

ZEV COLLEGE TOUR SURVEY FINDINGS - CSUS

How did you hear about this event?

- 61% Just stopped by as I noticed an event going on
- 33% Flyer
- 6% Other (e-mail / helping out)

Why did you stop by?

- 33% Drive and electric or hybrid vehicle
- 21% Learn about new technologies
- 18% Learn about environmental vehicles
- 13% Event looked interesting
- 8% Just had time to kill
- 7% Other (will be buying; want a hybrid; building an EV; extra credit in Environmental Studies; interested)

Did you know about these technologies before today?

- 72% Yes
- 26% Somewhat
- 2% No

Did this event increase your interest in these technologies?

- 76% Yes
- 20% Somewhat
- 4% No

Of the vehicles here today, which one(s) interest you the most?

- 33% Toyota Prius
- 19% Honda Insight
- 13% Toyota RAV 4
- 13% GM EV1
- 10% Honda EV Plus
- 5% Natural gas Civic
- 4% E-scooter
- 3% E-bike

Would you consider buying/leasing an electric or hybrid vehicle within the next 5 years?

- 63% Yes
- 35% Maybe
- 2% No (range was the issue)

Have you driven an electric vehicle?

- 89% No
- 11% Yes

Electric vehicle compared to a conventional vehicle:

	Conventional Better	Same	EV Better
Purchase price	76%	22%	2%
Maintenance cost	29%	32%	39%
Refueling cost	5%	10%	85%
Refueling convenience	59%	8%	33%
Performance	55%	32%	13%
Reliability	36%	42%	22%
Image	31%	49%	20%
Impact on Environment	5%	0%	95%
Driving Experience	31%	51%	18%
Overall convenience	41%	44%	15%

What would you like to see at this event that is not here today?

- ? Honda civic hybrid
- ? Motorcycle
- ? More information on the future of this type of vehicle
- ? Technological information
- ? Speakers on difference/advantages of alternative methods
- ? Prius on the lawn
- ? Hypercar
- ? Truck model
- ? Test drive the Sparrow
- ? Similar event every month
- ? Insight to test drive (4 people requested this)
- ? An easier way to find or advertise these cars so students on campus will be more interested
- ? Diesel hybrid
- ? Status of fuel cell technology
- ? More information
- ? More information about how technology works
- ? Hybrid RAV 4
- ? More models
- ? Fuel cell vehicle
- ? E-scooter