

LINKEDIN ELECTRIC VEHICLE RESEARCH



LINKEDIN RESEARCH ON ELECTRIC VEHICLES



FIELD RESEARCH

May 2018



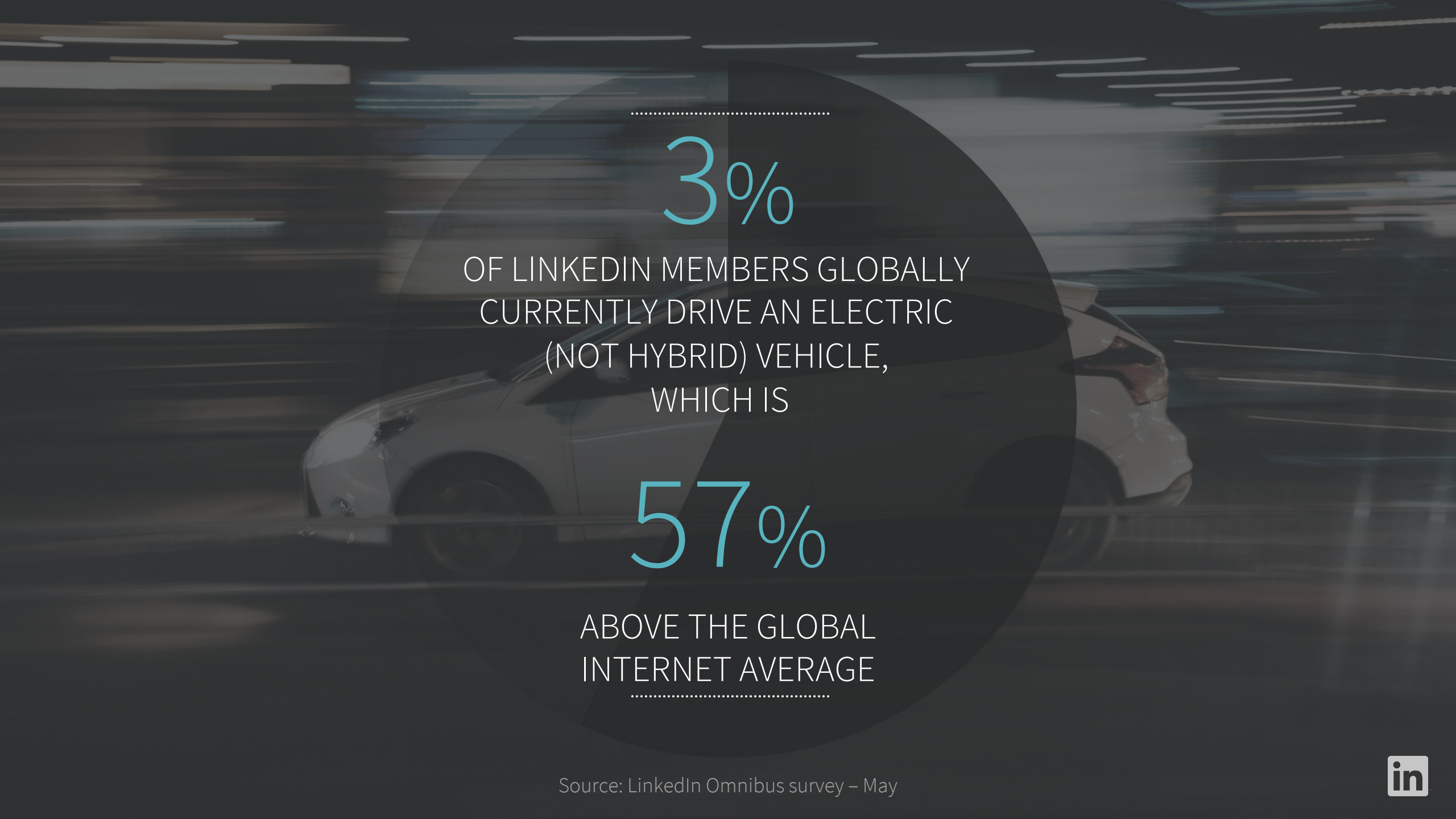
SCOPE

LinkedIn
members
Globally



RESPONDENTS

3156
Sample
size



3%

OF LINKEDIN MEMBERS GLOBALLY
CURRENTLY DRIVE AN ELECTRIC
(NOT HYBRID) VEHICLE,
WHICH IS

57%

ABOVE THE GLOBAL
INTERNET AVERAGE

Source: LinkedIn Omnibus survey – May



HEY TEND TO BE SENIOR,
MALE
AND OWNERSHIP IS
HIGH AMONGST
MILLENNIALS...

66%
MALE

33%
FEMALE

2%

GEN Z

40%

MILLENNIALS

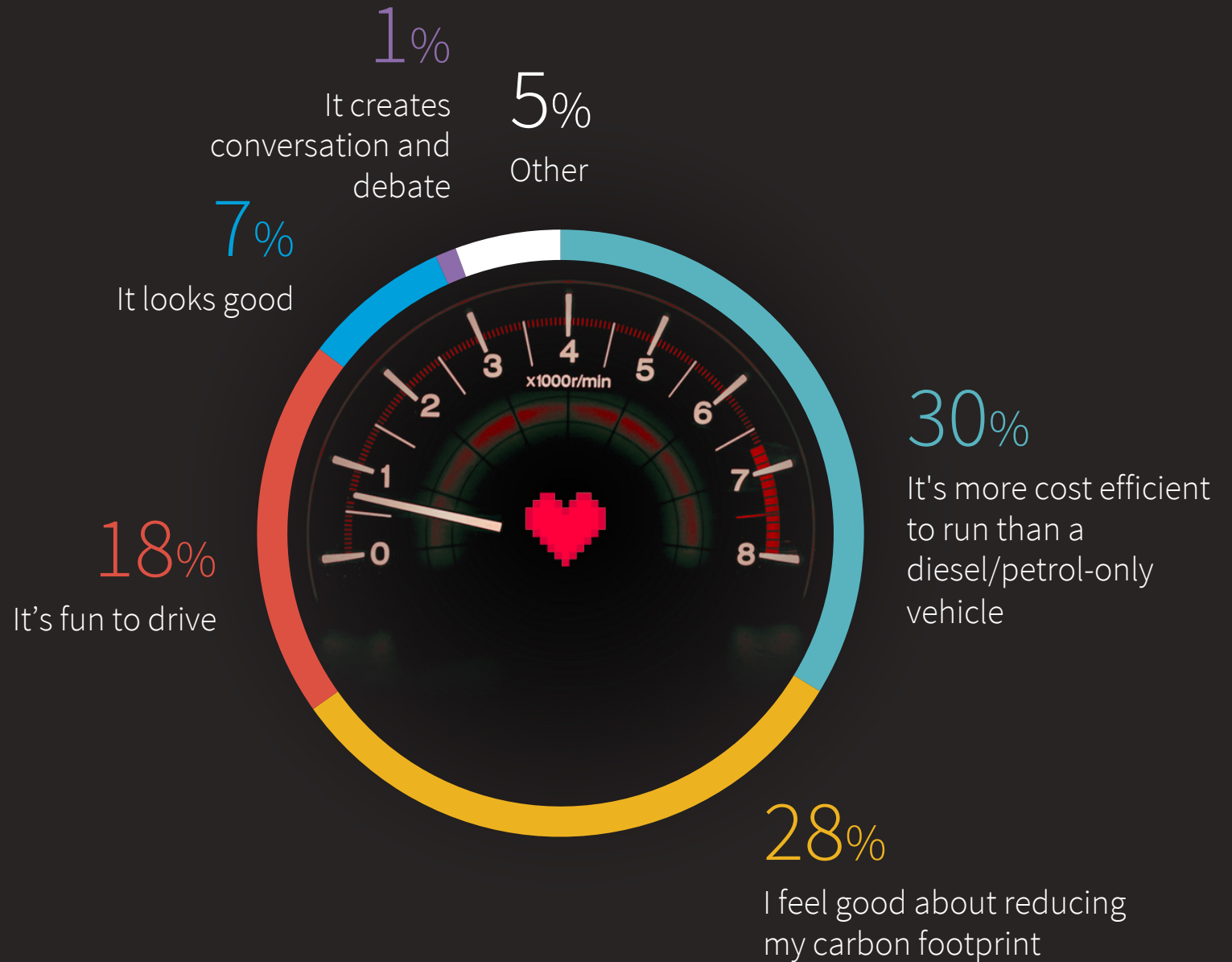
34%

GEN X

24%

BABY
BOOMERS

OF THOSE THAT
DRIVE ELECTRIC,
THIS IS WHAT
THEY LOVE ABOUT
THEIR ELECTRIC
VEHICLE...



Source: LinkedIn Omnibus survey – May,

AND THIS IS WHAT
THEY LEAST
ENJOY ABOUT
THEIR VEHICLE...

20%

It doesn't have enough
accelerating power

10%

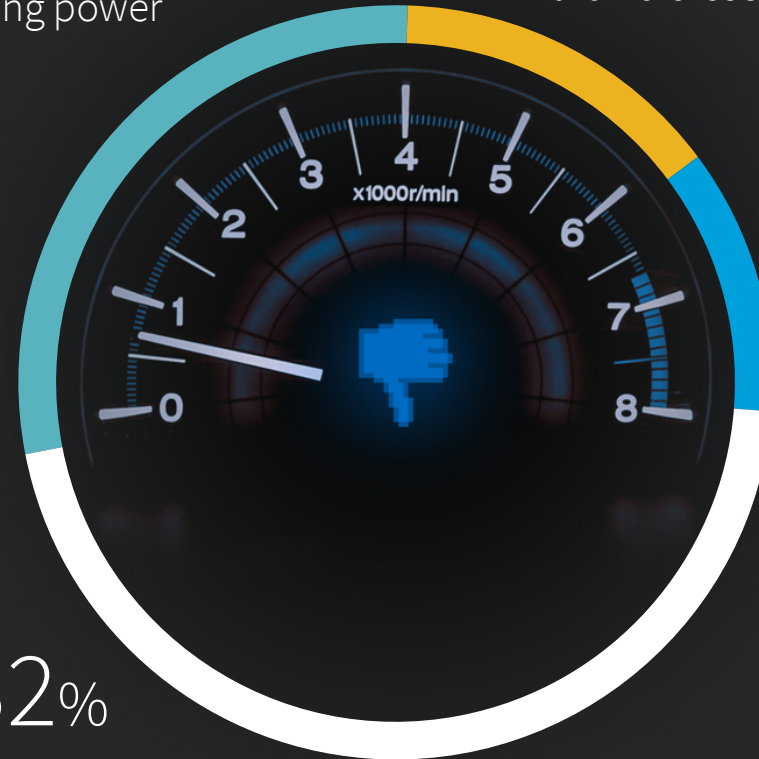
It's not more cost efficient to run
than a diesel/petrol-only vehicle

8%

It doesn't look
good

32%

Other



OTHER ADHOC
COMMENTS
INCLUDE...



A word cloud of automotive concerns. The words are arranged in a cluster, with 'Price' and 'Range-Anxiety' in teal, and the others in blue or purple. 'Power' is written vertically on the left side of the cluster.

Quiet
Autonomy
Price
Comfort
Limited-Choice
Battery-Cost
Hybrid
Infrastructure
Range-Anxiety
Insufficient-Charging
Power

OF THOSE THAT DON'T OWN –
OVER A THIRD ARE CONSIDERING
AN ELECTRIC VEHICLE FOR THEIR
NEXT PURCHASE



AND THEY ARE
LOOKING TO
BRANDS TO CREATE
CONTENT AROUND
THESE TOPICS...



38%

Information
about energy
consumption and
charging stations

33%

Price and
New Product
promotions

26%

Technical
details about
how electric
vehicles work

26%

Stories from
drivers that
already own
electric vehicles

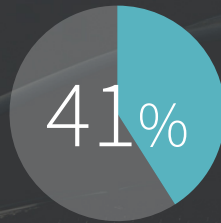
25%

Information
about the
environmental
impact

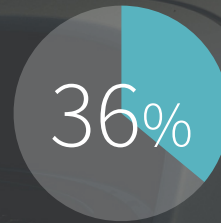
2%

Other, please
specify:

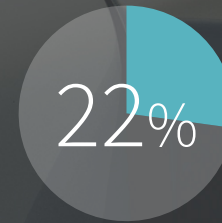
THOSE THAT
ARE NOT IN
MARKET FOR
AN ELECTRIC
VEHICLE, CITE THE
FOLLOWING
REASONS..



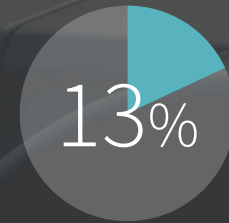
They are too expensive for what they are



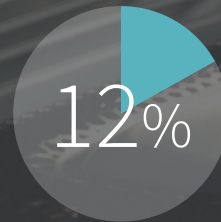
They are inconvenient to charge



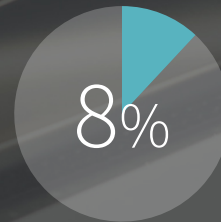
Not enough options on make/model



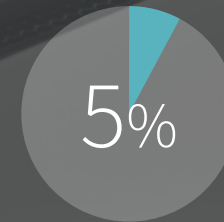
The engines are not powerful enough



They aren't better or worse for the environment than a diesel/petrol-only vehicle



They don't have enough re-sale value



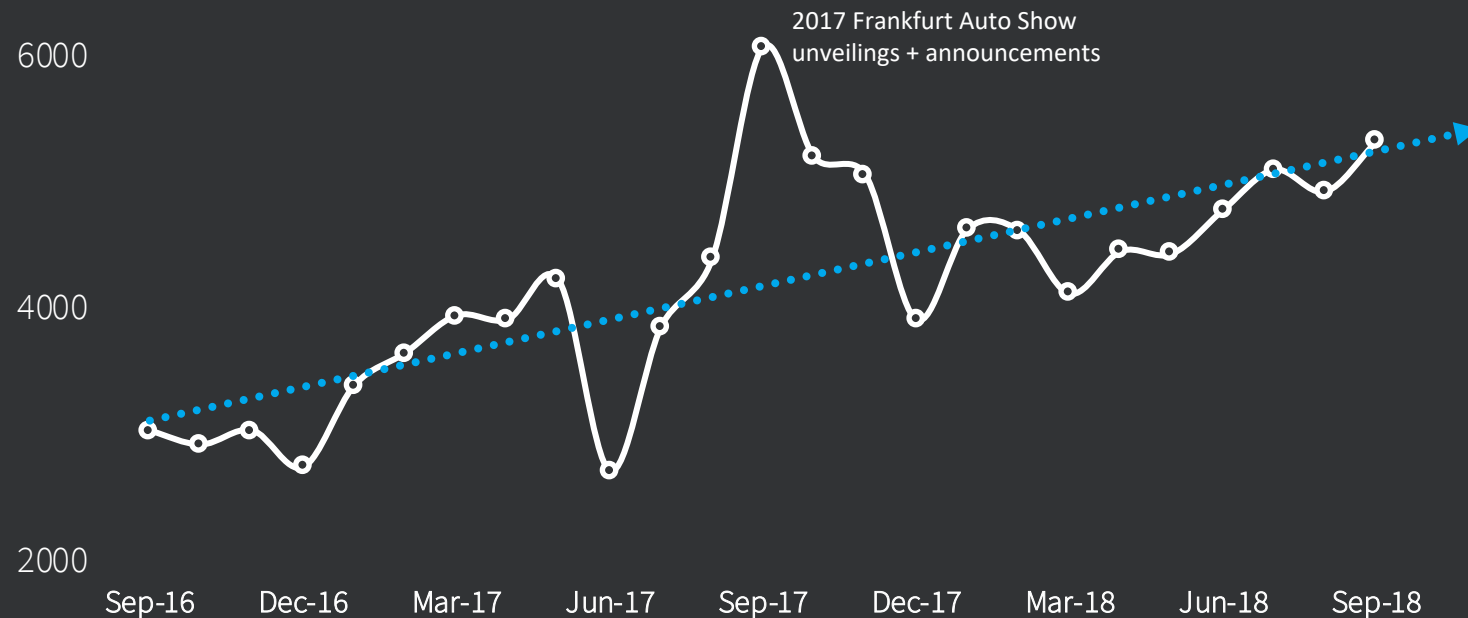
I don't know how they work



ELECTRIFICATION CONTENT ON LINKEDIN



Volume of articles that mentioned 'electric vehicles' over time, Global



LinkedIn internal data

Electric Vehicles
are increasingly
being talked about
on LinkedIn

ARTICLES
SHARED ON
LINKEDIN ARE
LARGELY
FOCUSED ON 3
CORE AREAS:

MANUFACTURING AND SUPPLY CHAIN TAKE THE STAGE:

Daimler unveils its own new battery Gigafactory for electric vehicles

Fred Lambert · May 22nd 2017 11:24 am ET · @FredericLambert

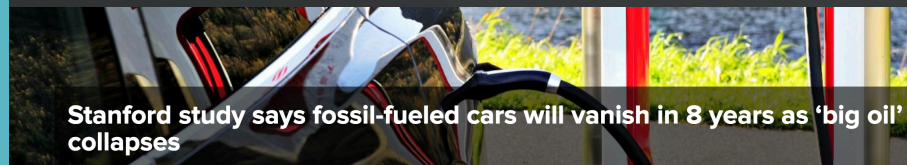


schoeband / www.flickr.com / CC2.0

Tesla Cuts Off BMW, Mercedes With Key Supplier Acquisition

Published on April 19, 2017

A FUTURE WITH RENEWABLE ENERGY:



Stanford study says fossil-fueled cars will vanish in 8 years as 'big oil' collapses

05/17/2017 under automotive, Electric Cars, Green Transportation, News · 10

COMPETITION FOR THE SPOTLIGHT IS HEATING UP:

Volvo will launch its first all-electric car in 2019 to take on Tesla — here's everything we know

Cadie Thompson · Apr. 19, 2017, 10:58 PM · 6,617

Take a look at these first pictures of Fisker's \$130K EMotion electric car

Posted Jun 6, 2017 by Darrell Etherington (@etherington)

Elon Musk Just Revealed the Secret Story of Tesla on Twitter--and It Is Epic

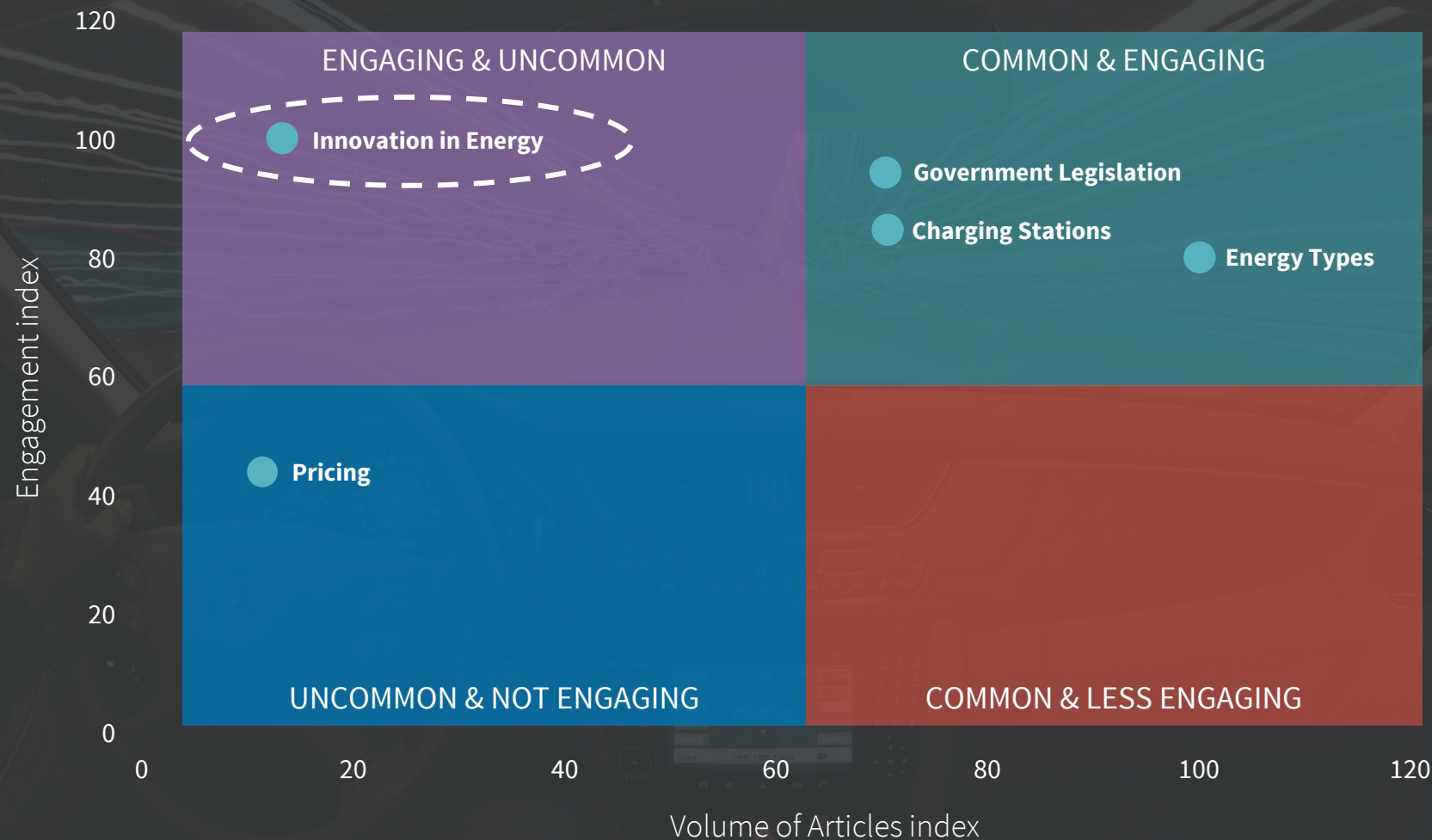
It all started in 2003, when GM forcibly recalled all of its electric vehicles. No one could have predicted what would happen next.

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US Renewable Energy Patents: What GM, GE, IBM, And Other Top Corporates Are Working On

February 14, 2017ftine
[Energy & Clean Tech](#)[Patents](#)

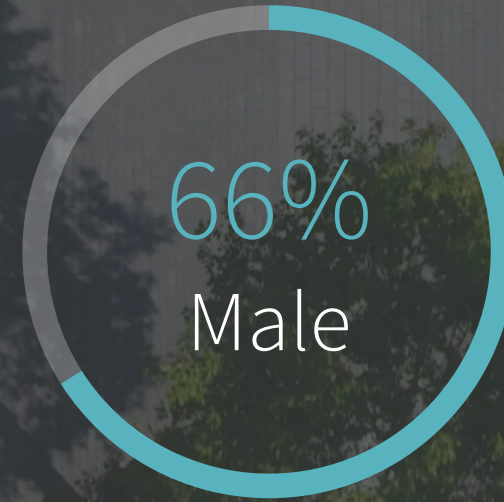
USING LINKEDIN ANALYTICS WE CAN HELP YOU UNDERSTAND THE MOST RELEVANT AND IMPACTFUL TOPICS TO TALK ABOUT WITHIN THIS AREA...



Source: LinkedIn internal data, FY 2017 (articles posts after 01-01-2016)



AND HELP YOU
TARGET THE MOST
ENGAGED MEMBERS
WITH YOUR
CONTENT...



KEY INDUSTRIES
OF THOSE
CONSIDERING AN
ELECTRIC VEHICLE:



FINANCE



HIGH TECH



MANUFACTURE



CONSUMER
SERVICES



EDUCATION

THANK YOU

