EV Consumer Survey Dashboard Questions

Sources of Information

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

( ) I did not know PEVs existed
( ) I had no interest in a PEV
( ) I had some interest in a PEV
( ) I was very interested in a PEV
( ) I was ONLY interested in a PEV

2) How important was information from the following sources in your decision to acquire (purchase/lease) a PEV?

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Extremely important</th>
<th>Very important</th>
<th>Moderately important</th>
<th>Only slightly important</th>
<th>Not important at all</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>A family member, friend or colleague</td>
<td>( )</td>
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<tr>
<td>Neighbor who drives a PEV</td>
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<tr>
<td>A new car sales person</td>
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<td>( )</td>
</tr>
<tr>
<td>PEV Manufacturer</td>
<td>( )</td>
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</tr>
</tbody>
</table>
3) What types of PEV marketing/advertising did you encounter before you acquired your PEV? (select all that apply)

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

4) Which of these factors was the most important reason why you decided to acquire a PEV? If it is not listed please describe it.

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

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>Extremely Important</th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Slightly Important</th>
<th>Not at all Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Tax Incentives</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
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<td>( )</td>
</tr>
<tr>
<td>State Rebate (CVRP)</td>
<td>( )</td>
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</tr>
<tr>
<td>The option to lease a PEV</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
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</tr>
<tr>
<td>Access to workplace charging</td>
<td>( )</td>
<td>( )</td>
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<td>( )</td>
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<tr>
<td>Other incentive program</td>
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</tbody>
</table>

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

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

Please describe the process of shopping for your vehicle.

7) **How knowledgeable** was your dealer or retail store representative about the following topics?

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

<table>
<thead>
<tr>
<th></th>
<th>Very knowledgeable</th>
<th>Knowledgeable</th>
<th>Unsure</th>
<th>Not very knowledgeable</th>
<th>Not at all knowledgeable</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost of ownership</td>
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<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>(including: fueling costs,</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>maintenance, insurance, etc.)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electricity rates (utility</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>specific rates for PEV</td>
<td></td>
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<td></td>
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<tr>
<td>charging at home)</td>
<td></td>
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<tr>
<td>Home charging</td>
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<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
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<tr>
<td>(equipment options and</td>
<td></td>
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<td></td>
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<tr>
<td>installation costs)</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>'Away from home' charging</td>
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<td>( )</td>
<td>( )</td>
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<td>( )</td>
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<tr>
<td>(workplace, charging networks,</td>
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<tr>
<td>public chargers)</td>
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<td></td>
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<tr>
<td>Government financial incentives</td>
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</tr>
</tbody>
</table>
8) **How valuable is it to have access to a knowledgeable dealer or retail store representative (as opposed to other sources) about the following topics?**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very valuable</th>
<th>Valuable</th>
<th>Unsure</th>
<th>Not very valuable</th>
<th>Not at all valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost of ownership (including: fueling costs, maintenance, insurance, etc.)</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Electricity rates (utility specific rates for PEV charging at home)</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Home charging (equipment options and installation costs)</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>'Away from home' charging (workplace, charging networks, public chargers)</td>
<td>( )</td>
<td>( )</td>
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<td>( )</td>
</tr>
</tbody>
</table>
9) How valuable is it for dealers or retail stores to provide the following services? And were any of these services offered by the dealer or retail store you purchased from?

<table>
<thead>
<tr>
<th>Service</th>
<th>How valuable are these services?</th>
<th>Were the services offered?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very valuable</td>
<td>Valuable</td>
</tr>
<tr>
<td>The option to rent or use a PEV before buying/leasing (i.e. &quot;try before you buy&quot;)</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e. a PEV &quot;genius&quot;)</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Facilitating the purchase and/or installation of a home charging station</td>
<td>( )</td>
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<tr>
<td>Tutorials/workshops for new owners</td>
<td>( )</td>
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</tr>
<tr>
<td>Assistance setting up and explaining PEV related 'apps'</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Preparation and submission of rebate/tax applications</td>
<td>( )</td>
<td>( )</td>
</tr>
<tr>
<td>Access to reduced cost car</td>
<td>( )</td>
<td>( )</td>
</tr>
</tbody>
</table>
### Charging your PEV

10) Do you have access to charging at your workplace?

( ) Yes
( ) No
( ) I’m not sure.
( ) I don’t work or I work from home.

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

( ) Yes
( ) No
( ) I’m unsure

11b) [If 10 = “Yes”] Are you currently using or planning to elect an EV rate to charge your PEV?

( ) Yes
( ) No

### Your Home

12) Do you own or rent your residence?

( ) Own
( ) Rent
( ) Prefer Not to Answer
13) What type of residence do you live in?

( ) Detached house
( ) Attached house (townhome, duplex, triplex, etc)
( ) Apartment/Condominium
( ) Other: _________________________________________________
( ) Prefer Not to Answer

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

( ) Yes, I have a PV system installed
( ) No, but I am planning to install PV within the next year
( ) No, and I have no plans to install PV

14b) [If 14 = “Yes”] Did you size your PV system to reflect the increased electricity usage associated with PEV charging?

( ) Yes
( ) No

Demographics

15) What is your age?

(please enter whole numbers)

16) Please indicate your gender:

( ) Male
( ) Female
( ) Prefer Not to Answer
17) What is the highest level of educational attainment in your household?

( ) 12th grade or less
( ) High school graduate or equivalent
( ) Some college, no degree
( ) Associate degree
( ) Bachelor's degree
( ) Post-graduate degree
( ) Prefer Not to Answer

18) What is your current annual gross household income from all sources (i.e. before taxes)?

( ) Less than $24,999
( ) $25,000 to $49,999
( ) $50,000 to $74,999
( ) $75,000 to $99,999
( ) $100,000 to $124,999
( ) $125,000 to $149,999
( ) $150,000 to $174,999
( ) $175,000 to $199,999
( ) $200,000 to $249,999
( ) $250,000 to $299,999
( ) $300,000 to $349,999
( ) $350,000 to $399,999
( ) $400,000 to $449,999
( ) $450,000 to $499,999
( ) $500,000 or more
( ) Prefer Not to Answer

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