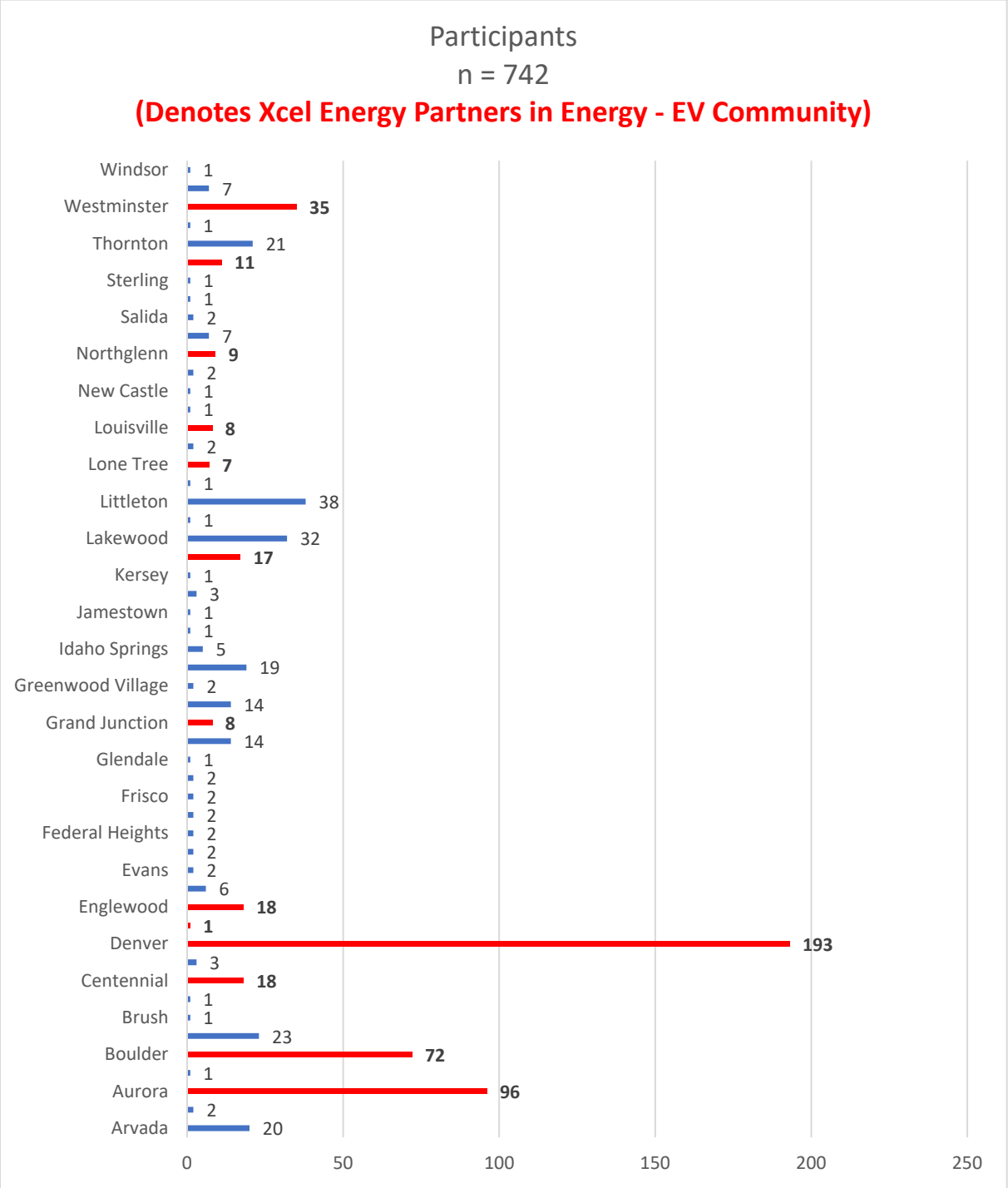
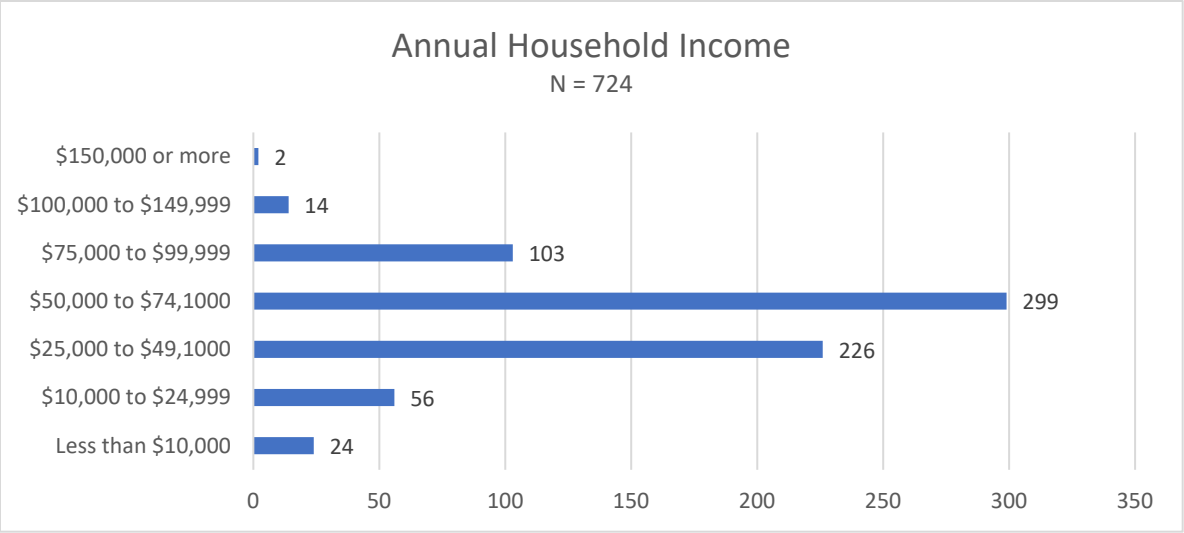
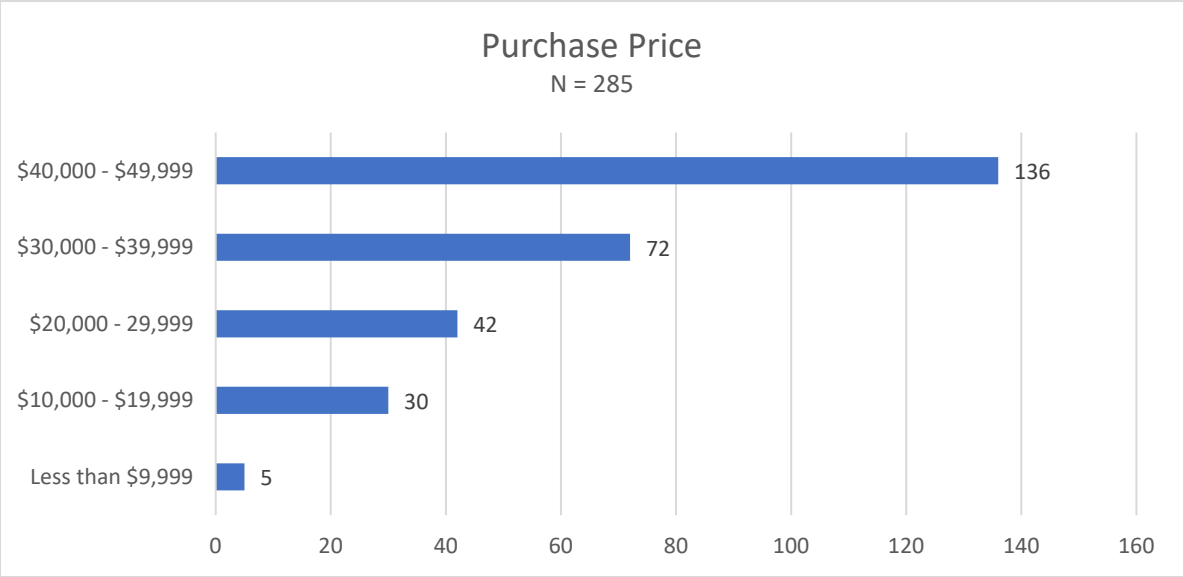
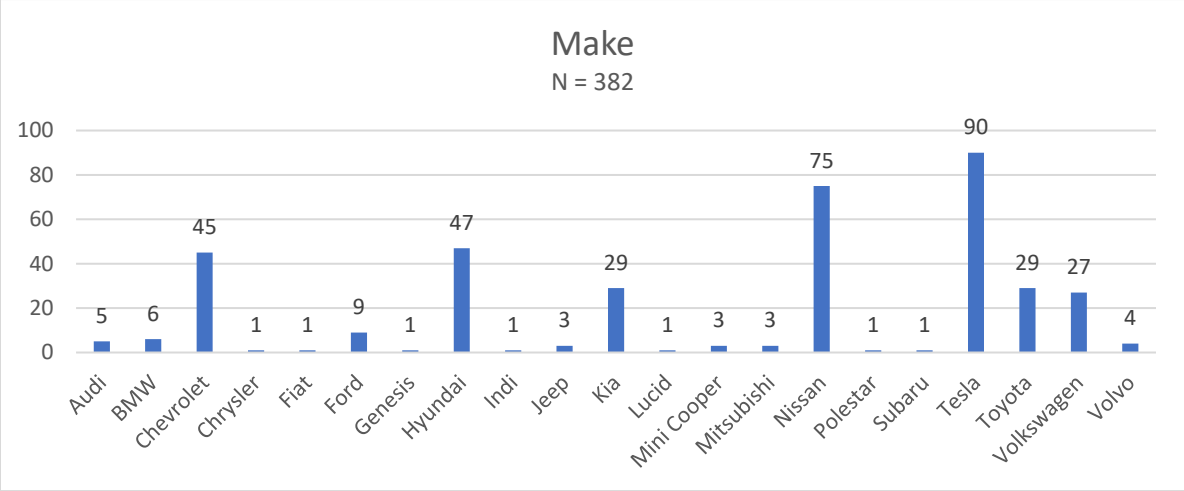
ATTACHMENT C – EV PURCHASE AND LEASE REBATE

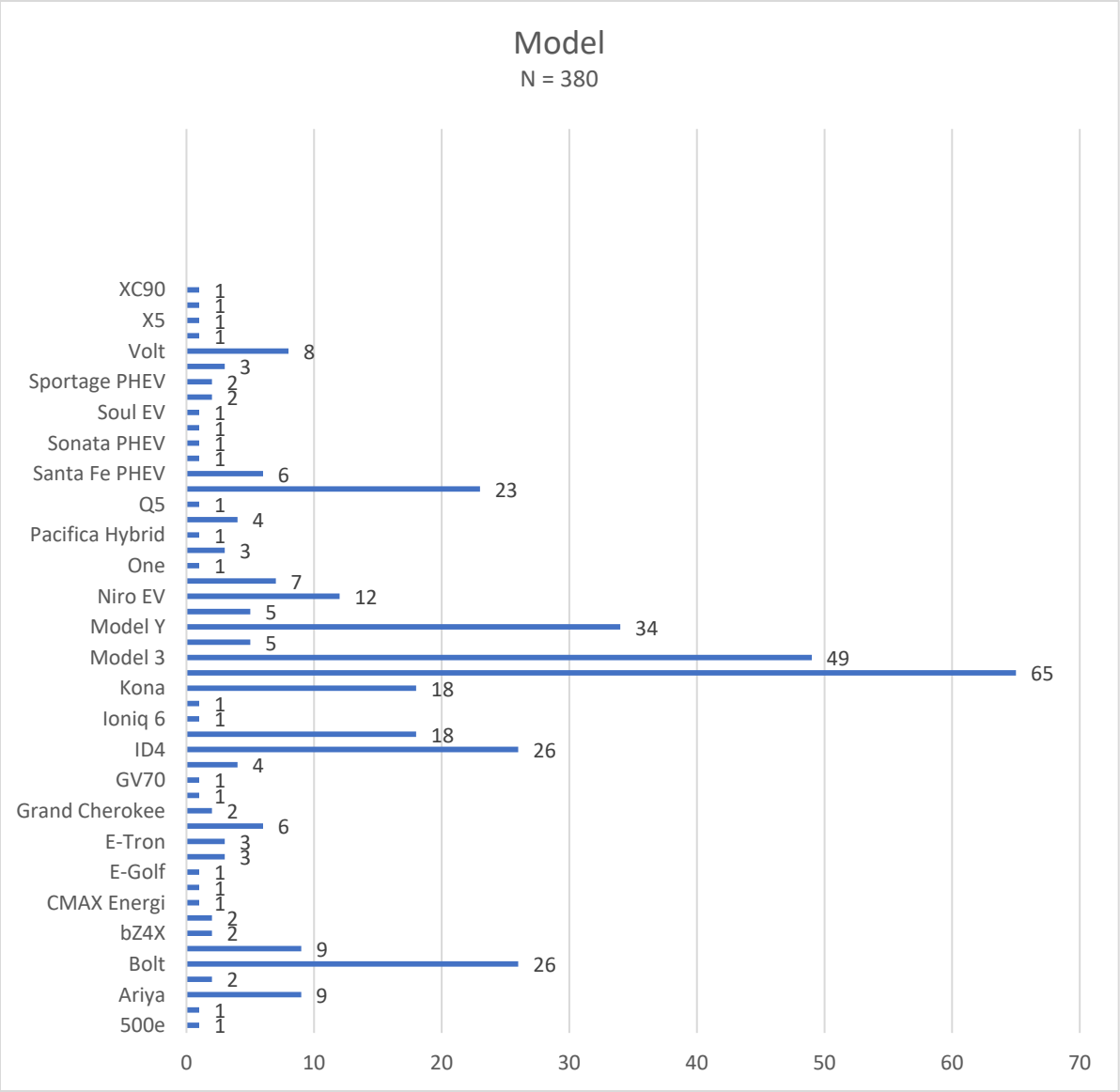
Information specific to participants of the EV purchase and lease rebate program as of February 1, 2024.

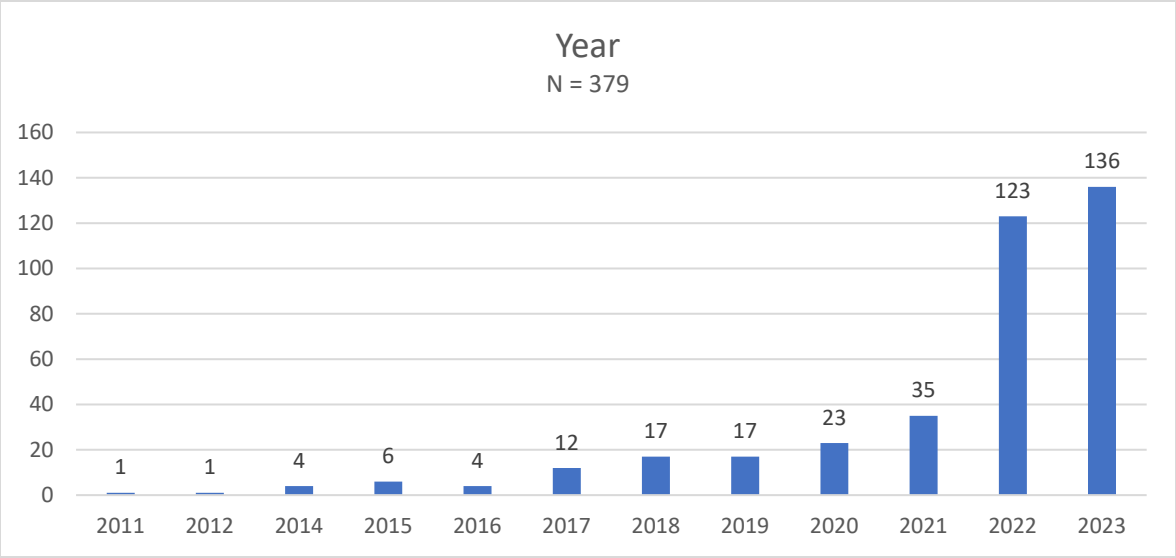


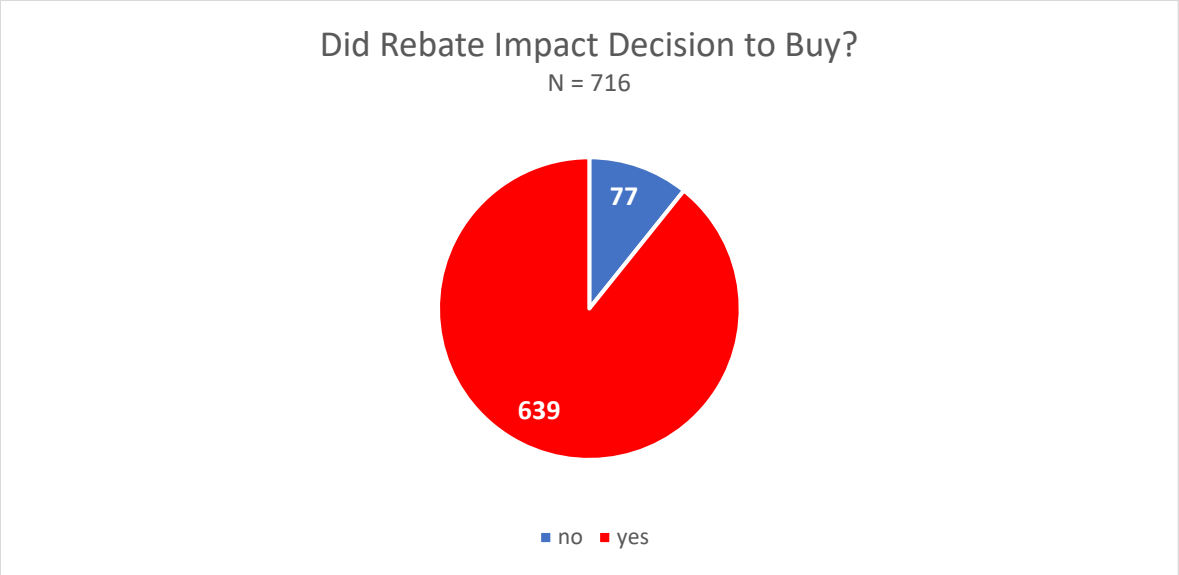

Annual Household Income
N = 724
$150,000 or more
2
$100,000 to $149,999
14
$75,000 to $99,999
103
$50,000 to $74,1000
299
$25,000 to $49,1000
226
$10,000 to $24,999
56
Less than $10,000
24
0
50
100
150
200
250
300
350

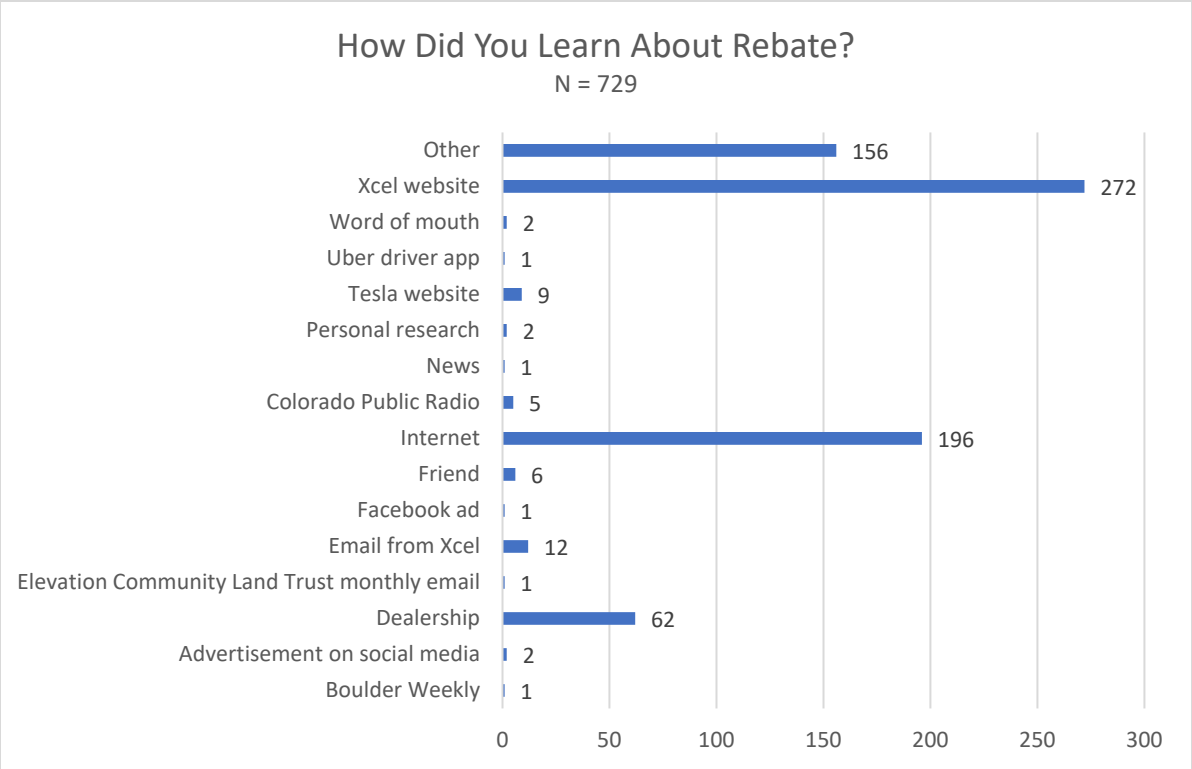

Purchase Price
N = 285
$40,000 - $49,999
136
$30,000 - $39,999
72
$20,000 - 29,999
42
$10,000 - $19,999
30
Less than $9,999
5
0
20
40
60
80
100
120
140
160


Make
N = 382
100
80
60
40
20
0
Audi 5
BMW 6
Chevrolet 45
Chrysler 1
Fiat 1
Ford 9
Genesis 1
Hyundai 47
Indi 1
Jeep 3
Kia 29
Lucid 1
Mini Cooper 3
Mitsubishi 3
Nissan 75
Polestar 1
Subaru 1
Tesla 90
Toyota 29
Volkswagen 27
Volvo 4


Model
N = 380
XC90
X5
Volt
Sportage PHEV
Soul EV
Sonata PHEV
Santa Fe PHEV
Q5
Pacifica Hybrid
One
Niro EV
Model Y
Model 3
Kona
Ioniq 6
ID4
GV70
Grand Cherokee
E-Tron
E-Golf
CMAX Energi
bZ4X
Bolt
Ariya
500e
0
10
20
30
40
50
60
70


Year
N = 379
160
140
120
100
80
60
40
20
0
1
1
4
6
4
12
17
17
23
35
123
136
2011
2012
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023


Did Rebate Impact Decision to Buy?
N = 716
77
639
no
yes


How Did You Learn About Rebate?
N = 729
Other
156
Xcel website
272
Word of mouth
2
Uber driver app
1
Tesla website
9
Personal research
2
News
1
Colorado Public Radio
5
Internet
196
Friend
6
Facebook ad
1
Email from Xcel
12
Elevation Community Land Trust monthly email
1
Dealership
62
Advertisement on social media
2
Boulder Weekly
1
0
50
100
150
200
250
300