



Zero Emission
Electric Vehicle

alternative fuel and electric vehicle survey .

Methodology

- **Online survey** sent to Greenville Forward's list of 2,400 contacts.
- **650 people responded** to the e-mail invitation and 369 participated in the online study.
- Surveys were collected between **May 18 and May 26**.
- The number of completed surveys yields an **error rate of +/-5%** at a 95% confidence level. This means that if the survey is conducted 20 times, we would be confident that the results would be within +/-4% 19 out of the 20 times.

Note and Caution: The sample used in this study is skewed toward being more affluent and more environmentally aware because it is Greenville Forward's mailing list of community leaders and decision makers.

Thus...

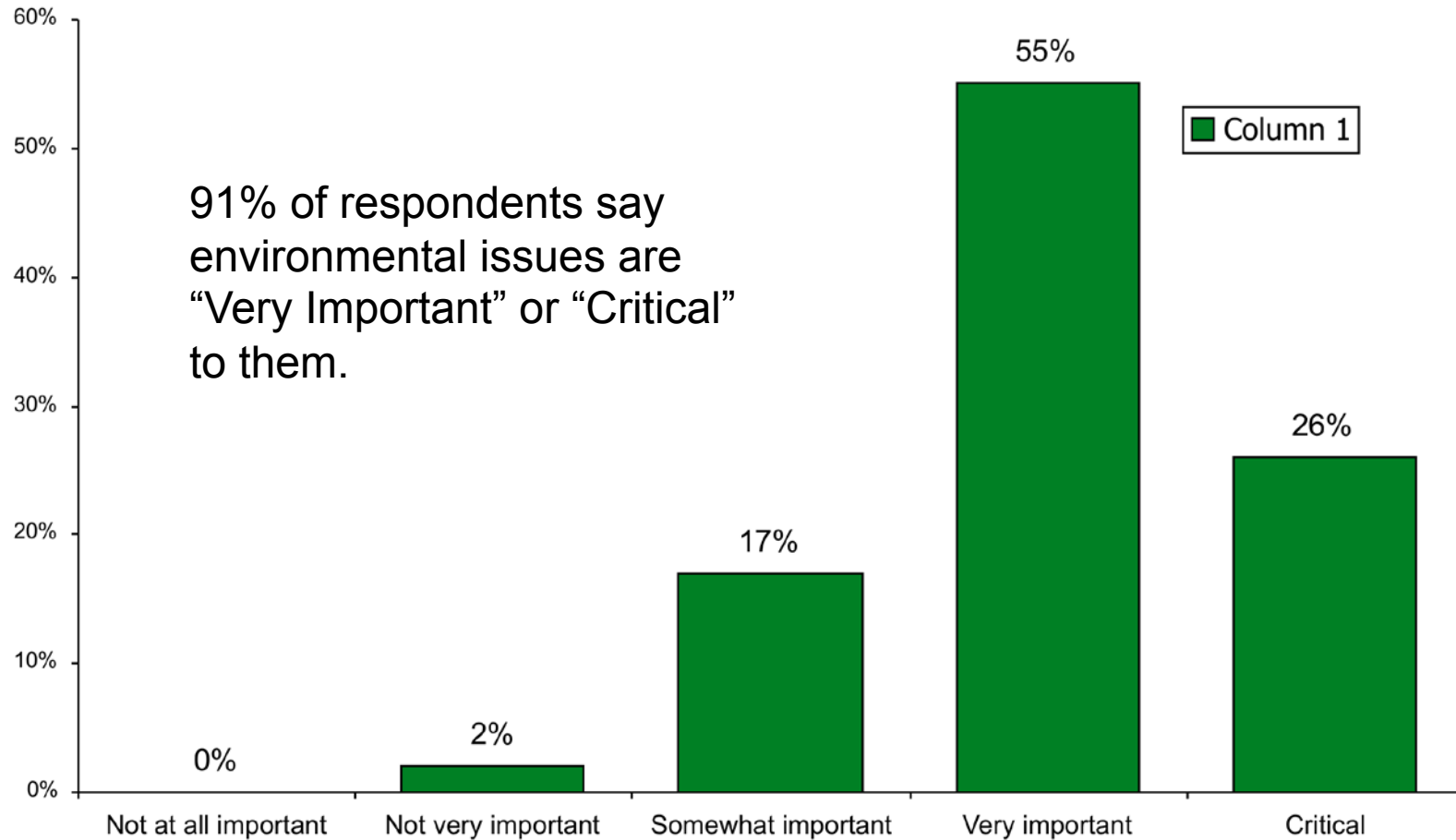
The study is a **statistically reliable and valid measure** of what residential electric vehicle target audiences are thinking.



Let's look at the **key**
findings of the study.

The environment and **environmental issues are very important** to respondents.

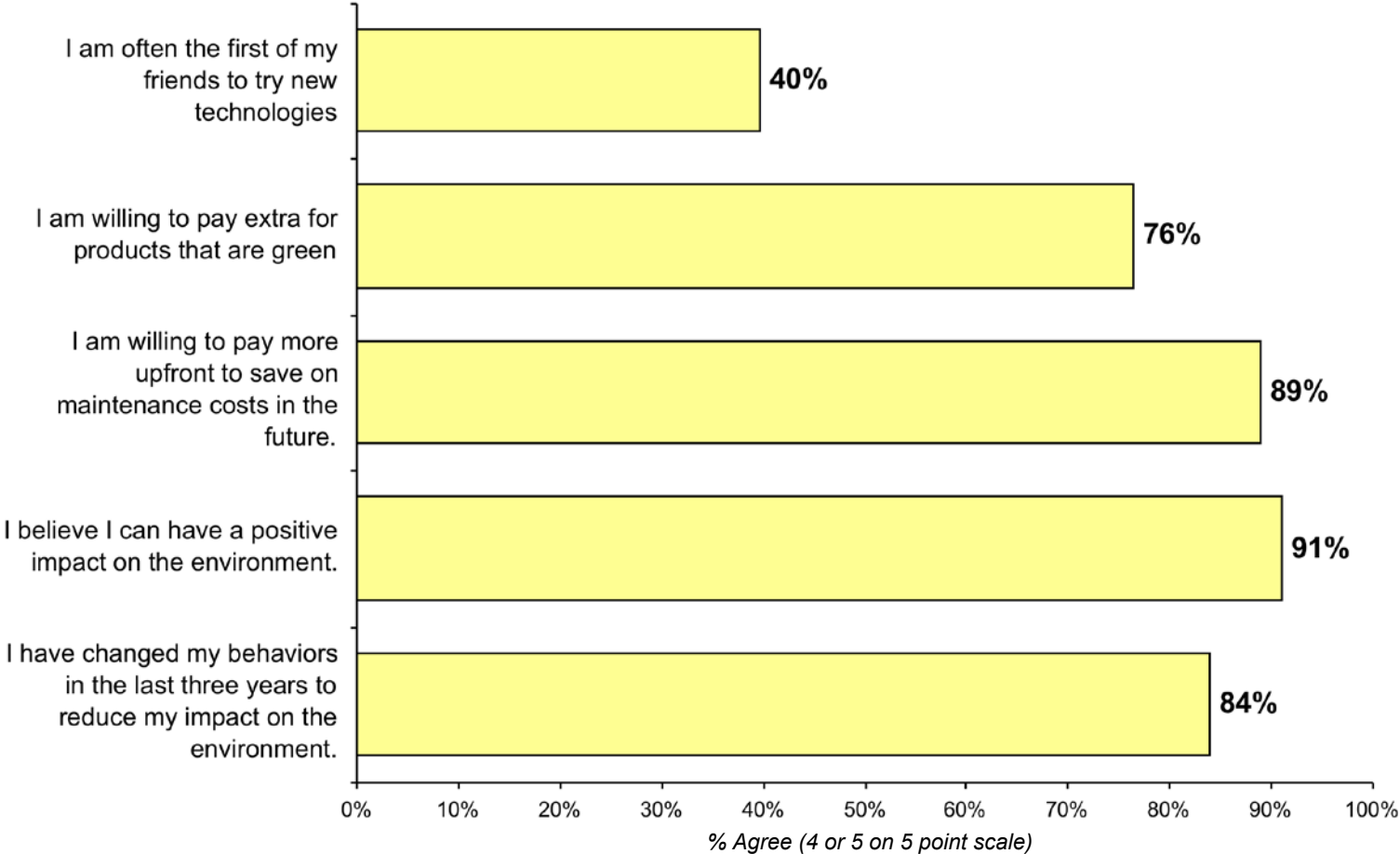
Importance of Environmental Issues



Q1. How important are environmental issues to you personally? (n=338)

The sample is **environmentally savvy** and engaged. Four out of five say they have changed their behaviors just in the last three years.

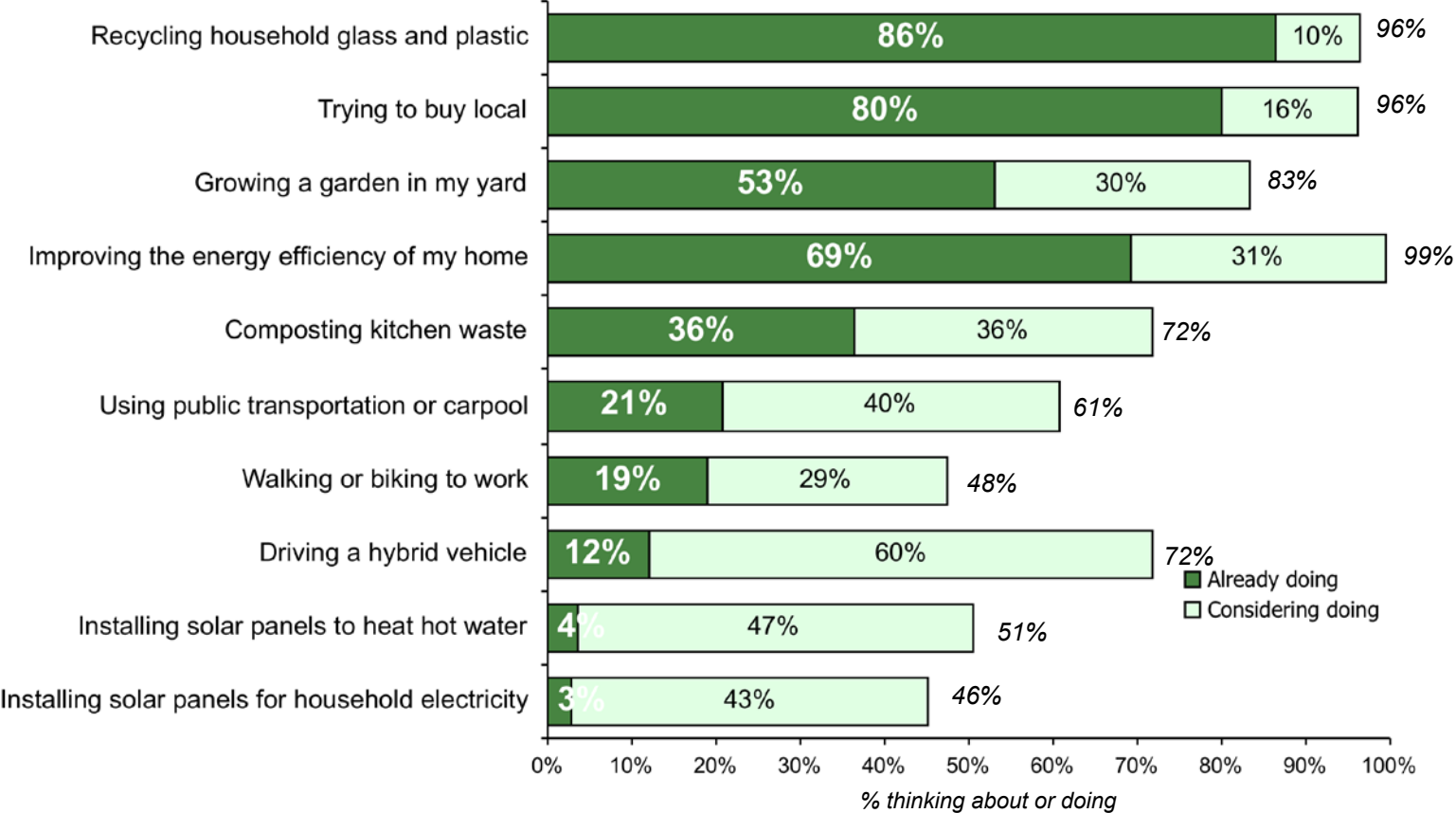
Behavior Changes



Q2. How strongly to you agree or disagree on each of the following statements about you? Use a scale from 1 to 5 where "1" means you "Strongly Disagree" and 5 means you "Strongly Agree."

Respondents are **engaged in recycling, buying local, and becoming more energy efficient**. While few drive a hybrid vehicle, the potential is high.

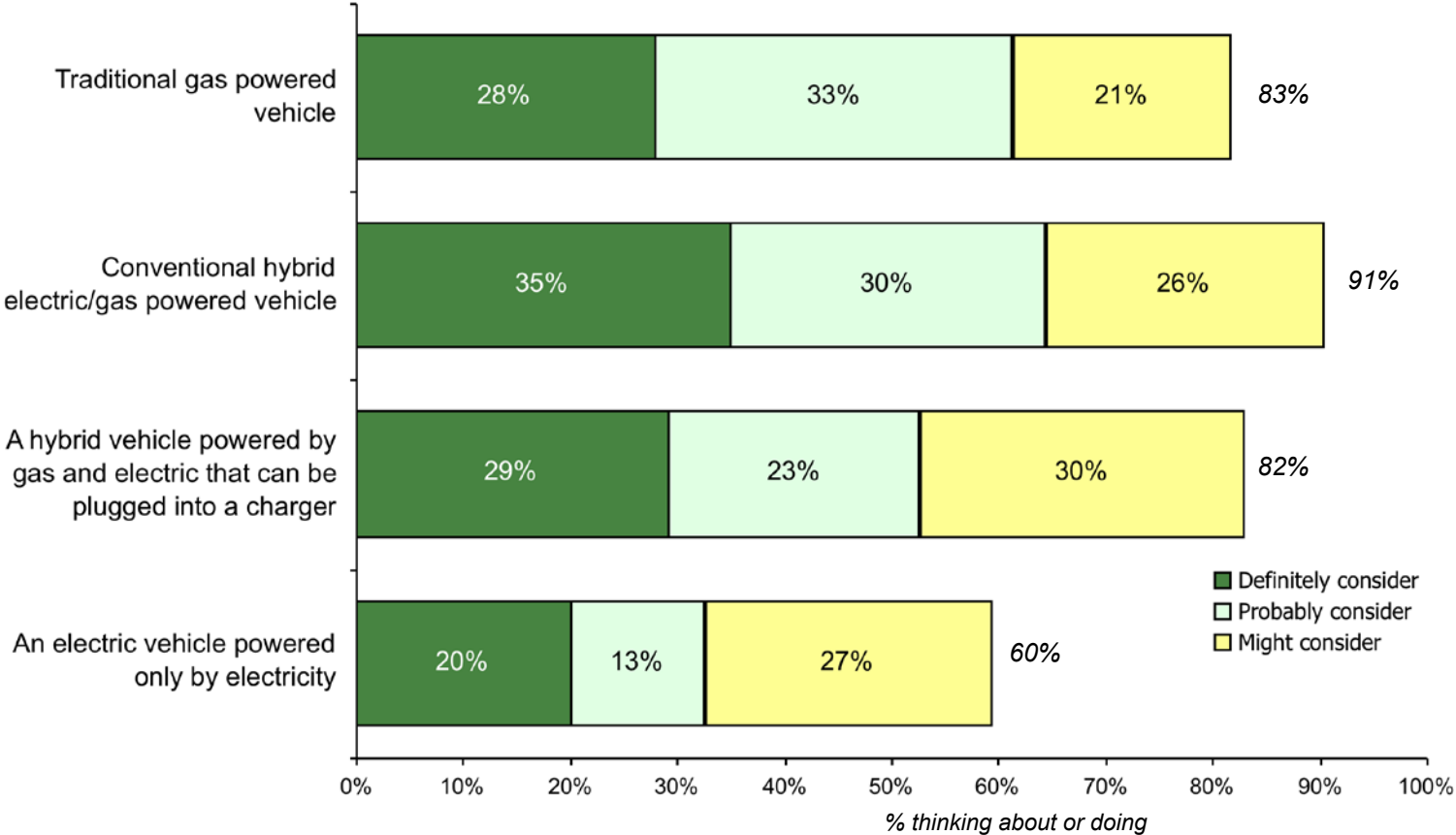
Behavior to Conserve



Q3. Many people are doing things to conserve and live “greener.” Which of the following are you or your family doing or thinking about doing?

Most respondents would consider purchasing a hybrid vehicle, even one that plugs into a charger.

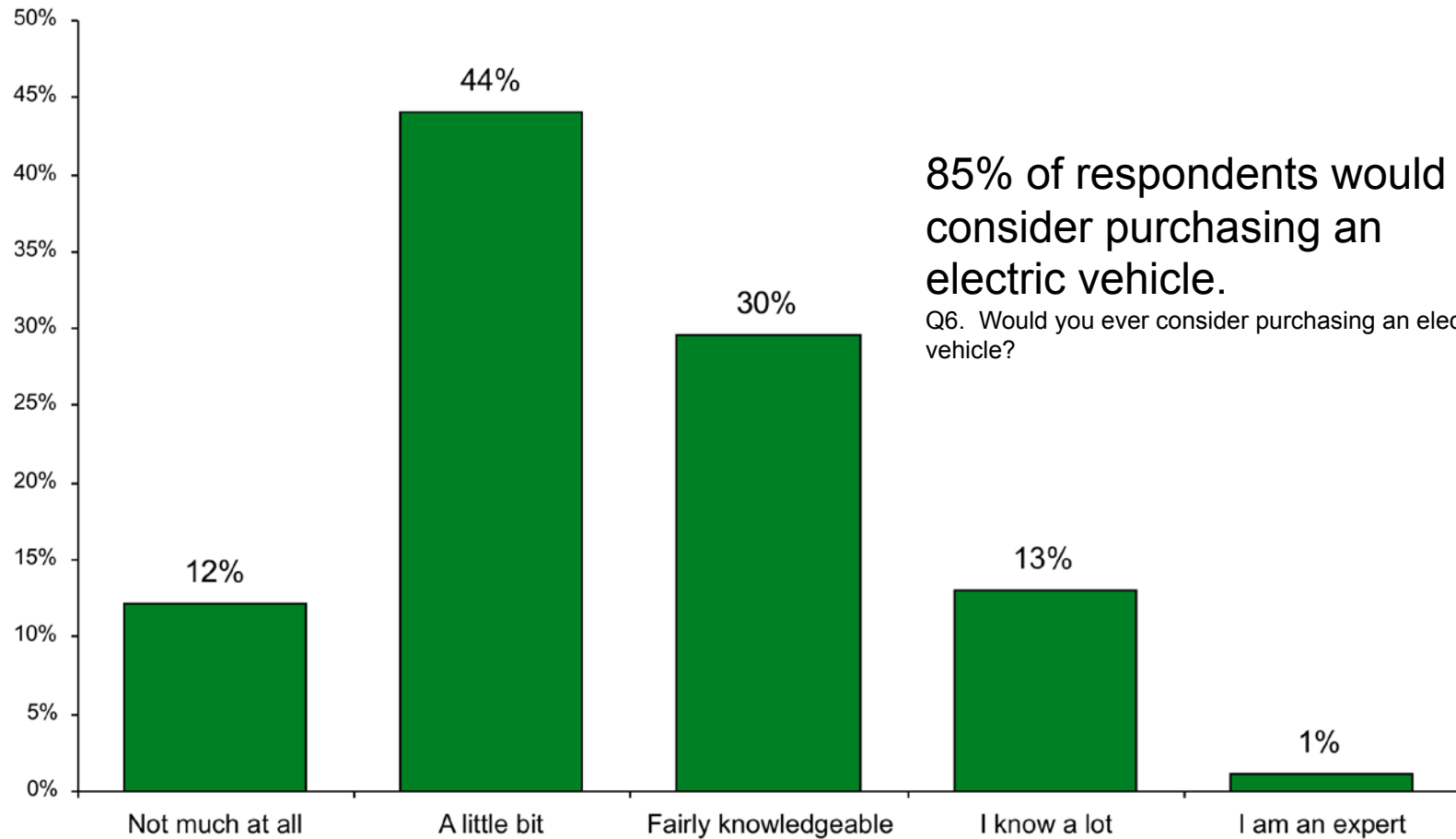
Interest in Vehicles



Q4. Think about the next automobile you or your household might purchase. How interested are you in purchasing the following types of vehicles?

Knowledge about electric vehicle is low, with **only 14% knowing a lot.**

Knowledge about Electric Vehicles



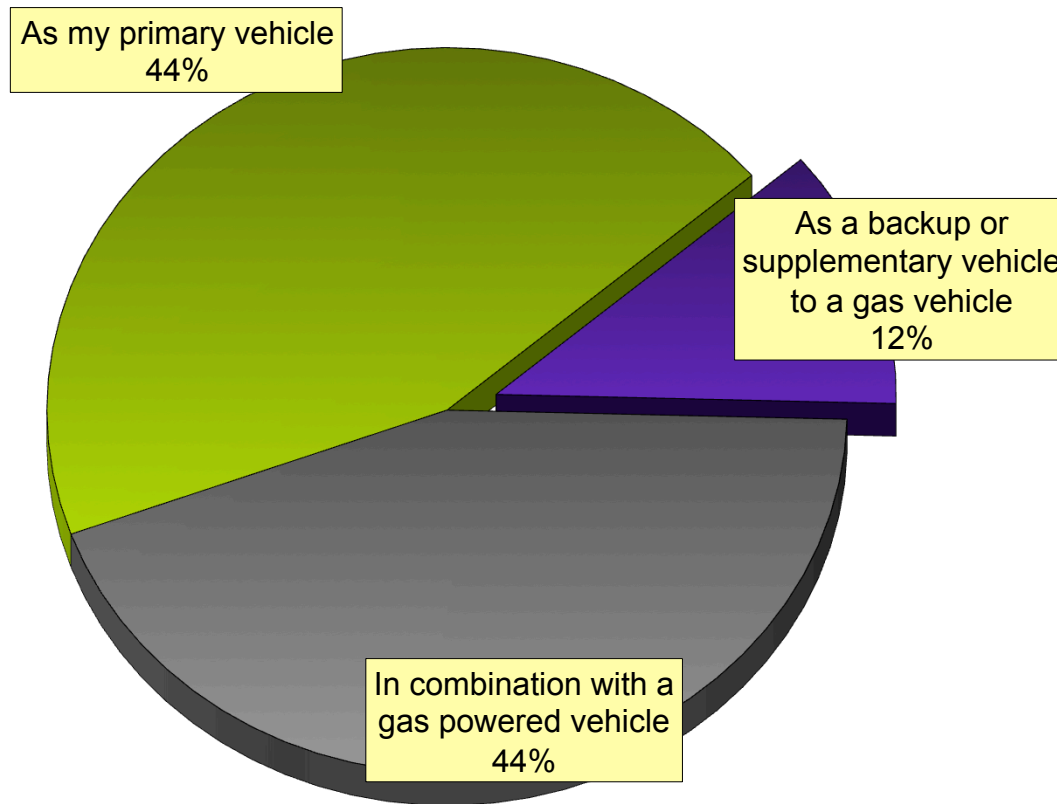
85% of respondents would consider purchasing an electric vehicle.

Q6. Would you ever consider purchasing an electric vehicle?

Q1. How important are environmental issues to you personally? (n=338)

The primary use of electric vehicles is as the **primary vehicle or in combination** with a gas powered vehicle.

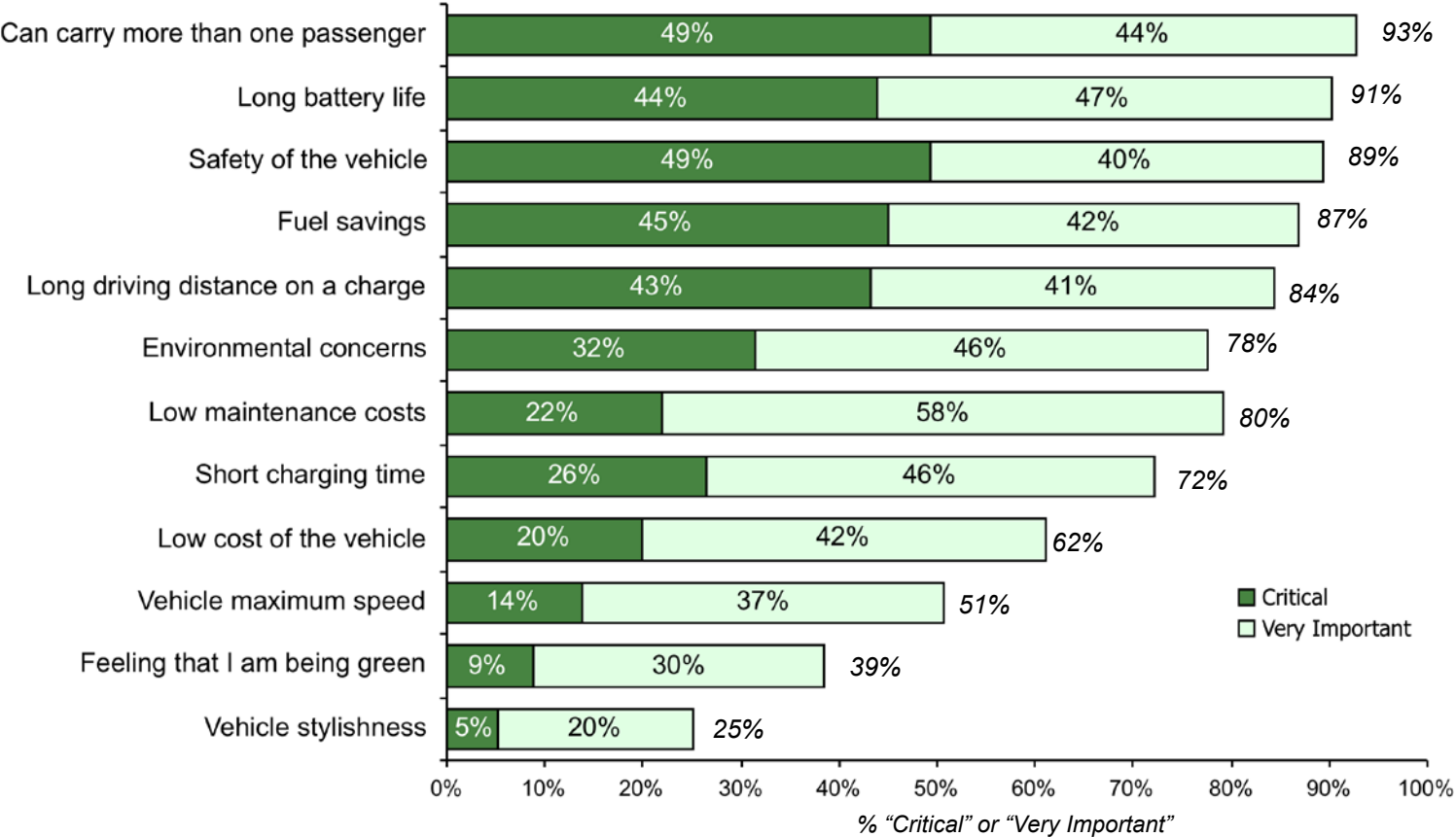
Use of an Electric Vehicle



Q7. If you considered purchasing an electric vehicle, how would you primarily use it?

Respondents are looking for **capacity, long battery life, safety and fuel savings** in electric vehicles. Stylishness and the “feel good” aspect of being green are not very important.

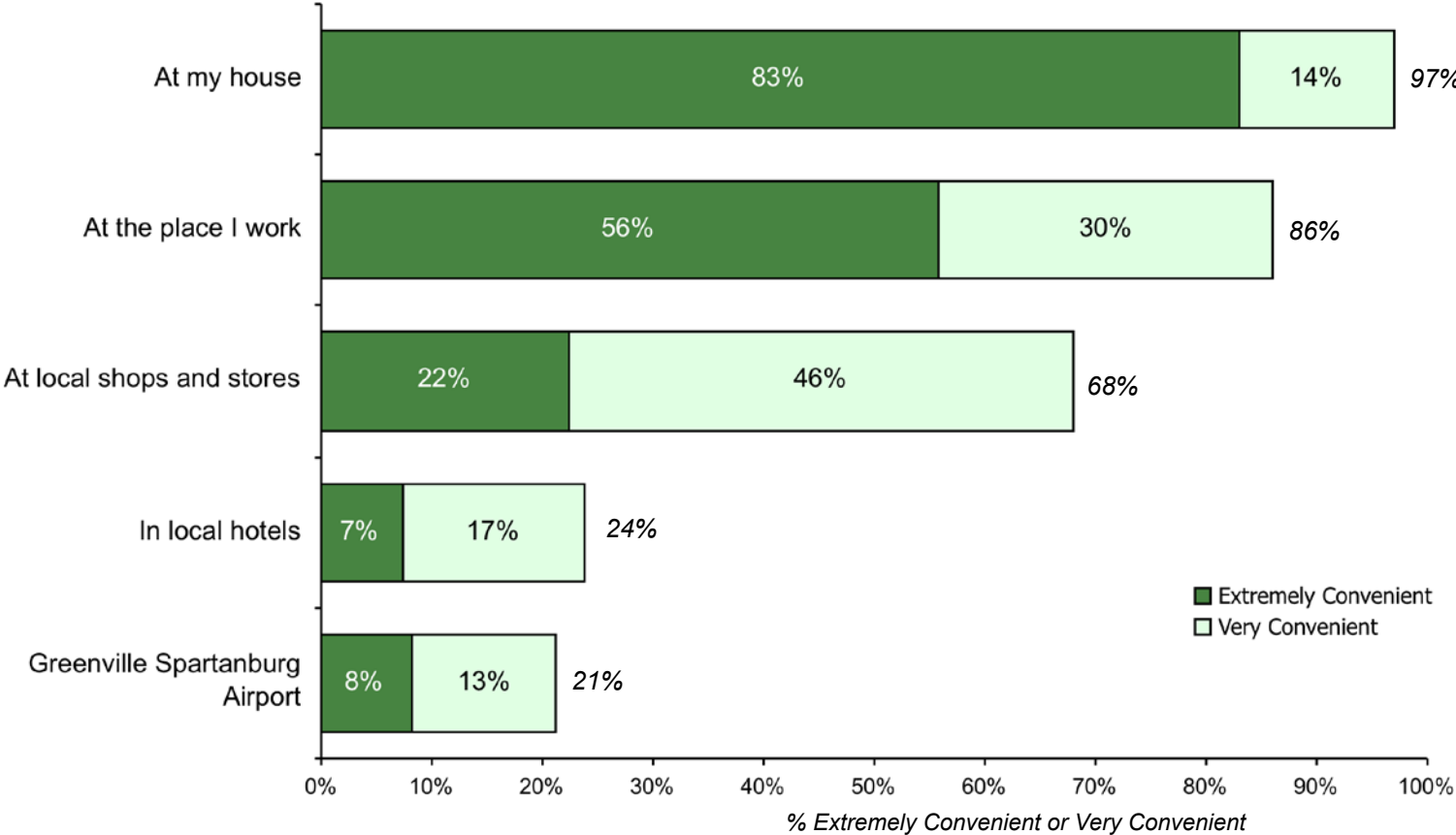
Important Attributes of Electric Vehicles



Q9. In your opinion, how important are each of the following in the purchase of an electric vehicle?

Home and work are the obvious preferred locations for chargers for the residential respondents. There is little interest in GSP or local hotels.

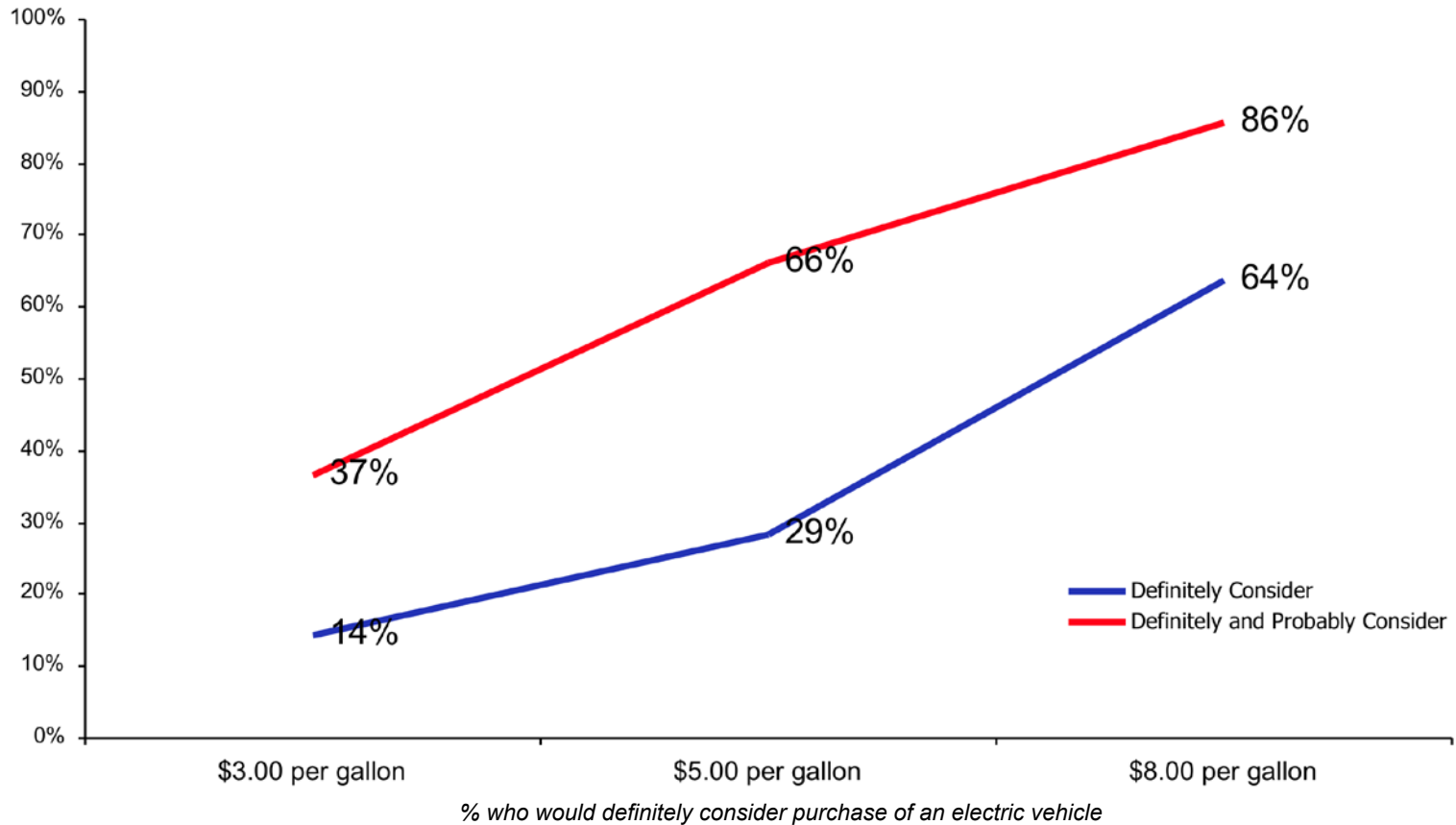
Preferred Locations for Charging Stations



Q9. In your opinion, how important are each of the following in the purchase of an electric vehicle?

The demand for electric vehicles is highly connected to the price of gasoline.

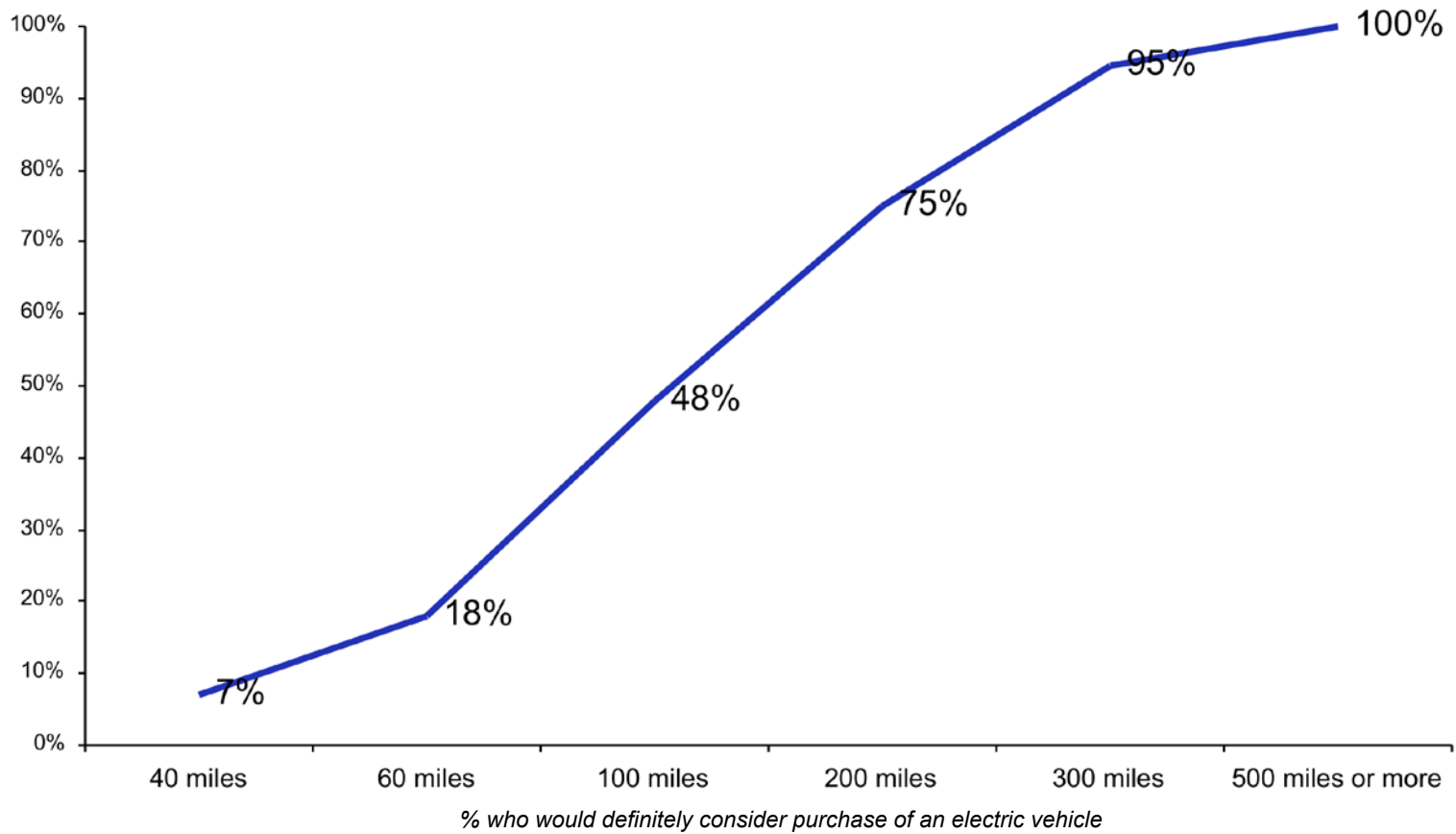
Price Elasticity on the Demand for Electric Vehicles



Q11. The price of gas may or may not have an impact on your willingness to consider purchasing an electric vehicle. For each of the prices of gas below, how likely are you to consider purchasing an electric vehicle?

The targeted acceptable range for electric vehicles is between 100 and 200 miles.

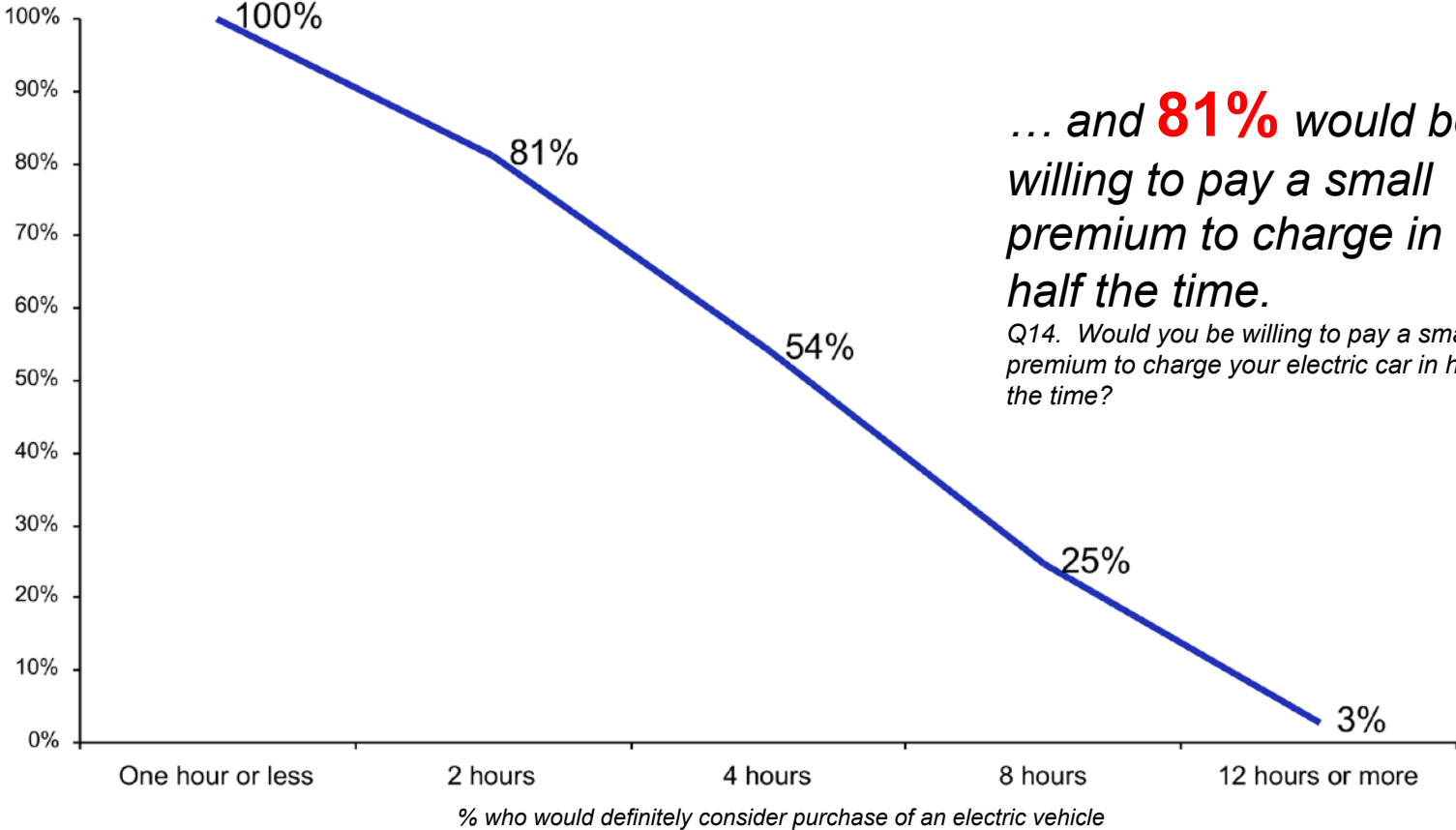
Acceptable Range of Vehicle on Single Charge



Q12. There is a tradeoff between cost and mileage range of a vehicle. What is the minimum acceptable range of an electric vehicle on a single charge for you?

81% of respondents would like a charging time of 2 hours or less.

Acceptable Charging Time of Vehicle on Single Charge



Q12. There is a tradeoff between cost and battery charging times. What is the maximum acceptable charging time for you before an electric vehicle is charged?