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# The Clean Vehicle Rebate Project

## Summary Documentation of the Electric Vehicle Consumer Survey, 2013–2015 Edition

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*Prepared for*  
California Air Resources Board

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California Environmental Protection Agency  
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## I. Introduction to the CVRP Consumer Survey

The California Air Resources Board's Clean Vehicle Rebate Project (CVRP) provides rebates to California consumers for the purchase or lease of light-duty plug-in hybrid, all-battery, and fuel-cell electric vehicles. To improve understanding of the burgeoning electric-vehicle market, the program administrator, the Center for Sustainable Energy®, has administered voluntary surveys of CVRP participants since 2012.

The 2013–2015 edition of the CVRP Consumer Survey was administered to individual CVRP participants (i.e., excluding governmental, business, and nonprofit participants) who purchased or leased plug-in hybrid electric vehicles (PHEVs) or four-wheeled, highway capable all-battery electric vehicles (BEVs) and were approved for a rebate from October 25, 2013 through June 17, 2015. CVRP participants received a survey invitation by email with their application approval notice. They also received a reminder invitation with the subsequent notification that their rebate check had been sent. Additionally, participants who were approved for a rebate prior to October 25, 2013 and had purchased or leased their vehicle September 1, 2012 or later were sent an invitation to complete the survey when the survey was launched.

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

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

The 2013–2015 Consumer Survey topics covered included demographics, housing characteristics, interest in and research on plug-in electric vehicles (PEVs)<sup>1</sup>, sources of information used, decision-

<sup>1</sup> The term plug-in electric vehicle (PEV) includes both PHEVs and BEVs.

making process, dealership experience, vehicle details and charging. The dataset includes a total of **19,460 responses**, a 21 percent response rate.

Because the Consumer Survey is voluntary and not everyone chooses to complete it, responses may not be perfectly representative of the entire CVRP participant population. However, using application information provided by all program participants, response weights were calculated using the raking method (iterative proportional fitting) to make the 2013–2015 Consumer Survey data **representative of the 91,085 program participants during that period** along the dimensions of vehicle model, purchase vs. lease, and county of residence. These weights were used to calculate all statistics in this report.

It also is important to note that CVRP cannot be assumed to be representative of California’s clean-vehicle market more broadly. However, over the course of the first five years of the program, more than three-quarters of eligible purchases and leases in the state received CVRP rebates.<sup>2</sup> In other words, CVRP participants do characterize a large majority of the market.

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

Program Participant Population	N = 91,085
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 <sup>2</sup>	>74%

Thus, the data collected through the 2013–2015 Consumer Survey contain substantial insight into several years of California’s electric-vehicle market. This reference document summarizes the responses. All survey questions are presented and summarized using descriptive statistics where possible. Responses also are summarized for PHEV and BEV owners separately.

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For additional information, analysis of the data can be found at [cleanvehiclerebate.org/eng/program-reports](http://cleanvehiclerebate.org/eng/program-reports)

An interactive dashboard for visualizing and downloading a portion of the data (protecting privacy) can be found at [cleanvehiclerebate.org/eng/survey-dashboard/ev](http://cleanvehiclerebate.org/eng/survey-dashboard/ev)

<sup>2</sup> A large majority of electric-vehicle purchases/leases were eligible for a rebate. Details about eligibility and program participation overall are available in Williams, B., Anderson, J., Santulli, C., and Arreola, G. (2015), “Clean Vehicle Rebate Project Participation Rates: The First Five Years (March 2010 – March 2015),” Center for Sustainable Energy, San Diego CA, October, [cleanvehiclerebate.org/eng/content/cvrp-participation-thru-2015-03](http://cleanvehiclerebate.org/eng/content/cvrp-participation-thru-2015-03).



## II. Summary of Weighted Survey Responses

As described above, responses have been weighted to be more representative of the population of program participants during the survey's administration period. The following tables present the frequency of responses that have been made proportionate based on those weights. In other words, **all “%” and “Frequency” results given below are proportionately weighted.**

Rounding those weighted frequencies to whole numbers produces totals that may vary trivially from the total number of actual responses (e.g., the total of the proportionately weighted responses to a question with 19,460 responses may be 19,461 or 19,459).

Although the weighted frequency percentages tend to be the most used summary statistics, if desired, the number of program participants each response option represents can be approximated using the program population size (N=91,085 during that period) and the percentages given in the tables below. For example, approximately 19,335 respondents answered question 2, or 99.4% of the survey sample (n=19,460 respondents in the dataset). 91% of these responses were “Yes.” Thus, the number of program participants represented by the respondents answering “Yes” is approximately 82,000 (91,085 x 99.4% x 91% = 82,390). Or, more simply, a reasonable approximation of the number of “first PEVs” acquired by program participants during the period is roughly 83,000 (91,085 x 91% = 82,887).

### Vehicle Details

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

Screening question.

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

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Added</b>	35%	6,814	28%	2,358	41%	4,456
<b>Replaced</b>	65%	12,433	72%	5,949	59%	6,484
<b>Total</b>	100%	19,247	100%	8,307	100%	10,940

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

Textbox entry for “Make,” “Model,” and “Model Year.” Results not reported due to data processing required.

**Q04 - If you are making a monthly payment on your PEV purchase or lease, what is your current monthly payment before taxes (in 2013 dollars\*)?**

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

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

Note: Excludes 4 nonnumeric responses and 5 responses > \$139,790 (the highest recorded purchase price in the sample).

## Sources of Information

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
I did not know PEVs existed	1%	238	1%	115	1%	123
I had no interest in a PEV	4%	713	3%	273	4%	440
I had some interest in a PEV	22%	4,349	23%	1,895	22%	2,454
I was very interested in a PEV	40%	7,814	42%	3,541	39%	4,273
I was ONLY interested in a PEV	32%	6,302	31%	2,562	34%	3,740
<b>Total</b>	<b>100%</b>	<b>19,415</b>	<b>100%</b>	<b>8,384</b>	<b>100%</b>	<b>11,031</b>

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Very difficult	0%	93	0%	39	0%	54
Difficult	5%	1,027	5%	431	5%	596
Neither easy nor difficult	21%	4,080	22%	1,796	21%	2,284
Easy	45%	8,729	46%	3,807	45%	4,922
Very easy	28%	5,432	27%	2,280	29%	3,151
<b>Total</b>	<b>100%</b>	<b>19,361</b>	<b>100%</b>	<b>8,355</b>	<b>100%</b>	<b>11,006</b>

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

A family member, friend or colleague

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not important at all	19%	2,977	19%	1,274	19%	1,703
Only slightly important	11%	1,673	11%	711	11%	962
Moderately important	18%	2,867	19%	1,258	18%	1,608
Very important	25%	3,941	25%	1,686	25%	2,255
Extremely important	27%	4,219	26%	1,730	28%	2,489
<b>Total</b>	<b>100%</b>	<b>15,676</b>	<b>100%</b>	<b>6,660</b>	<b>100%</b>	<b>9,016</b>

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

## Neighbor who drives a PEV

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	46%	5,012	47%	2,169	45%	2,843
<b>Only slightly important</b>	12%	1,288	12%	538	12%	749
<b>Moderately important</b>	17%	1,818	17%	793	16%	1,026
<b>Very important</b>	16%	1,760	15%	718	17%	1,041
<b>Extremely important</b>	10%	1,062	9%	426	10%	637
<b>Total</b>	100%	10,940	100%	4,644	100%	6,297

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

## A new car sales person

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

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

## PEV Manufacturer website

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

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

## PEV ride and drive event/expo

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	29%	3,437	34%	1,630	26%	1,807
<b>Only slightly important</b>	10%	1,156	10%	491	9%	665
<b>Moderately important</b>	17%	1,970	18%	852	16%	1,119
<b>Very important</b>	23%	2,756	22%	1,027	25%	1,729
<b>Extremely important</b>	21%	2,456	15%	730	24%	1,726
<b>Total</b>	100%	11,774	100%	4,729	100%	7,045

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

## Online discussion forums

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	15%	2,280	17%	1,053	14%	1,227
<b>Only slightly important</b>	12%	1,783	12%	740	12%	1,043
<b>Moderately important</b>	24%	3,540	25%	1,550	23%	1,990
<b>Very important</b>	29%	4,345	28%	1,724	30%	2,621
<b>Extremely important</b>	20%	2,931	18%	1,077	21%	1,854
<b>Total</b>	100%	14,879	100%	6,144	100%	8,735

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

## Blogs (nonmanufacturer sites)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	20%	2,843	22%	1,258	19%	1,585
<b>Only slightly important</b>	14%	1,927	14%	787	14%	1,140
<b>Moderately important</b>	25%	3,416	25%	1,427	24%	1,989
<b>Very important</b>	26%	3,638	26%	1,463	27%	2,175
<b>Extremely important</b>	15%	2,047	14%	783	16%	1,264
<b>Total</b>	100%	13,872	100%	5,718	100%	8,154

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

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

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

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

## Paid advertisement (print, radio, television)

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

Note: Excludes 4,494 "N/A" responses.

Nonprofit organization (e.g., CCSE<sup>3</sup>, Plug-In America, etc.)

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

Note: Excludes 5,541 "N/A" responses.

<sup>3</sup> The Center for Sustainable Energy (CSE) was formerly known as the California Center for Sustainable Energy (CCSE) during administration of the CVRP Consumer Survey (2013-2015).

## Government agency

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	30%	4,053	28%	1,567	32%	2,486
<b>Only slightly important</b>	17%	2,233	16%	895	17%	1,339
<b>Moderately important</b>	25%	3,282	26%	1,465	24%	1,816
<b>Very important</b>	19%	2,516	21%	1,185	17%	1,331
<b>Extremely important</b>	10%	1,282	10%	579	9%	704
<b>Total</b>	100%	13,366	100%	5,690	100%	7,676

Note: Excludes 4,831 "N/A" responses.

## Electric utility

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not important at all</b>	28%	3,827	26%	1,520	29%	2,307
<b>Only slightly important</b>	18%	2,532	18%	1,050	19%	1,481
<b>Moderately important</b>	24%	3,301	24%	1,398	24%	1,902
<b>Very important</b>	19%	2,585	20%	1,130	18%	1,455
<b>Extremely important</b>	11%	1,504	11%	660	11%	844
<b>Total</b>	100%	13,748	100%	5,759	100%	7,989

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

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>0</b>	38%	7,316	41%	3,400	36%	3,916
<b>1</b>	20%	3,802	20%	1,635	20%	2,168
<b>2</b>	18%	3,414	18%	1,462	18%	1,952
<b>3</b>	11%	2,032	10%	821	11%	1,211
<b>4</b>	4%	806	4%	329	4%	477
<b>5</b>	5%	939	4%	333	6%	606
<b>6</b>	1%	169	1%	71	1%	97
<b>7</b>	0%	47	0%	21	0%	26
<b>8</b>	0%	59	0%	27	0%	32
<b>9</b>	0%	7	0%	3	0%	4
<b>10 or more</b>	3%	568	2%	168	4%	400
<b>Total</b>	100%	19,158	100%	8,271	100%	10,888

\* Integer responses of 10 or more have been binned.

Note: Excludes 2 responses > 2,000.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>0</b>	78%	12,582	80%	5,474	77%	7,108
<b>1</b>	14%	2,231	13%	898	14%	1,333
<b>2</b>	5%	780	4%	309	5%	471
<b>3</b>	1%	234	1%	90	2%	143
<b>4</b>	0%	63	0%	19	0%	44
<b>5</b>	0%	75	0%	27	1%	48
<b>6</b>	0%	14	0%	7	0%	7
<b>7</b>	0%	4	0%	4	0%	-
<b>8</b>	0%	3	0%	-	0%	3
<b>9</b>	0%	3	0%	-	0%	3
<b>10 or more</b>	1%	102	1%	46	1%	56
<b>Total</b>	100%	16,091	100%	6,874	100%	9,217

\* Integer responses of 10 or more have been binned.

Note: Excludes 4 responses > 130.



**Q09 - As far as you know, how many PEVs were in your neighborhood (within one mile of your home) when you were deciding to acquire your PEV?\***

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>0</b>	46%	8,592	48%	3,835	45%	4,757
<b>1</b>	15%	2,760	15%	1,152	15%	1,608
<b>2</b>	11%	2,100	11%	863	12%	1,237
<b>3</b>	7%	1,213	6%	471	7%	742
<b>4</b>	3%	541	3%	227	3%	314
<b>5</b>	6%	1,171	6%	489	6%	682
<b>6</b>	1%	192	1%	79	1%	113
<b>7</b>	0%	53	0%	17	0%	36
<b>8</b>	1%	97	0%	37	1%	61
<b>9</b>	0%	12	0%	6	0%	6
<b>10 or more</b>	10%	1,816	10%	763	10%	1,053
<b>Total</b>	100%	18,549	100%	7,940	100%	10,609

\* Integer responses of 10 or more have been binned.

Note: Excludes 4 responses > 5,000.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>0</b>	52%	9,758	52%	4,224	52%	5,534
<b>1</b>	16%	2,979	17%	1,354	15%	1,625
<b>2</b>	10%	1,941	11%	852	10%	1,089
<b>3</b>	5%	1,034	6%	479	5%	555
<b>4</b>	3%	502	3%	226	3%	275
<b>5</b>	4%	733	4%	314	4%	419
<b>6</b>	1%	186	1%	78	1%	108
<b>7</b>	0%	78	0%	31	0%	47
<b>8</b>	1%	128	1%	50	1%	78
<b>9</b>	0%	28	0%	7	0%	20
<b>10 or more</b>	8%	1,451	6%	494	9%	957
<b>Total</b>	100%	18,817	100%	8,109	100%	10,708

\* Integer responses of 10 or more have been binned.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Strongly disagree</b>	18%	3,325	16%	1,288	19%	2,037
<b>Disagree</b>	24%	4,513	23%	1,855	25%	2,659
<b>Neither agree nor disagree</b>	22%	4,188	23%	1,841	22%	2,347
<b>Agree</b>	21%	3,975	22%	1,808	20%	2,167
<b>Strongly agree</b>	15%	2,772	16%	1,272	14%	1,500
<b>Total</b>	100%	18,772	100%	8,062	100%	10,710

Note: Excludes 270 "N/A" responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Email marketing</b>	13%	2,409	13%	1,004	13%	1,404
<b>Referral by a friend/family</b>	37%	6,758	35%	2,794	38%	3,964
<b>Ride &amp; drive events/vehicle expos</b>	20%	3,729	15%	1,187	24%	2,542
<b>Radio/TV</b>	24%	4,504	31%	2,456	20%	2,048
<b>Print ads (newspaper, magazines, etc.)</b>	25%	4,642	31%	2,493	20%	2,149
<b>Manufacturer websites</b>	66%	12,073	64%	5,072	67%	7,001
<b>Technology blogs</b>	42%	7,726	39%	3,060	44%	4,667
<b>Information sessions organized by CVRP program (CCSE)</b>	5%	965	6%	438	5%	528
<b>Other</b>	12%	2,122	12%	965	11%	1,158
	100% = 18,414		100% = 7,916		100% = 10,498	

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)**

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

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

## Decision-Making Process

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

#### [Frequencies]

Saving money on fuel costs

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	1%	277	1%	65	2%	212
Slightly important	5%	923	3%	260	6%	662
Moderately important	14%	2,669	12%	976	15%	1,693
Very important	25%	4,848	25%	2,043	26%	2,805
Extremely important	55%	10,581	60%	4,994	51%	5,586
<b>Total</b>	<b>100%</b>	<b>19,298</b>	<b>100%</b>	<b>8,338</b>	<b>100%</b>	<b>10,960</b>

Reducing environmental impacts

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	2%	476	3%	211	2%	264
Slightly important	5%	936	5%	429	5%	507
Moderately important	14%	2,777	16%	1,310	13%	1,467
Very important	27%	5,102	27%	2,238	26%	2,864
Extremely important	52%	9,929	50%	4,114	53%	5,815
<b>Total</b>	<b>100%</b>	<b>19,219</b>	<b>100%</b>	<b>8,301</b>	<b>100%</b>	<b>10,917</b>

High-occupancy vehicle (HOV) lane access

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	9%	1,734	6%	521	11%	1,214
Slightly important	13%	2,447	10%	813	15%	1,634
Moderately important	20%	3,830	17%	1,432	22%	2,397
Very important	18%	3,406	17%	1,413	18%	1,994
Extremely important	40%	7,699	49%	4,073	33%	3,626
<b>Total</b>	<b>100%</b>	<b>19,116</b>	<b>100%</b>	<b>8,251</b>	<b>100%</b>	<b>10,865</b>

Increased energy independence

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	5%	926	4%	360	5%	565
Slightly important	7%	1,366	7%	539	8%	827
Moderately important	18%	3,450	18%	1,458	18%	1,992
Very important	30%	5,633	30%	2,494	29%	3,139
Extremely important	40%	7,683	41%	3,364	40%	4,319
<b>Total</b>	<b>100%</b>	<b>19,057</b>	<b>100%</b>	<b>8,215</b>	<b>100%</b>	<b>10,842</b>

## A desire for the newest technology

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	11%	2,097	12%	949	11%	1,148
<b>Slightly important</b>	13%	2,408	14%	1,106	12%	1,301
<b>Moderately important</b>	25%	4,758	26%	2,136	24%	2,622
<b>Very important</b>	26%	4,905	25%	2,048	26%	2,857
<b>Extremely important</b>	26%	4,867	24%	1,946	27%	2,921
<b>Total</b>	100%	19,034	100%	8,186	100%	10,849

## Vehicle performance

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	4%	852	5%	409	4%	444
<b>Slightly important</b>	9%	1,683	10%	824	8%	860
<b>Moderately important</b>	24%	4,567	26%	2,105	23%	2,463
<b>Very important</b>	34%	6,423	34%	2,819	33%	3,604
<b>Extremely important</b>	29%	5,482	25%	2,019	32%	3,463
<b>Total</b>	100%	19,007	100%	8,175	100%	10,833

## Supporting the diffusion of EV technology

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	8%	1,608	9%	771	8%	838
<b>Slightly important</b>	10%	1,895	11%	865	10%	1,029
<b>Moderately important</b>	22%	4,171	23%	1,861	21%	2,310
<b>Very important</b>	28%	5,332	28%	2,252	29%	3,081
<b>Extremely important</b>	31%	5,957	30%	2,419	33%	3,538
<b>Total</b>	100%	18,964	100%	8,168	100%	10,795

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

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

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

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

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

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

Federal Tax Incentives

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all important	7%	1,234	6%	485	7%	749
Slightly important	6%	1,200	6%	501	6%	699
Moderately important	16%	2,968	16%	1,284	16%	1,685
Very important	26%	4,947	27%	2,216	25%	2,731
Extremely important	45%	8,618	45%	3,690	46%	4,928
<b>Total</b>	<b>100%</b>	<b>18,967</b>	<b>100%</b>	<b>8,176</b>	<b>100%</b>	<b>10,791</b>

## State Rebate (CVRP)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	3%	594	3%	278	3%	316
<b>Slightly important</b>	6%	1,223	6%	519	6%	704
<b>Moderately important</b>	16%	3,152	17%	1,428	16%	1,724
<b>Very important</b>	28%	5,380	29%	2,430	27%	2,950
<b>Extremely important</b>	46%	8,804	44%	3,612	48%	5,192
<b>Total</b>	100%	19,152	100%	8,266	100%	10,886

## The option to lease a PEV

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	34%	6,392	43%	3,358	28%	3,034
<b>Slightly important</b>	5%	956	5%	415	5%	542
<b>Moderately important</b>	9%	1,746	9%	748	9%	998
<b>Very important</b>	19%	3,483	16%	1,299	20%	2,185
<b>Extremely important</b>	32%	5,978	26%	2,060	37%	3,918
<b>Total</b>	100%	18,556	100%	7,881	100%	10,676

## Access to workplace charging

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	35%	6,351	36%	2,833	34%	3,518
<b>Slightly important</b>	13%	2,335	12%	971	13%	1,364
<b>Moderately important</b>	16%	2,906	17%	1,362	15%	1,544
<b>Very important</b>	15%	2,770	15%	1,175	15%	1,595
<b>Extremely important</b>	22%	3,969	19%	1,512	23%	2,458
<b>Total</b>	100%	18,331	100%	7,853	100%	10,478

## Other incentive program

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all important</b>	37%	6,251	35%	2,604	38%	3,647
<b>Slightly important</b>	9%	1,496	8%	603	9%	893
<b>Moderately important</b>	17%	2,810	16%	1,176	17%	1,633
<b>Very important</b>	16%	2,758	17%	1,254	16%	1,504
<b>Extremely important</b>	22%	3,683	23%	1,725	20%	1,959
<b>Total</b>	100%	16,998	100%	7,362	100%	9,636

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

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
<b>Federal tax incentives</b>	3.98	1.20	3.99	1.18	3.96	1.22
<b>State rebate (CVRP)</b>	4.07	1.07	4.04	1.08	4.10	1.07
<b>The option to lease a PEV</b>	3.09	1.70	2.78	1.71	3.32	1.66
<b>Access to workplace charging</b>	2.76	1.57	2.69	1.55	2.82	1.59
<b>Other incentive program</b>	2.77	1.59	2.85	1.61	2.71	1.58

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>No</b>	46%	8,878	41%	3,431	50%	5,447
<b>Yes</b>	54%	10,330	59%	4,882	50%	5,448
<b>Total</b>	100%	19,208	100%	8,313	100%	10,895

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>No, and I have no plans to apply</b>	8%	1,498	6%	450	10%	1,049
<b>Yes, I have applied or will be applying for an HOV sticker</b>	92%	17,007	94%	7,479	90%	9,528
<b>Total</b>	100%	18,505	100%	10,576	100%	7,929

Note: Responses to this question were not collected from a very small set of respondents who applied for their rebate around October 2013 due to confusion about whether dealers were responsible for applying for HOV lane stickers. This is estimated to have been the cause of missing data for this question for approximately 750–850 respondents.



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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Negligible</b>	4%	681	4%	302	3%	379
<b>Small</b>	14%	2,652	14%	1,136	14%	1,516
<b>Moderate</b>	45%	8,601	45%	3,738	44%	4,863
<b>Large</b>	27%	5,299	28%	2,328	27%	2,971
<b>Very large</b>	11%	2,076	10%	836	11%	1,240
<b>Total</b>	100%	19,308	100%	8,339	100%	10,969

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Less than 1	4%	758	4%	346	4%	412
1-7	76%	14,020	76%	6,023	76%	7,997
8-14	14%	2,598	14%	1,130	14%	1,469
15-21	4%	774	4%	336	4%	438
22-28	0%	63	0%	18	0%	45
29-35	0%	80	0%	36	0%	43
36 hours or more	1%	148	1%	78	1%	70
<b>Total</b>	100%	18,440	100%	7,966	100%	10,474

\* Integer responses have been binned based on the implied average hours per day spent researching over the course of a week (e.g., 1–7 hours = less than 1 hour per day).

Note: Excludes 26 responses > 168 hours.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Less than 1 month</b>	29%	5,078	30%	2,259	29%	2,819
<b>1 to 3 months</b>	28%	4,837	30%	2,233	26%	2,604
<b>3 to 6 months</b>	15%	2,596	14%	1,073	15%	1,523
<b>6 months to 1 year</b>	13%	2,158	12%	882	13%	1,276
<b>1 to 2 years</b>	7%	1,200	6%	456	8%	744
<b>2 years or more</b>	8%	1,392	7%	524	9%	868
<b>Total</b>	100%	17,262	100%	7,427	100%	9,835

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

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

Financial aspects, such as costs and incentives available

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	5%	981	5%	409	5%	572
<b>Small</b>	8%	1,524	8%	647	8%	877
<b>Moderate</b>	29%	5,269	29%	2,267	29%	3,001
<b>Large</b>	30%	5,498	30%	2,354	30%	3,145
<b>Very large</b>	28%	5,134	28%	2,225	28%	2,909
<b>Total</b>	100%	18,405	100%	7,902	100%	10,504

Note: Excludes 494 "N/A" responses.

Performance of vehicle

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	4%	796	5%	371	4%	424
<b>Small</b>	10%	1,801	11%	841	9%	960
<b>Moderate</b>	33%	6,054	34%	2,714	32%	3,340
<b>Large</b>	33%	6,167	32%	2,569	34%	3,598
<b>Very large</b>	20%	3,708	18%	1,433	21%	2,275
<b>Total</b>	100%	18,525	100%	7,928	100%	10,597

Note: Excludes 340 "N/A" responses.

Vehicle warranties

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	12%	2,073	10%	797	12%	1,276
<b>Small</b>	20%	3,563	19%	1,480	20%	2,083
<b>Moderate</b>	35%	6,220	35%	2,715	34%	3,505
<b>Large</b>	21%	3,808	22%	1,665	21%	2,143
<b>Very large</b>	13%	2,336	14%	1,056	12%	1,280
<b>Total</b>	100%	18,000	100%	7,713	100%	10,287

Note: Excludes 700 "N/A" responses.

## Available electricity rate plans

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	16%	2,866	18%	1,321	15%	1,545
<b>Small</b>	21%	3,644	22%	1,584	20%	2,060
<b>Moderate</b>	32%	5,591	32%	2,328	32%	3,263
<b>Large</b>	19%	3,295	17%	1,267	20%	2,028
<b>Very large</b>	11%	1,986	11%	831	11%	1,155
<b>Total</b>	100%	17,382	100%	7,331	100%	10,050

Note: Excludes 1,355 "N/A" responses.

## Residential charging options &amp; installation costs

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	11%	1,989	14%	1,074	9%	915
<b>Small</b>	16%	2,824	18%	1,331	14%	1,493
<b>Moderate</b>	32%	5,654	31%	2,369	32%	3,285
<b>Large</b>	25%	4,536	22%	1,683	28%	2,853
<b>Very large</b>	16%	2,856	14%	1,075	17%	1,781
<b>Total</b>	100%	17,860	100%	7,533	100%	10,327

Note: Excludes 934 "N/A" responses.

## Availability of public charging infrastructure

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	13%	2,337	18%	1,348	10%	988
<b>Small</b>	19%	3,365	22%	1,638	17%	1,726
<b>Moderate</b>	31%	5,454	31%	2,298	30%	3,156
<b>Large</b>	22%	3,915	17%	1,272	25%	2,644
<b>Very large</b>	15%	2,701	11%	842	18%	1,859
<b>Total</b>	100%	17,771	100%	7,398	100%	10,373

Note: Excludes 985 "N/A" responses.

## Availability of workplace charging infrastructure

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	20%	3,065	21%	1,368	19%	1,697
<b>Small</b>	20%	3,120	21%	1,391	20%	1,730
<b>Moderate</b>	26%	3,970	27%	1,721	26%	2,249
<b>Large</b>	17%	2,656	17%	1,089	18%	1,567
<b>Very large</b>	16%	2,438	14%	924	17%	1,514
<b>Total</b>	100%	15,250	100%	6,493	100%	8,757

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

## Vehicle maintenance

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Very little</b>	13%	2,396	13%	994	14%	1,402
<b>Small</b>	19%	3,449	18%	1,409	20%	2,040
<b>Moderate</b>	33%	5,869	33%	2,556	32%	3,313
<b>Large</b>	21%	3,844	22%	1,667	21%	2,177
<b>Very large</b>	13%	2,359	14%	1,036	13%	1,323
<b>Total</b>	100%	17,916	100%	7,662	100%	10,254

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	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
<b>Financial aspects, such as costs and incentives available</b>	3.67	1.12	3.68	1.12	3.66	1.13
<b>Performance of vehicle</b>	3.55	1.05	3.49	1.05	3.60	1.04
<b>Vehicle warranties</b>	3.04	1.18	3.09	1.17	3.01	1.19
<b>Available electricity rate plans</b>	2.88	1.23	2.82	1.24	2.92	1.21
<b>Residential charging options &amp; installation costs</b>	3.19	1.21	3.05	1.24	3.30	1.17
<b>Availability of public charging infrastructure</b>	3.07	1.24	2.81	1.24	3.26	1.21
<b>Availability of workplace charging infrastructure</b>	2.89	1.35	2.82	1.33	2.94	1.36
<b>Vehicle maintenance</b>	3.02	1.21	3.04	1.21	3.00	1.21

Note: 1 = Very little, 5 = Very large; excludes "N/A" responses.

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

I understood what to expect regarding the performance of PEVs.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Strongly disagree</b>	0%	70	0%	27	0%	43
<b>Disagree</b>	2%	402	2%	162	2%	240
<b>Neither agree nor disagree</b>	9%	1,613	10%	814	7%	799
<b>Agree</b>	51%	9,686	54%	4,390	49%	5,295
<b>Strongly agree</b>	38%	7,136	34%	2,771	41%	4,365
<b>Total</b>	100%	18,906	100%	8,165	100%	10,742

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Strongly disagree</b>	1%	104	1%	50	1%	54
<b>Disagree</b>	3%	586	3%	259	3%	327
<b>Neither agree nor disagree</b>	13%	2,430	15%	1,200	11%	1,230
<b>Agree</b>	51%	9,607	52%	4,243	50%	5,364
<b>Strongly agree</b>	32%	6,099	29%	2,367	35%	3,732
<b>Total</b>	100%	18,824	100%	8,118	100%	10,706

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Strongly disagree</b>	1%	100	1%	46	1%	55
<b>Disagree</b>	3%	487	3%	277	2%	210
<b>Neither agree nor disagree</b>	17%	3,116	17%	1,355	16%	1,761
<b>Agree</b>	52%	9,848	54%	4,390	51%	5,458
<b>Strongly agree</b>	28%	5,241	25%	2,045	30%	3,196
<b>Total</b>	100%	18,792	100%	8,112	100%	10,679

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Strongly disagree</b>	0%	70	0%	37	0%	34
<b>Disagree</b>	2%	305	2%	138	2%	167
<b>Neither agree nor disagree</b>	8%	1,587	10%	775	8%	811
<b>Agree</b>	51%	9,632	53%	4,298	50%	5,334
<b>Strongly agree</b>	38%	7,247	35%	2,883	41%	4,363
<b>Total</b>	100%	18,840	100%	8,131	100%	10,709

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

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

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?**

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

**Q25 - Did you visit a Tesla retail store?**

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	29%	5,595	16%	1,357	39%	4,237
<b>No</b>	71%	13,709	83%	6,982	61%	6,727
<b>Can't recall</b>	0%	62	0%	26	0%	36
<b>Total</b>	100%	19,366	100%	8,365	100%	11,001

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

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

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

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

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

Note: This question displayed only for respondents who reported visiting zero dealerships or retail stores, could not recall, or did not indicate how many dealerships or retail stores they visited.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
I preferred to conduct my purchase online	41%	276	29%	35	44%	241
I was able to get the information I needed online	58%	385	44%	53	61%	332
I was able to get the information I needed from people I know	26%	175	48%	58	21%	117
It was more convenient	29%	196	28%	34	30%	162
Other	28%	185	26%	31	28%	154
	100% = 668		100% = 121		100% = 547	

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

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

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Not at all knowledgeable	4%	613	4%	271	4%	342
Not very knowledgeable	11%	1,836	12%	865	10%	970
Unsure	15%	2,574	17%	1,271	14%	1,303
Knowledgeable	42%	7,079	41%	3,015	42%	4,064
Very knowledgeable	29%	4,838	26%	1,891	31%	2,947
<b>Total</b>	100%	16,941	100%	7,314	100%	9,626

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



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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	10%	1,494	10%	702	9%	792
<b>Not very knowledgeable</b>	18%	2,744	19%	1,288	17%	1,456
<b>Unsure</b>	31%	4,889	33%	2,196	31%	2,693
<b>Knowledgeable</b>	26%	4,048	24%	1,611	28%	2,437
<b>Very knowledgeable</b>	15%	2,356	14%	953	16%	1,403
<b>Total</b>	100%	15,531	100%	6,750	100%	8,781

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

## Home charging (equipment options and installation costs)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	6%	969	7%	475	5%	495
<b>Not very knowledgeable</b>	13%	2,243	15%	1,061	12%	1,182
<b>Unsure</b>	17%	2,922	21%	1,504	15%	1,418
<b>Knowledgeable</b>	40%	6,778	39%	2,818	41%	3,960
<b>Very knowledgeable</b>	24%	4,076	19%	1,405	27%	2,670
<b>Total</b>	100%	16,989	100%	7,263	100%	9,725

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	8%	1,222	10%	666	6%	556
<b>Not very knowledgeable</b>	15%	2,394	18%	1,208	13%	1,186
<b>Unsure</b>	27%	4,286	33%	2,238	22%	2,048
<b>Knowledgeable</b>	32%	5,214	25%	1,691	37%	3,523
<b>Very knowledgeable</b>	19%	3,044	13%	892	23%	2,152
<b>Total</b>	100%	16,162	100%	6,696	100%	9,466

Note: Excludes 2,318 "N/A" responses.

## Government financial incentives (tax credits, rebates)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	3%	527	4%	291	2%	236
<b>Not very knowledgeable</b>	7%	1,226	9%	696	5%	530
<b>Unsure</b>	8%	1,365	9%	678	7%	687
<b>Knowledgeable</b>	42%	7,669	42%	3,286	43%	4,382
<b>Very knowledgeable</b>	40%	7,271	37%	2,913	43%	4,358
<b>Total</b>	100%	18,058	100%	7,865	100%	10,193

Note: Excludes 477 “N/A” responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	3%	614	4%	301	3%	313
<b>Not very knowledgeable</b>	8%	1,430	9%	710	7%	721
<b>Unsure</b>	14%	2,419	13%	994	14%	1,424
<b>Knowledgeable</b>	42%	7,434	42%	3,229	43%	4,205
<b>Very knowledgeable</b>	32%	5,709	32%	2,493	33%	3,216
<b>Total</b>	100%	17,606	100%	7,727	100%	9,879

Note: Excludes 902 “N/A” responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	2%	406	2%	188	2%	217
<b>Not very knowledgeable</b>	6%	1,062	6%	501	5%	560
<b>Unsure</b>	9%	1,545	10%	781	7%	764
<b>Knowledgeable</b>	42%	7,702	44%	3,483	41%	4,219
<b>Very knowledgeable</b>	41%	7,424	37%	2,924	44%	4,500
<b>Total</b>	100%	18,138	100%	7,878	100%	10,261

Note: Excludes 384 “N/A” responses.

## Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all knowledgeable</b>	6%	894	7%	416	6%	477
<b>Not very knowledgeable</b>	10%	1,424	10%	610	10%	814
<b>Unsure</b>	17%	2,415	17%	1,088	16%	1,327
<b>Knowledgeable</b>	36%	5,253	36%	2,318	36%	2,936
<b>Very knowledgeable</b>	31%	4,577	31%	1,952	32%	2,625
<b>Total</b>	100%	14,563	100%	6,384	100%	8,178

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

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

[Means]

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

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

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.)

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

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

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

Home charging (equipment options and installation costs)

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	4%	774	5%	388	4%	386
<b>Not very valuable</b>	8%	1,522	9%	752	7%	770
<b>Unsure</b>	12%	2,209	14%	1,146	10%	1,063
<b>Valuable</b>	38%	6,920	38%	3,004	38%	3,915
<b>Very valuable</b>	37%	6,820	33%	2,655	40%	4,165
<b>Total</b>	100%	18,244	100%	7,945	100%	10,299

Government financial incentives (tax credits, rebates)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	2%	390	2%	147	2%	244
<b>Not very valuable</b>	3%	546	3%	202	3%	344
<b>Unsure</b>	4%	675	4%	280	4%	396
<b>Valuable</b>	31%	5,694	30%	2,396	32%	3,298
<b>Very valuable</b>	60%	10,985	62%	4,942	59%	6,044
<b>Total</b>	100%	18,290	100%	7,965	100%	10,325

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	3%	486	2%	181	3%	305
<b>Not very valuable</b>	4%	756	3%	272	5%	484
<b>Unsure</b>	6%	1,142	5%	416	7%	726
<b>Valuable</b>	37%	6,746	35%	2,744	39%	4,002
<b>Very valuable</b>	50%	9,119	55%	4,339	46%	4,780
<b>Total</b>	100%	18,248	100%	7,951	100%	10,297

Vehicle performance (range, battery life, etc.)

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	2%	356	2%	147	2%	209
<b>Not very valuable</b>	2%	449	2%	181	3%	267
<b>Unsure</b>	4%	708	4%	344	4%	364
<b>Valuable</b>	29%	5,262	31%	2,438	27%	2,824
<b>Very valuable</b>	63%	11,478	61%	4,852	64%	6,626
<b>Total</b>	100%	18,253	100%	7,962	100%	10,290

## Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	4%	548	3%	208	4%	340
<b>Not very valuable</b>	7%	1,054	6%	411	7%	643
<b>Unsure</b>	11%	1,679	11%	727	11%	952
<b>Valuable</b>	36%	5,558	36%	2,428	36%	3,130
<b>Very valuable</b>	43%	6,667	44%	3,002	42%	3,665
<b>Total</b>	100%	15,507	100%	6,777	100%	8,730

**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.

	All		PHEV		BEV	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
<b>Total cost of ownership (including fueling costs, maintenance, insurance, etc.)</b>	4.22	1.01	4.21	0.99	4.22	1.01
<b>Electricity rates (utility specific rates for PEV charging at home)</b>	3.87	1.14	3.87	1.14	3.87	1.14
<b>Home charging (equipment options and installation costs)</b>	4.16	1.00	4.10	1.01	4.20	0.99
<b>“Away from home” charging (workplace, charging networks, public chargers)</b>	3.96	1.10	3.85	1.13	4.04	1.07
<b>Government financial incentives (tax credits, rebates)</b>	4.44	0.87	4.48	0.83	4.41	0.90
<b>Nonfinancial incentives/perks (HOV lane access, free parking, free charging stations, etc.)</b>	4.27	0.94	4.36	0.90	4.21	0.97
<b>Vehicle performance (range, battery life, etc.)</b>	4.48	0.84	4.47	0.83	4.50	0.85
<b>Assistance setting up and explaining PEV related apps</b>	4.08	1.06	4.12	1.03	4.05	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")

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	8%	1,334	9%	658	7%	676
<b>Not very valuable</b>	9%	1,538	9%	706	9%	832
<b>Unsure</b>	17%	2,968	18%	1,371	17%	1,598
<b>Valuable</b>	34%	5,891	34%	2,534	35%	3,357
<b>Very valuable</b>	31%	5,348	29%	2,193	33%	3,155
<b>Total</b>	100%	17,080	100%	7,462	100%	9,617

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	3%	579	3%	249	3%	330
<b>Not very valuable</b>	7%	1,266	7%	532	7%	734
<b>Unsure</b>	16%	2,718	16%	1,211	15%	1,507
<b>Valuable</b>	39%	6,739	40%	3,005	38%	3,734
<b>Very valuable</b>	35%	6,131	34%	2,592	36%	3,538
<b>Total</b>	100%	17,433	100%	7,589	100%	9,844

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	4%	718	5%	390	3%	328
<b>Not very valuable</b>	8%	1,451	9%	648	8%	803
<b>Unsure</b>	15%	2,580	17%	1,292	13%	1,287
<b>Valuable</b>	44%	7,643	42%	3,200	45%	4,443
<b>Very valuable</b>	29%	5,142	27%	2,053	31%	3,089
<b>Total</b>	100%	17,534	100%	7,584	100%	9,950

## Tutorials/workshops for new owners

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	5%	783	4%	340	5%	444
<b>Not very valuable</b>	12%	2,023	11%	813	12%	1,210
<b>Unsure</b>	21%	3,584	19%	1,429	22%	2,154
<b>Valuable</b>	39%	6,725	39%	2,982	38%	3,743
<b>Very valuable</b>	24%	4,255	26%	1,988	23%	2,267
<b>Total</b>	100%	17,369	100%	7,552	100%	9,817

## Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	4%	634	3%	242	4%	392
<b>Not very valuable</b>	9%	1,561	8%	620	9%	941
<b>Unsure</b>	16%	2,756	16%	1,184	16%	1,571
<b>Valuable</b>	43%	7,591	43%	3,309	43%	4,282
<b>Very valuable</b>	28%	4,984	30%	2,269	27%	2,715
<b>Total</b>	100%	17,526	100%	7,625	100%	9,901

## Preparation and submission of rebate/tax applications

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	3%	450	2%	187	3%	262
<b>Not very valuable</b>	6%	1,128	6%	458	7%	670
<b>Unsure</b>	9%	1,549	8%	638	9%	911
<b>Valuable</b>	40%	6,979	39%	3,001	40%	3,978
<b>Very valuable</b>	42%	7,452	44%	3,349	41%	4,103
<b>Total</b>	100%	17,558	100%	7,634	100%	9,924

## Access to reduced cost car share or rental cars

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	10%	1,736	11%	792	10%	944
<b>Not very valuable</b>	13%	2,186	14%	1,010	12%	1,176
<b>Unsure</b>	31%	5,328	34%	2,538	29%	2,791
<b>Valuable</b>	25%	4,315	23%	1,734	27%	2,581
<b>Very valuable</b>	20%	3,399	18%	1,317	22%	2,082
<b>Total</b>	100%	16,965	100%	7,391	100%	9,574



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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	5%	906	6%	438	5%	469
<b>Not very valuable</b>	9%	1,588	10%	720	9%	868
<b>Unsure</b>	21%	3,553	24%	1,761	18%	1,793
<b>Valuable</b>	38%	6,534	36%	2,667	40%	3,867
<b>Very valuable</b>	27%	4,582	25%	1,851	28%	2,732
<b>Total</b>	100%	17,164	100%	7,436	100%	9,727

## Providing HOV lane access stickers upon vehicle purchase

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Not at all valuable</b>	2%	340	2%	120	3%	220
<b>Not very valuable</b>	4%	516	3%	168	4%	348
<b>Unsure</b>	6%	953	4%	285	8%	668
<b>Valuable</b>	30%	4,489	27%	1,776	33%	2,713
<b>Very valuable</b>	57%	8,434	64%	4,129	52%	4,305
<b>Total</b>	100%	14,732	100%	6,478	100%	8,255

**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.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	14%	1,636	13%	658	15%	978
<b>No</b>	74%	8,793	73%	3,811	74%	4,981
<b>Don't recall</b>	13%	1,504	14%	730	12%	775
<b>Total</b>	100%	11,933	100%	5,199	100%	6,734

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	23%	2,604	18%	932	26%	1,673
<b>No</b>	62%	7,107	66%	3,335	58%	3,772
<b>Don't recall</b>	16%	1,816	15%	775	16%	1,041
<b>Total</b>	100%	11,527	100%	5,042	100%	6,485

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	33%	3,822	20%	1,013	44%	2,809
<b>No</b>	55%	6,226	66%	3,288	46%	2,938
<b>Don't recall</b>	12%	1,371	14%	698	10%	673
<b>Total</b>	100%	11,418	100%	4,999	100%	6,419

Tutorials/workshops for new owners

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	26%	2,989	28%	1,409	25%	1,580
<b>No</b>	59%	6,755	59%	2,912	60%	3,842
<b>Don't recall</b>	14%	1,641	13%	649	15%	992
<b>Total</b>	100%	11,384	100%	4,971	100%	6,413

## Assistance setting up and explaining PEV related apps

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	49%	5,525	48%	2,375	50%	3,151
<b>No</b>	40%	4,468	41%	2,008	39%	2,460
<b>Don't recall</b>	11%	1,206	11%	515	11%	691
<b>Total</b>	100%	11,199	100%	4,898	100%	6,301

## Preparation and submission of rebate/tax applications

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	37%	4,192	32%	1,565	41%	2,627
<b>No</b>	56%	6,390	62%	3,059	52%	3,331
<b>Don't recall</b>	6%	730	6%	315	7%	415
<b>Total</b>	100%	11,312	100%	4,939	100%	6,373

## Access to reduced cost car share or rental cars

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	12%	1,322	5%	257	17%	1,065
<b>No</b>	66%	7,482	72%	3,553	61%	3,929
<b>Don't recall</b>	23%	2,575	23%	1,153	22%	1,423
<b>Total</b>	100%	11,379	100%	4,962	100%	6,417

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	33%	3,701	27%	1,361	37%	2,340
<b>No</b>	55%	6,267	61%	3,010	51%	3,258
<b>Don't recall</b>	12%	1,391	12%	595	12%	796
<b>Total</b>	100%	11,360	100%	4,966	100%	6,394

## Providing HOV lane access stickers upon vehicle purchase

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes</b>	33%	3,112	44%	1,825	24%	1,287
<b>No</b>	63%	5,957	52%	2,163	71%	3,794
<b>Don't recall</b>	5%	458	4%	165	5%	293
<b>Total</b>	100%	9,527	100%	4,153	100%	5,374

**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.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>No</b>	94%	17,688	94%	7,705	94%	9,982
<b>Yes</b>	6%	1,079	6%	467	6%	612
<b>Total</b>	100%	18,766	100%	8,172	100%	10,594

**Q29b - What reason(s) did the salesperson suggest for not purchasing a PEV? (select all that apply)**

Note: This question displayed only for respondents who reported visiting one or more dealerships or retail stores and reported that a dealer or retail store representative had tried to talk them out of purchasing a PEV.

Note: The option “Less utility/storage capacity/cabin space” was removed from this question during survey administration.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Upfront price difference</b>	42%	423	54%	237	33%	186
<b>Lack of cost savings</b>	19%	195	25%	110	15%	85
<b>Fuel economy improvement not worth the price</b>	28%	286	38%	164	21%	122
<b>Range limit is a poor fit for your driving needs</b>	33%	331	24%	105	40%	227
<b>Less utility/storage capacity/cabin space</b>	2%	21	3%	12	2%	9
<b>Vehicle does not meet my needs (other than range)</b>	8%	79	8%	36	8%	43
<b>No inventory or long wait time</b>	26%	257	24%	107	27%	150
<b>Other</b>	26%	266	19%	82	32%	184
	100% = 1,004		100% = 438		100% = 566	

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

**Q30 - How satisfied were you with your overall purchase experience?**

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

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

## Charging Your PEV

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Yes	41%	7,855	38%	3,201	43%	4,654
No	43%	8,367	47%	3,876	41%	4,491
I'm not sure	2%	322	2%	165	1%	156
I don't work or I work from home	14%	2,726	13%	1,091	15%	1,635
<b>Total</b>	<b>100%</b>	<b>19,270</b>	<b>100%</b>	<b>8,333</b>	<b>100%</b>	<b>10,937</b>

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	12%	2,413	14%	1,199	11%	1,214
Yes	64%	12,283	57%	4,724	69%	7,560
I'm not sure	24%	4,626	29%	2,427	20%	2,199
<b>Total</b>	<b>100%</b>	<b>19,322</b>	<b>100%</b>	<b>8,350</b>	<b>100%</b>	<b>10,972</b>

### 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.

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
No	38%	4,689	43%	2,015	36%	2,674
Yes	62%	7,492	57%	2,667	64%	4,825
<b>Total</b>	<b>100%</b>	<b>12,181</b>	<b>100%</b>	<b>4,682</b>	<b>100%</b>	<b>7,499</b>

## Your Home

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

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

Note: Excludes 397 "Prefer Not to Answer" responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Detached house</b>	81%	15,468	79%	6,452	83%	9,016
<b>Attached house (townhome, duplex, triplex, etc.)</b>	9%	1,707	10%	822	8%	885
<b>Apartment/Condominium</b>	9%	1,709	11%	870	8%	840
<b>Other</b>	1%	147	1%	73	1%	74
<b>Total</b>	100%	19,032	100%	8,216	100%	10,815

Note: Excludes 204 "Prefer Not to Answer" responses.

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

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

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



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

	<b>All</b>		<b>PHEV</b>		<b>BEV</b>	
	%	Frequency	%	Frequency	%	Frequency
<b>Yes, I have a PV system installed</b>	19%	3,695	16%	1,349	21%	2,346
<b>No, but I am planning to install PV within the next year</b>	20%	3,914	19%	1,554	22%	2,360
<b>No, and I have no plans to install PV</b>	60%	11,630	65%	5,403	57%	6,227
<b>Total</b>	100%	19,238	100%	8,305	100%	10,933

**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.

	<b>All</b>		<b>PHEV</b>		<b>BEV</b>	
	%	Frequency	%	Frequency	%	Frequency
<b>No</b>	55%	2,028	59%	789	53%	1,239
<b>Yes</b>	45%	1,647	41%	550	47%	1,097
<b>Total</b>	100%	3,676	100%	1,340	100%	2,336

## Demographics

### Q37 - What is your age?\*

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>18-24</b>	1%	150	1%	83	1%	68
<b>25-34</b>	11%	2,125	11%	910	12%	1,215
<b>35-44</b>	26%	4,741	24%	1,946	26%	2,795
<b>45-54</b>	29%	5,451	29%	2,290	30%	3,160
<b>55-64</b>	21%	3,988	23%	1,867	20%	2,121
<b>65+</b>	12%	2,138	12%	931	11%	1,207
<b>Total</b>	100%	18,594	100%	8,027	100%	10,567

\* Integer responses have been binned.

Note: Excludes 22 "< 18" responses.

### Q38 - Please indicate your gender

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>Female</b>	25%	4,608	27%	2,143	23%	2,465
<b>Male</b>	75%	14,054	73%	5,932	77%	8,122
<b>Total</b>	100%	18,661	100%	8,075	100%	10,587

Note: Excludes 290 "Prefer Not to Answer" responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
<b>12th grade or less</b>	0%	93	1%	46	0%	47
<b>High school graduate or equivalent</b>	2%	328	2%	166	2%	161
<b>Some college, no degree</b>	10%	1,877	12%	943	9%	934
<b>Associate degree</b>	5%	879	6%	462	4%	417
<b>Bachelor's degree</b>	34%	6,470	35%	2,837	34%	3,633
<b>Postgraduate degree</b>	49%	9,202	45%	3,682	52%	5,519
<b>Total</b>	100%	18,848	100%	8,137	100%	10,712

Note: Excludes 267 "Prefer Not to Answer" responses.

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
Less than \$24,999	1%	121	1%	50	1%	72
\$25,000 to \$49,999	4%	603	4%	290	4%	313
\$50,000 to \$74,999	8%	1,192	9%	598	7%	594
\$75,000 to \$99,999	11%	1,638	12%	793	10%	845
\$100,000 to \$124,999	14%	2,109	16%	1,058	12%	1,051
\$125,000 to \$149,999	11%	1,705	11%	752	11%	953
\$150,000 to \$174,999	10%	1,563	11%	710	10%	853
\$175,000 to \$199,999	8%	1,259	8%	537	8%	722
\$200,000 to \$249,999	12%	1,794	12%	784	12%	1,010
\$250,000 to \$299,999	7%	1,034	6%	425	7%	609
\$300,000 to \$349,999	4%	669	4%	263	5%	407
\$350,000 to \$399,999	2%	378	2%	147	3%	231
\$400,000 to \$449,999	2%	274	1%	78	2%	196
\$450,000 to \$499,999	1%	151	1%	43	1%	107
\$500,000 or more	6%	919	3%	184	8%	735
<b>Total</b>	<b>100%</b>	<b>15,408</b>	<b>100%</b>	<b>6,712</b>	<b>100%</b>	<b>8,697</b>

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

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

	All		PHEV		BEV	
	%	Frequency	%	Frequency	%	Frequency
0	0%	21	0%	10	0%	11
1	7%	1,387	9%	685	7%	702
2	36%	6,729	38%	3,039	35%	3,691
3	20%	3,738	20%	1,593	20%	2,145
4	25%	4,638	23%	1,862	26%	2,776
5	8%	1,448	7%	566	8%	882
6	2%	392	2%	158	2%	235
7	1%	95	0%	33	1%	62
8 or more	0%	54	0%	20	0%	34
<b>Total</b>	<b>100%</b>	<b>18,503</b>	<b>100%</b>	<b>7,964</b>	<b>100%</b>	<b>10,539</b>

\* Integer responses of 8 or more have been binned.

Note: Excludes 15 responses > 29.

**Q42 - Which of the following best describes your ethnicity?**

	<b>All</b>		<b>PHEV</b>		<b>BEV</b>	
	<b>%</b>	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>	<b>%</b>	<b>Frequency</b>
<b>White/Caucasian</b>	64%	11,456	66%	5,088	63%	6,368
<b>Black or African American</b>	2%	283	2%	154	1%	129
<b>Hispanic or Latino</b>	6%	1,111	7%	569	5%	541
<b>American Indian or Alaskan Native</b>	0%	54	0%	26	0%	29
<b>Asian</b>	22%	3,893	18%	1,416	25%	2,477
<b>Filipino</b>	2%	367	2%	172	2%	195
<b>Pacific Islander</b>	0%	55	0%	30	0%	25
<b>Other</b>	3%	562	3%	229	3%	333
<b>Total</b>	100%	17,780	100%	7,684	100%	10,096

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