On the stability of preferences and attitudes before and after experiencing an electric vehicle

In this study, we investigate the extent to which experience affects individual preferences for specific electric vehicle characteristics, individual attitudes toward the environment, and the impact of the attitudes on the choice between an electric and a conventional vehicle. We use a two-wave stated preference experiment where data was collected before and after the respondents experienced an electric vehicle for three months. We estimate a hybrid choice model using jointly the stated choices before and after the test period. The results show that individual preferences change significantly after a real experience with an electric vehicle in the household. In particular, there are major changes in the preference for driving range, top speed, fuel cost, battery life and charging in city centres and train stations. In line with other studies, we find that environmental concern has a positive effect on the preference for EVs both before and after the test period, but the attitude itself and its effect on the choice of vehicle does not change. © 2013.