

A horizontal progress bar with 20 segments. The first segment is highlighted in yellow, indicating the current position in the survey.

i201

HOUSEHOLD VEHICLE SURVEY

Welcome to Part 1 of our Household Vehicle Survey. On the following two pages we will provide information on our survey and ask you to review our participant consent form.

ABOUT THIS RESEARCH

In this study we hope to learn about your transportation needs and interests. Your participation will inform the academic community, energy researchers, policy-makers, and consumers, and so please answer every question as best you can.

You will be asked to complete two parts of the survey, with a Buyers' Guide in between:

- Part 1: Initial online survey, about 25-30 minutes
- Part 2: Second online survey, about 25-30 minutes


BEGINNING THE SURVEY

This is Part 1 of the survey, and it contains the following seven sections:

- A. Your Household Vehicles
- B. Your Vehicle Use
- C. Your Thoughts on Different Types of Vehicles
- D. Your Parking Details
- E. Your Thoughts on New Vehicle Technology
- F. Your Lifestyle and Values
- G. Your Household

HOUSEHOLD PARTICIPATION

Your "household" includes you as well as any people you live with who you often consult to make important decisions. As such, your household may just be you. As you complete this survey, we encourage you to consult other members of your household as you would if you were making a real-life decision to purchase/lease a vehicle.

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Letter of Information for Implied Consent

CONFIDENTIALITY AND RISKS

There is minimal risk to participating in this study. Our study is designed to keep your personal information confidential. The researchers themselves will not keep your contact information on file; you will be assigned a participant number, so your name and contact information will not be associated with your responses. A breach of confidentiality is unlikely, but in the case that such a breach occurs, it would be extremely difficult to match your information with your data. Data from this survey will be stored on password-protected servers for five years at Simon Fraser University. Your responses will be analyzed in aggregate; therefore, you will not be identifiable in the results we release. We do not believe that the data we collect from you during this survey will put you at any risk.

COMPENSATION

You will be compensated by Research Now for finishing each of the two parts of the survey, such that you will receive the maximum compensation if you complete both Part 1 and Part 2, but you will still be compensated with a lesser amount if you choose to only complete Part 1.

QUESTIONS ABOUT THE STUDY?

Any questions or concerns about this survey can be directed to Dr. Christine Kormos, Survey Administrator, at vehicles@sfu.ca. Concerns or complaints may also be directed to Dr. Jeff Toward, Director of the Office of Research Ethics at Simon Fraser University, at jtoward@sfu.ca or 778.782.6593.

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S1

Household Vehicle Survey: Public Consent Form

This consent form outlines your rights as a participant in the "Household Vehicle Survey" conducted by Dr. Jonn Axsen at Simon Fraser University in Burnaby, BC. Participating in this research is voluntary. If you decide to take part, you can change your mind at any time and leave the study without penalty. For your reference, the file number for this study is 2015s0384.

AGREEMENT

1. I agree to be surveyed for the purposes of the project named above.
2. The purpose and nature of the survey have been explained to me.
3. I have had a chance to ask questions concerning the purpose and nature of the survey, the project, and my questions have been answered to my satisfaction.
4. I understand that taking part in this study is entirely voluntary. It is my right to decline to answer any questions and to choose not to complete the survey by clicking the "I don't know" option that appears for each question of the survey.
5. I understand that there are minimal risks associated with my participation in this survey.
6. My name will not be used in the project; rather, a number will be used to identify all respondents. The use of a secure and encrypted web server will increase confidentiality of my identity.
7. I understand that I can obtain the study results in the form of a public report and academic paper from the investigator, Dr. Jonn Axsen (jaxsen@sfu.ca).

I HAVE READ THIS CONSENT FORM. I HAVE HAD A CHANCE TO ASK QUESTIONS CONCERNING ANY AREAS THAT I DID NOT UNDERSTAND. BY CLICKING THE "I AGREE TO ALL THE ABOVE TERMS" BUTTON, I AM CONSENTING TO PARTICIPATE IN THIS STUDY.

☐ I DO NOT agree to these terms☒ I AGREE to all of the terms above[< Back](#)[Next >](#)



Section A: Your Household Vehicles

This section asks about your household's current vehicle(s). Note: Throughout this survey, "your household" includes you and any people you live with who you may consult to make important decisions. If you live alone, then you are the "household."

Overall, how satisfied is your household with the vehicle(s) you currently own and/or lease?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Not applicable (i.e., do not own/lease any vehicles)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

How many vehicles does your household currently own and lease that are driven regularly (at least once a week)? By "vehicles" we mean cars, trucks, vans, minivans, and sport utility vehicles - any sort of motor vehicle a household normally uses for day-to-day travel. Please do not include motorcycles, scooters, recreational vehicles, car shares, or motor homes.

<input checked="" type="radio"/> 0
<input type="radio"/> 1
<input type="radio"/> 2
<input type="radio"/> 3 or more

Next 

QA4

You were selected for this survey because you indicated that you are currently planning to buy/lease a new vehicle in the next 12 months. Is this vehicle intended to:

Be an additional vehicle?

Other:

Next ➔

Section B: Your Vehicle Use

Thank you for completing Section A. In this section, we would like to learn more about your current driving habits and/or how you plan to use the upcoming vehicle that you expect to purchase/lease in the coming year.

Given that this is a 'household' survey, please be mindful of trying to represent your full household (i.e., yourself as well as others you live with who you may consult to make important decisions). As such, if you never drive the vehicle that is being asked about, please respond on behalf of (and consult, if necessary) your other household member who drives that vehicle.

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i271

We would like to know about the characteristics of the vehicle that your household is most likely to purchase/lease next, and how certain you are about these vehicle characteristics.

It is okay if you have not decided on any or all of these features; please just select the response that most closely approximates your most likely choice, or select "I don't know."

Degree of certainty about each feature

Make:	<input type="text" value="TOYOTA"/>	Not at all certain	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very certain
Model:	<input type="text" value="PRIUS"/>	Not at all certain	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very certain
Body type:	<input type="text" value="Compact"/>	Not at all certain	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very certain
Fuel type:	<input type="text" value="Gasoline"/>	Not at all certain	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very certain
Buy/ lease:	<div><div>Purchase</div><div>Please select your answer</div><div>I don't know</div><div>Purchase</div><div>Lease</div></div>	Not at all certain	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very certain

Next ➔



i222

You mentioned that this new vehicle will be an addition to your fleet. Please answer the following questions about the intended use of this new vehicle that your household plans to purchase/lease to the best of your ability.

On average, how many kilometers do you expect this new vehicle will travel...

Please provide an estimate for whichever of the following is easiest for you.

per year (12 months): km

per month: km

I don't know.

How often do you expect that your household will drive this new vehicle 100 km or more in a single trip?

By "trip" we mean that the vehicle is driven for at least 100 km without being turned off.

Never

Once or twice a year

Several times a year

Once or twice a month

Once or twice a week

Several times a week

Every day or almost every day

Next ➔



QB11

In a typical week (including weekend and weekdays), how many days do you expect that this new vehicle will be used by a member of your household for...?

Please select one answer per row.

	0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Work or commuting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping or running errands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure or outdoor activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who do you expect will be the primary driver of this new vehicle?

I will be the primary driver.
Another member of my household will be the primary driver.
Multiple people in my household will drive this vehicle regularly.

Next ➔

i236

For the following questions, consider how your household plans to use this new vehicle on weekdays (i.e., Monday through Friday).

In a typical week, how many weekdays do you expect this new vehicle will be driven by a member of your household at least once?

0 weekdays	1 weekday	2 weekdays	3 weekdays	4 weekdays	5 weekdays
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When this new vehicle is driven on a weekday, what is the most common distance that you expect this new vehicle will be driven in that day (in total)?

Please type a number into the box below.

km

Next 

i263

For the following questions, consider how your household expects to use this new vehicle on weekend days (i.e., Saturday and Sunday).

In a typical week, how many weekend days do you expect this new vehicle to be driven by a member of your household at least once?

0 weekend days

1 weekend day

2 weekend days

When this new vehicle is driven on a weekend day, what do you expect to be the most common distance that the vehicle is driven in that day (in total)?

Please type a number into the box below.

km

Next 

QB17

Does any member of your household currently have a car share membership (e.g., Evo, Modo, Zipcar, and Car2go)?

Yes

No

Next

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SFU

QB17

Does any member of your household currently have a car share membership (e.g., Evo, Modo, Zipcar, and Car2go)?

Yes

☒ No

How likely is your household to get a car share membership over the next year (12 months)?

Not at all likely

Not likely

Possibly

Likely

Very likely

I don't know



Next



QB17

Does any member of your household currently have a car share membership (e.g., Evo, Modo, Zipcar, and Car2go)?

☒ Yes

☐ No

How frequently does your household use the car share membership?

☐ Never

☐ Once or twice a year

☐ Several times a year

☐ Once or twice a month

☐ Once or twice a week

☐ Several times a week

☐ Every day or almost every day

Next 

i297

Section C: Your Thoughts on Different Types of Vehicles

Thank you for completing Section B. We will now ask about your familiarity with several different types of vehicle technologies. Please answer these questions to the best of your ability. It is okay if you are not familiar with any of these technologies or models; we are simply trying to find out if you have heard about them before and, if so, what you might think about them.

Can you name the make and model of at least one vehicle powered partially or completely by electricity, or powered by hydrogen, that is currently being sold in Canada?

☐ Yes☐ No**Next** ➔

i297

Section C: Your Thoughts on Different Types of Vehicles

Thank you for completing Section B. We will now ask about your familiarity with several different types of vehicle technologies. Please answer these questions to the best of your ability. It is okay if you are not familiar with any of these technologies or models; we are simply trying to find out if you have heard about them before and, if so, what you might think about them.

Can you name the make and model of at least one vehicle powered partially or completely by electricity, or powered by hydrogen, that is currently being sold in Canada?

☐ Yes☒ No**Next** 

i297

Section C: Your Thoughts on Different Types of Vehicles

Thank you for completing Section B. We will now ask about your familiarity with several different types of vehicle technologies. Please answer these questions to the best of your ability. It is okay if you are not familiar with any of these technologies or models; we are simply trying to find out if you have heard about them before and, if so, what you might think about them.

Can you name the make and model of at least one vehicle powered partially or completely by electricity, or powered by hydrogen, that is currently being sold in Canada?

☒ Yes☐ No

Please name as many makes and models as you can.

	Make	Model
1	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>
6	<input type="text"/>	<input type="text"/>
7	<input type="text"/>	<input type="text"/>
8	<input type="text"/>	<input type="text"/>
9	<input type="text"/>	<input type="text"/>
10	<input type="text"/>	<input type="text"/>

Next ➔

QC2

How familiar are you with the following vehicles and vehicle technologies? For example, do you know how you would drive and recharge/refuel them, and what makes them different from each other?

Again, it is okay if you are not familiar with any of these vehicle models or technologies.

Vehicle type	Not familiar	Somewhat familiar	Moderately familiar	Very familiar
Hybrid vehicles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plug-in hybrid vehicles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery electric vehicles	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Hydrogen fuel cell vehicles	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flex-fuel vehicles	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toyota Prius Hybrid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chevrolet Volt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tesla Model S	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nissan Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyundai Tucson Fuel Cell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next ➔

QC3

Some of these vehicles and vehicle technologies only use gasoline, some only use electricity from an electrical outlet, some can use both gasoline and electricity, and some use hydrogen. How do you think that each of the following vehicles can be fueled?

If you are not sure, please answer as best you can based on what you know, or select "I don't know."

Vehicle type	Only gasoline	Only electricity from being plugged into an electrical outlet	Either gasoline or electricity from being plugged into an electrical outlet	Only hydrogen	Only 85% ethanol (E85)	Either gasoline or 85% ethanol (E85)	I don't know
Hybrid vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plug-in hybrid vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery electric vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hydrogen fuel cell vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flex-fuel vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toyota Prius Hybrid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chevrolet Volt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tesla Model S	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nissan Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyundai Tucson Fuel Cell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

i317

This survey will focus on the following five vehicle technologies:

- A **regular gasoline vehicle** - uses only gasoline.
- A **hybrid vehicle** - uses a small battery to reduce fuel use but which cannot be plugged in to recharge as it uses only gasoline.
- A **plug-in hybrid vehicle** - can be plugged in to recharge its battery and can also use gasoline.
- A **battery electric vehicle** - must be plugged in to recharge its battery – it never uses gasoline.
- A **hydrogen fuel cell vehicle** - uses hydrogen gas as its fuel.

Please indicate your experience with each of the following vehicle models:

Select all that apply for each vehicle model. Note: If none of the options below apply, then please leave the corresponding row blank.

Vehicle type	I have heard of this.	I have seen/heard/ read information on this (e.g., via YouTube or the news).	I have seen one (e.g., someone driving one, one in a parking lot).	I have spoken with an owner of one.	I have driven or been a passenger in one.	I want to buy/ lease one.	I own/ lease (or owned/leased) one.
Toyota Prius Hybrid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chevrolet Volt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nissan Leaf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tesla Model S	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyundai Tucson Fuel Cell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next ➔

i319

As a reminder of the technology definitions...

- A **hybrid vehicle** -- uses a small battery to reduce fuel use but which cannot be plugged in to recharge as it uses only gasoline.
- A **plug-in hybrid vehicle** - can be plugged in to recharge its battery and can also use gasoline.
- A **battery electric vehicle** - must be plugged in to recharge its battery – it never uses gasoline.
- A **hydrogen fuel cell vehicle** - uses hydrogen gas as its fuel.

What is your opinion of these vehicles and vehicle technologies?

Vehicle type	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	I don't know
Conventional gasoline vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hybrid vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plug-in hybrid vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery electric vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hydrogen fuel cell vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toyota Prius Hybrid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chevrolet Volt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tesla Model S	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nissan Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyundai Tucson Fuel Cell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

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[Click here to display RML data - this will only appear in Test mode](#)

As a reminder of the technology definitions...

- A **hybrid vehicle** -uses a small battery to reduce fuel use but which cannot be plugged in to recharge as it uses only gasoline.
- A **plug-in hybrid vehicle** - can be plugged in to recharge its battery and can also use gasoline.
- A **battery electric vehicle** - must be plugged in to recharge its battery – it never uses gasoline.
- A **hydrogen fuel cell vehicle** - uses hydrogen gas as its fuel.

How likely is your household to buy/lease each type of vehicle within the next year, using sliders from “Not at all likely (0%)” to “Completely certain (100%)”?

Please click and drag the marker to the appropriate point on the scale. The 'Next' button will not appear until all statements are answered.

Conventional gasoline vehicle	<div><div></div><div></div><div></div></div>
	<div>Not at all likely (0%)</div> <div>Moderately likely (50%)</div> <div>Completely certain (100%)</div>
Hybrid vehicle	<div><div></div><div></div><div></div></div>
	<div>Not at all likely (0%)</div> <div>Moderately likely (50%)</div> <div>Completely certain (100%)</div>
Plug-in hybrid vehicle	<div><div></div><div></div><div></div></div>
	<div>Not at all likely (0%)</div> <div>Moderately likely (50%)</div> <div>Completely certain (100%)</div>

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SFU

dQC6

As a reminder of the technology definitions...

- A **hybrid vehicle** -uses a small battery to reduce fuel use but which cannot be plugged in to recharge as it uses only gasoline.
- A **plug-in hybrid vehicle** - can be plugged in to recharge its battery and can also use gasoline.
- A **battery electric vehicle** - must be plugged in to recharge its battery – it never uses gasoline.
- A **hydrogen fuel cell vehicle** - uses hydrogen gas as its fuel.

How likely is your household to buy/lease each type of vehicle within the next year, using sliders from “Not at all likely (0%)” to “Completely certain (100%)”?

This page is shown for testing purposes and will be hidden when the survey is live

Conventional gasoline vehicle	30	▼
Hybrid vehicle	76	▼
Plug-in hybrid vehicle	65	▼
Battery electric vehicle	43	▼
Hydrogen fuel cell vehicle	0	▼

Next ➤

QC7

What sources of information have shaped your opinion of electric and hydrogen powered vehicles, and how important have those sources been in shaping your opinion?

	<u>I have not used this source</u>	<u>I have used this source</u>				
		Not important	Somewhat important	Important	Very important	I don't know
Car magazines (e.g., Car and Driver, Motor Trend)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News (e.g., radio, online news articles, or newspaper)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information from car dealers	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television commercials	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conversations with family and friends	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal research (internet, books, movies, talks, etc.)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government (ads, brochures, etc.)	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Press releases from automakers	<input type="checkbox"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

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Section D. Your Parking Details

Thank you for completing Section C. We will now ask you some questions about how visible and accessible recharging infrastructure (i.e., for **plug-in hybrid and battery electric vehicles**) is in the areas where you drive and park most often.

Home recharge access:

Again, **plug-in hybrid vehicles** can be powered using both electricity and gasoline, and **battery electric vehicles** are powered using only electricity. Some houses or apartment parking lots may have an electric-vehicle charging station or an electrical outlet (e.g., an existing regular outlet) already installed to enable home access to recharging.

Here are some examples of electric-vehicle charging stations that you might see around your home parking location:



When at home, where do you plan to park your new vehicle?

Garage
Carport (Covered)
Driveway (Not Covered)
On the Street
Parking Lot - Covered, Unassigned Space
Parking Lot - Covered, Assigned Space
Parking Lot - Uncovered, Unassigned Space
Parking Lot - Uncovered, Assigned Space
Other - Please Specify:
<input type="text"/>

Next ➔

QD2

At your home, will you be able to reliably park new vehicle in one particular parking spot (e.g., in your own garage, driveway, or assigned parking space)?

☒ Yes☐ No

Do you have access to any of the following within 25 feet from where you plan to park new vehicle?

Please select all that apply.

☐ An existing electric vehicle recharging station (Note: A normal electrical outlet is NOT considered an existing charging station, although it can sometimes be used to charge vehicles.)☐ Regular 110/120V outlet (e.g., used for most electric devices, such as a lamp or TV).☐ 220/240V outlet (typically used for washers and dryers)☐ Electrical panel☒ None of the above

Do you have access to any of the following within 26-50 feet from where you plan to park new vehicle?

Please select all that apply.

☐ An existing electric vehicle recharging station (Note: A normal electrical outlet is NOT considered an existing charging station, although it can sometimes be used to charge vehicles.)☒ Regular 110/120V outlet (e.g., used for most electric devices, such as a lamp or TV).☐ 220/240V outlet (typically used for washers and dryers)☐ Electrical panel☐ None of the above

Imagine that you wanted to buy or lease a plug-in hybrid or battery electric vehicle. Do you think you would have the authority (or be allowed) to install an electric vehicle charging station or plug into an existing outlet near one of your reliable home parking spots?

For example, you might have authority if you own your home, or if you think that the property owner would permit you to install a charger.

☐ Yes, I would have the authority.☐ No, I would not.☐ I don't know. I would have to check.

Imagine that your vehicle is a plug-in hybrid or battery electric vehicle. Realistically, would you consider regularly plugging in your vehicle at home?

☐ Yes.☐ No, I would not, because:

Next 

QD13

Have you **SEEN** any electric vehicle recharge stations at the parking spots or spaces that you use?

I have SEEN an electric vehicle recharge station at...

Please select all that apply.

...my workplace.

...a grocery store.

...a retail store.

...a mall.

...a restaurant.

...a gym or recreation facility.

...a religious or spiritual building.

...other:

I have NEVER seen an electric vehicle recharge station.

Next ➔

1310

Hydrogen refueling access:

We will now ask you some questions about how visible and accessible hydrogen refueling infrastructure is in the areas where you typically drive. In some regions, refueling stations are available, either at gas stations or at stand-alone stations, to refuel hydrogen fuel cell vehicles. These stations are similar in appearance to conventional gas stations but are clearly marked for hydrogen fuel only.

Here are some examples of hydrogen refueling stations:



Have you seen any hydrogen refueling stations in the following locations that you have visited? I have seen a hydrogen refueling station...

Please select all that apply.

<input type="checkbox"/> In my city or town
<input type="checkbox"/> In a nearby city or town
<input type="checkbox"/> In another region
<input type="checkbox"/> I have not seen a hydrogen refueling station anywhere.

To your knowledge, does your region currently have at least one hydrogen refueling station?

Please select the best answer.

<input type="radio"/> Yes.
<input type="radio"/> No.
<input type="radio"/> I don't know.

To your knowledge, are there currently any plans to install a hydrogen refueling station in your region?

Please select the best answer.

<input type="radio"/> Yes.
<input type="radio"/> No.
<input type="radio"/> I don't know.

Next 

i321

Section E. Your Thoughts on New Vehicle Technology

Thank you for completing Section D. We will now ask you some questions about your familiarity with and opinions about vehicle automation. As with the previous section, it is okay if you are not familiar with these technologies.

Please indicate your awareness of each of the following vehicles and vehicle technologies related to vehicle automation:

Select all that apply...

	I have heard of this.
Self-parking	<input type="radio"/>
Automated highway driving	<input type="radio"/>
Driverless vehicles	<input type="radio"/>
Tesla Model S's Auto Pilot	<input type="radio"/>
Google's Self-Driving Car	<input type="radio"/>

Next ➔

i328

Traditional car manufacturers and new players in the automotive industry are currently developing and implementing partially- or fully-automated vehicles. The three main types of vehicle automation technologies are:

- **Self-parking:** When vehicles can drive themselves in and out of parking spots without anyone at the wheel. For example, this technology allows the vehicle to drive from the entrance of an underground parking lot to an empty parking spot completely unassisted.
- **Automation of highway driving:** When vehicles can be partially automated so as to relieve the driver from the burden of driving on highways, such as in traffic jams or over long-distance trips.
- **Driverless vehicles:** When vehicles can perform completely automated driving in all driving situations (including self-parking and automated highway driving), thus making the driver unnecessary.

How familiar are you with the following vehicles or technologies?

Please select your level of familiarity with each vehicle and vehicle technology. It is okay if you are not familiar with any of these models or technologies.

	Not familiar	Somewhat familiar	Moderately familiar	Very familiar
Driverless vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google's Self-Driving Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)

QE3

Please indicate the nature of your experience with each of the following:

Select all that apply... Note: If none of the options below apply, then please leave blank.

	I have seen/heard/read information on this vehicle/feature (e.g., via YouTube or the news).	I have seen this type of vehicle/a vehicle with this feature.	I have spoken with an owner of this type of vehicle/a vehicle with this feature.	I have driven (or been a passenger) in this type of vehicle/a vehicle with this feature.	I want to buy/lease this type of vehicle/a vehicle with this feature.	I own/lease (or owned/leased) this type of vehicle/a vehicle with this feature.
Driverless vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google's Self-Driving Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next ➔

QE4

What is your opinion of these vehicles and technologies related to vehicle automation?

	Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive	I don't know
Driverless vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google's Self-Driving Car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent does the potential of autonomous (or 'automated') vehicles influence your interest in buying/leasing vehicles powered by electricity?

Greatly decrease	Decrease	Neither increase nor decrease	Increase	Greatly increase
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next ➔

i340

Section F. Your Lifestyle and Values

Thank you for completing Section E. We are also interested in understanding how you use your time and what types of activities you are typically involved in, as well as your attitudes and values.

How frequently do you engage in the following activities?

Think about how often you engaged in these activities, or how much time you devoted to these activities, over the past year.

	Never	Rarely	Occasionally	Frequently	Very frequently
Researching new technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping for new technologies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using new technologies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking about new technologies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on or tinkering with technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thinking about protecting the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trying to help the environment through daily actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending environmental meetings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engaging in environmental conservation activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting environmental conservation (talking to people about the environment).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next ➤

QF2

Please indicate the extent to which you agree or disagree with the following statements:

Please select one answer per row.

	Strongly disagree	Disagree	Undecided/ Neutral	Agree	Strongly agree
I often try new activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My responsibilities usually keep me from trying new things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have many different groups of friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am currently making a big transition in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rarely make new friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have very little free time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My life has been the same for quite a while.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to do the same activities as my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to make significant changes in my near future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

QF3

Please indicate your level of agreement with the following statements:

Please select one answer per row.

	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree
When humans interfere with nature, it often produces disastrous consequences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The so-called "ecological crises" facing humankind has been greatly exaggerated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The balance of nature is very delicate and easily upset.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans are severely abusing the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans have the right to modify the natural environment to suit their needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If things continue on their present course, we will soon experience a major ecological catastrophe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals have as much right as humans to exist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans were meant to rule over the rest of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree
We are approaching the limit of the number of people the earth can support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human ingenuity will insure that we do NOT make the earth unlivable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth has plenty of natural resources if we just learn how to develop them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The balance of nature is strong enough to cope with the impacts of modern industrial nations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Despite our special abilities humans are still subject to the laws of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth is like a spaceship with very limited room and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans will eventually learn enough about how nature works to be able to control it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

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QF4

Consider each set of the items below and indicate how important each value is as a guiding principle in your life.

Please select one answer per row.

	Not at all important	A little important	Somewhat important	Extremely important
Family security, safety for loved ones.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honoring parents and elders, showing respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-discipline, self-restraint, resistance to temptation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respecting the earth, harmony with other species.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the environment, preserving nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equality, equal opportunity for all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social justice, correcting injustice, care for the weak.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity with nature, fitting into nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A world at peace, free of war and conflict.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influential, having impact on people and events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authority, the right to lead or command.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealth, material possessions, money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious, interested in everything, exploring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A varied life, filled with challenge, novelty and change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An exciting life, stimulating experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next 

QF5

Which of the following statements is closest to your opinion on global warming (climate change)?

Please select one...

It is a serious problem, and immediate action is necessary.

It could be a serious problem, and we should take some action now.

More research is needed before action is taken.

It is not a problem and does not require any action.

I don't know anything about this issue.

Next ➔

i346

Section G: Your Household

Thank you for completing Section F. We will now ask you several questions about your household, information which will be used only for descriptive purposes as well as for us to know how well you match the descriptions of other households who buy/lease new cars in Canada.

What language does your household speak most often at home?

Please select one...

English

French

Other – please specify:

How many people live in your household (including yourself)?

"Your household" includes you and any people you live with, including dependents.

Please select your answer

Next 

i346

Section G: Your Household

Thank you for completing Section F. We will now ask you several questions about your household, information which will be used only for descriptive purposes as well as for us to know how well you match the descriptions of other households who buy/lease new cars in Canada.

What language does your household speak most often at home?

Please select one...

<input checked="" type="radio"/> English
<input type="radio"/> French
Other – please specify: <input type="text"/>

How many people live in your household (including yourself)?

"Your household" includes you and any people you live with, including dependents.

Please provide a brief description of the members of your household:

You must complete ALL fields to proceed.

	Age:	Primary work status:	Licensed driver?	Drives a household vehicle at least once per week?
1 (You)	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>
2	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>
3	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>	<input type="text" value="Please select your answer"/>

Next 

QG4

What is the highest level of education you (the person filling out this survey) have completed?

This information is used only for statistical purposes.

Less than high school
High school certificate or equivalent Apprenticeship or trades certificate or diploma
College, CEGEP, or other non-university diploma
Some university
University degree (Bachelor)
Graduate or professional degree
I prefer not to answer


What pre-tax income category does your household fit into?

This information is used only for statistical purposes. My household's pre-tax annual income is:

Less than \$10,000
\$10,000 to \$19,999
\$20,000 to \$29,999
\$30,000 to \$39,999
\$40,000 to \$49,999
\$50,000 to \$59,999
\$60,000 to \$69,999
\$70,000 to \$79,999
\$80,000 to \$89,999
\$90,000 to \$99,999
\$100,000 to \$124,999
\$125,000 to \$150,000
Greater than \$150,000
I prefer not to answer

Next ➔

Q66

Do you own or rent your residence?*Please select one...*☐ Own☐ Rent**How would you describe your residence?***Please select one...*☐ Detached house☐ Secondary suite in detached house☐ Attached house (e.g., townhouse, duplex, triplex, etc.)☐ Apartment - 'high-rise' (five or more storeys/levels)☐ Apartment - 'low-rise' (fewer than five storeys/levels)☐ Mobile home☐ Other - please specify:**What is your ...?**City: Province: Postal code: **Next** 

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SFU

QG9

Do you have any comments, thoughts, or suggestions regarding this survey?

Next 

Part1_end

SFU

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Thank you, you are now done Part 1 of the survey!

Here is a [link](#) to the Vehicle Buyers' Guide, which we ask that you please review prior to completing Part 2 of the survey. We will send you the link to Part 2 in two days, after you have had some time to reflect on the Guide. You can take an initial look at the Guide now, and we will also email you the link again at the start of Part 2 of the survey.

Next ➔

(test screen only)



qExitSInfo

This screen is only visible while in test mode.

The survey is over and the status is **complete**. Click the [<<] button below to test another route.

⏪ Back