Stop calling electric vehicle rates “time of use”

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March 5, 2020

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Key takeaways

- 63% of utilities anticipate proposing, piloting, or implementing EV TOU rates in the next three years.
- 66% of residential customers would switch to a new rate and charge their vehicle at night to save money.
- Only about a third of residential customers have a positive perception of the phrase “time of use.”

According to our ethnographic and market research, residential EV TOU rates are popular with utilities and customers who like the idea of saving money by charging at night. However, the name you choose for your rate could affect customers’ perception of it.

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