
With thanks to Kipp Searles and Nicholas Pallonetti.
Contents

I. Introduction to the CVRP Consumer Survey ................................................................. 5

II. Summary of Weighted Survey Responses ................................................................. 7

Vehicle Details .................................................................................................................. 7

Q01 - Is the plug-in electric vehicle (PEV) you rebated used primarily for individual use (i.e., not for commercial use)? ........................................................................ 7

Q02 - Is this the first PEV you have purchased or leased? ........................................... 7

Q03 - Did you ADD or REPLACE a vehicle with your PEV purchase/lease? ............ 7

Q03b - Describe the vehicle that you replaced by purchasing/leasing your PEV ......... 8

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*)? .................................................. 8

Sources of Information .................................................................................................... 9

Q05 - Which of the following statements best describes your interest in acquiring a PEV when you started your search for a new vehicle? ........................................................................ 9

Q06 - Overall, how would you characterize the experience of finding dependable information during the time you were researching PEVs? ................................................................. 9

Q07 - How important was information from the following sources in your decision to acquire (purchase/lease) a PEV? [Frequencies] ........................................................................... 9

Q07 - How important was information from the following sources in your decision to acquire (purchase/lease) a PEV? [Means] .............................................................................. 13

Q08 - How many PEV owners (any make/model) did you have contact with regarding plug-in electric vehicles before acquiring your vehicle?* ........................................................................... 14

Q08b - Of the PEV owners you spoke with, how many live within one mile of your home?* .......... 14

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*? ........................................................................... 15

Q10 - As far as you know, how many of your co-workers owned and drove PEVs when you were deciding to acquire your PEV?* ................................................................. 15

Q11 - How much do you agree or disagree with the following statement? I did not find it necessary to talk to other PEV owners ........................................................................... 16

Q12 - What types of PEV marketing/advertising did you encounter before you acquired your PEV? (select all that apply) ............................................................................................. 16

Q13 - How did you hear about the availability of state rebates for PEVs (i.e., CVRP)? (select all that apply) ........................................................................................................ 17
Decision-Making Process .......................................................................................................................... 18

Q14 - How important were each of the following factors in your decision to acquire a PEV? [Frequencies] .................................................................................................................................. 18

Q14 - How important were each of the following factors in your decision to acquire a PEV? [Means] ........................................................................................................................................................................ 20

Q15 - Which of these factors was the most important reason why you decided to acquire a PEV? 20

Q16 - How important were each of the following factors in making it possible for you to acquire a PEV? [Frequencies] .................................................................................................................................. 20

Q16 - How important were each of the following factors in making it possible for you to acquire a PEV? [Means] .............................................................................................................................................................. 22

Q17 - Would you have purchased or leased your PEV without the CVRP rebate? .......................... 22

Q18 - Have you already or will you be applying for an HOV lane sticker? .............................................. 22

Q19 - Overall, how would you characterize the amount of time you spent researching PEVs before you decided to purchase one? ........................................................................................................................................ 23

Q20 - Please provide an estimate of the average number of hours per week you spent researching PEVs during your research period (hours/week*). .......................................................................................... 23

Q21 - How much time passed between when you began to seriously consider a PEV and when you acquired the vehicle?* ........................................................................................................................................ 23

Q22 - During the process of deciding to acquire your PEV, how much time did you spend learning about the following? [Frequencies] ........................................................................................................ 24

Q22 - During the process of deciding to acquire your PEV, how much time did you spend learning about the following? [Means] ........................................................................................................................................ 26

Q23 - How much do you agree or disagree with the following statements regarding when your information gathering on PEVs was complete? [Frequencies] .................................................................................. 27

Q23 - How much do you agree or disagree with the following statements regarding when your information gathering on PEVs was complete? [Means] ............................................................................................... 28

Dealership Experience.................................................................................................................................................. 29

Q24 - In the process of shopping for your car, how many new car dealerships did you visit? .......... 29

Q25 - Did you visit a Tesla retail store? .............................................................................................................. 29

Q25b - Why did you visit more than one dealership? (select all that apply) ........................................... 29

Q25c - Why didn’t you visit a dealership or retail store? (select all that apply) ............................................ 30

Q26 - How knowledgeable was your dealer or retail store representative about the following topics? [Frequencies] ........................................................................................................................................... 30

Q26 - How knowledgeable was your dealer or retail store representative about the following topics? [Means] .......................................................................................................................................................... 33
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] ................................................................. 34
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] ................................................................. 36
Q28 - How valuable is it for dealers or retail stores to provide the following services? [Frequencies] ................................................................................................. 37
Q28 - How valuable is it for dealers or retail stores to provide the following services? [Means] ................................................................. 40
Q28b - And were any of these services offered by the dealer or retail store you purchased from? 41
Q29 - Did a dealer or retail store representative ever try to talk you out of purchasing a PEV? .... 41
Q29b - What reason(s) did the salesperson suggest for not purchasing a PEV? (select all that apply) .............................................................................................................. 43
Q30 - How satisfied were you with your overall purchase experience? .................................. 44
Charging Your PEV ................................................................................................................. 45
Q31 - Do you have access to charging at your workplace? ....................................................... 45
Q32 - Does your electric utility offer special rates for residential electric-vehicle (EV) charging? .... 45
Q32b - Are you currently using or planning to elect an EV rate to charge your PEV? ............ 45
Your Home .................................................................................................................................. 46
Q33 - Do you own or rent your residence? ................................................................................ 46
Q34 - What type of residence do you live in? ............................................................................. 46
Q35 - At home where do you typically park your PEV? ............................................................. 46
Q36 - Is there an operating solar photovoltaic (PV) system installed at your residence? ........... 47
Q36b - Did you size your PV system to reflect the increased electricity usage associated with PEV charging? ................................................................................................. 47
Demographics .......................................................................................................................... 48
Q37 - What is your age?* ........................................................................................................... 48
Q38 - Please indicate your gender ............................................................................................. 48
Q39 - What is the highest level of educational attainment in your household? ....................... 48
Q40 - What is your current annual gross household income from all sources before taxes? ...... 49
Q41 - How many people live in your household?* ................................................................. 49
Q42 - Which of the following best describes your ethnicity? .................................................... 50
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.)


<table>
<thead>
<tr>
<th>Table 1. 2013–2015 CVRP Consumer Survey - Important Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Invitations</td>
</tr>
<tr>
<td>Responses Received</td>
</tr>
<tr>
<td>Rebate Application Approval Dates of Survey Sample</td>
</tr>
<tr>
<td>Vehicle Purchase/Lease Dates of Survey Sample</td>
</tr>
</tbody>
</table>

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 chose 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

<table>
<thead>
<tr>
<th>Program Participant Population</th>
<th>N = 91,085</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses in Dataset</td>
<td>n = 19,460 (21%)</td>
</tr>
<tr>
<td>Weighting Method</td>
<td>Raking</td>
</tr>
<tr>
<td>Representative Dimensions</td>
<td>Vehicle model, purchase vs. lease, county of residence</td>
</tr>
<tr>
<td>Program as a Percent of Eligible California Market(^2)</td>
<td>&gt;74%</td>
</tr>
</tbody>
</table>

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.

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?**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th>PHEV</th>
<th></th>
<th>BEV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>No</td>
<td>9%</td>
<td>1,649</td>
<td>7%</td>
<td>624</td>
<td>9%</td>
<td>1,025</td>
</tr>
<tr>
<td>Yes</td>
<td>91%</td>
<td>17,686</td>
<td>93%</td>
<td>7,727</td>
<td>91%</td>
<td>9,960</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,335</td>
<td>100%</td>
<td>8,351</td>
<td>100%</td>
<td>10,985</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th>PHEV</th>
<th></th>
<th>BEV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Added</td>
<td>35%</td>
<td>6,814</td>
<td>28%</td>
<td>2,358</td>
<td>41%</td>
<td>4,456</td>
</tr>
<tr>
<td>Replaced</td>
<td>65%</td>
<td>12,433</td>
<td>72%</td>
<td>5,949</td>
<td>59%</td>
<td>6,484</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,247</td>
<td>100%</td>
<td>8,307</td>
<td>100%</td>
<td>10,940</td>
</tr>
</tbody>
</table>
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*)?

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

* 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?

<table>
<thead>
<tr>
<th>Source</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>I did not know PEVs existed</td>
<td>1%</td>
<td>238</td>
<td>1%</td>
</tr>
<tr>
<td>I had no interest in a PEV</td>
<td>4%</td>
<td>713</td>
<td>3%</td>
</tr>
<tr>
<td>I had some interest in a PEV</td>
<td>22%</td>
<td>4,349</td>
<td>23%</td>
</tr>
<tr>
<td>I was very interested in a PEV</td>
<td>40%</td>
<td>7,814</td>
<td>42%</td>
</tr>
<tr>
<td>I was ONLY interested in a PEV</td>
<td>32%</td>
<td>6,302</td>
<td>31%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,415</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Characterization</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very difficult</td>
<td>0%</td>
<td>93</td>
<td>0%</td>
</tr>
<tr>
<td>Difficult</td>
<td>5%</td>
<td>1,027</td>
<td>5%</td>
</tr>
<tr>
<td>Neither easy nor difficult</td>
<td>21%</td>
<td>4,080</td>
<td>22%</td>
</tr>
<tr>
<td>Easy</td>
<td>45%</td>
<td>8,729</td>
<td>46%</td>
</tr>
<tr>
<td>Very easy</td>
<td>28%</td>
<td>5,432</td>
<td>27%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,361</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Source</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>19%</td>
<td>2,977</td>
<td>19%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>11%</td>
<td>1,673</td>
<td>11%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>18%</td>
<td>2,867</td>
<td>19%</td>
</tr>
<tr>
<td>Very important</td>
<td>25%</td>
<td>3,941</td>
<td>25%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>27%</td>
<td>4,219</td>
<td>26%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,676</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 3,107 “N/A” responses.
<table>
<thead>
<tr>
<th>Neighbor who drives a PEV</th>
<th>All</th>
<th>Frequency</th>
<th>PHEV</th>
<th>Frequency</th>
<th>BEV</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important at all</td>
<td>46%</td>
<td>5,012</td>
<td>47%</td>
<td>2,169</td>
<td>45%</td>
<td>2,843</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>12%</td>
<td>1,288</td>
<td>12%</td>
<td>538</td>
<td>12%</td>
<td>749</td>
</tr>
<tr>
<td>Moderately important</td>
<td>17%</td>
<td>1,818</td>
<td>17%</td>
<td>793</td>
<td>16%</td>
<td>1,026</td>
</tr>
<tr>
<td>Very important</td>
<td>16%</td>
<td>1,760</td>
<td>15%</td>
<td>718</td>
<td>17%</td>
<td>1,041</td>
</tr>
<tr>
<td>Extremely important</td>
<td>10%</td>
<td>1,062</td>
<td>9%</td>
<td>426</td>
<td>10%</td>
<td>637</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>10,940</td>
<td>100%</td>
<td>4,644</td>
<td>100%</td>
<td>6,297</td>
</tr>
</tbody>
</table>

Note: Excludes 7,253 “N/A” responses.

<table>
<thead>
<tr>
<th>A new car sales person</th>
<th>All</th>
<th>Frequency</th>
<th>PHEV</th>
<th>Frequency</th>
<th>BEV</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not important at all</td>
<td>31%</td>
<td>4,877</td>
<td>28%</td>
<td>1,925</td>
<td>33%</td>
<td>2,952</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>21%</td>
<td>3,321</td>
<td>21%</td>
<td>1,448</td>
<td>21%</td>
<td>1,873</td>
</tr>
<tr>
<td>Moderately important</td>
<td>24%</td>
<td>3,814</td>
<td>25%</td>
<td>1,737</td>
<td>23%</td>
<td>2,077</td>
</tr>
<tr>
<td>Very important</td>
<td>16%</td>
<td>2,475</td>
<td>16%</td>
<td>1,128</td>
<td>15%</td>
<td>1,347</td>
</tr>
<tr>
<td>Extremely important</td>
<td>8%</td>
<td>1,328</td>
<td>10%</td>
<td>686</td>
<td>7%</td>
<td>642</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,816</td>
<td>100%</td>
<td>6,924</td>
<td>100%</td>
<td>8,892</td>
</tr>
</tbody>
</table>

Note: Excludes 2,603 “N/A” responses.

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

Note: Excludes 1,217 “N/A” responses.
### PEV ride and drive event/expo

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>29%</td>
<td>3,437</td>
<td>34%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>10%</td>
<td>1,156</td>
<td>10%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>17%</td>
<td>1,970</td>
<td>18%</td>
</tr>
<tr>
<td>Very important</td>
<td>23%</td>
<td>2,756</td>
<td>22%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>21%</td>
<td>2,456</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,774</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 6,478 “N/A” responses.

### Online discussion forums

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>15%</td>
<td>2,280</td>
<td>17%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>12%</td>
<td>1,783</td>
<td>12%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>24%</td>
<td>3,540</td>
<td>25%</td>
</tr>
<tr>
<td>Very important</td>
<td>29%</td>
<td>4,345</td>
<td>28%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>20%</td>
<td>2,931</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>14,879</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 3,576 “N/A” responses.

### Blogs (nonmanufacturer sites)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>20%</td>
<td>2,843</td>
<td>22%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>14%</td>
<td>1,927</td>
<td>14%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>25%</td>
<td>3,416</td>
<td>25%</td>
</tr>
<tr>
<td>Very important</td>
<td>26%</td>
<td>3,638</td>
<td>26%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>15%</td>
<td>2,047</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>13,872</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 4,331 “N/A” responses.
### A story in the media (print, radio, television)

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

Note: Excludes 3,423 “N/A” responses.

### Paid advertisement (print, radio, television)

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

Note: Excludes 4,494 “N/A” responses.

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>30%</td>
<td>4,053</td>
<td>28%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>17%</td>
<td>2,233</td>
<td>16%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>25%</td>
<td>3,282</td>
<td>26%</td>
</tr>
<tr>
<td>Very important</td>
<td>19%</td>
<td>2,516</td>
<td>21%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>10%</td>
<td>1,282</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>13,366</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 4,831 “N/A” responses.

### Electric utility

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>28%</td>
<td>3,827</td>
<td>26%</td>
</tr>
<tr>
<td>Only slightly important</td>
<td>18%</td>
<td>2,532</td>
<td>18%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>24%</td>
<td>3,301</td>
<td>24%</td>
</tr>
<tr>
<td>Very important</td>
<td>19%</td>
<td>2,585</td>
<td>20%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>11%</td>
<td>1,504</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>13,748</td>
<td>100%</td>
</tr>
</tbody>
</table>

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]

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

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?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>0</td>
<td>38%</td>
<td>7,316</td>
<td>41%</td>
</tr>
<tr>
<td>1</td>
<td>20%</td>
<td>3,802</td>
<td>20%</td>
</tr>
<tr>
<td>2</td>
<td>18%</td>
<td>3,414</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>11%</td>
<td>2,032</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
<td>806</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>5%</td>
<td>939</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>1%</td>
<td>169</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>0%</td>
<td>47</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>0%</td>
<td>59</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>0%</td>
<td>7</td>
<td>0%</td>
</tr>
<tr>
<td>10 or more</td>
<td>3%</td>
<td>568</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,158</td>
<td></td>
</tr>
</tbody>
</table>

* 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?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>0</td>
<td>78%</td>
<td>12,582</td>
<td>80%</td>
</tr>
<tr>
<td>1</td>
<td>14%</td>
<td>2,231</td>
<td>13%</td>
</tr>
<tr>
<td>2</td>
<td>5%</td>
<td>780</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>1%</td>
<td>234</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>63</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>0%</td>
<td>75</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>14</td>
<td>0%</td>
</tr>
<tr>
<td>7</td>
<td>0%</td>
<td>4</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>0%</td>
<td>3</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>0%</td>
<td>3</td>
<td>0%</td>
</tr>
<tr>
<td>10 or more</td>
<td>1%</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,091</td>
<td></td>
</tr>
</tbody>
</table>

* 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?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>0</td>
<td>46%</td>
<td>8,592</td>
<td>48%</td>
</tr>
<tr>
<td>1</td>
<td>15%</td>
<td>2,760</td>
<td>15%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
<td>2,100</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>7%</td>
<td>1,213</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>3%</td>
<td>541</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>6%</td>
<td>1,171</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>1%</td>
<td>192</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>0%</td>
<td>53</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>1%</td>
<td>97</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>0%</td>
<td>12</td>
<td>0%</td>
</tr>
<tr>
<td>10 or more</td>
<td>10%</td>
<td>1,816</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,549</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

* 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?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>0</td>
<td>52%</td>
<td>9,758</td>
<td>52%</td>
</tr>
<tr>
<td>1</td>
<td>16%</td>
<td>2,979</td>
<td>17%</td>
</tr>
<tr>
<td>2</td>
<td>10%</td>
<td>1,941</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
<td>1,034</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>3%</td>
<td>502</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>4%</td>
<td>733</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>1%</td>
<td>186</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>0%</td>
<td>78</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>1%</td>
<td>128</td>
<td>1%</td>
</tr>
<tr>
<td>9</td>
<td>0%</td>
<td>28</td>
<td>0%</td>
</tr>
<tr>
<td>10 or more</td>
<td>8%</td>
<td>1,451</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,817</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>18%</td>
<td>3,325</td>
<td>16%</td>
</tr>
<tr>
<td>Disagree</td>
<td>24%</td>
<td>4,113</td>
<td>23%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>22%</td>
<td>3,815</td>
<td>22%</td>
</tr>
<tr>
<td>Agree</td>
<td>21%</td>
<td>3,751</td>
<td>22%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>15%</td>
<td>2,772</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,772</td>
<td>100%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>13%</td>
<td>2,409</td>
<td>13%</td>
</tr>
<tr>
<td>Referral by a friend/family</td>
<td>37%</td>
<td>6,758</td>
<td>35%</td>
</tr>
<tr>
<td>Ride &amp; drive events/vehicle expos</td>
<td>20%</td>
<td>3,729</td>
<td>15%</td>
</tr>
<tr>
<td>Radio/TV</td>
<td>24%</td>
<td>4,504</td>
<td>31%</td>
</tr>
<tr>
<td>Print ads (newspaper, magazines, etc.)</td>
<td>25%</td>
<td>4,642</td>
<td>31%</td>
</tr>
<tr>
<td>Manufacturer websites</td>
<td>66%</td>
<td>12,073</td>
<td>64%</td>
</tr>
<tr>
<td>Technology blogs</td>
<td>42%</td>
<td>7,726</td>
<td>39%</td>
</tr>
<tr>
<td>Information sessions organized by CVRP program (CCSE)</td>
<td>5%</td>
<td>965</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
<td>2,122</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,414</td>
<td>100%</td>
</tr>
</tbody>
</table>

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)

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

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**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>1%</td>
<td>277</td>
<td>1%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>5%</td>
<td>923</td>
<td>3%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>14%</td>
<td>2,669</td>
<td>12%</td>
</tr>
<tr>
<td>Very important</td>
<td>25%</td>
<td>4,848</td>
<td>25%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>55%</td>
<td>10,581</td>
<td>60%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,298</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Reducing environmental impacts**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>2%</td>
<td>476</td>
<td>3%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>5%</td>
<td>936</td>
<td>5%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>14%</td>
<td>2,777</td>
<td>16%</td>
</tr>
<tr>
<td>Very important</td>
<td>27%</td>
<td>5,102</td>
<td>27%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>52%</td>
<td>9,929</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,219</td>
<td>100%</td>
</tr>
</tbody>
</table>

**High-occupancy vehicle (HOV) lane access**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>9%</td>
<td>1,734</td>
<td>6%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>13%</td>
<td>2,447</td>
<td>10%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>20%</td>
<td>3,830</td>
<td>17%</td>
</tr>
<tr>
<td>Very important</td>
<td>18%</td>
<td>3,406</td>
<td>17%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>40%</td>
<td>7,699</td>
<td>49%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,116</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Increased energy independence**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>5%</td>
<td>926</td>
<td>4%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>7%</td>
<td>1,366</td>
<td>7%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>18%</td>
<td>3,450</td>
<td>18%</td>
</tr>
<tr>
<td>Very important</td>
<td>30%</td>
<td>5,633</td>
<td>30%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>40%</td>
<td>7,683</td>
<td>41%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,057</td>
<td>100%</td>
</tr>
</tbody>
</table>
### A desire for the newest technology

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>11%</td>
<td>2,097</td>
<td>12%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>13%</td>
<td>2,408</td>
<td>14%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>25%</td>
<td>4,758</td>
<td>26%</td>
</tr>
<tr>
<td>Very important</td>
<td>26%</td>
<td>4,905</td>
<td>25%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>26%</td>
<td>4,867</td>
<td>24%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,034</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Vehicle performance

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>4%</td>
<td>852</td>
<td>5%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>9%</td>
<td>1,683</td>
<td>10%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>24%</td>
<td>4,567</td>
<td>26%</td>
</tr>
<tr>
<td>Very important</td>
<td>34%</td>
<td>6,423</td>
<td>34%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>29%</td>
<td>5,482</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,007</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Supporting the diffusion of EV technology

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>8%</td>
<td>1,608</td>
<td>9%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>10%</td>
<td>1,895</td>
<td>11%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>22%</td>
<td>4,171</td>
<td>23%</td>
</tr>
<tr>
<td>Very important</td>
<td>28%</td>
<td>5,332</td>
<td>28%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>31%</td>
<td>5,957</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,964</td>
<td>100%</td>
</tr>
</tbody>
</table>
**Q14 - How important were each of the following factors in your decision to acquire a PEV? [Means]**

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

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?**

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

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

Federal Tax Incentives

<table>
<thead>
<tr>
<th>Factor</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>7% 1,234</td>
<td>6% 485</td>
<td>7% 749</td>
</tr>
<tr>
<td>Slightly important</td>
<td>6% 1,200</td>
<td>6% 501</td>
<td>6% 699</td>
</tr>
<tr>
<td>Moderately important</td>
<td>16% 2,968</td>
<td>16% 1,284</td>
<td>16% 1,685</td>
</tr>
<tr>
<td>Very important</td>
<td>26% 4,947</td>
<td>27% 2,216</td>
<td>25% 2,731</td>
</tr>
<tr>
<td>Extremely important</td>
<td>45% 8,618</td>
<td>45% 3,690</td>
<td>46% 4,928</td>
</tr>
<tr>
<td>Total</td>
<td>100% 18,967</td>
<td>100% 8,176</td>
<td>100% 10,791</td>
</tr>
</tbody>
</table>
### State Rebate (CVRP)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>3%</td>
<td>594</td>
<td>3%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>6%</td>
<td>1,223</td>
<td>6%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>16%</td>
<td>3,152</td>
<td>17%</td>
</tr>
<tr>
<td>Very important</td>
<td>28%</td>
<td>5,380</td>
<td>29%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>46%</td>
<td>8,804</td>
<td>44%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,152</td>
<td>100%</td>
</tr>
</tbody>
</table>

### The option to lease a PEV

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>34%</td>
<td>6,392</td>
<td>43%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>5%</td>
<td>956</td>
<td>5%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>9%</td>
<td>1,746</td>
<td>9%</td>
</tr>
<tr>
<td>Very important</td>
<td>19%</td>
<td>3,483</td>
<td>16%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>32%</td>
<td>5,978</td>
<td>26%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,556</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Access to workplace charging

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>35%</td>
<td>6,351</td>
<td>36%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>13%</td>
<td>2,335</td>
<td>12%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>16%</td>
<td>2,906</td>
<td>17%</td>
</tr>
<tr>
<td>Very important</td>
<td>15%</td>
<td>2,770</td>
<td>15%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>22%</td>
<td>3,969</td>
<td>19%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,331</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Other incentive program

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>37%</td>
<td>6,251</td>
<td>35%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>9%</td>
<td>1,496</td>
<td>8%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>17%</td>
<td>2,810</td>
<td>16%</td>
</tr>
<tr>
<td>Very important</td>
<td>16%</td>
<td>2,758</td>
<td>17%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>22%</td>
<td>3,683</td>
<td>23%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,998</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q16 - How important were each of the following factors in making it possible for you to acquire a PEV? [Means]

<table>
<thead>
<tr>
<th>Factor</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>S.D.</td>
<td>Mean</td>
<td>S.D.</td>
</tr>
<tr>
<td>Federal tax incentives</td>
<td>3.98</td>
<td>1.20</td>
<td>3.99</td>
</tr>
<tr>
<td>State rebate (CVRP)</td>
<td>4.07</td>
<td>1.07</td>
<td>4.04</td>
</tr>
<tr>
<td>The option to lease a PEV</td>
<td>3.09</td>
<td>1.70</td>
<td>2.78</td>
</tr>
<tr>
<td>Access to workplace charging</td>
<td>2.76</td>
<td>1.57</td>
<td>2.69</td>
</tr>
<tr>
<td>Other incentive program</td>
<td>2.77</td>
<td>1.59</td>
<td>2.85</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>No</td>
<td>46%</td>
<td>8,878</td>
<td>41%</td>
</tr>
<tr>
<td>Yes</td>
<td>54%</td>
<td>10,330</td>
<td>59%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,208</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>No, and I have no plans to apply</td>
<td>8%</td>
<td>1,498</td>
<td>6%</td>
</tr>
<tr>
<td>Yes, I have applied or will be applying for an HOV sticker</td>
<td>92%</td>
<td>17,007</td>
<td>94%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,505</td>
<td>100%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Negligible</td>
<td>4%</td>
<td>681</td>
<td>4%</td>
</tr>
<tr>
<td>Small</td>
<td>14%</td>
<td>2,652</td>
<td>14%</td>
</tr>
<tr>
<td>Moderate</td>
<td>45%</td>
<td>8,601</td>
<td>45%</td>
</tr>
<tr>
<td>Large</td>
<td>27%</td>
<td>5,299</td>
<td>28%</td>
</tr>
<tr>
<td>Very large</td>
<td>11%</td>
<td>2,076</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,308</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Less than 1</td>
<td>4%</td>
<td>758</td>
<td>4%</td>
</tr>
<tr>
<td>1-7</td>
<td>76%</td>
<td>14,020</td>
<td>76%</td>
</tr>
<tr>
<td>8-14</td>
<td>14%</td>
<td>2,598</td>
<td>14%</td>
</tr>
<tr>
<td>15-21</td>
<td>4%</td>
<td>774</td>
<td>4%</td>
</tr>
<tr>
<td>22-28</td>
<td>0%</td>
<td>63</td>
<td>0%</td>
</tr>
<tr>
<td>29-35</td>
<td>0%</td>
<td>80</td>
<td>0%</td>
</tr>
<tr>
<td>36 hours or more</td>
<td>1%</td>
<td>148</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,440</td>
<td>100%</td>
</tr>
</tbody>
</table>

* 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?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Less than 1 month</td>
<td>29%</td>
<td>5,078</td>
<td>30%</td>
</tr>
<tr>
<td>1 to 3 months</td>
<td>28%</td>
<td>4,837</td>
<td>30%</td>
</tr>
<tr>
<td>3 to 6 months</td>
<td>15%</td>
<td>2,596</td>
<td>14%</td>
</tr>
<tr>
<td>6 months to 1 year</td>
<td>13%</td>
<td>2,158</td>
<td>12%</td>
</tr>
<tr>
<td>1 to 2 years</td>
<td>7%</td>
<td>1,200</td>
<td>6%</td>
</tr>
<tr>
<td>2 years or more</td>
<td>8%</td>
<td>1,392</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,262</td>
<td>100%</td>
</tr>
</tbody>
</table>

* 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**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>5%</td>
<td>981</td>
<td>5%</td>
</tr>
<tr>
<td>Small</td>
<td>8%</td>
<td>1,524</td>
<td>8%</td>
</tr>
<tr>
<td>Moderate</td>
<td>29%</td>
<td>5,269</td>
<td>29%</td>
</tr>
<tr>
<td>Large</td>
<td>30%</td>
<td>5,498</td>
<td>30%</td>
</tr>
<tr>
<td>Very large</td>
<td>28%</td>
<td>5,134</td>
<td>28%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,405</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 494 "N/A" responses.

**Performance of vehicle**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>4%</td>
<td>796</td>
<td>5%</td>
</tr>
<tr>
<td>Small</td>
<td>10%</td>
<td>1,801</td>
<td>11%</td>
</tr>
<tr>
<td>Moderate</td>
<td>33%</td>
<td>6,054</td>
<td>34%</td>
</tr>
<tr>
<td>Large</td>
<td>33%</td>
<td>6,167</td>
<td>32%</td>
</tr>
<tr>
<td>Very large</td>
<td>20%</td>
<td>3,708</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,525</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 340 "N/A" responses.

**Vehicle warranties**

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>12%</td>
<td>2,073</td>
<td>10%</td>
</tr>
<tr>
<td>Small</td>
<td>20%</td>
<td>3,563</td>
<td>19%</td>
</tr>
<tr>
<td>Moderate</td>
<td>35%</td>
<td>6,220</td>
<td>35%</td>
</tr>
<tr>
<td>Large</td>
<td>21%</td>
<td>3,808</td>
<td>22%</td>
</tr>
<tr>
<td>Very large</td>
<td>13%</td>
<td>2,336</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 700 "N/A" responses.
### Available electricity rate plans

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>16%</td>
<td>2,866</td>
<td>18%</td>
</tr>
<tr>
<td>Small</td>
<td>21%</td>
<td>3,944</td>
<td>22%</td>
</tr>
<tr>
<td>Moderate</td>
<td>32%</td>
<td>5,654</td>
<td>32%</td>
</tr>
<tr>
<td>Large</td>
<td>19%</td>
<td>3,295</td>
<td>17%</td>
</tr>
<tr>
<td>Very large</td>
<td>11%</td>
<td>1,986</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>17,382</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 1,355 “N/A” responses.

### Residential charging options & installation costs

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>11%</td>
<td>1,989</td>
<td>14%</td>
</tr>
<tr>
<td>Small</td>
<td>16%</td>
<td>2,824</td>
<td>18%</td>
</tr>
<tr>
<td>Moderate</td>
<td>32%</td>
<td>5,654</td>
<td>33%</td>
</tr>
<tr>
<td>Large</td>
<td>25%</td>
<td>4,536</td>
<td>22%</td>
</tr>
<tr>
<td>Very large</td>
<td>16%</td>
<td>2,856</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>17,860</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 934 “N/A” responses.

### Availability of public charging infrastructure

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>13%</td>
<td>2,337</td>
<td>18%</td>
</tr>
<tr>
<td>Small</td>
<td>19%</td>
<td>3,365</td>
<td>22%</td>
</tr>
<tr>
<td>Moderate</td>
<td>31%</td>
<td>5,454</td>
<td>31%</td>
</tr>
<tr>
<td>Large</td>
<td>22%</td>
<td>3,915</td>
<td>17%</td>
</tr>
<tr>
<td>Very large</td>
<td>15%</td>
<td>2,701</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>17,771</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 985 “N/A” responses.
### Availability of workplace charging infrastructure

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>20%</td>
<td>3,065</td>
<td>21%</td>
</tr>
<tr>
<td>Small</td>
<td>20%</td>
<td>3,120</td>
<td>21%</td>
</tr>
<tr>
<td>Moderate</td>
<td>26%</td>
<td>3,970</td>
<td>27%</td>
</tr>
<tr>
<td>Large</td>
<td>17%</td>
<td>2,656</td>
<td>17%</td>
</tr>
<tr>
<td>Very large</td>
<td>16%</td>
<td>2,438</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,250</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 3,464 “N/A” responses.

### Vehicle maintenance

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Very little</td>
<td>13%</td>
<td>2,396</td>
<td>13%</td>
</tr>
<tr>
<td>Small</td>
<td>19%</td>
<td>3,449</td>
<td>18%</td>
</tr>
<tr>
<td>Moderate</td>
<td>33%</td>
<td>5,869</td>
<td>33%</td>
</tr>
<tr>
<td>Large</td>
<td>21%</td>
<td>3,844</td>
<td>22%</td>
</tr>
<tr>
<td>Very large</td>
<td>13%</td>
<td>2,359</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,916</td>
<td>100%</td>
</tr>
</tbody>
</table>

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]

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>S.D.</td>
<td>Mean</td>
</tr>
<tr>
<td>Financial aspects, such as costs and incentives available</td>
<td>3.67</td>
<td>1.12</td>
<td>3.68</td>
</tr>
<tr>
<td>Performance of vehicle</td>
<td>3.55</td>
<td>1.05</td>
<td>3.49</td>
</tr>
<tr>
<td>Vehicle warranties</td>
<td>3.04</td>
<td>1.18</td>
<td>3.09</td>
</tr>
<tr>
<td>Available electricity rate plans</td>
<td>2.88</td>
<td>1.23</td>
<td>2.82</td>
</tr>
<tr>
<td>Residential charging options &amp; installation costs</td>
<td>3.19</td>
<td>1.21</td>
<td>3.05</td>
</tr>
<tr>
<td>Availability of public charging infrastructure</td>
<td>3.07</td>
<td>1.24</td>
<td>2.81</td>
</tr>
<tr>
<td>Availability of workplace charging infrastructure</td>
<td>2.89</td>
<td>1.35</td>
<td>2.82</td>
</tr>
<tr>
<td>Vehicle maintenance</td>
<td>3.02</td>
<td>1.21</td>
<td>3.04</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
<td>70</td>
<td>0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2%</td>
<td>402</td>
<td>2%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>9%</td>
<td>1,613</td>
<td>10%</td>
</tr>
<tr>
<td>Agree</td>
<td>51%</td>
<td>9,686</td>
<td>54%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>38%</td>
<td>7,136</td>
<td>34%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,906</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
<td>104</td>
<td>1%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3%</td>
<td>586</td>
<td>3%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>13%</td>
<td>2,430</td>
<td>15%</td>
</tr>
<tr>
<td>Agree</td>
<td>51%</td>
<td>9,607</td>
<td>52%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>32%</td>
<td>6,099</td>
<td>29%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,824</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
<td>100</td>
<td>1%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3%</td>
<td>487</td>
<td>3%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>17%</td>
<td>3,116</td>
<td>17%</td>
</tr>
<tr>
<td>Agree</td>
<td>52%</td>
<td>9,848</td>
<td>54%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>28%</td>
<td>5,241</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,792</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0%</td>
<td>70</td>
<td>0%</td>
</tr>
<tr>
<td>Disagree</td>
<td>2%</td>
<td>305</td>
<td>2%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>8%</td>
<td>1,587</td>
<td>10%</td>
</tr>
<tr>
<td>Agree</td>
<td>51%</td>
<td>9,632</td>
<td>53%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>38%</td>
<td>7,247</td>
<td>35%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,840</td>
<td>100%</td>
</tr>
</tbody>
</table>
**Q23 - How much do you agree or disagree with the following statements regarding when your information gathering on PEVs was complete? [Means]**

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

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?

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

Q25 - Did you visit a Tesla retail store?

<table>
<thead>
<tr>
<th>Dealerships</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>29% 5,595</td>
<td>16% 1,357</td>
<td>39% 4,237</td>
</tr>
<tr>
<td>No</td>
<td>71% 13,709</td>
<td>83% 6,982</td>
<td>61% 6,727</td>
</tr>
<tr>
<td>Can’t recall</td>
<td>0% 62</td>
<td>0% 26</td>
<td>0% 36</td>
</tr>
<tr>
<td>Total</td>
<td>100% 19,366</td>
<td>100% 8,365</td>
<td>100% 11,001</td>
</tr>
</tbody>
</table>

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.

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

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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>I preferred to conduct my purchase online</td>
<td>41%</td>
<td>276</td>
<td>29%</td>
</tr>
<tr>
<td>I was able to get the information I needed online</td>
<td>58%</td>
<td>385</td>
<td>44%</td>
</tr>
<tr>
<td>I was able to get the information I needed from people I know</td>
<td>26%</td>
<td>175</td>
<td>48%</td>
</tr>
<tr>
<td>It was more convenient</td>
<td>29%</td>
<td>196</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
<td>185</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>100% = 668</td>
<td></td>
<td>100% = 121</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>4%</td>
<td>613</td>
<td>4%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>11%</td>
<td>1,836</td>
<td>12%</td>
</tr>
<tr>
<td>Unsure</td>
<td>15%</td>
<td>2,574</td>
<td>17%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>42%</td>
<td>7,079</td>
<td>41%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>29%</td>
<td>4,838</td>
<td>26%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,941</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 1,714 “N/A” responses.
### Electricity rates (utility specific rates for PEV charging at home)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>10%</td>
<td>1,494</td>
<td>10%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>18%</td>
<td>2,744</td>
<td>19%</td>
</tr>
<tr>
<td>Unsure</td>
<td>31%</td>
<td>4,889</td>
<td>33%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>26%</td>
<td>4,048</td>
<td>24%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>15%</td>
<td>2,356</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,531</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 3,026 “N/A” responses.

### Home charging (equipment options and installation costs)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>6%</td>
<td>969</td>
<td>7%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>13%</td>
<td>2,243</td>
<td>15%</td>
</tr>
<tr>
<td>Unsure</td>
<td>17%</td>
<td>2,922</td>
<td>21%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>40%</td>
<td>6,778</td>
<td>39%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>24%</td>
<td>4,076</td>
<td>19%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,989</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 1,556 “N/A” responses.

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>8%</td>
<td>1,222</td>
<td>10%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>15%</td>
<td>2,394</td>
<td>18%</td>
</tr>
<tr>
<td>Unsure</td>
<td>27%</td>
<td>4,286</td>
<td>33%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>32%</td>
<td>5,214</td>
<td>25%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>19%</td>
<td>3,044</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,162</td>
<td>100%</td>
</tr>
</tbody>
</table>

Note: Excludes 2,318 “N/A” responses.
### Government financial incentives (tax credits, rebates)

<table>
<thead>
<tr>
<th>Knowledgeable Level</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>3%</td>
<td>527</td>
<td>4%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>7%</td>
<td>1,226</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>8%</td>
<td>1,365</td>
<td>9%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>42%</td>
<td>7,669</td>
<td>42%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>40%</td>
<td>7,271</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,058</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Note: Excludes 477 “N/A” responses.*

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

<table>
<thead>
<tr>
<th>Knowledgeable Level</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>3%</td>
<td>614</td>
<td>4%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>8%</td>
<td>1,430</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>14%</td>
<td>2,419</td>
<td>13%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>42%</td>
<td>7,434</td>
<td>42%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>32%</td>
<td>5,709</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>17,606</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Note: Excludes 902 “N/A” responses.*

### Vehicle performance (range, battery life, etc.)

<table>
<thead>
<tr>
<th>Knowledgeable Level</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all knowledgeable</td>
<td>2%</td>
<td>406</td>
<td>2%</td>
</tr>
<tr>
<td>Not very knowledgeable</td>
<td>6%</td>
<td>1,062</td>
<td>6%</td>
</tr>
<tr>
<td>Unsure</td>
<td>9%</td>
<td>1,545</td>
<td>10%</td>
</tr>
<tr>
<td>Knowledgeable</td>
<td>42%</td>
<td>7,702</td>
<td>44%</td>
</tr>
<tr>
<td>Very knowledgeable</td>
<td>41%</td>
<td>7,424</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,138</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Note: Excludes 384 “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.

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

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.)

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

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

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

### Home charging (equipment options and installation costs)

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

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>4%</td>
<td>774</td>
<td>5%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>8%</td>
<td>1,522</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>12%</td>
<td>2,209</td>
<td>14%</td>
</tr>
<tr>
<td>Valuable</td>
<td>38%</td>
<td>6,920</td>
<td>38%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>37%</td>
<td>6,820</td>
<td>33%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,244</td>
<td>100%</td>
</tr>
</tbody>
</table>

Government financial incentives (tax credits, rebates)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>2%</td>
<td>390</td>
<td>2%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>3%</td>
<td>546</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>4%</td>
<td>675</td>
<td>4%</td>
</tr>
<tr>
<td>Valuable</td>
<td>31%</td>
<td>5,694</td>
<td>30%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>60%</td>
<td>10,985</td>
<td>62%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,290</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>3%</td>
<td>486</td>
<td>2%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>4%</td>
<td>756</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>6%</td>
<td>1,142</td>
<td>5%</td>
</tr>
<tr>
<td>Valuable</td>
<td>37%</td>
<td>6,746</td>
<td>35%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>50%</td>
<td>9,119</td>
<td>55%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,248</td>
<td>100%</td>
</tr>
</tbody>
</table>

Vehicle performance (range, battery life, etc.)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>2%</td>
<td>356</td>
<td>2%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>2%</td>
<td>449</td>
<td>2%</td>
</tr>
<tr>
<td>Unsure</td>
<td>4%</td>
<td>708</td>
<td>4%</td>
</tr>
<tr>
<td>Valuable</td>
<td>29%</td>
<td>5,262</td>
<td>31%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>63%</td>
<td>11,478</td>
<td>61%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,253</td>
<td>100%</td>
</tr>
</tbody>
</table>
Assistance setting up and explaining PEV related apps

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>4%</td>
<td>548</td>
<td>3%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>7%</td>
<td>1,054</td>
<td>6%</td>
</tr>
<tr>
<td>Unsure</td>
<td>11%</td>
<td>1,679</td>
<td>11%</td>
</tr>
<tr>
<td>Valuable</td>
<td>36%</td>
<td>5,558</td>
<td>36%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>43%</td>
<td>6,667</td>
<td>44%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,507</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

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

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")

<table>
<thead>
<tr>
<th>Service</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>8%</td>
<td>1,334</td>
<td>9%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>9%</td>
<td>1,538</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>17%</td>
<td>2,968</td>
<td>18%</td>
</tr>
<tr>
<td>Valuable</td>
<td>34%</td>
<td>5,891</td>
<td>34%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>31%</td>
<td>5,348</td>
<td>29%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,080</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>3%</td>
<td>579</td>
<td>3%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>7%</td>
<td>1,266</td>
<td>7%</td>
</tr>
<tr>
<td>Unsure</td>
<td>16%</td>
<td>2,718</td>
<td>16%</td>
</tr>
<tr>
<td>Valuable</td>
<td>39%</td>
<td>6,739</td>
<td>40%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>35%</td>
<td>6,131</td>
<td>34%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,433</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>4%</td>
<td>718</td>
<td>5%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>8%</td>
<td>1,451</td>
<td>9%</td>
</tr>
<tr>
<td>Unsure</td>
<td>15%</td>
<td>2,580</td>
<td>17%</td>
</tr>
<tr>
<td>Valuable</td>
<td>44%</td>
<td>7,643</td>
<td>42%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>29%</td>
<td>5,142</td>
<td>27%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,534</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Tutorials/workshops for new owners

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>5%</td>
<td>783</td>
<td>4%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>12%</td>
<td>2,023</td>
<td>11%</td>
</tr>
<tr>
<td>Unsure</td>
<td>21%</td>
<td>3,584</td>
<td>19%</td>
</tr>
<tr>
<td>Valuable</td>
<td>39%</td>
<td>6,725</td>
<td>39%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>24%</td>
<td>4,255</td>
<td>26%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,369</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Assistance setting up and explaining PEV related apps

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>4%</td>
<td>634</td>
<td>3%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>9%</td>
<td>1,561</td>
<td>8%</td>
</tr>
<tr>
<td>Unsure</td>
<td>16%</td>
<td>2,756</td>
<td>16%</td>
</tr>
<tr>
<td>Valuable</td>
<td>43%</td>
<td>7,591</td>
<td>43%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>28%</td>
<td>4,984</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,526</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Preparation and submission of rebate/tax applications

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>3%</td>
<td>450</td>
<td>2%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>6%</td>
<td>1,128</td>
<td>6%</td>
</tr>
<tr>
<td>Unsure</td>
<td>9%</td>
<td>1,549</td>
<td>8%</td>
</tr>
<tr>
<td>Valuable</td>
<td>40%</td>
<td>6,979</td>
<td>39%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>42%</td>
<td>7,452</td>
<td>44%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,558</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Access to reduced cost car share or rental cars

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>10%</td>
<td>1,736</td>
<td>11%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>13%</td>
<td>2,186</td>
<td>14%</td>
</tr>
<tr>
<td>Unsure</td>
<td>31%</td>
<td>5,328</td>
<td>34%</td>
</tr>
<tr>
<td>Valuable</td>
<td>25%</td>
<td>4,315</td>
<td>23%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>20%</td>
<td>3,399</td>
<td>18%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>16,965</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Enrollment in private charging network (i.e., Blink, Chargepoint, etc.)

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>5%</td>
<td>906</td>
<td>6%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>9%</td>
<td>1,588</td>
<td>10%</td>
</tr>
<tr>
<td>Unsure</td>
<td>21%</td>
<td>3,553</td>
<td>24%</td>
</tr>
<tr>
<td>Valuable</td>
<td>38%</td>
<td>6,534</td>
<td>36%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>27%</td>
<td>4,582</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>17,164</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Providing HOV lane access stickers upon vehicle purchase

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Not at all valuable</td>
<td>2%</td>
<td>340</td>
<td>2%</td>
</tr>
<tr>
<td>Not very valuable</td>
<td>4%</td>
<td>516</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>6%</td>
<td>953</td>
<td>4%</td>
</tr>
<tr>
<td>Valuable</td>
<td>30%</td>
<td>4,489</td>
<td>27%</td>
</tr>
<tr>
<td>Very valuable</td>
<td>57%</td>
<td>8,434</td>
<td>64%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>14,732</td>
<td>100%</td>
</tr>
</tbody>
</table>
### 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.

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

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")

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>14%</td>
<td>1,636</td>
<td>13%</td>
<td>658</td>
<td>15%</td>
</tr>
<tr>
<td>No</td>
<td>74%</td>
<td>8,793</td>
<td>73%</td>
<td>3,811</td>
<td>74%</td>
</tr>
<tr>
<td>Don't recall</td>
<td>13%</td>
<td>1,504</td>
<td>14%</td>
<td>730</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,933</td>
<td>100%</td>
<td>5,199</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>23%</td>
<td>2,604</td>
<td>18%</td>
<td>932</td>
<td>26%</td>
</tr>
<tr>
<td>No</td>
<td>62%</td>
<td>7,107</td>
<td>66%</td>
<td>3,335</td>
<td>58%</td>
</tr>
<tr>
<td>Don't recall</td>
<td>16%</td>
<td>1,816</td>
<td>15%</td>
<td>775</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,527</td>
<td>100%</td>
<td>5,042</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>33%</td>
<td>3,822</td>
<td>20%</td>
<td>1,013</td>
<td>44%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
<td>6,226</td>
<td>66%</td>
<td>3,288</td>
<td>46%</td>
</tr>
<tr>
<td>Don't recall</td>
<td>12%</td>
<td>1,371</td>
<td>14%</td>
<td>698</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,418</td>
<td>100%</td>
<td>4,999</td>
<td>100%</td>
</tr>
</tbody>
</table>

Tutorials/workshops for new owners

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>26%</td>
<td>2,989</td>
<td>28%</td>
<td>1,409</td>
<td>25%</td>
</tr>
<tr>
<td>No</td>
<td>59%</td>
<td>6,755</td>
<td>59%</td>
<td>2,912</td>
<td>60%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>14%</td>
<td>1,641</td>
<td>13%</td>
<td>649</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,384</td>
<td>100%</td>
<td>4,971</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Assistance setting up and explaining PEV related apps

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>49%</td>
<td>5,525</td>
<td>48%</td>
</tr>
<tr>
<td>No</td>
<td>40%</td>
<td>4,468</td>
<td>41%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>11%</td>
<td>1,206</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,199</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Preparation and submission of rebate/tax applications

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>37%</td>
<td>4,192</td>
<td>32%</td>
</tr>
<tr>
<td>No</td>
<td>56%</td>
<td>6,390</td>
<td>62%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>6%</td>
<td>730</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,312</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Access to reduced cost car share or rental cars

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>12%</td>
<td>1,322</td>
<td>5%</td>
</tr>
<tr>
<td>No</td>
<td>66%</td>
<td>7,482</td>
<td>72%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>23%</td>
<td>2,575</td>
<td>23%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,379</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>33%</td>
<td>3,701</td>
<td>27%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
<td>6,267</td>
<td>61%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>12%</td>
<td>1,391</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>11,360</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Providing HOV lane access stickers upon vehicle purchase

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>33%</td>
<td>3,112</td>
<td>44%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
<td>5,957</td>
<td>52%</td>
</tr>
<tr>
<td>Don’t recall</td>
<td>5%</td>
<td>458</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>9,527</td>
<td>100%</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>No</td>
<td>94%</td>
<td>17,688</td>
<td>94%</td>
</tr>
<tr>
<td>Yes</td>
<td>6%</td>
<td>1,079</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,766</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Upfront price difference</td>
<td>42%</td>
<td>423</td>
<td>54%</td>
</tr>
<tr>
<td>Lack of cost savings</td>
<td>19%</td>
<td>195</td>
<td>25%</td>
</tr>
<tr>
<td>Fuel economy improvement not worth the price</td>
<td>28%</td>
<td>286</td>
<td>38%</td>
</tr>
<tr>
<td>Range limit is a poor fit for your driving needs</td>
<td>33%</td>
<td>331</td>
<td>24%</td>
</tr>
<tr>
<td>Less utility/storage capacity/ cabin space</td>
<td>2%</td>
<td>21</td>
<td>3%</td>
</tr>
<tr>
<td>Vehicle does not meet my needs (other than range)</td>
<td>8%</td>
<td>79</td>
<td>8%</td>
</tr>
<tr>
<td>No inventory or long wait time</td>
<td>26%</td>
<td>257</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>26%</td>
<td>266</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>1,004</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th>PHEV</th>
<th></th>
<th>BEV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>1%</td>
<td>216</td>
<td>1%</td>
<td>96</td>
<td>1%</td>
<td>119</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>3%</td>
<td>606</td>
<td>3%</td>
<td>232</td>
<td>4%</td>
<td>374</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>8%</td>
<td>1,529</td>
<td>8%</td>
<td>684</td>
<td>8%</td>
<td>845</td>
</tr>
<tr>
<td>Satisfied</td>
<td>35%</td>
<td>6,527</td>
<td>37%</td>
<td>2,996</td>
<td>33%</td>
<td>3,532</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>53%</td>
<td>9,934</td>
<td>51%</td>
<td>4,183</td>
<td>54%</td>
<td>5,752</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,812</td>
<td>100%</td>
<td>8,191</td>
<td>100%</td>
<td>10,621</td>
</tr>
</tbody>
</table>
## Charging Your PEV

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>41%</td>
<td>7,855</td>
<td>38%</td>
</tr>
<tr>
<td>No</td>
<td>43%</td>
<td>8,367</td>
<td>47%</td>
</tr>
<tr>
<td>I'm not sure</td>
<td>2%</td>
<td>322</td>
<td>2%</td>
</tr>
<tr>
<td>I don't work or I work from home</td>
<td>14%</td>
<td>2,726</td>
<td>13%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,270</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
<td>2,413</td>
<td>14%</td>
</tr>
<tr>
<td>Yes</td>
<td>64%</td>
<td>12,283</td>
<td>57%</td>
</tr>
<tr>
<td>I'm not sure</td>
<td>24%</td>
<td>4,626</td>
<td>29%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,322</td>
<td>100%</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>No</td>
<td>38%</td>
<td>4,689</td>
<td>43%</td>
</tr>
<tr>
<td>Yes</td>
<td>62%</td>
<td>7,492</td>
<td>57%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>12,181</td>
<td>100%</td>
</tr>
</tbody>
</table>
## Your Home

### Q33 - Do you own or rent your residence?

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th>PHEV</th>
<th></th>
<th>BEV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Own</td>
<td>85%</td>
<td>15,972</td>
<td>82%</td>
<td>6,669</td>
<td>87%</td>
<td>9,303</td>
</tr>
<tr>
<td>Rent</td>
<td>15%</td>
<td>2,852</td>
<td>18%</td>
<td>1,426</td>
<td>13%</td>
<td>1,426</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,824</td>
<td>100%</td>
<td>8,095</td>
<td>100%</td>
<td>10,729</td>
</tr>
</tbody>
</table>

Note: Excludes 397 “Prefer Not to Answer” responses.

### Q34 - What type of residence do you live in?

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th></th>
<th>PHEV</th>
<th></th>
<th>BEV</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Detached house</td>
<td>81%</td>
<td>15,468</td>
<td>79%</td>
<td>6,452</td>
<td>83%</td>
<td>9,016</td>
</tr>
<tr>
<td>Attached house</td>
<td>9%</td>
<td>1,707</td>
<td>10%</td>
<td>822</td>
<td>8%</td>
<td>885</td>
</tr>
<tr>
<td>Apartment/Condominium</td>
<td>9%</td>
<td>1,709</td>
<td>11%</td>
<td>870</td>
<td>8%</td>
<td>840</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>147</td>
<td>1%</td>
<td>73</td>
<td>1%</td>
<td>74</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,032</td>
<td>100%</td>
<td>8,216</td>
<td>100%</td>
<td>10,815</td>
</tr>
</tbody>
</table>

Note: Excludes 204 “Prefer Not to Answer” responses.

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

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

Note: Excludes 110 “Prefer Not to Answer” responses.
Q36 - Is there an operating solar photovoltaic (PV) system installed at your residence?

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Yes, I have a PV system installed</td>
<td>19%</td>
<td>3,695</td>
<td>16%</td>
</tr>
<tr>
<td>No, but I am planning to install PV within the next year</td>
<td>20%</td>
<td>3,914</td>
<td>19%</td>
</tr>
<tr>
<td>No, and I have no plans to install PV</td>
<td>60%</td>
<td>11,630</td>
<td>65%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>19,238</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
<td>2,028</td>
<td>59%</td>
</tr>
<tr>
<td>Yes</td>
<td>45%</td>
<td>1,647</td>
<td>41%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>3,676</td>
<td>100%</td>
</tr>
</tbody>
</table>
Demographics

Q37 - What is your age?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>18-24</td>
<td>1%</td>
<td>150</td>
<td>1%</td>
</tr>
<tr>
<td>25-34</td>
<td>11%</td>
<td>2,125</td>
<td>11%</td>
</tr>
<tr>
<td>35-44</td>
<td>26%</td>
<td>4,741</td>
<td>24%</td>
</tr>
<tr>
<td>45-54</td>
<td>29%</td>
<td>5,451</td>
<td>29%</td>
</tr>
<tr>
<td>55-64</td>
<td>21%</td>
<td>3,988</td>
<td>23%</td>
</tr>
<tr>
<td>65+</td>
<td>12%</td>
<td>2,138</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,594</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

* Integer responses have been binned.
Note: Excludes 22 “< 18” responses.

Q38 - Please indicate your gender

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Female</td>
<td>25%</td>
<td>4,608</td>
<td>27%</td>
</tr>
<tr>
<td>Male</td>
<td>75%</td>
<td>14,054</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,661</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Note: Excludes 290 “Prefer Not to Answer” responses.

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

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>12th grade or less</td>
<td>0%</td>
<td>93</td>
<td>1%</td>
</tr>
<tr>
<td>High school graduate or</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>equivalent</td>
<td>2%</td>
<td>328</td>
<td>2%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>10%</td>
<td>1,877</td>
<td>12%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>5%</td>
<td>879</td>
<td>6%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>34%</td>
<td>6,470</td>
<td>35%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>49%</td>
<td>9,202</td>
<td>45%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>18,848</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Note: Excludes 267 "Prefer Not to Answer" responses.
### Q40 - What is your current annual gross household income from all sources before taxes?

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>Less than $24,999</td>
<td>1%</td>
<td>121</td>
<td>1%</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>4%</td>
<td>603</td>
<td>4%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>8%</td>
<td>1,192</td>
<td>9%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>11%</td>
<td>1,638</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000 to $124,999</td>
<td>14%</td>
<td>2,109</td>
<td>16%</td>
</tr>
<tr>
<td>$125,000 to $149,999</td>
<td>11%</td>
<td>1,705</td>
<td>11%</td>
</tr>
<tr>
<td>$150,000 to $174,999</td>
<td>10%</td>
<td>1,563</td>
<td>11%</td>
</tr>
<tr>
<td>$175,000 to $199,999</td>
<td>8%</td>
<td>1,259</td>
<td>8%</td>
</tr>
<tr>
<td>$200,000 to $249,999</td>
<td>12%</td>
<td>1,794</td>
<td>12%</td>
</tr>
<tr>
<td>$250,000 to $299,999</td>
<td>7%</td>
<td>1,034</td>
<td>6%</td>
</tr>
<tr>
<td>$300,000 to $349,999</td>
<td>4%</td>
<td>669</td>
<td>4%</td>
</tr>
<tr>
<td>$350,000 to $399,999</td>
<td>2%</td>
<td>378</td>
<td>2%</td>
</tr>
<tr>
<td>$400,000 to $449,999</td>
<td>2%</td>
<td>274</td>
<td>1%</td>
</tr>
<tr>
<td>$450,000 to $499,999</td>
<td>1%</td>
<td>151</td>
<td>1%</td>
</tr>
<tr>
<td>$500,000 or more</td>
<td>6%</td>
<td>919</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>15,408</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

### Q41 - How many people live in your household?*

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>0</td>
<td>0%</td>
<td>21</td>
<td>0%</td>
</tr>
<tr>
<td>1</td>
<td>7%</td>
<td>1,387</td>
<td>9%</td>
</tr>
<tr>
<td>2</td>
<td>36%</td>
<td>6,729</td>
<td>38%</td>
</tr>
<tr>
<td>3</td>
<td>20%</td>
<td>3,738</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>25%</td>
<td>4,638</td>
<td>23%</td>
</tr>
<tr>
<td>5</td>
<td>8%</td>
<td>1,448</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>2%</td>
<td>392</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td>1%</td>
<td>95</td>
<td>0%</td>
</tr>
<tr>
<td>8 or more</td>
<td>0%</td>
<td>54</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>18,503</td>
<td>100%</td>
</tr>
</tbody>
</table>

* Integer responses of 8 or more have been binned.

Note: Excludes 15 responses > 29.
Q42 - Which of the following best describes your ethnicity?

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>All</th>
<th>PHEV</th>
<th>BEV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>64%</td>
<td>11,456</td>
<td>66%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>2%</td>
<td>283</td>
<td>2%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>6%</td>
<td>1,111</td>
<td>7%</td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>0%</td>
<td>54</td>
<td>0%</td>
</tr>
<tr>
<td>Asian</td>
<td>22%</td>
<td>3,893</td>
<td>18%</td>
</tr>
<tr>
<td>Filipino</td>
<td>2%</td>
<td>367</td>
<td>2%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0%</td>
<td>55</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>562</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>17,780</td>
<td>100%</td>
</tr>
</tbody>
</table>

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