

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

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?

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important
Federal Tax Incentives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Rebate (CVRP)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The option to lease a PEV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to workplace charging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other incentive program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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"

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

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

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?

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

share or rental cars								
Enrollment in private charging network (i.e. Blink, Chargepoint, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing HOV lane access stickers upon vehicle purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.