IPSOS
EV Atlas

A geo-analytic technology for tracking the charging usage and habits of battery electric vehicle owners.

KEEPING A PULSE ON EV-OWNER CHARGING BEHAVIOR

EV-Atlas tracks critical parameters of EV charging behavior: on each charging station, across networks, over time, by location, and across the country.

EV-ATLAS PROVIDES INSIGHTS ON:

- The number & frequency of charging station visits: by location, by charging network, and by time.

- How long BEV owners spend charging their vehicle.

- How far people are driving to get to the chargers.

- The specific locations that BEV owners drive from when visiting a charging station.

- Demographics on the BEV owners using charging networks.

- Businesses EV owners visit while charging and their spend.

WHY IS THIS IMPORTANT?
This data is critical for:

- **Charging Network Providers** to understand how consumers use them compared to the competition.

- **Automakers** who want to prepare their EV customers for the challenges ahead or align with a particular network.

- **City planners** who want to know where to best position new chargers.

- **Gas station/ convenience facility owners** to decide on partnerships with network providers.

- **Advertisers** who want to understand EV owners and their needs.

For more information please contact:

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