



TARGOZ MARKET RESEARCH

ELECTRIC VEHICLES

SOCIAL MEDIA AUDIENCE

DECEMBER 2021 // TARGOZ MARKET RESEARCH



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HOW TO REACH EV BUYERS ON SOCIAL MEDIA

Before you start digital campaigns supporting EV adoption, you first need to understand who you're talking to before asking them to buy. Currently, those who interact with EV brands on social media tend to skew younger, educated, and male. Over half (52%) are between the ages of 18-34, with over one in three married and nearly three in ten parents.

One-third of EV social media followers are college graduates. One in ten have a household income between \$75,000 and \$149,999, while 14% have a household income greater than \$150,000 annually

To learn more about how we can analyze and create a profile for electric vehicle buyers and those interested in purchasing in your area, contact us at:

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52%
Age 18-34

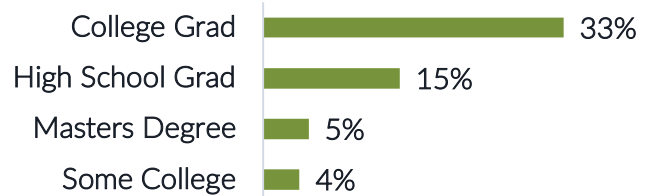


82%
Male

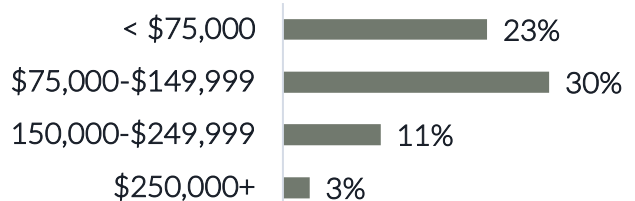


35%
Married and
29% are
Parents

EDUCATION



HOUSEHOLD INCOME





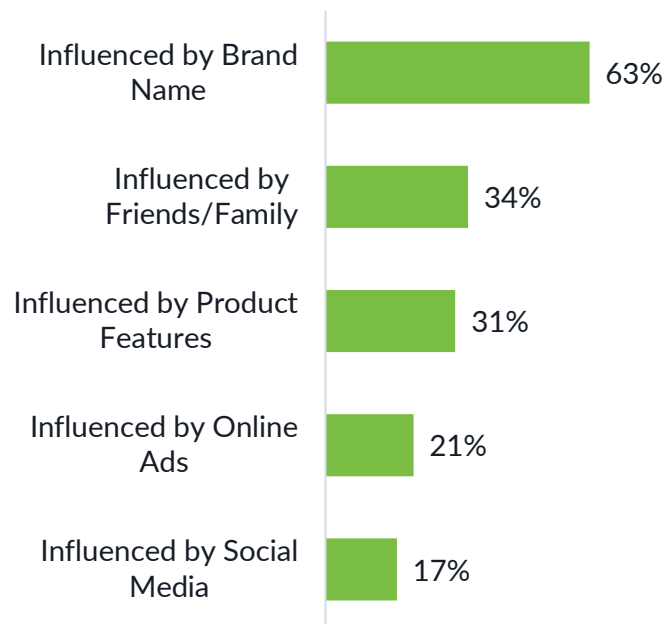
BRAND VALUES AND PERSONALITY

Potential EV buyers do their research, and lead times to purchase can be extended. Personality-wise, they are analytical, expressive, and social. They make decisions deliberately, carefully thinking through all aspects and scenarios before deciding. They are philosophical, open, and intrigued by new ideas and love to explore them. Finally, they are adventurous, eager to experience new things.

They consider helping others along with personal independence to guide a large part of what they do. They like to set their own goals and decide how best to achieve them. Additionally, they think it is essential to take care of the people around them.

A desire for organization drives their choices.

This group of people is most influenced by brand names (63%), followed by friends/family (34%) and product features (31%).



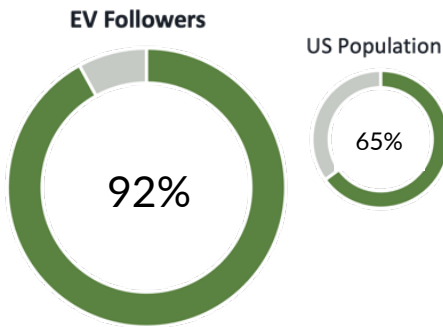
ADVERTISING AND PURCHASE BEHAVIOR

Compared to the general US population, this group is much more likely to prefer using credit cards for shopping (92% versus 65% of the general population). They are also more likely to respond to targeted advertising (37% versus 20% of the general population).



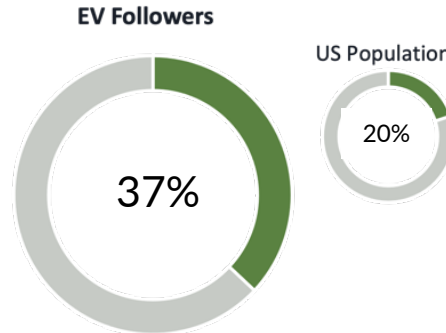
Credit Card

Members of the audience that are likely to prefer using credit cards for shopping



Targeted Ads

Members of the audience that are likely to respond to targeted advertising

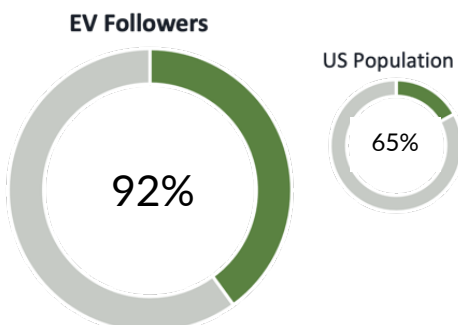


This group is likely to respond to marketing campaigns more than the general population (44% versus 17% of the general population). They are also much less likely to make spur-of-the-moment purchases when compared to the general US population (13% versus 46%).



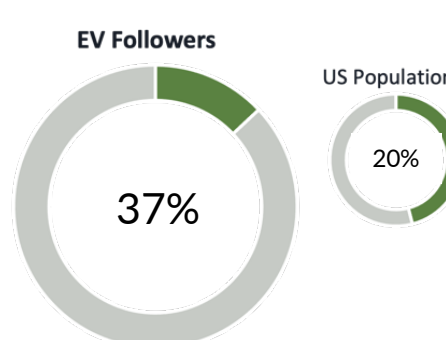
Campaigns

Members of the audience that are likely to respond to marketing campaigns



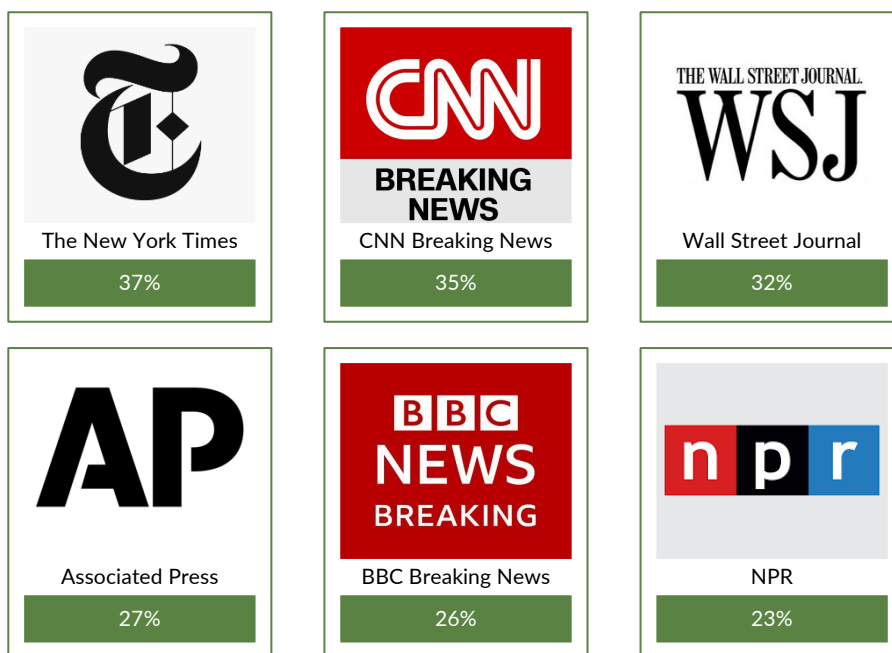
Spur of the Moment

Members of the audience that are less likely to make spur of the moment purchases

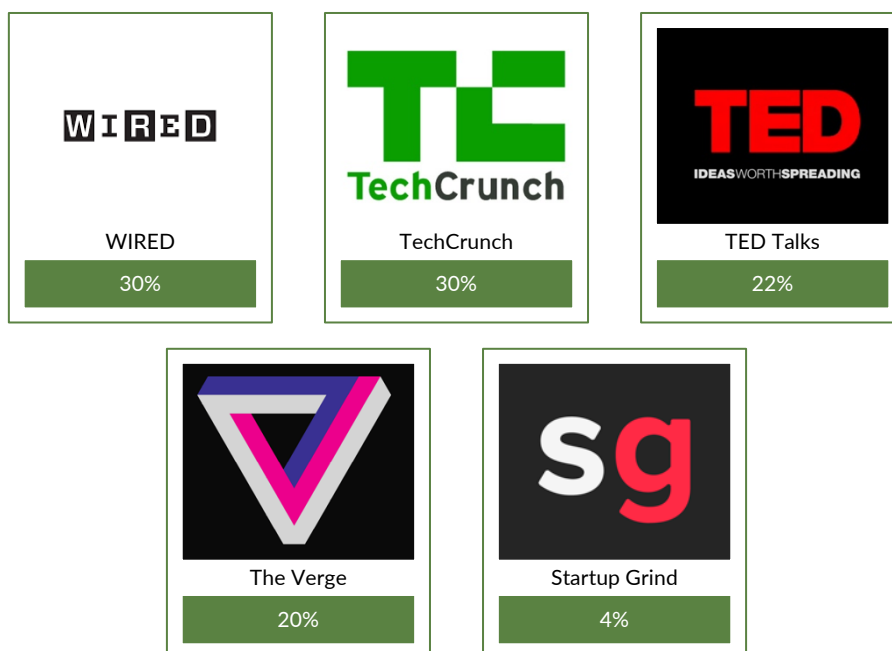


CONTENT AND SOCIAL PLATFORMS

Content-wise, this group stays up to date on current news, engaging with content from a variety of news sources.



Aside from news sources, this audience also enjoys staying up to date on science, technology, and business startups.



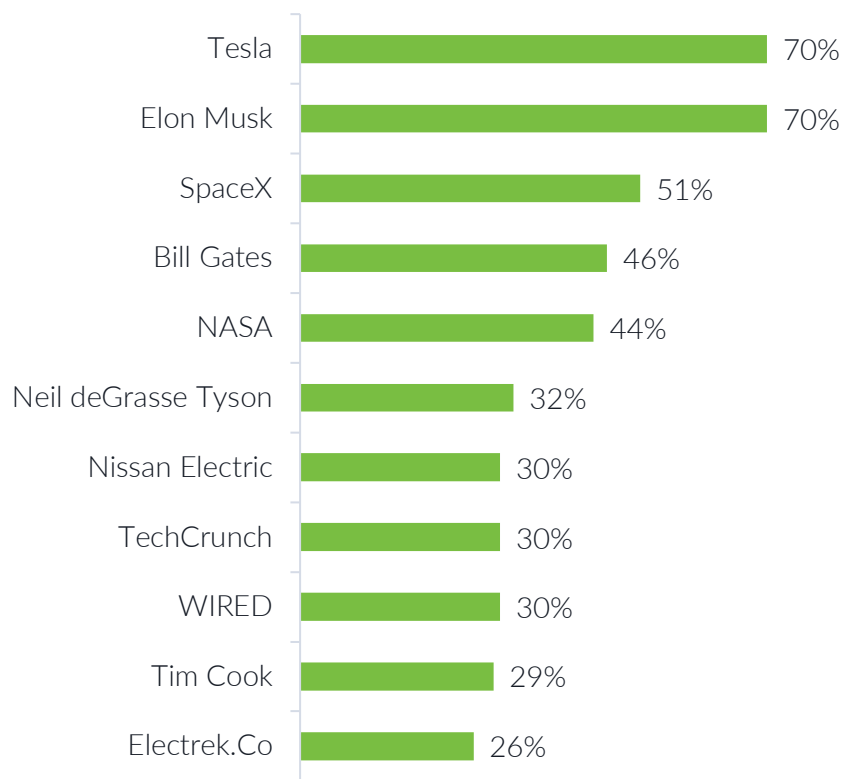
INTERESTS AND INFLUENCERS

In addition to their shared interest in electric vehicles, this group has other commonalities in terms of interests and influencers.

Other shared interests include:

- Science (54%): physics, ecology, engineering, and weather
- Travel (45%): transports, hotels, tourist destinations
- Sports (42%): basketball, baseball, football, and soccer

Not surprisingly, 70% of people who follow an electric vehicle brand on social media follow Tesla or Elon Musk, and 51% follow Space X.



WANT TO KNOW MORE?

Questions? Inquiries? Want to know a bit more about what we do? Get in touch with us.



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