

Wireless Golf Cart Charging

Consumer Interest and Premium Feature Potential

Research Conducted and Reported by ci360, LLC

Presented by WiTricity

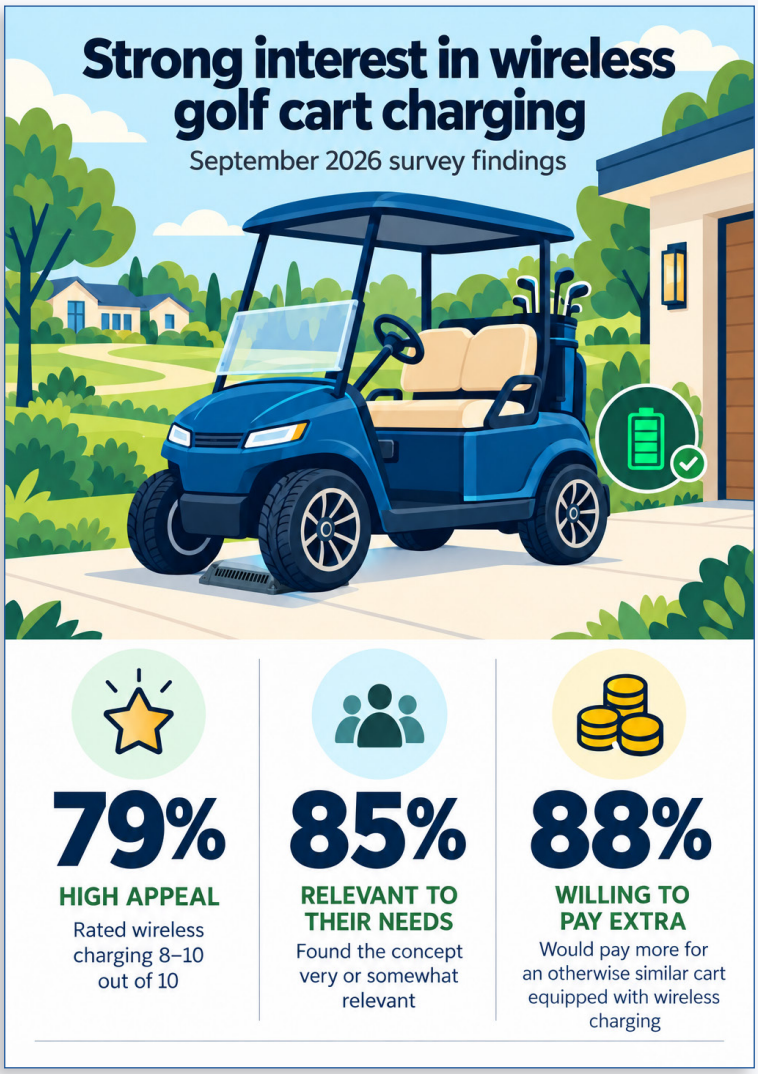
Executive Overview

Consumers see appeal and value in wireless charging

A September 2026 survey conducted by ci360, LLC found strong interest in wireless charging among golf cart owners and prospective buyers. Respondents saw relevance to their own needs, and most said they would pay more for an otherwise similar cart equipped with the technology.

For manufacturers, these findings reinforce the consumer value of wireless charging as a premium vehicle feature. The value proposition is easy to explain: a more convenient charging routine built around parking the cart.

More than half of respondents answering the pricing question, 57.3%, selected an incremental vehicle premium above $500.



Source note: ci360, LLC, September 2026 golf cart survey; analysis includes 309 current owners and prospective buyers. Appeal 240/304; relevance 262/309; willingness to pay any positive premium 270/307. Headline percentages rounded. Findings measure stated attitudes and willingness to pay.

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Convenience and Readiness Lead the Value Proposition

74% selected readiness or reduced forgetting among the most valuable benefits

Wireless charging connects with a familiar ownership routine. The benefits respondents valued most were avoiding a manual plug-in step, having the cart ready when needed, and reducing the chance of forgetting to charge.

Potential benefits perception



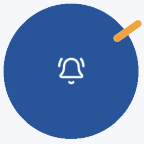
45.8%

No manual plug-in



42.2%

Cart ready when needed



42.2%

Less chance of forgetting to charge

Counting each person once, 229 of 308 respondents selected at least one of the two readiness-related benefits: having the cart ready when needed or reducing forgotten charging. This combined measure is 74.4%.

Owners' experience reinforces the relevance of that benefit. Among those answering the charging-experience question, 48.5% had found their cart insufficiently charged when needed, and 35.6% had forgotten to plug it in.

These findings reinforce the everyday value of a simpler charging routine built around parking the cart.

Source note: Potential benefits Q99, n=308; respondents could choose up to two. Combined readiness figure is the union of two selections, with overlapping respondents counted once; 229/308. Charging experience Q89, n=132 current owners; percentages reflect experience at any time, not its frequency.

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Most Respondents Would Pay a Premium

57% said they would pay more than $500 extra

28% said they would pay more than $1,000 extra

The survey asked respondents to compare an otherwise similar cart with and without wireless charging. Nearly 88% selected a positive additional amount, indicating perceived value for wireless charging as a vehicle feature.

A strong appetite for an upgrade

87.9%
selected an additional amount they would pay

Up to $500 more	**30.6%**
$501–$1,000 more	**29.6%**
$1,001–$1,500 more	**15.0%**
More than $1,500	**12.7%**

7.2% Would not pay more 4.9% Not sure

These responses indicate that many owners and prospective buyers assign additional value to a cart equipped with wireless charging.

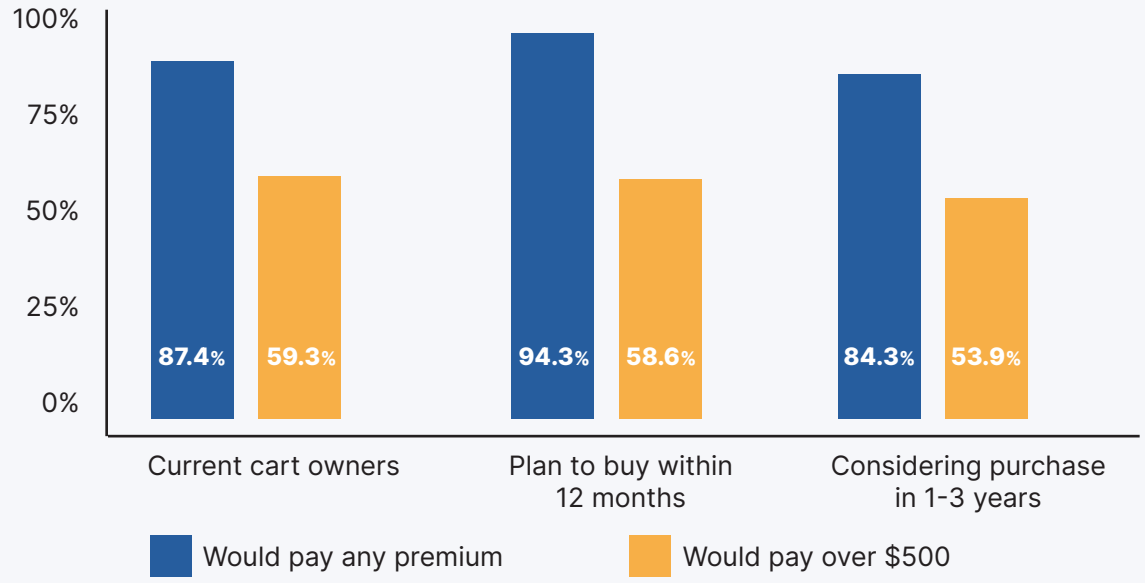
Source note: Premium question Q100, n=307. Any positive premium 270/307, 87.9%; over $500 176/307, 57.3%; over $1,000 85/307, 27.7%. The over $1,000 group is included within the over $500 group.

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Interest Includes Buyers Planning a Purchase Within 12 Months

94% of near-term buyers answering the pricing question would pay extra

Interest extends to respondents with a stated near-term purchase plan. Among those planning to buy a cart within 12 months, 66 of 70 said they would pay more for wireless charging. In the same group, 58.6% would pay more than $500 extra.



Satisfied owners also see value in the upgrade

Among owners who described themselves as very satisfied with their current charging method, **67.2% would pay more than $500** extra for a cart equipped with wireless charging. That is 39 of 58 respondents in this subgroup.

For a manufacturer, these findings support a feature proposition relevant to future buyers and existing owners. The appeal can be presented as an improvement to the ownership experience, including for customers already comfortable with their current charging routine.

Source note: Ownership Q82 crossed with premium question Q100. Qualified segment sizes: current owners n=135; purchase within 12 months n=71; considering purchase in 1 to 3 years n=103. Chart bases are pricing answers. Satisfaction Q92 crossed with Q100; very satisfied owners n=58. Subgroup comparisons are exploratory.

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High Interest Comes with Clear Product Expectations

Respondents' leading questions concern dependable operation and charging performance. Reliability was selected as the biggest concern by 31.8%, followed by charging speed at 18.5%. These expectations provide a useful focus for product evaluation and customer demonstrations.

Respondents raising these questions still see premium value

Among respondents who named reliability as their biggest concern, 74.2% still rated wireless charging's appeal 8 to 10 out of 10. Among those naming charging speed, the comparable figure was 91.2%.

Reliability

31.8% selected this as their biggest concern

98 of 308 respondents



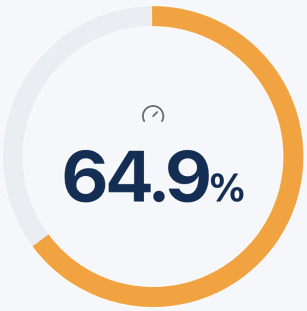
would pay over $500 more

Within this concern group
58 of 97 respondents

Charging speed

18.5% selected this as their biggest concern

57 of 308 respondents



would pay over $500 more

Within this concern group
37 of 57 respondents

These responses pair strong interest in wireless charging with clear expectations for charging performance and dependable operation.

The survey supplies a clear customer brief: deliver the convenience of automatic charging with performance and dependability that buyers can understand and evaluate.

Source note: Biggest concern Q101, n=308; one response per person. Cross-tabulations with appeal Q97 and premium Q100 use available paired answers. Reliability-group appeal 72/97 and premium 58/97; speed-group appeal 52/57 and premium 37/57. These findings identify expectations; they are not technical test results.

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Survey Findings Recap

Strong Consumer Interest and Recognized Value

Wireless charging resonates with golf cart owners and prospective buyers. Respondents see everyday relevance and added value in a cart equipped with the technology.

High appeal.
Everyday relevance.

The most frequently selected benefits centered on easier charging and having the cart ready when needed.

78.9%
rated wireless charging's appeal **8–10 out of 10**

84.8%
considered it **very or somewhat relevant** to their needs

MEANINGFUL WILLINGNESS TO PAY

NEARLY
88%
would pay more

57.3%
selected a premium above $500

including **27.7%**
who selected more than $1,000

For an otherwise similar golf cart equipped with wireless charging.

INTEREST ACROSS THE OWNERSHIP JOURNEY

Upcoming buyers

94.3%
would pay extra

Among respondents planning to buy within 12 months who answered the pricing question.

Satisfied owners

67.2%
would pay over $500 extra

Among owners already very satisfied with their current charging method.

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Study Notes and Source Definitions

ci360, LLC conducted the survey in September 2026. The response workbook contains a total of 411 respondents. This report uses the 309 who currently own a golf cart, plan to purchase within 12 months, or are considering a purchase in 1 to 3 years. The remaining 102 did not own a cart and were not considering a purchase so were therefore excluded from this report's analysis.

Qualified audience



Current golf cart owners
135 respondents

Plan to purchase within 12 months
71 respondents

Considering purchase in 1-3 years
103 respondents

Reading the figures

Percentages use the respondents answering the relevant question. Headline figures are rounded to whole percentages; supporting tables generally use one decimal place. High appeal means a score of 8, 9, or 10. Relevance combines very relevant and somewhat relevant. Any premium includes the four positive pricing bands.

Benefits allowed up to two selections. The 74.4% readiness measure counts each respondent selecting either of two related benefits once. Subgroup findings use available paired answers and are exploratory.

Results describe this qualified sample and its response to the concept of wireless golf cart charging. Stated preferences are not completed purchases, market-size estimates, or verified sales conversion. The sample includes 55.3% under age 55 and 23.0% age 65 or older; aggregate results should be read in the context of the audience surveyed.

Principal response bases

Appeal n=304; relevance n=309; premium willingness n=307; potential benefits n=308; charging experiences n=132 current owners; biggest concern n=308. The pricing comparison for buyers planning purchase within 12 months uses n=70. The very satisfied owner pricing subgroup uses n=58.

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