

Pre Drive C

Q1

Q2

Q3

Q4
Q4a
Q4b
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Q10

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Q14

Questionnaire

Pre Drive Questionnaire

The pre-drive questionnaire is intended to capture some of the participants' background as it relates to plug-in electric vehicles and their pre-existing sentiments towards the technology. Two primary questions will capture baseline metrics of how participants view the technology to the current standard gasoline vehicle and whether or not they expect to purchase a PEV.

Questions:

Which showcase and event did you participate in?

Please enter your email address:

Are you interested in plug-in electric vehicles for a personal vehicle purchase or for a fleet purchase?

Personal vehicle purchase or lease

Fleet purchase or lease

Both

If personal buyer...

How many vehicles does your household own or lease?

How many of those vehicles were new vehicle purchases or leases?

How many of those vehicles were used vehicle purchases or leases?

How many miles do you travel in a typical daily commute?

How many miles do you travel in your primary car in a typical year?

Could you park a vehicle near an existing electrical outlet to be plugged in most days at or near your home?

Yes

No

Don't know

Informational Note: Plug-in electric vehicles can be charged by being plugged into a household type outlet or specially designed equipment. These can be defined as plug-in hybrids or pure electric vehicles. Not included in this definition are hybrids such as a Toyota Prius that cannot be plugged in.

The Chevy Volt is an example of a plug-in hybrid electric vehicle that can be powered by either the battery or the gasoline engine. Tesla Model S or the Nissan Leaf are examples of pure electric vehicles powered only by their batteries.

Of the vehicle options that are available today, what is your opinion of **plug-in hybrid** electric vehicles?

Better than traditional gasoline vehicles

Just as good as traditional gasoline vehicles

Not as good as traditional gasoline vehicles

Don't know

Of the vehicle options that are available today, what is your opinion of **pure electric** vehicles?

Better than traditional gasoline vehicles

Just as good as traditional gasoline vehicles

Not as good as traditional gasoline vehicles

Don't know

Do you expect to consider a **plug-in hybrid** electric vehicle for your next vehicle purchase or lease?

Expect to purchase/lease a plug-in hybrid electric vehicle

Expect to consider a plug-in hybrid electric vehicle

Doubt will consider a plug-in hybrid electric vehicle

Will not purchase a plug-in hybrid electric vehicle

Don't know

Do you expect to consider a **pure electric** vehicle for your next vehicle purchase or lease?

Expect to purchase/lease a pure electric vehicle

Expect to consider an a pure electric vehicle

Doubt will consider an a pure electric vehicle

Will not purchase an a pure electric vehicle

Don't know

How have you encountered plug-in electric vehicles?

Own or lease a plug-in electric vehicle

Sat in a plug-in electric vehicle

Driven a plug-in electric vehicle

Neighbor or acquaintance with plug-in electric vehicle

Seen plug-in electric vehicles in Parking lots

Seen plug-in electric vehicles in ads

Seen plug-in electric vehicles in Social media

Heard of plug-in electric vehicle tax incentives

Never exposed to plug-in electric vehicles

Don't know

Are you aware of electric vehicle charging stations along the routes you drive and the places you visit in a typical day?

Pass charging stations regularly

At your place of work

at the stores and places you frequent

Not aware of any

Don't know

How many miles would a **pure electric** vehicle need to travel on a single charge for you to be satisfied by the range and considering purchasing or leasing the vehicle?

if plan to consider purchasing...

Please rate the of importance of the following on your decision to consider buying or leasing a plug-in electric vehicle? (Where 1 = not at all important, 2 = not very important, 3 = somewhat important, 4 = very important) (Randomized listing)

Electric vehicle tax incentives

Reduced maintenance costs

Reduced fuel costs

Reduced environmental impact

Better for national energy security

Overall vehicle performance

Vehicle acceleration

Quiet driving vehicle

Driving range of the battery is sufficient

The convenience of charging at home

The convenience of charging at work

Availability of public charging stations is sufficient and convenient

HOV lane access or parking privileges

Interest in owning a new technology

Portrays the right image for me

Were there any other primary reasons you considered buying or leasing a plug-in electric vehicle? (Optional open ended)

If do not plan to or doubt will purchase....

Please rate the importance of each of the following on your decision to not buy a plug-in electric vehicle. (Where 1 = not at all important, 2 = not very important, 3 = somewhat important, 4 = very important) (Randomized listing)

High vehicle cost

Poor overall vehicle performance

Driving range of the battery is not sufficient

The length of time to charge the vehicle is too long

Not able to charge at home

Availability of public charging stations is not sufficient

Not able to charge away from home

Not available in the vehicle segment (sedan, SUV, pick-up, etc.) I am interested in

The technology is not dependable

Concerns about how long (miles or years) the battery will last

Vehicle maintenance concerns

Does not portray the right image for me

Were there any other primary reasons you decided to not consider buying or leasing a plug-in electric vehicle? (Optional open ended)

Excluding the original purchase price, do you believe you could save money on maintenance and fuel costs by purchasing a plug-in electric vehicle? (Y/N/Don't Know)

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Post Driv

Q1

Q2

Q3

Q4

Q5

Q6a

e Questions

Post Drive Questions

The post-drive questionnaire is intended to capture how participants' sentiments towards the technology changed after the drive. Two primary questions will capture updated metrics of how participants compare the technology to the current standard and whether or not they expect to purchase a PEV. Did the ride and drive result in immediate changes in perceptions?

Questions:

Please enter your email address:

What type of vehicle did you drive?

Plug-in hybrid electric vehicle

Pure electric vehicle

Both

Of the vehicle options that are available today, what is your opinion of (plug-in hybrid or pure) electric vehicles?

Better than traditional gasoline vehicles

Just as good as traditional gasoline vehicles

Not as good as traditional gasoline vehicles

Don't know

Do you expect to consider a (plug-in hybrid/pure) electric vehicle for your next vehicle purchase or lease?

Expect to purchase/lease a (plug-in hybrid/pure) electric vehicle

Expect to consider a (plug-in hybrid/pure) electric vehicle

Doubt will consider a (plug-in hybrid/pure) electric vehicle

Will not purchase a (plug-in hybrid/pure) electric vehicle

Don't know

How many miles would a **pure electric** vehicle need to travel on a single charge for you to be satisfied by the range and cost of purchasing or leasing the vehicle?

If you plan to consider purchasing...

Please rate the importance of the following on your decision to consider buying or leasing a plug-in electric vehicle? (Where 1 = not at all important, 2 = not very important, 3 = somewhat important, 4 = very important) (Randomized listing)

Electric vehicle tax incentives

Reduced maintenance costs

Reduced fuel costs

Reduced environmental impact

Better for national energy security

Overall vehicle performance

Vehicle acceleration

Quiet driving vehicle

Driving range of the battery is sufficient
The convenience of charging at home
The convenience of charging at work
Availability of public charging stations is sufficient and convenient
HOV lane access or parking privileges
Interest in owning a new technology
Portrays the right image for me
Were there any other primary reasons you considered buying or leasing a plug-in electric vehicle? (Optional open ended)

If do not plan to or doubt will purchase....
Please rate the importance of each of the following on your decision to not buy a plug-in electric vehicle. (Where 1 = not a = not very important, 3 = somewhat important, 4 = very important) (Randomized listing)
High vehicle cost
Poor overall vehicle performance
Driving range of the battery is not sufficient
The length of time to charge the vehicle is too long
Not able to charge at home
Availability of public charging stations is not sufficient
Not able to charge away from home
Not available in the vehicle segment (sedan, SUV, pick-up, etc.) I am interested in
The technology is not dependable
Concerns about how long (miles or years) the battery will last
Vehicle maintenance concerns
Does not portray the right image for me
Were there any other primary reasons you decided to not consider buying or leasing a plug-in electric vehicle? (Optional o

This information is needed so that we can link your responses in this pre-drive questionnaire to your later responses in the subsequent questionnaires. In addition, this email address is how we will follow up to ask you to complete the follow up questionnaire.

Follow

Q1

Q2

Q3

Q4

Q5

-up Questions (~3 months post ride and drive)

The Follow-up questionnaire is intended to capture how the ride and drive ultimately affected participant behaviors. Did you purchase a vehicle? If so, how have their sentiments changed after owning a PEV? An additional goal is to understand how their sentiments changed since the earlier questionnaires.

Questions:

Please enter your email address:

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Better than traditional gasoline vehicles

Just as good as traditional gasoline vehicles

Not as good as traditional gasoline vehicles

Don't know

Of the vehicle options that are available today, what is your opinion of **pure electric** vehicles?

Better than traditional gasoline vehicles

Just as good as traditional gasoline vehicles

Not as good as traditional gasoline vehicles

Don't know

After the ride and drive event, did you seek out additional information about plug-in electric vehicles?

Researched plug-in electric vehicle models online

Went to a plug-in electric vehicle dealership

Spoke with a plug-in electric vehicle salesperson

Communicated with a plug-in electric vehicle salesperson over the phone

Communicated with a plug-in electric vehicle salesperson online

Test drove another plug-in electric vehicle

Did not seek out additional information

Did you purchase or lease a plug-in electric vehicle or do you expect to purchase a plug-in electric vehicle in the coming months?

Have purchased a plug-in electric vehicle

Expect to purchase a plug-in electric vehicle in the coming months

Expect to eventually purchase a plug-in electric vehicle

Have not purchased and do not expect to purchase a plug-in electric vehicle

If you purchased or expect to purchase a plug-in electric vehicle...

What type of plug-in electric vehicle did you buy or do you expect to buy?

Plug-in hybrid electric vehicle

Pure electric vehicle

If purchased or expect to purchase pure electric vehicle...

What is the driving range of the battery of the vehicle you purchased or expect to purchase?

If purchased or expect to purchase

Please rate the of importance of the following on your decision to consider buying or leasing a plug-in electric vehicle?
(Where 1 = not at all important, 2 = not very important, 3 = somewhat important, 4 = very important) (Randomized listing)

Electric vehicle tax incentives

Reduced maintenance costs

Reduced fuel costs

Reduced environmental impact

Better for national energy security

Overall vehicle performance

Vehicle acceleration

Quiet driving vehicle

Driving range of the battery is sufficient

The convenience of charging at home

The convenience of charging at work

Availability of public charging stations is sufficient and convenient

HOV lane access or parking privileges

Interest in owning a new technology

Portrays the right image for me

Were there any other primary reasons you considered buying or leasing a plug-in electric vehicle? (Optional open ended)

If Purchased...

Where do you charge your vehicle? (please rate the following from 1 = never, 2 = rarely, 3 = regularly , 4 = only)

At home

At work

At public charging stations

Other

Would you recommend a plug-in electric vehicle to others given your experience of owning one? (Y/N)

When it is time to replace your plug-in electric vehicle, do you expect to purchase or lease another plug-in electric vehicle?

Did your plug-in electric vehicle replace another vehicle in your household or was it an additional vehicle? (Y/N)

For longer trips, do you use...

your plug-in electric vehicle

another of your household vehicles

a family or friend's vehicle

a rental car

public transportation

Do you have concerns about the driving range of your plug-in electric vehicle's battery?

The battery driving range completely meets your needs

You rarely need to adjust your driving plans to charge your car

You often need to adjust your driving plans to charge your car

The battery driving range is not sufficient for your needs

if you did not purchase and do not expect to purchase a plug-in electric vehicle...

Please rate the importance of each of the following on your decision to not buy a plug-in electric vehicle. (Where 1 = not at all important, 2 = somewhat important, 3 = somewhat important, 4 = very important) (Randomized listing)

High vehicle cost

Poor overall vehicle performance

Driving range of the battery is not sufficient

The length of time to charge the vehicle is too long

Not able to charge at home

Availability of public charging stations is not sufficient

Not able to charge away from home

Not available in the vehicle segment (sedan, SUV, pick-up, etc.) I am interested in

The technology is not dependable

Concerns about how long (miles or years) the battery will last

Vehicle maintenance concerns

Does not portray the right image for me

Were there any other primary reasons you decided to not buy or lease a plug-in electric vehicle? (Optional open ended)

if you did not purchase and do not expect to purchase a plug-in electric vehicle...

How many miles would a **pure electric** vehicle need to travel on a single charge for you to be satisfied by the range and cost of leasing the vehicle?

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