



A new car sales person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PEV Manufacturer website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PEV ride and drive event/expo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online discussion forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogs (non-manufacturer sites)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A story in the media (print, radio, television)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid advertisement (print, radio, television)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-profit organization (e.g. CCSE, Plug-In America, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electric utility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**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?**

	<b>Extremely Important</b>	<b>Very Important</b>	<b>Moderately Important</b>	<b>Slightly Important</b>	<b>Not at all Important</b>
Federal Tax Incentives	()	()	()	()	()
State Rebate (CVRP)	()	()	()	()	()
The option to lease a PEV	()	()	()	()	()

Access to workplace charging	( )	( )	( )	( )	( )
Other incentive program	( )	( )	( )	( )	( )

	<b>Very knowledgeable</b>	<b>Knowledgeable</b>	<b>Unsure</b>	<b>Not very knowledgeable</b>	<b>Not at all knowledgeable</b>	<b>N/A</b>
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'	( )	( )	( )	( )	( )	( )

**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

	<b>Very valuable</b>	<b>Valuable</b>	<b>Unsure</b>	<b>Not very valuable</b>	<b>Not at all valuable</b>
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'	( )	( )	( )	( )	( )

## 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"*

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?

	Were the services offered?		How valuable are these services?					Were the services offered?			
	Yes	No	Very valuable	Valuable	Unsure	Not very valuable	Not at all valuable	Yes	No	Don't Recall	
The option to rent or use a PEV before buying/leasing (i.e. "try before you buy")	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
A 24/7 PEV specialist who can answer questions about vehicles and additional products and services (i.e. a PEV "genius")	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Facilitating the purchase and/or installation of a home charging station	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Tutorials/workshops for new owners	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Assistance setting up and explaining PEV related 'apps'	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Preparation and submission of rebate/tax applications	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Access to reduced cost car share or rental cars	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Enrollment in private charging network (i.e. Blink, Chargepoint, etc.)	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—
Providing HOV lane access stickers upon vehicle purchase	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )	—

**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?**

---

## Charging your PEV

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

- Yes
- No
- I'm unsure

**10b) Are you currently using or planning to elect an EV rate to charge your PEV?**

- Yes
- No

---

## Your Home

**11) Do you own or rent your residence?**

- Own
- Rent
- Prefer Not to Answer

**12) What type of residence do you live in?**

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

**13) 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

**13b) Did you size your PV system to reflect the increased electricity usage associated with PEV charging?**

- Yes
  - No
- 

## **Demographics**

**14) What is your age?**

*(please enter whole numbers)*

---

**15) Please indicate your gender:**

- Male
- Female
- Prefer Not to Answer

**16) 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

**17) 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 about the questionnaire or survey methodology? Contact [georgina.arreola@energycenter.org](mailto:georgina.arreola@energycenter.org)