

IPSOS

EV Charging Station Audits

Area and Long-Trip Audits



RESEARCH OVERVIEW

Area charging station audits

Our team of EV owning mystery shoppers will visit and utilize the charging stations within targeted metro areas in the USA, evaluating the:

- **state of the charging facility**
- **conditions and operability of the chargers**
- **state of the surrounding area**

The audits can also include competitive stations in the areas targeted.

Long-trip charging station audits

Ipsos will travel designated long-trip routes to understand the ability to travel comfortably and confidently via EV.

The audits will focus on the:

- **state of the charging facility**
- **conditions and operability of the chargers**
- **state of the surrounding area**

The routes can be tested for a brand's stations along the route as well as for competitive stations.

AUDIT TOPICS



FINDING STATION

ease of finding, distance from main road, signage, etc.



STATE OF STATION FACILITY

amenities, hours, payments, cleanliness, security/cameras, staff/help, trash cans, vending, indoor/climatized waiting, etc.



TIME AT STATION

time of arrival, time waiting for charger, time charging, etc.



STATE OF CHARGERS

how many, operable, screen and port conditions, covered area, lighting, etc.



OPPORTUNITIES WHILE CHARGING

nearby restaurants, shopping, convenience stores, coffee, WiFi, restrooms, etc.



PHOTO LIBRARY

of all stations, chargers and surroundings visited in area or along trip



REQUESTED CUSTOM EVALUATIONS



DELIVERABLES

Study deliverables include:



PowerPoint report



Excel data file



Photo library

For more information please contact:

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