The Future Experience of Green Energy and Fuel-Efficient, High-Tech Vehicles

The second installment of Publicis Sapient’s Digital Life Index Report reveals growing consumer inclination for green energy, and fuel-efficient, high-tech vehicles. Read the full report: thedigitallifeindex.com

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### Barriers need to be overcome to achieve widespread adoption of cleaner energy

- **Cost is a deciding factor for consumers’ home energy choices, whether adopting green energy such as solar, switching utility providers, or using a smart meter.**
- **Reasons for not installing solar in next 2 years:**
  - Cost to buy in large parts (34%)
  - Conserve my environment (33%)
  - I don’t have enough money (27%)
  - My installer reliability is doubt (26%)
  - I don’t have roof (25%)
  - Dependability or satisfaction (24%)
  - Design, appearance or environment (8%)
  - Other (3%)

- **When considering switching home energy providers, transparency in pricing is the main priority according to half (49%) of respondents, with those providing a better digital experience such as an easy-to-use app or online customer service that’s also appealing.**

- **Probability of purchasing or leasing an EV or Hybrid for next vehicle**
  - Yes: 49%
  - No: 29%
  - Unsure: 22%

- **And while most people (71%) don’t currently use a smart device for managing or tracking the respondents that do, over half (53%) do so to save money, and 34% use a smart meter to reduce their carbon footprint.**

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### Connected tech is increasingly important to car shoppers

- **The trend towards more environmentally friendly and battery-electric vehicles continues, but concerns about battery range and price will slow the widespread adoption of EVs.**
- **EV Ownership**
  - 16% for EV
  - 27% for Hybrid

- **Probability of purchasing or leasing an EV or Hybrid for next vehicle**
  - EV: 16%
  - Hybrid: 27%
  - Total: 43%

- **Reasons for considering an EV or Hybrid**
  - Better battery efficiency (33%)
  - Improved battery range (31%)
  - Available in my ideal vehicle (30%)
  - Safety or interest in buying (25%)
  - Better look and design of vehicle (20%)

- **EV and Hybrid ownership by age**
  - 16% for EV
  - 27% for Hybrid

- **Expectations for vehicles provided with connected tech is now mainstream, with almost all people (93%) desiring at least one connected feature in their next vehicle.**

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### Connected features important to have in new vehicle

- **Purchase channel preference**
  - 52% for online
  - 48% for At a dealership

- **The dealership remains the preferred purchase channel for vehicles. Nearly 60% of respondents prefer to physically visit a dealership over purchasing online.**

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