

## US Vehicle Choice Survey

UT Austin Internal Review Board # 2009-03-0095

**Dear Respondent,**

The Transportation Engineering Program of the Civil Engineering Department at The University of Texas at Austin is conducting a research study to explore vehicle choices, under various energy policies and vehicle technologies.

In today's world of volatile fuel prices and climate concerns, household vehicle ownership and usage patterns are important topics. This research project seeks to better understand the patterns of vehicle ownership and attitudes toward potential policies and technologies.

- The survey will take approximately 15 minutes to complete.
- The survey will ask questions about you, your household's current vehicle inventory, and your future vehicle preferences.
- No names or other identifying information will be used in preparing the data for analysis.
- There are no risks involved in participation in this study and no direct benefits.
- You are not obligated to participate in the survey and you can stop at anytime.
- Your input and opinions are **VERY IMPORTANT**, since it is critical that all perspectives and types of residents be represented in this survey.

If you have any questions or comments about this study please feel free to contact me personally at (512) 471-0210. If you have any questions about your rights as a research participant, please contact Jody Jenson, PhD., Chair of UT Austin's Institutional Review Board for the Protection of Human Subjects, (512) 471-8871.

Your completion of the survey indicates your willingness to participate in the study.

***Thank you very much*** for your time and cooperation.

Sincerely,



Dr. Kara Kockelman  
Professor of Transportation Engineering & Faculty Sponsor

**Survey is not complete unless all responses are provided.**

**Section 1 - Travel**

1. Which of the following is your **primary means of travel** for the following activities?  
(Please select one means of travel for each activity.)

	Walk	Bicycle	Drive Alone	Drive with others (Carpool)	Bus	Not applicable
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-food Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Errand/Personal Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How many **trips** did you make for the following purposes in the **last seven (7) days** (for example, number of visits to a destination would be counted as number of trips to that destination)?

	0	1-2	3-4	5-6	7-8	9 or more
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-food Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Errand/Personal Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. When traveling from **home**, How **far** are the following locations **ONE-WAY**? (Please specify the distance in **miles** for each of the most frequently visited locations.)

	Work place	Grocery store	Bus or Rail stop	Airport	Downtown
How <b>FAR</b> are each of the following locations from your home?					

4. Please answer the following questions about **LONG DISTANCE TRAVEL** (where your destination was **more than 100 miles** away from your starting location) over the **PAST TWELVE (12) MONTHS** (Please enter the number of round trips).

	Plane	Train (e.g. Amtrak) or Bus (e.g. Greyhound)	Auto
How many <b>ROUND TRIPS</b> did you make using this form of transport?			
How many <b>MILES (TOTAL)</b> did you travel using this form of transport for <b>LONG</b> distance travel?			

6. Please specify the number of **transit (Rail or Bus) stops** within **0.25 mile** (1/4 mile) of your home?

- Zero (0)
- One (1)
- Two (2)
- Three (3)
- Four or more (4+) (please specify)

7. Do you have any **comments** about or **issues** with the questions asked? Please describe.

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**Survey is not complete unless all responses are provided.**

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**Section 2- Current and Past Vehicles**

8. In order to forecast future vehicle ownership patterns and use, we need to know what **vehicles your household\* presently owns/uses**, how many miles have been accumulated on each vehicle and how long they have been held/used. Please indicate the following for each of the vehicles used by your household\*. Please look at your vehicle records since the information provided here is vital.

- MAKE**
- MODEL**
- YEAR** of manufacture
- Average **MILES** traveled per **year**
- YEAR** of **ACQUISITION\*\***
- Current **ODOMETER** reading
- ODOMETER** reading at the time of acquisition\*\*

Notes: \*A household includes all persons who occupy a housing unit such as a house, an apartment, a mobile home, a group of rooms or a single room. The occupants may be a single family, one person living alone, two or more families living together or any other group of related or unrelated persons who share living arrangements. \*\*Acquisition refers to the date on which your household first obtained the vehicle, by purchase, gift, or leasing.

	Make (example: Toyota)	Model (example: Camry)	Year of manufacture (example: 2005)	Average miles traveled per year (example: 15000)	Year of acquisition (example: 2005)	Current odometer reading (example: 60,000 miles)	Odometer reading at the time of acquisition (example: 0 miles)
1							
2							
3							
4							
5							

9. Are **any** of these vehicles **leased** vehicles? (If so, please indicate the number of the vehicle as listed in **question 1**.)

- Number of the vehicle as listed in question 1
- 1      \_\_\_\_\_
  - 2      \_\_\_\_\_
  - 3      \_\_\_\_\_
  - 4      \_\_\_\_\_

10. Over the past **10 years**, how many different passenger vehicles have been registered to you or to any other members of your household? (Please specify a number.)

\_\_\_\_\_

11. Please **check** the names of **all** the manufacturers of passenger vehicles that have been registered to you or to any other members of your household in the past 10 years. (Please include vehicles sold, scrapped, destroyed by a crash or given away.) (If this question does not apply to you, please skip.)

- BMW
- Chrysler (Chrysler, Dodge and Jeep)
- Ford
- GM (Buick, Chevrolet, GMC, Hummer, Pontiac, Saab and Saturn)
- Honda
- Hyundai
- Kia
- Mazda
- Mercedes
- Nissan
- Toyota
- Volkswagen
- Volvo
- Other

12. How did you **obtain** the vehicle most **recently** acquired by your household?

- Purchased new
- Purchased used – from used car lot
- Purchased used – from family member
- Purchased used – from newspaper advertisement
- Purchased used – on line
- Received free – from family member or friend
- Other

13. What **OTHER VEHICLES** did you seriously consider **PURCHASING** during your most recent vehicle purchase? Please indicate the **MAKE** and **MODEL** of those vehicles in the space available.

	Make (example: Toyota)	Model (example: Camry)
Vehicle 1	_____	_____
Vehicle 2	_____	_____

14. What are the most important characteristics that were missing in vehicles not purchased?  
(Please check only one option relevant to each vehicle.)

	Vehicle 1	Vehicle 2
Fuel economy was too low.	<input type="checkbox"/>	<input type="checkbox"/>
Purchase price was too high.	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle type was not really what I wanted (e.g., compact car, SUV, pickup truck, etc).	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle appearance was not attractive enough.	<input type="checkbox"/>	<input type="checkbox"/>
Resale value was a concern.	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance costs were too high.	<input type="checkbox"/>	<input type="checkbox"/>
Amenities were missing (e.g., sunroof, power windows, GPS (global positioning system), CD/DVD player, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
Cabin room/interior size was inadequate.	<input type="checkbox"/>	<input type="checkbox"/>
Safety rating was a concern.	<input type="checkbox"/>	<input type="checkbox"/>
Manual transmission was a concern.	<input type="checkbox"/>	<input type="checkbox"/>
Other issue.	<input type="checkbox"/>	<input type="checkbox"/>

15. What was the other **issue**. Please explain? (Please **skip** the question if the other issue option was not selected above.)

\_\_\_\_\_

16. Did you or your household sell, donate, scrap, lose (to a crash or other accident) or otherwise let go of a vehicle within **12 months (before or after)** of buying your most recent vehicle?

- ( ) Yes, I/we let go of another vehicle within the past 12 months.
- ( ) No, I/we did not let go of any other vehicle in that time period.

***If “yes” in question 16 go to 17, else go to 20.***

17. What vehicles have you/or your household sold, lost (to a crash or other accident) or given away in the **PAST**. Please indicate the **MAKE, MODEL, YEAR** of acquisition, approximate **MILES** traveled in the 12 months prior to letting go of the vehicle and **YEAR** of vehicle sale or loss for each of the vehicles used by your household?

	<b>Make</b> (example. Toyota)	<b>Model</b> (example. Camry)	<b>Year of acquisition</b> (example. 1990)	<b>Miles traveled per year immediately prior selling or losing or giving away</b> (example. 10,000 miles)	<b>Last year of vehicle ownership</b> (example. 2000)
1					
2					
3					
4					
5					

18. What was the main **REASON** for selling or losing or giving up this/these vehicle/s? (Please check only one option relevant to each vehicle. If you sold or gave up only one vehicle please skip options for the other vehicles.)

	Vehicle 1	Vehicle 2	Vehicle 3	Vehicle 4	Vehicle 5
Maintenance costs too high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engine problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crashed the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needed a larger vehicle with more seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needed a vehicle with a better fuel economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change in household income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change in family size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change in home location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Change in employment status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gave it to my child	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traded in for a new vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needed a vehicle with more power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lease ran out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too many miles on the vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What was the **other issue**. Please explain? (Please **skip** the question if the other issue option was not selected above.)

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20. Which of the following **DECISIONS** are you considering at this time?

- ( ) I am/we are thinking about **BUYING** a vehicle in the next year.
- ( ) I am/we are thinking about **SELLING** one or more vehicle/s in the next year.
- ( ) I am/we are thinking to **BUY** a vehicle and **SELL** one or more vehicle/s in the next year.
- ( ) I/we do **not** intend to **BUY or SELL** our current vehicle/s in the next 12 months.

***If decision is to “sell” (option2) or “buy and sell” (option3) go to question 21 else question 22***

21. Please indicate the **MAKE, MODEL** for any vehicles you are presently considering **SELLING** or indicate the **number** of the vehicle as listed in **question 1**.

Make (example. Toyota)	Model(example. Camry)	Number of the vehicle as listed in question 1
1	_____	_____
2	_____	_____
3	_____	_____

22. If you had to **buy a vehicle** in the next 12 months, would you buy a **new or used vehicle**?

- I would definitely buy a **NEW** vehicle.
- I would probably buy a **NEW** vehicle.
- I **don't know** whether the purchased vehicle would be NEW or USED.
- I would **probably** buy a **USED** vehicle.
- I would **definitely** buy a **USED** vehicle.

23. Do you have any **comments** about or **issues** with the questions asked? Please describe.

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Section 3 - Consumer Vehicle Choice Preference

24. If you had to **BUY** or **LEASE** a new vehicle in the coming month, and could choose only from among the following, **which would you BUY or LEASE?** (Note: The **Fuel Economy** in miles per gallon (mpg) and **Purchase Price** in dollars for each of the different vehicles are given below. Please **select** only **one** of the following by clicking on the photo. For more information on these vehicles, please click on the link below each photo.)

 <p>Fuel Economy: 15 mpg Purchase Price: \$29,000 <a href="#">Ford F-150</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 22 mpg Purchase Price: \$34,500 <a href="#">Lexus ES 350</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 22 mpg Purchase Price: \$31,000 <a href="#">Nissan Maxima</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 46 mpg Purchase Price: \$25,000 <a href="#">Toyota Prius</a></p> <input type="checkbox"/>
 <p>Fuel Economy: 20 mpg Purchase Price: \$28,000 <a href="#">Nissan Murano</a></p>	 <p>Fuel Economy: 16 mpg Purchase Price: \$61,500 <a href="#">Hummer</a></p>	 <p>Fuel Economy: 23 mpg Purchase Price: \$20,500 <a href="#">Ford Escape</a></p>	 <p>Fuel Economy: 45 mpg* Purchase Price: \$33,000 <a href="#">Plug-In Hybrid Prius</a></p>

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>Fuel Economy: 18 mpg Purchase Price: \$28,500 <a href="#">Honda Odyssey</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 29 mpg Purchase Price: \$19,000 <a href="#">Honda Civic</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 31 mpg Purchase Price: \$15,000 <a href="#">Toyota Yaris</a></p> <input type="checkbox"/>	 <p>Fuel Economy: 36 mpg Purchase Price: \$17,000 <a href="#">Smart Car</a></p> <input type="checkbox"/>

25. Imagine that **GASOLINE PRICES** are hovering at **\$5 per gallon** and stay there for several more years. If you had to BUY or LEASE a new vehicle in the coming month, and could choose only from the following, which would you BUY or LEASE? (**Note:** The **Annual Fuel Costs** for driving **15,000 miles** each year and **Purchase Price** in dollars for each of the different vehicles are given below. Please **select** only **one** of the following by clicking on the photo. For more information on these vehicles please click on the link below each photo.)



Fuel Costs: \$4,125/year  
Purchase Price: \$29,000

[Ford F-150](#)



Fuel Costs: \$3,250/year  
Purchase Price: \$34,500

[Lexus ES 350](#)



Fuel Costs: \$2,875/year  
Purchase Price: \$31,000

[Nissan Maxima](#)



Fuel Costs: \$1,375/year  
Purchase Price: \$25,000

[Toyota Prius](#)



Fuel Costs: \$3,625/year  
Purchase Price: \$28,000

[Nissan Murano](#)



Fuel Costs: \$3,875/year  
Purchase Price: \$61,500

[Hummer](#)



Fuel Costs: \$2,875/year  
Purchase Price: \$31,000

[Ford Escape](#)



Fuel Costs: \$775/year  
Purchase Price: \$33,000

[Plug-In Hybrid Prius](#)





Fuel Costs: \$4,125/year  
Purchase Price: \$28,500

[Honda Odyssey](#)



Fuel Costs: \$2,125/year  
Purchase Price: \$19,000

[Honda Civic](#)



Fuel Costs: \$2,000/year  
Purchase Price: \$15,000

[Toyota Yaris](#)



Fuel Costs: \$2,000/year  
Purchase Price: \$17,000

[Smart Car](#)



26. Imagine now that **GASOLINE PRICES** are instead hovering at **\$7 per gallon** and stay there for several more years. If you had to **BUY** or **LEASE** a new vehicle in the coming month, and could choose only from the following, which would you **BUY** or **LEASE**? (Note: The **Annual Fuel Costs** for driving **15,000 miles** each year and **Purchase Price** in dollars for **each** of the different vehicles are given below. Please **select** only **one** of the following by clicking on the photo. For more information on these vehicles please click on the link below each photo.)



Fuel Costs: \$5,775/year  
Purchase Price: \$29,000

[Ford F-150](#)



Fuel Costs: \$4,550/year  
Purchase Price: \$34,500

[Lexus ES 350](#)



Fuel Costs: \$4,025/year  
Purchase Price: \$31,000

[Nissan Maxima](#)



Fuel Costs: \$1,925/year  
Purchase Price: \$25,000

[Toyota Prius](#)





Fuel Costs: \$5,075/year  
Purchase Price: \$28,000  
[Nissan Murano](#)



Fuel Costs: \$5,425/year  
Purchase Price: \$61,500  
[Hummer](#)



Fuel Costs: \$3,850/year  
Purchase Price: \$20,500  
[Ford Escape](#)



Fuel Costs: \$1000/year  
Purchase Price: \$33,000  
[Plug-In Hybrid Prius](#)



Fuel Costs: \$5,775/year  
Purchase Price: \$28,500  
[Honda Odyssey](#)



Fuel Costs: \$2,975/year  
Purchase Price: \$19,000  
[Honda Civic](#)



Fuel Costs: \$2,800/year  
Purchase Price: \$15,000  
[Toyota Yaris](#)



Fuel Costs: \$2,900/year  
Purchase Price: \$17,000  
[Smart Car](#)



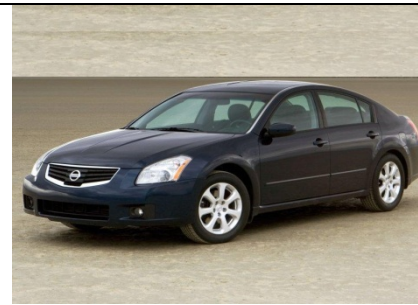
27. Different vehicles have different **environmental consequences**. The U.S Environmental Protection Agency, U.S Department of Energy and researchers have estimated costs of various vehicle emissions. The following table uses such estimates to put monetary values on the **Global Warming** and **Health Impacts** of different vehicles. Given such estimates, **which would you BUY or LEASE?** (Estimates of these **external costs** (imposed on others) for driving **15,000 miles** each year and **purchase price** for each of the different vehicles are given below.) Please **select** only **one** of the following by clicking on the photo. For information on the cost estimates for each for these vehicles please click [here](#).



\$740/year  
\$29,000  
[Ford F-150](#)



\$480/year  
\$34,500  
[Lexus ES 350](#)



\$495/year  
\$31,000  
[Nissan Maxima](#)



\$240/year  
\$25,000  
[Toyota Prius](#)



\$540/year  
\$28,000  
[Nissan Murano](#)



\$965/year  
\$61,500  
[Hummer](#)



\$620/year  
\$20,500  
[Ford Escape](#)



\$79/year  
\$33,000  
[Plug-In Hybrid Prius](#)





\$750/year  
\$28,500  
[Honda Odyssey](#)



\$375/year  
\$19,000  
[Honda Civic](#)



\$350/year  
\$15,000  
[Toyota Yaris](#)



\$300/year  
\$17,000  
[Smart Car](#)



28. If you had to **BUY** or **LEASE** a new vehicle in the coming month, and could choose one of the following two vehicles, which would you **BUY** or **LEASE**? (**Note:** Please **select** only **one** of the following by clicking on the photo. For more information on these vehicles, please click on the link below each photo.)



Electric Range per Charge: 30 miles  
Gasoline Range per Gallon: 45 miles  
Purchase Price: \$33,000  
Charging Time: 2 hours  
[Plug-In Hybrid Prius](#)



Electric Range per Charge: 100 miles  
No gas tank available  
Purchase Price: \$42,500  
Charging Time: 4 to 8 hours  
[Nissan Leaf Plug-In Electric Vehicle](#)



29. Do you have any **comments** about or **issues** with the questions asked? Please describe.

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#### Section 4 - Vehicle Policy

30. Consider a new policy where **REBATES** are given to those purchasing relatively fuel **EFFICIENT** vehicles and **FEES** are charged on the purchase of relatively **INEFFICIENT** vehicles. Assume the amounts vary with fuel economy, as shown in the chart below. How do you feel about such a policy?

Fuel Economy (in miles per gallon)	Rebate+/Fee-
More than 40 MPG.....	\$ 3,000 ( <b>rebate</b> )
40 MPG.....	\$ 2,000 ( <b>rebate</b> )
35 MPG.....	\$ 1,000 ( <b>rebate</b> )
30 MPG.....	\$ 0 ( <b>no fee/no rebate</b> )
25 MPG.....	-\$ 1,000 ( <b>fee</b> )
20 MPG.....	-\$ 2,000 ( <b>fee</b> )
15 MPG.....	-\$ 3,000 ( <b>fee</b> )
less than 10 MPG.....	-\$ 4,000 ( <b>fee</b> )

- I **strongly oppose** this policy.
- I **somewhat oppose** this policy.
- I am **neutral** regarding this policy.
- I **somewhat support** this policy.
- I **strongly support** this policy.

31. Does your residential unit have a garage or a carport with **access to electricity** which can be used to charge a plug-in hybrid vehicle (**PHEV**)?

- Yes
- No

*If “yes” in question 31 go to question 32, else go to question 33.*

32. How **far** from your parking spot is there a garage or a carport with **access to electricity** which can be used to charge a plug-in hybrid vehicle (**PHEV**)?

- Less than 25 feet
- 25-50 feet
- 50-75 feet
- 75-100 feet
- More than 100 feet

33. How many **parking spots** does your residential unit have?

- Zero (0)
- One (1)
- Two (2)
- Three (3)
- Four (4)
- Five (5)
- More than five (5) (Please specify a number.) \_\_\_\_\_

34. At your **workplace**, how far is a carport or garage with **access to electricity**?

- Less than 25 feet
- 25-50 feet
- 50-75 feet
- 75-100 feet
- More than 100 feet
- Not aware of the distance

35. If **gasoline prices rise** to **\$6** per gallon and stay there, would you do any of the following?

- Pay an additional \$2,500 to buy a hybrid version of your vehicle in order to reduce your gasoline use by 30%.
- Pay an additional \$4,000 to buy a plug-in hybrid version of your vehicle, in order to reduce your gasoline use by 45% (assuming you travel about 20 miles per day on its battery only.)
- Adapt to the change.
- Don't know what I would do.
- Other

*If "adapt to the change" in question 35 go to question 36, else go to question 37.*

36. How would you adapt to the change when **gasoline prices rise** to **\$6** per gallon and stay there? (Please check **all the apply**.)

- Use public transportation more
- Carpool more often
- Walk/Bike more to nearby places rather than using the vehicle
- Cut back on other expenditures
- Other

37. Suppose you are going to buy a new vehicle today, and the **hybrid gasoline/electric** version vehicle costs **\$3,000** more than the standard model of the same vehicle. Would you still seriously consider buying it?

- Yes, I would seriously consider buying it even if, it costs \$3,000 more.
- I would not consider such an option.
- I have no opinion on this.
- Other

38. Under current **gasoline price uncertainties**, would your household consider buying a **plug-in hybrid electric vehicle** (PHEV)? Such vehicles generally require battery re-charging after moderate use and cost \$6,000 more than a comparable gas-powered vehicle. But they are expected to save owners 50% or more in fuel costs and will likely be made available in the make & model of a Toyota Camry, Ford Focus, Chevy Malibu, Ford Escape, Honda Odyssey and others.

- Yes, I/we would consider buying such a vehicle.
- No, I/we would not consider buying such a vehicle.

39. If you were **considering purchasing a new vehicle today**, please **RANK the three most important characteristics**, according to their priority level (with first priority being most important to you, and third priority being the third most important to you).

Characteristics

First priority        \_\_\_\_\_  
Second priority     \_\_\_\_\_  
Third priority        \_\_\_\_\_

40. Do you have any **comments** about or **issues** with the questions asked? Please describe.

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#### **Section 4 - Demographics**

41. Including yourself, **HOW MANY PEOPLE** live in your household? (Please do not include anyone who usually lives somewhere else or is just visiting, such as a college student away at school.)

- One (1)
- Two (2)
- Three (3)
- Four or more (4+) (Please specify exact number.)

42. How many persons **UNDER the age of 16 years** usually live in your home?

- Zero (0)
- One (1)
- Two (2)
- Three (3)
- Four or more (4+) (Please specify exact number.)

43. Including yourself, how many **WORKERS** usually live in your home? (Please include all the persons in your household who get paid for working full-time, part-time or are self-employed.)

- Zero (0)
- One (1)
- Two (2)
- Three (3)
- Four or more (4+) (Please specify exact number.)

44. How many persons in your household hold a **DRIVER'S LICENSE**?

- Zero (0)
- One (1)
- Two (2)
- Three (3)
- Four or more (4+) (Please specify exact number.)

45. Which of the following best describes your households **TOTAL annual INCOME** from all sources, before taxes, **for all members of your household** in 2008? (Income data is very important for developing models that predict vehicle ownership behavior and thus changes in vehicle composition of households over time.)

- Less than \$10,000
- \$10,000-19,999
- \$20,000-29,999
- \$30,000-39,999
- \$40,000-49,999
- \$50,000-59,999
- \$60,000-74,999

- \$75,000-99,999
- \$100,000-124,999
- \$125,000-149,999
- \$150,000-199,999
- \$200,000 or more

46. What is your **AGE**?

- Less than 25 years old
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or more years of age

47. Are you male or female?

- Male
- Female

48. Which of the following best describes your **ETHNICITY**?

- Hispanic
- Asian
- African American
- Caucasian/White
- Other (Please specify.)

49. Which of the following best describes your **EMPLOYMENT STATUS**?

- I work full-time (35 hours or more per week).
- I work part-time (less than 35 hours per week).
- I am a homemaker.
- I am self-employed.
- I am unemployed, but looking for employment.
- I am unemployed, and not looking for employment.
- I am retired.

50. What is the highest level of **EDUCATION** you have completed?

- Did not complete high school
- High school (or equivalent)
- Associate's or technical degree (or equivalent)
- Bachelor's degree
- Master's degree or higher

51. What **state** do you live in?

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52. What **city** do you live in?

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53. We would like to send you a **copy of our report**, if that is of interest to you, and to contact you with any **follow-up questions** we may have. (This is especially helpful if we need to clarify an answer provided here.) Please allow us to do that by providing your **email address**. Thank you.

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54. Do you have any comments or suggestions for us?

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**Survey is not complete unless all responses are provided.**

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