

The Clean Vehicle Rebate Project

Summary Documentation of the Electric Vehicle Consumer Survey, 2013–2015 Edition

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I. Introduction to the CVRP Consumer Survey

The California Air Resources Board's Clean Vehicle Rebate Project (CVRP) provides rebates to California consumers for the purchase or lease of light-duty plug-in hybrid, all-battery, and fuel-cell electric vehicles. To improve understanding of the burgeoning electric-vehicle market, the program administrator, the Center for Sustainable Energy®, has administered voluntary surveys of CVRP participants since 2012.

The 2013–2015 edition of the CVRP Consumer Survey was administered to individual CVRP participants (i.e., excluding governmental, business, and nonprofit participants) who purchased or leased plug-in hybrid electric vehicles (PHEVs) or four-wheeled, highway capable all-battery electric vehicles (BEVs) and were approved for a rebate from October 25, 2013 through June 17, 2015. CVRP participants received a survey invitation by email with their application approval notice. They also received a reminder invitation with the subsequent notification that their rebate check had been sent. Additionally, participants who were approved for a rebate prior to October 25, 2013 and had purchased or leased their vehicle September 1, 2012 or later were sent an invitation to complete the survey when the survey was launched.

On June 17, 2015, invitations to the 2013–2015 Consumer Survey ceased; the survey closed entirely on June 23, 2015. (The 2015–2016 Consumer Survey was launched in June 2015 and will be described in a separate document.)

The vehicle *purchase/lease* dates of respondents in the 2013–2015 Consumer Survey dataset span September 1, 2012 through May 31, 2015. A summary of these important 2013–2015 Consumer Survey dates appears in Table 1.

Table 1. 2013–2015 CVRP Consumer Survey - Important Dates

Survey Administration Dates	10/25/2013–06/23/2015
Survey Invitations	10/25/2013–06/17/2015
Responses Received	10/25/2013–06/23/2015
Rebate Application Approval Dates of Survey Sample	09/11/2012–06/17/2015
Vehicle Purchase/Lease Dates of Survey Sample	09/01/2012–05/31/2015

The 2013–2015 Consumer Survey topics covered included demographics, housing characteristics, interest in and research on plug-in electric vehicles (PEVs)¹, sources of information used, decision-

¹ The term plug-in electric vehicle (PEV) includes both PHEVs and BEVs.

making process, dealership experience, vehicle details and charging. The dataset includes a total of **19,460 responses**, a 21 percent response rate.

Because the Consumer Survey is voluntary and not everyone chooses to complete it, responses may not be perfectly representative of the entire CVRP participant population. However, using application information provided by all program participants, response weights were calculated using the raking method (iterative proportional fitting) to make the 2013–2015 Consumer Survey data **representative of the 91,085 program participants during that period** along the dimensions of vehicle model, purchase vs. lease, and county of residence. These weights were used to calculate all statistics in this report.

It also is important to note that CVRP cannot be assumed to be representative of California’s clean-vehicle market more broadly. However, over the course of the first five years of the program, more than three-quarters of eligible purchases and leases in the state received CVRP rebates.² In other words, CVRP participants do characterize a large majority of the market.

Table 2. 2013–2015 CVRP Consumer Survey Sample Size and Representativeness

Program Participant Population	N = 91,085
Responses in Dataset	n = 19,460 (21%)
Weighting Method	Raking
Representative Dimensions	Vehicle model, purchase vs. lease, county of residence
Program as a Percent of Eligible California Market ²	>74%

Thus, the data collected through the 2013–2015 Consumer Survey contain substantial insight into several years of California’s electric-vehicle market. This reference document summarizes the responses. All survey questions are presented and summarized using descriptive statistics where possible. Responses also are summarized for PHEV and BEV owners separately.

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For additional information, analysis of the data can be found at cleanvehiclerebate.org/eng/program-reports

An interactive dashboard for visualizing and downloading a portion of the data (protecting privacy) can be found at cleanvehiclerebate.org/eng/survey-dashboard/ev

² A large majority of electric-vehicle purchases/leases were eligible for a rebate. Details about eligibility and program participation overall are available in Williams, B., Anderson, J., Santulli, C., and Arreola, G. (2015), “Clean Vehicle Rebate Project Participation Rates: The First Five Years (March 2010 – March 2015),” Center for Sustainable Energy, San Diego CA, October, cleanvehiclerebate.org/eng/content/cvrp-participation-thru-2015-03.

II. Summary of Weighted Survey Responses

As described above, responses have been weighted to be more representative of the population of program participants during the survey's administration period. The following tables present the frequency of responses that have been made proportionate based on those weights. In other words, **all “%” and “Frequency” results given below are proportionately weighted.**

Rounding those weighted frequencies to whole numbers produces totals that may vary trivially from the total number of actual responses (e.g., the total of the proportionately weighted responses to a question with 19,460 responses may be 19,461 or 19,459).

Although the weighted frequency percentages tend to be the most used summary statistics, if desired, the number of program participants each response option represents can be approximated using the program population size (N=91,085 during that period) and the percentages given in the tables below. For example, approximately 19,335 respondents answered question 2, or 99.4% of the survey sample (n=19,460 respondents in the dataset). 91% of these responses were “Yes.” Thus, the number of program participants represented by the respondents answering “Yes” is approximately 82,000 (91,085 x 99.4% x 91% = 82,390). Or, more simply, a reasonable approximation of the number of “first PEVs” acquired by program participants during the period is roughly 83,000 (91,085 x 91% = 82,887).

Vehicle Details

Q01 - Is the plug-in electric vehicle (PEV) you rebated used primarily for individual use (i.e., not for commercial use)?

Screening question.

Q02 - Is this the first PEV you have purchased or leased?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	9%	1,649	7%	624	9%	1,025
Yes	91%	17,686	93%	7,727	91%	9,960
Total	100%	19,335	100%	8,351	100%	10,985

Q03 - Did you ADD or REPLACE a vehicle with your PEV purchase/lease?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Added	35%	6,814	28%	2,358	41%	4,456
Replaced	65%	12,433	72%	5,949	59%	6,484
Total	100%	19,247	100%	8,307	100%	10,940

Q03b - Describe the vehicle that you replaced by purchasing/leasing your PEV.

Textbox entry for “Make,” “Model,” and “Model Year.” Results not reported due to data processing required.

Q04 - If you are making a monthly payment on your PEV purchase or lease, what is your current monthly payment before taxes (in 2013 dollars*)?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
\$0	4%	671	3%	254	4%	417
\$1–\$99	1%	224	0%	8	2%	217
\$100–\$199	11%	1,805	2%	153	18%	1,651
\$200–\$299	26%	4,370	15%	1,073	35%	3,296
\$300–\$399	19%	3,159	27%	1,992	12%	1,167
\$400–\$499	11%	1,877	19%	1,351	6%	525
\$500–\$599	10%	1,595	18%	1,285	3%	309
\$600–\$699	5%	812	9%	660	2%	153
\$700–\$799	3%	450	4%	303	2%	147
\$800–\$899	1%	234	2%	118	1%	117
\$900–\$999	1%	182	1%	52	1%	130
\$1,000 or more	8%	1,268	1%	54	13%	1,214
Total	100%	16,647	100%	7,303	100%	9,343

* Integer responses have been binned in \$100 increments.

Note: Excludes 4 nonnumeric responses and 5 responses > \$139,790 (the highest recorded purchase price in the sample).

Sources of Information

Q05 - Which of the following statements best describes your interest in acquiring a PEV when you started your search for a new vehicle?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
I did not know PEVs existed	1%	238	1%	115	1%	123
I had no interest in a PEV	4%	713	3%	273	4%	440
I had some interest in a PEV	22%	4,349	23%	1,895	22%	2,454
I was very interested in a PEV	40%	7,814	42%	3,541	39%	4,273
I was ONLY interested in a PEV	32%	6,302	31%	2,562	34%	3,740
Total	100%	19,415	100%	8,384	100%	11,031

Q06 - Overall, how would you characterize the experience of finding dependable information during the time you were researching PEVs?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very difficult	0%	93	0%	39	0%	54
Difficult	5%	1,027	5%	431	5%	596
Neither easy nor difficult	21%	4,080	22%	1,796	21%	2,284
Easy	45%	8,729	46%	3,807	45%	4,922
Very easy	28%	5,432	27%	2,280	29%	3,151
Total	100%	19,361	100%	8,355	100%	11,006

Q07 - How important was information from the following sources in your decision to acquire (purchase/lease) a PEV? [Frequencies]

A family member, friend or colleague

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	19%	2,977	19%	1,274	19%	1,703
Only slightly important	11%	1,673	11%	711	11%	962
Moderately important	18%	2,867	19%	1,258	18%	1,608
Very important	25%	3,941	25%	1,686	25%	2,255
Extremely important	27%	4,219	26%	1,730	28%	2,489
Total	100%	15,676	100%	6,660	100%	9,016

Note: Excludes 3,107 "N/A" responses.

Neighbor who drives a PEV

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	46%	5,012	47%	2,169	45%	2,843
Only slightly important	12%	1,288	12%	538	12%	749
Moderately important	17%	1,818	17%	793	16%	1,026
Very important	16%	1,760	15%	718	17%	1,041
Extremely important	10%	1,062	9%	426	10%	637
Total	100%	10,940	100%	4,644	100%	6,297

Note: Excludes 7,253 "N/A" responses.

A new car sales person

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	31%	4,877	28%	1,925	33%	2,952
Only slightly important	21%	3,321	21%	1,448	21%	1,873
Moderately important	24%	3,814	25%	1,737	23%	2,077
Very important	16%	2,475	16%	1,128	15%	1,347
Extremely important	8%	1,328	10%	686	7%	642
Total	100%	15,816	100%	6,924	100%	8,892

Note: Excludes 2,603 "N/A" responses.

PEV Manufacturer website

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	6%	1,105	7%	524	6%	581
Only slightly important	9%	1,640	10%	761	9%	879
Moderately important	26%	4,537	28%	2,065	25%	2,472
Very important	35%	6,142	36%	2,644	35%	3,497
Extremely important	23%	4,020	19%	1,422	26%	2,598
Total	100%	17,443	100%	7,416	100%	10,027

Note: Excludes 1,217 "N/A" responses.

PEV ride and drive event/expo

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	29%	3,437	34%	1,630	26%	1,807
Only slightly important	10%	1,156	10%	491	9%	665
Moderately important	17%	1,970	18%	852	16%	1,119
Very important	23%	2,756	22%	1,027	25%	1,729
Extremely important	21%	2,456	15%	730	24%	1,726
Total	100%	11,774	100%	4,729	100%	7,045

Note: Excludes 6,478 "N/A" responses.

Online discussion forums

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	15%	2,280	17%	1,053	14%	1,227
Only slightly important	12%	1,783	12%	740	12%	1,043
Moderately important	24%	3,540	25%	1,550	23%	1,990
Very important	29%	4,345	28%	1,724	30%	2,621
Extremely important	20%	2,931	18%	1,077	21%	1,854
Total	100%	14,879	100%	6,144	100%	8,735

Note: Excludes 3,576 "N/A" responses.

Blogs (nonmanufacturer sites)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	20%	2,843	22%	1,258	19%	1,585
Only slightly important	14%	1,927	14%	787	14%	1,140
Moderately important	25%	3,416	25%	1,427	24%	1,989
Very important	26%	3,638	26%	1,463	27%	2,175
Extremely important	15%	2,047	14%	783	16%	1,264
Total	100%	13,872	100%	5,718	100%	8,154

Note: Excludes 4,331 "N/A" responses.

A story in the media (print, radio, television)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	18%	2,638	19%	1,171	17%	1,467
Only slightly important	17%	2,559	18%	1,119	17%	1,440
Moderately important	31%	4,617	32%	1,970	30%	2,648
Very important	24%	3,586	23%	1,411	25%	2,176
Extremely important	10%	1,542	9%	566	11%	976
Total	100%	14,944	100%	6,237	100%	8,707

Note: Excludes 3,423 "N/A" responses.

Paid advertisement (print, radio, television)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	41%	5,555	36%	2,144	44%	3,411
Only slightly important	25%	3,409	26%	1,525	24%	1,884
Moderately important	21%	2,930	24%	1,429	19%	1,501
Very important	9%	1,204	10%	595	8%	609
Extremely important	4%	572	4%	267	4%	305
Total	100%	13,670	100%	5,959	100%	7,711

Note: Excludes 4,494 "N/A" responses.

Nonprofit organization (e.g., CCSE³, Plug-In America, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	34%	4,242	32%	1,699	35%	2,543
Only slightly important	15%	1,959	15%	780	16%	1,179
Moderately important	23%	2,899	24%	1,266	22%	1,633
Very important	18%	2,311	19%	1,029	18%	1,283
Extremely important	10%	1,242	11%	563	9%	678
Total	100%	12,654	100%	5,337	100%	7,317

Note: Excludes 5,541 "N/A" responses.

³ The Center for Sustainable Energy (CSE) was formerly known as the California Center for Sustainable Energy (CCSE) during administration of the CVRP Consumer Survey (2013-2015).

Government agency

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	30%	4,053	28%	1,567	32%	2,486
Only slightly important	17%	2,233	16%	895	17%	1,339
Moderately important	25%	3,282	26%	1,465	24%	1,816
Very important	19%	2,516	21%	1,185	17%	1,331
Extremely important	10%	1,282	10%	579	9%	704
Total	100%	13,366	100%	5,690	100%	7,676

Note: Excludes 4,831 "N/A" responses.

Electric utility

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	28%	3,827	26%	1,520	29%	2,307
Only slightly important	18%	2,532	18%	1,050	19%	1,481
Moderately important	24%	3,301	24%	1,398	24%	1,902
Very important	19%	2,585	20%	1,130	18%	1,455
Extremely important	11%	1,504	11%	660	11%	844
Total	100%	13,748	100%	5,759	100%	7,989

Note: Excludes 4,431 "N/A" responses.

Q07 - How important was information from the following sources in your decision to acquire (purchase/lease) a PEV? [Means]

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
A family member, friend or colleague	3.30	1.45	3.28	1.44	3.32	1.45
Neighbor who drives a PEV	2.32	1.43	2.29	1.41	2.35	1.44
A new car sales person	2.50	1.30	2.60	1.31	2.42	1.28
PEV manufacturer website	3.59	1.13	3.50	1.12	3.66	1.12
PEV ride and drive event/expo	2.97	1.53	2.73	1.50	3.13	1.53
Online discussion forums	3.26	1.32	3.17	1.33	3.32	1.31
Blogs (nonmanufacturer sites)	3.01	1.35	2.95	1.35	3.05	1.34
A story in the media (print, radio, television)	2.92	1.23	2.85	1.22	2.97	1.24
Paid advertisement (print, radio, television)	2.11	1.16	2.21	1.16	2.03	1.14
Nonprofit organization (e.g. CCSE, Plug-In America, etc.)	2.55	1.37	2.62	1.38	2.50	1.36
Government agency	2.61	1.34	2.70	1.34	2.53	1.34
Electric utility	2.67	1.35	2.71	1.35	2.63	1.34

Note: 1 = Not important at all, 5 = Extremely important; excludes "N/A" responses.

Q08 - How many PEV owners (any make/model) did you have contact with regarding plug-in electric vehicles before acquiring your vehicle?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	38%	7,316	41%	3,400	36%	3,916
1	20%	3,802	20%	1,635	20%	2,168
2	18%	3,414	18%	1,462	18%	1,952
3	11%	2,032	10%	821	11%	1,211
4	4%	806	4%	329	4%	477
5	5%	939	4%	333	6%	606
6	1%	169	1%	71	1%	97
7	0%	47	0%	21	0%	26
8	0%	59	0%	27	0%	32
9	0%	7	0%	3	0%	4
10 or more	3%	568	2%	168	4%	400
Total	100%	19,158	100%	8,271	100%	10,888

* Integer responses of 10 or more have been binned.

Note: Excludes 2 responses > 2,000.

Q08b - Of the PEV owners you spoke with, how many live within one mile of your home?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	78%	12,582	80%	5,474	77%	7,108
1	14%	2,231	13%	898	14%	1,333
2	5%	780	4%	309	5%	471
3	1%	234	1%	90	2%	143
4	0%	63	0%	19	0%	44
5	0%	75	0%	27	1%	48
6	0%	14	0%	7	0%	7
7	0%	4	0%	4	0%	-
8	0%	3	0%	-	0%	3
9	0%	3	0%	-	0%	3
10 or more	1%	102	1%	46	1%	56
Total	100%	16,091	100%	6,874	100%	9,217

* Integer responses of 10 or more have been binned.

Note: Excludes 4 responses > 130.

Q09 - As far as you know, how many PEVs were in your neighborhood (within one mile of your home) when you were deciding to acquire your PEV?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	46%	8,592	48%	3,835	45%	4,757
1	15%	2,760	15%	1,152	15%	1,608
2	11%	2,100	11%	863	12%	1,237
3	7%	1,213	6%	471	7%	742
4	3%	541	3%	227	3%	314
5	6%	1,171	6%	489	6%	682
6	1%	192	1%	79	1%	113
7	0%	53	0%	17	0%	36
8	1%	97	0%	37	1%	61
9	0%	12	0%	6	0%	6
10 or more	10%	1,816	10%	763	10%	1,053
Total	100%	18,549	100%	7,940	100%	10,609

* Integer responses of 10 or more have been binned.

Note: Excludes 4 responses > 5,000.

Q10 - As far as you know, how many of your co-workers owned and drove PEVs when you were deciding to acquire your PEV?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	52%	9,758	52%	4,224	52%	5,534
1	16%	2,979	17%	1,354	15%	1,625
2	10%	1,941	11%	852	10%	1,089
3	5%	1,034	6%	479	5%	555
4	3%	502	3%	226	3%	275
5	4%	733	4%	314	4%	419
6	1%	186	1%	78	1%	108
7	0%	78	0%	31	0%	47
8	1%	128	1%	50	1%	78
9	0%	28	0%	7	0%	20
10 or more	8%	1,451	6%	494	9%	957
Total	100%	18,817	100%	8,109	100%	10,708

* Integer responses of 10 or more have been binned.

Q11 - How much do you agree or disagree with the following statement? I did not find it necessary to talk to other PEV owners

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Strongly disagree	18%	3,325	16%	1,288	19%	2,037
Disagree	24%	4,513	23%	1,855	25%	2,659
Neither agree nor disagree	22%	4,188	23%	1,841	22%	2,347
Agree	21%	3,975	22%	1,808	20%	2,167
Strongly agree	15%	2,772	16%	1,272	14%	1,500
Total	100%	18,772	100%	8,062	100%	10,710

Note: Excludes 270 "N/A" responses.

**Q12 - What types of PEV marketing/advertising did you encounter before you acquired your PEV?
(select all that apply)**

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Email marketing	13%	2,409	13%	1,004	13%	1,404
Referral by a friend/family	37%	6,758	35%	2,794	38%	3,964
Ride & drive events/vehicle expos	20%	3,729	15%	1,187	24%	2,542
Radio/TV	24%	4,504	31%	2,456	20%	2,048
Print ads (newspaper, magazines, etc.)	25%	4,642	31%	2,493	20%	2,149
Manufacturer websites	66%	12,073	64%	5,072	67%	7,001
Technology blogs	42%	7,726	39%	3,060	44%	4,667
Information sessions organized by CVRP program (CCSE)	5%	965	6%	438	5%	528
Other	12%	2,122	12%	965	11%	1,158
	100% = 18,414		100% = 7,916		100% = 10,498	

Note: Because respondents can select multiple options, percentages do not add to 100%.

Q13 - How did you hear about the availability of state rebates for PEVs (i.e., CVRP)? (select all that apply)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
From a dealer or retail store representative	67%	12,907	65%	5,407	69%	7,500
CCSE workshop	1%	140	1%	51	1%	89
Online research (please define)	29%	5,568	31%	2,541	28%	3,027
Word of mouth	38%	7,238	35%	2,857	40%	4,381
Driveclean.gov	12%	2,203	14%	1,148	10%	1,055
Other	9%	1,676	9%	715	9%	961
	100% = 19,149		100% = 8,265		100% = 10,884	

Note: Because respondents can select multiple options, percentages do not add to 100%.

Decision-Making Process

Q14 - How important were each of the following factors in your decision to acquire a PEV?

[Frequencies]

Saving money on fuel costs

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	1%	277	1%	65	2%	212
Slightly important	5%	923	3%	260	6%	662
Moderately important	14%	2,669	12%	976	15%	1,693
Very important	25%	4,848	25%	2,043	26%	2,805
Extremely important	55%	10,581	60%	4,994	51%	5,586
Total	100%	19,298	100%	8,338	100%	10,960

Reducing environmental impacts

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	2%	476	3%	211	2%	264
Slightly important	5%	936	5%	429	5%	507
Moderately important	14%	2,777	16%	1,310	13%	1,467
Very important	27%	5,102	27%	2,238	26%	2,864
Extremely important	52%	9,929	50%	4,114	53%	5,815
Total	100%	19,219	100%	8,301	100%	10,917

High-occupancy vehicle (HOV) lane access

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	9%	1,734	6%	521	11%	1,214
Slightly important	13%	2,447	10%	813	15%	1,634
Moderately important	20%	3,830	17%	1,432	22%	2,397
Very important	18%	3,406	17%	1,413	18%	1,994
Extremely important	40%	7,699	49%	4,073	33%	3,626
Total	100%	19,116	100%	8,251	100%	10,865

Increased energy independence

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	5%	926	4%	360	5%	565
Slightly important	7%	1,366	7%	539	8%	827
Moderately important	18%	3,450	18%	1,458	18%	1,992
Very important	30%	5,633	30%	2,494	29%	3,139
Extremely important	40%	7,683	41%	3,364	40%	4,319
Total	100%	19,057	100%	8,215	100%	10,842

A desire for the newest technology

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	11%	2,097	12%	949	11%	1,148
Slightly important	13%	2,408	14%	1,106	12%	1,301
Moderately important	25%	4,758	26%	2,136	24%	2,622
Very important	26%	4,905	25%	2,048	26%	2,857
Extremely important	26%	4,867	24%	1,946	27%	2,921
Total	100%	19,034	100%	8,186	100%	10,849

Vehicle performance

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	4%	852	5%	409	4%	444
Slightly important	9%	1,683	10%	824	8%	860
Moderately important	24%	4,567	26%	2,105	23%	2,463
Very important	34%	6,423	34%	2,819	33%	3,604
Extremely important	29%	5,482	25%	2,019	32%	3,463
Total	100%	19,007	100%	8,175	100%	10,833

Supporting the diffusion of EV technology

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	8%	1,608	9%	771	8%	838
Slightly important	10%	1,895	11%	865	10%	1,029
Moderately important	22%	4,171	23%	1,861	21%	2,310
Very important	28%	5,332	28%	2,252	29%	3,081
Extremely important	31%	5,957	30%	2,419	33%	3,538
Total	100%	18,964	100%	8,168	100%	10,795

Q14 - How important were each of the following factors in your decision to acquire a PEV? [Means]

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Saving money on fuel costs	4.27	0.97	4.40	0.87	4.18	1.02
Reducing environmental impacts	4.20	1.02	4.16	1.03	4.23	1.01
High-occupancy vehicle (HOV) lane access	3.67	1.35	3.93	1.27	3.48	1.37
Increased energy independence	3.93	1.14	3.97	1.11	3.91	1.16
A desire for the newest technology	3.42	1.29	3.36	1.29	3.47	1.29
Vehicle performance	3.74	1.10	3.64	1.11	3.81	1.09
Supporting the diffusion of EV technology	3.64	1.25	3.57	1.27	3.69	1.24

Note: 1 = Not important at all, 5 = Extremely important

Q15 - Which of these factors was the most important reason why you decided to acquire a PEV?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Saving money on fuel costs	38%	7,288	42%	3,496	35%	3,792
Reducing environmental impacts	22%	4,180	18%	1,526	24%	2,654
High-occupancy vehicle (HOV) lane access	17%	3,368	25%	2,053	12%	1,315
Increased energy independence	6%	1,127	6%	462	6%	665
A desire for the newest technology	5%	967	3%	232	7%	735
Vehicle performance	5%	889	1%	120	7%	769
Supporting the diffusion of EV technology	4%	844	3%	278	5%	566
N/A	3%	653	2%	173	4%	479
Total	100%	19,316	100%	8,341	100%	10,975

Q16 - How important were each of the following factors in making it possible for you to acquire a PEV? [Frequencies]

Federal Tax Incentives

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	7%	1,234	6%	485	7%	749
Slightly important	6%	1,200	6%	501	6%	699
Moderately important	16%	2,968	16%	1,284	16%	1,685
Very important	26%	4,947	27%	2,216	25%	2,731
Extremely important	45%	8,618	45%	3,690	46%	4,928
Total	100%	18,967	100%	8,176	100%	10,791

State Rebate (CVRP)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	3%	594	3%	278	3%	316
Slightly important	6%	1,223	6%	519	6%	704
Moderately important	16%	3,152	17%	1,428	16%	1,724
Very important	28%	5,380	29%	2,430	27%	2,950
Extremely important	46%	8,804	44%	3,612	48%	5,192
Total	100%	19,152	100%	8,266	100%	10,886

The option to lease a PEV

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	34%	6,392	43%	3,358	28%	3,034
Slightly important	5%	956	5%	415	5%	542
Moderately important	9%	1,746	9%	748	9%	998
Very important	19%	3,483	16%	1,299	20%	2,185
Extremely important	32%	5,978	26%	2,060	37%	3,918
Total	100%	18,556	100%	7,881	100%	10,676

Access to workplace charging

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	35%	6,351	36%	2,833	34%	3,518
Slightly important	13%	2,335	12%	971	13%	1,364
Moderately important	16%	2,906	17%	1,362	15%	1,544
Very important	15%	2,770	15%	1,175	15%	1,595
Extremely important	22%	3,969	19%	1,512	23%	2,458
Total	100%	18,331	100%	7,853	100%	10,478

Other incentive program

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	37%	6,251	35%	2,604	38%	3,647
Slightly important	9%	1,496	8%	603	9%	893
Moderately important	17%	2,810	16%	1,176	17%	1,633
Very important	16%	2,758	17%	1,254	16%	1,504
Extremely important	22%	3,683	23%	1,725	20%	1,959
Total	100%	16,998	100%	7,362	100%	9,636

Q16 - How important were each of the following factors in making it possible for you to acquire a PEV? [Means]

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Federal tax incentives	3.98	1.20	3.99	1.18	3.96	1.22
State rebate (CVRP)	4.07	1.07	4.04	1.08	4.10	1.07
The option to lease a PEV	3.09	1.70	2.78	1.71	3.32	1.66
Access to workplace charging	2.76	1.57	2.69	1.55	2.82	1.59
Other incentive program	2.77	1.59	2.85	1.61	2.71	1.58

Note: 1 = Not important at all, 5 = Extremely important

Q17 - Would you have purchased or leased your PEV without the CVRP rebate?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	46%	8,878	41%	3,431	50%	5,447
Yes	54%	10,330	59%	4,882	50%	5,448
Total	100%	19,208	100%	8,313	100%	10,895

Q18 - Have you already or will you be applying for an HOV lane sticker?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No, and I have no plans to apply	8%	1,498	6%	450	10%	1,049
Yes, I have applied or will be applying for an HOV sticker	92%	17,007	94%	7,479	90%	9,528
Total	100%	18,505	100%	10,576	100%	7,929

Note: Responses to this question were not collected from a very small set of respondents who applied for their rebate around October 2013 due to confusion about whether dealers were responsible for applying for HOV lane stickers. This is estimated to have been the cause of missing data for this question for approximately 750–850 respondents.

Q19 - Overall, how would you characterize the amount of time you spent researching PEVs before you decided to purchase one?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Negligible	4%	681	4%	302	3%	379
Small	14%	2,652	14%	1,136	14%	1,516
Moderate	45%	8,601	45%	3,738	44%	4,863
Large	27%	5,299	28%	2,328	27%	2,971
Very large	11%	2,076	10%	836	11%	1,240
Total	100%	19,308	100%	8,339	100%	10,969

Q20 - Please provide an estimate of the average number of hours per week you spent researching PEVs during your research period (hours/week*).

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Less than 1	4%	758	4%	346	4%	412
1-7	76%	14,020	76%	6,023	76%	7,997
8-14	14%	2,598	14%	1,130	14%	1,469
15-21	4%	774	4%	336	4%	438
22-28	0%	63	0%	18	0%	45
29-35	0%	80	0%	36	0%	43
36 hours or more	1%	148	1%	78	1%	70
Total	100%	18,440	100%	7,966	100%	10,474

* Integer responses have been binned based on the implied average hours per day spent researching over the course of a week (e.g., 1–7 hours = less than 1 hour per day).

Note: Excludes 26 responses > 168 hours.

Q21 - How much time passed between when you began to seriously consider a PEV and when you acquired the vehicle?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Less than 1 month	29%	5,078	30%	2,259	29%	2,819
1 to 3 months	28%	4,837	30%	2,233	26%	2,604
3 to 6 months	15%	2,596	14%	1,073	15%	1,523
6 months to 1 year	13%	2,158	12%	882	13%	1,276
1 to 2 years	7%	1,200	6%	456	8%	744
2 years or more	8%	1,392	7%	524	9%	868
Total	100%	17,262	100%	7,427	100%	9,835

* Integer responses associated with time periods (weeks, months, years) have been binned.

Q22 - During the process of deciding to acquire your PEV, how much time did you spend learning about the following? [Frequencies]

Financial aspects, such as costs and incentives available

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	5%	981	5%	409	5%	572
Small	8%	1,524	8%	647	8%	877
Moderate	29%	5,269	29%	2,267	29%	3,001
Large	30%	5,498	30%	2,354	30%	3,145
Very large	28%	5,134	28%	2,225	28%	2,909
Total	100%	18,405	100%	7,902	100%	10,504

Note: Excludes 494 "N/A" responses.

Performance of vehicle

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	4%	796	5%	371	4%	424
Small	10%	1,801	11%	841	9%	960
Moderate	33%	6,054	34%	2,714	32%	3,340
Large	33%	6,167	32%	2,569	34%	3,598
Very large	20%	3,708	18%	1,433	21%	2,275
Total	100%	18,525	100%	7,928	100%	10,597

Note: Excludes 340 "N/A" responses.

Vehicle warranties

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	12%	2,073	10%	797	12%	1,276
Small	20%	3,563	19%	1,480	20%	2,083
Moderate	35%	6,220	35%	2,715	34%	3,505
Large	21%	3,808	22%	1,665	21%	2,143
Very large	13%	2,336	14%	1,056	12%	1,280
Total	100%	18,000	100%	7,713	100%	10,287

Note: Excludes 700 "N/A" responses.

Available electricity rate plans

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	16%	2,866	18%	1,321	15%	1,545
Small	21%	3,644	22%	1,584	20%	2,060
Moderate	32%	5,591	32%	2,328	32%	3,263
Large	19%	3,295	17%	1,267	20%	2,028
Very large	11%	1,986	11%	831	11%	1,155
Total	100%	17,382	100%	7,331	100%	10,050

Note: Excludes 1,355 "N/A" responses.

Residential charging options & installation costs

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	11%	1,989	14%	1,074	9%	915
Small	16%	2,824	18%	1,331	14%	1,493
Moderate	32%	5,654	31%	2,369	32%	3,285
Large	25%	4,536	22%	1,683	28%	2,853
Very large	16%	2,856	14%	1,075	17%	1,781
Total	100%	17,860	100%	7,533	100%	10,327

Note: Excludes 934 "N/A" responses.

Availability of public charging infrastructure

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	13%	2,337	18%	1,348	10%	988
Small	19%	3,365	22%	1,638	17%	1,726
Moderate	31%	5,454	31%	2,298	30%	3,156
Large	22%	3,915	17%	1,272	25%	2,644
Very large	15%	2,701	11%	842	18%	1,859
Total	100%	17,771	100%	7,398	100%	10,373

Note: Excludes 985 "N/A" responses.

Availability of workplace charging infrastructure

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	20%	3,065	21%	1,368	19%	1,697
Small	20%	3,120	21%	1,391	20%	1,730
Moderate	26%	3,970	27%	1,721	26%	2,249
Large	17%	2,656	17%	1,089	18%	1,567
Very large	16%	2,438	14%	924	17%	1,514
Total	100%	15,250	100%	6,493	100%	8,757

Note: Excludes 3,464 "N/A" responses.

Vehicle maintenance

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very little	13%	2,396	13%	994	14%	1,402
Small	19%	3,449	18%	1,409	20%	2,040
Moderate	33%	5,869	33%	2,556	32%	3,313
Large	21%	3,844	22%	1,667	21%	2,177
Very large	13%	2,359	14%	1,036	13%	1,323
Total	100%	17,916	100%	7,662	100%	10,254

Note: Excludes 835 "N/A" responses.

Q22 - During the process of deciding to acquire your PEV, how much time did you spend learning about the following? [Means]

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Financial aspects, such as costs and incentives available	3.67	1.12	3.68	1.12	3.66	1.13
Performance of vehicle	3.55	1.05	3.49	1.05	3.60	1.04
Vehicle warranties	3.04	1.18	3.09	1.17	3.01	1.19
Available electricity rate plans	2.88	1.23	2.82	1.24	2.92	1.21
Residential charging options & installation costs	3.19	1.21	3.05	1.24	3.30	1.17
Availability of public charging infrastructure	3.07	1.24	2.81	1.24	3.26	1.21
Availability of workplace charging infrastructure	2.89	1.35	2.82	1.33	2.94	1.36
Vehicle maintenance	3.02	1.21	3.04	1.21	3.00	1.21

Note: 1 = Very little, 5 = Very large; excludes "N/A" responses.

Q23 - How much do you agree or disagree with the following statements regarding when your information gathering on PEVs was complete? [Frequencies]

I understood what to expect regarding the performance of PEVs.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Strongly disagree	0%	70	0%	27	0%	43
Disagree	2%	402	2%	162	2%	240
Neither agree nor disagree	9%	1,613	10%	814	7%	799
Agree	51%	9,686	54%	4,390	49%	5,295
Strongly agree	38%	7,136	34%	2,771	41%	4,365
Total	100%	18,906	100%	8,165	100%	10,742

I understood what was required to maintain and operate a PEV.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Strongly disagree	1%	104	1%	50	1%	54
Disagree	3%	586	3%	259	3%	327
Neither agree nor disagree	13%	2,430	15%	1,200	11%	1,230
Agree	51%	9,607	52%	4,243	50%	5,364
Strongly agree	32%	6,099	29%	2,367	35%	3,732
Total	100%	18,824	100%	8,118	100%	10,706

I thought the warranty on the vehicle and components was adequate.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Strongly disagree	1%	100	1%	46	1%	55
Disagree	3%	487	3%	277	2%	210
Neither agree nor disagree	17%	3,116	17%	1,355	16%	1,761
Agree	52%	9,848	54%	4,390	51%	5,458
Strongly agree	28%	5,241	25%	2,045	30%	3,196
Total	100%	18,792	100%	8,112	100%	10,679

I understood what to expect regarding the financial costs and benefits of my PEV acquisition.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Strongly disagree	0%	70	0%	37	0%	34
Disagree	2%	305	2%	138	2%	167
Neither agree nor disagree	8%	1,587	10%	775	8%	811
Agree	51%	9,632	53%	4,298	50%	5,334
Strongly agree	38%	7,247	35%	2,883	41%	4,363
Total	100%	18,840	100%	8,131	100%	10,709

Q23 - How much do you agree or disagree with the following statements regarding when your information gathering on PEVs was complete? [Means]

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
I understood what to expect regarding the performance of PEVs.	4.24	0.72	4.19	0.72	4.28	0.73
I understood what was required to maintain and operate a PEV.	4.12	0.78	4.06	0.79	4.16	0.78
I thought the warranty on the vehicle and components was adequate.	4.05	0.77	4.00	0.78	4.08	0.76
I understood what to expect regarding the financial costs and benefits of my PEV acquisition.	4.26	0.71	4.21	0.72	4.29	0.70

Note: 1 = Strongly disagree, 5 = Strongly agree

Dealership Experience

Q24 - In the process of shopping for your car, how many new car dealerships did you visit?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0 dealerships (I purchased directly from the manufacturer)	11%	2,115	2%	143	18%	1,972
1 dealership	41%	8,004	42%	3,525	41%	4,479
2 or more dealerships	48%	9,263	56%	4,706	41%	4,558
Total	100%	19,382	100%	8,373	100%	11,009

Q25 - Did you visit a Tesla retail store?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	29%	5,595	16%	1,357	39%	4,237
No	71%	13,709	83%	6,982	61%	6,727
Can't recall	0%	62	0%	26	0%	36
Total	100%	19,366	100%	8,365	100%	11,001

Q25b - Why did you visit more than one dealership? (select all that apply)

Note: This question displayed only for respondents who reported visiting two or more dealerships.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
To learn about and/or compare different brands and models	57%	5,243	54%	2,550	59%	2,693
To find a better selection of a particular make/model	36%	3,316	38%	1,804	33%	1,512
To find a better price for a particular make/model	55%	5,068	60%	2,803	50%	2,265
To find more knowledgeable sales people	22%	2,029	23%	1,057	21%	972
I was dissatisfied with the general experience so I decided to keep looking	15%	1,366	15%	712	14%	654
Other	5%	503	5%	249	6%	254
	100% = 9,218		100% = 4,688		100% = 4,530	

Note: Because respondents can select multiple options, percentages do not add to 100%.

Q25c - Why didn't you visit a dealership or retail store? (select all that apply)

Note: This question displayed only for respondents who reported visiting zero dealerships or retail stores, could not recall, or did not indicate how many dealerships or retail stores they visited.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
I preferred to conduct my purchase online	41%	276	29%	35	44%	241
I was able to get the information I needed online	58%	385	44%	53	61%	332
I was able to get the information I needed from people I know	26%	175	48%	58	21%	117
It was more convenient	29%	196	28%	34	30%	162
Other	28%	185	26%	31	28%	154
	100% = 668		100% = 121		100% = 547	

Note: Because respondents can select multiple options, percentages do not add to 100%.

Q26 - How knowledgeable was your dealer or retail store representative about the following topics? [Frequencies]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	4%	613	4%	271	4%	342
Not very knowledgeable	11%	1,836	12%	865	10%	970
Unsure	15%	2,574	17%	1,271	14%	1,303
Knowledgeable	42%	7,079	41%	3,015	42%	4,064
Very knowledgeable	29%	4,838	26%	1,891	31%	2,947
Total	100%	16,941	100%	7,314	100%	9,626

Note: Excludes 1,714 "N/A" responses.

Electricity rates (utility specific rates for PEV charging at home)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	10%	1,494	10%	702	9%	792
Not very knowledgeable	18%	2,744	19%	1,288	17%	1,456
Unsure	31%	4,889	33%	2,196	31%	2,693
Knowledgeable	26%	4,048	24%	1,611	28%	2,437
Very knowledgeable	15%	2,356	14%	953	16%	1,403
Total	100%	15,531	100%	6,750	100%	8,781

Note: Excludes 3,026 "N/A" responses.

Home charging (equipment options and installation costs)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	6%	969	7%	475	5%	495
Not very knowledgeable	13%	2,243	15%	1,061	12%	1,182
Unsure	17%	2,922	21%	1,504	15%	1,418
Knowledgeable	40%	6,778	39%	2,818	41%	3,960
Very knowledgeable	24%	4,076	19%	1,405	27%	2,670
Total	100%	16,989	100%	7,263	100%	9,725

Note: Excludes 1,556 "N/A" responses.

"Away from home" charging (workplace, charging networks, public chargers)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	8%	1,222	10%	666	6%	556
Not very knowledgeable	15%	2,394	18%	1,208	13%	1,186
Unsure	27%	4,286	33%	2,238	22%	2,048
Knowledgeable	32%	5,214	25%	1,691	37%	3,523
Very knowledgeable	19%	3,044	13%	892	23%	2,152
Total	100%	16,162	100%	6,696	100%	9,466

Note: Excludes 2,318 "N/A" responses.

Government financial incentives (tax credits, rebates)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	3%	527	4%	291	2%	236
Not very knowledgeable	7%	1,226	9%	696	5%	530
Unsure	8%	1,365	9%	678	7%	687
Knowledgeable	42%	7,669	42%	3,286	43%	4,382
Very knowledgeable	40%	7,271	37%	2,913	43%	4,358
Total	100%	18,058	100%	7,865	100%	10,193

Note: Excludes 477 "N/A" responses.

Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	3%	614	4%	301	3%	313
Not very knowledgeable	8%	1,430	9%	710	7%	721
Unsure	14%	2,419	13%	994	14%	1,424
Knowledgeable	42%	7,434	42%	3,229	43%	4,205
Very knowledgeable	32%	5,709	32%	2,493	33%	3,216
Total	100%	17,606	100%	7,727	100%	9,879

Note: Excludes 902 "N/A" responses.

Vehicle performance (range, battery life, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	2%	406	2%	188	2%	217
Not very knowledgeable	6%	1,062	6%	501	5%	560
Unsure	9%	1,545	10%	781	7%	764
Knowledgeable	42%	7,702	44%	3,483	41%	4,219
Very knowledgeable	41%	7,424	37%	2,924	44%	4,500
Total	100%	18,138	100%	7,878	100%	10,261

Note: Excludes 384 "N/A" responses.

Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	6%	894	7%	416	6%	477
Not very knowledgeable	10%	1,424	10%	610	10%	814
Unsure	17%	2,415	17%	1,088	16%	1,327
Knowledgeable	36%	5,253	36%	2,318	36%	2,936
Very knowledgeable	31%	4,577	31%	1,952	32%	2,625
Total	100%	14,563	100%	6,384	100%	8,178

Note: Excludes 1,182 "N/A" responses.

Q26 - How knowledgeable was your dealer or retail store representative about the following topics?

[Means]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Total cost of ownership (including fueling costs, maintenance, insurance, etc.)	3.81	1.08	3.74	1.08	3.86	1.07
Electricity rates (utility specific rates for PEV charging at home)	3.19	1.18	3.12	1.18	3.25	1.17
Home charging (equipment options and installation costs)	3.63	1.15	3.50	1.15	3.73	1.14
"Away from home" charging (workplace, charging networks, public chargers)	3.40	1.17	3.14	1.16	3.58	1.14
Government financial incentives (tax credits, rebates)	4.10	1.00	4.00	1.07	4.19	0.94
Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	3.92	1.05	3.89	1.08	3.94	1.02
Vehicle performance (range, battery life, etc.)	4.14	0.95	4.07	0.97	4.19	0.94
Assistance setting up and explaining PEV related apps	3.77	1.17	3.75	1.18	3.78	1.17

Note: 1 = Not at all knowledgeable, 5 = Very knowledgeable; excludes "N/A" responses.

Q27 - How valuable is it to have access to a knowledgeable dealer or retail store representative (as opposed to other sources) about the following topics? [Frequencies]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	3%	558	3%	236	3%	322
Not very valuable	6%	1,081	6%	456	6%	626
Unsure	6%	1,129	6%	504	6%	625
Valuable	36%	6,633	37%	3,002	35%	3,631
Very valuable	49%	8,988	48%	3,824	50%	5,164
Total	100%	18,390	100%	8,022	100%	10,368

Electricity rates (utility specific rates for PEV charging at home)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	5%	879	5%	397	5%	482
Not very valuable	10%	1,872	10%	800	10%	1,072
Unsure	13%	2,353	13%	1,043	13%	1,311
Valuable	38%	6,903	37%	2,988	38%	3,915
Very valuable	34%	6,298	35%	2,754	34%	3,544
Total	100%	18,305	100%	7,981	100%	10,323

Home charging (equipment options and installation costs)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	3%	592	3%	263	3%	330
Not very valuable	5%	980	6%	461	5%	519
Unsure	8%	1,414	9%	734	7%	680
Valuable	40%	7,267	41%	3,236	39%	4,031
Very valuable	44%	8,020	41%	3,273	46%	4,747
Total	100%	18,273	100%	7,966	100%	10,307

“Away from home” charging (workplace, charging networks, public chargers)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	4%	774	5%	388	4%	386
Not very valuable	8%	1,522	9%	752	7%	770
Unsure	12%	2,209	14%	1,146	10%	1,063
Valuable	38%	6,920	38%	3,004	38%	3,915
Very valuable	37%	6,820	33%	2,655	40%	4,165
Total	100%	18,244	100%	7,945	100%	10,299

Government financial incentives (tax credits, rebates)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	2%	390	2%	147	2%	244
Not very valuable	3%	546	3%	202	3%	344
Unsure	4%	675	4%	280	4%	396
Valuable	31%	5,694	30%	2,396	32%	3,298
Very valuable	60%	10,985	62%	4,942	59%	6,044
Total	100%	18,290	100%	7,965	100%	10,325

Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	3%	486	2%	181	3%	305
Not very valuable	4%	756	3%	272	5%	484
Unsure	6%	1,142	5%	416	7%	726
Valuable	37%	6,746	35%	2,744	39%	4,002
Very valuable	50%	9,119	55%	4,339	46%	4,780
Total	100%	18,248	100%	7,951	100%	10,297

Vehicle performance (range, battery life, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	2%	356	2%	147	2%	209
Not very valuable	2%	449	2%	181	3%	267
Unsure	4%	708	4%	344	4%	364
Valuable	29%	5,262	31%	2,438	27%	2,824
Very valuable	63%	11,478	61%	4,852	64%	6,626
Total	100%	18,253	100%	7,962	100%	10,290

Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	4%	548	3%	208	4%	340
Not very valuable	7%	1,054	6%	411	7%	643
Unsure	11%	1,679	11%	727	11%	952
Valuable	36%	5,558	36%	2,428	36%	3,130
Very valuable	43%	6,667	44%	3,002	42%	3,665
Total	100%	15,507	100%	6,777	100%	8,730

Q27 - How valuable is it to have access to a knowledgeable dealer or retail store representative (as opposed to other sources) about the following topics? [Means]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Total cost of ownership (including fueling costs, maintenance, insurance, etc.)	4.22	1.01	4.21	0.99	4.22	1.01
Electricity rates (utility specific rates for PEV charging at home)	3.87	1.14	3.87	1.14	3.87	1.14
Home charging (equipment options and installation costs)	4.16	1.00	4.10	1.01	4.20	0.99
“Away from home” charging (workplace, charging networks, public chargers)	3.96	1.10	3.85	1.13	4.04	1.07
Government financial incentives (tax credits, rebates)	4.44	0.87	4.48	0.83	4.41	0.90
Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	4.27	0.94	4.36	0.90	4.21	0.97
Vehicle performance (range, battery life, etc.)	4.48	0.84	4.47	0.83	4.50	0.85
Assistance setting up and explaining PEV related apps	4.08	1.06	4.12	1.03	4.05	1.08

Note: 1 = Not at all valuable, 5 = Very valuable

Q28 - How valuable is it for dealers or retail stores to provide the following services? [Frequencies]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

The option to rent or use a PEV before buying/leasing (i.e., "try before you buy")

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	8%	1,334	9%	658	7%	676
Not very valuable	9%	1,538	9%	706	9%	832
Unsure	17%	2,968	18%	1,371	17%	1,598
Valuable	34%	5,891	34%	2,534	35%	3,357
Very valuable	31%	5,348	29%	2,193	33%	3,155
Total	100%	17,080	100%	7,462	100%	9,617

A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e., a PEV "genius")

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	3%	579	3%	249	3%	330
Not very valuable	7%	1,266	7%	532	7%	734
Unsure	16%	2,718	16%	1,211	15%	1,507
Valuable	39%	6,739	40%	3,005	38%	3,734
Very valuable	35%	6,131	34%	2,592	36%	3,538
Total	100%	17,433	100%	7,589	100%	9,844

Facilitating the purchase and/or installation of a home charging station

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	4%	718	5%	390	3%	328
Not very valuable	8%	1,451	9%	648	8%	803
Unsure	15%	2,580	17%	1,292	13%	1,287
Valuable	44%	7,643	42%	3,200	45%	4,443
Very valuable	29%	5,142	27%	2,053	31%	3,089
Total	100%	17,534	100%	7,584	100%	9,950

Tutorials/workshops for new owners

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	5%	783	4%	340	5%	444
Not very valuable	12%	2,023	11%	813	12%	1,210
Unsure	21%	3,584	19%	1,429	22%	2,154
Valuable	39%	6,725	39%	2,982	38%	3,743
Very valuable	24%	4,255	26%	1,988	23%	2,267
Total	100%	17,369	100%	7,552	100%	9,817

Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	4%	634	3%	242	4%	392
Not very valuable	9%	1,561	8%	620	9%	941
Unsure	16%	2,756	16%	1,184	16%	1,571
Valuable	43%	7,591	43%	3,309	43%	4,282
Very valuable	28%	4,984	30%	2,269	27%	2,715
Total	100%	17,526	100%	7,625	100%	9,901

Preparation and submission of rebate/tax applications

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	3%	450	2%	187	3%	262
Not very valuable	6%	1,128	6%	458	7%	670
Unsure	9%	1,549	8%	638	9%	911
Valuable	40%	6,979	39%	3,001	40%	3,978
Very valuable	42%	7,452	44%	3,349	41%	4,103
Total	100%	17,558	100%	7,634	100%	9,924

Access to reduced cost car share or rental cars

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	10%	1,736	11%	792	10%	944
Not very valuable	13%	2,186	14%	1,010	12%	1,176
Unsure	31%	5,328	34%	2,538	29%	2,791
Valuable	25%	4,315	23%	1,734	27%	2,581
Very valuable	20%	3,399	18%	1,317	22%	2,082
Total	100%	16,965	100%	7,391	100%	9,574

Enrollment in private charging network (i.e., Blink, Chargepoint, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	5%	906	6%	438	5%	469
Not very valuable	9%	1,588	10%	720	9%	868
Unsure	21%	3,553	24%	1,761	18%	1,793
Valuable	38%	6,534	36%	2,667	40%	3,867
Very valuable	27%	4,582	25%	1,851	28%	2,732
Total	100%	17,164	100%	7,436	100%	9,727

Providing HOV lane access stickers upon vehicle purchase

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all valuable	2%	340	2%	120	3%	220
Not very valuable	4%	516	3%	168	4%	348
Unsure	6%	953	4%	285	8%	668
Valuable	30%	4,489	27%	1,776	33%	2,713
Very valuable	57%	8,434	64%	4,129	52%	4,305
Total	100%	14,732	100%	6,478	100%	8,255

Q28 - How valuable is it for dealers or retail stores to provide the following services? [Means]

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
The option to rent or use a PEV before buying/leasing (i.e., "try before you buy")	3.72	1.21	3.66	1.24	3.78	1.19
A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e., a PEV "genius")	3.95	1.05	3.94	1.04	3.96	1.05
Facilitating the purchase and/or installation of a home charging station	3.86	1.06	3.78	1.09	3.92	1.03
Tutorials/workshops for new owners	3.67	1.10	3.72	1.10	3.63	1.10
Assistance setting up and explaining PEV related apps	3.84	1.05	3.88	1.02	3.81	1.06
Preparation and submission of rebate/tax applications	4.13	0.99	4.16	0.98	4.11	1.00
Access to reduced cost car share or rental cars	3.32	1.22	3.24	1.21	3.38	1.23
Enrollment in private charging network (i.e., Blink, Chargepoint, etc.)	3.72	1.11	3.64	1.13	3.77	1.10
Providing HOV lane access stickers upon vehicle purchase	4.37	0.92	4.49	0.85	4.28	0.97

Note: 1 = Not at all valuable, 5 = Very valuable

Q28b - And were any of these services offered by the dealer or retail store you purchased from?

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

The option to rent or use a PEV before buying/leasing (i.e., "try before you buy")

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	14%	1,636	13%	658	15%	978
No	74%	8,793	73%	3,811	74%	4,981
Don't recall	13%	1,504	14%	730	12%	775
Total	100%	11,933	100%	5,199	100%	6,734

A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e., a PEV "genius")

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	23%	2,604	18%	932	26%	1,673
No	62%	7,107	66%	3,335	58%	3,772
Don't recall	16%	1,816	15%	775	16%	1,041
Total	100%	11,527	100%	5,042	100%	6,485

Facilitating the purchase and/or installation of a home charging station

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	33%	3,822	20%	1,013	44%	2,809
No	55%	6,226	66%	3,288	46%	2,938
Don't recall	12%	1,371	14%	698	10%	673
Total	100%	11,418	100%	4,999	100%	6,419

Tutorials/workshops for new owners

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	26%	2,989	28%	1,409	25%	1,580
No	59%	6,755	59%	2,912	60%	3,842
Don't recall	14%	1,641	13%	649	15%	992
Total	100%	11,384	100%	4,971	100%	6,413

Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	49%	5,525	48%	2,375	50%	3,151
No	40%	4,468	41%	2,008	39%	2,460
Don't recall	11%	1,206	11%	515	11%	691
Total	100%	11,199	100%	4,898	100%	6,301

Preparation and submission of rebate/tax applications

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	37%	4,192	32%	1,565	41%	2,627
No	56%	6,390	62%	3,059	52%	3,331
Don't recall	6%	730	6%	315	7%	415
Total	100%	11,312	100%	4,939	100%	6,373

Access to reduced cost car share or rental cars

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	12%	1,322	5%	257	17%	1,065
No	66%	7,482	72%	3,553	61%	3,929
Don't recall	23%	2,575	23%	1,153	22%	1,423
Total	100%	11,379	100%	4,962	100%	6,417

Enrollment in private charging network (i.e., Blink, Chargepoint, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	33%	3,701	27%	1,361	37%	2,340
No	55%	6,267	61%	3,010	51%	3,258
Don't recall	12%	1,391	12%	595	12%	796
Total	100%	11,360	100%	4,966	100%	6,394

Providing HOV lane access stickers upon vehicle purchase

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	33%	3,112	44%	1,825	24%	1,287
No	63%	5,957	52%	2,163	71%	3,794
Don't recall	5%	458	4%	165	5%	293
Total	100%	9,527	100%	4,153	100%	5,374

Q29 - Did a dealer or retail store representative ever try to talk you out of purchasing a PEV?

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	94%	17,688	94%	7,705	94%	9,982
Yes	6%	1,079	6%	467	6%	612
Total	100%	18,766	100%	8,172	100%	10,594

Q29b - What reason(s) did the salesperson suggest for not purchasing a PEV? (select all that apply)

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores and reported that a dealer or retail store representative had tried to talk them out of purchasing a PEV.

Note: The option “Less utility/storage capacity/cabin space” was removed from this question during survey administration.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Upfront price difference	42%	423	54%	237	33%	186
Lack of cost savings	19%	195	25%	110	15%	85
Fuel economy improvement not worth the price	28%	286	38%	164	21%	122
Range limit is a poor fit for your driving needs	33%	331	24%	105	40%	227
Less utility/storage capacity/cabin space	2%	21	3%	12	2%	9
Vehicle does not meet my needs (other than range)	8%	79	8%	36	8%	43
No inventory or long wait time	26%	257	24%	107	27%	150
Other	26%	266	19%	82	32%	184
	100% = 1,004		100% = 438		100% = 566	

Note: Because respondents can select multiple options, percentages do not add to 100%.

Q30 - How satisfied were you with your overall purchase experience?

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very dissatisfied	1%	216	1%	96	1%	119
Dissatisfied	3%	606	3%	232	4%	374
Neither satisfied nor dissatisfied	8%	1,529	8%	684	8%	845
Satisfied	35%	6,527	37%	2,996	33%	3,532
Very satisfied	53%	9,934	51%	4,183	54%	5,752
Total	100%	18,812	100%	8,191	100%	10,621

Charging Your PEV

Q31 - Do you have access to charging at your workplace?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	41%	7,855	38%	3,201	43%	4,654
No	43%	8,367	47%	3,876	41%	4,491
I'm not sure	2%	322	2%	165	1%	156
I don't work or I work from home	14%	2,726	13%	1,091	15%	1,635
Total	100%	19,270	100%	8,333	100%	10,937

Q32 - Does your electric utility offer special rates for residential electric-vehicle (EV) charging?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	12%	2,413	14%	1,199	11%	1,214
Yes	64%	12,283	57%	4,724	69%	7,560
I'm not sure	24%	4,626	29%	2,427	20%	2,199
Total	100%	19,322	100%	8,350	100%	10,972

Q32b - Are you currently using or planning to elect an EV rate to charge your PEV?

Note: This question displayed only for respondents who reported that their electric utility offers special rates for residential EV charging.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	38%	4,689	43%	2,015	36%	2,674
Yes	62%	7,492	57%	2,667	64%	4,825
Total	100%	12,181	100%	4,682	100%	7,499

Your Home

Q33 - Do you own or rent your residence?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Own	85%	15,972	82%	6,669	87%	9,303
Rent	15%	2,852	18%	1,426	13%	1,426
Total	100%	18,824	100%	8,095	100%	10,729

Note: Excludes 397 "Prefer Not to Answer" responses.

Q34 - What type of residence do you live in?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Detached house	81%	15,468	79%	6,452	83%	9,016
Attached house (townhome, duplex, triplex, etc.)	9%	1,707	10%	822	8%	885
Apartment/Condominium	9%	1,709	11%	870	8%	840
Other	1%	147	1%	73	1%	74
Total	100%	19,032	100%	8,216	100%	10,815

Note: Excludes 204 "Prefer Not to Answer" responses.

Q35 - At home where do you typically park your PEV?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Garage	64%	12,290	62%	5,165	65%	7,125
Carport (Covered)	5%	928	5%	432	5%	495
Driveway (Uncovered)	27%	5,165	28%	2,331	26%	2,834
On the street	2%	426	2%	179	2%	247
Parking Lot	1%	285	2%	131	1%	155
Other	1%	100	1%	52	0%	49
Total	100%	19,194	100%	8,290	100%	10,905

Note: Excludes 110 "Prefer Not to Answer" responses.

Q36 - Is there an operating solar photovoltaic (PV) system installed at your residence?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes, I have a PV system installed	19%	3,695	16%	1,349	21%	2,346
No, but I am planning to install PV within the next year	20%	3,914	19%	1,554	22%	2,360
No, and I have no plans to install PV	60%	11,630	65%	5,403	57%	6,227
Total	100%	19,238	100%	8,305	100%	10,933

Q36b - Did you size your PV system to reflect the increased electricity usage associated with PEV charging?

Note: This question displayed only for respondents who reported having a PV system installed at their residence.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	55%	2,028	59%	789	53%	1,239
Yes	45%	1,647	41%	550	47%	1,097
Total	100%	3,676	100%	1,340	100%	2,336

Demographics

Q37 - What is your age?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
18-24	1%	150	1%	83	1%	68
25-34	11%	2,125	11%	910	12%	1,215
35-44	26%	4,741	24%	1,946	26%	2,795
45-54	29%	5,451	29%	2,290	30%	3,160
55-64	21%	3,988	23%	1,867	20%	2,121
65+	12%	2,138	12%	931	11%	1,207
Total	100%	18,594	100%	8,027	100%	10,567

* Integer responses have been binned.

Note: Excludes 22 "< 18" responses.

Q38 - Please indicate your gender

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Female	25%	4,608	27%	2,143	23%	2,465
Male	75%	14,054	73%	5,932	77%	8,122
Total	100%	18,661	100%	8,075	100%	10,587

Note: Excludes 290 "Prefer Not to Answer" responses.

Q39 - What is the highest level of educational attainment in your household?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
12th grade or less	0%	93	1%	46	0%	47
High school graduate or equivalent	2%	328	2%	166	2%	161
Some college, no degree	10%	1,877	12%	943	9%	934
Associate degree	5%	879	6%	462	4%	417
Bachelor's degree	34%	6,470	35%	2,837	34%	3,633
Postgraduate degree	49%	9,202	45%	3,682	52%	5,519
Total	100%	18,848	100%	8,137	100%	10,712

Note: Excludes 267 "Prefer Not to Answer" responses.

Q40 - What is your current annual gross household income from all sources before taxes?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Less than \$24,999	1%	121	1%	50	1%	72
\$25,000 to \$49,999	4%	603	4%	290	4%	313
\$50,000 to \$74,999	8%	1,192	9%	598	7%	594
\$75,000 to \$99,999	11%	1,638	12%	793	10%	845
\$100,000 to \$124,999	14%	2,109	16%	1,058	12%	1,051
\$125,000 to \$149,999	11%	1,705	11%	752	11%	953
\$150,000 to \$174,999	10%	1,563	11%	710	10%	853
\$175,000 to \$199,999	8%	1,259	8%	537	8%	722
\$200,000 to \$249,999	12%	1,794	12%	784	12%	1,010
\$250,000 to \$299,999	7%	1,034	6%	425	7%	609
\$300,000 to \$349,999	4%	669	4%	263	5%	407
\$350,000 to \$399,999	2%	378	2%	147	3%	231
\$400,000 to \$449,999	2%	274	1%	78	2%	196
\$450,000 to \$499,999	1%	151	1%	43	1%	107
\$500,000 or more	6%	919	3%	184	8%	735
Total	100%	15,408	100%	6,712	100%	8,697

Note: Excludes 2,180 "Prefer Not to Answer" responses.

Q41 - How many people live in your household?*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	0%	21	0%	10	0%	11
1	7%	1,387	9%	685	7%	702
2	36%	6,729	38%	3,039	35%	3,691
3	20%	3,738	20%	1,593	20%	2,145
4	25%	4,638	23%	1,862	26%	2,776
5	8%	1,448	7%	566	8%	882
6	2%	392	2%	158	2%	235
7	1%	95	0%	33	1%	62
8 or more	0%	54	0%	20	0%	34
Total	100%	18,503	100%	7,964	100%	10,539

* Integer responses of 8 or more have been binned.

Note: Excludes 15 responses > 29.

Q42 - Which of the following best describes your ethnicity?

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
White/Caucasian	64%	11,456	66%	5,088	63%	6,368
Black or African American	2%	283	2%	154	1%	129
Hispanic or Latino	6%	1,111	7%	569	5%	541
American Indian or Alaskan Native	0%	54	0%	26	0%	29
Asian	22%	3,893	18%	1,416	25%	2,477
Filipino	2%	367	2%	172	2%	195
Pacific Islander	0%	55	0%	30	0%	25
Other	3%	562	3%	229	3%	333
Total	100%	17,780	100%	7,684	100%	10,096

Note: Excludes 1,070 "Prefer Not to Answer" responses.