EcoCAR Communications Plan

Mississippi State University
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1.0 Situation Analysis

1.1 About EcoCAR: The NeXt Challenge

EcoCAR: The NeXt Challenge is a three-year student led design competition co-sponsored by General Motors (GM) and the Department of Energy (DOE), and facilitated by Argonne National Laboratory. The competition focuses on development, exploration, and implementation of advanced vehicle technologies. Competition participants include 17 top engineering universities from across North America.

The goals of the EcoCAR: The NeXt Challenge competition are the same as its predecessors in the DOE’s series of vehicle design competitions, known as the Advanced Vehicle Technology Competition: To improve vehicle efficiency and reduce emissions, without sacrificing utility to the consumer. University teams will strive to do this through use of alternative fuels, plug-in energy, and hybridization. The platform for each team will be a GM donated 2009 Saturn VUE. The Mississippi State University team will be implementing an extended-range electric vehicle (EREV). The vehicle will plug in to a standard household outlet, have a significant all electric range, and be capable of achieving greater than 100 miles per gallon.

Students will follow a design process mirroring GM’s Global Vehicle Development Process (GVDP). This includes a heavy emphasis on modeling and simulation in the first year of the competition. The following two years will then focus on implementation and refinement of the vehicle technologies. At the conclusion of each year, teams will gather together to participate in events designed to compare each team’s progress, and an overall winner for that year will be named.

1.2 Public Perception of EcoCAR

In order to gain a better understanding of how EcoCAR is perceived by the public, the Mississippi State team has partnered with a marketing-management class to conduct marketing research on the public’s opinions, attitudes, and concerns about hybrid vehicle technology. The market research, focusing on the southeastern United States, will help us tailor our communications plan to our region. We are defining the southeastern region as the states of Mississippi, Alabama, Louisiana, Tennessee, Arkansas, Georgia, and South Carolina. Florida’s demographic is substantially different than the rural populations of the rest of the Southeast. The class will compose a different survey each semester to find out a variety of information. Previous class research, conducted in Fall 2008, concluded that 48.7 percent of the 155 people surveyed chose gas mileage as the most important feature when purchasing a new car. In the study, 80 percent of those surveyed indicated that their average daily commute is less than 40 miles. This is significant because the Mississippi State team’s design calls for the capability to run solely on electric energy for at least 40 miles on one charge. Surveys will be continued each semester to both determine new data and to track changes in public perceptions. The survey currently being implemented for Spring 2009 is shown in the Appendix, and includes research about the public’s perception of hybrids, their driving habits, how much more they are willing to pay for a hybrid and how far they expect a PHEV to drive on electricity alone. More research will be conducted on the public’s perception of hybrid technology throughout the competition.
1.3 SWOT Analysis

1. What are the product’s strengths?
   A. Excellent fuel efficiency
   B. Low greenhouse gas emissions
   C. Utilizes alternative fuels
   D. Very good performance
   E. Luxury consumer features
   F. Lessens America’s dependence on foreign oil
   G. Appeals to the environmentally conscious
   H. Government and corporate incentive programs currently support hybrids

2. What are the product’s weaknesses?
   A. High costs compared to the amount saved at the gas pump
   B. Complex vehicle technology is difficult for consumers to grasp
   C. Limited range that product can run on electricity alone
   D. Increases electricity bill when charging
   E. Takes several hours to recharge
   F. Availability of biodiesel fueling stations

3. What are the product’s opportunities?
   A. Inform and educate the public on hybrid vehicle technology
   B. New job opportunities in the maintenance and repair industry
   C. Improve research in battery storage capacity
   D. The extra costs associated with building hybrid vehicles are declining as technology improvements and economies of scale are achieved
   E. Increased awareness in global climate change issues are creating a political and social appeal for hybrid vehicles
   F. Midsize hybrid SUVs are unique in the hybrid market

4. What are the product’s threats?
   A. The numerous types of hybrid architectures may mislead consumer’s decision making process
   B. Hybrid car sales are currently down due to weak economy (Johnson 2008)
   C. Low gas prices due to weak economy lessens the demand for hybrids
   D. Battery capacity is not ideal at this point
   E. Increased competition because of more hybrid models being produced
2.0 Communication Goals

1. Announce Mississippi State University’s and EcoCAR's roles as an explorer of solutions for sustainable mobility and to the energy crisis.
2. Increase public understanding of hybrid vehicles and their benefits.
3. Inform and demonstrate to the public our hybrid architecture that runs on biodiesel and electricity from renewable sources.
4. Educate youth on hybrid vehicle technology and alternative fuels.
5. Improve attitudes toward hybrid vehicles in our region.

3.0 Measurable Communication Objectives

The following measurable objectives are designed to determine the effectiveness of the MSU EcoCAR communications plan. The communication strategies and tactics are designed to establish:

1. Reach over 1,500,000 people nationwide through all outreach activities, including media, to inform them about MSU’s participation in EcoCAR as well as the competition’s goals. This will be tracked by recording all outreach activities.

2. Raise public awareness of EcoCAR in the southeastern region by 5% and in Mississippi by 25% based off of survey data collected at the beginning and end of EcoCAR.

3. Improve public understanding of hybrid vehicles and their benefits in the southeastern region by 3% and in Mississippi by 15% based off of survey data collected at the beginning and end of EcoCAR.

4. Demonstrate and discuss in person our hybrid vehicle to over 20,000 people to be determined by recording all outreach activities that the car is displayed at.

5. Reach over 1,500 youth through children’s education events with a 75% retention rate of hybrids and alternative fuels. Audience numbers will be tracked by recording all children’s education activities. The retention rate will be determined based off of survey data collected from children’s parents throughout EcoCAR.

6. Improve favorable attitudes toward hybrids in Mississippi by 10% based off of primary research conducted throughout the competition.
4.0 Target Audiences

Although the team is reaching out to every audience possible, we have determined target audiences for each year of the competition to which we will tailor our communication methods. During Year 1 our primary audiences are youth, the technical audience and the general public. Year 2 will focus on those three as well as local and state media. Year 3 activities will target all of the above, plus consumers, influential persons and national media.

**Figure 4.1 Summary of Target Audiences**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>How hybrids work, environmental benefits &amp; car design</td>
</tr>
<tr>
<td>Technical Audience</td>
<td>Latest technology accomplishments &amp; architecture selection/design process</td>
</tr>
<tr>
<td>General Public</td>
<td>Economics of hybrids &amp; sponsor/student involvement</td>
</tr>
<tr>
<td>Local Media</td>
<td>University research in energy conserving technologies</td>
</tr>
<tr>
<td>State Media</td>
<td>University, student &amp; sponsor involvement</td>
</tr>
<tr>
<td>Consumers</td>
<td>Economics of hybrids, mpg of car &amp; plug-in concept</td>
</tr>
<tr>
<td>Influential Persons</td>
<td>Latest technology achievements, environmental benefits &amp; student involvement</td>
</tr>
<tr>
<td>National Media</td>
<td>Sponsor involvement &amp; student design improvements</td>
</tr>
</tbody>
</table>

We have a more narrow approach during Year 1 than in the next two years. The team’s primary objectives are to promote the idea of hybrids and the EcoCAR competition. Our intent in targeting youth is to expose young people to hybrid concepts so that hopefully in the future they will consider purchasing one. Youth are interested in learning about how hybrids work, their positive effect on the environment and the benefits student team members receive for participating in the competition. The technical audience is consistently interested in learning about the latest technology and engineering accomplishments. They will also be interested in the architecture selection, design and implementation processes. We will accomplish Year 1’s main objectives by also targeting our outreach efforts to the general public. They will be interested in the university’s involvement with leading sponsors like GM and the DOE as well as the economics of hybrids. We also intend to pursue media attention; however it will not become a primary focus until Year 2.

During Year 2, we will target local and state media in addition to Year 1’s audiences. Local media will play a crucial role in informing the general public about EcoCAR. They will be interested in covering the university’s research in energy conserving technologies. We will aim to collaborate with agricultural, automotive, engineering and technological related media outlets in addition to the general media.
The third year of the competition will lean towards a greater national scope than before. The MSU team will continue to target the previously mentioned audiences in addition to consumers, influential persons and the national media. Based on secondary data located in the popular press and primary data collected in the fall of 2008, we primarily consider our target consumers to be adults above the age of 40. According to J.D. Power and Associates data, most hybrid car owners are 45 years old and older. Two percent of hybrid owners are 24 or younger, and 26 percent are between 25 and 44. Twenty-nine percent are between 45 and 54, 24 percent are between 55 and 64, and 19 percent are 65 and older (Connelly 2007). See Figure 4.1 for a visual breakdown of the percentages. The MSU EcoCAR vehicle is a mid-size SUV that will be extremely fuel efficient, yet stylish. Because it must have a place to recharge every night, it will not appeal to young people that live in apartments. We believe that the most likely people to buy a mid-size PHEV are adults who are well established in their career and can afford the more expensive car, need the extra space for their children, have a garage to recharge the battery in, and still desire to remain stylish. Since our communication goals are more than simply selling a car, we will not limit ourselves to just the baby boomer demographic segment. Influential people in the technological, environmental, and governmental communities will be key elements in selling our ideas to the general public. They will also assist with attracting national media attention. We will have a nearly complete product at that time, which will provide the media with more creative opportunities to reach the general public.

Figure 4.2 Age of Hybrid Car Owners

Source: Automotive News
5.0 Communication Tactics and Strategies

The outreach team plans to accomplish our communication goals and objectives by attending local events with the Challenge X and EcoCAR vehicles, giving presentations to interested organizations, going to local schools in our area, establishing social marketing networks, providing information on our website, seeking media relations, and publishing technical research papers. As the demand for more fuel efficient vehicles increases, the need to relate the team’s purpose to our surrounding community also increases. Therefore an important part of the EcoCAR team is letting the community know about critical energy and transportation related issues, and how the EcoCAR competition is addressing them. The success of the EcoCAR competition depends on how well we inform, educate, and involve citizens of our community.

5.1 Outreach Events

The majority of our communication goals will be accomplished at community events. Our plan is to emphasize the useful features of hybrid vehicles, such as being environmentally friendly, fuel efficient and superior in performance compared to stock vehicles. The events that MSU EcoCAR attends will appeal to our target audiences. Already this year we have supported our local farmers by attending the Starkville Community Market. Emphasis was given to the competition’s utilization of alternative fuels, which some increase the demand for agricultural products. We reached out to car enthusiasts from all over the nation at the antique car show, Cruisin’ the Coast, in Biloxi, Mississippi. This is the largest special event in the state. Team members discussed the design process of the car with interested attendees. Plans are being made to collaborate with the MSU Chapter of American Society of Landscape Architecture (ASLA) in Years 2 and 3. These students have secured a location at a public park to create a community garden. Once they obtain the necessary supplies, we will work with them to invite a local youth group to help plant soybeans and other vegetables in order to teach environmental awareness to children, and to help them understand how biodiesel is made. We may also have the opportunity to establish a relationship with a local restaurant owner who is also starting an organic garden. He intends to design his menu based on the vegetables being harvested. In Year 2, the team will have a trade show display at the Go Green Expo in Atlanta, Georgia. EcoCAR will be positioned as a means to sustainable mobility. This will target environmentalists, the general public in the southeastern region and national media. During Year 3, the team will reach out to technical audiences at the IEEE 2010 Supercomputing Conference in New Orleans, LA. Attendance is expected to be well over 10,000. The team will attend local events that interest not only environmentalists and technical experts, but also those who may be curious about hybrid concepts and benefits. Throughout the competition, numerous outreach events will be organized to involve our community in unique ways. Brochures and other promotional materials will be passed out to familiarize the public with hybrids. Posters and the MSU EcoCAR vehicle will also be on display at outreach events. Our ultimate goals are to promote EcoCAR, appeal to our target audiences and achieve a great deal of media attention.
5.2 Public Awareness and Education

We want to involve community leaders, groups and clubs to help promote EcoCAR and hybrid vehicle technology. We have already begun giving presentations to groups such as the Starkville Women’s Club. This interaction also gave us a better understanding of one of our target audiences. To involve younger people we gave a presentation to the Day One Leadership class at Mississippi State University. The class consists of 281 students who spent the semester completing 47 community service projects in the period of 16 weeks. We encouraged them to continue their leadership roles through projects like EcoCAR. Recently, the team’s Outreach Coordinator gave a presentation to an Environmental Science class. The key message was also to get involved with other projects helping to protect the Earth. To follow up with presentations to adults we are going to work with the Rotary Club to further hybrid awareness in our community. The outreach team plans to continue giving many other presentations about hybrid vehicle technology, alternative fuels and the competition to a wide variety of active leaders over the next few years.

5.3 Children’s Education

The youth program “New Generation, New Energy” from Challenge X will be continued in EcoCAR, because it was a great success. We believe for a new concept to be accepted, we should focus on young people. Today's youth will be the next generation of vehicle owners, and we want them to be familiar with hybrid technology and the environmental benefits. The outreach team plans to visit at least fifteen classrooms each year. PowerPoint presentations for different grade levels will be given. For elementary students we have created a handout to help kids understand what hybrid cars look like, and how they are different from others. We also have novelties to pass out such as stickers that say “New Generation, New Energy,” and pencils made out of recycled newspaper that say “Mississippi State EcoCAR.” Another handout has been created detailing easy ways to save energy. Topics to be discussed include the EcoCAR competition, hybrid vehicles, alternative fuels and the importance of energy conservation. As previously mentioned, the team plans to take Boy and Girl Scout troops to help out a local garden. If it is successful, we will continue the event throughout the competition. In Year 2 team members will promote scientific research at a science carnival for 4th and 5th graders. The opportunity will be given to talk to each class at Pearl Upper Elementary School near Jackson, the state capital. The team hopes to continue involving children in as many future events as possible, because the Earth’s future lies in their hands.

5.4 Social Marketing and Website

Our team applies social marketing techniques to promote social change in energy dependency on our website. The site provides facts about hybrid vehicle incentives, the competition and MSU team, biodiesel myths and interesting ways to save energy at home. In addition, social forums and blogs are being constructed to further pursue social marketing on the web. We offer an open group on the social network Facebook. The group is entitled Mississippi State EcoCAR, and it allows members to post pictures, videos, discussions and comments about EcoCAR and related issues. A video is currently be filmed about the team. It will be posted on Facebook, YouTube, online blogs, and other social marketing networks. Blogs are also being developed to spark discussions about the competition and hybrid related issues.
5.5 Media Relations

The team has already begun receiving a significant amount of media attention. This exposure is crucial to increasing public awareness of hybrid technology and our role as explorers for sustainable mobility and to the energy crisis. In October 2008, we participated in Cruisin’ the Coast, in Biloxi, Mississippi. An interview with a team member was conducted by WLOX TV news. Relationships are also being built between university media outlets and the team. We have already been featured in the school newspaper, radio station, and the Bagley College of Engineering magazine. We have also strengthened our relationship with General Motors when we were featured in their magazine, Saturn 360°. In 2008, Truck Trend magazine evaluated MSU’s winning Challenge X car, and also discussed the EcoCAR team. Our team leader was interviewed on NPR’s Science Friday program, which airs internationally. Over the three year competition, we plan to utilize regional and national media outlets that appeal to our target audiences. As previously mentioned, this includes agricultural, automotive, engineering and technological related media in addition to the general media. During Years 1 and 2, local and state media outlets will be targeted. In Year 3 of the competition, national media coverage will be targeted. A wide variety of media types will be utilized including newspapers, magazines, television, radio, the internet and more. Media will be contacted by using the comprehensive media list for our region, which was provided by competition organizers. We will also utilize press releases, media advisories, fact sheets and press kits.

5.6 Marketing Research

As already mentioned, we will be employing a senior marketing-management class to function as a market consulting firm. The class will conduct marketing research and assist with organizing outreach events. The class is taught by Dr. Jason Lueg, who is the team’s Marketing Advisor. Dr. Lueg’s classes will help us throughout the EcoCAR competition as 30 percent of their final grade. This program gives the marketing majors the opportunity to be involved in a real world business setting. The specific research topics to be investigated will be determined as the competition progresses.

5.7 Technical Publications

Our team will also make use of technical papers to promote our research in scientific journals. We are presently working on a technical success publication which will document how we work with a competition sponsor to develop a solution to one of our engineering needs. It will also be a graduate students' thesis and dissertation, which will present research gathered from the EcoCAR competition.
6.0 Communication Materials

To help accomplish our goals and reinforce the hybrid technology concept, the following is a list of materials to aid us in reaching out to our community:

- Brochures
- Posters
- PowerPoint Presentations
- Children’s activity handouts
- Novelties (pencils, stickers, cups, key chains, etc.)
- Website
- Surveys
- Photos
- Media Advisories
- Press Releases
- Fact Sheet
- Q & A Handout
- Media Kits
- YouTube video
- Online blogs
- Online social marketing networks
7.0 Budget

The Mississippi State team is fortunate enough to have a very supporting school behind us. The Center for Advanced Vehicular Systems (CAVS) is part of MSU’s High Performance Computing Collaboratory (HPC²). HPC²’s publishing department creates and prints our brochures, posters, and other graphic communication needs. To assist in the tradeshow display and other communication materials the EcoCAR organizers have been generous enough to provide a $1,000 grant for Year 1 of the competition. Additional funding may be provided for Years 2 and 3. The Mississippi State EcoCAR budget will provide the funds if any other material needs arise during the competition. This is on a written request basis through the team’s Faculty Advisor, Dr. Marshall Molen.

<table>
<thead>
<tr>
<th>Events</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pencils</td>
<td>Outreach Grant ($212)</td>
</tr>
<tr>
<td>Tradeshow display</td>
<td>Outreach Grant ($500)</td>
</tr>
<tr>
<td>St. Paddy’s Parade spot</td>
<td>Outreach Grant ($200)</td>
</tr>
<tr>
<td>Beads for parade</td>
<td>Outreach Grant ($36)</td>
</tr>
<tr>
<td>Garden Expo Booth</td>
<td>Outreach Grant ($52)</td>
</tr>
<tr>
<td>Brochures</td>
<td>CAVS/HPC² Contract</td>
</tr>
<tr>
<td>Posters</td>
<td>CAVS/HPC² Contract</td>
</tr>
<tr>
<td>Event Participation Fees</td>
<td>Team Budget</td>
</tr>
<tr>
<td>Travel</td>
<td>Team Budget</td>
</tr>
</tbody>
</table>
8.0 Evaluation

The following outlines ways to measure the success of the communications plan:

1. Conduct surveys starting at the beginning of the competition and repeated semiannually of the southeastern region’s understanding and perception of hybrid vehicles, of the most important feature when purchasing a hybrid, which audiences are the most likely to purchase a hybrid vehicle and other topics.

2. Monitor secondary research regarding acceptance of hybrids, hybrid sales, battery technology, climate change, alternative fuels and other related issues.

3. Monitor website activity by tracking visitor count, page history and most commonly requested page.

4. Distribute to parents a survey which will measure their child’s understanding of the topics discussed during presentations of the children’s education program, “New Generation, New Energy.”

5. Record attendance, literature distribution and perceived interest at outreach events.

6. Perform informal interviews between project participants and attendees of outreach events to examine the current perception of hybrid vehicles.

9.0 Works Cited


Appendix 10.0 Marketing-Management Class of Spring 2009 Survey

Automobile Survey

Instructions: Please take your time and answer each question honestly. Please do not sign your name or give any other indication as to who you are that would compromise the confidentiality of this survey. Your participation is voluntary and your refusal to participate will involve no penalty or loss of benefits. You may withdraw from participation at any time, or you may refuse to answer any specific questions included in this survey. Please select the appropriate response to each of the following questions.

1. On average, how many miles per day do you travel in your vehicle? (Check one)
   ____ Less than 5 miles   ____ 5-10 miles   ____ 11-20 miles   ____ 21-40 miles
   ____ 41- 60 miles   ____ over 60 miles

2. On average, how much time per day do you spend driving in your vehicle? (Check one)
   ____ less than 15 minutes   ____ 16 – 30 minutes   ____ 31 – 45 minutes   ____ 46 minutes – 1 hour
   ____ 1 hour - 1.5 hours   ____ 1.5 – 2 hours   ____ over 2 hours

3. What is the highest sustained speed (at least five minutes) that you drive during your daily commute? (Write in) ____________ miles per hour

4. How many times do you “stop and go” in traffic during your daily commute? (Check one)
   ____ 0-10 times   ____ 11-20 times   ____ 21-30 times   ____ 31-40 times   ____ 41 to 50 times   ____ over 50 times

5. When you drive out of town for trips (vacations, visit friends, and/or relatives), how far is your average round trip? (Write in) ____________ miles

6. How frequently do you take out of town trips per year? (Check one)
   ____ 0-1 times   ____ 2-5 times   ____ 5-10 times   ____ more than 10 times per year

7. When do you plan to purchase your next vehicle? (Check one)
   ____ In the next year   ____ In the year after next   ____ In three to five years   ____ In more than five years

8. Rank the following features from 1-6 (1 being the highest and 6 being the lowest) that you will be looking for when you purchase your next vehicle. Use each number (1-6) only once.
   ____ Gas Mileage   ____ Power   ____ Speed   ____ Interior Space   ____ Price   ____ Style

9. What sources of information do you intend to primarily consult in making your next car purchase decision? (Check all that apply)
   ____ Friends   ____ Family members   ____ The Internet   ____ Newspapers   ____ Magazines
   ____ Other (please specify) _______________

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10. Of the following, choose the one that best describes you. *(Check one)*
   _____ I would normally buy a new car, but due to the economy I will buy a used car
   _____ I would normally buy a used car, and I still plan on buying a used car
   _____ I would normally buy a used car, but due to the economy I will buy a new car
   _____ I would normally buy a new car, and still plan on buying a new car

11. What is the primary reason why you would replace your car? *(Check one)*
   _____ Age of the car   _____ Mileage on the car   _____ Other (please specify) ___________________

12. How familiar are you with hybrid vehicles? *(Circle one)*
   Very Unfamiliar    Somewhat Unfamiliar    Somewhat Familiar    Very Familiar    No Opinion

13. What is your attitude towards hybrid vehicles? *(Circle one)*
   Favorable    Somewhat Favorable    Somewhat Unfavorable    Unfavorable    No Opinion

14. How willing are you to purchase a hybrid vehicle? *(Circle one)*
   Very Willing    Somewhat Willing    Somewhat Unwilling    Very Unwilling    No Opinion

15. Do you know someone who owns a hybrid vehicle? *(Check one)*   _____ Yes   _____ No

16. Are you familiar with the benefits of hybrid vehicles? *(Check one)*   _____ Yes   _____ No

17. Are you familiar with the limitations of hybrid vehicles? *(Check one)*   _____ Yes   _____ No

18. List any benefits or limitations you believe are linked to hybrid vehicles.
   Benefits
   ________________________________   _______________________________
   ________________________________   _______________________________
   ________________________________   _______________________________
   ________________________________   _______________________________

   Limitations
   ________________________________   _______________________________
   ________________________________   _______________________________

19. Would you be interested in learning more about hybrid vehicles? *(Check one)*   _____ Yes   _____ No

20. How much more would you be willing to pay for a hybrid vehicle over a non-hybrid vehicle? *(Check one)*
   _____ less than $1,000   _____ $1,000 to $2,000   _____ $2,001 to $3,000
   _____ $3,001 to $4,000   _____ $4,001 to $5,000   _____ more than $5,000

21. How many miles per day would you expect to drive a hybrid car on only battery power without using gasoline? *(Check one)*
   ___ 10 to 19 miles   ___ 20 to 29 miles   ___ 30 to 39 miles   ___ 40 to 50 miles   ___ more than 50 miles

22. Would you be willing to plug a hybrid vehicle in over night? *(Check one)*   _____ Yes   _____ No
23. Do you have access to a plug that you could plug a hybrid vehicle in over night? (Check one)

_____ Yes  _____ No

24. How does the state of the economy change your likelihood of buying a hybrid vehicle? (Check one)

_____ Increase  _____ I was not going to and still will not buy a hybrid vehicle
_____ Decrease  _____ Does not change the likelihood of buying a hybrid vehicle
_____ No Opinion

25. Gender: (Check one)  _____ Male  _____ Female

26. Age: (Write in) _____

27. Education: (check one)

_____ Less than high school  _____ Bachelor’s degree (4-year college degree)
_____ High school degree  _____ Some graduate school (no graduate degree awarded)
_____ Some college (no degree awarded)  _____ Graduate degree or other Professional degree
_____ Associate’s degree (2-year college degree)  _____ Prefer not to answer

28. Annual Household Income: (Check one)

_____ Below $10,000  _____ $60,000-$79,999  _____ $150,000-$199,999
_____ $10,000-$19,999  _____ $80,000-$99,999  _____ $200,000 or more
_____ $20,000-$39,999  _____ $100,000-$124,999  _____ Prefer not to answer
_____ $40,000-$59,999  _____ $125,000-$149,999

29. Ethnic Origin: (Check one)

_____ White/Caucasian  _____ Alaskan Native
_____ Hispanic/Latino  _____ Native Hawaiian/Other Pacific Islander
_____ Black/African American  _____ Multi-Cultural
_____ American Indian  _____ Other (Please Specify) ______________________
_____ Asian  _____ Prefer not to answer

30. Marital Status: (Check one)  _____ Single  _____ Married  _____ Separated  _____ Divorced  _____ Other

31. Number of children under 18 living at home: (Write in) _____

32. I live in: (Write in) City ______________________________ State _________