

Clean Vehicle Rebate Project

Summary of Disadvantaged Community Responses to the Electric Vehicle Consumer Survey, 2013–2015 Edition

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Summary

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, battery, and fuel-cell electric vehicles, as well as zero-emission motorcycles. In recent years, state government has paid particular attention to assuring that disadvantaged communities (DACs) have access to, and benefit from, state programs aimed at reducing greenhouse gas emissions. This includes legislation (e.g., Senate Bill 535 of 2012 and Assembly Bill 1150 of 2016) that sets minimum investment requirements for the state’s proceeds from its cap-and-trade program, held in the Greenhouse Gas Reduction Fund (GGRF). Although a recipient of GGRF funds, CVRP is a first-come, first-served incentive program that consumers apply for post-purchase, and thus funds cannot be directed to DACs in the same fashion as many other state investments. CVRP, as an individual program, is thus not subject to SB 535 or AB 1150 requirements. Rather, rebates claimed by consumers in DACs contribute to the overall requirements for GGRF.

Nevertheless, DACs are a focus of CVRP outreach, community engagement, and other supportive services to encourage participation. Accordingly, it is important not only to understand how DACs are defined, but to better understand their similarities and differences with other CVRP participants—the main objective of this document.

To improve understanding of CVRP participants and the burgeoning electric vehicle market overall, the program administrator, Center for Sustainable Energy®, has administered voluntary surveys of CVRP participants on behalf of the California Air Resources Board since 2012. Previous work summarizing, analyzing, and disseminating data from those surveys can be found at CleanVehicleRebate.org and includes a related CVRP report, “Summary Documentation of the Electric Vehicle Consumer Survey, 2013–2015 Edition.”¹ That report and this one similarly summarize 19,460 CVRP Consumer Survey responses collected starting in late October 2013 through late June 2015 and provided by consumers with vehicle purchase/lease dates spanning September 2012 through May 2015. This report builds upon previous work by summarizing responses segmented into two groups of individuals: those residing inside (n=1,083) and those residing outside (n=18,377) of DAC census tracts. Further, this report examines statistically significant differences between these two groups, as well as segmenting each group by vehicle technology type (plug-in hybrid electric vehicles and battery electric vehicles²).

Section 1 of this report introduces the CVRP Consumer Survey, characterizes the survey population and respondents, and describes survey and program representativeness—including response weights generated to make the sample represent all CVRP participants. Section 2 provides background on disadvantaged communities, related legislation, and the definition of DACs using CalEnviroScreen. It also characterizes the survey sample and program population in DACs. Section 3 provides a description of the methods used to summarize and test the data. Finally, Section 4 presents a series of tables detailing the weighted responses to each question in the survey, segmented by DAC status, along with the results of testing that highlight the significant differences between the two groups. It also displays results segmented by vehicle technology type and provides context through notes on the online survey’s question display logic and data processing.

¹ Johnson, Clair; Williams, Brett; Hsu, Carlos; and Anderson, John. *The Clean Vehicle Rebate Project: Summary Documentation of the Electric Vehicle Consumer Survey, 2013–2015 Edition*. Center for Sustainable Energy, San Diego CA, June 2017. <https://cleanvehiclerebate.org/sites/default/files/attachments/CVRPConsumerSurvey2013-15Reference.pdf>.

² Fuel-cell electric vehicle and zero-emission motorcycle adopters were not a part of this edition of the CVRP Consumer Survey.

This report’s findings not only characterize DAC rebate recipients along all the dimensions of the survey—including demographics, household characteristics, information sources and research, decision factors, dealership experience, charging, and vehicle details—it highlights that consumers in DACs significantly, if subtly, differ from other CVRP participants on most of these dimensions. By helping improve understanding of plug-in electric vehicle adoption and adopters in DACs, this report aims to increase program transparency, inform outreach and other activities to spur adoption in DACs, and empower the evidence-based strategic efforts of other equity-minded stakeholders.

1. 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, battery, and fuel-cell electric vehicles, as well as zero-emission motorcycles. To improve understanding of the burgeoning electric vehicle market, the program administrator, Center for Sustainable Energy®, has administered voluntary surveys of CVRP participants on behalf of the California Air Resources Board since 2012.

Administration Details

The 2013–2015 edition of the CVRP Consumer Survey was administered to individual program participants (i.e., excluding governmental, business, and nonprofit participants) who purchased or leased a plug-in electric vehicle (PEV)³ and were approved for a rebate from October 25, 2013, through June 17, 2015. CVRP participants received a survey invitation by email as part of their application approval notice. They also received a reminder invitation as part of their email notification that their rebate check had been mailed. Additionally, participants who were approved for a rebate prior to October 25, 2013, and had purchased or leased their vehicle on September 1, 2012, or later were sent an invitation to complete the survey when it was launched.

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

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

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

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

Topics covered included demographics, housing characteristics, interest in and research on PEVs, sources of information used, decision-making process, dealership experience, vehicle details, and charging. The dataset includes a total of **19,460 responses**, a 21% response rate.

Representativeness and Statistical Weighting

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 91,081 program participants during that period**

³ The term plug-in electric vehicle (PEV) includes both plug-in hybrid electric vehicles (PHEVs) and all-battery electric vehicles (BEVs). Consumers of neighborhood electric vehicles (NEVs) and zero-emission motorcycles (ZEMs) are not included in this report.

along the dimensions of vehicle model, purchase vs. lease, and county of residence. These weights were used to calculate the descriptive statistics in this report. Unweighted data were used to conduct tests of statistical significance.

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.⁴ While CVRP participants during this period comprised a large majority of the California EV market, it should not be assumed that they fully represent all EV consumers.

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

Program Participant Population	N = 91,081
Responses in Dataset	n = 19,460 (21%)
Weighting Method	Raking
Representative Dimensions	Vehicle model, purchase vs. lease, county of residence
Program as a Percent of Eligible California Market ⁴	>74% (3/2010 – 3/2015)

Thus, the data collected through the 2013–2015 Consumer Survey contain substantial insight into several years of California’s electric vehicle market.

For more Information, Data and Analysis

A summary of all responses to the 2013–2015 CVRP Consumer Survey, including responses segmented by vehicle technology type acquired (PHEV and BEV), is included in “The Clean Vehicle Rebate Project: Summary Documentation of the Electric Vehicle Consumer Survey, 2013-2015 Edition”⁵ at <https://cleanvehiclerebate.org/eng/content/summary-documentation-electric-vehicle-consumer-survey-2013-2015-edition>. Additional analysis of the data is at <https://cleanvehiclerebate.org/eng/program-reports>, and an interactive dashboard for visualizing and downloading a portion of the anonymized data is at <https://cleanvehiclerebate.org/eng/survey-dashboard/ev>.

⁴ A large majority of electric vehicle purchases/leases were eligible for a rebate. Details about eligibility and program participation overall are available in: Williams, Brett; Anderson, John; Santulli, Colin; and Arreola, Georgina, *Clean Vehicle Rebate Project Participation Rates: The First Five Years (March 2010 – March 2015)*, Center for Sustainable Energy, San Diego CA, October 2015, cleanvehiclerebate.org/eng/content/cvrp-participation-thru-2015-03.

⁵ Johnson, Clair; Williams, Brett; Hsu, Carlos; and Anderson, John, *The Clean Vehicle Rebate Project: Summary Documentation of the Electric Vehicle Consumer Survey, 2013–2015 Edition*, Center for Sustainable Energy, San Diego CA, June 2017.

2. Disadvantaged Communities

In recent years, state government in California has paid particular attention to assuring that disadvantaged communities (DACs) have access to, and benefit from, state programs aimed at reducing greenhouse gas emissions. For example, legislation requires that a portion of the Greenhouse Gas Reduction Fund (GGRF)—which holds the State’s auction proceeds from its cap-and-trade program—be invested in DACs.⁶ Specifically, [Senate Bill \(SB\) 535 of 2012](#) required investment of at least 10%, and [Assembly Bill \(AB\) 1550 of 2016](#) increased the investment requirement to 25%.

Since the 2013–14 grant year, CVRP has received the majority of its funding from the GGRF. CVRP is a first-come, first-served incentive program that consumers apply for post-purchase, and thus funds cannot be directed to DACs in the same fashion as many other GGRF investments. CVRP, as an individual program, is thus not subject to SB 535 or AB 1150 requirements. Rather, rebates claimed by consumers in DACs contribute to the overall requirements for GGRF. Nevertheless, DACs are a focus of CVRP outreach, community engagement, and other supportive services to encourage participation. Accordingly, it is important not only to understand how DACs are defined (described next), but to better understand their similarities and differences with other CVRP participants (the objective of this document).

Definition of Disadvantaged Communities

SB 535 directed the identification of disadvantaged communities. In late 2014, a [guidance document](#) was provided by the California Air Resources Board. This guidance was based upon the California Communities Environmental Health Screening Tool, or [CalEnviroScreen](#), developed by the Office of Environmental Health Hazard Assessment and the California Environmental Protection Agency. CalEnviroScreen identifies DACs based on their high levels of exposure and vulnerability to pollution. More specifically, census tracts in California are scored by combining indices that characterize the following factors:⁷

- Pollution Burden: air pollution; pesticide use; water contamination and threats; traffic density; cleanup and solid-waste sites; hazardous waste
- Population Characteristics: poverty; unemployment; linguistic isolation; educational attainment; asthma ER visits; low birth weights; the prevalence of children and the elderly.

Census tracts scoring in the 75th percentile or above are designated as DACs. The first iteration of CalEnviroScreen to be used for this purpose, [version 2.0](#), was introduced on August 8, 2014, and updated in October 2014. This definition is applied to rebates characterized in the 2013–2015, 2015–2016 and 2016–2017 editions of the CVRP Consumer Survey. (A new version of CalEnviroScreen, [version 3.0](#), was released on January 1, 2017, and updated in June 2018. These definitions will apply to applications in subsequent survey editions.)

Summary of CVRP Consumer Survey Respondents Residing in Disadvantaged Communities

This document summarizes survey responses segmented into two groups of individuals: those residing inside DACs and those residing outside of DACs based on the respondents’ address. Of the 19,460 responses in the 2013–2015 CVRP Consumer Survey dataset, 1,083 were received from individual participants in DACs (Table 3), who responded at a rate similar to non-DAC CVRP participants (~20%).

⁶ California Climate Investments to Benefit Disadvantaged Communities.

<https://calepa.ca.gov/EnvJustice/GHGInvest/>

⁷ <https://oehha.ca.gov/media/CES20FinalReportUpdateOct2014.pdf>

Table 3. 2013–2015 CVRP Consumer Survey Sample Size by DAC Status

	DAC Participants	Non-DAC Participants
Program Participants	N = 5,319	N = 85,762
Responses in Dataset	n = 1,083 (20%)	n = 18,377 (21%)

3. Methods Used to Summarize the Data

As described in the introduction, CVRP Consumer Survey responses have been weighted along the dimensions of vehicle model, purchase vs. lease, and county of residence to be more representative of the program participant population during the survey’s administration period. The tables in the next section present the weighted frequency of responses in the following three ways:

- Overall
- Segmented by DAC and non-DAC respondents
- DAC and non-DAC respondents segmented by vehicle technology type (PHEV, BEV)

These frequencies have been made proportionate based on the applied weights. In other words, **all “%” and “Wghtd #” results given below are proportionately weighted**. The weighted n-value of respondents to each question also are displayed in the top left corner of each question table. In places where appropriate, tables displaying weighted means have been provided. Rounding those weighted frequencies to whole numbers produces totals that may vary 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 19,467 or 19,452).

In addition to descriptive statistics, this document indicates the significance of differences between DAC and non-DAC respondents. (Unweighted data were used for significance testing, as is appropriate.) Chi-square testing was used for survey questions with categorical responses (e.g., “Yes” or “No,” as for Q02). In some cases, response scales were treated as continuous (e.g., those ranging from “Not at all important” to “Extremely important,” as for Q07) and two-sample t-tests were conducted with the assumption of unequal variance. For open-ended survey questions where respondents entered a number (e.g., age, monthly vehicle payments), we conducted tests of normality (skewness and kurtosis). Findings showed that responses to most of these questions—except for age (Q37)—were skewed and thus Mann-Whitney U tests were conducted. For age, we conducted two-sample t-tests.

No significance tests were conducted on multiple choice questions where respondents could select more than one option because we were unable to determine if certain respondents skipped the question or purposely did not select any options.

Significance testing was only conducted to compare DAC and non-DAC responses (i.e., the two columns in the “All” sections of the tables below). Further testing of responses by technology type (PHEV vs. BEV), or by DAC status within a given technology type, was not conducted for this report.

Frequencies or means that have been identified as statistically significantly different have been marked according to their corresponding p-values, using the following convention.

*	p-value < 0.10
**	p-value < 0.05
***	p-value < 0.01

4. Summary of Responses

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. (All responses displayed in this report are from individual applicants.)

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

Weighted n = 19,335	All *				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	93%	1,039	91%	16,647	92%	527	93%	7,200	93%	513	91%	9,447
No	7%	79	9%	1,570	8%	43	7%	581	7%	36	9%	989
Total	100%	1,118	100%	18,217	100%	570	100%	7,781	100%	548	100%	10,436

* Unweighted X² p-value < 0.10

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

Weighted n = 19,247	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Added	39%	432	35%	6,382	32%	177	28%	2,181	47%	254	40%	4,202
Replaced	61%	669	65%	11,764	68%	382	72%	5,567	53%	287	60%	6,197
Total	100%	1,101	100%	18,146	100%	559	100%	7,748	100%	542	100%	10,398

*** Unweighted X² p-value < 0.01

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

Text box 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)?¹

Weighted n = 15,957	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
\$1–\$99	1%	14	1%	208	0%	0	0%	8	3%	14	2%	200
\$100–\$199	10%	101	11%	1,703	2%	10	2%	144	19%	92	19%	1,560
\$200–\$299	29%	291	27%	4,079	16%	85	15%	989	42%	206	37%	3,090
\$300–\$399	20%	203	20%	2,956	25%	132	29%	1,860	14%	71	13%	1,097
\$400–\$499	13%	131	12%	1,746	20%	106	19%	1,245	5%	24	6%	501
\$500–\$599	11%	109	10%	1,486	18%	93	18%	1,192	3%	15	3%	294
\$600–\$699	7%	72	5%	740	11%	59	9%	601	3%	13	2%	140
\$700–\$799	3%	30	3%	420	5%	24	4%	279	1%	6	2%	140
\$800–\$899	1%	7	2%	227	1%	4	2%	114	1%	4	1%	113
\$900–\$999	1%	7	1%	175	1%	3	1%	49	1%	3	1%	126
\$1,000 or more	4%	45	8%	1,208	1%	5	1%	41	8%	40	14%	1,167
Total	100%	1,009	100%	14,949	100%	521	100%	6,520	100%	488	100%	8,429

Note: Excludes 4 nonnumeric responses, 19 responses >\$4,999, 6 responses <\$10, and 755 "\$0" responses

¹ Integer responses have been binned in \$100 increments.

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?

Weighted n = 19,415	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
I did not know PEVs existed	3%	28	1%	210	3%	16	1%	99	2%	12	1%	111
I had no interest in a PEV	5%	53	4%	660	3%	17	3%	255	6%	35	4%	405
I had some interest in a PEV	23%	262	22%	4,087	25%	142	22%	1,753	22%	120	22%	2,334
I was very interested in a PEV	40%	447	40%	7,367	43%	246	42%	3,295	37%	201	39%	4,072
I was ONLY interested in a PEV	29%	327	33%	5,975	26%	149	31%	2,413	33%	178	34%	3,562
Total	100%	1,116	100%	18,299	100%	569	100%	7,815	100%	547	100%	10,483

*** Unweighted X² p-value < 0.01

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

Weighted n = 19,361	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very difficult	0%	5	0%	88	1%	4	0%	35	0%	1	1%	53
Difficult	6%	67	5%	960	6%	32	5%	399	6%	35	5%	561
Neither easy nor difficult	22%	248	21%	3,833	21%	121	22%	1,675	23%	126	21%	2,158
Easy	43%	480	45%	8,250	43%	247	46%	3,560	43%	233	45%	4,689
Very easy	28%	316	28%	5,116	29%	165	27%	2,116	28%	151	29%	3,000
Total	100%	1,115	100%	18,246	100%	569	100%	7,785	100%	546	100%	10,461

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

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

A family member, friend or colleague

Weighted n = 15,676	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	19%	169	19%	2,808	21%	95	19%	1,179	17%	74	19%	1,629
Slightly important	9%	78	11%	1,596	7%	32	11%	679	11%	45	11%	917
Moderately important	17%	151	18%	2,716	18%	79	19%	1,179	17%	72	18%	1,536
Very important	26%	227	25%	3,714	25%	113	25%	1,574	27%	114	25%	2,140
Extremely important	28%	246	27%	3,973	28%	127	26%	1,604	28%	120	28%	2,369
Total	100%	871	100%	14,806	100%	446	100%	6,214	100%	425	100%	8,591

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

Neighbor who drives a PEV

Weighted n = 10,940	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	47%	273	46%	4,739	47%	143	47%	2,026	46%	130	45%	2,714
Slightly important	9%	50	12%	1,237	8%	25	12%	514	9%	26	12%	724
Moderately important	17%	98	17%	1,720	18%	55	17%	738	15%	43	16%	983
Very important	15%	86	16%	1,673	16%	48	15%	670	14%	38	17%	1,003
Extremely important	13%	78	10%	985	11%	33	9%	393	16%	45	10%	592
Total	100%	585	100%	10,355	100%	304	100%	4,340	100%	282	100%	6,015

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

A new car sales person

Weighted n = 15,816	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	28%	250	31%	4,628	27%	125	28%	1,800	29%	125	33%	2,827
Slightly important	19%	167	21%	3,154	16%	77	21%	1,371	21%	90	21%	1,783
Moderately important	22%	199	24%	3,615	24%	111	25%	1,626	21%	89	23%	1,988
Very important	18%	161	16%	2,315	20%	92	16%	1,036	16%	69	15%	1,279
Extremely important	13%	115	8%	1,213	13%	62	10%	624	12%	53	7%	589
Total	100%	891	100%	14,924	100%	466	100%	6,458	100%	425	100%	8,466

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

PEV manufacturer website

Weighted n = 17,443	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	6%	55	6%	1,050	7%	33	7%	490	5%	22	6%	559
Slightly important	8%	77	9%	1,563	7%	35	10%	726	9%	42	9%	837
Moderately important	25%	238	26%	4,298	26%	128	28%	1,936	23%	110	25%	2,362
Very important	36%	342	35%	5,800	35%	169	36%	2,476	36%	173	35%	3,324
Extremely important	26%	248	23%	3,772	25%	119	19%	1,303	27%	129	26%	2,469
Total	100%	960	100%	16,484	100%	484	100%	6,932	100%	476	100%	9,552

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

PEV ride-and-drive event/expo

Weighted n = 11,774	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	29%	190	29%	3,246	30%	98	35%	1,532	28%	92	26%	1,715
Slightly important	10%	64	10%	1,092	11%	35	10%	456	9%	28	9%	636
Moderately important	17%	111	17%	1,860	18%	59	18%	793	16%	52	16%	1,067
Very important	24%	157	23%	2,599	25%	81	21%	946	23%	76	25%	1,653
Extremely important	20%	133	21%	2,323	16%	53	15%	677	24%	79	25%	1,646
Total	100%	654	100%	11,120	100%	327	100%	4,403	100%	328	100%	6,717

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

Online discussion forums

Weighted n = 14,879	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	14%	112	15%	2,168	13%	54	17%	998	14%	58	14%	1,169
Slightly important	10%	82	12%	1,701	13%	52	12%	688	7%	30	12%	1,013
Moderately important	23%	187	24%	3,353	23%	95	25%	1,455	22%	92	23%	1,898
Very important	31%	259	29%	4,086	29%	119	28%	1,605	34%	139	30%	2,481
Extremely important	23%	190	20%	2,741	23%	95	17%	983	23%	96	21%	1,758
Total	100%	831	100%	14,048	100%	415	100%	5,729	100%	415	100%	8,320

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

Blogs (nonmanufacturer sites)

Weighted n = 13,872	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	16%	129	21%	2,715	17%	66	22%	1,192	16%	62	20%	1,523
Slightly important	13%	99	14%	1,827	13%	52	14%	735	12%	47	14%	1,093
Moderately important	24%	185	25%	3,231	24%	95	25%	1,332	23%	90	24%	1,899
Very important	27%	210	26%	3,428	24%	93	26%	1,369	30%	116	27%	2,059
Extremely important	20%	159	14%	1,888	21%	83	13%	701	20%	77	15%	1,187
Total	100%	782	100%	13,090	100%	390	100%	5,328	100%	393	100%	7,761

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

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

Weighted n = 14,944	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	18%	149	18%	2,489	17%	70	19%	1,101	19%	79	17%	1,387
Slightly important	16%	131	17%	2,428	16%	66	18%	1,053	15%	65	17%	1,375
Moderately important	29%	241	31%	4,377	29%	119	32%	1,851	29%	122	30%	2,526
Very important	22%	185	24%	3,401	21%	87	23%	1,324	23%	98	25%	2,077
Extremely important	15%	121	10%	1,421	16%	65	9%	501	13%	56	11%	920
Total	100%	828	100%	14,115	100%	407	100%	5,830	100%	421	100%	8,286

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

Paid advertisement (print, radio, television)

Weighted n = 13,670	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	30%	242	41%	5,313	26%	109	37%	2,035	34%	133	45%	3,278
Slightly important	24%	196	25%	3,213	23%	97	26%	1,427	25%	99	24%	1,786
Moderately important	24%	199	21%	2,731	28%	117	24%	1,312	21%	82	19%	1,419
Very important	12%	100	9%	1,104	13%	55	10%	541	12%	46	8%	563
Extremely important	9%	75	4%	497	9%	39	4%	227	9%	36	4%	269
Total	100%	812	100%	12,858	100%	417	100%	5,542	100%	395	100%	7,316

Note: Excludes 4,494 “N/A” responses

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

Weighted n = 12,654	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	27%	201	34%	4,042	28%	105	32%	1,594	27%	96	35%	2,447
Slightly important	13%	96	16%	1,863	14%	52	15%	728	12%	44	16%	1,135
Moderately important	23%	171	23%	2,728	24%	89	24%	1,177	23%	83	22%	1,551
Very important	22%	160	18%	2,152	19%	70	19%	959	25%	90	17%	1,193
Extremely important	14%	103	10%	1,139	15%	54	10%	510	14%	49	9%	629
Total	100%	731	100%	11,923	100%	369	100%	4,968	100%	362	100%	6,955

Note: Excludes 5,541 “N/A” responses

Government agency

Weighted n = 13,366	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	23%	172	31%	3,881	25%	93	28%	1,474	20%	79	33%	2,407
Slightly important	15%	116	17%	2,117	15%	57	16%	838	15%	59	18%	1,280
Moderately important	23%	178	25%	3,103	26%	97	26%	1,368	21%	81	24%	1,735
Very important	23%	176	19%	2,339	22%	81	21%	1,104	24%	96	17%	1,235
Extremely important	16%	121	9%	1,161	12%	45	10%	534	20%	77	9%	627
Total	100%	764	100%	12,602	100%	373	100%	5,317	100%	392	100%	7,284

Note: Excludes 4,831 “N/A” responses

Electric utility

Weighted n = 13,748	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	22%	174	28%	3,653	24%	95	27%	1,426	20%	79	29%	2,228
Slightly important	13%	101	19%	2,431	11%	43	19%	1,007	15%	58	19%	1,423
Moderately important	23%	180	24%	3,120	26%	103	24%	1,296	19%	77	24%	1,825
Very important	25%	201	18%	2,384	23%	91	19%	1,039	28%	110	18%	1,345
Extremely important	17%	131	11%	1,372	15%	58	11%	601	18%	73	10%	771
Total	100%	787	100%	12,961	100%	389	100%	5,370	100%	398	100%	7,591

Note: Excludes 4,431 “N/A” responses

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

	All †				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
A family member, friend or colleague	3.35	1.46	3.3	1.45	3.32	1.49	3.28	1.44	3.38	1.43	3.31	1.46
Neighbor who drives a PEV	2.4	1.51	2.32	1.42	2.35	1.46	2.28	1.41	2.44	1.55	2.34	1.43
A new car sales person ***	2.69	1.38	2.49	1.29	2.76	1.38	2.58	1.3	2.61	1.38	2.41	1.28
PEV manufacturer website *	3.68	1.11	3.59	1.13	3.63	1.13	3.49	1.12	3.73	1.09	3.66	1.13
PEV ride-and-drive event/expo	2.97	1.52	2.97	1.53	2.87	1.48	2.72	1.5	3.07	1.55	3.13	1.52
Online discussion forums ***	3.4	1.31	3.25	1.32	3.35	1.31	3.15	1.33	3.44	1.3	3.32	1.31
Blogs (nonmanufacturer sites) ***	3.22	1.35	3	1.34	3.19	1.37	2.93	1.35	3.25	1.33	3.04	1.34
A story in the media (print, radio, television)	3	1.3	2.92	1.23	3.03	1.31	2.84	1.22	2.97	1.3	2.97	1.24
Paid advertisement (print, radio, television) ***	2.47	1.28	2.09	1.14	2.56	1.27	2.19	1.15	2.37	1.3	2.01	1.13
Nonprofit organization (e.g., CSE, Plug-In America, etc.) ***	2.82	1.41	2.54	1.36	2.77	1.42	2.61	1.37	2.87	1.4	2.49	1.36
Government agency ***	2.95	1.39	2.59	1.34	2.81	1.35	2.7	1.34	3.08	1.41	2.51	1.33
Electric utility ***	3.02	1.39	2.64	1.34	2.94	1.38	2.7	1.34	3.1	1.4	2.61	1.34

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

† Unweighted means testing for “All” column: * = p < 0.10, ** = p < 0.05, *** = p < 0.01

Q08a - How many PEV owners (any make/model) did you have contact with regarding plug-in electric vehicles before acquiring your vehicle?¹

Weighted n = 19,158	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0	50%	547	37%	6,769	51%	288	40%	3,111	48%	258	35%	3,658
1	18%	203	20%	3,600	18%	101	20%	1,534	19%	102	20%	2,065
2	15%	162	18%	3,252	15%	86	18%	1,376	14%	77	18%	1,875
3	9%	95	11%	1,937	9%	50	10%	771	8%	45	11%	1,166
4	3%	31	4%	775	2%	12	4%	317	4%	19	4%	458
5	3%	35	5%	904	2%	14	4%	319	4%	21	6%	585
6	1%	8	1%	160	0%	2	1%	69	1%	6	1%	92
7	0%	1	0%	46	0%	1	0%	20	0%	0	0%	26
8	0%	4	0%	55	0%	3	0%	25	0%	1	0%	30
9	0%	0	0%	7	0%	0	0%	3	0%	0	0%	4
10 or more	1%	15	3%	554	1%	6	2%	162	2%	9	4%	391
Total	100%	1,100	100%	18,058	100%	563	100%	7,708	100%	538	100%	10,350

Note: Excludes 2 responses > 2,000

¹ Integer responses of 10 or more have been binned.

*** Unweighted Mann-Whitney for “All” column: p < 0.01

Q08b - Of the PEV owners you spoke with, how many live within one mile of your home?¹

Weighted n = 15,858	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0	89%	815	79%	11,766	91%	426	80%	5,046	87%	388	78%	6,720
1	8%	73	14%	2,130	7%	31	14%	854	9%	42	15%	1,275
2	2%	21	5%	711	2%	9	4%	277	3%	12	5%	434
3	1%	6	1%	203	0%	2	1%	79	1%	4	1%	124
4	0%	2	0%	51	0%	1	0%	18	0%	1	0%	33
5	0%	1	0%	51	0%	1	0%	16	0%	0	0%	35
6	0%	0	0%	12	0%	0	0%	6	0%	0	0%	6
7	0%	0	0%	4	0%	0	0%	4	0%	0	0%	0
8	0%	0	0%	2	0%	0	0%	0	0%	0	0%	2
9	0%	0	0%	2	0%	0	0%	0	0%	0	0%	2
10 or more	0%	0	0%	8	0%	0	0%	1	0%	0	0%	7
Total	100%	918	100%	14,940	100%	471	100%	6,302	100%	447	100%	8,638

Note: Excludes 4 responses > 130 and 223 responses where 8b > 8a

¹ Integer responses of 10 or more have been binned.

*** Unweighted Mann-Whitney for “All” column: p < 0.01

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?¹

Weighted n = 18,528	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0	67%	714	45%	7,878	68%	369	47%	3,467	66%	345	44%	4,411
1	12%	126	15%	2,634	10%	52	15%	1,100	14%	74	15%	1,534
2	8%	81	12%	2,019	7%	39	11%	824	8%	42	12%	1,195
3	3%	32	7%	1,181	3%	16	6%	455	3%	16	7%	726
4	2%	23	3%	518	2%	11	3%	216	2%	12	3%	302
5	4%	39	6%	1,133	4%	24	6%	465	3%	15	7%	667
6	0%	4	1%	188	1%	3	1%	76	0%	1	1%	112
7	0%	0	0%	53	0%	0	0%	17	0%	0	0%	36
8	0%	3	1%	94	0%	1	0%	36	0%	2	1%	59
9	0%	0	0%	12	0%	0	0%	6	0%	0	0%	6
10 or more	4%	44	10%	1,752	5%	25	10%	726	4%	19	10%	1,025
Total	100%	1,067	100%	17,461	100%	541	100%	7,388	100%	526	100%	10,073

Note: Excludes 21 responses > 999

¹ Integer responses of 10 or more have been binned.

*** Unweighted Mann-Whitney for “All” column: p < 0.01

Q10 - As far as you know, how many of your co-workers owned and drove PEVs when you were deciding to acquire your PEV?¹

Weighted n = 18,801	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0	58%	631	52%	9,125	55%	307	52%	3,917	61%	324	51%	5,208
1	16%	176	16%	2,803	18%	99	17%	1,256	14%	77	15%	1,548
2	9%	100	10%	1,841	9%	47	11%	805	10%	53	10%	1,037
3	6%	66	5%	968	6%	34	6%	445	6%	32	5%	524
4	2%	18	3%	484	2%	13	3%	213	1%	5	3%	271
5	3%	32	4%	701	5%	26	4%	288	1%	6	4%	413
6	1%	10	1%	176	1%	5	1%	73	1%	5	1%	103
7	0%	4	0%	74	0%	1	0%	30	1%	3	0%	44
8	1%	6	1%	121	1%	3	1%	47	1%	4	1%	74
9	0%	1	0%	26	0%	0	0%	7	0%	1	0%	19
10 or more	4%	43	8%	1,394	4%	20	6%	471	4%	23	9%	924
Total	100%	1,087	100%	17,714	100%	554	100%	7,551	100%	533	100%	10,164

Note: Excludes 15 responses > 999

¹ Integer responses of 10 or more have been binned.

*** Unweighted Mann-Whitney for “All” column: p < 0.01

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

	All **				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Strongly disagree	16%	172	18%	3,153	16%	90	16%	1,198	15%	82	19%	1,955
Disagree	20%	220	24%	4,293	19%	109	23%	1,746	21%	111	25%	2,547
Neither agree nor disagree	23%	257	22%	3,931	21%	118	23%	1,723	26%	139	21%	2,208
Agree	23%	251	21%	3,723	23%	130	22%	1,677	23%	121	20%	2,046
Strongly agree	16%	170	14%	2,602	18%	100	15%	1,171	13%	70	14%	1,430
Total	100%	1,098	100%	17,945	100%	565	100%	7,646	100%	533	100%	10,299

Note: Excludes 270 “N/A” responses

*** Unweighted X² p-value < 0.05

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

No significance tests were conducted on multiple choice questions where respondents could select more than one option.

Weighted n = 18,423	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Email marketing	13%	138	13%	2,270	13%	72	13%	932	13%	66	13%	1,338
Referral by a friend/family	33%	349	37%	6,409	33%	179	35%	2,615	33%	170	38%	3,794
Ride-and-drive events/vehicle expos	16%	176	20%	3,553	13%	73	15%	1,114	20%	103	24%	2,439
Radio/TV	29%	308	24%	4,197	33%	182	31%	2,275	24%	126	19%	1,922
Print ads (newspaper, magazines, etc.).	23%	242	25%	4,400	27%	149	32%	2,345	18%	94	21%	2,055
Manufacturer websites	58%	622	66%	11,451	54%	294	65%	4,778	63%	328	67%	6,673
Technology blogs	38%	405	42%	7,321	35%	192	39%	2,868	41%	213	45%	4,454
Information sessions organized by CVRP Program (CSE)	6%	61	5%	905	5%	28	6%	410	6%	33	5%	495
Other (please specify)	11%	119	12%	2,003	14%	75	12%	890	8%	44	11%	1,113

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)

No significance tests were conducted on multiple choice questions where respondents could select more than one option.

Weighted n = 19,150	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
From a dealer or retail store representative	67%	739	67%	12,168	68%	385	65%	5,022	66%	354	69%	7,146
CSE workshop	1%	6	1%	133	0%	1	1%	50	1%	6	1%	83
Online research (please define)	25%	281	29%	5,287	23%	131	31%	2,410	28%	150	28%	2,877
Word of mouth	34%	374	38%	6,864	32%	183	35%	2,674	36%	191	40%	4,190
DriveClean.ca.gov	16%	177	11%	2,026	17%	97	14%	1,051	15%	80	9%	975
Other	8%	83	9%	1,594	7%	42	9%	673	8%	41	9%	920

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]

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

Saving money on fuel costs

Weighted n = 19,298	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	1%	10	1%	267	1%	3	1%	61	1%	7	2%	206
Slightly important	2%	19	5%	903	1%	7	3%	253	2%	13	6%	650
Moderately important	6%	70	14%	2,600	5%	26	12%	949	8%	43	16%	1,650
Very important	21%	238	25%	4,610	21%	120	25%	1,923	22%	118	26%	2,687
Extremely important	70%	776	54%	9,805	73%	416	59%	4,579	67%	360	50%	5,226
Total	100%	1,112	100%	18,186	100%	572	100%	7,766	100%	541	100%	10,419

Reducing environmental impacts

Weighted n = 19,219	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	3%	28	2%	447	1%	6	3%	205	4%	22	2%	242
Slightly important	5%	59	5%	876	5%	29	5%	400	6%	30	5%	477
Moderately important	13%	147	15%	2,630	16%	89	16%	1,221	11%	58	14%	1,409
Very important	22%	248	27%	4,854	22%	128	27%	2,110	22%	121	26%	2,743
Extremely important	56%	625	51%	9,304	56%	319	49%	3,795	57%	306	53%	5,509
Total	100%	1,108	100%	18,111	100%	571	100%	7,731	100%	537	100%	10,380

High-occupancy vehicle (HOV) lane access

Weighted n = 19,116	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	10%	110	9%	1,624	7%	39	6%	482	13%	71	11%	1,142
Slightly important	11%	125	13%	2,322	10%	55	10%	758	13%	70	15%	1,564
Moderately important	19%	205	20%	3,625	16%	91	17%	1,341	21%	113	22%	2,284
Very important	17%	182	18%	3,224	16%	91	17%	1,321	17%	91	18%	1,903
Extremely important	43%	475	40%	7,224	51%	289	49%	3,784	35%	186	33%	3,440
Total	100%	1,097	100%	18,019	100%	565	100%	7,686	100%	532	100%	10,333

Increased energy independence

Weighted n = 19,057	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	4%	42	5%	884	3%	16	5%	344	5%	26	5%	539
Slightly important	6%	63	7%	1,302	5%	28	7%	511	7%	36	8%	792
Moderately important	16%	178	18%	3,272	17%	93	18%	1,365	16%	85	18%	1,907
Very important	28%	304	30%	5,329	29%	163	30%	2,331	27%	141	29%	2,998
Extremely important	46%	507	40%	7,176	47%	264	41%	3,100	46%	243	40%	4,077
Total	100%	1,094	100%	17,963	100%	564	100%	7,651	100%	530	100%	10,312

A desire for the newest technology

Weighted n = 19,034	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	10%	108	11%	1,989	8%	46	12%	903	12%	62	11%	1,086
Slightly important	11%	119	13%	2,289	10%	55	14%	1,051	12%	64	12%	1,238
Moderately important	21%	234	25%	4,524	23%	130	26%	2,006	20%	104	24%	2,518
Very important	24%	263	26%	4,641	21%	119	25%	1,929	27%	144	26%	2,713
Extremely important	34%	368	25%	4,498	37%	210	23%	1,736	30%	158	27%	2,762
Total	100%	1,093	100%	17,941	100%	561	100%	7,625	100%	532	100%	10,316

Vehicle performance

Weighted n = 19,007	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	5%	55	4%	797	5%	31	5%	378	5%	24	4%	419
Slightly important	6%	70	9%	1,613	6%	32	10%	792	7%	39	8%	821
Moderately important	21%	228	24%	4,340	19%	108	26%	1,997	23%	120	23%	2,343
Very important	33%	357	34%	6,066	34%	188	35%	2,631	32%	169	33%	3,435
Extremely important	35%	382	28%	5,099	36%	202	24%	1,816	34%	180	32%	3,283
Total	100%	1,092	100%	17,915	100%	561	100%	7,614	100%	532	100%	10,301

Supporting the diffusion of EV technology

Weighted n = 18,964	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	7%	80	9%	1,528	7%	38	10%	732	8%	41	8%	796
Slightly important	7%	81	10%	1,814	7%	41	11%	824	8%	40	10%	989
Moderately important	18%	201	22%	3,971	20%	109	23%	1,752	17%	92	22%	2,218
Very important	27%	292	28%	5,041	26%	147	28%	2,105	27%	144	29%	2,936
Extremely important	40%	434	31%	5,523	40%	223	29%	2,197	40%	212	32%	3,326
Total	100%	1,087	100%	17,876	100%	558	100%	7,610	100%	529	100%	10,266

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

	All †				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Saving money on fuel costs ***	4.57	0.76	4.25	0.97	4.64	0.68	4.38	0.88	4.5	0.83	4.16	1.03
Reducing environmental impacts	4.25	1.04	4.2	1.02	4.27	0.97	4.15	1.04	4.22	1.11	4.23	1
High-occupancy vehicle (HOV) lane access	3.72	1.38	3.67	1.35	3.95	1.3	3.93	1.27	3.47	1.42	3.48	1.37
Increased energy independence ***	4.07	1.1	3.92	1.14	4.12	1.03	3.96	1.12	4.01	1.16	3.9	1.16
A desire for the newest technology ***	3.61	1.31	3.41	1.29	3.7	1.29	3.33	1.29	3.51	1.34	3.47	1.29
Vehicle performance ***	3.86	1.12	3.73	1.1	3.89	1.12	3.62	1.1	3.83	1.11	3.81	1.09
Supporting the diffusion of EV technology ***	3.85	1.23	3.63	1.25	3.85	1.22	3.55	1.27	3.84	1.25	3.68	1.23

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

† Unweighted means testing for “All” column: * = $p < 0.10$, ** = $p < 0.05$, *** = $p < 0.01$

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

Weighted n = 19,316	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Saving money on fuel costs	51%	565	37%	6,722	54%	310	41%	3,186	47%	256	34%	3,536
Reducing environmental impacts	19%	213	22%	3,967	15%	84	19%	1,442	24%	129	24%	2,524
High-occupancy vehicle (HOV) lane access	13%	141	18%	3,227	17%	96	25%	1,956	8%	44	12%	1,271
Increased energy independence	5%	54	6%	1,073	5%	27	6%	435	5%	27	6%	638
A desire for the newest technology	4%	46	5%	922	4%	22	3%	210	4%	24	7%	711
Vehicle performance	3%	34	5%	855	2%	10	1%	110	4%	24	7%	745
Supporting the diffusion of EV technology	3%	34	4%	810	3%	16	3%	262	3%	18	5%	548
Other	2%	25	3%	628	1%	5	2%	169	4%	20	4%	459
Total	100%	1,112	100%	18,204	100%	570	100%	7,771	100%	543	100%	10,432

*** Unweighted X² p-value < 0.01

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

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

Federal tax incentives

Weighted n = 18,967	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	6%	69	7%	1,165	6%	33	6%	453	7%	36	7%	713
Slightly important	5%	57	6%	1,143	5%	29	6%	472	5%	27	7%	672
Moderately important	14%	150	16%	2,819	14%	80	16%	1,203	13%	70	16%	1,615
Very important	22%	238	26%	4,708	22%	124	27%	2,092	21%	114	26%	2,616
Extremely important	53%	575	45%	8,043	52%	289	45%	3,401	54%	286	45%	4,642
Total	100%	1,089	100%	17,879	100%	555	100%	7,621	100%	534	100%	10,258

State rebate (CVRP)

Weighted n = 19,152	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	3%	30	3%	564	5%	27	3%	251	1%	3	3%	313
Slightly important	4%	46	7%	1,177	4%	24	6%	495	4%	22	7%	682
Moderately important	13%	146	17%	3,006	15%	86	17%	1,342	11%	60	16%	1,664
Very important	25%	278	28%	5,102	26%	147	30%	2,283	24%	131	27%	2,819
Extremely important	55%	601	45%	8,203	50%	280	43%	3,331	60%	321	47%	4,871
Total	100%	1,101	100%	18,051	100%	564	100%	7,701	100%	537	100%	10,349

The option to lease a PEV

Weighted n = 18,556	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	25%	272	35%	6,120	34%	181	43%	3,177	17%	91	29%	2,943
Slightly important	4%	45	5%	911	4%	24	5%	391	4%	22	5%	520
Moderately important	11%	118	9%	1,628	11%	60	9%	688	11%	57	9%	941
Very important	19%	199	19%	3,284	17%	90	16%	1,209	20%	109	20%	2,076
Extremely important	41%	436	32%	5,542	34%	182	26%	1,879	48%	254	36%	3,663
Total	100%	1,070	100%	17,486	100%	538	100%	7,343	100%	533	100%	10,143

Access to workplace charging

Weighted n = 18,331	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	28%	294	35%	6,057	29%	156	37%	2,677	27%	138	34%	3,380
Slightly important	9%	90	13%	2,245	7%	39	13%	932	10%	51	13%	1,312
Moderately important	18%	184	16%	2,722	20%	104	17%	1,259	16%	80	15%	1,463
Very important	18%	192	15%	2,578	17%	92	15%	1,083	19%	100	15%	1,496
Extremely important	28%	289	21%	3,681	26%	140	19%	1,372	29%	148	23%	2,309
Total	100%	1,049	100%	17,282	100%	531	100%	7,322	100%	518	100%	9,960

Other incentive program

Weighted n = 16,998	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all important	22%	217	38%	6,034	24%	119	36%	2,485	20%	98	39%	3,549
Slightly important	8%	80	9%	1,416	7%	34	8%	569	9%	47	9%	847
Moderately important	17%	172	16%	2,637	18%	89	16%	1,087	17%	83	17%	1,550
Very important	17%	168	16%	2,589	17%	85	17%	1,169	17%	84	16%	1,420
Extremely important	35%	350	21%	3,334	34%	168	23%	1,557	37%	182	19%	1,777
Total	100%	988	100%	16,010	100%	494	100%	6,868	100%	494	100%	9,142

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

	All †				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Federal tax incentives ***	4.1	1.2	3.97	1.2	4.09	1.18	3.99	1.18	4.1	1.22	3.96	1.22
State rebate (CVRP) ***	4.25	1.02	4.06	1.08	4.12	1.11	4.03	1.08	4.39	0.88	4.09	1.08
The option to lease a PEV ***	3.45	1.64	3.07	1.7	3.13	1.7	2.76	1.71	3.78	1.49	3.3	1.67
Access to workplace charging ***	3.09	1.58	2.74	1.57	3.04	1.58	2.66	1.54	3.13	1.58	2.8	1.59
Other incentive program ***	3.36	1.56	2.74	1.59	3.3	1.57	2.82	1.6	3.42	1.54	2.67	1.57

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

† Unweighted means testing for "All" column: * = p < 0.10, ** = p < 0.05, *** = p < 0.01

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

Weighted n = 19,208	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	49%	544	54%	9,786	56%	316	59%	4,567	42%	229	50%	5,219
No	51%	566	46%	8,312	44%	252	41%	3,179	58%	314	50%	5,133
Total	100%	1,110	100%	18,098	100%	568	100%	7,746	100%	543	100%	10,352

*** Unweighted X² p-value < 0.01

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

Weighted n = 18,505	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes, I have applied or will be applying for an HOV sticker	90%	933	92%	16,074	94%	492	94%	6,987	85%	441	90%	9,086
No, and I have no plans to apply	10%	106	8%	1,392	6%	31	6%	418	15%	75	10%	974
Total	100%	1,040	100%	17,466	100%	523	100%	7,405	100%	516	100%	10,060

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.

*** Unweighted X² p-value < 0.01

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

Weighted n = 19,308	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Negligible	4%	44	4%	637	3%	19	4%	283	5%	24	3%	354
Small	15%	169	14%	2,483	14%	80	14%	1,056	16%	89	14%	1,427
Moderate	43%	474	45%	8,127	43%	241	45%	3,497	43%	233	44%	4,630
Large	25%	274	28%	5,025	28%	156	28%	2,172	22%	118	27%	2,852
Very large	13%	148	11%	1,928	12%	70	10%	765	14%	77	11%	1,163
Total	100%	1,108	100%	18,200	100%	566	100%	7,773	100%	542	100%	10,427

Q20 - Please provide an estimate of the average number of hours per week you spent researching PEVs during your research period (hours/week).¹

Weighted n = 18,411	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Less than 1	5%	56	4%	702	5%	30	4%	316	5%	26	4%	386
1-7	72%	763	76%	13,256	73%	393	76%	5,629	72%	370	77%	7,627
8-14	15%	156	14%	2,442	14%	77	14%	1,053	15%	79	14%	1,390
15-21	6%	59	4%	715	5%	28	4%	308	6%	31	4%	406
22-28	0%	2	0%	60	0%	0	0%	18	0%	2	0%	43
29-35	1%	8	0%	72	1%	7	0%	32	1%	3	0%	40
36 hours or more	1%	13	1%	108	1%	4	1%	56	1%	6	1%	52
Total	100%	1,056	100%	17,356	100%	539	100%	7,412	100%	517	100%	9,943

Note: Excludes 58 responses > 99 hours

¹ 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).

Q21 - How much time passed between when you began to seriously consider a PEV and when you acquired the vehicle?¹

Weighted n = 17,259	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
None	2%	19	1%	170	3%	15	1%	79	1%	5	1%	91
Less than 1 month	33%	321	28%	4,567	28%	144	29%	2,021	37%	177	27%	2,546
1 to 3 months	28%	279	28%	4,557	29%	146	30%	2,087	28%	133	26%	2,470
3 to 6 months	14%	136	15%	2,459	13%	68	15%	1,005	14%	68	16%	1,453
6 months to 1 year	9%	86	13%	2,074	10%	48	12%	834	8%	38	13%	1,241
1 to 2 years	6%	62	7%	1,139	8%	39	6%	417	5%	23	8%	721
2 years or more	8%	83	8%	1,307	9%	46	7%	477	8%	37	9%	830
Total	100%	986	100%	16,274	100%	506	100%	6,920	100%	480	100%	9,353

Note: Excludes 2 responses >= 1344 months

¹ Integer responses associated with time periods (weeks, months, years) have been binned.

*** Unweighted Mann-Whitney for “All” column: p < 0.01

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

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

Financial aspects, such as costs and incentives available

Weighted n = 18,405	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	5%	52	5%	929	5%	28	5%	381	5%	24	5%	548
Small	7%	75	8%	1,449	7%	37	8%	609	7%	38	8%	839
Moderate	23%	239	29%	5,030	25%	130	29%	2,137	21%	108	29%	2,893
Large	29%	307	30%	5,191	29%	152	30%	2,202	30%	155	30%	2,989
Very large	36%	370	27%	4,763	34%	180	28%	2,045	37%	190	27%	2,719
Total	100%	1,043	100%	17,363	100%	527	100%	7,374	100%	515	100%	9,988

Note: Excludes 494 "N/A" responses

Performance of vehicle

Weighted n = 18,525	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	5%	51	4%	745	4%	23	5%	348	5%	27	4%	397
Small	11%	115	10%	1,687	12%	63	11%	778	10%	51	9%	908
Moderate	29%	302	33%	5,752	26%	137	35%	2,577	32%	166	31%	3,175
Large	32%	334	33%	5,833	34%	184	32%	2,385	29%	150	34%	3,449
Very large	24%	249	20%	3,459	24%	127	18%	1,306	24%	121	21%	2,153
Total	100%	1,050	100%	17,476	100%	534	100%	7,394	100%	516	100%	10,082

Note: Excludes 340 "N/A" responses

Vehicle warranties

Weighted n = 18,000	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	11%	107	12%	1,966	9%	46	10%	751	12%	61	12%	1,215
Small	16%	165	20%	3,398	14%	75	20%	1,404	18%	90	20%	1,993
Moderate	30%	306	35%	5,914	32%	168	35%	2,547	28%	138	34%	3,367
Large	24%	242	21%	3,567	24%	124	21%	1,541	24%	117	21%	2,026
Very large	19%	196	13%	2,140	21%	108	13%	948	18%	88	12%	1,192
Total	100%	1,016	100%	16,984	100%	522	100%	7,191	100%	494	100%	9,793

Note: Excludes 700 “N/A” responses

Available electricity rate plans

Weighted n = 17,382	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	17%	171	16%	2,695	19%	93	18%	1,228	16%	78	15%	1,467
Small	15%	146	21%	3,498	16%	78	22%	1,506	14%	68	21%	1,992
Moderate	31%	302	32%	5,288	30%	148	32%	2,180	32%	154	33%	3,109
Large	21%	206	19%	3,088	22%	110	17%	1,157	20%	97	20%	1,931
Very large	16%	157	11%	1,829	13%	65	11%	767	19%	92	11%	1,062
Total	100%	983	100%	16,399	100%	493	100%	6,838	100%	489	100%	9,561

Note: Excludes 1,355 “N/A” responses

Residential charging options & installation costs

Weighted n = 17,860	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	12%	119	11%	1,870	14%	70	14%	1,004	10%	49	9%	866
Small	14%	137	16%	2,687	15%	76	18%	1,256	12%	61	15%	1,432
Moderate	30%	305	32%	5,349	32%	160	31%	2,209	29%	145	32%	3,140
Large	24%	242	25%	4,294	22%	110	22%	1,573	26%	132	28%	2,721
Very large	20%	207	16%	2,650	17%	86	14%	990	24%	121	17%	1,660
Total	100%	1,010	100%	16,850	100%	502	100%	7,031	100%	508	100%	9,819

Note: Excludes 934 “N/A” responses

Availability of public charging infrastructure

Weighted n = 17,771	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	12%	120	13%	2,217	15%	76	18%	1,272	9%	44	10%	944
Small	14%	138	19%	3,227	16%	80	23%	1,559	12%	58	17%	1,668
Moderate	28%	280	31%	5,174	29%	146	31%	2,152	27%	133	31%	3,022
Large	24%	241	22%	3,674	22%	109	17%	1,162	26%	132	25%	2,512
Very large	23%	229	15%	2,471	19%	93	11%	748	27%	136	17%	1,723
Total	100%	1,008	100%	16,763	100%	505	100%	6,893	100%	503	100%	9,870

Note: Excludes 985 "N/A" responses

Availability of workplace charging infrastructure

Weighted n = 15,250	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	18%	165	20%	2,900	17%	78	21%	1,290	20%	87	19%	1,610
Small	13%	113	21%	3,007	13%	61	22%	1,330	12%	53	20%	1,677
Moderate	28%	250	26%	3,720	29%	132	26%	1,589	27%	117	26%	2,131
Large	19%	167	17%	2,490	20%	90	17%	999	17%	77	18%	1,490
Very large	23%	204	16%	2,234	21%	97	14%	827	24%	107	17%	1,407
Total	100%	898	100%	14,352	100%	458	100%	6,035	100%	440	100%	8,316

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

Vehicle maintenance

Weighted n = 17,916	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very little	11%	111	14%	2,285	10%	50	13%	945	12%	61	14%	1,341
Small	14%	144	20%	3,305	14%	72	19%	1,337	14%	71	20%	1,968
Moderate	30%	302	33%	5,566	32%	167	33%	2,389	28%	135	33%	3,178
Large	23%	234	21%	3,609	24%	124	22%	1,543	22%	110	21%	2,067
Very large	22%	223	13%	2,136	21%	109	13%	927	23%	113	12%	1,209
Total	100%	1,013	100%	16,903	100%	522	100%	7,140	100%	491	100%	9,763

Note: Excludes 835 "N/A" responses

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

	All †				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Financial aspects, such as costs and incentives available ***	3.83	1.14	3.66	1.12	3.79	1.14	3.67	1.12	3.87	1.13	3.65	1.13
Performance of vehicle	3.59	1.11	3.55	1.05	3.61	1.1	3.48	1.05	3.56	1.11	3.6	1.04
Vehicle warranties ***	3.25	1.24	3.03	1.17	3.33	1.21	3.07	1.16	3.17	1.27	3	1.18
Available electricity rate plans ***	3.03	1.3	2.87	1.22	2.95	1.29	2.81	1.23	3.12	1.31	2.91	1.21
Residential charging options & installation costs **	3.28	1.26	3.19	1.21	3.13	1.26	3.04	1.24	3.43	1.24	3.29	1.17
Availability of public charging infrastructure ***	3.32	1.29	3.06	1.24	3.13	1.31	2.79	1.23	3.51	1.24	3.24	1.2
Availability of workplace charging infrastructure ***	3.15	1.39	2.87	1.34	3.15	1.36	2.79	1.32	3.14	1.43	2.93	1.35
Vehicle maintenance ***	3.31	1.26	3	1.21	3.33	1.22	3.02	1.2	3.29	1.31	2.98	1.21

Note: 1 = Very little, 5 = Very large; excludes “N/A” responses

† Unweighted means testing for “All” column: * = p < 0.10, ** = p < 0.05, *** = p < 0.01

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.

Weighted n = 18,906	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Strongly disagree	0%	5	0%	65	0%	2	0%	26	1%	3	0%	40
Disagree	2%	26	2%	376	3%	17	2%	145	2%	9	2%	231
Neither agree nor disagree	9%	99	8%	1,514	8%	46	10%	768	10%	53	7%	746
Agree	49%	529	51%	9,157	51%	287	54%	4,103	46%	242	49%	5,053
Strongly agree	39%	426	38%	6,710	37%	206	34%	2,565	42%	220	41%	4,145
Total	100%	1,084	100%	17,822	100%	558	100%	7,607	100%	526	100%	10,215

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

Weighted n = 18,824	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Strongly disagree	1%	11	1%	93	1%	4	1%	46	1%	6	0%	48
Disagree	3%	34	3%	551	3%	19	3%	240	3%	16	3%	311
Neither agree nor disagree	13%	143	13%	2,287	15%	81	15%	1,118	12%	61	11%	1,169
Agree	49%	528	51%	9,079	50%	275	52%	3,968	48%	253	50%	5,111
Strongly agree	34%	366	32%	5,733	32%	176	29%	2,191	36%	190	35%	3,542
Total	100%	1,081	100%	17,743	100%	556	100%	7,563	100%	525	100%	10,181

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

Weighted n = 18,792	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Strongly disagree	0%	5	1%	96	0%	2	1%	44	1%	3	1%	52
Disagree	2%	24	3%	463	2%	13	3%	264	2%	11	2%	199
Neither agree nor disagree	15%	156	17%	2,960	14%	78	17%	1,277	15%	78	17%	1,683
Agree	52%	559	52%	9,289	53%	294	54%	4,096	51%	265	51%	5,193
Strongly agree	31%	329	28%	4,913	30%	166	25%	1,879	31%	162	30%	3,033
Total	100%	1,072	100%	17,719	100%	553	100%	7,559	100%	519	100%	10,160

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

Weighted n = 18,840	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Strongly disagree	0%	2	0%	69	0%	1	0%	36	0%	1	0%	33
Disagree	2%	18	2%	287	2%	9	2%	129	2%	8	2%	158
Neither agree nor disagree	8%	91	8%	1,496	8%	43	10%	732	9%	47	8%	764
Agree	48%	522	51%	9,110	51%	286	53%	4,012	45%	236	50%	5,098
Strongly agree	42%	452	38%	6,795	39%	217	35%	2,666	45%	235	41%	4,128
Total	100%	1,084	100%	17,756	100%	556	100%	7,575	100%	527	100%	10,182

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

Means displayed for reference. Significance testing results displayed in preceding frequency tables.

	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
I understood what to expect regarding the performance of PEVs	4.24	0.75	4.24	0.72	4.21	0.75	4.19	0.71	4.27	0.75	4.28	0.73
I understood what was required to maintain and operate a PEV	4.11	0.82	4.12	0.78	4.08	0.81	4.06	0.78	4.15	0.83	4.16	0.78
I thought the warranty on the vehicle and components was adequate	4.1	0.76	4.04	0.77	4.1	0.75	3.99	0.78	4.1	0.77	4.08	0.76
I understood what to expect regarding the financial costs and benefits of my PEV acquisition	4.3	0.7	4.25	0.71	4.27	0.69	4.21	0.72	4.32	0.71	4.29	0.7

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?

Weighted n = 19,382	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0 dealerships (I purchased directly from the manufacturer)	6%	72	11%	2,043	2%	14	2%	129	11%	58	18%	1,914
1 dealership	46%	515	41%	7,489	48%	272	42%	3,253	44%	243	40%	4,237
2 or more dealerships	47%	529	48%	8,734	50%	284	57%	4,421	45%	245	41%	4,313
Total	100%	1,116	100%	18,267	100%	570	100%	7,803	100%	545	100%	10,464

*** Unweighted X² p-value < 0.01

Q25 - Did you visit a Tesla retail store?

Weighted n = 19,366	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	16%	179	30%	5,416	10%	56	17%	1,301	23%	123	39%	4,114
No	83%	925	70%	12,784	89%	508	83%	6,474	76%	417	60%	6,310
Can't recall	1%	10	0%	52	1%	5	0%	20	1%	5	0%	31
Total	100%	1,114	100%	18,251	100%	569	100%	7,796	100%	545	100%	10,455

*** Unweighted X² p-value < 0.01

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

No significance tests were conducted on multiple choice questions where respondents could select more than one option.

Weighted n = 9,195	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
To learn about and/or compare different brands and models	57%	300	57%	4,943	58%	164	54%	2,386	56%	136	60%	2,557
To find a better selection of a particular make/model	41%	215	36%	3,101	40%	113	38%	1,691	42%	102	33%	1,410
To find a better price for a particular make/model	56%	297	55%	4,771	62%	175	60%	2,628	50%	122	50%	2,143
To find more knowledgeable sales people	23%	120	22%	1,908	23%	64	23%	992	23%	56	21%	916
I was dissatisfied with the general experience so I decided to keep looking	21%	108	14%	1,258	19%	54	15%	658	22%	54	14%	601
Other (please describe)	5%	27	5%	476	3%	10	5%	239	7%	17	6%	237

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

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

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

No significance tests were conducted on multiple choice questions where respondents could select more than one option.

Weighted n = 612	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
I preferred to conduct my purchase online	53%	18	41%	258	38%	5	28%	30	63%	13	43%	228
I was able to get the information I needed online	63%	21	57%	364	65%	8	41%	45	62%	13	61%	319
I was able to get the information I needed from people I know	34%	11	26%	164	21%	3	51%	55	42%	9	21%	108
It was more convenient	32%	11	29%	185	40%	5	26%	29	27%	6	30%	156
Other (please explain)	24%	8	28%	177	14%	2	27%	29	29%	6	28%	148

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

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

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

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

Weighted n = 16,941	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	5%	50	4%	563	3%	16	4%	255	7%	34	3%	308
Not very knowledgeable	10%	100	11%	1,736	10%	49	12%	816	10%	51	10%	919
Unsure	15%	152	15%	2,422	18%	89	17%	1,183	13%	63	14%	1,240
Knowledgeable	38%	374	42%	6,705	38%	193	41%	2,822	37%	181	42%	3,883
Very knowledgeable	32%	317	28%	4,521	31%	159	25%	1,732	32%	158	31%	2,789
Total	100%	993	100%	15,947	100%	506	100%	6,808	100%	487	100%	9,139

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

*** Unweighted X² p-value < 0.01

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

Weighted n = 15,531	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	11%	104	10%	1,390	9%	44	10%	659	14%	61	9%	732
Not very knowledgeable	16%	142	18%	2,601	16%	76	19%	1,212	15%	66	17%	1,390
Unsure	28%	255	32%	4,634	30%	138	33%	2,059	26%	117	31%	2,576
Knowledgeable	23%	214	26%	3,834	22%	101	24%	1,510	25%	114	28%	2,324
Very knowledgeable	21%	196	15%	2,160	23%	106	13%	847	20%	90	16%	1,312
Total	100%	911	100%	14,620	100%	464	100%	6,286	100%	448	100%	8,333

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

*** Unweighted X² p-value < 0.01

Home charging (equipment options and installation costs)

Weighted n = 16,989	All **				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	7%	73	6%	896	6%	30	7%	445	9%	43	5%	452
Not very knowledgeable	13%	123	13%	2,120	13%	67	15%	994	12%	57	12%	1,126
Unsure	17%	168	17%	2,754	22%	110	21%	1,394	12%	58	15%	1,360
Knowledgeable	37%	359	40%	6,419	35%	177	39%	2,641	38%	182	41%	3,778
Very knowledgeable	26%	256	24%	3,820	24%	119	19%	1,286	29%	136	27%	2,534
Total	100%	979	100%	16,009	100%	503	100%	6,760	100%	476	100%	9,249

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

*** Unweighted X² p-value < 0.05

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

Weighted n = 16,162	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	10%	97	7%	1,126	9%	44	10%	622	11%	52	6%	503
Not very knowledgeable	12%	116	15%	2,278	14%	64	18%	1,144	11%	52	13%	1,135
Unsure	27%	254	26%	4,032	32%	153	34%	2,086	22%	101	22%	1,947
Knowledgeable	28%	264	33%	4,950	25%	117	25%	1,574	32%	148	37%	3,376
Very knowledgeable	22%	205	19%	2,840	20%	95	13%	797	24%	109	23%	2,043
Total	100%	935	100%	15,226	100%	473	100%	6,223	100%	462	100%	9,004

Note: Excludes 2,318 “N/A” responses

*** Unweighted X² p-value < 0.01

Government financial incentives (tax credits, rebates)

Weighted n = 18,058	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	4%	37	3%	489	3%	19	4%	272	4%	19	2%	217
Not very knowledgeable	7%	71	7%	1,155	8%	42	9%	654	6%	29	5%	501
Unsure	10%	102	7%	1,263	9%	47	9%	631	11%	55	7%	632
Knowledgeable	38%	394	43%	7,275	39%	210	42%	3,077	36%	184	43%	4,198
Very knowledgeable	42%	437	40%	6,834	41%	219	37%	2,694	43%	217	43%	4,141
Total	100%	1,041	100%	17,016	100%	537	100%	7,328	100%	504	100%	9,688

Note: Excludes 477 “N/A” responses

*** Unweighted X² p-value < 0.01

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

Weighted n = 17,606	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	4%	42	3%	572	4%	21	4%	280	4%	21	3%	292
Not very knowledgeable	8%	85	8%	1,345	8%	44	9%	665	9%	41	7%	680
Unsure	13%	135	14%	2,284	10%	51	13%	943	17%	83	14%	1,341
Knowledgeable	40%	400	42%	7,034	41%	215	42%	3,014	38%	185	43%	4,020
Very knowledgeable	35%	349	32%	5,360	37%	197	32%	2,297	32%	152	33%	3,064
Total	100%	1,011	100%	16,595	100%	528	100%	7,199	100%	483	100%	9,397

Note: Excludes 902 "N/A" responses

Vehicle performance (range, battery life, etc.)

Weighted n = 18,138	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	3%	29	2%	377	2%	9	2%	180	4%	20	2%	197
Not very knowledgeable	7%	71	6%	991	6%	33	6%	468	7%	38	5%	523
Unsure	9%	99	8%	1,446	11%	60	10%	722	8%	39	7%	725
Knowledgeable	40%	415	43%	7,288	40%	213	45%	3,270	40%	202	41%	4,017
Very knowledgeable	41%	434	41%	6,989	41%	223	37%	2,701	41%	212	44%	4,289
Total	100%	1,048	100%	17,091	100%	537	100%	7,340	100%	510	100%	9,750

Note: Excludes 384 "N/A" responses

Assistance setting up and explaining PEV-related apps

Weighted n = 14,563	All **				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all knowledgeable	7%	62	6%	831	5%	22	7%	395	10%	41	6%	437
Not very knowledgeable	9%	81	10%	1,343	8%	35	10%	575	11%	47	10%	767
Unsure	13%	116	17%	2,299	14%	66	17%	1,022	12%	50	16%	1,277
Knowledgeable	36%	313	36%	4,940	38%	172	36%	2,145	34%	141	36%	2,795
Very knowledgeable	35%	303	31%	4,274	36%	162	30%	1,790	34%	141	32%	2,483
Total	100%	877	100%	13,686	100%	457	100%	5,927	100%	420	100%	7,759

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

*** Unweighted X² p-value < 0.05

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.

Means displayed for reference. Significance testing results displayed in preceding frequency tables.

	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Total cost of ownership (including fueling costs, maintenance, insurance, etc.)	3.81	1.14	3.81	1.07	3.85	1.07	3.73	1.08	3.78	1.2	3.87	1.06
Electricity rates (utility-specific rates for PEV charging at home)	3.28	1.28	3.19	1.17	3.32	1.25	3.11	1.17	3.24	1.3	3.25	1.17
Home charging (equipment options and installation costs)	3.61	1.21	3.63	1.14	3.57	1.16	3.49	1.15	3.66	1.26	3.74	1.13
“Away from home” charging (workplace, charging networks, public chargers)	3.39	1.24	3.4	1.16	3.33	1.21	3.13	1.15	3.45	1.28	3.59	1.13
Government financial incentives (tax credits, rebates)	4.08	1.05	4.11	1	4.06	1.06	3.99	1.07	4.09	1.05	4.19	0.93
Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	3.92	1.09	3.92	1.04	3.99	1.08	3.89	1.08	3.84	1.09	3.95	1.02
Vehicle performance (range, battery life, etc.)	4.1	1.01	4.14	0.95	4.13	0.95	4.07	0.97	4.07	1.07	4.2	0.93
Assistance setting up and explaining PEV-related apps	3.82	1.21	3.77	1.17	3.92	1.11	3.74	1.18	3.7	1.3	3.79	1.16

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.)

Weighted n = 18,390	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	28	3%	530	2%	13	3%	224	3%	15	3%	306
Not very valuable	4%	45	6%	1,037	4%	22	6%	433	4%	22	6%	603
Unsure	5%	57	6%	1,073	5%	25	6%	479	6%	31	6%	594
Valuable	31%	326	36%	6,307	33%	178	38%	2,824	29%	148	35%	3,483
Very valuable	57%	597	48%	8,392	56%	308	47%	3,517	57%	289	49%	4,875
Total	100%	1,051	100%	17,339	100%	545	100%	7,477	100%	506	100%	9,862

*** Unweighted X² p-value < 0.01

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

Weighted n = 18,305	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	4%	42	5%	837	4%	21	5%	376	4%	21	5%	461
Not very valuable	8%	82	10%	1,789	8%	41	10%	759	8%	41	10%	1,031
Unsure	10%	106	13%	2,248	9%	49	13%	993	11%	56	13%	1,254
Valuable	34%	352	38%	6,551	37%	198	38%	2,790	30%	153	38%	3,762
Very valuable	44%	466	34%	5,832	43%	233	34%	2,521	46%	233	34%	3,311
Total	100%	1,047	100%	17,257	100%	543	100%	7,439	100%	505	100%	9,819

*** Unweighted X² p-value < 0.01

Home charging (equipment options and installation costs)

Weighted n = 18,273	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	29	3%	563	2%	14	3%	249	3%	16	3%	314
Not very valuable	5%	55	5%	925	6%	33	6%	428	4%	22	5%	497
Unsure	7%	76	8%	1,338	7%	40	9%	694	7%	36	7%	644
Valuable	34%	353	40%	6,913	36%	197	41%	3,039	31%	157	40%	3,874
Very valuable	51%	531	43%	7,489	48%	260	41%	3,013	54%	271	46%	4,476
Total	100%	1,044	100%	17,229	100%	542	100%	7,423	100%	502	100%	9,805

*** Unweighted X² p-value < 0.01

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

Weighted n = 18,244	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	33	4%	741	3%	16	5%	372	3%	17	4%	368
Not very valuable	7%	71	8%	1,451	8%	42	10%	710	6%	29	8%	741
Unsure	10%	100	12%	2,109	9%	48	15%	1,098	10%	51	10%	1,011
Valuable	34%	357	38%	6,563	36%	196	38%	2,808	32%	161	38%	3,755
Very valuable	46%	485	37%	6,335	44%	242	33%	2,413	48%	243	40%	3,922
Total	100%	1,045	100%	17,198	100%	544	100%	7,401	100%	502	100%	9,798

*** Unweighted X² p-value < 0.01

Government financial incentives (tax credits, rebates)

Weighted n = 18,290	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	2%	20	2%	371	1%	6	2%	140	3%	13	2%	231
Not very valuable	2%	25	3%	521	3%	14	3%	188	2%	11	3%	333
Unsure	3%	33	4%	643	3%	16	4%	264	3%	17	4%	379
Valuable	24%	253	32%	5,441	25%	135	30%	2,261	23%	118	32%	3,180
Very valuable	68%	716	60%	10,269	68%	371	62%	4,571	69%	345	58%	5,698
Total	100%	1,046	100%	17,244	100%	542	100%	7,424	100%	504	100%	9,821

*** Unweighted X² p-value < 0.01

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

Weighted n = 18,248	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	2%	24	3%	461	2%	8	2%	172	3%	16	3%	289
Not very valuable	4%	37	4%	719	3%	19	3%	253	4%	18	5%	466
Unsure	5%	51	6%	1,091	5%	25	5%	391	5%	26	7%	700
Valuable	29%	304	37%	6,441	28%	148	35%	2,595	31%	156	39%	3,846
Very valuable	60%	627	49%	8,492	63%	338	54%	4,001	57%	289	46%	4,492
Total	100%	1,043	100%	17,205	100%	539	100%	7,412	100%	505	100%	9,792

*** Unweighted X² p-value < 0.01

Vehicle performance (range, battery life, etc.)

Weighted n = 18,253	All *				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	2%	16	2%	340	1%	7	2%	140	2%	9	2%	200
Not very valuable	2%	25	2%	423	3%	16	2%	165	2%	9	3%	258
Unsure	3%	36	4%	672	2%	12	4%	332	5%	24	3%	340
Valuable	26%	267	29%	4,995	28%	153	31%	2,285	23%	114	28%	2,710
Very valuable	67%	697	63%	10,781	65%	352	61%	4,501	69%	345	64%	6,281
Total	100%	1,041	100%	17,212	100%	539	100%	7,423	100%	501	100%	9,789

*** Unweighted X² p-value < 0.10

Assistance setting up and explaining PEV-related apps

Weighted n = 15,507	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	4%	33	4%	515	3%	14	3%	194	4%	18	4%	322
Not very valuable	5%	44	7%	1,010	5%	21	6%	390	5%	23	7%	620
Unsure	9%	80	11%	1,599	8%	37	11%	690	10%	43	11%	909
Valuable	32%	288	36%	5,270	30%	143	36%	2,285	33%	145	36%	2,985
Very valuable	51%	468	42%	6,199	54%	255	44%	2,746	48%	213	42%	3,452
Total	100%	913	100%	14,594	100%	471	100%	6,305	100%	442	100%	8,288

*** Unweighted X² p-value < 0.01

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.

Means displayed for reference. Significance testing results displayed in preceding frequency tables.

	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Total cost of ownership (including fueling costs, maintenance, insurance, etc.)	4.35	0.95	4.21	1.01	4.37	0.92	4.2	1	4.33	0.99	4.22	1.02
Electricity rates (utility-specific rates for PEV charging at home)	4.07	1.1	3.85	1.14	4.07	1.08	3.85	1.15	4.06	1.13	3.86	1.13
Home charging (equipment options and installation costs)	4.25	0.99	4.15	1	4.21	0.99	4.1	1.01	4.29	0.99	4.19	0.99
“Away from home” charging (workplace, charging networks, public chargers)	4.14	1.05	3.95	1.1	4.12	1.04	3.83	1.13	4.16	1.05	4.03	1.07
Government financial incentives (tax credits, rebates)	4.55	0.82	4.43	0.87	4.57	0.78	4.47	0.84	4.53	0.87	4.4	0.9
Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)	4.41	0.91	4.27	0.95	4.46	0.86	4.35	0.9	4.35	0.96	4.2	0.97
Vehicle performance (range, battery life, etc.)	4.54	0.8	4.48	0.84	4.53	0.79	4.46	0.84	4.55	0.82	4.49	0.85
Assistance setting up and explaining PEV-related apps	4.22	1.03	4.07	1.06	4.28	1	4.11	1.03	4.16	1.07	4.04	1.08

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

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

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

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

Weighted n = 17,080	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	8%	76	8%	1,258	9%	48	9%	610	6%	28	7%	648
Not very valuable	7%	66	9%	1,472	7%	34	10%	672	7%	31	9%	800
Unsure	16%	163	17%	2,805	16%	81	19%	1,289	17%	82	17%	1,516
Valuable	30%	301	35%	5,590	31%	159	34%	2,376	30%	143	35%	3,214
Very valuable	39%	392	31%	4,956	38%	197	29%	1,996	41%	195	32%	2,960
Total	100%	998	100%	16,081	100%	520	100%	6,943	100%	479	100%	9,139

*** Unweighted X² p-value < 0.01

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

Weighted n = 17,433	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	25	3%	554	3%	14	3%	235	2%	12	3%	319
Not very valuable	5%	46	7%	1,220	4%	21	7%	510	5%	24	8%	710
Unsure	16%	165	16%	2,553	15%	76	16%	1,135	19%	89	15%	1,418
Valuable	36%	355	39%	6,384	37%	189	40%	2,816	34%	166	38%	3,568
Very valuable	41%	408	35%	5,723	42%	218	34%	2,375	39%	190	36%	3,348
Total	100%	999	100%	16,434	100%	518	100%	7,071	100%	481	100%	9,363

*** Unweighted X² p-value < 0.01

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

Weighted n = 17,534	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	34	4%	683	4%	20	5%	370	3%	14	3%	314
Not very valuable	7%	76	8%	1,376	7%	35	9%	614	8%	41	8%	762
Unsure	14%	137	15%	2,443	13%	68	17%	1,224	14%	69	13%	1,219
Valuable	39%	392	44%	7,251	39%	206	42%	2,995	38%	187	45%	4,256
Very valuable	37%	374	29%	4,768	38%	198	26%	1,855	36%	177	31%	2,913
Total	100%	1,014	100%	16,520	100%	526	100%	7,058	100%	487	100%	9,463

*** Unweighted X² p-value < 0.01

Tutorials/workshops for new owners

Weighted n = 17,369	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	4%	40	5%	744	4%	19	5%	320	4%	20	5%	424
Not very valuable	9%	90	12%	1,933	7%	38	11%	774	11%	51	12%	1,159
Unsure	19%	190	21%	3,394	16%	83	19%	1,347	22%	107	22%	2,047
Valuable	35%	352	39%	6,373	37%	191	40%	2,791	33%	161	38%	3,582
Very valuable	33%	328	24%	3,926	36%	187	26%	1,801	29%	141	23%	2,125
Total	100%	999	100%	16,371	100%	519	100%	7,033	100%	480	100%	9,338

*** Unweighted X² p-value < 0.01

Assistance setting up and explaining PEV-related apps

Weighted n = 17,526	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	32	4%	602	3%	15	3%	227	4%	17	4%	375
Not very valuable	7%	72	9%	1,489	6%	30	8%	591	9%	42	10%	898
Unsure	13%	130	16%	2,626	10%	54	16%	1,130	16%	76	16%	1,496
Valuable	39%	389	44%	7,203	40%	211	44%	3,098	37%	178	44%	4,105
Very valuable	38%	382	28%	4,603	41%	212	29%	2,058	35%	170	27%	2,545
Total	100%	1,004	100%	16,522	100%	521	100%	7,104	100%	483	100%	9,418

*** Unweighted X² p-value < 0.01

Preparation and submission of rebate/tax applications

Weighted n = 17,558	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	26	3%	423	3%	14	2%	173	3%	12	3%	250
Not very valuable	4%	35	7%	1,093	3%	15	6%	443	4%	20	7%	650
Unsure	7%	74	9%	1,475	5%	24	9%	614	10%	50	9%	861
Valuable	33%	336	40%	6,643	38%	203	39%	2,798	28%	133	41%	3,845
Very valuable	53%	537	42%	6,916	51%	271	43%	3,078	55%	266	41%	3,837
Total	100%	1,009	100%	16,549	100%	527	100%	7,107	100%	482	100%	9,442

*** Unweighted X² p-value < 0.01

Access to reduced cost car share or rental cars

Weighted n = 16,965	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	8%	78	10%	1,657	9%	46	11%	746	7%	32	10%	912
Not very valuable	9%	85	13%	2,101	8%	43	14%	967	9%	42	12%	1,134
Unsure	28%	279	32%	5,049	29%	153	35%	2,385	27%	127	29%	2,664
Valuable	25%	247	25%	4,069	25%	130	23%	1,604	24%	116	27%	2,465
Very valuable	31%	306	19%	3,093	28%	147	17%	1,170	33%	159	21%	1,923
Total	100%	995	100%	15,969	100%	519	100%	6,872	100%	477	100%	9,097

*** Unweighted X² p-value < 0.01

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

Weighted n = 17,164	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	6%	61	5%	846	7%	35	6%	403	5%	25	5%	443
Not very valuable	7%	70	9%	1,517	7%	36	10%	684	7%	35	9%	833
Unsure	17%	171	21%	3,383	18%	93	24%	1,668	16%	78	19%	1,715
Valuable	33%	328	38%	6,206	32%	169	36%	2,498	33%	159	40%	3,708
Very valuable	37%	369	26%	4,213	36%	188	24%	1,662	38%	181	28%	2,551
Total	100%	999	100%	16,165	100%	521	100%	6,915	100%	477	100%	9,250

*** Unweighted X² p-value < 0.01

Providing HOV lane access stickers upon vehicle purchase

Weighted n = 14,732	All *				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Not at all valuable	3%	22	2%	318	3%	12	2%	108	2%	10	3%	210
Not very valuable	3%	29	4%	487	2%	10	3%	158	5%	19	4%	329
Unsure	7%	61	6%	892	3%	14	5%	271	11%	47	8%	621
Valuable	26%	225	31%	4,264	26%	121	27%	1,655	25%	105	33%	2,608
Very valuable	62%	540	57%	7,894	66%	302	64%	3,827	57%	238	52%	4,067
Total	100%	877	100%	13,855	100%	459	100%	6,019	100%	419	100%	7,836

*** Unweighted X² p-value < 0.10

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.

Means displayed for reference. Significance testing results displayed in preceding frequency tables.

	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
The option to rent or use a PEV before buying/leasing (i.e., "try before you buy")	3.87	1.22	3.72	1.21	3.81	1.27	3.64	1.23	3.93	1.17	3.77	1.19
A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e., a PEV "genius")	4.08	0.99	3.94	1.05	4.11	0.98	3.93	1.04	4.04	1	3.95	1.06
Facilitating the purchase and/or installation of a home charging station	3.98	1.05	3.85	1.06	4	1.05	3.76	1.09	3.96	1.05	3.92	1.02
Tutorials/workshops for new owners	3.84	1.1	3.66	1.1	3.94	1.07	3.71	1.1	3.73	1.12	3.62	1.1
Assistance setting up and explaining PEV-related apps	4.01	1.04	3.83	1.05	4.1	0.99	3.87	1.03	3.91	1.08	3.8	1.06
Preparation and submission of rebate/tax applications	4.31	0.94	4.12	0.99	4.33	0.9	4.15	0.98	4.29	0.99	4.1	1
Access to reduced cost car share or rental cars	3.62	1.22	3.3	1.22	3.56	1.23	3.22	1.2	3.69	1.21	3.37	1.23
Enrollment in private charging network (i.e., Blink, ChargePoint, etc.)	3.88	1.16	3.71	1.11	3.84	1.18	3.63	1.12	3.91	1.14	3.77	1.09
Providing HOV lane access stickers upon vehicle purchase	4.41	0.94	4.37	0.92	4.51	0.87	4.48	0.84	4.29	1	4.28	0.97

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

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

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

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

Weighted n = 11,933	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	13%	78	14%	1,558	13%	40	13%	618	13%	38	15%	940
No	74%	446	74%	8,347	74%	224	73%	3,587	75%	221	74%	4,760
Don't recall	12%	75	13%	1,430	13%	39	14%	691	12%	36	11%	739
Total	100%	598	100%	11,335	100%	303	100%	4,896	100%	295	100%	6,439

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

Weighted n = 11,527	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	16%	94	23%	2,510	15%	44	19%	888	17%	50	26%	1,623
No	67%	395	61%	6,712	68%	204	66%	3,131	66%	191	58%	3,581
Don't recall	17%	98	16%	1,718	17%	51	15%	724	16%	47	16%	994
Total	100%	587	100%	10,940	100%	300	100%	4,742	100%	287	100%	6,198

*** Unweighted X² p-value < 0.01

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

Weighted n = 11,418	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	25%	144	34%	3,678	17%	51	20%	962	33%	93	44%	2,716
No	64%	369	54%	5,857	69%	204	66%	3,084	58%	165	45%	2,773
Don't recall	11%	65	12%	1,306	13%	39	14%	659	9%	26	11%	647
Total	100%	577	100%	10,841	100%	294	100%	4,706	100%	284	100%	6,135

*** Unweighted X² p-value < 0.01

Tutorials/workshops for new owners

Weighted n = 11,384	All *				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	24%	141	26%	2,848	30%	88	28%	1,321	19%	53	25%	1,526
No	63%	366	59%	6,388	58%	170	59%	2,742	68%	196	60%	3,646
Don't recall	13%	73	15%	1,567	12%	36	13%	613	13%	38	16%	954
Total	100%	581	100%	10,803	100%	293	100%	4,677	100%	287	100%	6,126

* Unweighted X² p-value < 0.10

Assistance setting up and explaining PEV-related apps

Weighted n = 11,199	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	51%	293	49%	5,232	55%	163	48%	2,212	47%	130	50%	3,021
No	41%	234	40%	4,235	36%	105	41%	1,904	46%	129	39%	2,331
Don't recall	8%	46	11%	1,159	9%	26	11%	489	7%	21	11%	670
Total	100%	573	100%	10,626	100%	293	100%	4,605	100%	280	100%	6,021

Preparation and submission of rebate/tax applications

Weighted n = 11,312	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	39%	223	37%	3,969	34%	99	32%	1,466	44%	124	41%	2,503
No	54%	311	57%	6,079	58%	172	62%	2,887	49%	139	52%	3,192
Don't recall	7%	43	6%	687	8%	24	6%	290	6%	18	7%	397
Total	100%	577	100%	10,735	100%	295	100%	4,644	100%	282	100%	6,091

Access to reduced cost car share or rental cars

Weighted n = 11,379	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	13%	74	12%	1,248	5%	16	5%	241	20%	58	16%	1,007
No	65%	376	66%	7,106	70%	206	72%	3,347	60%	171	61%	3,759
Don't recall	22%	130	23%	2,445	25%	74	23%	1,079	20%	56	22%	1,367
Total	100%	580	100%	10,799	100%	296	100%	4,666	100%	285	100%	6,132

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

Weighted n = 11,360	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	34%	196	33%	3,505	30%	90	27%	1,271	38%	106	37%	2,234
No	54%	313	55%	5,955	58%	172	61%	2,838	50%	141	51%	3,117
Don't recall	12%	71	12%	1,320	12%	36	12%	558	12%	35	12%	762
Total	100%	580	100%	10,780	100%	298	100%	4,668	100%	282	100%	6,112

Providing HOV lane access stickers upon vehicle purchase

Weighted n = 9,527	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	35%	173	33%	2,940	47%	117	44%	1,708	23%	56	24%	1,231
No	61%	300	63%	5,657	49%	124	52%	2,039	72%	176	71%	3,618
Don't recall	5%	22	5%	436	4%	10	4%	155	5%	12	5%	280
Total	100%	495	100%	9,032	100%	250	100%	3,903	100%	245	100%	5,129

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.

Weighted n = 18,766	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	7%	72	6%	1,007	7%	37	6%	429	6%	34	6%	578
No	93%	1,003	94%	16,684	93%	511	94%	7,195	94%	492	94%	9,490
Total	100%	1,075	100%	17,692	100%	548	100%	7,624	100%	526	100%	10,068

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.

No significance tests were conducted on multiple choice questions where respondents could select more than one option.

Weighted n = 1,022	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Upfront price difference	29%	20	43%	403	41%	15	55%	222	17%	5	34%	181
Lack of cost savings	19%	13	19%	182	31%	11	25%	99	7%	2	16%	83
Fuel economy improvement not worth the price	29%	20	28%	266	43%	15	37%	149	14%	4	22%	117
Range limit is a poor fit for your driving needs	35%	23	33%	308	26%	9	24%	96	44%	14	40%	212
Less utility/storage capacity/cabin space	0%	0	2%	21	0%	0	3%	12	0%	0	2%	9
Vehicle does not meet my needs (other than range)	7%	5	8%	75	7%	2	8%	33	7%	2	8%	41
No inventory or long wait time	27%	18	26%	239	31%	11	24%	96	22%	7	27%	143
Other	31%	21	26%	245	15%	6	19%	77	47%	15	32%	168

Note: Because respondents can select multiple options, percentages do not add to 100%. The option “Less utility/storage capacity/cabin space” was removed from this question during survey administration.

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.

Weighted n = 18,812	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Very dissatisfied	2%	17	1%	199	1%	6	1%	91	2%	11	1%	108
Dissatisfied	3%	36	3%	570	2%	11	3%	221	5%	25	3%	349
Neither satisfied nor dissatisfied	8%	89	8%	1,440	6%	33	9%	650	10%	55	8%	790
Satisfied	35%	376	35%	6,152	38%	210	36%	2,786	31%	166	33%	3,366
Very satisfied	52%	563	53%	9,371	53%	294	51%	3,889	51%	270	54%	5,482
Total	100%	1,081	100%	17,732	100%	554	100%	7,637	100%	527	100%	10,095

Charging Your PEV

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

Weighted n = 19,270	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	41%	450	41%	7,405	40%	227	38%	2,974	41%	223	43%	4,431
No	50%	550	43%	7,817	50%	284	46%	3,592	49%	266	41%	4,225
I'm not sure	2%	25	2%	297	3%	16	2%	149	2%	8	1%	148
I don't work or I work from home	7%	82	15%	2,643	7%	39	14%	1,052	8%	44	15%	1,591
Total	100%	1,107	100%	18,163	100%	566	100%	7,767	100%	541	100%	10,396

*** Unweighted X² p-value < 0.01

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

Weighted n = 19,322	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	54%	602	64%	11,682	48%	270	57%	4,453	61%	331	69%	7,228
No	16%	174	12%	2,239	18%	101	14%	1,098	13%	73	11%	1,141
I'm unsure	30%	335	24%	4,291	35%	197	29%	2,230	25%	138	20%	2,060
Total	100%	1,111	100%	18,211	100%	569	100%	7,781	100%	542	100%	10,430

*** Unweighted X² p-value < 0.01

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.

Weighted n = 12,181	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	53%	313	62%	7,179	52%	139	57%	2,527	53%	174	65%	4,652
No	47%	282	38%	4,407	48%	130	43%	1,885	47%	152	35%	2,522
Total	100%	595	100%	11,586	100%	269	100%	4,413	100%	326	100%	7,173

*** Unweighted X² p-value < 0.01

Your Home

Q33 - Do you own or rent your residence?

Weighted n = 18,824	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Own	76%	808	85%	15,164	73%	400	83%	6,269	78%	408	87%	8,896
Rent	24%	261	15%	2,591	27%	144	17%	1,282	22%	117	13%	1,309
Total	100%	1,069	100%	17,755	100%	544	100%	7,551	100%	524	100%	10,205

Note: Excludes 397 "Prefer Not to Answer" responses

*** Unweighted X² p-value < 0.01

Q34 - What type of residence do you live in?

Weighted n = 19,032	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Detached house	72%	774	82%	14,694	68%	376	79%	6,076	76%	398	84%	8,618
Attached house (townhome, duplex, triplex, etc.)	12%	128	9%	1,579	13%	71	10%	750	11%	56	8%	829
Apartment/condominium	15%	159	9%	1,551	17%	93	10%	776	12%	65	8%	774
Other	2%	21	1%	126	3%	15	1%	58	1%	6	1%	68
Total	100%	1,082	100%	17,950	100%	556	100%	7,660	100%	526	100%	10,290

Note: Excludes 204 "Prefer Not to Answer" responses

*** Unweighted X² p-value < 0.01

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

Weighted n = 19,194	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Garage	51%	563	65%	11,726	51%	288	63%	4,876	51%	275	66%	6,850
Carport (Covered)	9%	100	5%	827	10%	55	5%	377	8%	45	4%	450
Driveway (Uncovered)	32%	356	27%	4,809	32%	180	28%	2,151	33%	176	26%	2,658
On the street	3%	33	2%	393	2%	14	2%	165	3%	19	2%	229
Parking Lot	4%	41	1%	244	4%	23	1%	108	3%	19	1%	136
Other (please describe)	1%	8	1%	92	1%	3	1%	49	1%	5	0%	44
Total	100%	1,102	100%	18,093	100%	564	100%	7,726	100%	538	100%	10,367

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

*** Unweighted X² p-value < 0.01

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

Weighted n = 19,238	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes I have a PV system installed	10%	115	20%	3,580	10%	55	17%	1,294	11%	61	22%	2,285
No but I am planning to install PV within the next year	22%	239	20%	3,675	23%	131	18%	1,423	20%	109	22%	2,251
No and I have no plans to install PV	68%	752	60%	10,877	67%	381	65%	5,022	69%	372	56%	5,855
Total	100%	1,107	100%	18,131	100%	566	100%	7,739	100%	541	100%	10,392

*** Unweighted X² p-value < 0.01

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.

Weighted n = 3,676	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Yes	40%	46	45%	1,601	29%	16	42%	534	50%	30	47%	1,067
No	60%	69	55%	1,959	71%	39	58%	751	50%	30	53%	1,209
Total	100%	115	100%	3,560	100%	55	100%	1,285	100%	61	100%	2,275

Demographics

Q37 - What is your age? [Frequencies]¹

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

Weighted n = 18,594	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
18-24	2%	25	1%	126	2%	11	1%	71	2%	13	1%	55
25-34	24%	266	11%	1,860	22%	121	11%	789	27%	145	11%	1,070
35-44	29%	316	25%	4,425	31%	172	24%	1,774	27%	145	26%	2,651
45-54	22%	234	30%	5,217	22%	119	29%	2,171	22%	115	30%	3,046
55-64	15%	162	22%	3,826	15%	84	24%	1,783	14%	77	20%	2,043
65+	8%	83	12%	2,056	8%	45	12%	886	7%	38	12%	1,169
Total	100%	1,084	100%	17,509	100%	552	100%	7,475	100%	533	100%	10,034

Note: Excludes 22 “< 18” responses

¹ Integer responses have been binned.

Q37 - What is your age? [Means]

	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Age	44.12	12.67	49.37	12.11	44.64	12.64	49.68	12.22	43.59	12.70	49.14	12.03

*** Unweighted t-test for “All” column: p < 0.01

Q38 - Please indicate your gender

Weighted n = 18,661	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Female	29%	319	24%	4,289	31%	174	26%	1,969	27%	145	23%	2,320
Male	71%	777	76%	13,276	69%	387	74%	5,545	73%	391	77%	7,731
Total	100%	1,096	100%	17,565	100%	561	100%	7,514	100%	535	100%	10,052

Note: Excludes 290 "Prefer Not to Answer" responses

*** Unweighted X² p-value < 0.01

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

Weighted n = 18,848	All***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
12th grade or less	1%	9	0%	84	1%	4	1%	42	1%	5	0%	42
High school graduate or equivalent	5%	51	2%	277	6%	32	2%	134	3%	19	1%	143
Some college, no degree	19%	210	9%	1,667	21%	118	11%	825	17%	92	8%	842
Associate degree	9%	96	4%	784	10%	58	5%	404	7%	38	4%	379
Bachelor's degree	34%	372	34%	6,098	30%	164	35%	2,672	39%	208	34%	3,426
Postgraduate degree	33%	356	50%	8,845	32%	179	46%	3,504	33%	178	53%	5,341
Total	100%	1,094	100%	17,755	100%	556	100%	7,581	100%	538	100%	10,174

Note: Excludes 267 "Prefer Not to Answer" responses

*** Unweighted X² p-value < 0.01

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

Frequencies displayed for reference. Significance testing results displayed in table of means (below).

Weighted n = 15,408	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
Less than \$24,999	2%	19	1%	102	2%	8	1%	42	2%	11	1%	60
\$25,000 to \$49,999	11%	112	3%	491	11%	55	4%	234	12%	57	3%	256
\$50,000 to \$74,999	18%	176	7%	1,016	17%	85	8%	513	19%	91	6%	503
\$75,000 to \$99,999	17%	170	10%	1,468	18%	90	11%	703	17%	79	9%	766
\$100,000 to \$124,999	15%	150	14%	1,959	18%	92	16%	966	12%	59	12%	992
\$125,000 to \$149,999	10%	98	11%	1,607	10%	49	11%	702	10%	48	11%	905
\$150,000 to \$174,999	7%	68	10%	1,495	7%	35	11%	675	7%	32	10%	820
\$175,000 to \$199,999	6%	56	8%	1,203	5%	26	8%	511	6%	30	8%	692
\$200,000 to \$249,999	7%	70	12%	1,725	8%	38	12%	746	7%	32	12%	979
\$250,000 to \$299,999	2%	24	7%	1,010	2%	11	7%	414	3%	13	7%	596
\$300,000 to \$349,999	1%	11	5%	658	1%	3	4%	260	2%	8	5%	399
\$350,000 to \$399,999	1%	7	3%	370	0%	2	2%	145	1%	5	3%	226
\$400,000 to \$449,999	0%	4	2%	270	0%	1	1%	77	1%	3	2%	193
\$450,000 to \$499,999	0%	2	1%	149	0%	0	1%	43	0%	2	1%	106
\$500,000 or more	1%	13	6%	906	1%	3	3%	181	2%	10	9%	725
Total	100%	980	100%	14,428	100%	500	100%	6,211	100%	480	100%	8,217

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

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

	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Gross annual income	5.17	2.72	7.35	3.38	5.05	2.43	6.84	3.05	5.29	2.98	7.73	3.57

Note: 1 =Less than \$24,999, 15 = \$500,000 or more

*** Unweighted t-test for "All" column: p < 0.01

Q41 - How many people live in your household?¹

Weighted n = 18,483	All				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
1	10%	113	7%	1,274	11%	63	8%	622	9%	50	7%	652
2	35%	381	36%	6,348	34%	188	39%	2,851	37%	194	35%	3,497
3	20%	221	20%	3,517	21%	116	20%	1,477	20%	105	20%	2,040
4	21%	222	25%	4,416	21%	117	24%	1,745	20%	106	27%	2,671
5	9%	98	8%	1,350	9%	52	7%	514	9%	47	8%	836
6	3%	29	2%	363	2%	10	2%	148	4%	19	2%	215
7	1%	7	1%	89	0%	2	0%	31	1%	5	1%	58
8 or more	1%	7	0%	47	0%	3	0%	17	1%	5	0%	30
Total	100%	1,079	100%	17,404	100%	550	100%	7,405	100%	529	100%	9,999

Note: Excludes 15 responses > 29

¹ Integer responses of 8 or more have been binned.

Q42 - Which of the following best describes your ethnicity?

Weighted n = 17,780	All ***				PHEV				BEV			
	DAC		Non-DAC		DAC		Non-DAC		DAC		Non-DAC	
	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #	%	Wghtd #
White/Caucasian	43%	453	66%	11,003	41%	223	68%	4,865	45%	230	64%	6,138
Black or African American	3%	27	2%	256	3%	16	2%	138	2%	11	1%	118
Hispanic or Latino	20%	218	5%	893	25%	136	6%	433	16%	82	5%	460
American Indian or Alaskan Native	0%	2	0%	53	0%	1	0%	25	0%	1	0%	28
Asian	26%	272	22%	3,621	22%	119	18%	1,297	30%	153	24%	2,324
Filipino	5%	55	2%	312	6%	32	2%	140	4%	23	2%	171
Pacific Islander	0%	3	0%	52	0%	1	0%	29	0%	2	0%	23
Other (please explain):	3%	34	3%	528	3%	18	3%	211	3%	15	3%	317
Total	100%	1,063	100%	16,717	100%	546	100%	7,138	100%	517	100%	9,579

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

*** Unweighted X² p-value < 0.01