

Online Questionnaire draft (for random car owners)

I am an undergraduate student at UBC engaged in a technical writing project. **The purpose of this survey is** to obtain primary data for an analysis and **investigation that aims to provide recommendations for reducing** the greenhouse gas emission and in Shanghai. **The final formal report will be addressed to** Global Car Sharing company for reference. The data I gather from **this survey will serve the ultimate purpose of providing recommendations for** Global Car Sharing company to improve their marketing strategy for a more efficient use of EVCARD service to reduce the emission. **The survey contains 9 questions, and it should take about than 5 minutes of your time. Your responses are voluntary and anonymous. Thank you, I appreciate your generous participation in my survey.**

A. Have you heard of EVCARD?

1. Yes -> to B
2. No -> to G

B. Where did you learn about EVCARD?

1. Advertisement -> to C
2. Word of mouth -> to D
3. Other -> to D

C. Where did you see the advertisement?

1. Outdoor advertisement facilities -> to D
2. Websites -> to D
3. Other -> to D

D. Have you ever used EVCARD before?

1. Yes -> to E
2. No -> to F

E. Why do you use EVCARD even if you have a private car?(You can choose more than 1 answer.)

1. It's environmental friendly -> to G
2. It's convenient for one-way trip -> to G
3. There are "EVCARD only" parking spaces with no parking fee -> to G
4. No registration number ban for the aerial roads in downtown -> to G

5. Other reason -> to G

F. What is the most important reason that you don't use EVCARD?

1. Private cars satisfy all my travel demands -> to G
2. Private cars don't satisfy all my travel demands, neither does EVCARD
 - It is not convenient enough -> to G
 - It is not cost-effective enough -> to G
3. Private cars don't satisfy all my travel demands, and I am unsure of EVCARD's feature. -> to G

G. After knowing which one(s) of the following reasons will you consider using EVCARD (or more than before)?

1. It's environmental friendly -> to H
2. It's convenient for one-way trip -> to H
3. There are "EVCARD only" parking spaces with no parking fee -> to H
4. No registration number ban for the aerial roads in downtown -> to H

H. Do you find the current EVCARD advertisement attractive to car owners?

1. Yes -> to I
2. No -> to I

I. What is the common content of EVCARD's advertisement? (You can choose more than 1 answer.)

1. It is environmental friendly
2. It saves money
3. It is convenient for people who don't have cars to use
4. It is convenient for car owners to use
5. Other reason