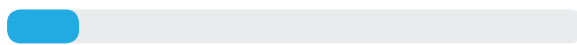
# 22% vs. 15%

And daily shoppers who own an EV say they charge their vehicle “every time” or “almost every time” when stopping at a convenience store (72%).

# 81%

Among the c-store shoppers who currently own an electric vehicle, **81% consider it “extremely important” or “very important” for a convenience store to have a charging station for plug-in vehicles.**

**ONLY 6%** consider it “not very important” or “not at all important.”



Among this same group, **61% say they charge their vehicle every time or almost every time when stopping at a convenience store.**

**ONLY**

# 4%

never charge their vehicle at a c-store

### PLUGGING IN:

**16%** of c-store shoppers who do not currently own an EV say they are “extremely likely” or “very likely” to consider purchasing one in the next 2-3 years, an increase of 7 points from 2019.



**Nearly one in four (23%) are “somewhat likely” to consider it.**

Source: Convenience Store News 2020 Realities of the Aisle Study