

How unumAI guided electric vehicle outreach for the Missouri Automobile Dealers Association



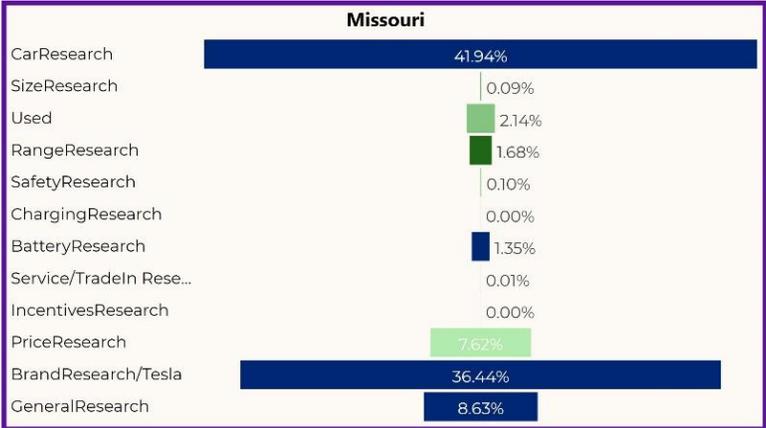
The Problem: There is growing interest and an emerging potential market for electric vehicles, but there are several roadblocks enroute while trying to get more people to buy electric vehicles (EVs) and plug-in hybrids (PHEVs)—namely related to consumer concerns about EV features. The Missouri Automobile Dealers Association (MADA), an organization dedicated to assisting vehicle dealers with insights and outreach, wanted to understand consumer perspective and the nature of issues facing EV adopters. MADA contacted

unumAI to understand public view of electric vehicles as seen through Google search, and how they could **get more Missourians to purchase EVs and PHEVs** by considering what consumers know, prefer, and misunderstand about EV features, without jumping the gun.

The electric vehicle space faces a crossroad: features improve rapidly, and the portion of population interested in EV technology grows, as these individuals are generally of the mindset that climate change is real and needs to be addressed. However, challenges limit adoption of electric vehicles. For instance, many consumers have range anxiety—even though they may wish to purchase an electric vehicle, they fear that the technology will not allow them to drive freely without needing a charge, or the worse fate of leaving them stranded. Others have concerns that current offerings are too expensive in comparison to combustion vehicles.

Challenges in perspective about EVs can be fixed by ensuring the public receives the information about EVs they are curious about. To help increase the number of EVs on Missouri’s roads, unumAI considered search trends nationwide and in Missouri, and how they compared to trends observed in the best markets in the US. This illuminates **which EV and hybrid features should receive highest focus** to push buyers to purchase more climate-centric vehicles.

The Solution: The team at unumAI excel at **geographic trend gap analysis** and using these findings to help stakeholders develop effective strategies. This is how unumAI provided MADA an in-depth look at how Missouri could tailor their outreach programs and increase EV and hybrid purchases in Missouri. To this extent, unumAI considered **what features were most important in the highest adoption markets**, and how those features compared in search interest to Missouri and to the least adoptive markets in the US.



Missouri Feature Search Distribution

Through this gap analysis, unumAI found that, when compared to the healthiest adoption markets located in California, Oregon, and Washington, the greatest hindrance to higher EV

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purchase rates was **range anxiety**. Specifically, unumAI analyzed the **compositional data sets for the most important topics** surrounding electric vehicles across each market, and discovered that queries about the range capabilities of EVs were searched in Missouri **at only 49% of the rate of similar searches in healthy adoption markets**. In other words, while range capabilities of electric vehicles improved significantly, consumers in Missouri or in other poorly adoptive markets were not adequately educated on the fact that these new technologies can alleviate subsequent travel concerns, or that they could drive from St. Louis to Kansas City easily without recharging their vehicles. In complement, unumAI also found that range searches **increased 93% in Missouri over the past two years**—more than any other category except for research on Tesla and other brands—indicating that range-related education offered the best growth and widest opportunity when compared to the healthiest markets.

Similar gap analyses showed that other prominent topics for outreach and education were, in order, vehicle size improvements, used vehicle availability, EV safety, and price.

The Approach/Differentiator: The data provided by anonymous, public search results via Google Trends lends the most accurate picture of the widest array of public opinion. This is what allowed unumAI to present the Missouri Automobile Dealers Association directly actionable insights based on gap comparisons between the most adoptive markets for electric vehicles and the least adoptive markets. By knowing how search patterns break down across the adoption process through different states, MADA achieved newfound clarity on how to best inform consumers of potential benefits and realize higher adoption of environmentally friendly vehicles.

Category	California, Oregon, and Washington	Missouri	North Dakota, South Dakota, and Wyoming	United States
CarResearch	-37%	-35%	-49%	-27%
BrandResearch/Tesla	3%	121%	79%	54%
PriceResearch	24%	65%	30%	42%
GeneralResearch	-3%	-9%	448%	14%
RangeResearch	-7%	93%		18%
Used	2%	-53%		-4%
BatteryResearch	17%	-60%		-10%
SizeResearch	-39%			-24%
SafetyResearch	-19%			-44%
ChargingResearch	-61%			26%
Service/TradeIn Research	87%			-13%
IncentivesResearch	121%			258%

Missouri Gap Analysis Targets

In this way Google Trends data presents an unparalleled understanding in real-time of the most topical issues facing individuals, at a geographic level. Insightful comparisons between regions bring the ability to educate and distribute information to **make the best of opportunities developing in the moment**. With over 90% of internet questions in the world passing through Google, unumAI is social listening to the next level.



www.unumai.org

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Source: Google Trends