EV Consumer Survey Dashboard Questions

Sources of Information

- 1) Which of the following statements best describes your interest in acquiring a PEV when you started your search for a new vehicle?
- () I did not know PEVs existed
- () I had no interest in a PEV
- () I had some interest in a PEV
- () I was very interested in a PEV
- () I was ONLY interested in a PEV
- 2) How important was information from the following sources in your decision to acquire (purchase/lease) a PEV?

If you did not access/obtain any information from a listed source select: N/A.

	Extremely important	Very important	Moderately important	Only slightly important	Not important at all	N/A
A family member, friend or colleague	()	()	()	()	()	()
Neighbor who drives a PEV	()	()	()	()	()	()
A new car sales person	()	()	()	()	()	()
PEV Manufacturer	()	()	()	()	()	()

website						
PEV ride and drive event/expo	()	()	()	()	()	()
Online discussion forums	()	()	()	()	()	()
Blogs (non- manufacturer sites)	()	()	()	()	()	()
A story in the media (print, radio, television)	()	()	()	()	()	()
Paid advertisement (print, radio, television)	()	()	()	()	()	()
Non-profit organization (e.g. CCSE, Plug-In America, etc.)	()	()	()	()	()	()
Government agency	()	()	()	()	()	()
Electric utility	()	()	()	()	()	()

What types of PEV marketing/advertising did you encounted	r before you acquired your PEV? ((select all
that apply)		

[] E-mail marketing
[] Referral by a friend/family
[] Ride & drive events/vehicle expos
[] Radio/TV
[] Print ads (newspaper, magazines, etc).
[] Manufacturer websites
[] Technology blogs
[] Information sessions organized by CVRP Program (CCSE)
[] Other (please specify):

Decision Making Process

() Saving money on fuel costs

4) Whic	ch of these factors was the most important re	ason why you decided to a	acquire a PEV? If it is not
listed p	lease describe it.		

() Reducing environmental impacts
() High Occupancy Vehicle (HOV) lane access
() Increased energy independence
() A desire for the newest technology
() Vehicle performance
() Supporting the diffusion of EV technology
() Other (please explain):

5) How important were each of the following factors in making it possible for you to acquire a PEV?

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important
Federal Tax Incentives	()	()	()	()	()
State Rebate (CVRP)	()	()	()	()	()
The option to lease a PEV	()	()	()	()	()
Access to workplace charging	()	()	()	()	()
Other incentive program	()	()	()	()	()

6) Have you already or will you be applying for an HOV lane sticker?

- () Yes, I have applied or will be applying for an HOV sticker
- () No, and I have no plans to apply

Dealership Experience

Please describe the process of shopping for your vehicle.

7) <u>How knowledgeable</u> was your dealer or retail store representative about the following topics?

If the salesperson did not discuss the topic please mark "N/A"

	Very knowledgeable	Knowledgeable	Unsure	Not very knowledgeable	Not at all knowledgeable	N/A
Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)	()	()	()	()	()	()
Electricity rates (utility specific rates for PEV charging at home)	()	()	()	()	()	()
Home charging (equipment options and installation costs)	()	()	()	()	()	()
'Away from home' charging (workplace, charging networks, public chargers)	()	()	()	()	()	()
Government financial incentives	()	()	()	()	()	()

(tax credits, rebates)						
Non-financial incentives/pe rks (HOV lane access, free parking, free charging stations, etc.)	()	()	()	()	()	()
Vehicle performance (range, battery life, etc.)	()	()	()	()	()	()
Assistance setting up and explaining PEV related 'apps'	()	()	()	()	()	()

8) <u>How valuable is it to have access to a knowledgeable</u> dealer or retail store representative (as opposed to other sources) about the following topics?

	Very valuable	Valuable	Unsure	Not very valuable	Not at all valuable
Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)	()	()	()	()	()
Electricity rates (utility specific rates for PEV charging at home)	()	()	()	()	()
Home charging (equipment options and installation costs)	()	()	()	()	()
'Away from home' charging (workplace, charging networks, public chargers)	()	()	()	()	()

Government financial incentives (tax credits, rebates)	()	()	()	()	()
Non-financial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	()	()	()	()	()
Vehicle performance (range, battery life, etc.)	()	()	()	()	()
Assistance setting up and explaining PEV related 'apps'	()	()	()	()	()

9) <u>How valuable</u> is it for dealers or retail stores to provide the following services? And <u>were any of these services offered</u> by the dealer or retail store you purchased from?

	How valuable are these services?						Were the services offered?		
	Very valuable	Valuable	Unsure	Not very valuable	Not at all valuable	Yes	No	Don't Recall	
The option to rent or use a PEV before buying/leasing (i.e."try before you buy")	()	()	()	()	()	()	()	()	
A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e. a PEV "genius")	()	()	()	()	()	()	()	()	
Facilitating the purchase and/or installation of a home charging station	()	()	()	()	()	()	()	()	
Tutorials/workshops for new owners	()	()	()	()	()	()	()	()	
Assistance setting up and explaining PEV related 'apps'	()	()	()	()	()	()	()	()	
Preparation and submission of rebate/tax applications	()	()	()	()	()	()	()	()	
Access to reduced cost car	()	()	()	()	()	()	()	()	

share or rental cars								
Enrollment in private charging network (i.e. Blink, Chargepoint, etc.)	()	()	()	()	()	()	()	()
Providing HOV lane access stickers upon vehicle purchase	()	()	()	()	()	()	()	()

Providing HOV lane access stickers upon vehicle purchase	()	()	()	()	()	()	()	()
Charging your PEV	•							
10) Do you have access to c	harging at y	our workpla	ce?					
() Yes								
() No								
() I'm not sure.								
() I don't work or I work fro	m home.							
11) Does your electric utilit	y offer speci	al rates for r	esidential	electric vehic	cle (EV) charg	ging?		
() Yes								
() No								
() I'm unsure								
11b) [If 10 = "Yes"] Are you	currently us	sing or plann	ing to elec	t an EV rate t	o charge you	ır PEV?)	
() Yes								
() No								
Your Home								
12) Do you own or rent you	ır residence?	•						
() Own								
() Rent								

() Prefer Not to Answer

13) What type of residence do you live in?
() Detached house
() Attached house (townhome, duplex, triplex, etc)
() Apartment/Condominium
() Other:
() Prefer Not to Answer
14) Is there an operating solar photovoltaic (PV) system installed at your residence?
() Yes, I have a PV system installed
() No, but I am planning to install PV within the next year
() No, and I have no plans to install PV
14b) [If 14 = "Yes"] Did you size your PV system to reflect the increased electricity usage associated with PEV charging?
() Yes
() No
Demographics
15) What is your age?
(please enter whole numbers)
16) Please indicate your gender:
() Male
() Female
() Prefer Not to Answer

17) What is the highest level of educational attainment in your household?
() 12th grade or less
() High school graduate or equivalent
() Some college, no degree
() Associate degree
() Bachelor's degree
() Post-graduate degree
() Prefer Not to Answer
18) What is your current annual gross household income from all sources (i.e. before taxes)?
() Less than \$24,999
() \$25,000 to \$49,999
() \$50,000 to \$74,999
() \$75,000 to \$99,999
() \$100,000 to \$124,999
() \$125,000 to \$149,999
() \$150,000 to \$174,999
() \$175,000 to \$199,999
() \$200,000 to \$249,999
() \$250,000 to \$299,999
() \$300,000 to \$349,999
() \$350,000 to \$399,999
() \$400,000 to \$449,999
() \$450,000 to \$499,999
() \$500,000 or more
() Prefer Not to Answer

Questions? Contact brett.williams@energycenter.org. Please include "EVCS instrument" in the subject line.