

School of Public and Environmental Affairs, Indiana University  
Electric Vehicle Survey Research Team  
DRAFT of New Vehicle Technology Survey Instrument  
Primary contact: Sanya Carley, [scarley@indiana.edu](mailto:scarley@indiana.edu), 812-856-0920  
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[NEW VEHICLE TECHNOLOGY]

September, 2011

- Study Details -

1. New York City, NY 2. Los Angeles, CA 3. Chicago, IL 4. Houston, TX 5. Philadelphia, PA 6. Phoenix, AZ 7. San Antonio, TX 8. San Diego, CA 9. Dallas AND Fort Worth, TX 10. San Jose AND San Francisco, CA 11. Jacksonville, FL 12. Indianapolis, IN 13. Austin, TX 14. Columbus, OH 15. Charlotte, NC 16. Detroit, MI 17. El Paso, TX 18. Memphis, TN 19. Baltimore, MD 20. Boston, MA 21. Seattle, WA

September, 2011

- Questionnaire -

[DISPLAY 1]

This survey is part of research being conducted by Indiana University and the University of Texas at El Paso on public knowledge and attitudes toward new vehicle technology. Although we will name some car models for illustration, we are not representing any company, nor are we trying to sell you any products. We are simply interested in your opinions.

The survey will take approximately 20 minutes to complete. We appreciate your participation.

[DISPLAY21]

In this survey, we are going to ask you about two types of *plug-in vehicles* (which you may have heard described elsewhere as “electric” vehicles).

A *plug-in electric vehicle* is powered by plugging into a specialized outlet and using electricity to charge a battery pack, but does not have a gasoline engine that works together with the electric motor. A Nissan Leaf is an example of a plug-in electric vehicle.

A *plug-in hybrid vehicle* includes vehicles that plug into the electrical grid to charge a battery pack, and also have a gasoline motor that serves as a back-up or works together with the electric motor. A Chevy Volt is an example of a plug-in hybrid vehicle.

We are also going to ask you about a *conventional hybrid vehicle*, such as the Toyota Prius, which uses both gasoline and battery power, but does not plug into the electrical grid to charge the battery.

[SP, PROMPT/TERMINATE]

Do you have a valid Driver's License?

Yes

No [TERMINATE]

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[SP]

1. Are you familiar with plug-in vehicles?
  - a. Yes, I could identify one before this survey
  - b. Yes, I have heard of them but don't really know much about them
  - c. No, I was not familiar with them before this survey

[SP]

2. Do you currently own or lease a plug-in vehicle? \_\_\_ Yes \_\_\_ No

[IF Q2=YES, SMALL TEXT BOX]

- a. If yes, What is the make and model of the plug-in vehicle you own or lease?\_  
Make \_\_\_\_\_ Model \_\_\_\_\_

[SP]

3. Do you know anyone personally who owns or leases a plug-in vehicle? Yes \_\_\_ No

[SP]

4. Have you seen TV or other kinds of advertisements for plug-in vehicles? \_\_\_ Yes \_\_\_ No

[SP]

5. In the last 3 months, have you seen any charging stations in your community, such as stations at shopping malls, office buildings, or on the street?  
Yes, More than 5  
Yes, between 3 and 5  
Yes, 1 or 2  
No  
I don't know what a charging station looks like

[IF Q5=1, 2, OR 3; NUM BOX; RANGE: 0-500]

- a. If yes, About how many miles away is the charging station that is closest to your home? (Mark zero miles if there is a charging station available at your home.)

[IF Q5=1, 2, OR 3; NUM BOX; RANGE: 0-500]

- b. If yes, About how many miles away is the charging station that is closest to your place of work? (Mark zero miles if there is a charging station available at your place of work.)

[SP]

6. After any tax credits, incentives, or dealer discounts, compared to a gasoline vehicle of the same size, do you think the *purchase price* of a plug-in vehicle is  
\_\_\_ Much more (at least 50% more)  
\_\_\_ Somewhat more (between 10% and 50% more)  
\_\_\_ About the same (within 10%)

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- Somewhat less (between 10 and 50 % less)
- Much less (at least 50% less)

[SP]

7. Compared to a gasoline vehicle of the same size, do you think the *fuel costs* of a plug-in vehicle are
- Much more (at least 50% more)
  - Somewhat more (between 10% and 50% more)
  - About the same (within 10%)
  - Somewhat less (between 10 and 50 % less)
  - Much less (at least 50% less)

[SP]

8. Compared to a gasoline vehicle of the same size, do you think the *maintenance and repair cost* of a plug-in vehicle is
- Much more (at least 50% more)
  - Somewhat more (between 10% and 50% more)
  - About the same (within 10%)
  - Somewhat less (between 10 and 50 % less)
  - Much less (at least 50% less)

[NUM BOX, RANGE:1-5000]

9. Under good driving conditions, approximately how many miles do you think a plug-in electric vehicle with no gasoline backup engine, such as the Nissan Leaf can drive on one charge? \_\_\_\_\_

[NUM BOX; RANGE:0-20]

11. How many cars does your household currently own or lease? \_\_\_\_\_ (if 0, skip to 14)

[IF Q11>0 OR NOT SKIPPED; GID]

[YEAR COLUMN WILL BE NUMBER BOX; RANGE 1911-2012]

[MAKE AND MODEL WILL BE TWO TEXT BOXES]

[PROPERATE ROWS BASED ON Q11 ANSWER. IF Q11>4, SHOW ONLY 4 ROWS]

- a. Please list the year, make, model, and approximate miles per gallon (mpg) of each vehicle your household currently owns or leases.

Year, Make, Model	Hybrid? [SP] Y / N	MPG [NUM BOX;1-200]	Check the box associated with the vehicle you use most often
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>

[IF Q11>0 OR NOT SKIPPED; NUMBERBOX, 1-500]

13. Approximately how many miles do you drive on an average day?

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**[GRID/SP ]**

14. Which of the following is your most regular means for travel for the following activities?

Public transportation	Drive primary vehicle (the one used most often)	Drive a secondary vehicle	Carpool/taxi/ other multi-occupant vehicle (not your own)	Walk or Bike	Not applicable
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>

- a. Work and/or School
- b. Transporting children
- c. Groceries and other shopping
- d. Personal, social, or recreational trips less than 100 miles
- e. Personal, social, or recreational trips greater than 100 miles

**[GRID/SP ]**

15. How many trips did you take for the following purposes in the last week?

<b>0</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9 OR MORE</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>

- a. Work and/or School
- b. Transporting children
- c. Groceries and other shopping
- d. Personal, social, or recreational trips less than 100 miles

**[GRID]**

16. When traveling from home, how far are the following locations in miles, ONE-WAY? Type the number of miles in the space below:

Miles [NUM BOX, 0-999, ALLOW 1 DECIMAL PLACE]	not applicable [SP]	don't know [SP]
<b>1</b>	<b>2</b>	<b>3</b>

- a. Work place
- b. School
- c. Children School/daycare
- d. Grocery store you go to most often
- e. Shopping center you go to most often
- f. Nearest bus stop
- g. Nearest rail stop
- h. Airport
- i. Downtown

**[GRID/SP ACROSS]**

17. How many bus and rail stops are within the following distances from your home?

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*(matrix with zero, one, two or more for ¼ miles, ½ mile, 1 mile, don't know as an option)*

	zero	one	two or more	don't know
within ¼ mile				
between ¼ and ½ mile				
between ½ and 1 mile				

**[NUM BOX; 1-5000]**

18. Consider your use of a car over the last month. Approximately how long was the longest trip, **one way**, that you used your car for?  
 type in the number OF MILES for the answer.

**[SP] I DO NOT HAVE A CAR**

**[SP]**

**[IF 18 ≠ I DO NOT HAVE A CAR]**

19. Consider how frequently you use a car for long trips. In the last year, including weekends, holidays and vacations, approximately how many times did you make a trip in a car that was more than 100 miles, **one way**?

- 0
- 1 to 5
- 6 to 10
- 10 to 25
- 26 to 50
- Over 50

**[SP]**

20. Which of these best describes the area of town you live in?

- a. Downtown or near downtown
- b. Central part of the city
- c. Suburban area of the city
- d. Rural outskirts of the metro area

**[SP]**

21. When did anyone in your household last purchase or lease a vehicle?

- \_\_\_ Less than one year ago
- \_\_\_ Between 1 and 3 years ago
- \_\_\_ Between 3 and 5 years ago
- \_\_\_ More than 5 years ago
- \_\_\_ I have not owned or leased a vehicle

**[SP]**

**[PROMPT IF SKIP]**

22. When do you expect that anyone in your household will purchase or lease another vehicle? (Use as screener for Q41)

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- In less than one year
- Between 1 and 3 years from now
- Between 3 and 5 years from now
- More than 5 years from now
- No one in my household ever expects to purchase or lease another vehicle (if marked, please skip to #26)

**[SP]**

**[IF Q22=1 OR 2 OR 3]**

- 22a. Will the next vehicle that your household is likely to purchase or lease:
- Replace your household's current primary vehicle (the one used most often)
  - Replace your household's current secondary vehicle
  - Add a vehicle for a child in the household
  - Add a vehicle for an adult in the household

**[SP; IF Q22=1 OR 2 OR 3 OR 4]**

23. [prompt if skip] When you make your next vehicle purchase or lease, are you more likely to decide on a used or new vehicle? New \_\_\_\_\_ Used \_\_\_\_\_ (use as screener for Q39)

**[SP, IF Q22=1 OR 2 OR 3 OR 4]**

24. Which of the following best describes the kind of vehicle that you are most likely to purchase or lease next?
- a. Subcompact car
  - b. Compact car
  - b. Mid-sized sedan
  - c. Full-sized sedan
  - d. Luxury car
  - e. Sports car
  - f. Pick-up truck
  - g. SUV
  - h. Car-like SUV (crossover)
  - i. Mini-van
  - j. Commercial truck

[IF Q22=1 OR 2 OR 3 OR 4, MP, ALLOW FOR MAX OF 3 SELECTIONS, RANDOMIZE ORDER]

25. Considering *your next vehicle purchase or lease*, which of the following features will be *most* important in influencing your purchase or lease decision? (Mark up to 3) (randomize order)
- Performance of engine
  - Fuel economy (miles per gallon)
  - Ability to see the road (ride height)
  - Seating capacity
  - Cargo space / truck bed space
  - Safety rating
  - Repair record
  - Sticker price
  - Favorable financing
  - Reputation of manufacturer
  - Services offered by the nearby dealer
  - Appearance
  - Luxury amenities and/or special features
  - Towing capacity (e.g., for boats or trailers)
  - Operating and maintenance costs
  - Cost to insure

[SP]

26. Gasoline prices rise and fall over time. Over the next several years, do you think gasoline prices are more likely to rise or fall compared to their current level?  
 \_\_\_ Rise \_\_\_ Fall \_\_\_ Stay the same

[SP]

27.

[DISPLAY]

The next set of questions asks about *plug-in electric vehicles*, which rely solely on electricity and do not use any gasoline.

[GRID/SP]

28. There are several concerns about plug-in electric vehicles that some people think may slow or prevent their wide-spread purchase by the public. Considering *your personal* lifestyle, preferences, needs, and abilities, please tell me how large a barrier each of the following would be to your decision whether or not to purchase or lease a plug-in electric vehicle.

major barrier	barrier	small barrier	not a barrier
1	2	3	4

(matrix question – column with /" respondents could put a check in 1 of the 4 columns)

- The range of a plug-in electric vehicle is too short.
- The prices of plug-in electric vehicles are too high to buy or to lease.
- It takes too long to recharge a plug-in electric vehicle.
- I have no place near where I sleep at night to recharge a plug-in electric vehicle.

- e. It is too expensive to purchase recharging capability for my home or office.
- f. Plug-in electric vehicles do not offer the features I want in a car (size, horsepower, etc)

**[GRID/SP]**

29. There are also several possible benefits to plug-in electric vehicles. Considering *your personal* lifestyle, preferences, needs, and abilities, please tell me how large a benefit each of the following would be to your decision whether or not to purchase or lease a plug-in electric vehicle.

major benefit	benefit	small benefit	not a benefit
1	2	3	4

*(matrix question – column with “major benefit/ benefit/ small benefit/ not a benefit” respondents could put a check in 1 of the 4 columns)*

- a. A plug-in electric vehicle will save me money on gasoline.
- b. Owning a plug-in electric vehicle will demonstrate to others that I care about the environment.
- c. Plug-in electric vehicles are at the cutting edge of technological transport innovation.
- d. Changing from a gasoline powered vehicle to a plug-in electric will lessen my impact on the environment
- e. A plug-in electric vehicle will save me money on maintenance costs, such as oil changes which are not needed

**[SP]**

The next set of questions asks about both types of *plug-in vehicles*: *plug-in electric vehicles*, which rely solely on electricity and do not use any gasoline, and *plug-in hybrid vehicles*, which include a gasoline engine that works together with the electric motor.

**[GRID/SP]**

30. Indicate if you strongly agree, agree, disagree, or strongly disagree with the following statements:

strongly agree	agree	disagree	strongly disagree
1	2	3	4

- a. A shift to plug-in vehicles will help reduce the pollution that is linked to unhealthy levels of smog and soot in urban air
- b. A shift to plug-in vehicles will help reduce global climate change
- c. Plug-in vehicles do not reduce overall levels of pollution because they cause more pollution at electric power plants
- d. Plug-in vehicles will cause significant stress on the electric grid
- e. Plug-in vehicles will result in less driving
- f. A shift to plug-in vehicles will reduce dependence on foreign oil
- g. Plug-in vehicles will contribute to an increase in the price of electricity
- h. Plug-in vehicles will contribute to a decrease in the price of gasoline
- i. The technological development of plug-in vehicles will mean more jobs in the U.S.

**[SP]**

31. Given what you know about the possible benefits and consequences of widespread ownership of plug-in vehicles, if more people switch to driving plug-in vehicles, do you think the country would be:

- a.  Much better off
- b.  Somewhat better off
- c.  Neither better nor worse off
- d.  Somewhat worse off
- e.  Much worse off

**[GRID/SP]**

32. Tell me if you strongly agree/ agree / disagree / strongly disagree with the following:

strongly agree	agree	disagree	strongly disagree
1	2	3	4

- a. People need to change their lifestyles to protect the environment
- b. Climate change is a serious problem
- c. Climate change is a result of human actions
- d. Environmental problems facing humankind have been greatly exaggerated.

**[SP]**

33. Thinking about your *next* vehicle purchase or lease, on a scale of 1 to 10, how likely are you to purchase or lease a vehicle *with a diesel* engine? (1 being not at all likely and 10 being very likely)

not at all likely									very likely
1	2	3	4	5	6	7	8	9	10

**[SP]**

34. Thinking about your *next* vehicle purchase or lease, on a scale of 1 to 10, how likely are you to purchase or lease a *conventional hybrid* vehicle (one that uses both gasoline and battery power, but does not plug into the electrical grid)? (1 being not at all likely and 10 being very likely)

not at all likely									very likely
1	2	3	4	5	6	7	8	9	10

**[SP]**

35. Think about your *next* vehicle purchase or lease. On a scale of 1 to 10, how likely are you to purchase or lease a *plug-in electric* vehicle (that does *not* have a gasoline engine working with the electric motor?) (1 being not at all likely and 10 being very likely)

not at all likely									very likely
1	2	3	4	5	6	7	8	9	10

**[SP]**

36. Think about your *next* vehicle purchase or lease. On a scale of 1 to 10, how likely are you to purchase or lease a *plug-in hybrid* vehicle (that *does* have a gasoline engine backup working with the electric motor)? (1 being not at all likely and 10 being very likely)

not at all									very
------------	--	--	--	--	--	--	--	--	------

likely									likely
1	2	3	4	5	6	7	8	9	10

**[GRID/SP]**

37. You previously indicated your likelihood of selecting a **plug-in vehicle** for your next purchase or lease. In some states and cities, government officials are enacting policies to encourage people to acquire and use plug-in vehicles. Indicate whether each policy would make it more likely that you would purchase or lease a plug-in vehicle. (*Matrix question – column with “Much more likely / Somewhat more likely / A bit more likely / No more likely” respondents could put a check in 1 of the 4 columns*)

Much more likely	Somewhat more likely	A bit more likely	No more likely
1	2	3	4

- a. Access to high-occupancy vehicle (HOV) lanes on congested highways in your region
- b. Free parking or preferred access to central city parking
- c. Waiver of annual vehicle registration fees
- d. Placement of a network of free recharging stations in your community
- e. Free servicing of the vehicle’s batteries for 100,000 miles
- f. Financial incentives to reduce the purchase price of a plug-in vehicle
- g. Increasing the tax credit for the purchase of a plug-in vehicle from \$7,500 to \$10,000
- h. Increasing the tax credit for installation of home recharging equipment
- i. The ability to have a one month “trial period” driving a plug-in vehicle before making a final purchase decision

**[SP]**

38. Does your state offer any incentives for residents to purchase a **plug-in vehicle**?  
 Yes / no / I don’t know

**[SP]**

39. Does your city or local government offer any incentives for residents to purchase a **plug-in vehicle**?  
 Yes / no / I don’t know

**[IF Q38 OR Q39=YES; MP]**

40. If yes to either 30 or 31: Which of the following incentives are provided by your state or local government to encourage **plug-in vehicle** purchases? Mark all that you are aware of.

- Access to HOV lanes
- Preferred or discounted parking
- Tax credits or rebates for plug-in vehicle purchase
- Reduced vehicle registration fees and/or other fees
- Tax credits or rebates for home charging equipment
- Installation of public charging stations
- OTHER [TEXTBOX]

**[IF Q22=1, 2, 3, OR 4 AND IF Q23=NEW]**

41. [Administered only to people who answer “In less than one year”, “between 1 and 3 years”, or “between 3 and 5 years” to Q14 with AND answer “NEW” to Q15.] [Also note that all upfront information needs to remain on the screen through the entire subset of questions so that a respondent can refer back to this information at any time.]

**[DISPLAY]**

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**[PLEASE USE THE DISPLAY INFORMATION TO CREATE ROLLOVERS FOR THE TABLES A-I]**

As technology improves, the price and performance of vehicles will also likely improve. The next set of questions present characteristics for four types of vehicles.

When answering the questions below, please keep the following assumptions in mind:

**Plug-in Electric vehicles**

- Plug-in electric vehicles only use electricity.
- The electricity needed to drive 100 miles in a plug-in electric vehicle costs about \$4.
- Plug-in recharging equipment can be installed at owners' home or office for no additional fee, but owners must pay for the electricity they use.
- Plug-in vehicles do not require some of the maintenance costs of hybrid or conventional gasoline cars, such as oil changes.
- Plug-in electric vehicles may receive special access to HOV and toll lanes on congested highways, and inner city parking privileges such as reduced or eliminated fees.
- The battery in a plug-in electric vehicle has an 8-year, 100,000 mile warranty.

**Plug-in Hybrid vehicles**

- Have both an electricity powered engine and a regular gasoline engine. The gasoline engine can act as a "back up" or work together with the electric motor to power the car if it runs out of its electric charge.
- The electricity needed to drive 100 miles would cost about \$4-\$8, depending on the driver.
- Using the back-up gasoline engine, at \$3.50 for a gallon of gasoline, it costs about \$14 to drive 100 miles.
- Plug-in hybrid vehicles may receive special access to HOV and toll lanes on congested highways, and inner city parking privileges such as reduced or eliminated fees.
- The battery in a plug-in hybrid vehicle has an 8-year, 100,000 mile warranty.

**Conventional Hybrids**

- Are fueled with gasoline, which charges a battery that powers the car at low speeds.
- Unlike plug-in electric or plug-in hybrid vehicles, they cannot plug-in to the electrical grid to power the battery.
- At \$3.50 for a gallon of gasoline, it costs about \$10 to drive a hybrid vehicle getting 35 mpg 100 miles.

**Gasoline vehicle**

- At \$3.50 for a gallon of gasoline, it costs about \$14 to drive a gasoline car getting 25 mpg 100 miles

**[DISPLAY]**

***Consider the next vehicle that you will likely purchase or lease.*** For each set of vehicle characteristics presented below, indicate the type of vehicle you would be most likely to select. The vehicle characteristics change from question to question, with all characteristics highlighted that are different from the baseline.

The size of a plug-in electric, plug-in hybrid or conventional hybrid vehicle is comparable to the size of the gasoline-powered vehicle that you might otherwise consider. The specified purchase price and cost to drive 100 miles are for a compact car; these would be somewhat higher for a larger car (and lower for a smaller car). Driving range and cost to drive 100 miles may also vary with conditions and driving style.

The stated purchase price for all vehicles is the price **after** any tax credit or rebate.

**[SHOW TABLE A TO I IF Q22=1, 2, OR 3 AND IF Q23=NEW][PLEASE PUT ALL THE HIGHLIGHTED TEXT IN RED]**

Baseline – A.

**[GRID/SP]**

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	<b>Plug-in Electric</b>	<b>Plug-in Hybrid</b>	<b>Conventional Hybrid</b>	<b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• <b>Purchase Price</b>	• \$35,000	• \$30,000	• \$25,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8, (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 80-100 miles	• 40-50 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 4 hours or more	• 3 hours or more	• None	• None
<b>Which vehicle would you most likely select?</b> [SP]	○	•	•	•

[GRID/SP]

B.

	<b>Plug-in Electric</b>	<b>Plug-in Hybrid</b>	<b>Conventional Hybrid</b>	<b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• <b>Purchase Price</b>	• \$30,000	• \$27,500	• \$25,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8(using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 80-100 miles	• 40-50 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline

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• <b>Time to fully recharge</b>	• 4 hours or more	• 3 hours or more	• None	• None
• <b>Which vehicle would you most likely select?</b>	○	•	•	•

[GRID/SP]

C.

•	• <b>Plug-in Electric</b>	• <b>Plug-in Hybrid</b>	• <b>Conventional Hybrid</b>	• <b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• <b>Purchase Price</b>	• \$22,000	• \$22,000	• \$22,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8, (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 80-100 miles	• 40-50 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 4 hours or more	• 3 hours or more	• None	• None
• <b>Which vehicle would you most likely select? [sp]</b>	○	•	•	•

[GRID/SP]

D.

•	• <b>Plug-in Electric</b>	• <b>Plug-in Hybrid</b>	• <b>Conventional Hybrid</b>	• <b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with	• Gasoline plus battery	• Gasoline

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		gasoline		
• <b>Purchase Price</b>	• \$35,000	• \$30,000	• \$25,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8, (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 180-200 miles	• 80-90 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 4 hours or more	• 3 hours or more	• None	• None
• <b>Which vehicle would you most likely select? [sp]</b>	○	•	•	•

[GRID/SP]

E.

•	• <b>Plug-in Electric</b>	• <b>Plug-in Hybrid</b>	• <b>Conventional Hybrid</b>	• <b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• <b>Purchase Price</b>	• \$30,000	• \$27,500	• \$25,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8, (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 180-200 miles	• 80-90 miles using electricity (300 miles using gasoline)	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 4 hours or more	• 3 hours or more	• None	• None

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<ul style="list-style-type: none"> <li>• Which vehicle would you most likely select? [sp]</li> </ul>	○	•	•	•
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[GRID/SP]

F.

•	• Plug-in Electric	• Plug-in Hybrid	• Conventional Hybrid	• Gasoline
• Fuel	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• Purchase Price	• \$22,000	• \$22,000	• \$22,000	• \$22,000
• Cost to drive 100 miles	• \$4	• \$4-8(using electricity), • \$14 (using gasoline)	• \$10	• \$14
• Driving range	• 300 miles	• 100 miles using electricity (300 miles using gasoline)	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• Time to fully recharge battery	• 4 hours or more	• 3 hours or more	• None	• None
• Which vehicle would you most likely select? [sp]	○	•	•	•

[GRID/SP]

G.

•	• Plug-in Electric	• Plug-in Hybrid	• Conventional Hybrid	• Gasoline
• Fuel	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline

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• <b>Purchase Price</b>	• \$35,000	• \$30,000	• \$25,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8 (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 80-100 miles	• 40-50 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 10 minutes	• 10 minutes	• None	• None
• <b>Which vehicle would you most likely select?</b>	○	•	•	•

[GRID/SP]

H.

•	• <b>Plug-in Electric</b>	• <b>Plug-in Hybrid</b>	• <b>Conventional Hybrid</b>	• <b>Gasoline</b>
• <b>Fuel</b>	• Electricity only	• Electricity together with gasoline	• Gasoline plus battery	• Gasoline
• <b>Purchase Price</b>	• \$22,000	• \$22,000	• \$22,000	• \$22,000
• <b>Cost to drive 100 miles</b>	• \$4	• \$4-8, (using electricity), • \$14 (using gasoline)	• \$10	• \$14
• <b>Driving range</b>	• 80-100 miles	• 40-50 miles using electricity (300 miles using gasoline )	• 300 miles on a full tank of gasoline plus battery	• 300 miles on a full tank of gasoline
• <b>Time to fully recharge</b>	• 10 minutes	• 10 minutes	• None	• None
• <b>Which vehicle</b>	○	•	•	•

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<b>would you most likely select?</b> [sp]				
--	--	--	--	--

[GRID/SP]

I.

	<b>Plug-in Electric</b>	<b>Plug-in Hybrid</b>	<b>Conventional Hybrid</b>	<b>Gasoline</b>
<b>Fuel</b>	Electricity only	Electricity together with gasoline	Gasoline plus battery	Gasoline
<b>Purchase Price</b>	\$22,000	\$22,000	\$22,000	\$22,000
<b>Cost to drive 100 miles</b>	\$4	\$4-8(using electricity), \$14 (using gasoline)	\$10	\$14
<b>Driving range</b>	300 miles	100 miles using electricity (300 miles using gasoline )	300 miles on a full tank of gasoline plus battery	300 miles on a full tank of gasoline
<b>Time to fully recharge</b>	10 minutes	10 minutes	None	None
<b>Which vehicle would you most likely select?</b> [sp]	○	•	•	•

[SP]

Q27. Some people say that changes in the price of gasoline could change their opinion about plug-in electric vehicles. Thinking about the next several years, how high would the average gasoline price need to be in your community before you would seriously consider purchasing or leasing a plug-in vehicle?

- a. \$3 per gallon and above
- b. \$4 per gallon and above
- c. \$5 per gallon and above
- d. \$6 per gallon and above
- e. \$7 per gallon and above

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- f. \$8 per gallon and above
- g. The price of gasoline would not influence my decision to consider purchasing or leasing a plug-in vehicle

**[SP]**

Q10. Based on what you know so far, what is your general impression of plug-in vehicles:

- Strongly favorable
- Somewhat favorable
- Neither favorable nor unfavorable
- Somewhat unfavorable
- Strongly unfavorable.