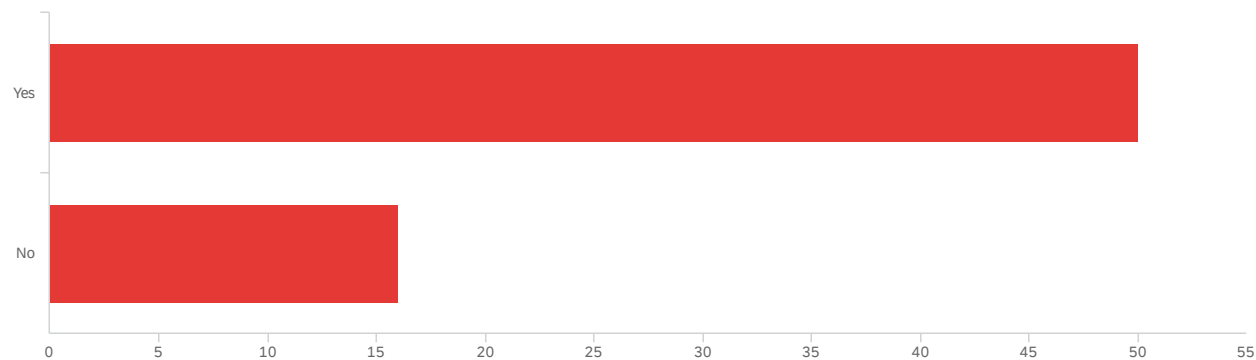


Default Report

Toyota Survey

December 3, 2021 2:49 AM MST

Q1 - Do you currently own a Toyota vehicle?



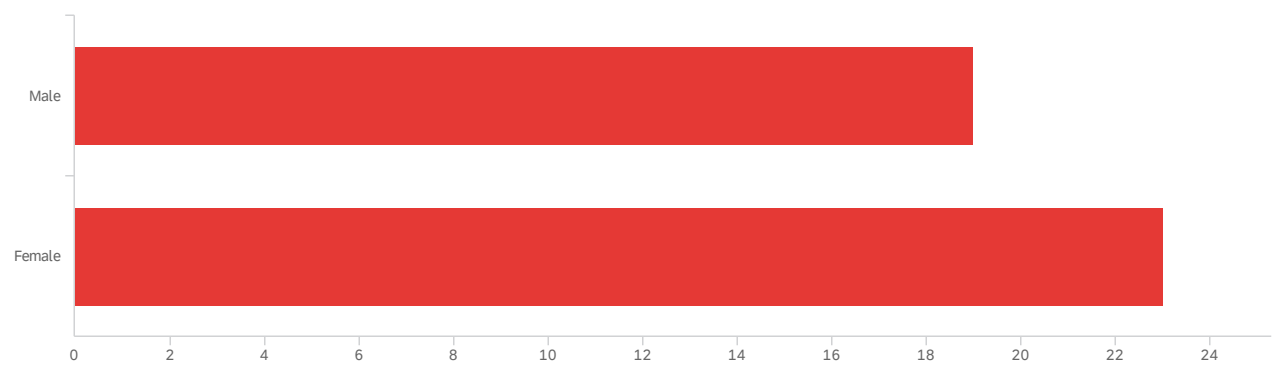
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you currently own a Toyota vehicle?	1.00	2.00	1.24	0.43	0.18	66

#	Field	Choice Count
1	Yes	75.76% 50
2	No	24.24% 16

66

Showing rows 1 - 3 of 3

Q5 - What is your gender?



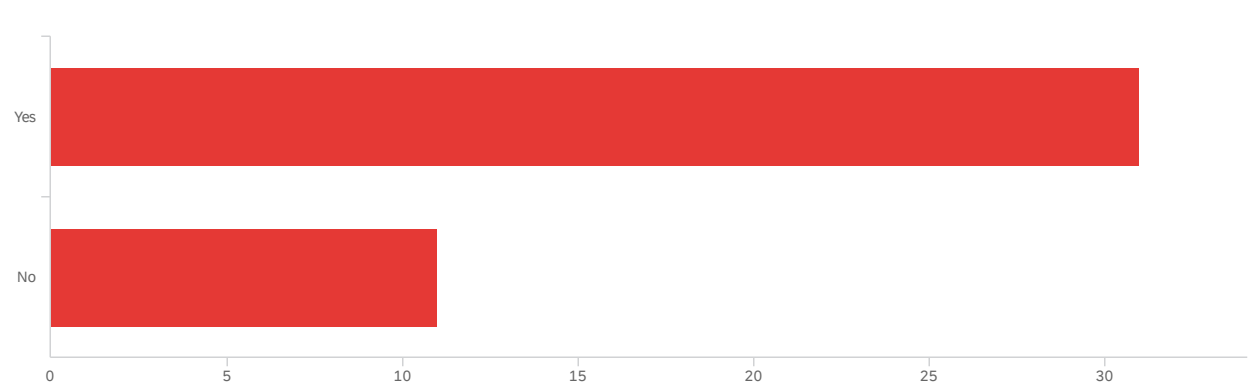
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	2.00	1.55	0.50	0.25	42

#	Field	Choice	Count
1	Male	45.24%	19
2	Female	54.76%	23

42

Showing rows 1 - 3 of 3

Q6 - Are you currently employed?



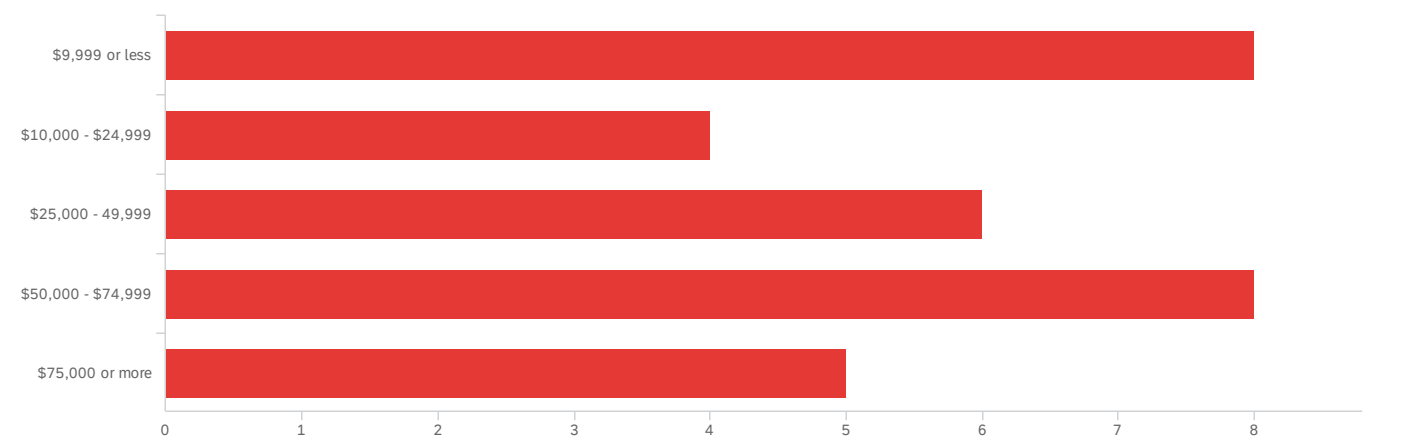
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you currently employed?	1.00	2.00	1.26	0.44	0.19	42

#	Field	Choice	Count
1	Yes	73.81%	31
2	No	26.19%	11

42

Showing rows 1 - 3 of 3

Q7 - What is your annual income?

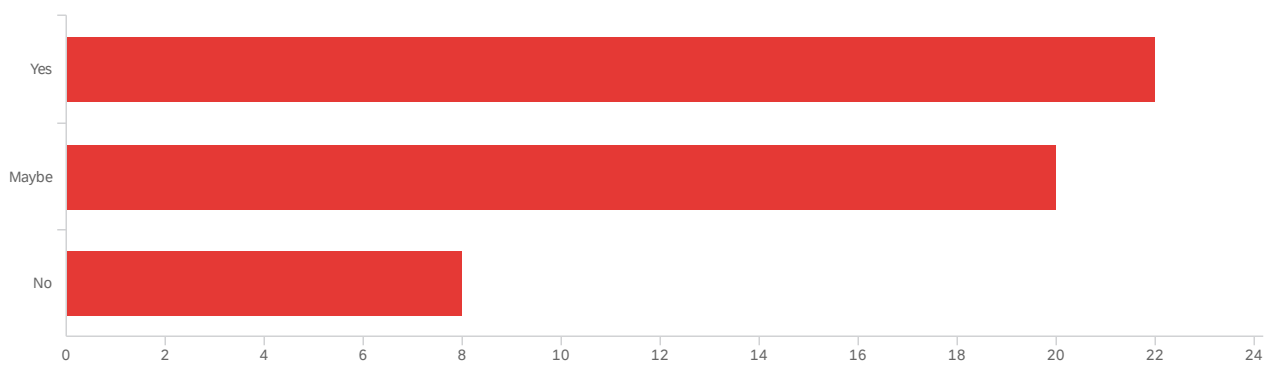


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your annual income?	1.00	5.00	2.94	1.44	2.06	31

#	Field	Choice Count
1	\$9,999 or less	25.81% 8
2	\$10,000 - \$24,999	12.90% 4
3	\$25,000 - 49,999	19.35% 6
4	\$50,000 - \$74,999	25.81% 8
5	\$75,000 or more	16.13% 5
		31

Showing rows 1 - 6 of 6

Q2 - Are you interested in Electric Vehicles?

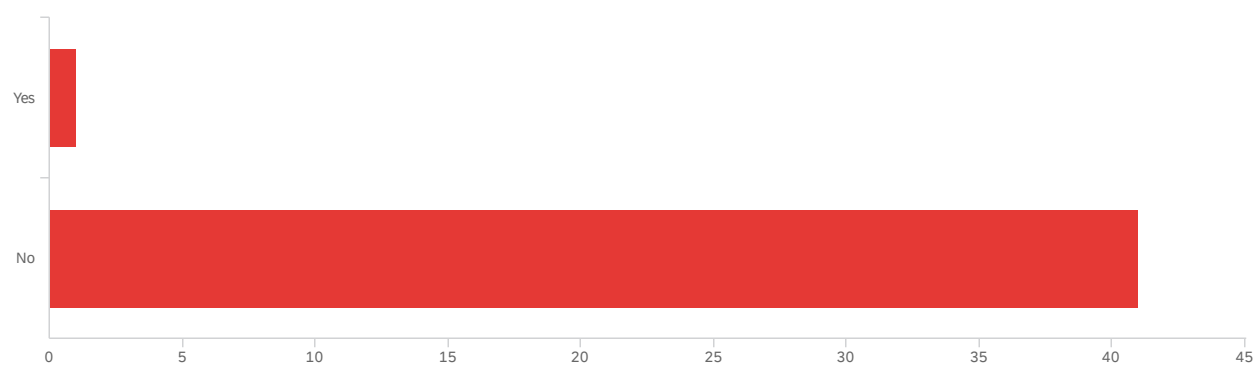


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you interested in Electric Vehicles?	1.00	3.00	1.72	0.72	0.52	50

#	Field	Choice Count
1	Yes	44.00% 22
2	Maybe	40.00% 20
3	No	16.00% 8
		50

Showing rows 1 - 4 of 4

Q8 - Have you ever owned a fully Electric Vehicle? (not including hybrids)



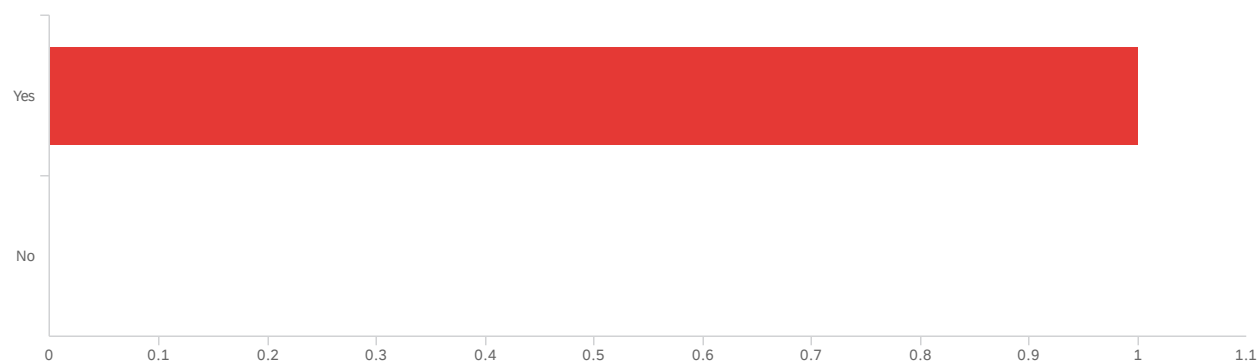
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever owned a fully Electric Vehicle? (not including hybrids)	1.00	2.00	1.98	0.15	0.02	42

#	Field	Choice Count
1	Yes	2.38% 1
2	No	97.62% 41

42

Showing rows 1 - 3 of 3

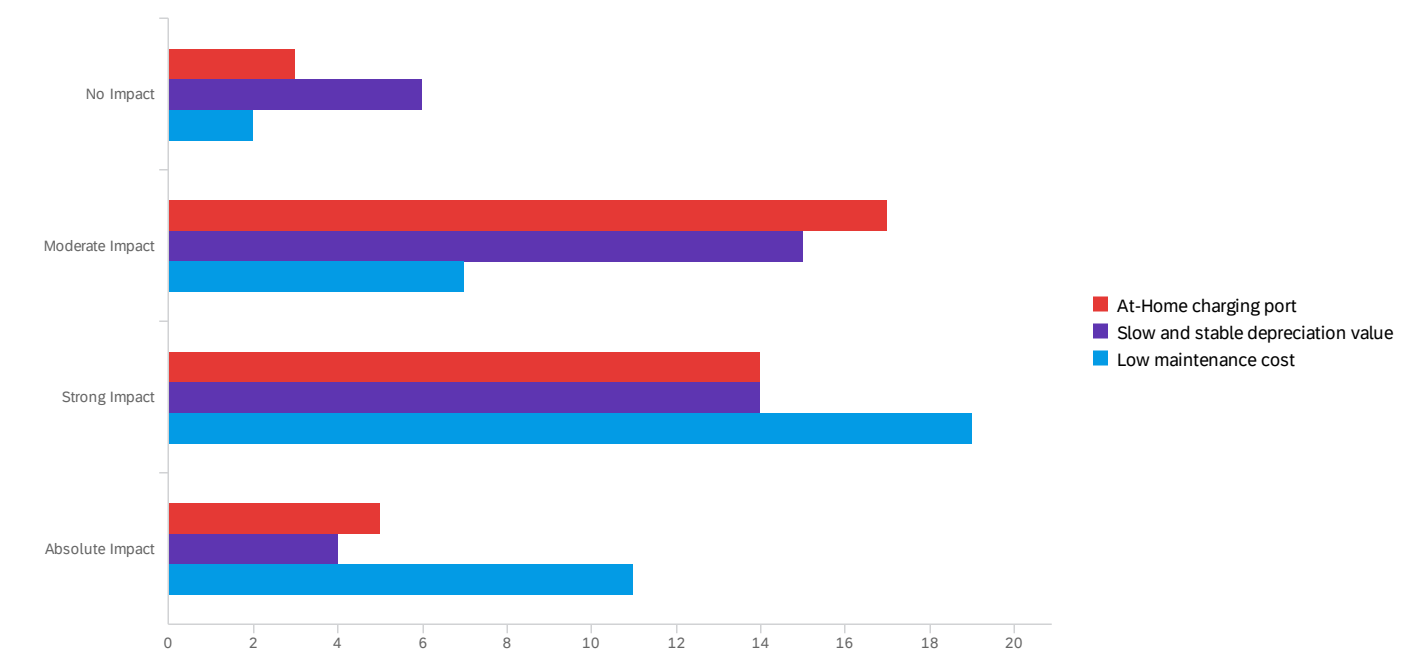
Q9 - Would you recommend Electric Vehicles to people that don't own one?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you recommend Electric Vehicles to people that don't own one?	1.00	1.00	1.00	0.00	0.00	1

#	Field	Choice Count
1	Yes	100.00% 1
2	No	0.00% 0

Q10 - Electric Vehicles often offer cost-savings in the form of at-home charging, slow and stable depreciation, and maintenance (according to ConsumerReports). How much of an impact would each of these factors have in your search for a vehicle?

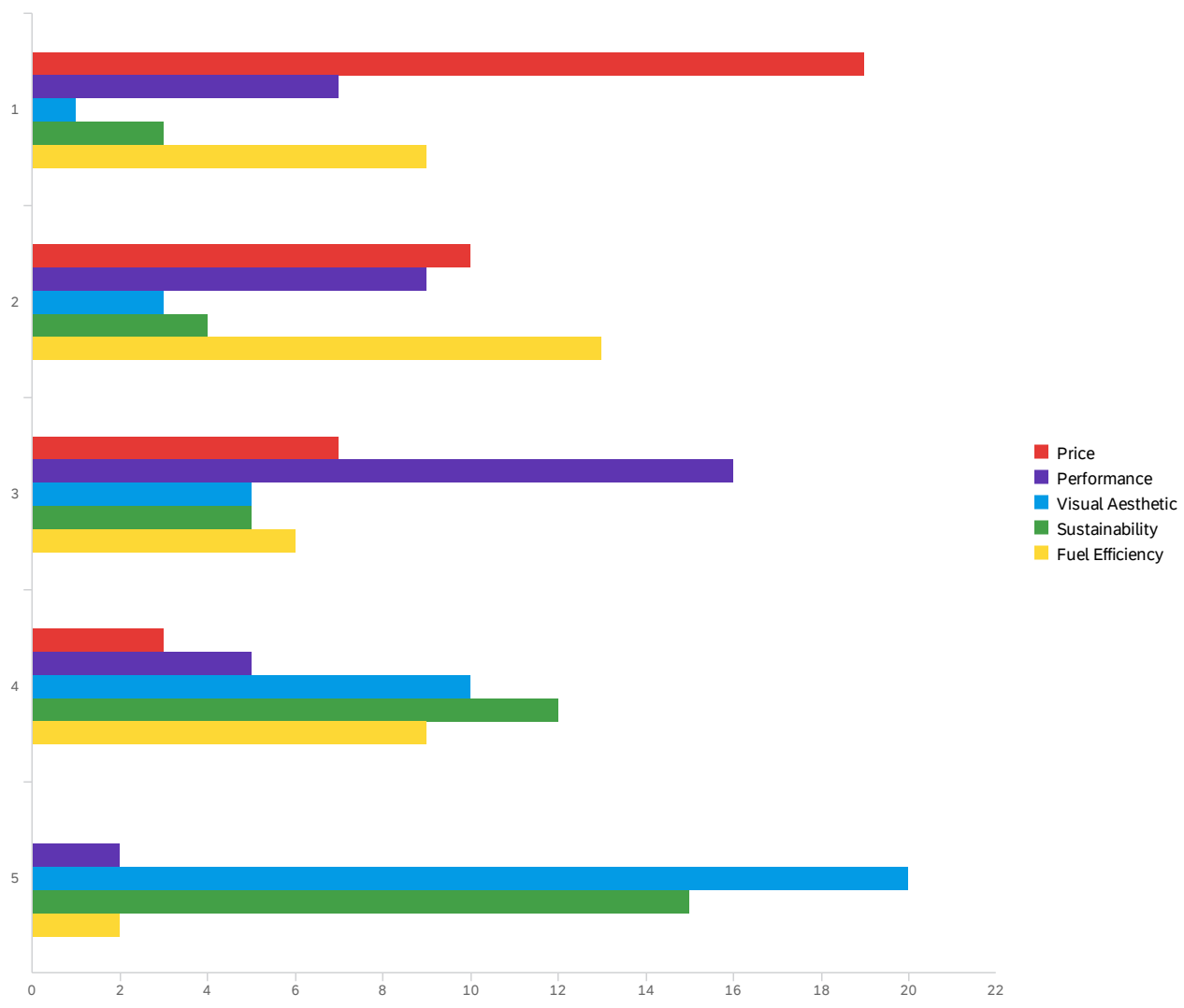


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	At-Home charging port	1.00	4.00	2.54	0.81	0.66	39
2	Slow and stable depreciation value	1.00	4.00	2.41	0.87	0.75	39
3	Low maintenance cost	1.00	4.00	3.00	0.82	0.67	39

#	Field	No Impact		Moderate Impact		Strong Impact		Absolute Impact		Total
1	At-Home charging port	7.69%	3	43.59%	17	35.90%	14	12.82%	5	39
2	Slow and stable depreciation value	15.38%	6	38.46%	15	35.90%	14	10.26%	4	39
3	Low maintenance cost	5.13%	2	17.95%	7	48.72%	19	28.21%	11	39

Showing rows 1 - 3 of 3

Q11 - Rank the following characteristics in order of what you find important when purchasing an Electric Vehicle. 1 being the most important and 5 being the least important.



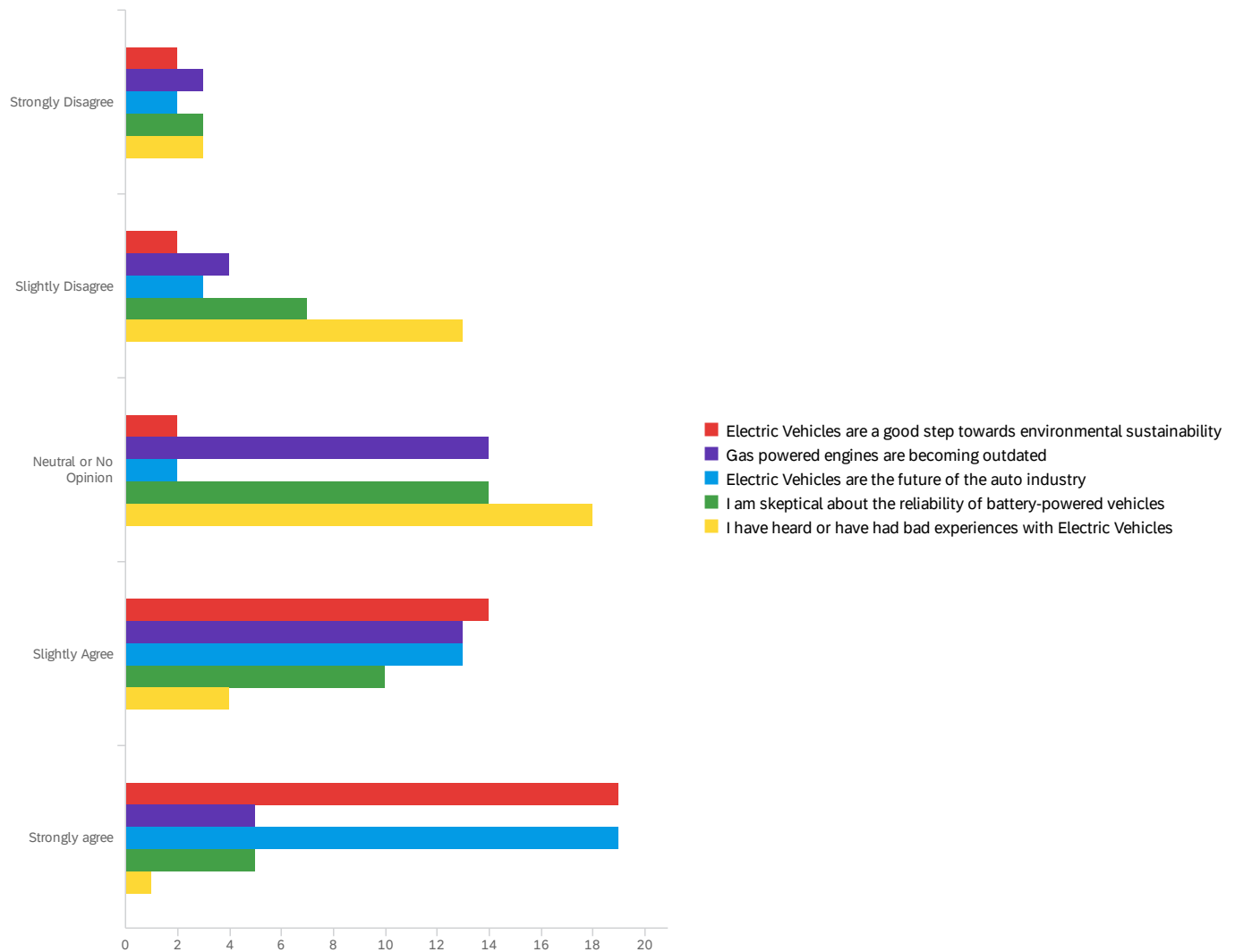
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Price	1.00	4.00	1.85	0.98	0.95	39
2	Performance	1.00	5.00	2.64	1.07	1.15	39
3	Visual Aesthetic	1.00	5.00	4.15	1.08	1.16	39
4	Sustainability	1.00	5.00	3.82	1.26	1.58	39

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	Fuel Efficiency	1.00	5.00	2.54	1.22	1.48	39

#	Field	1		2		3		4		5		Total
1	Price	48.72%	19	25.64%	10	17.95%	7	7.69%	3	0.00%	0	39
2	Performance	17.95%	7	23.08%	9	41.03%	16	12.82%	5	5.13%	2	39
3	Visual Aesthetic	2.56%	1	7.69%	3	12.82%	5	25.64%	10	51.28%	20	39
4	Sustainability	7.69%	3	10.26%	4	12.82%	5	30.77%	12	38.46%	15	39
5	Fuel Efficiency	23.08%	9	33.33%	13	15.38%	6	23.08%	9	5.13%	2	39

Showing rows 1 - 5 of 5

Q12 - Answer the following statements below about how you feel about Electric Vehicles.

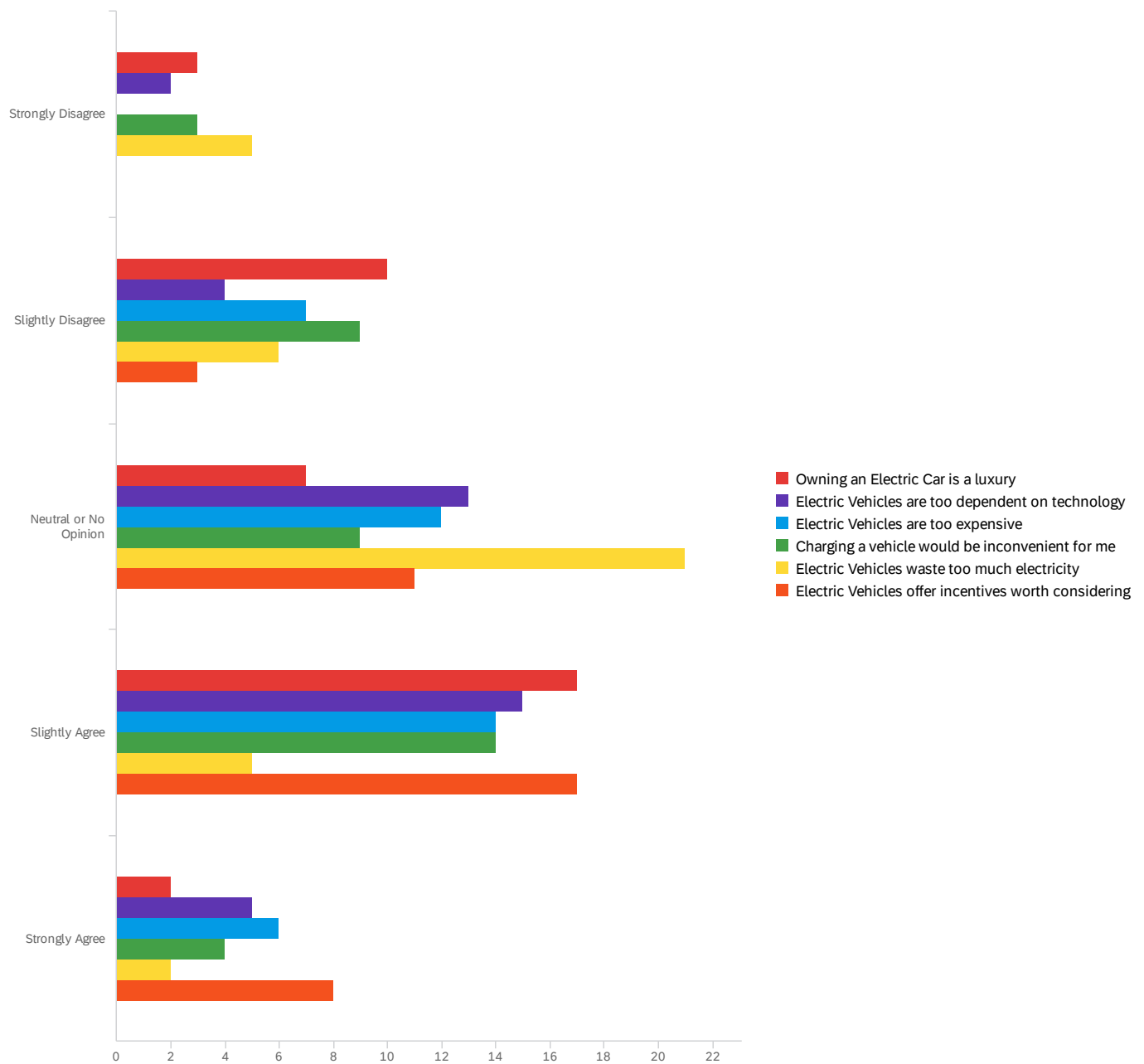


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Electric Vehicles are a good step towards environmental sustainability	1.00	5.00	4.18	1.08	1.17	39
2	Gas powered engines are becoming outdated	1.00	5.00	3.33	1.07	1.15	39
3	Electric Vehicles are the future of the auto industry	1.00	5.00	4.13	1.14	1.29	39
4	I am skeptical about the reliability of battery-powered vehicles	1.00	5.00	3.18	1.11	1.22	39
5	I have heard or have had bad experiences with Electric Vehicles	1.00	5.00	2.67	0.86	0.74	39

#	Field	Strongly Disagree		Slightly Disagree		Neutral or No Opinion		Slightly Agree		Strongly agree		Total
1	Electric Vehicles are a good step towards environmental sustainability	5.13%	2	5.13%	2	5.13%	2	35.90%	14	48.72%	19	39
2	Gas powered engines are becoming outdated	7.69%	3	10.26%	4	35.90%	14	33.33%	13	12.82%	5	39
3	Electric Vehicles are the future of the auto industry	5.13%	2	7.69%	3	5.13%	2	33.33%	13	48.72%	19	39
4	I am skeptical about the reliability of battery-powered vehicles	7.69%	3	17.95%	7	35.90%	14	25.64%	10	12.82%	5	39
5	I have heard or have had bad experiences with Electric Vehicles	7.69%	3	33.33%	13	46.15%	18	10.26%	4	2.56%	1	39

Showing rows 1 - 5 of 5

Q13 - Answer the following perceptions about Electric Vehicles



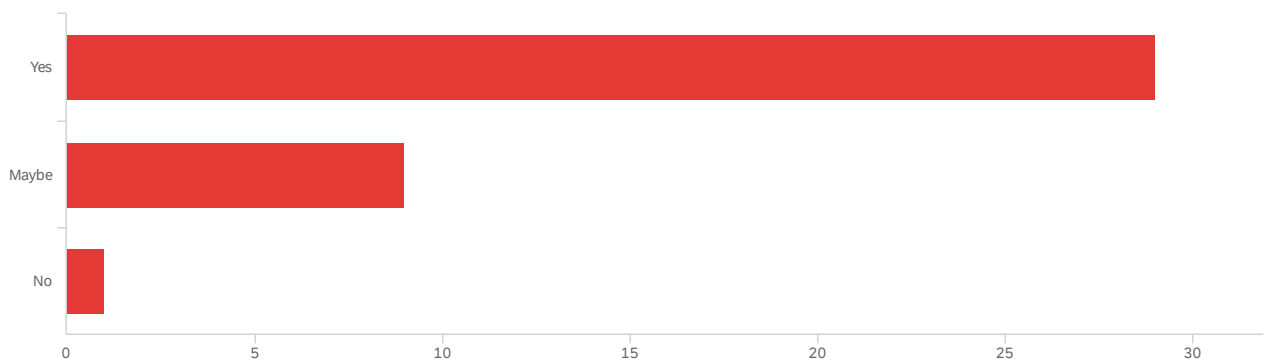
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Owning an Electric Car is a luxury	1.00	5.00	3.13	1.09	1.19	39
2	Electric Vehicles are too dependent on technology	1.00	5.00	3.44	1.01	1.02	39
3	Electric Vehicles are too expensive	2.00	5.00	3.49	0.96	0.92	39
4	Charging a vehicle would be inconvenient for me	1.00	5.00	3.18	1.13	1.28	39

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	Electric Vehicles waste too much electricity	1.00	5.00	2.82	0.98	0.97	39
6	Electric Vehicles offer incentives worth considering	2.00	5.00	3.77	0.86	0.74	39

#	Field	Strongly Disagree		Slightly Disagree		Neutral or No Opinion		Slightly Agree		Strongly Agree		Total
1	Owning an Electric Car is a luxury	7.69%	3	25.64%	10	17.95%	7	43.59%	17	5.13%	2	39
2	Electric Vehicles are too dependent on technology	5.13%	2	10.26%	4	33.33%	13	38.46%	15	12.82%	5	39
3	Electric Vehicles are too expensive	0.00%	0	17.95%	7	30.77%	12	35.90%	14	15.38%	6	39
4	Charging a vehicle would be inconvenient for me	7.69%	3	23.08%	9	23.08%	9	35.90%	14	10.26%	4	39
5	Electric Vehicles waste too much electricity	12.82%	5	15.38%	6	53.85%	21	12.82%	5	5.13%	2	39
6	Electric Vehicles offer incentives worth considering	0.00%	0	7.69%	3	28.21%	11	43.59%	17	20.51%	8	39

Showing rows 1 - 6 of 6

Q14 - If other companies start to make fully electric vehicles, would you still consider Toyota vehicles?

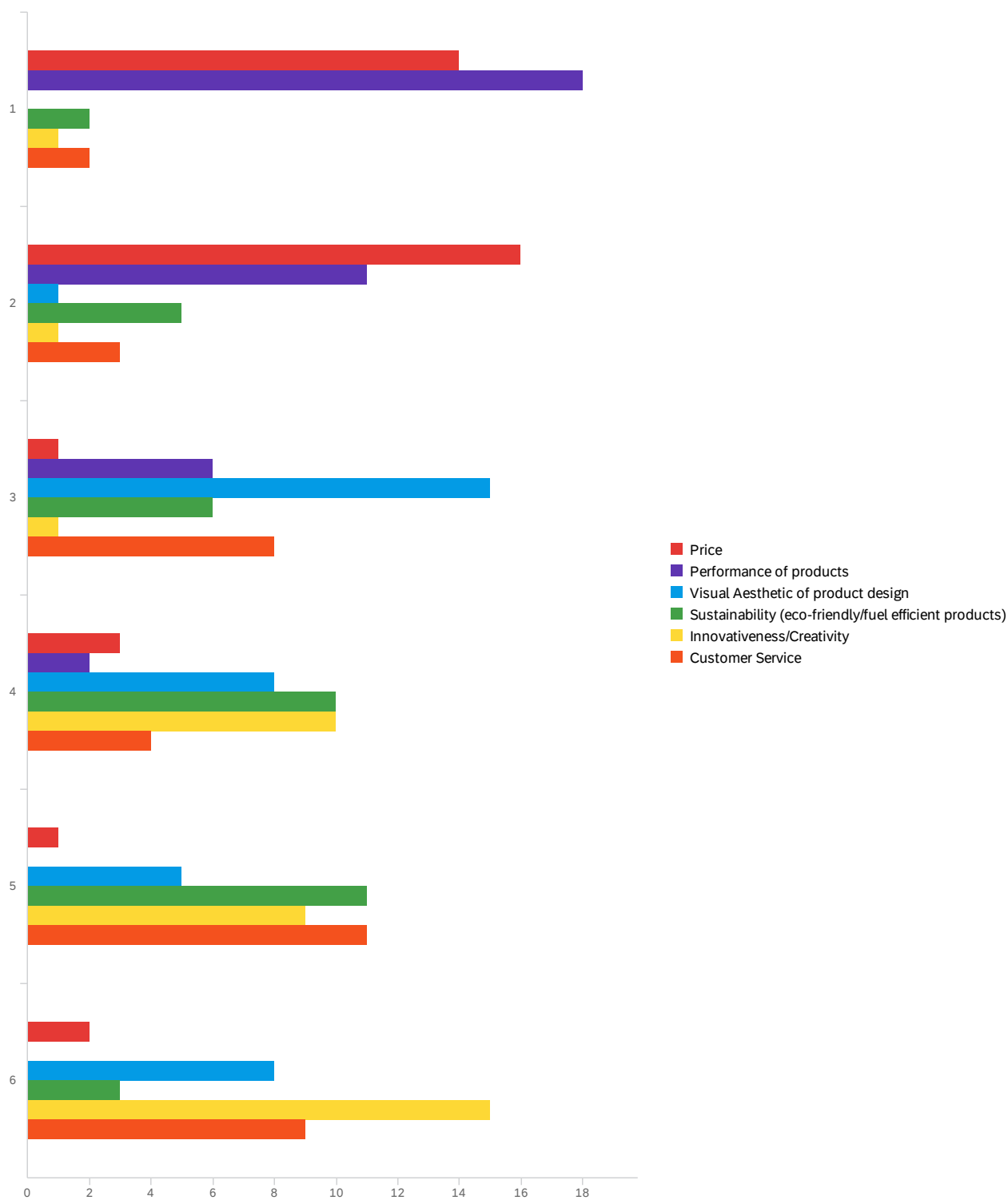


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If other companies start to make fully electric vehicles, would you still consider Toyota vehicles?	1.00	5.00	1.79	1.36	1.86	39

#	Field	Choice Count
1	Yes	74.36% 29
4	Maybe	23.08% 9
5	No	2.56% 1
		39

Showing rows 1 - 4 of 4

Q15 - Rank the following characteristics in order of what you think are the strengths of Toyota. 1 being the strongest whereas 5 being the weakest.



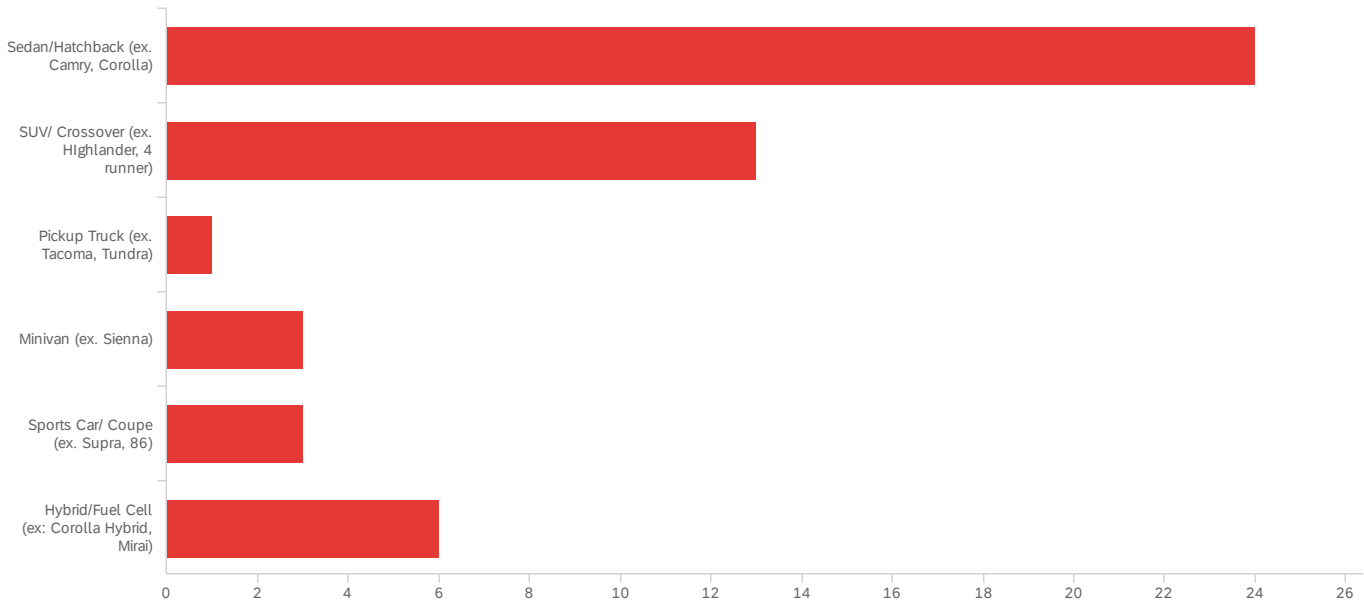
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
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#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Price	1.00	6.00	2.11	1.35	1.83	37
2	Performance of products	1.00	4.00	1.78	0.90	0.82	37
3	Visual Aesthetic of product design	2.00	6.00	4.11	1.23	1.50	37
4	Sustainability (eco-friendly/fuel efficient products)	1.00	6.00	3.86	1.34	1.79	37
5	Innovativeness/Creativity	1.00	6.00	4.89	1.20	1.45	37
6	Customer Service	1.00	6.00	4.24	1.50	2.24	37

#	Field	1		2		3		4		5		6		Total
1	Price	37.84%	14	43.24%	16	2.70%	1	8.11%	3	2.70%	1	5.41%	2	37
2	Performance of products	48.65%	18	29.73%	11	16.22%	6	5.41%	2	0.00%	0	0.00%	0	37
3	Visual Aesthetic of product design	0.00%	0	2.70%	1	40.54%	15	21.62%	8	13.51%	5	21.62%	8	37
4	Sustainability (eco-friendly/fuel efficient products)	5.41%	2	13.51%	5	16.22%	6	27.03%	10	29.73%	11	8.11%	3	37
5	Innovativeness/Creativity	2.70%	1	2.70%	1	2.70%	1	27.03%	10	24.32%	9	40.54%	15	37
6	Customer Service	5.41%	2	8.11%	3	21.62%	8	10.81%	4	29.73%	11	24.32%	9	37

Showing rows 1 - 6 of 6

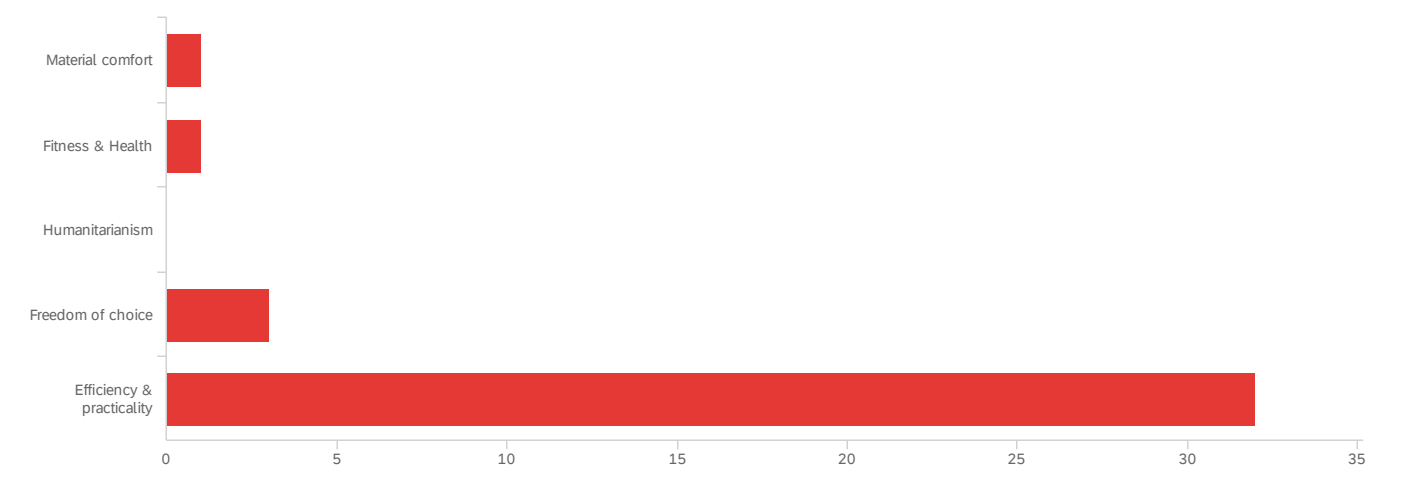
Q16 - What category of Toyota vehicle(s) do you currently own or have you owned previously? (Select all that apply)



#	Field	Choice Count
1	Sedan/Hatchback (ex. Camry, Corolla)	48.00% 24
2	SUV/ Crossover (ex. Highlander, 4 runner)	26.00% 13
3	Pickup Truck (ex. Tacoma, Tundra)	2.00% 1
4	Minivan (ex. Sienna)	6.00% 3
5	Sports Car/ Coupe (ex. Supra, 86)	6.00% 3
7	Hybrid/Fuel Cell (ex: Corolla Hybrid, Mirai)	12.00% 6

50

Q18 - As a customer, which of these values is most important to you when picking car products?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	As a customer, which of these values is most important to you when picking car products?	1.00	5.00	4.73	0.83	0.68	37

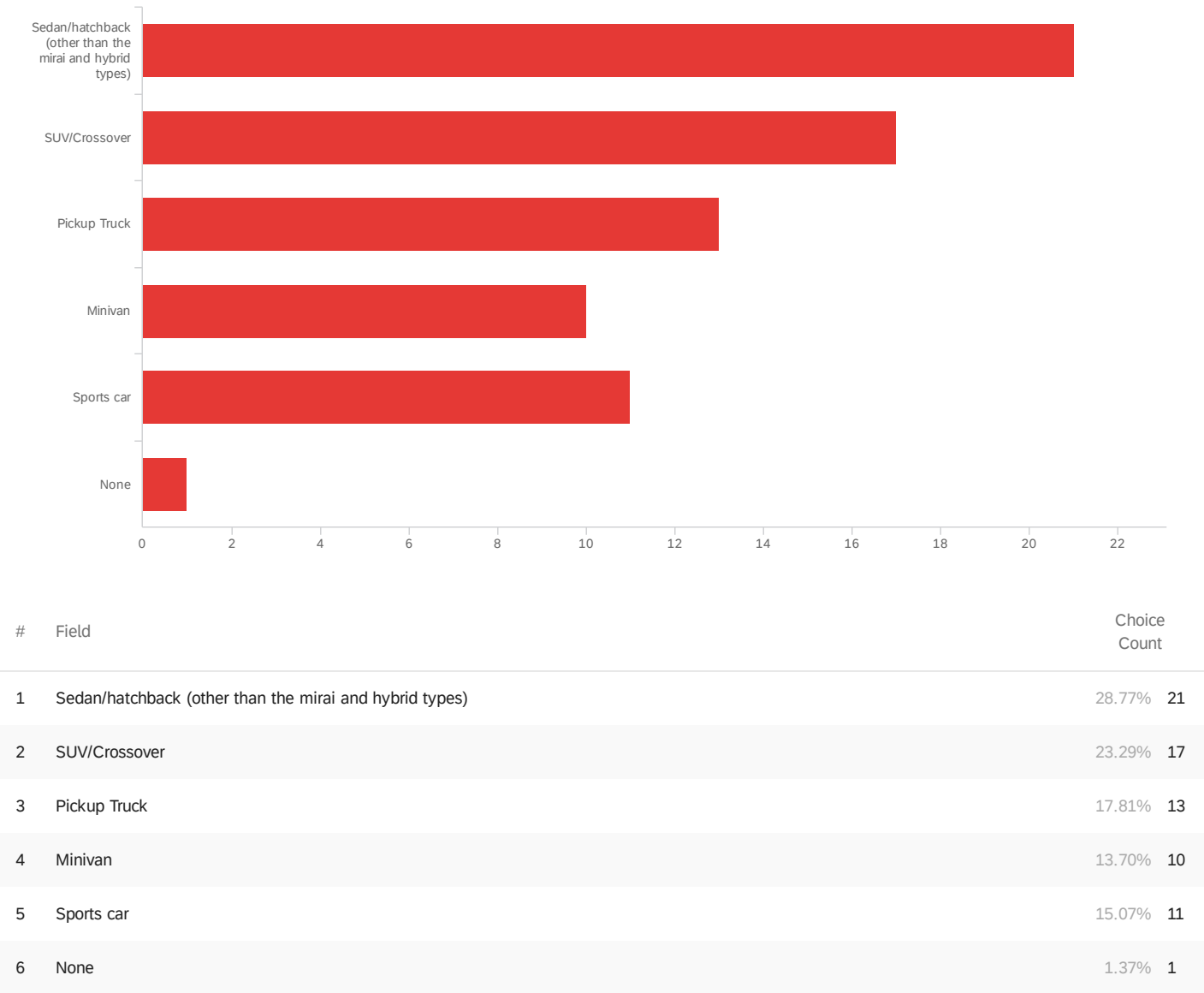
#	Field	Choice Count
1	Material comfort	2.70% 1
2	Fitness & Health	2.70% 1
3	Humanitarianism	0.00% 0
4	Freedom of choice	8.11% 3
5	Efficiency & practicality	86.49% 32
		37

Q19 - On a scale of 0-10, with 10 being completely agree and 0 completely disagree,
how do you feel about the following statement?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Toyota should make more electric vehicles	5.00	10.00	7.24	1.81	3.27	37

Q20 - What type of new fully electric vehicle(s) should Toyota make or start designing?

(select all that applies)



Q21 - Do you have any suggestions or recommendations for Toyota pertaining to their electric vehicles?

Do you have any suggestions or recommendations for Toyota pertaining to the...

NA

Toyota should make a fully electric or hybrid corolla

Add fully-electric cars to future line-up

N/A

I have a Tesla as well, minimalistic & easy to navigate technology like Teslas would be my suggestion

N/A

Lower the price down.

I would like more optimal choices that can top other car companies as Toyota is optimally delayed in releasing the electric vehicles

No

They should make them more affordable so that more people will buy them now.

No

No

In the interest of pedestrian safety, the electric cars should be audible so people could hear them approaching. And for those who love the sound of a revving engine, that might entice the current Tesla owners who miss the sound of their previously owned Porsche. 😊

N/A

I don't have much to say I haven't really looked into buying a new car

No

No

Make more that are affordable

Reduce the cost

Watch pricing

Do you have any suggestions or recommendations for Toyota pertaining to the...

N/A

None

n/a

Not enough knowledge to say

N/A

N/A

No

Offer something unique in the marketplace

N/a

no

Offer better pricing for them to be cheaper

No

FE Vans

Build better performance electric vehicles. Create fast charged batteries or capable of swapping the precharged battery replacement stations like gas stations. When more and more cars are built (in millions of units), where are the old batteries going to be safely disposed?

N/A

N/A

No

End of Report