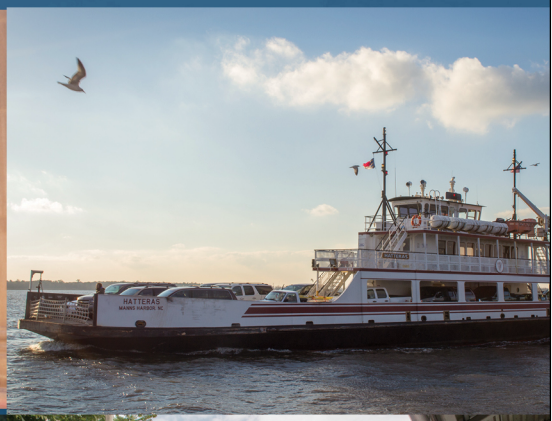
2024 Public Perceptions of Transportation Fees, Taxes and Electric Vehicles in North Carolina

Draft Final Report





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STATE OF NORTH CAROLINA DEPARTMENT OF TRANSPORTATION
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16. Abstract

This research is a collaborative effort between the North Carolina Department of Transportation (NCDOT) and North Carolina State University's (NCSU) Institute for Transportation Research and Education. With North Carolina facing increasing transportation budget deficits, identifying reliable revenue-generating mechanisms is critical to maintaining the state's transportation infrastructure. Understanding public perceptions of both current and potential funding approaches is essential for NCDOT and other policymakers. The primary goal of this study is to analyze North Carolinians' views on transportation funding mechanisms while exploring the factors that shape these perceptions and their broader implications. Building on findings from previous studies conducted between 2019 and 2022, this research aims to deepen and expand the understanding of public attitudes toward transportation funding.

Through the continuation of a longitudinal survey and focus groups, several findings emerged regarding North Carolina residents' perceptions of transportation funding and electric vehicles. majority of respondents favored increasing transportation funding, with preferences leaning toward a general sales tax increase or mileage-based user fees (MBUFs). However, equity and practicality emerged as key issues, particularly regarding the impact of these measures on rural and low-income populations. Public attitudes toward EVs reflected a mix of optimism and skepticism. While 60% of respondents viewed EVs as the future of transportation, many expressed reservations about charging infrastructure, high upfront costs, and environmental trade-offs associated with battery production and disposal.

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Executive Summary

In 2019, NCDOT commissioned a survey of North Carolinian adults to learn how the public might respond to changing automobile market trends that threaten the viability of long-standing revenue streams to meet the state's transportation needs. In 2020, NCDOT created the "NC FIRST Commission" to study the issue and commissioned a second survey that probed public preferences across potential alternative revenue streams. This report describes the results of a fourth public opinion survey in 2024 that repeated several prior questions and added new ones about electric vehicles, and additionally, the results of twelve focus groups.

This report, "Public Perceptions of Transportation Fees, Taxes, and Electric Vehicles in North Carolina," explores North Carolinians' perspectives on transportation funding mechanisms and electric vehicles (EVs). Conducted by the North Carolina Department of Transportation (NCDOT) in collaboration with the Institute for Transportation Research and Education at North Carolina State University, the study builds on prior research to address growing transportation funding deficits and shifting mobility trends.

The findings of the 2024 study reveal nuanced public attitudes toward transportation funding and electric vehicles (EVs), reflecting both support for innovation and lingering concerns. A significant majority of respondents expressed support for increasing transportation funding, with a preference for a general increase in the state sales tax or a mileage-based user fee (MBUF). Concerns about equity and practicality, particularly in how these alternatives might disproportionately impact rural or low-income residents, were central to the reservations expressed by participants.

Public perceptions of EVs revealed both optimism and skepticism. While 60% of respondents viewed EVs as the future of transportation, many expressed concerns about the readiness of charging infrastructure and the high upfront costs of EV ownership. These attitudes varied significantly across political and demographic groups, with younger, more educated, and urban residents generally displaying greater enthusiasm for EVs, while older and more conservative respondents tended to be more skeptical.

Emerging perceptions about EVs further complicate the narrative. The study noted a shift in public opinion regarding the environmental friendliness of EVs, with a growing number of respondents and focus group participants questioning whether the production and disposal of EV batteries offset the vehicles' environmental benefits compared to traditional gas-powered cars. Safety concerns also emerged as a critical issue, with focus group participants frequently citing incidents of EV fires and accidents as reasons for apprehension.

These findings provide a foundation for future transportation policies and research, with recommendations for addressing public concerns and fostering broader acceptance of EVs and funding innovations.

Introduction

Background

The North Carolina Department of Transportation (NCDOT) delivers critical transportation services across North Carolina, including highway and roadway construction and maintenance, airports, railroads, transit, ferry systems, and bicycle and pedestrian infrastructure. However, the state's traditional funding sources for these services face increasing strain due to long-term challenges in gas tax revenue sustainability and the rapid evolution of fuel sources and automobile technology. While a new general sales tax revenue transfer contributes 6% of annual general state sales tax revenue to transportation funding, the growing gap between transportation needs and revenue persists. This shortfall is exacerbated by increasing vehicle fuel efficiency, which renders the motor fuel tax insufficient to cover the state's full transportation infrastructure needs.

Additionally, North Carolina's population is projected to grow by 33% by 2050, increasing from 10.4 million to 13.8 million residents (Cline, 2022). This population growth will drive higher demand for transportation infrastructure, further challenging the state's funding mechanisms. North Carolina's situation mirrors a national trend: since 2012, 35 states have enacted legislative measures to address similar funding challenges.

To better understand public perceptions of transportation taxes, fees, and electric vehicles (EVs), NCDOT commissioned a comprehensive research study. The study included a representative survey of over 3,000 North Carolinians and designed to assess attitudes toward funding mechanisms and EV adoption. Split ballot questions were used to examine how contextual information influenced preferences. Additionally, ten focus groups were conducted to gain deeper qualitative insights into public attitudes and concerns.

Key findings highlight that:

- Most respondents support increasing transportation funding, with a preference for a general increase in the state sales tax or the introduction of a mileage-based user fee.
- Demographic differences in opinions on transportation funding are minimal, though perceptions of EVs vary significantly by political ideology, age, and ethnicity.
- While many respondents view EVs as the future of transportation, concerns about infrastructure readiness, costs, and equity persist.

These findings provide valuable insights into public sentiment and offer guidance for developing policies to ensure sustainable and equitable transportation funding. Ongoing research is recommended to track evolving perceptions and attitudes over time, particularly

as North Carolina continues to navigate population growth and the transition to innovative transportation solutions.

Scope and Objective

This research aims to enhance NCDOT's understanding of how North Carolina residents perceive current and potential transportation funding mechanisms, as well as their views on electric vehicles (EVs). The specific objectives are to: (1) gain insight into public opinions on transportation taxes and fees being considered by states nationwide, (2) identify patterns in support for transportation funding, (3) assess public perceptions of electric vehicles and related infrastructure, and (4) provide NCDOT with a framework to understand public support for various transportation policy options. This report provides a detailed summary of the findings from the survey and focus groups.

Report Organization

This technical report is organized into five sections, which contain the relevant findings from this research. The five sections that make up the report are organized as follows:

- Section 1: Introduction – This section provides an overall background of the research conducted, reviews the scope and objectives of this research, and summarizes the expected results.
- Section 2: Literature Review – This section provides an overall summary of the literature findings, including a review of previous transportation funding and finance polls conducted by other research organizations.
- Section 3: Methodology – This section provides an overview of the methodology used for developing and analyzing the survey.
- Section 4: Summary of Findings – This section provides a summary and discussion of the results.
- Section 5: Conclusion – This section provides a summary of relevant findings for NCDOT and opportunities for future research.

Literature Review

Survey and Focus Group Methodology

Over the past several years, surveys to gauge public opinion on transportation taxes and fees have been supported by academic institutions, public agencies, and philanthropists. As technological innovations have progressed, coupled with the impacts of the COVID-19 pandemic, both surveys and focus groups have increasingly adopted online formats. Web panel surveys have emerged as a response to declining participation rates. While these surveys are more cost-efficient and quicker to deploy compared to traditional mail-based or random-digit-dial (RDD) surveys, they face the challenge of self-selection bias (Bethlehem, 2010).

Research by Callegaro et al. (2014) indicated that nonprobability online panels tend to diverge more from population benchmarks compared to probability-based panels, and post-stratification weighting proves largely ineffective in correcting these discrepancies. Furthermore, Hsu et al. (2017) demonstrated that incentivizing participants enhances survey engagement and reduces errors.

Recent studies have delved into overcoming online survey challenges. Enns et al. (2024) highlighted the importance of large-scale benchmarking surveys to assess various sampling approaches and administration techniques, emphasizing the difficulties of achieving representative samples across platforms.

Focus groups remain a powerful tool for collecting qualitative insights (Morgan, 1997). Platforms such as Zoom have significantly lowered participation barriers like transportation and accessibility while facilitating the inclusion of more diverse participants (Stewart and Shamdasani, 2017). Online focus groups are also advantageous for recording and analyzing discussions efficiently. Participants often feel more at ease participating from home, potentially increasing their willingness to engage (Gaiser, 2008). However, challenges include difficulties in reading nonverbal cues and keeping participants focused.

The rise of virtual focus groups has underscored their benefits, including reduced logistical demands and greater diversity among participants. Nonetheless, issues such as interpreting body language and maintaining participant attention persist. A 2023 review emphasized the need for effective moderation strategies in virtual settings to mitigate these challenges. Innovations like visual focus groups, where participants engage in collective drawing tasks, have been introduced to foster reflective discussions and enhance data richness.

Perceptions of Electric Vehicles

As the adoption of electric vehicles (EVs) grows, research on public perception of EVs has also expanded. Numerous studies identify key barriers to EV adoption, including high costs, limited driving range, perceived insufficient charging infrastructure, fewer model options, and low consumer awareness (Biresselioglu et al., 2018; Coffman et al., 2017; Hardman et al., 2018; Kester et al., 2018; Li et al., 2017; Liao et al., 2017; Rezvani et al., 2015). While challenges such as range, recharging, and price remain significant, individuals recognize benefits such as environmental sustainability, performance, low noise emissions, and the social status associated with EVs. Additionally, EVs often spark engaging discussions, reflecting their appeal as a topic of interest (Kester et al., 2019). Recent research has employed focus groups to explore strategies for increasing EV adoption, testing assumptions, and refining survey questions (Pronello and Rapazzo, 2014; Cordera et al., 2018; Melliger et al., 2018; Robinson et al., 2013). Consumer knowledge and acceptance are critical for widespread EV adoption, yet gaps remain in understanding incentives, range capabilities, and recharging times (Kester et al., 2019).

On a national level, studies indicate that younger adults, urban dwellers, Democrats, and those who already own a hybrid or EV are more likely to consider purchasing an EV (Pew Research Center, 2022). Public support for incentivizing hybrid and electric vehicle adoption is high, with 67% of Americans in favor, though only 9% currently own such vehicles. Furthermore, 65% of Democrats support phasing out gas-powered vehicle production by 2035, compared to just 17% of Republicans. Political polarization shapes attitudes toward EVs, with more conservatives viewing them as a "passing fad" or "stupid idea." This sentiment has grown by five percentage points between 2021 and 2022, driven primarily by conservative respondents (Dovorany, 2022). Market analysts suggest that increasing polarization may result in a significant and growing segment of consumers who remain resistant to EVs, regardless of their advantages over traditional gas- or diesel-powered vehicles.

Methodology

Survey

Survey Purpose and Development

This report discusses the fourth iteration of North Carolina's public perceptions survey, with the first completed in 2019. This ongoing survey effort is designed to assess the North Carolina general public's perception of transportation taxes and fees. This version of the survey contains new questions regarding EV charging capabilities as well as expanded funding options such as a retail delivery fee. Additionally, the survey was updated to ensure an optimal experience for the respondent, rephrasing, reorganizing, and retooling throughout.

Survey Design and Administration

The survey aims to assess preferences for road-funding sources, gauge interest and perceptions of electric vehicles, and evaluate responses to transportation funding knowledge questions that may shape preferences. The research team designed and conducted the survey to understand how North Carolinians view transportation services in the state, the road funding measures they may support, and their perceptions of electric vehicles.

In 2024, the research team retooled the survey to ensure efficiency and add additional questions to better understand the preferences of North Carolinians. These questions are highlighted in their respective report sections. These changes build on previous changes made in 2022 in which an emphasis was added regarding how North Carolina residents perceive electric vehicles.

The research team collaborated with both CINT and PureSpectrum to distribute the survey via panel. In total, 3,016 responses were collected from North Carolinians across the state. Respondents were recruited online, and some were incentivized to participate within panel portals. Lucid CINT utilizes data collection techniques which maximize reach and diversity, and minimize quality issues such as bots taking surveys by utilizing Captcha techniques and open-end validation. PureSpectrum Marketplace panels are interviewed and vetted before commencing API development and respondents pass through rules-based deduplication and fraud checks.

Focus Groups

Focus Group Methodology

The focus groups were designed by the research team in collaboration with ETC, who assisted in administering the focus groups, to further inform survey content and gather additional,

more detailed insights into what North Carolinians thought about electric vehicles and transportation funding and why.

The focus group protocol was developed over a months-long period and administered in 10 sessions in June and November of 2024. Seventy-four individuals participated in total. Recordings and transcripts were analyzed by the research team and are synthesized within this report. The focus groups were conducted online on Zoom, which allowed a wider audience to be reached. Participants received a $50 VISA gift card to incentivize their participation.

Findings

Survey Demographics

To survey a representative group of North Carolinians, demographic targets close to North Carolina's actual demographic spread were created and sampled. The demographic makeup of both samples is displayed in Tables 1-8, below:

Table 1. Age Demographics

Age Group	Cint	PS	Combined
18-24	17%	12%	14%
25-34	20%	16%	18%
35-44	15%	16%	15%
45-54	16%	18%	17%
55-64	13%	17%	15%
65+	18%	22%	20%

Table 2. Gender Demographics

Gender	Cint	PS	Combined
Female	51%	50%	51%
Male	49%	50%	49%

Table 3. Race/Ethnicity Demographics

Ethnicity	Cint	PS	Combined
White	63%	64%	63%
Black or African American	28%	18%	23%
Asian and Pacific Islander	2%	3%	3%
Other race	7%	15%	11%

Table 4. Hispanic Origin Demographics

Hispanic Origin.	Cint	PS	Combined
Hispanic or Latino	23%	11%	17%

Not Hispanic or Latino	77%	89%	83%

Table 5. Political Party Demographics

Political Party.	Cint	PS	Combined
Democrat	27%	25%	26%
Republican	25%	25%	25%
Independent	24%	25%	24%
Other	24%	25%	25%

Table 6. Political View Demographics

Political Views.	Cint	PS	Combined
Extremely liberal	5%	5%	5%
Liberal	11%	10%	10%
Slightly liberal	12%	10%	11%
Moderate	23%	23%	23%
Slightly conservative	15%	15%	15%
Conservative	20%	20%	20%
Extremely conservative	10%	11%	10%
Other/Not Applicable	4%	6%	5%

Table 7. Education Level Demographics

Education Level.	Cint	PS	Combined
Less than high school	8%	9%	9%
High school graduate	29%	27%	28%
Some college, no degree	11%	10%	10%
Associate degree	15%	16%	15%
Bachelor's degree	26%	26%	26%
Graduate or professional degree	11%	12%	12%

Table 8. Household Income Demographics

Household Income	Cint	PS	Combined
Less than $25,000	42%	21%	31%
$25,000 to $49,999	30%	31%	31%
$50,000 to $74,999	15%	32%	23%
$75,000 to $99,999	8%	11%	10%
$100,000 or more	6%	5%	5%

Focus Group Demographics

Across ten focus groups, 74 individuals participated. The demographic breakdown is as follows:

Table 9. Age Group Demographics

Age Group	Percent of Participants
18-24	7%
25-34	14%
35-44	19%
45-54	18%
55-64	19%
65+	24%

Table 10. Gender Demographics

Gender	Percent of Participants
Female	51%
Male	49%

Table 11. Race/Ethnicity Demographics

Race/Ethnicity	Percent of Participants
White	66%
Black/African American	22%
Asian and Pacific Islander	4%
Other	8%

Table 12. Hispanic Origin Demographics

Hispanic Origin	Percent of Participants
Hispanic or Latino	7%
Not Hispanic or Latino	93%

Results

Transportation Taxes and Fees

SPENDING

Overall, most survey respondents indicated that spending should be either kept at its current amount or increased (95%). More than half of respondents think that spending should be increased (57%). Figure 1, below, displays support for spending on roads from 2019 to 2024.

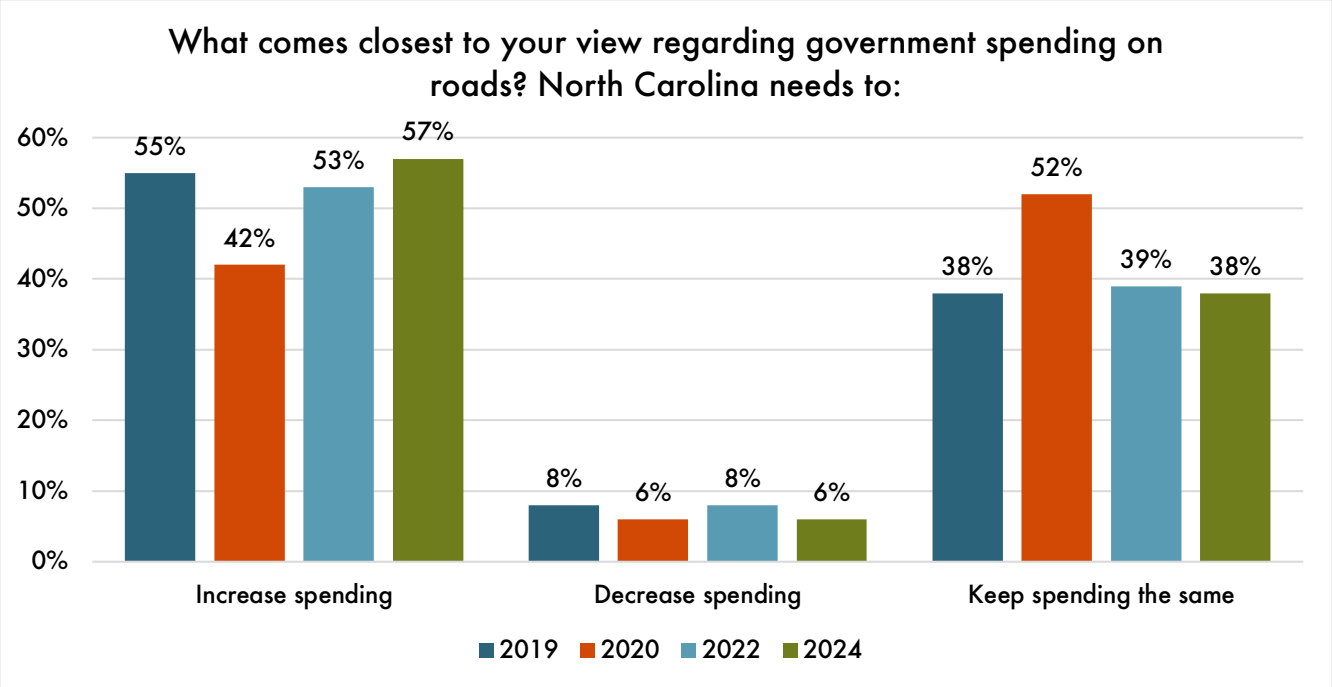

Figure 1. Perception of spending, year-over-year

Support for increasing funding is highest among younger respondents, Democrats, and respondents with a graduate and professional degree. It is lower among Republicans, respondents with a high school education or less, older respondents, and men.

When discussing whether North Carolina has enough money to fund transportation projects, most focus group participants indicated that North Carolina technically has enough funding for transportation projects, but the funding is misallocated or misappropriated. Other respondents thought that more money needs to be allocated specifically to NCDOT.

When asked about funding infrastructure for alternative modes of transportation, such as public transit and bicycle paths, respondents in urban and metropolitan areas saw this as a higher priority. For example, respondents in Wake, Mecklenburg, and New Hanover counties noted that while bike and pedestrian infrastructure existed, they would like to see it expand.

Respondents in other areas of the eastern and western parts of the state said that this was not a high priority for them.

Nearly unanimously, focus group participants thought roads in North Carolina were in good condition and noted that issues like potholes are fixed quickly and without issue. Even respondents who indicated that NCDOT lacked funding indicated that they were satisfied with the level of maintenance on roads they used. Furthermore, when asked if more money should be invested in maintenance, most participants indicated that even though road conditions are good, they would not be opposed to additional funding.

GAS TAX

Respondents were asked to estimate what the state gas tax is in North Carolina, per gallon. At the time of the survey, the actual state gas tax in North Carolina was 40.4 cents per gallon. Thirty two percent of respondents selected the correct range (about 40 cents per gallon). Only 30% percent of respondents who selected the correct range were confident in their response, versus 50% of respondents who thought the state gas tax was about 60 cents per gallon, 55% of respondents who thought the state gas tax was about 80 cents per gallon, and 59% of respondents who thought the state gas tax was about 1 dollar per gallon. Overall, this is consistent with previous surveys, despite a slight increase in the state gas tax between 2022 and 2024.

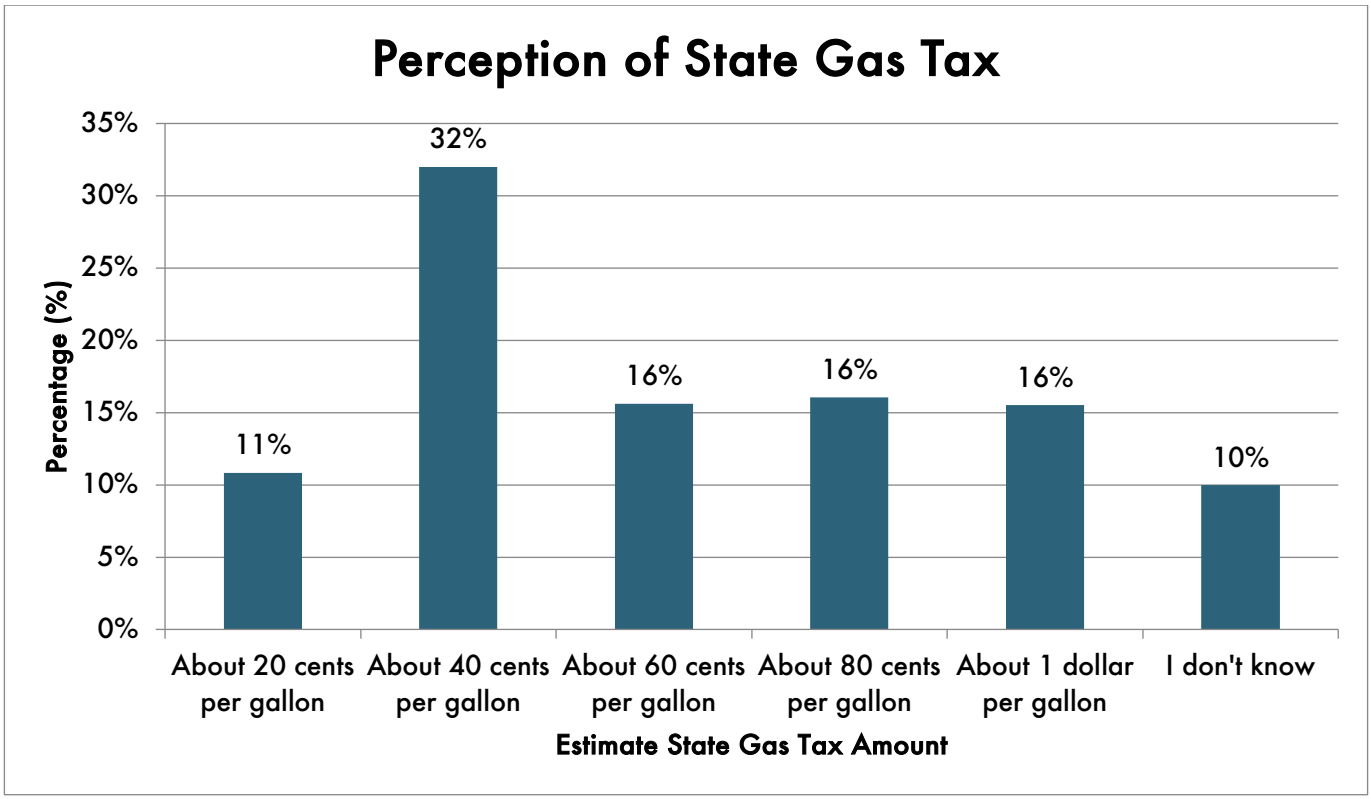

Figure 2. Perception of State Gas Tax Amount

Respondents with higher household incomes were more likely to underestimate the state gas tax while respondents in the lowest income group were most likely to overestimate the tax, consistent with findings from 2022. Younger respondents are more likely to overestimate the gas tax. Democrats and Independents tend to cluster around accurate or lower estimates, while Republicans were more likely to overestimate the state gas tax. Furthermore, Black and Hispanic respondents were more likely to overestimate the gas tax. Overall, older and higher-educated respondents were most likely to correctly estimate the actual tax.

PREFERRED FUNDING SOURCE

Among focus group participants, the most popular choice for a gas tax alternative was a new fee on miles driven; the second most popular was an increase in the annual vehicle registration fee, the third most popular was an increase in the gas tax, and the least popular option was in increase in the general state sales tax.

Participants expressed concerns with equity – specifically, that a mileage-based user fee (MBUF) could be unfair to people who live in rural areas or people who must drive more for work, school, etc. However, some participants did note that this would be the best way to ensure EV drivers pay their fair share. Participants also expressed concerns with privacy and how mileage would be tracked, as well as how out-of-state drivers would be taxed and how mileage driven outside of North Carolina would be accounted for. An increase in the annual vehicle registration fee would perhaps be the most equitable, however, some respondents indicated that it would be unfair for people who drive more expensive vehicles and would not account for out-of-state drivers.

Many participants were aware that North Carolina has one of the highest gas taxes in the country. When discussing increasing the state gas tax, participants said that this punishes ICE vehicle drivers which can be inequitable because lower income individuals often have less fuel-efficient vehicles. Additionally, it does not address EV drivers not paying into the transportation system[1]. While an increase in the general state sales tax is consistently one of the most popular options on the survey, only four participants throughout all focus groups preferred it.

Survey respondents were asked if they would prefer a new MBUF, an increase in the gas tax, an increase in the general state sales tax, or an increase in the annual vehicle registration fee. Three separate split ballots were shown: one generalized ballot with no specific amounts

[1] Note: Electric vehicles are assessed an annual fee of $180 and Plug-in Hybrid vehicles are assessed an annual fee of $90 during the annual inspection process.

specified, one with amounts specified, and one split with specified amounts and an information on why an increase is necessary. Response options were as follows:

Q4A To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?

- A new fee based on miles driven on North Carolina
- An increase in the state tax on gasoline purchases
- An increase in the general state sales tax
- An increase in the annual vehicle registration fee

Q4B To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.

- A new fee of 1 cent per mile driven on state roads
- An increase of 18 cents per gallon in the state tax on gasoline purchases
- An increase of 1 cent per dollar in the general state sales tax
- An increase of $120 in the annual vehicle registration fee

Q4C North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.

- A new fee of 1 cent per mile driven on state roads
- An increase of 18 cents per gallon in the state tax on gasoline purchases
- An increase of 1 cent per dollar in the general state sales tax
- An increase of $120 in the annual vehicle registration fee

Respondents who received the general ballot and the specific ballot preferred an increase in the state sales tax (35%, 32%). Respondents who received the specific ballot with information added preferred a new MBUF (31%). Overall, an increase in the general state sales tax was the most preferred option (33%), followed by an increase in the state tax on gasoline purchases (29%), and a new mileage-based user fee (27%). Across all ballots, an increase in the annual vehicle registration fee was the least popular, with an aggregate 11% preferring this option. Figure 3, below, shows the overall distribution.

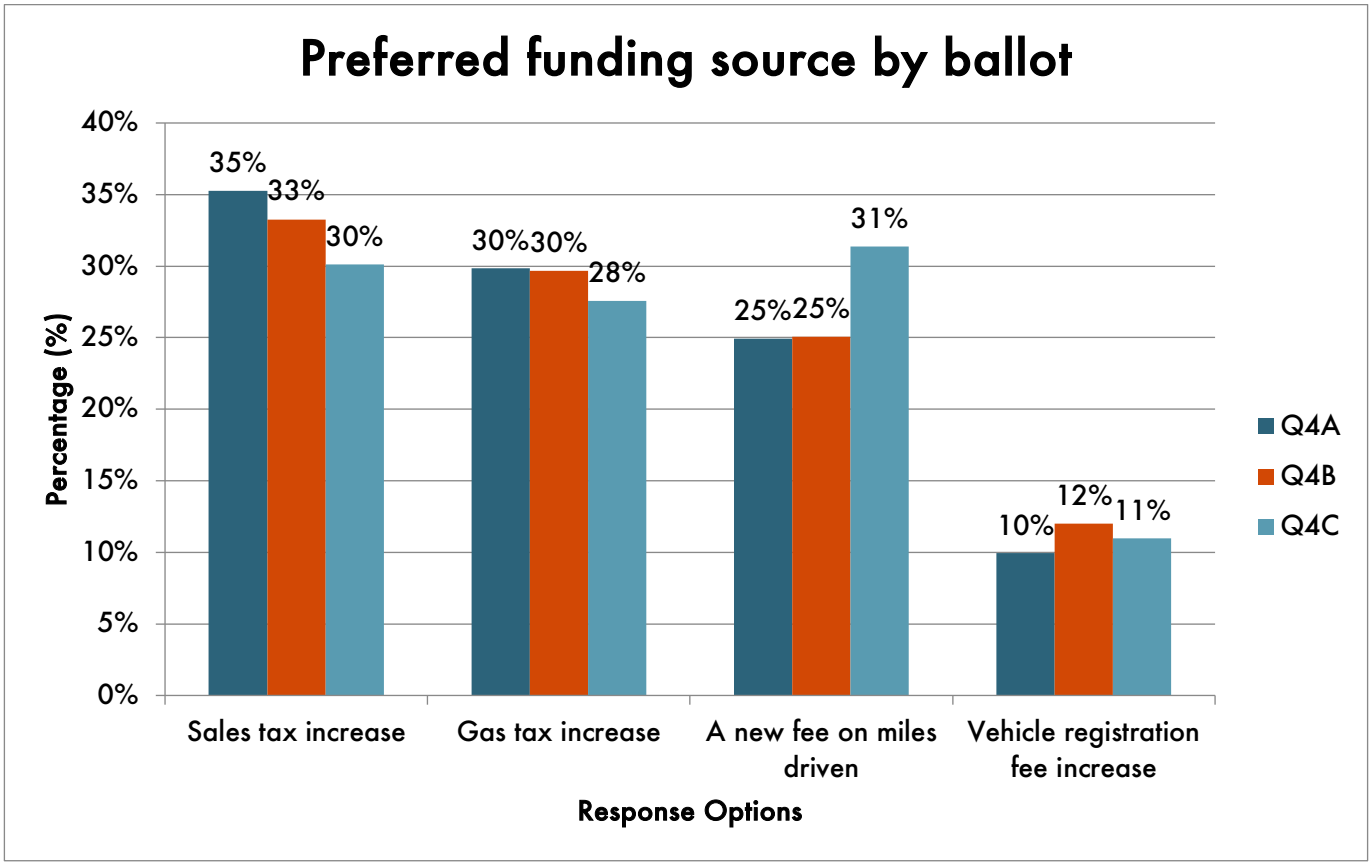

Figure 3. Preferred funding source by ballot

These results indicate a shift from the previous survey, especially regarding support for a vehicle registration fee increase. In 2022, this was the second most preferred option on the general ballot (29%) versus the least preferred option in 2024 (10%). Shifts from 2022 to 2024 are displayed in Figure 4, below.

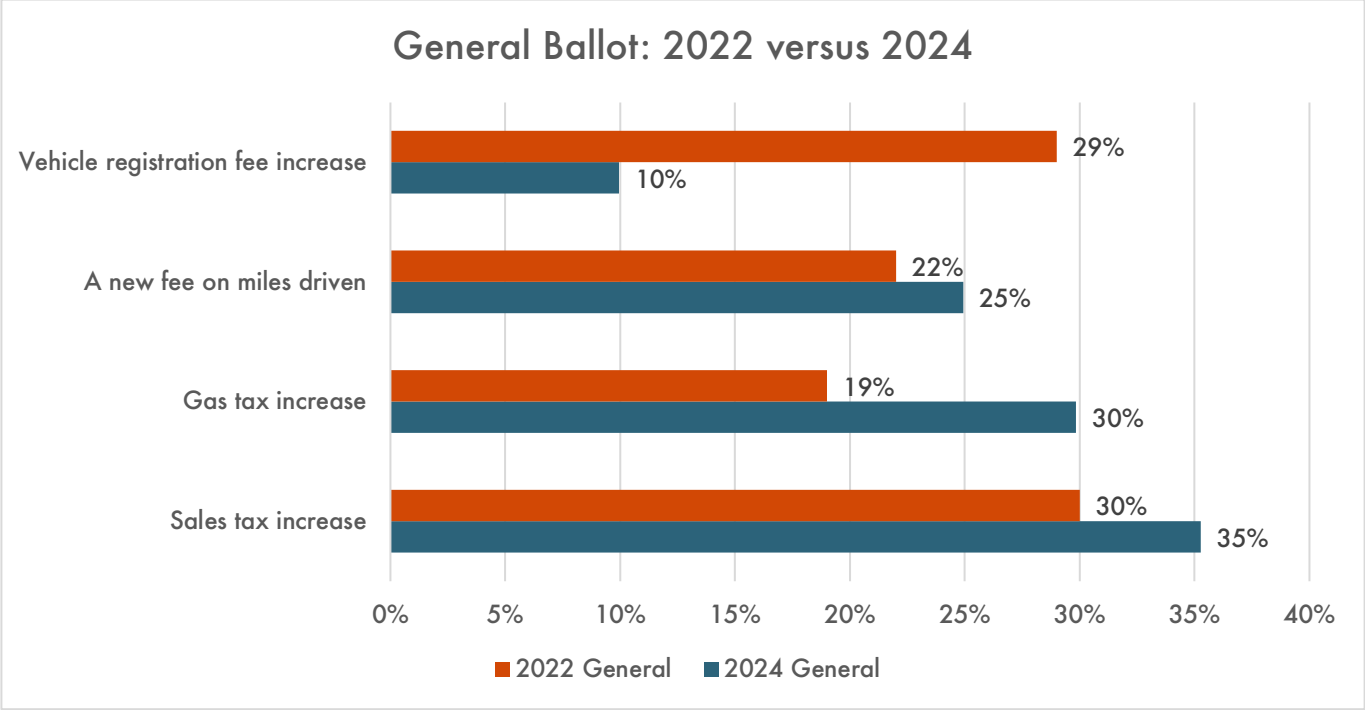

Figure 4. General ballot results in 2022 vs 2024

Age, ethnicity, political affiliation, and education appear to influence preferences in responses. Younger respondents are more likely to prefer MBUF, while older respondents prefer an increase in the state sales tax. White respondents were more likely to prefer a mileage-based user fee over Black and Hispanic respondents. Democrats and Independents preferred an increase in the sales tax while Republicans indicated stronger support for MBUF. Respondents with lower education levels were more likely to prefer an increase in the annual vehicle registration fee over any other demographics.

RETAIL DELIVERY FEE

In this iteration of the survey, a split ballot question regarding a potential new retail delivery fee was added. Respondents were shown one of two options:

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?

- Strongly Support (15%)
- Support (25%)
- Oppose (39%)
- Strongly Oppose (22%)

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?

- A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes (44%)
- An increase in the state gas tax (56%)

Across both ballots, respondents were generally opposed to the introduction of a retail delivery fee. Sixty one percent of respondents who received the first ballot were opposed or strongly opposed to a retail delivery fee, displayed in 5, below:

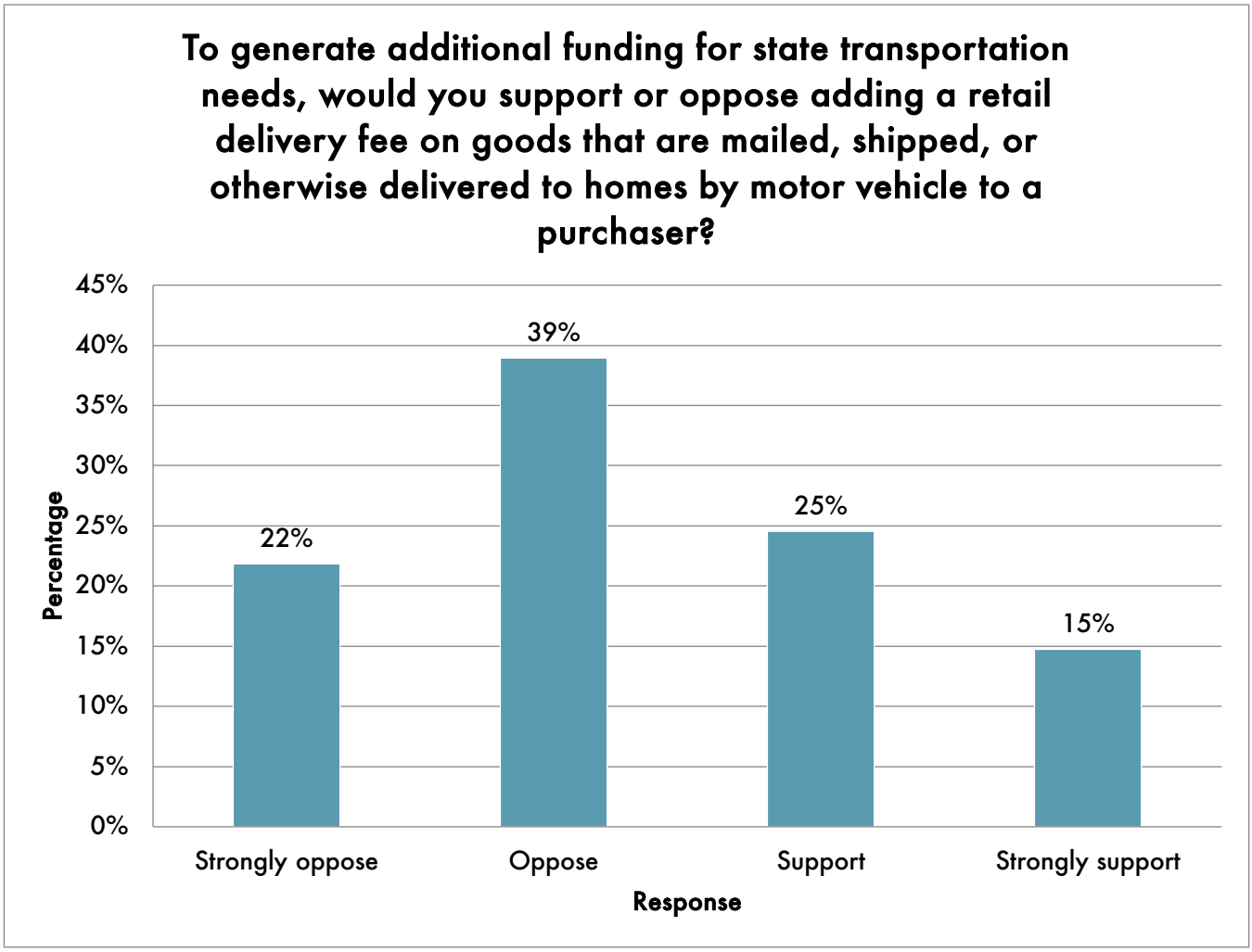

Figure 5. Retail delivery fee support

The majority (56%) of respondents who received the second ballot option would prefer an increase in the state gas tax over a retail delivery fee. Older respondents and respondents with higher education levels were more likely to support a gas tax increase.

Older age groups are more opposed to a retail delivery fee versus younger respondents, indicating generational differences. While Republican respondents indicated a high level of opposition against a retail delivery fee in the first split, responses in the second split show that Republicans preferred a retail delivery fee over a gas tax increase at a higher rate than Democrats and Independents.

Electric Vehicles

INCREASING EV PRODUCTION

Sixty percent of respondents indicated that electric vehicles are the future and will largely replace gas engines over time. Democrats and younger respondents show stronger agreement, with 70% believing EVs will replace gas engines. Republicans and older groups are more skeptical, with 40% disagreeing. Younger respondents (18–34) are the most optimistic, with 75% agreeing or strongly agreeing, while older respondents (65+) show more skepticism, with only 50% agreeing. Respondents with higher education levels (Bachelor's degree or above) exhibit greater belief in EVs replacing gas engines (68%).

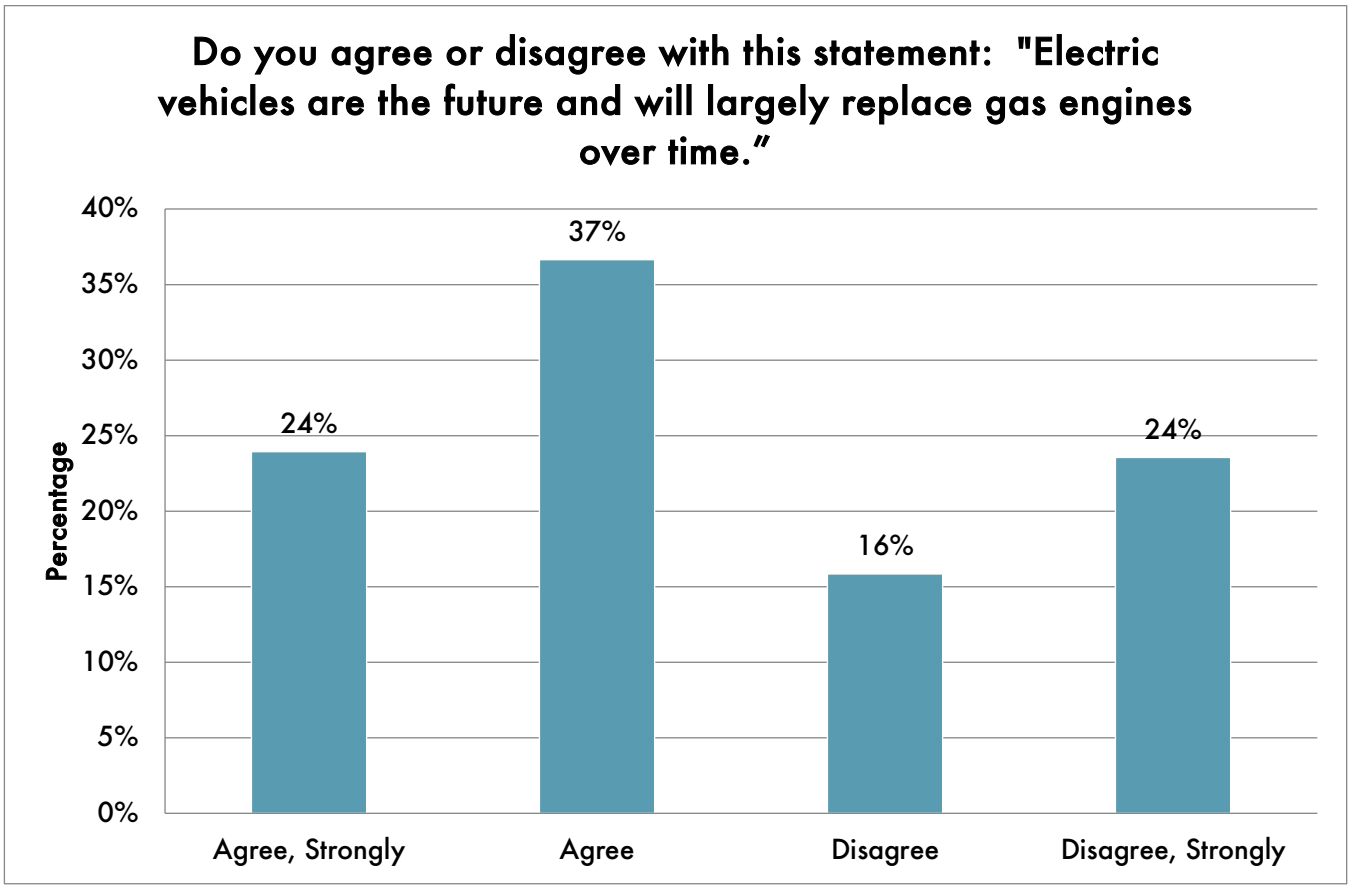

Figure 6. Future of EVs

Despite most respondents believing that EVs are the future, there is a lack of optimism that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads. Confidence declines with age; younger respondents show 50% confidence compared to 20% among older groups (65+). Urban respondents are more likely to express confidence (60%) compared to rural respondents (30%). Figure 7, below, displays the confidence levels of respondents.

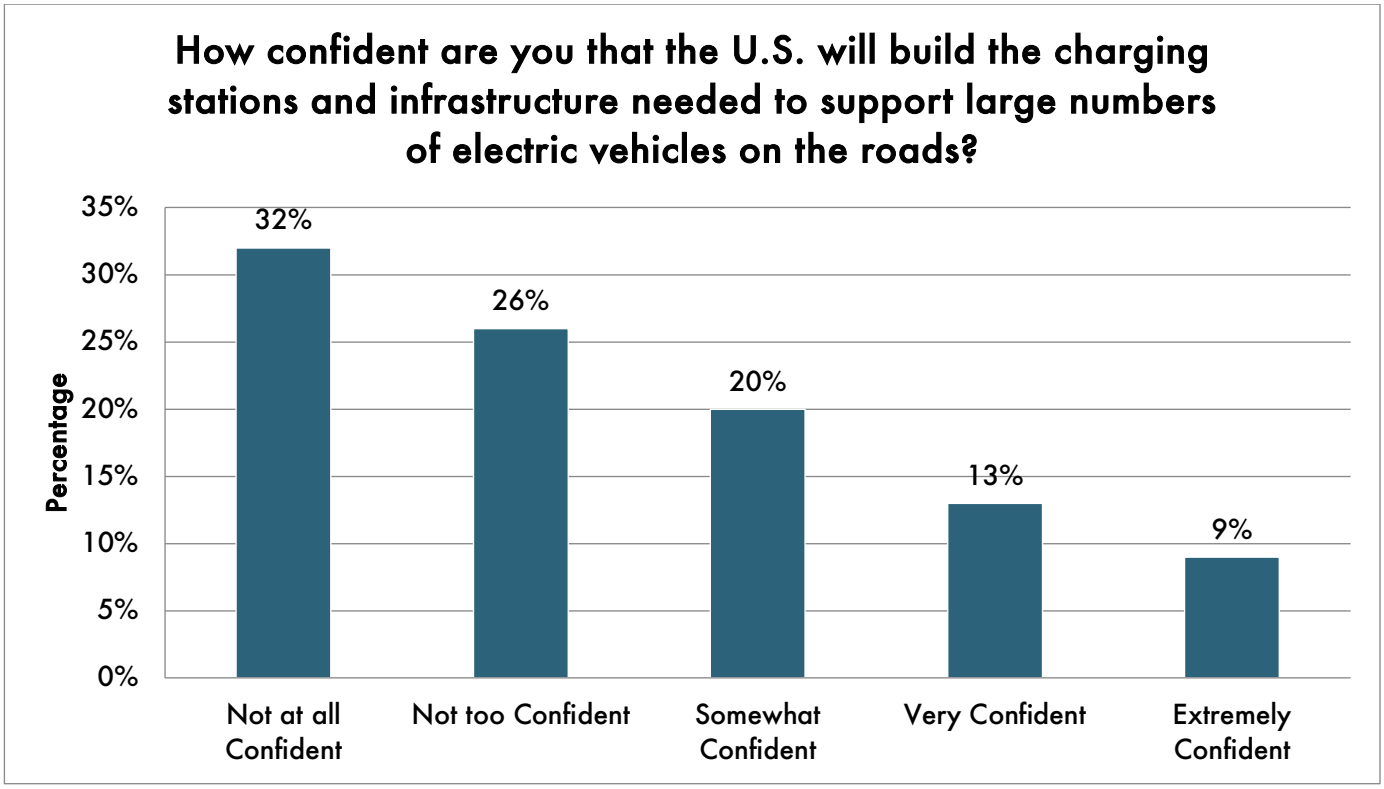

Figure 7. Confidence in EV infrastructure

To gauge support for an increase in the number of EVs in North Carolina, respondents received one of four questions:

- Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?
- Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?
- Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?
- Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?

Respondents were more likely to support a goal to increase the number of newly registered EVs in North Carolina when specific goals were not specified. Democrats consistently support all ballots more than Republicans, with Independents showing moderate support. Higher-income and more-educated respondents are more supportive across all ballots.

Figure 8, below, shows the variations in support between each ballot.

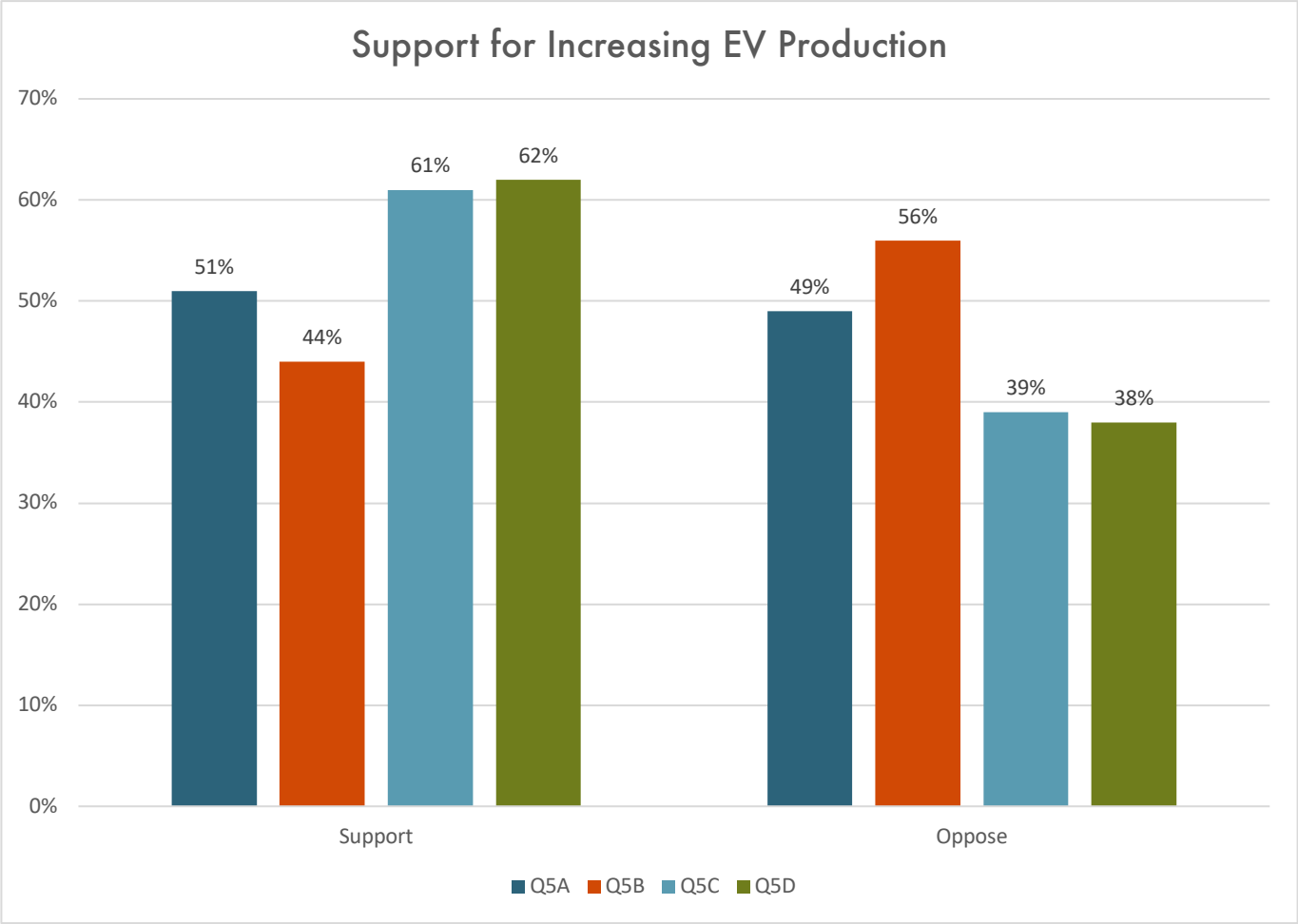

Figure 8. Support for increasing EV production, specific ballot versus general ballot

Support for increasing EV production decreased overall from 2022. Respondents were less likely to support both a general and specific ballot. A comparison between equivalent questions from 2022 is displayed in Figure 9, below.

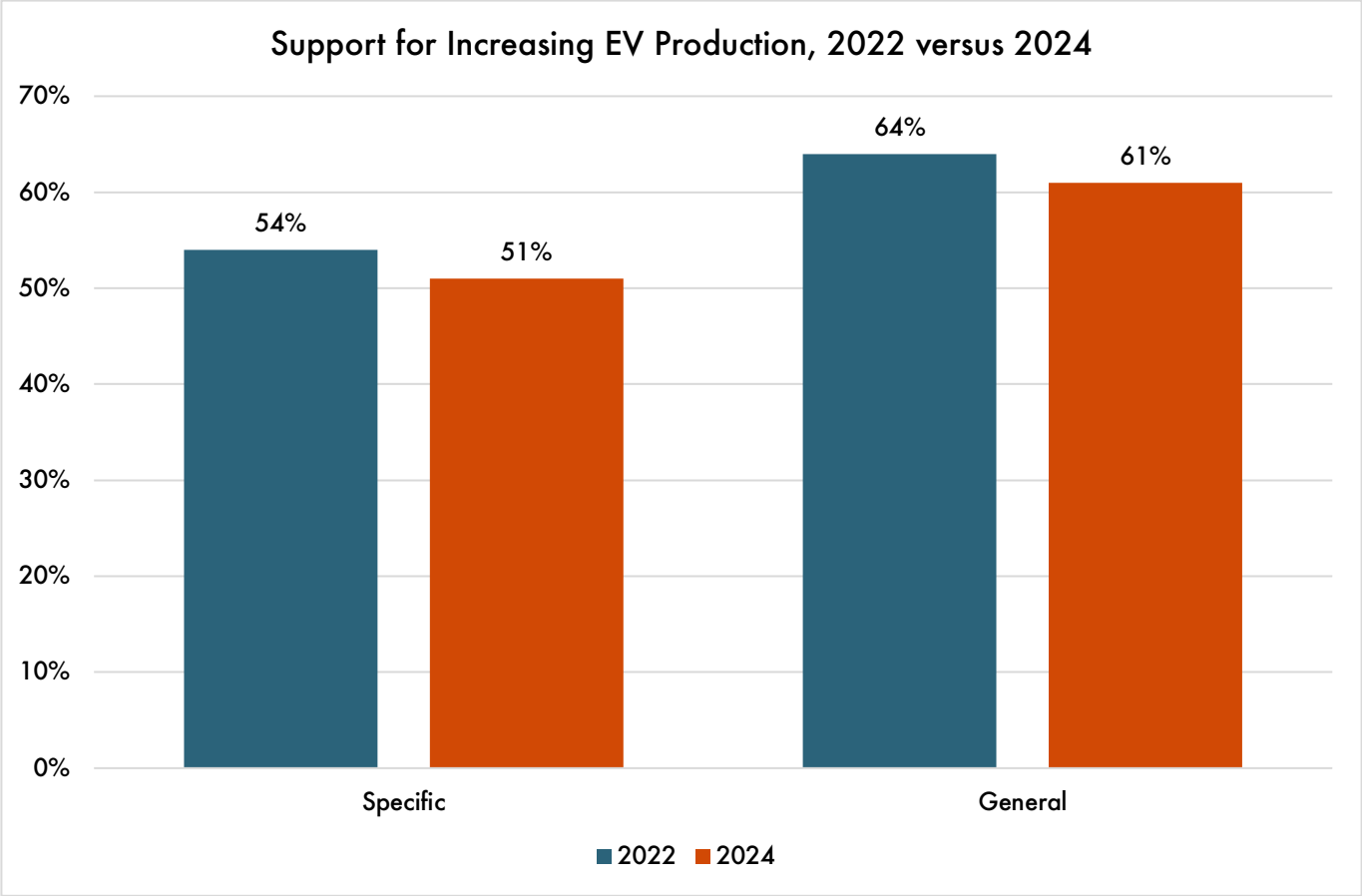

Figure 9. Support for increasing EV production, 2022 versus 2024

Focus group participants had a different general perspective. A substantial number of participants said they would not support either a specific or general goal. Some respondents noted that they thought it would be better to have a specific goal rather than a general one to better motivate people and hold the government accountable for goals set forth.

WILLINGNESS TO PURCHASE AN EV

Among all focus group participants, 44 respondents indicated that they were likely or very likely to purchase an EV as their next vehicle. Twenty-seven respondents indicated they were unlikely or very unlikely to purchase an EV as their next vehicle.

Among participants likely to purchase an electric vehicle (EV), several factors influenced their decision. Many found EVs to align with their convenience and lifestyle needs, particularly because they either had home charging capabilities or frequented locations with established

charging infrastructure. Additionally, the fluctuating cost of gasoline motivated participants to seek alternatives, expressing a desire to reduce their dependence on it. Environmental concerns also played a significant role, with participants feeling a sense of responsibility and satisfaction in contributing to environmental preservation by choosing an EV.

Conversely, participants unlikely to purchase an EV cited several barriers. The high initial cost was a major deterrent, even among those who expressed interest in EVs or already owned one, despite acknowledging that maintenance costs are generally lower than those of internal combustion engine (ICE) vehicles. Safety concerns were prevalent, particularly fears about the risk of EV fires and the perceived inadequacy of firefighters to handle such incidents. Many participants also mistrusted self-driving technologies, expressing discomfort and apprehension about losing control over the vehicle. Several female respondents highlighted personal safety concerns, noting that the extended time required to charge an EV in public could make them feel vulnerable when alone.

Range limitations and infrastructure gaps further discouraged potential EV buyers. Participants who frequently drove long distances were skeptical about the availability of charging options, particularly in less developed or rural areas. Others noted that local charging infrastructure was either inadequate or non-existent, requiring longer trips to access charging facilities. Additionally, some participants questioned the environmental benefits of EVs, pointing out that the production of batteries and the extraction of resources like lithium might offset the perceived eco-friendliness compared to ICE vehicles. These concerns collectively influenced their reluctance to transition to EVs.

Among survey participants, 55% of respondents indicated that they were somewhat or very likely to purchase or lease an EV as their next car, a 2% increase from 2022. Respondents in the 18-24 and 34-35 age groups are the most likely to consider an EV. Additionally, men are likely to consider an EV than women.

CHARGING CONVENIENCE, ABILITY, AND INFRASTRUCTURE

To gauge how knowledgeable North Carolinians are about EV charging capabilities, respondents were shown one of two split ballot options:

- A "level 2" car battery charger is the kind that's typically found at workplaces, public spaces, and many homes. About how many miles do you think a typical electric battery vehicle can be driven after using a "Level 2 charger" for one hour?
- A "fast" car battery charger is only found in public spaces. About how many miles do you think a typical electric battery vehicle can be driven after using a "fast charger" for one hour?

Half of the respondents who received each ballot were shown the correct range after, which is 10-20 miles. Overall, respondents overestimated the charging capabilities of a Level 2 charger. On average, respondents estimated that an EV could be driven 40 miles or 55 miles, depending on which ballot they received. Respondents who received the second ballot, specifying a "fast" car battery charger, estimated the range to be higher than those who were asked about a "level 2" charger. Respondents in metropolitan areas and respondents who reported owning or being more knowledgeable about EVs were more accurate in their responses.

Overall, respondents who did not already drive EVs did not think it would be convenient to charge at any of the five locations specified (where they currently live, where they currently work, at nearby retail establishments, at nearby public spaces, or on long car trips). Respondents with an EV in their household were more likely to indicate that charging an EV was feasible at locations such as where they live, work, shop, and in public spaces. This could suggest that these respondents chose to purchase an EV because charging was already accessible at these critical locations. Alternatively, they may have become more aware of convenient charging options due to the necessity of learning about them as part of EV ownership. Interestingly, for respondents who did not already own or lease an EV, perceptions of charging availability or convenience did not appear to influence their purchasing intentions. This is consistent with the previous survey.

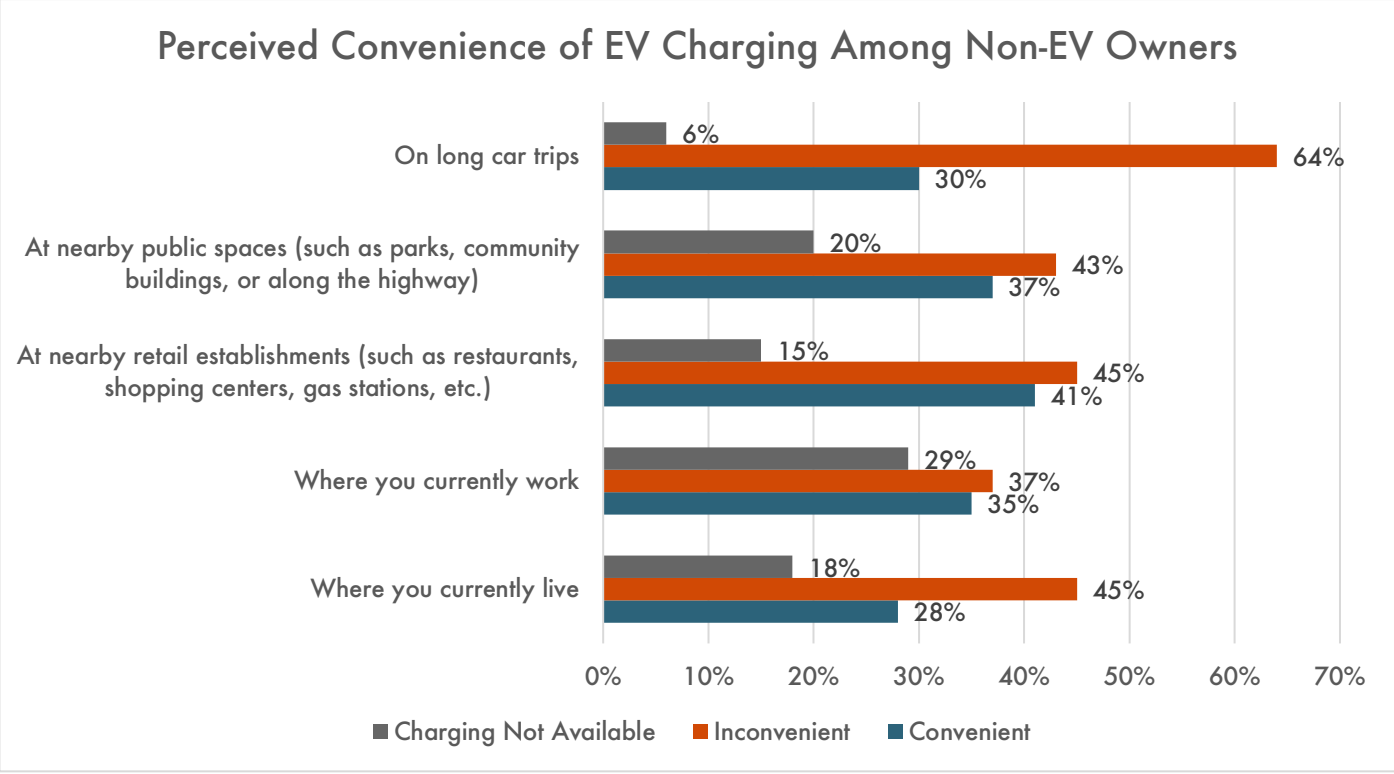

Figure 10. Perceived convenience of EV charging among non-EV owners

COMPARISONS BETWEEN EVS AND GAS- AND DIESEL-POWERED VEHICLES

In comparison to the previous survey, fewer respondents indicated that they thought that EVs were better for the environment. 60% of respondents indicated that EVs were environmentally better, 21% thought that they were no different from gas vehicles, and 10% thought they were worse for the environment than ICE vehicles.

Thirty one percent of respondents perceived EVs as equally as reliable as ICE vehicles, while 24% see them as more reliable and 20% view them as less reliable.

Driving range remains a concern for many, with 60% believing EVs drive fewer miles on a single charge compared to gas vehicles. Only 10% think EVs drive farther, and 20% view the ranges as comparable.

One of the most significant concerns among respondents is safety. Forty percent of respondents think that EVs are less safe than gas vehicles; only 11% of respondents think they are safer than gas vehicles.

More liberal, younger, higher income, and highly educated respondents were more likely to have a more positive view of EVs – compared to their counterparts, respondents from these demographics thought EVs were more reliable, cheaper to maintain, more environmentally friendly, and just as safe or safer than traditional combustion engine vehicles.

Figure 11, below, displays how respondents perceive EVs versus traditional ICE vehicles.

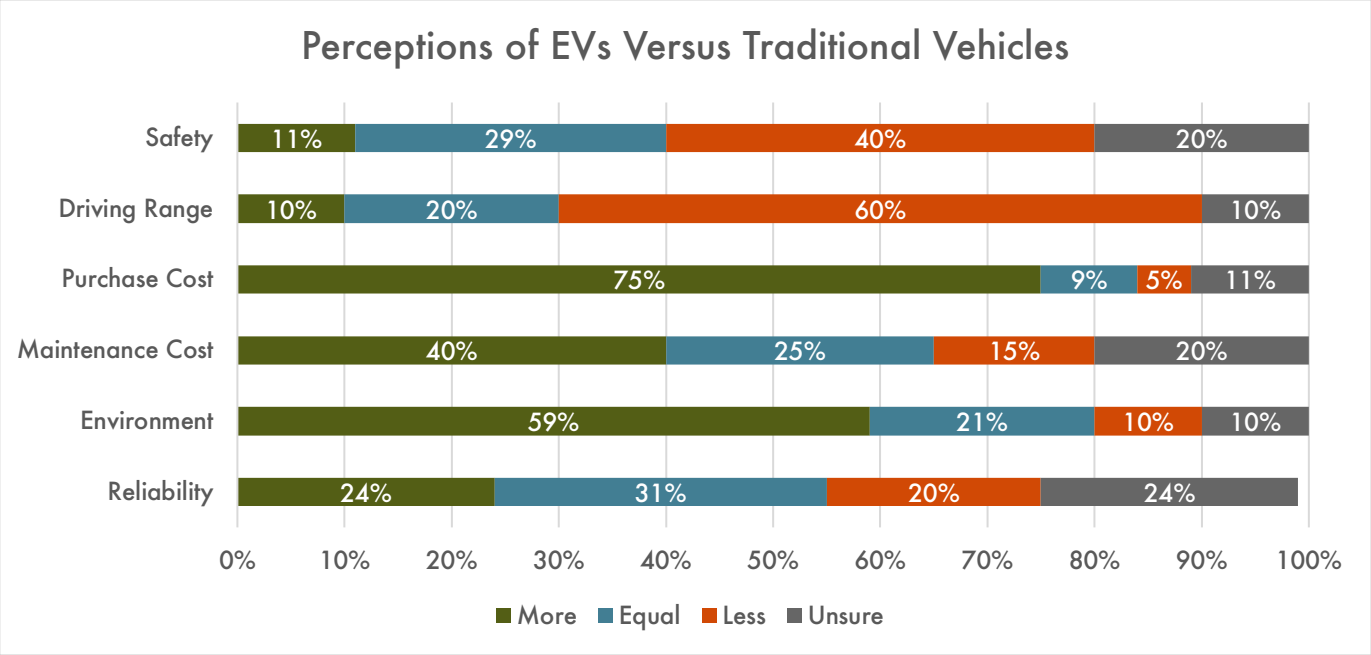

Figure 11. Perceptions of EVs versus traditional vehicles

SUBJECTIVE IMPORTANCE OF VEHICLE TRAITS

Survey respondents were asked to indicate how important each of the following vehicle traits were most important to them when consider purchasing a vehicle:

- Purchase price (95% indicated this as "somewhat" or "very" important)
- Cost to maintain (91%)
- Range (90%)
- Cost to fuel or charge (85%)
- Vehicle model options (76%)
- Government or manufacturer incentives (65%)
- Impact on the environment (63%)

Priorities for respondents remain similar to the previous survey, with minor fluctuations. Overall, respondents are less concerned with incentives and the impact on the environment, both of which have decreased the most.

Conclusions

Findings Relevant to NCDOT

Over the course of the research, several findings relevant to NCDOT emerged. More North Carolinians are aware of the state gas tax than in 2020 and 2022, however, many still overestimate the gas tax. There is notable variance in perceptions amongst age groups and household income levels.

More respondents think that funding should be increased or kept at current levels than in 2022. Support for funding was consistent across demographic groups, but highest among younger respondents, respondents in metropolitan areas, and more liberal respondents.

There is a preference for funding via an increase in the general state sales tax or through the introduction of a mileage-based user fee. Support for increasing the annual vehicle registration fee is low, even when respondents were asked generally, which is a shift from 2022. MBUF was also the most popular option among focus group participants. Even though many participants indicated that it would not be ideal, it was perceived as the most "equitable" and "sensible" solution.

While a plurality of survey respondents indicated interest in purchasing or leasing an EV, and 70% of respondents indicating that they think EVs are the future, North Carolinians lack confidence in the U.S. government to build charging stations and infrastructure needed to support widespread EV adoption. Furthermore, EV safety has emerged as an important issue for consumers, as has the perceived "actual" environmental friendliness of EVs – the procurement of raw materials needed for EV batteries and disposal of batteries was brought up in nearly every focus group session.

Respondents overestimated EV range per charge but still reported that they did not find the range of current EV models to be sufficient for their needs, even with EV models meeting their hypothetical needs on the market. This indicates a disconnect between public perception and the vehicle market.

Perceptions of electric vehicles vary by demographic. Respondents who were white, male, higher income, in metropolitan areas, and more highly educated were more likely to be interested in EVs and have a higher opinion of them in comparison to ICE vehicles.

Future Research Needs

In the newest iteration of this research, it is evident that issues such as initial purchase price and range continue to be barriers for North Carolinians. Other issues, such as perceived safety, were examined in previous surveys but emerged as clear barriers to purchase in 2024. The research team recommends further exploring these topics and monitoring emerging trends in the EV market to introduce to future surveys.

As highlighted in previous research, the topics explored in this study merit ongoing examination over time. Longitudinal studies are valuable for identifying patterns, maintaining focus, ensuring validity, and monitoring long-term trends. For instance, the Mineta Transportation Institute has conducted ten surveys over the past decade to gauge Americans' views on federal tax options for transportation funding, enabling researchers to track changes in public opinion. Similarly, future surveys could provide comprehensive insights into how North Carolinians' attitudes toward transportation funding evolve.

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Appendix A: Survey Instrument

Q1 To start, how important are transportation issues to you? *Your response to this question will not affect your ability to complete this survey.*

- ○ Very important (1)
- ○ Somewhat important (2)
- ○ Somewhat unimportant (3)
- ○ Very unimportant (4)

Page Break

Q2 What comes closest to your view regarding government spending on roads? North Carolina needs to:

- ○ Increase spending (1)
- ○ Keep spending at its current amount (2)
- ○ Decrease spending (3)

Display This Question:

If What comes closest to your view regarding government spending on roads? North Carolina needs to: = Increase spending

Q2a Do you feel strongly or not strongly about increasing spending on roads?

- ○ Strongly (1)
- ○ Not strongly (2)

Display This Question:

If What comes closest to your view regarding government spending on roads? North Carolina needs to: = Decrease spending

Q2b Do you feel strongly or not strongly about decreasing spending on roads?

- ○ Strongly (1)
- ○ Not strongly (2)

Display This Question:

If What comes closest to your view regarding government spending on roads? North Carolina needs to: = Keep spending at its current amount

Q2c Do you feel strongly or not strongly about keeping spending on roads at its current amount?

- ○ Strongly (1)
- ○ Not strongly (2)

End of Block: Q1 Q2 Q2abc

Start of Block: Q3 Tax Alternatives

Q3 To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the **state gas tax** is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. The **state gas tax** per gallon is approximately:

- ○ About 20 cents per gallon (1)
- ○ About 40 cents per gallon (2)
- ○ About 60 cents per gallon (3)
- ○ About 80 cents per gallon (4)
- ○ About 1 dollar per gallon (5)
- ○ I don't know (6)

Display This Question:

If To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think th... != I don't know

Q3a How confident are you in your response?

- ○ Confident (1)
- ○ Not very confident (2)
- ○ I guessed (3)

End of Block: Q3 Tax Alternatives

Start of Block: QDA

QDAb To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?

- ○ Strongly support (1)
- ○ Support (2)
- ○ Oppose (3)
- ○ Strongly oppose (4)

QDBb To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?

- ○ A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes (1)
- ○ An increase in the state gas tax (2)

End of Block: QDA

Start of Block: Tax $120

Q4A To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?

- ○ A new fee based on miles driven on North Carolina roads (1)
- ○ An increase in the state tax on gasoline purchases (2)
- ○ An increase in the general state sales tax (3)
- ○ An increase in the annual vehicle registration fee (4)

Q4B To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.

- ○ A new fee of 1 cent per mile driven on state roads (1)
- ○ An increase of 18 cents per gallon in the state tax on gasoline purchases (2)
- ○ An increase of 1 cent per dollar in the general state sales tax (3)
- ○ An increase of $120 in the annual vehicle registration fee (4)

Q4C North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.

- ○ A new fee of 1 cent per mile driven on state roads (1)
- ○ An increase of 18 cents per gallon in the state tax on gasoline purchases (2)
- ○ An increase of 1 cent per dollar in the general state sales tax (3)
- ○ An increase of $120 in the annual vehicle registration fee (4)

End of Block: Tax $120

Start of Block: Block 16

Q8A On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?

- ○ Much less than 12,000 miles per year (1)
- ○ Less than 12,000 miles per year (2)
- ○ About 12,000 miles per year (3)
- ○ More than 12,000 miles per year (4)
- ○ Much more than 12,000 miles per year (5)
- ○ I haven't driven in the past year (6)

Display This Question:

If On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or abou... != I haven't driven in the past year

Q8B On average, about how many days per week do you drive any vehicle?

▼ 1 (1) ... 7 (7)

End of Block: Block 16

Start of Block: Block 17

Q6 How much, if anything, have you read or heard about electric vehicles?

- ○ A lot (1)
- ○ Some (2)
- ○ Only a little (3)
- ○ Not at all (4)

End of Block: Block 17

Start of Block: Q5AB

Q5A Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?

- ○ Support (1)
- ○ Oppose (2)

Q5B Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?

- ○ Support (1)
- ○ Oppose (2)

Q5C_C Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?

- ○ Support (1)
- ○ Oppose (2)

Q5C_D Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?

- ○ Support (1)
- ○ Oppose (2)

End of Block: Q5AB

Start of Block: Q5D

Display This Question:

If Would you support or oppose a goal for North Carolina to increase the number of all newly registe... = Support

Or Would you support or oppose a goal for North Carolina to increase the percentage of all newly reg... = Support

Q5Da Do you feel strongly or not strongly about supporting this goal?

- ○ Strongly (1)
- ○ Not strongly (2)

Display This Question:

If Would you support or oppose a goal for North Carolina to increase the number of all newly registe... = Oppose

Or Would you support or oppose a goal for North Carolina to increase the percentage of all newly reg... = Oppose

Q5Db Do you feel strongly or not strongly about opposing this goal?

- ○ Strongly (1)
- ○ Not strongly (2)

End of Block: Q5D

Start of Block: EV

Q7 Do you or someone else in your household currently own an electric or hybrid vehicle?

- ○ No (1)
- ○ Yes (2)

Display This Question:

If Do you or someone else in your household currently own an electric or hybrid vehicle? = Yes

Q7b Are you the primary driver of either a hybrid or an electric vehicle?

- ○ Yes, I am the primary driver (1)
- ○ No, someone else in my household is the primary driver (2)
- ○ Other (3) _____

Page Break

End of Block: EV

Start of Block: Q9ABC

Q9A A "level 2" car battery charger is the kind that's typically found at workplaces, public spaces, and many homes. About how many miles do you think a typical electric battery vehicle can be driven after using a "Level 2 charger" for one hour? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. Enter your answer as a single number.

_____

Q9B A "fast" car battery charger is only found in public spaces. About how many miles do you think a typical electric battery vehicle can be driven after using a "fast charger" for one hour? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. Enter your answer as a single number.

_____

End of Block: Q9ABC

Start of Block: Block 18

Display This Question:

If If A "level 2" car battery charger is the kind that's typically found at workplaces, public spaces, and many homes. About how many miles do you think a typical electric battery vehicle can be driven ... Text Response Is Displayed

Q9AA According to the US Department of Transportation, a typical electric battery vehicle can be driven 10-20 miles after using a Level 2 charger for one hour.

Display This Question:

If If A "fast" car battery charger is only found in public spaces. About how many miles do you think a... Text Response Is Displayed

Q9BB According to the US Department of Transportation, a typical electric battery vehicle can be driven 10-20 miles after using a "fast charger" for one hour.

End of Block: Block 18

Start of Block: INFO BLANK BLOCK

Start of Block: EV likelihood

Display This Question:

If Do you or someone else in your household currently own an electric or hybrid vehicle? = No

Q10A How likely are you to seriously consider buying or leasing an electric vehicle?

- ○ Very likely (1)
- ○ Somewhat likely (2)
- ○ Not too likely (3)
- ○ Not at all likely (4)
- ○ I do not expect to purchase another vehicle (5)

Display This Question:

If Do you or someone else in your household currently own an electric or hybrid vehicle? = Yes

Q10B How likely are you to seriously consider buying or leasing another electric vehicle?

- ○ Very likely (1)
- ○ Somewhat likely (2)
- ○ Not too likely (3)
- ○ Not at all likely (4)
- ○ I do not expect to purchase another vehicle (5)

End of Block: EV likelihood

Start of Block: Q11ABCDE

Q11A Compared to gas powered vehicles, electric vehicles are:

- ○ More reliable (1)
- ○ Less reliable (2)
- ○ Equally reliable (3)
- ○ Unsure (4)

Q11B Compared to gas powered vehicles, electric vehicles are:

- ○ Better for the environment (1)
- ○ Worse for the environment (2)
- ○ No different for the environment (3)
- ○ Unsure (4)

Q11Ca Compared to gas powered vehicles, electric vehicles are:

- ○ More expensive to maintain (1)
- ○ Less expensive to maintain (2)
- ○ Equally expensive to maintain (3)
- ○ Unsure (4)

Q11Cb Compared to gas powered vehicles, electric vehicles are:

- ○ More expensive to purchase (1)
- ○ Less expensive to purchase (2)
- ○ Equally expensive to purchase (3)
- ○ Unsure (4)

Q11D Compared to gas powered vehicles, electric vehicles can:

- ○ Drive more miles on a single charge (1)
- ○ Drive fewer miles on a single charge (2)
- ○ Drive about the same number of miles on a single charge (3)
- ○ Unsure (4)

Q11E Compared to gas powered vehicles, electric vehicles are:

- ○ Safer to drive (1)
- ○ Less safe to drive (2)
- ○ About the same safety (3)
- ○ Unsure (4)

End of Block: Q11ABCDE

Start of Block: Q12AB

Q12A Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."

- ○ Disagree, Strongly (1)
- ○ Disagree (2)
- ○ Agree (3)
- ○ Agree, Strongly (4)

Q12B How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?

- ○ Extremely Confident (1)
- ○ Very Confident (2)
- ○ Somewhat Confident (3)
- ○ Not too Confident (4)
- ○ Not at all Confident (5)

End of Block: Q12AB

Start of Block: Q13

Display This Question:

If How likely are you to seriously consider buying or leasing an electric vehicle? = Not too likely

Or How likely are you to seriously consider buying or leasing an electric vehicle? = Not at all likely

Or Compared to gas powered vehicles, electric vehicles can: = Drive fewer miles on a single charge

Q13 What is the minimum acceptable driving range in miles for an EV to have before you would consider buying one?

_____

End of Block: Q13

Start of Block: Q14

Q14 How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle?

	Very important (1)	Somewhat important (2)	Neither important or unimportant (3)	Somewhat unimportant (4)	Very unimportant (5)
Purchase price (1)	○	○	○	○	○
Cost to fuel/charge (2)	○	○	○	○	○
Cost to maintain (parts & repairs) (3)	○	○	○	○	○
Impact on the environment (4)	○	○	○	○	○
Government or manufacturer incentives (rebates, tax credits, etc.) (5)	○	○	○	○	○
Vehicle model options (6)	○	○	○	○	○
Range (distance to travel on one tank/charge) (7)	○	○	○	○	○

End of Block: Q14

Start of Block: Q15

Display This Question:

If Do you or someone else in your household currently own an electric or hybrid vehicle? = No

Q15A How convenient do you think it would be to charge an electric vehicle...

	Very convenient (1)	Somewhat convenient (2)	Somewhat inconvenient (3)	Very inconvenient (4)	Charging not available (5)
Where you currently live (1)	○	○	○	○	○
Where you currently work (2)	○	○	○	○	○
At nearby retail establishments (such as restaurants, shopping centers, gas stations, etc.) (3)	○	○	○	○	○
At nearby public spaces (such as parks, community buildings, or along the highway) (4)	○	○	○	○	○
On long car trips (5)	○	○	○	○	○

Display This Question:

If Do you or someone else in your household currently own an electric or hybrid vehicle? = Yes

Q15b How convenient is it for you to charge an electric vehicle...

	Very convenient (1)	Somewhat convenient (2)	Somewhat inconvenient (3)	Very inconvenient (4)	Charging not available (5)
Where you currently live (1)	○	○	○	○	○
Where you currently work (2)	○	○	○	○	○
At nearby retail establishments (such as restaurants, shopping centers, gas stations, etc.) (3)	○	○	○	○	○
At nearby public spaces (such as parks, community buildings, or along the highway) (4)	○	○	○	○	○
On long car trips (5)	○	○	○	○	○

End of Block: Q15

Appendix B: Focus Group Protocol

Topic 1: POLICY GOALS QUESTIONS (15 minutes)

To get started, I'd like to share some information with you and get your thoughts on it.

QUESTION SET # 1

In 2018, North Carolina's transportation sector contributed 36 percent of the state's total greenhouse gas emissions. There's currently a call for a 50 percent reduction in statewide greenhouse gas emissions from 2005 by 2030, with at least 1,250,000 registered zero emission vehicles (ZEV) in the state by 2030. Would you support or oppose a goal that North Carolina have 1.25 million vehicles run on electric power by 2030?

- Support
- Oppose

Why or why not? *Moderator to probe accordingly*

QUESTION SET # 2

Would you support a different goal that aims to increase the amount of all new passenger vehicles sold in NC that run on electric power in the future?

- Yes
- No

What would this look like? Please explain your ideas. Moderator to probe accordingly

QUESTION SET # 3

How would you feel if the U.S. phased out the production of new gasoline cars and trucks?

What is the first thing that comes to mind when you hear this question?

Topic 2: EV PERSPECTIVES (20 minutes)

Electric vehicles are becoming more common in the U.S., with people like you having the option to buy them.

QUESTION SET # 4

The next time you purchase a vehicle, how likely are you to seriously consider purchasing an electric vehicle? From very likely to not at all?

What things impact this decision for you? *Moderator to probe around the following*:

- Costs (purchase price, cost to fuel/charge, cost to maintain (parts & repairs))
- Charging access (variance based on type of workplace, type of home, etc.)
- Impact on the environment (Is this a consideration for them?)
- Government or manufacturer incentives (rebates, tax credits, etc.)
- Vehicle model options (Do they perceive EVs to be smaller and/or less durable? Are heavy-duty vehicles more desirable? What other factors matter? Etc.)
- Range (distance to travel on one tank/charge)
- Area living in (rural/urban, distance travelled to work, etc.)
- Lifestyle/culture (Is acceptance of EVs amongst friends and neighbors a consideration? How does what they do in their free time impact their likelihood to buy? Etc.)
- Safety (Ex: EVs going through more easily because guardrails b/c EVs tend to be heavier than regular cars – won't bring this up specifically but will be ready to discuss if mentioned)
- Weather (Ex: trending concerns about batteries not working in cold – won't bring this up specifically but will be ready to discuss if mentioned)

QUESTION SET # 5

How convenient do you think it is to own an electric vehicle compared to a gas-powered vehicle? Tell me about why you feel this way.

Think about an average day of driving for you and your family during the week. How many stops do you usually make? How long are you usually stopped at these locations?

Do you notice EV chargers at any of these locations?

At which of these stops do you think it would be easier or more desirable to charge a vehicle?

Why?

Are there any you think would be harder or less desirable to charge at?

Why?

Topic 3: TAX ALTERNATIVES (30 minutes)

Now we are going to shift away from talking about EVs and talk more about transportation funding.

QUESTION SET # 6

Do you think North Carolina has enough money to fund the transportation projects it need to support people like you?

Why or why not?

How do you feel about the level of maintenance on the roads you travel on in North Carolina? Think about the road condition. Should more money be invested in maintance?

Why or why not?

What about other types of travel not using a car? What do you think about the amount of money North Carolina is investing in transit and bicycle paths, for example?

QUESTION SET # 8

As North Carolina's transportation trends shift to include more electric vehicles, less people commuting because of working from home, and other changes, there is a need to revisit how we fund transportation in our state. We are now going to shift gears and talk about your thoughts on various funding options.

Right now, most of the state's money for transportation projects like highway improvements and road maintenance comes from the gas tax people like you pay at the pump. The amount of money the state receives from the gas tax has started to decrease each year. Gas tax revenues will continue to decrease with changes like increased vehicle fuel efficiency and the use of other vehicle fuel types, so the state needs to look for other ways to generate money to keep our transportation system in good condition.

Some of the options that other states are using to solve this issue include:

- A new fee on miles driven (*for Moderator – could be inspection*)
- An increased tax on gasoline purchases
- An increase in the general state sales tax
- An increase in the annual vehicle registration fee

Now I want to ask you a series of questions about these potential options.

Should people pay more money to support the state's transportation system if they drive more miles on roads?

Why?

What could be a good alternative to this?

Should people pay more money to support the state's transportation system if they use more gas?

Why?

What could be a good alternative to this?

Should people pay more money to support the state's transportation system if they drive a more expensive vehicle?

Why?

What could be a good alternative to this?

Do you think it is fair if I told you that EV drivers pay an annual fee of $180 (Plug-in hybrid owners pay $90 annually) to support the state's transportation system no matter how many miles they drive?

Why?

What could be a good alternative to this?

Moderator will probe the following for the above questions, as appropriate. Special attention will be paid to probing these for Mileage-Based User Fees (MBUF):

- *Privacy concerns about personal information*
- *Everyone pays fair share*
- *Amount paid by rural and urban drivers is fair*
- *Logistics/Process for how funds are collected*
- *Mileage by out-of-state visitors and by residents travelling out-of-state are taxed fairly*

QUESTION SET # 9

Moderator will recap the four options that other states are using to solve the issue with decreasing gas tax revenues and will ask: Considering what we just discussed, which of the options that I just listed sounds the most reasonable to you?

____ # A new fee on miles driven
____ # An increased tax on gasoline purchases
____ # An increase in the general state sales tax
____ # An increase in the annual vehicle registration fee

Why?

Topic 4: CLOSING COMMENTS (5 minutes)

Do you have any other any additional comments you would like to share before we end our meeting?

Thank you for your time today.

Moderator will discuss other items such as how to claim incentives, potential future surveys and any other items NCDOT will have.

Appendix C: Crosstabulations

Q1

To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.
Very important
Somewhat important
Somewhat unimportant
Very unimportant

To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	25.8%	25.1%	25.4%						
	Somewhat important	23.9%	24.6%	24.2%						
	Somewhat unimportant	23.4%	26.8%	25.1%						
	Very unimportant	26.9%	23.6%	25.2%						
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Gender Crosstabulation										
% within Gender										

		Gender		Total						
		Female	Male							
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	25.1%	25.8%	25.4%						
	Somewhat important	24.6%	23.8%	24.2%						
	Somewhat unimportant	25.8%	24.4%	25.1%						
	Very unimportant	24.5%	26.0%	25.2%						
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complet	Very important	23.7%	21.1%	25.9%	26.9%	25.4%				
	Somewhat important	22.4%	26.9%	23.2%	23.6%	24.2%				
	Somewhat unimportant	28.9%	25.7%	24.4%	24.9%	25.1%				
	Very unimportant	25.0%	26.3%	26.5%	24.7%	25.2%				

e this survey.										
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	25.5%	25.4%	25.4%						
	Somewhat important	26.7%	23.7%	24.2%						
	Somewhat unimportant	22.1%	25.7%	25.1%						
	Very unimportant	25.7%	25.1%	25.2%						
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	24.7%	27.9%	25.8%	23.3%	25.4%				
	Somewhat	22.5%	22.6%	26.4%	25.6%	24.2%				

tation issues to you? Your response to this question will not affect your ability to complete this survey.	important									
	Somewhat unimportant	25.6%	26.0%	23.7%	25.0%	25.1%				
	Very unimportant	27.2%	23.5%	24.1%	26.1%	25.2%				
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	26.0%	22.8%	24.8%	25.2%	24.6%	22.9%	26.4%	29.3%	25.4%
	Somewhat important	25.3%	20.6%	25.5%	23.1%	25.5%	23.5%	25.3%	22.5%	24.2%
	Somewhat unimportant	24.8%	29.7%	26.2%	26.5%	23.4%	25.9%	24.0%	23.8%	25.1%
	Very unimportant	23.8%	26.9%	23.5%	25.2%	26.5%	27.7%	24.2%	24.4%	25.2%
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Education Level Crosstabulation										

% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey.	Very important	27.7%	23.6%	22.7%	26.8%	29.9%	22.6%	25.4%		
	Somewhat important	25.4%	24.8%	23.0%	22.2%	25.7%	26.6%	24.2%		
	Somewhat unimportant	24.4%	26.3%	26.1%	24.9%	19.9%	26.6%	25.1%		
	Very unimportant	22.5%	25.4%	28.2%	26.1%	24.5%	24.1%	25.2%		
To start, how important are transportation issues to you? Your response to this question will not affect your ability to complete this survey. * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
To start, how important are transportation issues to you? Your	Very important	26.1%	24.7%	25.4%	31.8%	24.2%	25.4%			
	Somewhat important	29.3%	24.9%	24.3%	23.2%	23.0%	24.2%			
	Somewhat	24.2%	25.3%	26.1%	25.7%	24.2%	25.1%			

response to this question will not affect your ability to complete this survey.	unimportant									
	Very unimportant	20.4%	25.1%	24.3%	19.3%	28.6%	25.2%			

Q2

What comes closest to your view regarding government spending on roads? North Carolina needs to:
Increase spending
Keep spending at its current amount
Decrease spending

What comes closest to your view regarding government spending on roads? North Carolina needs to: * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
What comes closest to your view regarding government spending on roads? North	Increase spending	54.1%	59.1%	56.6%						
	Keep spending at its current amount	39.9%	35.5%	37.7%						
	Decrease	6.0%	5.4%	5.7%						

Carolina needs to:	spending									
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
What comes closest to your view regarding government spending on roads? North Carolina needs to:	Increase spending	61.7%	51.5%	56.6%						
	Keep spending at its current amount	34.6%	40.8%	37.7%						
	Decrease spending	6.8%	4.6%	5.7%						
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Race Crosstabulation										

% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
What comes closest to your view regarding government spending on roads? North Carolina needs to:	Increase spending	52.5%	59.7%	55.5%	58.8%	56.6%				
	Keep spending at its current amount	39.8%	34.6%	38.8%	37.6%	37.7%				
	Decrease spending	4.6%	6.8%	5.1%	5.9%	5.7%				
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispani							

			c or Latino							
What comes closest to your view regarding government spending on roads? North Carolina needs to:	Increase spending	58.9%	54.3%	56.6%						
	Keep spending at its current amount	35.9%	39.5%	37.7%						
	Decrease spending	5.2%	5.3%	5.7%						
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
What comes closest to your view regard	Increase spending	60.2%	62.1%	54.2%	50.0%	56.6%				
	Keep spending	36.4%	33.4%	39.1%	42.0%	37.7%				

ing government spending on roads? North Carolina needs to:	at its current amount									
	Decrease spending	3.4%	4.5%	6.6%	8.0%	5.7%				
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	
What comes closest to your view regarding government spending on roads? North Carolina	Increase spending	50.3%	47.5%	66.1%	63.4%	55.8%	57.2%	52.0%	60.9%	56.6%
	Keep spending at its current amount	41.0%	46.5%	30.3%	33.2%	37.4%	36.3%	39.7%	36.5%	37.7%
	Decrease spending	8.7%	6.0%	4.0%	3.4%	6.8%	6.5%	7.3%	2.6%	5.7%

needs to:										
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
What comes closest to your view regarding government spending on roads? North Carolina needs to:	Increase spending	54.2%	58.5%	62.5%	54.0%	52.8%	57.4%	56.6%		
	Keep spending at its current amount	38.9%	37.1%	33.4%	39.0%	40.2%	37.5%	37.7%		
	Decrease spending	6.9%	4.4%	4.1%	7.0%	7.0%	5.1%	5.7%		
What comes closest to your view regarding government spending on roads? North Carolina needs to: * Income Crosstabulation										
% within										

Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
What comes closest to your view regarding government spending on roads? North Carolina needs to:	Increase spending	55.4%	58.2%	60.1%	56.8%	52.5%	56.6%			
	Keep spending at its current amount	39.1%	35.9%	34.2%	38.6%	40.8%	37.7%			
	Decrease spending	5.5%	5.9%	5.7%	4.6%	6.7%	5.7%			

Q2a

Do you feel strongly or not strongly about increasing spending on roads?
Strongly
Not strongly

Do you feel strongly or not strongly about increasing spending on roads? * Sample Crosstabulation										
% within Sample										
		Sample		Total						

		Cint	PureSpectrum							
Do you feel strongly or not strongly about increasing spending on roads?	Strongly	63.8%	67.2%	65.5%						
	Not strongly	36.2%	32.8%	34.5%						
Do you feel strongly or not strongly about increasing spending on roads? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you feel strongly or not strongly about increasing spend	Strongly	64.9%	66.1%	65.5%						
	Not strongly	35.1%	33.9%	34.5%						

ing on roads ?										
Do you feel strongly or not strongly about increasing spending on roads? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you feel strongly or not strongly about increasing spending on roads ?	Strongly	64.3%	66.7%	64.8%	66.2%	65.5 %				
	Not strongly	35.7%	33.3%	35.2%	33.8%	34.5 %				
Do you feel strongly or not strongly about increasing spending on roads? * Ethnicity Crosstabulation										
% within Ethnicity										

		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you feel strongly or not strongly about increasing spending on roads?	Strongly	64.5%	66.5%	65.5%						
	Not strongly	35.5%	33.5%	34.5%						
Do you feel strongly or not strongly about increasing spending on roads? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you feel strongly or not	Strongly	68.2%	66.0%	64.8%	63.0%	65.5%				
	Not strongly	31.8%	34.0%	35.2%	37.0%	34.5%				

strongly about increasing spending on roads?										
Do you feel strongly or not strongly about increasing spending on roads? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	
Do you feel strongly or not strongly about increasing spending on roads?	Strongly	63.5%	62.2%	68.8%	67.9%	65.5%	64.9%	63.8%	67.2%	65.5%
	Not strongly	36.5%	37.8%	31.2%	32.1%	34.5%	35.1%	36.2%	32.8%	34.5%

Do you feel strongly or not strongly about increasing spending on roads? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you feel strongly or not strongly about increasing spending on roads?	Strongly	65.8%	66.4%	67.5%	64.3%	63.7%	65.1%	65.5%		
	Not strongly	34.2%	33.6%	32.5%	35.7%	36.3%	34.9%	34.5%		
Do you feel strongly or not strongly about increasing spending on roads? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to	$50,000 to	$75,000 to	Less than				

			$49,999	$74,999	$99,999	$25,000				
Do you feel strongly or not strongly about increasing spending on roads?	Strongly	67.2%	66.5%	66.8%	64.9%	62.2%	65.5%			
	Not strongly	32.8%	33.5%	33.2%	35.1%	37.8%	34.5%			

Q2b

Do you feel strongly or not strongly about decreasing spending on roads?
Strongly
Not strongly

Do you feel strongly or not strongly about decreasing spending on roads? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
Do you feel strongly or not strongly about decrea	Strongly	71.8%	74.8%	73.3%						
	Not strongly	28.2%	25.2%	26.7%						

sing spendi ng on roads?										
Do you feel strongly or not strongly about decreasing spending on roads? * Gender Crosstabulation										
% within Gende r										
		Gender		Total						
		Female	Male							
Do you feel strongl y or not strongl y about decrea sing spendi ng on roads?	Stron gly	72.5%	74.1%	73.3%						
	Not stron gly	27.5%	25.9%	26.7%						
Do you feel strongly or not strongly about decreasing spending on roads? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you feel strongl y or not strongl y about decrea sing spendi	Stron gly	71.9%	74.5%	72.5%	74.3%	73.3%				
	Not stron gly	28.1%	25.5%	27.5%	25.7%	26.7%				

ng on roads?										
Do you feel strongly or not strongly about decreasing spending on roads? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you feel strongly or not strongly about decreasing spending on roads?	Strongly	72.3%	74.3%	73.3%						
	Not strongly	27.7%	25.7%	26.7%						
Do you feel strongly or not strongly about decreasing spending on roads? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you feel strongly or not strongly about decreasing	Strongly	71.0%	73.3%	72.5%	76.5%	73.3%				
	Not strongly	29.0%	26.7%	27.5%	23.5%	26.7%				

spending on roads?										
Do you feel strongly or not strongly about decreasing spending on roads? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Do you feel strongly or not strongly about decreasing spending on roads?	Strongly	75.2%	78.2%	70.0%	71.2%	73.3%	72.6%	74.0%	71.9%	73.3%
	Not strongly	24.8%	21.8%	30.0%	28.8%	26.7%	27.4%	26.0%	28.1%	26.7%
Do you feel strongly or not strongly about decreasing spending on roads? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you feel strongly or not strongly about	Strongly	73.6%	74.0%	75.1%	72.5%	70.8%	73.9%	73.3%		
	Not strongly	26.4%	26.0%	24.9%	27.5%	29.2%	26.1%	26.7%		

decreasing spending on roads?										
Do you feel strongly or not strongly about decreasing spending on roads? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Do you feel strongly or not strongly about decreasing spending on roads?	Strongly	72.5%	73.3%	74.5%	73.9%	72.2%	73.3%			
	Not strongly	27.5%	26.7%	25.5%	26.1%	27.8%	26.7%			

Q2c

Do you feel strongly or not strongly about keeping spending on roads at its current amount?
Strongly
Not strongly

Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Sample Crosstabulation										
% within Sample										
		Sample		Total						

		Cint	PureSpectrum							
Do you feel strongly or not strongly about keeping spending on roads at its current amount?	Strongly	49.8%	49.2%	49.5%						
	Not strongly	50.2%	50.8%	50.5%						
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you feel strongly or not stron	Strongly	50.5%	48.5%	49.5%						
	Not strongly	49.5%	51.5%	50.5%						

gly about keeping spending on roads at its current amount?										
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you feel strongly or not strongly about keeping spending on roads at its	Strongly	44.7%	49.4%	48.5%	49.9%	49.5%				
	Not strongly	55.3%	50.6%	51.5%	50.1%	50.5%				

current amount?										
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you feel strongly or not strongly about keeping spending on roads at its current amount?	Strongly	49.4%	49.5%	49.5%						
	Not strongly	50.6%	50.5%	50.5%						

Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you feel strongly or not strongly about keeping spending on roads at its current amount?	Strongly	48.2%	51.0%	49.0%	49.8%	49.5%				
	Not strongly	51.8%	49.0%	51.0%	50.2%	50.5%				
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Political Ideology Crosstabulation										
% within Political Ideology										

		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	
Do you feel strongly or not strongly about keeping spending on roads at its current amount?	Strongly	47.9%	51.3%	48.3%	43.6%	50.9%	56.0%	50.0%	50.2%	49.5%
	Not strongly	52.1%	48.8%	51.7%	56.4%	49.1%	44.0%	50.0%	49.8%	50.5%
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			

Do you feel strongly or not strongly about keeping spending on roads at its current amount?	Strongly	48.1%	46.7%	50.0%	51.0%	53.5%	50.8%	49.5%		
	Not strongly	51.9%	53.3%	50.0%	49.0%	46.5%	49.2%	50.5%		
Do you feel strongly or not strongly about keeping spending on roads at its current amount? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Do you feel strongly or not strongly	Strongly	51.6%	49.9%	48.9%	53.9%	47.9%	49.5%			
	Not strongly	48.4%	50.1%	51.1%	46.1%	52.1%	50.5%			

about keeping spending on roads at its current amount?										

Q3

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon?

Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.

The state gas tax per gallon is approximately:
About 20 cents per gallon
About 40 cents per gallon
About 60 cents per gallon
About 80 cents per gallon
About 1 dollar per gallon

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Sample Crosstabulation**										
% within Sample										

		Sample		Total						
		Cint	PureSpectrum							
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our	About 20 cents per gallon	11.4%	10.3%	10.8%						
	About 40 cents per gallon	31.4%	32.6%	32.0%						
	About 60 cents per gallon	16.0%	15.2%	15.6%						
	About 80 cents per gallon	15.9%	16.3%	16.1%						
	About 1 dollar per	16.0%	15.5%	15.8%						

results depend on learning of what you may or may not know. The state gas tax per gallon is approximately:	gallon									
	I don't know	9.3%	10.1%	9.7%						
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Gender Crosstabulation**										
% within Gender										
		Gender		Total						
		Female	Male							

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on	About 20 cents per gallon	10.4%	11.2%	10.8%						
	About 40 cents per gallon	32.5%	31.5%	32.0%						
	About 60 cents per gallon	15.3%	15.9%	15.6%						
	About 80 cents per gallon	16.3%	15.9%	16.1%						
	About 1 dollar per gallon	15.2%	16.4%	15.8%						

learning of what you may or may not know. The state gas tax per gallon is approximately:										
	I don't know	10.3%	9.1%	9.7%						
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Race Crosstabulation**										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on	About 20 cents per gallon	10.5%	11.1%	10.8%	10.8%	10.8%				
	About 40 cents per gallon	32.2%	31.8%	32.6%	31.4%	32.0%				
	About 60 cents per gallon	15.4%	15.8%	15.7%	15.5%	15.6%				
	About 80 cents per gallon	16.3%	15.9%	16.5%	15.7%	16.1%				
	About 1 dollar per gallon	15.8%	16.0%	15.9%	15.5%	15.8%				

learning of what you may or may not know. The state gas tax per gallon is approximately:										
	I don't know	9.5%	9.4%	9.8%	10.1%	9.7%				
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Ethnicity Crosstabulation**										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on	About 20 cents per gallon	11.1%	10.5%	10.8%						
	About 40 cents per gallon	31.6%	32.4%	32.0%						
	About 60 cents per gallon	15.8%	15.4%	15.6%						
	About 80 cents per gallon	15.8%	16.4%	16.1%						
	About 1 dollar per gallon	16.3%	15.3%	15.8%						

learning of what you may or may not know. The state gas tax per gallon is approximately:										
	I don't know	9.4%	10.0%	9.7%						
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Political Affiliation Crosstabulation**										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
To help pay for roads, you pay	About 20 cen	10.8%	11.1%	10.8%	10.4%	10.8%				

taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may	ts per gallon									
	About 40 cents per gallon	33.7%	33.3%	32.0%	29.0%	32.0%				
	About 60 cents per gallon	15.2%	15.8%	14.9%	16.5%	15.6%				
	About 80 cents per gallon	15.8%	15.2%	16.3%	17.5%	16.1%				
	About 1 dollar per gallon	14.8%	15.5%	15.9%	16.8%	15.8%				

not know. The state gas tax per gallon is approximately:										
	I don't know	9.7%	9.1%	10.1%	9.8%	9.7%				
		100.0%	100.0%	100.0%	100.0%	100.0%				

To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon?

Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.

The state gas tax per gallon is approximately: * Political Ideology Crosstabulation

% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	
To help pay for roads, you pay taxes whenever you buy gas	About 20 cents per gallon	11.3%	9.5%	11.3%	10.4%	11.1%	10.7%	11.2%	10.6%	10.8%

in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. The state	About 40 cents per gallon	30.9%	28.2%	34.0%	33.4%	32.2%	32.1%	30.6%	34.2%	32.0%
	About 60 cents per gallon	16.9%	16.2%	14.9%	15.0%	15.3%	15.2%	16.0%	15.2%	15.6%
	About 80 cents per gallon	14.9%	17.7%	15.8%	16.3%	16.0%	16.4%	15.7%	16.2%	16.1%
	About 1 dollar per gallon	16.1%	17.4%	14.3%	15.5%	15.9%	15.6%	17.2%	14.5%	15.8%

gas tax per gallon is approximately:										
	I don't know	9.9%	9.9%	9.6%	10.1%	9.5%	10.0%	9.3%	9.3%	9.7%
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Education Level Crosstabulation**										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
To help pay for roads, you pay taxes whenever you buy gas	About 20 cents per gallon	11.2%	10.5%	11.0%	10.3%	11.1%	10.7%	10.8%		

in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. The state	About 40 cents per gallon	31.4%	32.3%	31.5%	32.2%	31.6%	32.1%	32.0%		
	About 60 cents per gallon	15.8%	15.2%	15.7%	15.4%	15.9%	15.5%	15.6%		
	About 80 cents per gallon	15.9%	16.5%	15.8%	16.2%	15.6%	16.4%	16.1%		
	About 1 dollar per gallon	16.1%	15.6%	16.3%	15.5%	15.9%	15.4%	15.8%		

gas tax per gallon is approximately:										
	I don't know	9.4%	9.9%	9.6%	10.1%	9.5%	10.0%	9.7%		
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the state gas tax is for North Carolina, per gallon? **Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know.** **The state gas tax per gallon is approximately: * Income Crosstabulation**										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
To help pay for roads, you pay taxes whenever you buy gas in North Carolina. What do you think the	About 20 cents per gallon	11.2%	10.5%	11.0%	10.3%	11.1%	10.8%			
	About 40 cents	31.4%	32.3%	31.5%	32.2%	31.6%	32.0%			

state gas tax is for North Carolina, per gallon? Please DO NOT search for the answer or ask for help. Accuracy does not affect your participation in the rest of the survey and our results depend on learning of what you may or may not know. The state gas tax per gallon is approximately:	per gallon									
	About 60 cents per gallon	15.8%	15.2%	15.7%	15.4%	15.9%	15.6%			
	About 80 cents per gallon	15.9%	16.5%	15.8%	16.2%	15.6%	16.1%			
	About 1 dollar per gallon	16.1%	15.6%	16..3%	15.5%	15.9%	15.8%			

	I don't know	9.4%	9.9%	9.6%	10.1%	9.5%	9.7%			

Q3a

How confident are you in your response?
Confident
Not very confident
I guessed

How confident are you in your response? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
How confident are you in your response?	Confident			51.1%						
	Not very confident			39.3%						
	I guessed			9.6%						
How confident are you in your response? * Gender Crosstabulation										
% within Gender										
		Gender		Total						

		Female	Male							
How confident are you in your response?	Confident			51.1%						
	Not very confident			39.3%						
	I guessed			9.6%						
How confident are you in your response? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
How confident are you in your response?	Confident					51.1%				
	Not very confident					39.3%				
	I guessed					9.6%				
How confident are you in your response? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						

		Hispanic or Latino	Not Hispanic or Latino							
How confident are you in your response?	Confident			51.1%						
	Not very confident			39.3%						
	I guessed			9.6%						
How confident are you in your response? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
How confident are you in your response?	Confident					51.1%				
	Not very confident					39.3%				
	I guessed					9.6%				
How confident are you in your response? * Political Ideology Crosstabulation										
% within Political										

Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	
How confident are you in your response?	Confident									51.1%
	Not very confident									39.3%
	I guessed									9.6%
How confident are you in your response? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
How confident are you in your response?	Confident							51.1%		
	Not very confident							39.3%		
	I guessed							9.6%		

How confident are you in your response? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
How confident are you in your response?	Confident						51.1%			
	Not very confident						39.3%			
	I guessed						9.6%			

QDAb

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?
Strongly support
Support
Oppose
Strongly oppose

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Sample Crosstabulation												
% within Sample												
	Sample		Total									
	Cint	PureSpectrum										

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	14.7%	15.1%	14.9%	14.9%							
	Support	25.2%	24.8%	25.0%	25.0%							
	Oppose	38.4%	38.8%	38.6%	38.6%							
	Strongly oppose	21.7%	21.3%	21.5%	21.5%							
				100.0%								
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	15.0%	14.8%	14.9%	14.9%							
	Support	24.8%	25.2%	25.0%	25.0%							
	Oppose	38.5%	38.7%	38.6%	38.6%							
	Strongly oppose	21.7%	21.3%	21.5%	21.5%							
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							

To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	15.5%	16.0%	13.5%	14.5%	14.9%	14.9%					
	Support	24.5%	26.0%	25.5%	24.0%	25.0%	25.0%					
	Oppose	38.0%	37.4%	39.5%	39.5%	38.6%	38.6%					
	Strongly oppose	22.0%	20.6%	21.5%	22.0%	21.5%	21.5%					
		100.0%	100.0%	100.0%	100.0%	100.0%						
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								

		Hispanic or Latino	Not Hispanic or Latino									
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	14.5%	15.3%	14.9%	14.9%							
	Support	25.1%	24.9%	25.0%	25.0%							
	Oppose	38.7%	38.5%	38.6%	38.6%							
	Strongly oppose	21.7%	21.3%	21.5%	21.5%							
		100.0%	100.0%									
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Political Affiliation Crosstabulation												
% within Political												

Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	20.0%	16.9%	15.8%	6.7%	14.9%						
	Support	35.3%	23.8%	32.1%	8.7%	25.0%						
	Oppose	28.7%	40.9%	35.3%	49.7%	38.6%						
	Strongly oppose	16.0%	18.4%	16.2%	35.5%	21.5%						
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Political Ideology Crosstabulation												
% within Political Ideology												

		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	3.2%	2.1%	33.1%	32.0%	14.2%	10.0%	6.0%	16.4%	14.9%		
	Support	7.0%	7.8%	52.3%	36.0%	26.4%	26.5%	14.0%	30.3%	25.0%		
	Oppose	52.3%	50.0%	11.5%	28.0%	38.9%	46.5%	47.0%	34.8%	38.6%		
	Strongly oppose	37.5%	40.1%	3.1%	4.0%	20.5%	17.0%	32.0%	18.5%	21.5%		
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Education Level Crosstabulation												
% within Education Level												

		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	13.7%	17.1%	17.6%	13.7%	13.6%	13.7%	14.9%				
	Support	24.0%	27.8%	27.5%	23.5%	24.0%	23.3%	25.0%				
	Oppose	40.9%	33.6%	33.5%	41.4%	41.1%	40.9%	38.6%				
	Strongly oppose	21.4%	21.5%	21.4%	21.4%	21.3%	22.1%	21.5%				
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser? * Income Crosstabulation												
% within Income												

		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
To generate additional funding for state transportation needs, would you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser?	Strongly support	15.1%	14.8%	15.0%	14.7%	14.9%	14.9%					
	Support	25.1%	25.0%	25.3%	24.9%	24.7%	25.0%					
	Oppose	38.6%	38.4%	38.5%	38.8%	38.7%	38.6%					
	Strongly oppose	21.2%	21.8%	21.2%	21.6%	21.7%	21.5%					

QDBb

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?
A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes
An increase in the state gas tax

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	45.2%	42.4%	43.8%						
	An increase in the state gas tax	54.8%	57.6%	56.2%						

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	46.1%	41.5%	43.8%						
	An increase in the state gas tax	53.9%	58.5%	56.2%						

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	44.5%	46.2%	42.0%	42.5%	43.8%				
	An increase in the state gas tax	55.5%	53.8%	58.0%	57.5%	56.2%				

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	45.0%	42.6%	43.8%	43.8%					
	An increase in the state gas tax	55.0%	57.4%	56.2%	56.2%					

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	44.9%	39.3%	42.9%	47.9%	43.8%				
	An increase in the state gas tax	55.1%	60.7%	57.1%	52.1%	56.2%				

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	46.6%	47.2%	40.1%	44.3%	38.7%	41.9%	46.6%	44.6%	43.8%
	An increase in the state gas tax	53.4%	52.8%	59.9%	55.7%	61.3%	58.1%	53.4%	55.4%	56.2%
		100.0%								

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	56.1%	25.4%	49.9%	31.7%	62.2%	37.5%	43.8%		
	An increase in the state gas tax	43.9%	74.6%	50.1%	68.3%	37.8%	62.5%	56.2%		

To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
To generate additional funding for state transportation needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes by motor vehicle to a purchaser or increasing the state gas tax?	A retail delivery fee on goods that are mailed, shipped, or otherwise delivered to homes	35.5%	48.7%	45.6%	38.5%	50.7%	43.8%			
	An increase in the state gas tax	64.5%	51.3%	54.4%	61.5%	49.3%	56.2%			

Q4a

To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?
A new fee based on miles driven on North Carolina roads
An increase in the state tax on gasoline purchases
An increase in the general state sales tax
An increase in the annual vehicle registration fee

To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	26.1%	23.1%	24.6%						
	An increase in the state tax on gasoline purchases	29.1%	31.3%	30.2%						
	An increase in the general state sales tax	34.3%	35.8%	35.1%						

	An increase in the annual vehicle registration fee	10.5%	9.8%	10.1%						
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	25.8%	23.4%	24.6%						
	An increase in the state tax on gasoline purchases	29.7%	30.7%	30.2%						
	An increase in the general state sales tax	34.1%	36.1%	35.1%						

	An increase in the annual vehicle registration fee	10.4%	9.8%	10.1%						
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	22.5%	26.8%	23.9%	25.2%	24.6%				
	An increase in the state tax on gasoline purchases	31.2%	28.8%	30.0%	30.9%	30.2%				
	An increase in the general state sales tax	36.2%	34.5%	35.8%	33.9%	35.1%				

	An increase in the annual vehicle registration fee	10.1%	9.9%	10.3%	10.0%	10.1%				
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	25.2%	24.0%	24.6%						
	An increase in the state tax on gasoline purchases	29.6%	30.8%	30.2%						
	An increase in the general state sales tax	34.8%	35.4%	35.1%						

	An increase in the annual vehicle registration fee	10.4%	9.8%	10.1%						
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	24.0%	24.7%	24.3%	25.3%	24.6%				
	An increase in the state tax on gasoline purchases	31.0%	29.5%	30.8%	29.4%	30.2%				
	An increase in the general state sales tax	35.2%	36.1%	34.5%	34.7%	35.1%				

	An increase in the annual vehicle registration fee	9.8%	9.7%	10.4%	10.6%	10.1%				
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	23.3%	25.9%	24.6%	23.9%	25.2%	24.4%	25.0%	24.1%	24.6%
	An increase in the state tax on gasoline purchases	31.5%	28.7%	30.9%	29.8%	30.5%	30.1%	29.4%	30.6%	30.2%
	An increase in the general state sales tax	34.1%	35.6%	34.9%	36.0%	34.3%	35.2%	36.1%	34.8%	35.1%

	An increase in the annual vehicle registration fee	11.1%	9.7%	9.6%	10.3%	9.9%	10.3%	9.5%	10.5%	10.1%
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	25.3%	23.9%	24.8%	24.6%	25.0%	24.2%	24.6%		
	An increase in the state tax on gasoline purchases	29.6%	30.7%	29.3%	31.1%	30.0%	30.3%	30.2%		
	An increase in the general state	34.7%	35.2%	36.3%	34.0%	35.9%	34.3%	35.1%		

	sales tax									
	An increase in the annual vehicle registration fee	10.4%	10.2%	9.6%	10.3%	9.1%	11.1%	10.1%		
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee based on miles driven on North Carolina roads	22.9%	26.4%	24.3%	23.9%	25.4%	24.6%			
	An increase in the state tax on gasoline purchases	31.6%	38.8%	30.4%	31.1%	29.2%	30.2%			
	An increase in the general state	34.5%	35.7%	36.3%	33.9%	35.2%	35.1%			

	sales tax									
	An increase in the annual vehicle registration fee	11.0%	9.1%	9.0%	11.1%	10.2%	10.1%			

Q4b

To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.
A new fee of 1 cent per mile driven on state roads
An increase of 18 cents per gallon in the state tax on gasoline purchases
An increase of 1 cent per dollar in the general state sales tax
An increase of $120 in the annual vehicle registration fee

To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer?	A new fee of 1 cent per mile driven on state roads	23.0%	27.0%	25.0%						
	An increase of 18 cents per gallon in the	27.9%	31.9%	29.9%						

Each option raises about the same total revenue.	state tax on gasoline purchases									
	An increase of 1 cent per dollar in the general state sales tax	31.0%	35.0%	33.0%						
	An increase of $120 in the annual vehicle registration fee	10.1%	14.1%	12.1%						
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
To generate an extra $120 per person for transportation needs in	A new fee of 1 cent per mile driven on state roads	23.0%	27.0%	25.0%						

NC, which of the following options would you prefer? Each option raises about the same total revenue.	An increase of 18 cents per gallon in the state tax on gasoline purchases	27.9%	31.9%	29.9%						
	An increase of 1 cent per dollar in the general state sales tax	31.0%	35.0%	33.0%						
	An increase of $120 in the annual vehicle registration fee	10.1%	14.1%	12.1%						
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
To generate an extra $120 per	A new fee of 1 cent per	23.0%	24.3%	25.7%	27.0%	25.0 %				

person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	mile driven on state roads									
	An increase of 18 cents per gallon in the state tax on gasoline purchases	27.9%	29.2%	30.6%	31.9%	29.9%				
	An increase of 1 cent per dollar in the general state sales tax	31.0%	32.3%	33.7%	35.0%	33.0%				
	An increase of $120 in the annual vehicle registration fee	10.1%	11.4%	12.8%	14.1%	12.1%				
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						

		Hispanic or Latino	Not Hispanic or Latino							
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	A new fee of 1 cent per mile driven on state roads	23.0%	27.0%	25.0%						
	An increase of 18 cents per gallon in the state tax on gasoline purchases	27.9%	31.9%	29.9%						
	An increase of 1 cent per dollar in the general state sales tax	21.0%	35.0%	33.0%						
	An increase of $120 in the annual vehicle registration fee	10.1%	14.1%	12.1%						

To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	A new fee of 1 cent per mile driven on state roads	23.0%	24.3%	25.7%	27.0%	25.0%				
	An increase of 18 cents per gallon in the state tax on gasoline purchases	27.9%	29.2%	30.6%	31.9%	29.9%				
	An increase of 1 cent per dollar in the general state sales tax	31.0%	32.3%	33.7%	35.0%	33.0%				
	An increase of $120 in the	10.1%	11.4%	12.8%	14.1%	12.1%				

	annual vehicle registration fee									
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	A new fee of 1 cent per mile driven on state roads	23.0%	23.6%	24.1%	24.7%	25.3%	25.9%	26.4%	27.0%	25.0%
	An increase of 18 cents per gallon in the state tax on gasoline purchases	27.9%	28.5%	29.0%	29.6%	30.2%	30.8%	31.3%	31.9%	29.9%
	An increase of 1 cent per dollar in the general state	31.0%	31.6%	32.1%	32.7%	33.3%	33.9%	34.4%	35.0%	33.0%

	sales tax									
	An increase of $120 in the annual vehicle registration fee	10.1%	10.7%	11.2%	11.8%	12.4%	13.0%	13.5%	14.1%	12.1%
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about	A new fee of 1 cent per mile driven on state roads	23.0%	23.8%	24.6%	25.4%	26.2%	27.0%	25.0%		
	An increase of 18 cents per gallon in the state tax on gasoline	27.9%	28.7%	29.5%	30.3%	31.1%	31.9%	29.9%		

the same total revenue.	purchases									
	An increase of 1 cent per dollar in the general state sales tax	31.0%	31.8%	32.6%	33.4%	34.2%	35.0%	33.0%		
	An increase of $120 in the annual vehicle registration fee	10.1%	10.9%	11.7%	12.5%	13.3%	14.1%	12.1%		
To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
To generate an extra $120 per person for transportation needs in NC, which of the following	A new fee of 1 cent per mile driven on state roads	22.4%	27.6%	23.7%	26.9%	24.5%	25.0%			
	An increase of 18	32.0%	27.6%	30.7%	29.8%	29.3%	29.9%			

options would you prefer? Each option raises about the same total revenue.	cents per gallon in the state tax on gasoline purchases									
	An increase of 1 cent per dollar in the general state sales tax	32.7%	34.8%	31.2%	32.4%	33.9%	33.0%			
	An increase of $120 in the annual vehicle registration fee	12.9%	10.0%	14.4%	10.9%	12.3%	12.1%			

Q4c

North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.
A new fee of 1 cent per mile driven on state roads
An increase of 18 cents per gallon in the state tax on gasoline purchases
An increase of 1 cent per dollar in the general state sales tax
An increase of $120 in the annual vehicle registration fee

North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following	A new fee of 1 cent per mile driven on state roads	29.2%	33.2%	31.2%						
	An increase of 18 cents per gallon in the state tax on gasoline purchases	26.1%	30.1%	28.1%						
	An increase of 1 cent per dollar in the general state sales tax	27.7%	31.7%	29.7%						

options would you prefer? Each option raises about the same total revenue.	An increase of $120 in the annual vehicle registration fee	9.0%	13.0%	11.0%						
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate	A new fee of 1 cent per mile driven on state roads	31.7%	30.7%	31.2%						
	An increase of 18 cents per gallon in the state tax on gasoline purchases	29.7%	26.5%	28.1%						

an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	An increase of 1 cent per dollar in the general state sales tax	31.9%	27.5%	29.7%						
	An increase of $120 in the annual vehicle registration fee	9.3%	12.7%	11.0%						
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less	A new fee of 1 cent per mile driven on state roads	29.2%	30.5%	31.9%	33.2%	31.2%				
	An increase of 18 cents	26.1%	27.4%	28.8%	30.1%	28.1%				

gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	per gallon in the state tax on gasoline purchases									
	An increase of 1 cent per dollar in the general state sales tax	27.7%	29.0%	30.4%	31.7%	29.7%				
	An increase of $120 in the annual vehicle registration fee	9.0%	10.3%	11.7%	13.0%	11.0%				
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							

North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	A new fee of 1 cent per mile driven on state roads	29.3%	33.1%	31.2%						
	An increase of 18 cents per gallon in the state tax on gasoline purchases	28.8%	27.4%	28.1%						
	An increase of 1 cent per dollar in the general state sales tax	29.9%	29.5%	29.7%						
	An increase of $120 in the annual vehicle registration fee	10.8%	11.2%	11.0%						

North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following	A new fee of 1 cent per mile driven on state roads	32.6%	29.5%	33.2%	29.5%	31.2%				
	An increase of 18 cents per gallon in the state tax on gasoline purchases	24.6%	31.8%	26.1%	30.0%	28.1%				
	An increase of 1 cent per dollar in the general state sales tax	29.1%	29.7%	31.0%	29.0%	29.7%				

options would you prefer? Each option raises about the same total revenue.	An increase of $120 in the annual vehicle registration fee	14.6%	13.1%	7.3%	9.0%	11.0%				
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate	A new fee of 1 cent per mile driven on state roads	33.3%	32.3%	34.3%	34.1%	26.9%	29.8%	28.1%	30.7%	31.2%
	An increase of 18 cents per gallon in the state tax on gasoline purchases	32.7%	25.4%	27.2%	25.7%	25.4%	32.0%	29.1%	27.3%	28.1%

an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	An increase of 1 cent per dollar in the general state sales tax	25.9%	28.2%	30.0%	29.4%	30.1%	31.0%	31.1%	32.0%	29.7%
	An increase of $120 in the annual vehicle registration fee	10.9%	8.7%	10.8%	9.3%	6.8%	14.5%	13.7%	13.3%	11.0%
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
North Carolina depends on the state gas tax to fund transportation	A new fee of 1 cent per mile driven on state roads	31.0%	30.1%	29.3%	30.4%	34.6%	31.8%	31.2%		

improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	An increase of 18 cents per gallon in the state tax on gasoline purchases	31.1%	31.1%	24.8%	26.8%	30.7%	24.1%	28.1%		
	An increase of 1 cent per dollar in the general state sales tax	29.8%	30.3%	27.2%	28.7%	32.5%	29.7%	29.7%		
	An increase of $120 in the annual vehicle registration fee	13.2%	9.7%	9.2%	7.8%	13.6%	12.5%	11.0%		
North Carolina depends on the state gas tax to fund transportation improvements, but cars today use less gas per mile than older cars so revenue is declining. To generate an extra $120 per person for transportation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue. * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				

North Carolina depends on the state gas tax to fund transport ation improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate an extra $120 per person for transport ation needs in NC, which of the following options would you prefer? Each option raises about the same total revenue.	A new fee of 1 cent per mile driven on state roads	31.9%	34.3%	32.8%	28.5%	28.4 %	31.2%			
	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	29.0%	29.1%	26.7%	29.4%	26.3 %	28.1%			
	An increa se of 1 cent per dollar in the genera l state sales tax	28.7%	26.7%	31.3%	32.3%	29.5 %	29.7%			
	An increa se of $120 in the annual vehicle registr ation fee	13.8%	11.7%	11.9%	7.1%	10.5 %	11.0%			

Q8a

On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?
Much less than 12,000 miles per year

Less than 12,000 miles per year
About 12,000 miles per year
More than 12,000 miles per year
Much more than 12,000 miles per year
I haven't driven in the past year

On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?	Much less than 12,000 miles per year	14.5%	15.5%	15.0%						
	Less than 12,000 miles per year	15.9%	12.1%	14.0%						
	About 12,000 miles per year	31.0%	29.0%	30.0%						
	More than 12,000 miles	20.4%	19.6%	20.0%						

	per year									
	Much more than 12,000 miles per year	15.3%	18.1%	16.7%						
	I haven't driven in the past year	2.9%	5.7%	4.3%						
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more,	Much less than 12,000 miles per year	15.5%	14.5%	15.0%						
	Less than 12,000 miles	12.2%	15.8%	14.0%						

or about the same number of miles per year?	per year									
	About 12,000 miles per year	29.0%	31.0%	30.0%						
	More than 12,000 miles per year	19.6%	20.4%	20.0%						
	Much more than 12,000 miles per year	18.1%	15.3%	16.7%						
	I haven't driven in the past year	5.7%	2.9%	4.3%						
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and	Black or African American	Other race	White					

		Pacific Islander								
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?	Much less than 12,000 miles per year	13.5%	15.7%	14.2%	16.3%	15.0%				
	Less than 12,000 miles per year	16.7%	12.8%	11.5%	15.2%	14.0%				
	About 12,000 miles per year	26.5%	31.4%	32.8%	28.9%	30.0%				
	More than 12,000 miles per year	19.6%	21.9%	19.4%	19.4%	20.0%				
	Much more than 12,000 miles per year	18.4%	14.0%	17.8%	16.7%	16.7%				
	I haven't	5.3%	4.1%	4.3%	3.4%	4.3%				

	driven in the past year									
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?	Much less than 12,000 miles per year	13.9%	16.1%	15.0%						
	Less than 12,000 miles per year	13.7%	14.3%	14.0%						
	About 12,000 miles per year	31.8%	28.2%	30.0%						
	More than 12,000	21.1%	18.9%	20.0%						

	miles per year									
	Much more than 12,000 miles per year	15.7%	17.7%	16.7%						
	I haven't driven in the past year	3.8%	4.8%	4.3%						
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
On average, North Carolinians drive about 12,000 miles per year. Do you drive	Much less than 12,000 miles per year	17.4%	16.2%	13.5%	12.8%	15.0%				
	Less than 12,000	14.5%	13.2%	16.4%	11.6%	14.0%				

less, more, or about the same number of miles per year?	miles per year									
	About 12,000 miles per year	29.0%	28.7%	28.7%	33.9%	30.0%				
	More than 12,000 miles per year	22.0%	16.5%	20.9%	21.1%	20.0%				
	Much more than 12,000 miles per year	13.3%	17.6%	16.4%	19.4%	16.7%				
	I haven't driven in the past year	3.7%	7.7%	4.1%	1.2%	4.3%				
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Political Ideology Crosstabulation										
% within Political Ideology										

		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?	Much less than 12,000 miles per year	22.7%	7.5%	11.1%	17.6%	19.7%	12.2%	16.4%	12.8%	15.0%
	Less than 12,000 miles per year	11.8%	13.2%	17.1%	14.9%	17.4%	15.6%	7.8%	13.6%	14.0%
	About 12,000 miles per year	27.3%	37.7%	32.5%	31.8%	27.3%	21.8%	27.6%	35.2%	30.0%
	More than 12,000 miles per year	26.4%	17.9%	16.2%	20.9%	13.6%	22.4%	26.7%	15.2%	20.0%
	Much more than 12,000 miles per year	8.2%	25.5%	12.8%	10.1%	18.2%	18.4%	23.3%	18.4%	16.7%

	I haven't driven in the past year	3.6%	-1.9%	10.3%	4.7%	3.8%	9.5%	-1.7%	4.8%	4.3%
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year?	Much less than 12,000 miles per year	13.7%	16.4%	13.7%	13.3%	15.0%	17.2%	15.0%		
	Less than 12,000 miles per year	17.8%	12.0%	19.6%	10.4%	10.5%	14.6%	14.0%		
	About 12,000 miles per year	30.1%	32.2%	26.1%	34.1%	26.8%	29.7%	30.0%		

	More than 12,000 miles per year	21.9%	22.4%	15.0%	18.5%	26.8%	16.7%	20.0%		
	Much more than 12,000 miles per year	18.5%	15.8%	15.7%	15.6%	17.6%	17.2%	16.7%		
	I haven't driven in the past year	-2.1%	1.1%	9.8%	8.1%	3.3%	4.7%	4.3%		
On average, North Carolinians drive about 12,000 miles per year. Do you drive less, more, or about the same number of miles per year? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
On average, North Carolinians drive about 12,000 miles	Much less than 12,000 miles per year	14.2%	11.4%	16.5%	16.4%	17.2%	15.0%			

per year. Do you drive less, more, or about the same number of miles per year?	Less than 12,000 miles per year	8.1%	14.8%	18.0%	15.8%	13.1%	14.0%			
	About 12,000 miles per year	27.9%	28.4%	32.0%	28.4%	33.8%	30.0%			
	More than 12,000 miles per year	21.3%	19.7%	20.6%	20.8%	17.2%	20.0%			
	Much more than 12,000 miles per year	21.8%	18.3%	12.9%	13.7%	16.2%	16.7%			
	I haven't driven in the past year	6.6%	7.4%	0.0%	4.9%	2.5%	4.3%			

Q8b

On average, about how many days per week do you drive any vehicle?
1
2
3

4
5
6
7

On average, about how many days per week do you drive any vehicle? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
On average, about how many days per week do you drive any vehicle?	1	2.8%	6.9%	5.0%						
	2	9.9%	7.5%	8.6%						
	3	10.9%	9.4%	10.1%						
	4	16.1%	20.1%	18.2%						
	5	22.5%	20.5%	21.4%						
	6	11.3%	16.9%	14.3%						
	7	26.6%	18.8%	22.4%						
On average, about how many days per week do you drive any vehicle? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
On average, about how many days per	1	5.1%	4.9%	5.0%						
	2	7.9%	9.3%	8.6%						
	3	10.7%	9.5%	10.1%						
	4	20.2%	16.2%	18.2%						
	5	21.5%	21.3%	21.4%						

week do you drive any vehicle?	6	13.2%	15.4%	14.3%						
	7	21.5%	23.3%	22.4%						
On average, about how many days per week do you drive any vehicle? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
On average, about how many days per week do you drive any vehicle?	1	7.4%	2.6%	6.8%	3.3%	5.0%				
	2	3.8%	11.0%	10.4%	8.9%	8.6%				
	3	10.2%	8.1%	12.1%	9.9%	10.1%				
	4	17.3%	19.7%	14.8%	21.0%	18.2%				
	5	21.5%	23.9%	19.7%	20.7%	21.4%				
	6	14.8%	11.2%	16.5%	14.6%	14.3%				
	7	25.0%	23.6%	19.8%	21.6%	22.4%				
On average, about how many days per week do you drive any vehicle? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
On average, about	1	4.0%	6.0%	5.0%						
	2	9.2%	8.1%	8.6%						
	3	10.5%	9.8%	10.1%						

how many days per week do you drive any vehicle?	4	17.2%	19.2%	18.2%						
	5	21.9%	20.9%	21.4%						
	6	12.8%	15.7%	14.3%						
	7	24.5%	20.5%	22.4%						
On average, about how many days per week do you drive any vehicle? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
On average, about how many days per week do you drive any vehicle?	1	3.9%	4.1%	5.2%	6.7%	5.0%				
	2	8.8%	8.1%	10.9%	6.7%	8.6%				
	3	8.3%	9.3%	10.3%	12.5%	10.1%				
	4	16.5%	19.8%	21.0%	15.7%	18.2%				
	5	21.9%	19.4%	19.0%	25.1%	21.4%				
	6	17.1%	16.6%	12.8%	10.6%	14.3%				
	7	23.5%	22.7%	20.6%	22.6%	22.4%				
On average, about how many days per week do you drive any vehicle? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total

		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
On average, about how many days per week do you drive any vehicle?	1	2.9%	7.7%	3.5%	6.3%	3.7%	5.6%	5.7%	2.9%	5.0%
	2	12.2%	8.8%	10.7%	10.1%	7.5%	10.8%	4.9%	4.9%	8.6%
	3	7.8%	9.1%	10.1%	9.0%	12.6%	10.1%	9.4%	11.6%	10.1%
	4	16.7%	19.5%	14.9%	21.8%	19.1%	16.3%	14.6%	21.3%	18.2%
	5	25.4%	21.8%	23.5%	17.7%	19.1%	18.6%	24.7%	22.8%	21.4%
	6	14.5%	10.7%	13.1%	13.0%	15.4%	16.2%	18.1%	14.7%	14.3%
	7	20.5%	22.4%	24.1%	22.1%	22.6%	22.5%	22.6%	21.8%	22.4%

On average, about how many days per week do you drive any vehicle? * Education Level Crosstabulation

% within Education Level		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
On average, about how many days per week do you drive any vehicle?	1	2.1%	3.8%	2.1%	8.6%	5.6%	6.9%	5.0%		
	2	14.4%	8.0%	8.2%	11.4%	6.2%	3.8%	8.6%		
	3	6.3%	5.9%	13.8%	11.4%	10.4%	11.6%	10.1%		
	4	19.8%	15.4%	20.5%	15.1%	19.9%	18.2%	18.2%		
	5	19.9%	21.7%	18.5%	19.3%	26.0%	23.0%	21.4%		
	6	11.3%	21.7%	16.0%	12.7%	12.7%	13.3%	14.3%		
	7	26.3%	23.5%	20.9%	21.4%	19.3%	23.2%	22.4%		

On average, about how many days per week do you drive any vehicle? * Income Crosstabulation

% within										

Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
On average, about how many days per week do you drive any vehicle?	1	9.2%	3.0%	5.3%	3.9%	3.1%	5.0%			
	2	5.5%	12.2%	10.5%	7.0%	8.0%	8.6%			
	3	12.5%	7.2%	5.9%	10.8%	13.7%	10.1%			
	4	14.0%	20.4%	20.3%	17.4%	19.2%	18.2%			
	5	18.8%	24.1%	22.9%	25.3%	16.9%	21.4%			
	6	17.1%	14.1%	12.0%	12.2%	15.5%	14.3%			
	7	22.9%	19.1%	23.0%	23.4%	23.5%	22.4%			

Q6

How much, if anything, have you read or heard about electric vehicles?
A lot
Some
Only a little
Not at all

How much, if anything, have you read or heard about electric vehicles? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
How much, if anything, have you	A lot	29.3%	30.9%	30.1%						
	Some	31.8%	27.6%	29.6%						
	Only a little	25.3%	22.9%	24.0%						

read or heard about electric vehicles?	Not at all	13.7%	18.7%	16.3%						
How much, if anything, have you read or heard about electric vehicles? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
How much, if anything, have you read or heard about electric vehicles?	A lot	30.2%	30.0%	30.1%						
	Some	26.3%	32.7%	29.6%						
	Only a little	26.9%	21.2%	24.0%						
	Not at all	16.5%	16.1%	16.3%						
How much, if anything, have you read or heard about electric vehicles? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
How much,	A lot	27.2%	32.9%	31.0%	29.6%	30.1%				

if anything, have you read or heard about electric vehicles?	Some	31.7%	26.4%	29.0%	31.3%	29.6%				
	Only a little	22.3%	29.3%	19.4%	25.4%	24.0%				
	Not at all	18.9%	11.4%	20.6%	13.8%	16.3%				
How much, if anything, have you read or heard about electric vehicles? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
How much, if anything, have you read or heard about electric vehicles?	A lot	26.9%	33.2%	30.1%						
	Some	30.6%	28.7%	29.6%						
	Only a little	25.1%	22.9%	24.0%						
	Not at all	17.4%	15.2%	16.3%						
How much, if anything, have you read or heard about electric vehicles? * Political Affiliation Crosstabulation										
% within Political										

Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
How much, if anything, have you read or heard about electric vehicles?	A lot	27.8%	31.9%	26.0%	33.9%	30.1%				
	Some	28.6%	33.5%	29.4%	27.2%	29.6%				
	Only a little	24.4%	17.3%	31.5%	23.3%	24.0%				
	Not at all	19.2%	17.3%	13.2%	15.5%	16.3%				

How much, if anything, have you read or heard about electric vehicles? * Political Ideology Crosstabulation

% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
How much, if anything, have you read or heard about electric vehicles?	A lot	27.6%	22.9%	25.7%	28.8%	34.7%	29.5%	35.6%	36.1%	30.1%
	Some	27.6%	27.8%	22.9%	37.9%	17.8%	46.7%	30.1%	24.1%	29.6%
	Only a little	11.4%	31.2%	38.1%	31.1%	36.4%	12.3%	16.0%	15.7%	24.0%
	Not at all	33.3%	18.1%	13.3%	2.3%	11.0%	11.5%	18.4%	24.1%	16.3%

How much, if anything, have you read or heard about electric vehicles? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
How much, if anything, have you read or heard about electric vehicles?	A lot	34.1%	24.0%	21.9%	33.1%	32.2%	35.0%	30.1%		
	Some	35.7%	27.6%	37.7%	30.7%	19.8%	27.1%	29.6%		
	Only a little	13.2%	25.0%	24.0%	25.9%	33.3%	22.9%	24.0%		
	Not at all	17.0%	23.4%	16.4%	10.2%	14.7%	15.0%	16.3%		
How much, if anything, have you read or heard about electric vehicles? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
How much, if anything, have you read or heard	A lot	32.2%	33.0%	28.5%	29.9%	27.4%	30.1%			
	Some	19.8%	37.4%	29.0%	30.8%	31.1%	29.6%			
	Only a little	22.8%	20.3%	22.6%	23.7%	30.1%	24.0%			
	Not at all	25.2%	9.3%	19.9%	15.6%	11.4%	16.3%			

about electric vehicles?										

Q5a

Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?
Support
Oppose

Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power	Support	49.7%	52.7%	51.2%								
	Oppose	50.3%	47.3%	48.8%								

by 2030 ?												
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030 ?	Support	52.9%	49.6%	51.2%								
	Oppose	47.1%	50.4%	48.8%								
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Race Crosstabulation												

% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?	Support	47.8%	53.4%	48.0%	55.6%	51.2%						
	Oppose	52.2%	46.6%	52.0%	44.4%	48.8%						
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									

Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?	Support	50.5%	51.9%	51.2%								
	Oppose	49.5%	48.1%	48.8%								
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Would you support or oppose a goal for	Support	53.3%	47.0%	53.4%	51.2%	51.2%						
	Oppose	46.7%	53.0%	46.6%	48.8%	48.8%						

North Carolina to have 50% of all newly registered vehicles run on electric power by 2030?												
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal			
Would you support or oppose a goal for North Carolina to have 50% of all newly regist	Support	53.6%	47.9%	47.9%	44.2%	47.9%	55.5%	63.6%	47.8%	51.2%		
	Oppose	46.4%	52.1%	52.1%	55.8%	52.1%	44.5%	36.4%	52.2%	48.8%		

ered vehicles run on electric power by 2030?												
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power	Support	47.9%	54.9%	48.8%	52.0%	56.2%	47.5%	51.2%				
	Oppose	52.1%	45.1%	51.2%	48.0%	43.8%	52.5%	48.8%				

by 2030 ?												
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Would you support or oppose a goal for North Carolina to have 50% of all newly registered vehicles run on electric power by 2030 ?	Support	52.1%	47.4%	50.5%	54.0%	52.1 %	51.2%					
	Oppose	47.9%	52.6%	49.5%	46.0%	47.9 %	48.8%					

Q5b

Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?
Support
Oppose

Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Support	42.2%	45.2%	43.7%								
	Oppose	57.8%	54.8%	56.3%								

Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Support	45.2%	42.2%	43.7%								
	Oppose	54.8%	57.8%	56.3%								
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and	Black or African	Other race	White							

		Pacific Islander	American									
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Support	40.7%	46.0%	39.4%	48.3%	43.7%						
	Oppose	59.3%	54.0%	60.6%	51.7%	56.3%						
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Would you support or	Support	43.0%	44.4%	43.7%								

oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Oppose	57.0%	55.6%	56.3%								
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Would you support or oppose a goal for North Carolina to have	Support	46.3%	39.8%	45.3%	43.7%	43.7%						
	Oppose	53.7%	60.2%	54.7%	56.3%	56.3%						

1.25 million registered vehicles run on electric power by 2030?												
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal			
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run	Support	46.0%	37.2%	41.4%	35.4%	37.5%	49.0%	56.2%	42.0%	43.7%		
	Oppose	54.0%	62.8%	58.6%	64.6%	62.5%	51.0%	43.8%	58.0%	56.3%		

on electric power by 2030?												
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Support	40.4%	47.7%	41.6%	44.5%	48.1%	39.8%	43.7%				
	Oppose	59.6%	52.3%	58.4%	55.5%	51.9%	60.2%	56.3%				

Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Would you support or oppose a goal for North Carolina to have 1.25 million registered vehicles run on electric power by 2030?	Support	44.1%	40.5%	42.6%	46.5%	45.0%	43.7%					
	Oppose	55.9%	59.5%	57.4%	53.5%	55.0%	56.3%					

Q5C_C

Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?
Support
Oppose

Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Sample Crosstabulation													
% within Sample													
		Sample		Total									
		Cint	PureSpectrum										
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?	Support	63.5%	60.9%	61.0%									
	Oppose	36.5%	39.1%	39.0%									
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Gender Crosstabulation													
% within Gender													

		Gender		Total								
		Female	Male									
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?	Support	65.1%	59.2%	61.0%								
	Oppose	34.9%	40.8%	39.0%								
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Would you support or	Support	64.4%	66.9%	59.7%	57.4%	61.0 %						

oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?	Oppose	35.6%	33.1%	40.3%	42.6%	39.0%						
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Would you support or oppose a goal for North Carolina to increa	Support	62.6%	61.6%	61.0%								
	Oppose	37.4%	38.4%	39.0%								

se the number of all newly registered vehicles that run on electric power?												
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Would you support or oppose a goal for North Carolina to increase the number of all newly registered	Support	66.8%	60.0%	61.0%	60.5%	61.0%						
	Oppose	33.2%	40.0%	39.0%	39.5%	39.0%						

vehicles that run on electric power?												
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal			
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric	Support	68.4%	62.1%	55.7%	66.7%	57.7%	52.8%	62.1%	72.7%	61.0%		
	Oppose	31.6%	37.9%	44.3%	33.3%	42.3%	47.2%	37.9%	27.3%	39.0%		

power ?												
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?	Support	57.0%	66.4%	62.0%	66.1%	60.5%	61.3%	61.0%				
	Oppose	43.0%	33.6%	38.0%	33.9%	39.5%	38.7%	39.0%				

Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Would you support or oppose a goal for North Carolina to increase the number of all newly registered vehicles that run on electric power?	Support	56.5%	65.3%	59.6%	62.4%	67.3%	61.0%					
	Oppose	43.5%	34.7%	40.4%	37.6%	32.7%	39.0%					

Q5C_D

Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?
Support
Oppose

Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Sample Crosstabulation													
% within Sample													
		Sample		Total									
		Cint	PureSpectrum										
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Support	60.9%	63.3%	62.1%									
	Oppose	39.1%	36.7%	37.9%									
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Gender Crosstabulation													
% within Gender													
		Gender		Total									

		Female	Male									
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Support	64.3%	60.1%	62.1%								
	Oppose	35.7%	39.9%	37.9%								
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Would you support or oppose a goal for North Carolina to	Support	57.8%	64.4%	60.2%	66.0%	62.1%						
	Oppose	42.2%	35.6%	39.8%	34.0%	37.9%						

increase the percentage of all newly registered vehicles that run on electric power?												
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that	Support	61.4%	62.7%	62.1%								
	Oppose	38.6%	37.3%	37.9%								

run on electric power?												
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Support	64.1%	57.9%	64.8%	61.9%	62.1%						
	Oppose	35.9%	42.1%	35.2%	38.1%	37.9%						

Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal			
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Support	64.5%	61.7%	57.9%	55.8%	61.5%	64.6%	74.2%	56.7%	62.1%		
	Oppose	35.5%	38.3%	42.1%	44.2%	38.5%	35.4%	25.8%	43.3%	37.9%		
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Education Level Crosstabulation												
% within Education Level												

		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Support	58.8%	65.3%	59.6%	62.4%	67.3%	58.8%	62.1%				
	Oppose	41.2%	34.7%	40.4%	37.6%	32.7%	41.2%	37.9%				
Would you support or oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Would you support or	Support	63.6%	57.7%	62.1%	65.2%	62.4%	62.1%					

oppose a goal for North Carolina to increase the percentage of all newly registered vehicles that run on electric power?	Oppose	36.4%	42.3%	37.9%	34.8%	37.6%	37.9%					

Q5Da

Do you feel strongly or not strongly about supporting this goal?
Strongly
Not strongly

Do you feel strongly or not strongly about supporting this goal? * Sample Crosstabulation											
% within Sample											
		Sample		Total							
		Cint	PureSpectrum								
Do you feel strongly or not strongly	Strongly	50.2%	49.2%	49.7%							
	Not strongly	49.8%	50.8%	50.3%							

about supporting this goal?										
Do you feel strongly or not strongly about supporting this goal? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you feel strongly or not strongly about supporting this goal?	Strongly	49.5%	49.8%	49.7%						
	Not strongly	50.5%	50.2%	50.3%						
Do you feel strongly or not strongly about supporting this goal? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you feel strongly or not strongly about suppor	Strongly	55.3%	50.5%	46.0%	49.8%	49.7%				
	Not strongly	44.7%	49.5%	54.0%	50.2%	50.3%				

ting this goal?										
Do you feel strongly or not strongly about supporting this goal? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you feel strongly or not strongly about supporting this goal?	Strongly	48.6%	49.9%	49.7%						
	Not strongly	51.4%	50.1%	50.3%						
Do you feel strongly or not strongly about supporting this goal? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you feel strongly or not strongl	Strongly	50.5%	47.1%	50.2%	50.9%	49.7%				
	Not strongly	49.5%	52.9%	49.8%	49.1%	50.3%				

y about supporting this goal?										
Do you feel strongly or not strongly about supporting this goal? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Do you feel strongly or not strongly about supporting this goal?	Strongly	49.2%	50.0%	55.7%	46.7%	50.9%	45.2%	51.6%	47.3%	49.7%
	Not strongly	50.8%	50.0%	44.3%	53.3%	49.1%	54.8%	48.4%	52.7%	50.3%
Do you feel strongly or not strongly about supporting this goal? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you	Strongly	47.7%	50.8%	46.3%	50.2%	48.5%	53.0%	49.7%		

feel strongly or not strongly about supporting this goal?	Not strongly	52.3%	49.2%	53.7%	49.8%	51.5%	47.0%	50.3%		
Do you feel strongly or not strongly about supporting this goal? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Do you feel strongly or not strongly about supporting this goal?	Strongly	41.4%	51.6%	48.7%	50.0%	49.9%	49.7%			
	Not strongly	58.6%	48.4%	51.3%	50.0%	50.1%	50.3%			

Q5Db

Do you feel strongly or not strongly about opposing this goal?
Strongly
Not strongly

Do you feel strongly or not strongly about opposing this goal? * Sample Crosstabulation										
% within										

Sample										
		Sample		Total						
		Cint	PureSpectrum							
Do you feel strongly or not strongly about opposing this goal?	Strongly	47.6%	49.8%	48.7%						
	Not strongly	52.4%	50.2%	51.3%						
Do you feel strongly or not strongly about opposing this goal? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you feel strongly or not strongly about opposing this goal?	Strongly	49.3%	48.2%	48.7%						
	Not strongly	50.7%	51.8%	51.3%						
Do you feel strongly or not strongly about opposing this goal? * Race Crosstabulation										
% within Race										
		Race				Total				

		Asian and Pacific Islander	Black or African American	Other race	White					
Do you feel strongly or not strongly about opposing this goal?	Strongly	48.7%	48.5%	48.2%	48.9%	48.7%				
	Not strongly	51.3%	51.5%	51.8%	51.1%	51.3%				
Do you feel strongly or not strongly about opposing this goal? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you feel strongly or not strongly about opposing this goal?	Strongly	50.0%	48.5%	48.7%						
	Not strongly	50.0%	51.5%	51.3%						
Do you feel strongly or not strongly about opposing this goal? * Political Affiliation Crosstabulation										
% within Political										

Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you feel strongly or not strongly about opposing this goal?	Strongly	49.2%	48.7%	49.0%	48.1%	48.7%				
	Not strongly	50.8%	51.3%	51.0%	51.9%	51.3%				
Do you feel strongly or not strongly about opposing this goal? * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Do you feel strongly or not strongly about opposing this goal?	Strongly	46.1%	50.3%	46.3%	46.7%	48.5%	51.8%	50.9%	51.4%	48.7%
	Not strongly	53.9%	49.7%	53.7%	53.3%	51.5%	48.2%	49.1%	48.6%	51.3%
Do you feel strongly or not strongly about opposing this goal? * Education Level Crosstabulation										
% within Educa										

tion Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you feel strongly or not strongly about opposing this goal?	Strongly	51.9%	46.3%	46.0%	49.5%	48.1%	51.4%	48.7%		
	Not strongly	48.1%	53.7%	54.0%	50.5%	51.9%	48.6%	51.3%		
Do you feel strongly or not strongly about opposing this goal? * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Do you feel strongly or not strongly about opposing this goal?	Strongly	51.6%	50.4%	49.1%	47.9%	46.7%	48.7%			
	Not strongly	48.4%	49.6%	50.9%	52.1%	53.3%	51.3%			

Q7

Do you or someone else in your household currently own an electric or hybrid vehicle?
No

Yes

Do you or someone else in your household currently own an electric or hybrid vehicle? * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
Do you or someone else in your household currently own an electric or hybrid vehicle?	No	94.4%	94.8%	94.6%						
	Yes	5.6%	5.2%	5.4%						
Do you or someone else in your household currently own an electric or hybrid vehicle? * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you or someone else in your household currently own	No	95.4%	93.8%	94.6%						
	Yes	4.6%	6.2%	5.4%						

an electric or hybrid vehicle?										
Do you or someone else in your household currently own an electric or hybrid vehicle? * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you or someone else in your household currently own an electric or hybrid vehicle?	No	92.9%	95.2%	95.1%	95.2%	94.6%				
	Yes	7.1%	4.8%	4.9%	4.8%	5.4%				
Do you or someone else in your household currently own an electric or hybrid vehicle? * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you or	No	94.4%	94.8%	94.6%						

someone else in your household currently own an electric or hybrid vehicle?	Yes	5.6%	5.2%	5.4%						
Do you or someone else in your household currently own an electric or hybrid vehicle? * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you or someone else in your household currently own an electric or hybrid vehicle?	No	94.8%	93.6%	95.5%	94.4%	94.6%				
	Yes	5.2%	6.4%	4.5%	5.6%	5.4%				
Do you or someone else in your household currently own an electric or hybrid vehicle? * Political Ideology Crosstabulation										
% within Political										

Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Do you or someone else in your household currently own an electric or hybrid vehicle?	No	95.2%	96.6%	92.2%	94.3%	96.6%	93.8%	97.6%	91.0%	94.6%
	Yes	4.8%	3.4%	7.8%	5.7%	3.4%	6.2%	2.4%	9.0%	5.4%
Do you or someone else in your household currently own an electric or hybrid vehicle? * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you or someone else in your household currently own an electric or	No	94.0%	95.2%	94.0%	94.6%	96.4%	93.9%	94.6%		
	Yes	6.0%	4.8%	6.0%	5.4%	3.6%	6.1%	5.4%		

hybrid vehicle ?										
Do you or someone else in your household currently own an electric or hybrid vehicle? * Income Crosstabulation										
% within Incom e										
		Income					Total			
		$100,00 0 or more	$25,000 to $49,999	$50,000 to $74,999	$75,00 0 to $99,99 9	Less than $25,0 00				
Do you or someo ne else in your house hold current ly own an electric or hybrid vehicle ?	N o	95.4%	92.6%	94.9%	95.5%	94.1%	94.6%			
	Y es	4.6%	7.4%	5.1%	4.5%	5.9%	5.4%			

Q7b

Are you the primary driver of either a hybrid or an electric vehicle?
Yes, I am the primary driver
No, someone else in my household is the primary driver
Other

Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Sample Crosstabulation												
% within Sample												
		Sample		Total								

		Cint	PureSpectrum									
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	70.7%	71.3%	71.0%								
	No, someone else in my household is the primary driver	24.9%	24.3%	24.6%								
	Other	4.4%	4.4%	4.4%								
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	70.4%	71.6%	71.0%								
	No, someone else in my household is the primary driver	24.3%	24.9%	24.6%								
	Other	5.3%	3.5%	4.4%								

Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	70.8%	71.0%	71.0%	71.0%	71.0%						
	No, someone else in my household is the primary driver	23.7%	25.4%	25.0%	24.6%	24.6%						
	Other	5.4%	3.6%	4.0%	4.4%	4.4%						
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Are you the primary driver of either a hybrid or	Yes, I am the primary driver	70.7%	71.3%	71.0%								

an electric vehicle? - Selected Choice	No, someone else in my household is the primary driver	24.2%	25.0%	24.6%								
	Other	5.0%	3.8%	4.4%								
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	69.4%	70.0%	72.2%	72.6%	71.0%						
	No, someone else in my household is the primary driver	25.6%	25.6%	24.5%	22.6%	24.6%						
	Other	5.0%	4.4%	3.3%	4.8%	4.4%						
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology										

		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	Total		
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	70.2%	71.8%	69.0%	71.1%	68.8%	70.3%	75.0%	72.3%	71.0%		
	No, someone else in my household is the primary driver	28.1%	24.4%	26.2%	25.8%	23.4%	25.8%	20.8%	21.8%	24.6%		
	Other	1.7%	3.8%	4.8%	3.1%	7.8%	3.9%	4.2%	5.9%	4.4%		
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	72.8%	71.2%	67.5%	69.9%	70.3%	73.7%	71.0%				
	No, someone else in my household is the prima	22.8%	25.9%	25.4%	24.4%	25.6%	23.7%	24.6%				

	ry driver											
	Other	4.4%	2.9%	7.1%	5.7%	4.1%	2.6%	4.4%				
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Are you the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the primary driver	69.5%	72.0%	70.2%	70.1%	72.5%	71.0%					
	No, someone else in my household is the primary driver	24.5%	23.3%	24.9%	25.5%	25.0%	24.6%					
	Other	6.0%	4.7%	4.9%	4.4%	2.5%	4.4%					

Q10a

How likely are you to seriously consider buying or leasing an electric vehicle?
Very likely
Somewhat likely
Not too likely
Not at all likely
I do not expect to purchase another vehicle

How likely are you to seriously consider buying or leasing an electric vehicle? * Sample Crosstabulation												

% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	30.6%	30.8%	30.7%								
	Some what likely	24.1%	23.1%	23.6%								
	Not too likely	8.3%	7.9%	8.1%								
	Not at all likely	32.0%	33.0%	32.5%								
	I do not expect to purchase another vehicle	5.1%	5.1%	5.1%								
How likely are you to seriously consider buying or leasing an electric vehicle? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	30.0%	31.4%	19.7%								
	Some what likely	24.3%	22.9%	20.9%								
	Not too likely	8.0%	8.2%	18.8%								
	Not at all likely	32.4%	32.6%	18.9%								
	I do not expect to	5.2%	5.0%	21.8%								

	purchase another vehicle											
How likely are you to seriously consider buying or leasing an electric vehicle? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	0.319	0.302	0.298	0.309	30.7%						
	Somewhat likely	0.238	0.25	0.22	0.237	23.6%						
	Not too likely	0.093	0.069	0.09	0.072	8.1%						
	Not at all likely	0.302	0.339	0.329	0.329	32.5%						
	I do not expect to purchase another vehicle	0.048	0.04	0.063	0.052	5.1%						
How likely are you to seriously consider buying or leasing an electric vehicle? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									

How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	30.9%	30.5%	30.7%								
	Some what likely	23.2%	24.0%	23.6%								
	Not too likely	7.7%	8.5%	8.1%								
	Not at all likely	32.7%	32.3%	32.5%								
	I do not expect to purchase another vehicle	5.5%	4.7%	5.1%								
How likely are you to seriously consider buying or leasing an electric vehicle? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	30.9%	29.6%	32.0%	30.4%	30.7%						
	Some what likely	24.1%	24.9%	22.8%	22.1%	23.6%						
	Not too likely	7.2%	8.2%	9.1%	7.9%	8.1%						
	Not at all likely	34.1%	31.1%	32.8%	32.4%	32.5%						
	I do not expect to purchase another	3.6%	6.2%	3.3%	7.1%	5.1%						

	vehicle											
How likely are you to seriously consider buying or leasing an electric vehicle? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	31.3%	28.9%	24.8%	32.0%	34.2%	32.5%	33.3%	28.6%	30.7%		
	Somewhat likely	22.1%	22.3%	25.6%	25.0%	24.8%	20.6%	23.6%	24.4%	23.6%		
	Not too likely	8.4%	8.3%	9.8%	7.0%	4.3%	8.7%	9.8%	8.4%	8.1%		
	Not at all likely	34.4%	34.7%	31.6%	32.0%	31.6%	30.2%	30.1%	36.1%	32.5%		
	I do not expect to purchase another vehicle	3.8%	5.8%	8.3%	3.9%	5.1%	7.9%	3.3%	2.5%	5.1%		
How likely are you to seriously consider buying or leasing an electric vehicle? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How likely are you to	Very likely	29.3%	30.7%	32.0%	31.7%	30.4%	30.0%	30.7%				

seriously consider buying or leasing an electric vehicle?	Some what likely	24.4%	22.2%	24.3%	22.8%	24.4 %	22.8 %	23.6%				
	Not too likely	7.3%	6.5%	6.5%	7.8%	10.1 %	10.0 %	8.1%				
	Not at all likely	31.7%	37.3%	33.1%	32.3%	31.5 %	30.6 %	32.5%				
	I do not expec t to purch ase anoth er vehicl e	7.3%	3.3%	4.1%	5.4%	3.6%	6.7%	5.1%				
How likely are you to seriously consider buying or leasing an electric vehicle? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How likely are you to seriously consider buying or leasing an electric vehicle?	Very likely	32.7%	29.5%	30.7%	30.9%	29.7 %	30.7 %					
	Some what likely	22.3%	25.0%	24.3%	23.2%	23.3 %	23.6 %					
	Not too likely	9.9%	6.5%	5.9%	8.2%	10.4 %	8.1%					
	Not at all likely	30.7%	33.0%	33.2%	32.0%	33.2 %	32.5 %					
	I do not expec t to purch ase anoth er vehicl e	4.5%	6.0%	5.9%	5.7%	3.5%	5.1%					

Q10b

How likely are you to seriously consider buying or leasing another electric vehicle?
Very likely
Somewhat likely
Not too likely
Not at all likely
I do not expect to purchase another vehicle

How likely are you to seriously consider buying or leasing another electric vehicle? * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely			56.4%								
	Some what likely			28.8%								
	Not too likely			9.8%								
	Not at all likely			3.5%								
	I do not expect to purchase another vehicle			1.5%								
How likely are you to seriously consider buying or leasing another electric vehicle? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									

How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely			56.4%								
	Some what likely			28.8%								
	Not too likely			9.8%								
	Not at all likely			3.5%								
	I do not expect to purchase another vehicle			1.5%								
How likely are you to seriously consider buying or leasing another electric vehicle? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely					56.4%						
	Some what likely					28.8%						
	Not too likely					9.8%						
	Not at all likely					3.5%						
	I do not expect to purchase					1.5%						

	another vehicle											
How likely are you to seriously consider buying or leasing another electric vehicle? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely			56.4%								
	Some what likely			28.8%								
	Not too likely			9.8%								
	Not at all likely			3.5%								
	I do not expect to purchase another vehicle			1.5%								
How likely are you to seriously consider buying or leasing another electric vehicle? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How likely are you to	Very likely					56.4%						

seriously consider buying or leasing another electric vehicle?	Some what likely					28.8 %						
	Not too likely					9.8%						
	Not at all likely					3.5%						
	I do not expec t to purch ase anoth er vehicl e					1.5%						
How likely are you to seriously consider buying or leasing another electric vehicle? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Tot al		
		Conser vative	Extreme ly conserv ative	Extre mely liberal	Libera l	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral			
How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely									56. 4%		
	Some what likely									28. 8%		
	Not too likely									9.8 %		
	Not at all likely									3.5 %		
	I do not expec t to purch ase anoth er vehicl e									1.5 %		

How likely are you to seriously consider buying or leasing another electric vehicle? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How likely are you to seriously consider buying or leasing another electric vehicle?	Very likely							56.4%				
	Some what likely							28.8%				
	Not too likely							9.8%				
	Not at all likely							3.5%				
	I do not expect to purchase another vehicle							1.5%				
How likely are you to seriously consider buying or leasing another electric vehicle? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How likely are you to seriously consider buying or	Very likely						56.4%					
	Some what likely						28.8%					

leasing another electric vehicle?	Not too likely						9.8%					
	Not at all likely						3.5%					
	I do not expect to purchase another vehicle						1.5%					

Q11a

Compared to gas powered vehicles, electric vehicles are:
More reliable
Less reliable
Equally reliable
Unsure

Compared to gas powered vehicles, electric vehicles are: * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
Compared to gas powered vehicles, electric vehicles are:	More reliable	56.6%	56.2%	24.4%								
	Less reliable	29.4%	28.2%	20.4%								
	Equally reliable	9.9%	9.7%	31.3%								
	Unsure	2.6%	4.3%	23.9%								
		0.014	0.016									

Compared to gas powered vehicles, electric vehicles are: * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Compared to gas powered vehicles, electric vehicles are:	More reliable	55.7%	57.1%	24.4%								
	Less reliable	29.6%	28.0%	20.4%								
	Equally reliable	9.9%	9.7%	31.3%								
	Unsure	3.2%	3.8%	23.9%								
		0.016	0.014									

Compared to gas powered vehicles, electric vehicles are: * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Compared to gas powered vehicles, electric vehicles are:	More reliable	58.1%	56.3%	55.1%	56.4%	24.4%						
	Less reliable	29.0%	30.4%	27.2%	28.8%	20.4%						
	Equally reliable	10.9%	8.5%	10.6%	9.2%	31.3%						
	Unsure	0.8%	4.5%	4.3%	4.0%	23.9%						
		0.012	0.004	0.028	0.016							

Compared to gas powered vehicles, electric vehicles are: * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Compared to gas powered vehicles, electric vehicles are:	More reliable	56.9%	55.9%	24.4%								
	Less reliable	28.5%	29.1%	20.4%								
	Equally reliable	9.6%	10.0%	31.3%								
	Unsure	3.3%	3.7%	23.9%								
		0.018	0.012									

Q11b

Compared to gas powered vehicles, electric vehicles are:
Better for the environment
Worse for the environment
No different for the environment
Unsure

Compared to gas powered vehicles, electric vehicles are: * Sample Crosstabulation											
% within Sample											
		Sample		Total							
		Cint	PureSpectrum								
Compared to gas power	Better for the environment	60.2%	57.6%	58.9%							

ed vehicles, electric vehicles are:	Worse for the environment	9.8%	10.4%	10.1%						
	No different for the environment	20.0%	22.0%	21.0%						
	Unsure	10.0%	10.0%	10.0%						
		100.0%	100.0%							
Compared to gas powered vehicles, electric vehicles are: * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	60.2%	57.6%	58.9%						
	Worse for the environment	8.5%	11.7%	10.1%						
	No different for the environment	19.3%	22.7%	21.0%						
	Unsure	12.0%	8.0%	10.0%						
Compared to gas powered vehicles, electric vehicles are: * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Compared	Better for the	60.2%	55.8%	58.0%	59.3%	58.9%				

to gas powered vehicles, electric vehicles are:	environment									
	Worse for the environment	9.5%	11.3%	10.7%	9.8%	10.1%				
	No different for the environment	20.3%	22.5%	21.2%	20.9%	21.0%				
	Unsure	10.0%	10.4%	10.1%	10.0%	10.0%				
Compared to gas powered vehicles, electric vehicles are: * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	57.5%	59.2%	58.9%						
	Worse for the environment	11.0%	9.7%	10.1%						
	No different for the environment	21.5%	20.8%	21.0%						
	Unsure	10.0%	10.3%	10.0%						
Compared to gas powered vehicles, electric vehicles are: * Political Affiliation Crosstabulation										
% within Political Affiliation										

		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	63.0%	57.2%	55.5%	53.0%	58.9%				
	Worse for the environment	8.5%	11.2%	12.0%	12.5%	10.1%				
	No different for the environment	19.5%	21.6%	22.5%	24.0%	21.0%				
	Unsure	9.0%	10.0%	10.0%	10.5%	10.0%				
Compared to gas powered vehicles, electric vehicles are: * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	52.5%	50.0%	65.0%	63.5%	57.0%	55.5%	54.0%	60.0%	58.9%
	Worse for the environment	13.0%	14.0%	8.0%	8.5%	11.0%	11.5%	12.0%	9.5%	10.1%
	No different for the environment	24.5%	26.0%	18.0%	19.0%	22.0%	23.0%	24.0%	20.5%	21.0%
	Unsure	10.0%	10.0%	9.0%	9.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Compared to gas powered vehicles, electric vehicles are: * Education Level Crosstabulation										

% within Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	59.5%	60.0%	61.0%	57.0%	55.0%	58.0%	58.9%		
	Worse for the environment	9.5%	9.0%	8.5%	11.0%	12.0%	10.5%	10.1%		
	No different for the environment	21.0%	21.0%	20.5%	22.0%	23.0%	21.5%	21.0%		
	Unsure	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%		
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Compared to gas powered vehicles, electric vehicles are:	Better for the environment	61.0%	56.0%	58.0%	59.5%	55.0%	58.9%			
	Worse for the environment	8.5%	11.5%	10.5%	9.5%	12.0%	10.1%			
	No different for the	20.5%	22.5%	21.5%	21.0%	23.0%	21.0%			

	environment									
	Unsure	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%			

Q11Ca

Compared to gas powered vehicles, electric vehicles are:
More expensive to maintain
Less expensive to maintain
Equally expensive to maintain
Unsure

Compared to gas powered vehicles, electric vehicles are: * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	38.5%	40.2%	39.9%						
	Less expensive to maintain	15.5%	14.2%	14.8%						
	Equally expensive to maintain	25.8%	24.8%	25.1%						
	Unsure	20.2%	20.8%	20.2%						
Compared to gas powered vehicles, electric vehicles are: * Gender Crosstabulation										
% within										

Gender										
		Gender		Total						
		Female	Male							
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	40.5%	39.2%	39.9%						
	Less expensive to maintain	14.0%	15.2%	14.8%						
	Equally expensive to maintain	24.5%	25.5%	25.1%						
	Unsure	21.0%	20.1%	20.2%						
Compared to gas powered vehicles, electric vehicles are: * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	38.0%	41.5%	39.8%	40.5%	39.9 %				
	Less expensive to maintain	15.0%	13.5%	14.8%	14.2%	14.8 %				
	Equally expensive to maintain	26.0%	24.0%	25.2%	24.3%	25.1 %				

	Unsure	21.0%	21.0%	20.2%	21.0%	20.2%				
Compared to gas powered vehicles, electric vehicles are: * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	38.8%	40.5%	39.9%						
	Less expensive to maintain	15.0%	14.5%	14.8%						
	Equally expensive to maintain	25.5%	24.8%	25.1%						
	Unsure	20.7%	20.2%	20.2%						
Compared to gas powered vehicles, electric vehicles are: * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Compared to gas powered	More expensive to maintain	35.5%	40.2%	42.0%	43.5%	39.9%				

vehicles, electric vehicles are:	Less expensive to maintain	18.0%	14.0%	13.2%	12.5%	14.8%				
	Equally expensive to maintain	27.0%	24.8%	24.0%	23.0%	25.1%				
	Unsure	19.5%	21.0%	20.8%	21.0%	20.2%				
Compared to gas powered vehicles, electric vehicles are: * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	44.0%	45.5%	35.0%	36.5%	40.0%	41.5%	43.0%	38.5%	39.9%
	Less expensive to maintain	12.0%	11.5%	18.5%	17.0%	14.5%	14.0%	12.8%	16.0%	14.8%
	Equally expensive to maintain	23.0%	22.0%	27.5%	27.0%	25.5%	24.5%	23.2%	26.0%	25.1%
	Unsure	21.0%	21.0%	19.0%	19.5%	20.0%	20.0%	21.0%	19.5%	20.2%
Compared to gas powered vehicles, electric vehicles are: * Education Level Crosstabulation										
% within										

Education Level										
		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Compared to gas powered vehicles, electric vehicles are:	More expensive to maintain	38.5%	37.5%	36.5%	41.0%	42.0%	39.5%	39.9%		
	Less expensive to maintain	15.0%	16.0%	17.0%	13.5%	12.5%	14.5%	14.8%		
	Equally expensive to maintain	26.0%	26.5%	27.0%	24.5%	23.5%	25.5%	25.1%		
	Unsure	20.5%	20.0%	19.5%	21.0%	22.0%	20.5%	20.2%		
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Compared to gas powered vehicles, electric	More expensive to maintain	37.0%	41.5%	40.0%	39.0%	42.5%	39.9%			
	Less expensive to maintain	16.5%	13.5%	14.5%	15.0%	12.0%	14.8%			

vehicles are:	Equally expensive to maintain	26.5%	24.0%	25.0%	25.5%	23.5%	25.1%			
	Unsure	20.0%	21.0%	20.5%	20.5%	22.0%	20.2%			

Q11Cb

Compared to gas powered vehicles, electric vehicles are:
More expensive to purchase
Less expensive to purchase
Equally expensive to purchase
Unsure

Compared to gas powered vehicles, electric vehicles are: * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	74.5%	76.0%	75.4%								
	Less expensive to purchase	5.0%	4.2%	4.6%								
	Equally expensive to purchase	9.5%	8.8%	9.1%								
	Unsure	11.0%	11.0%	10.9%								

Compared to gas powered vehicles, electric vehicles are: * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	76.0%	74.8%	75.4%								
	Less expensive to purchase	4.5%	4.7%	4.6%								
	Equally expensive to purchase	8.5%	9.6%	9.1%								
	Unsure	11.0%	10.9%	10.9%								
Compared to gas powered vehicles, electric vehicles are: * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	73.5%	77.0%	75.0%	76.0%	75.4%						
	Less expensive to	5.5%	4.0%	4.8%	4.2%	4.6%						

	purchase											
	Equally expensive to purchase	9.5%	8.5%	9.2%	8.8%	9.1%						
	Unsure	11.5%	10.5%	11.0%	11.0%	10.9%						
Compared to gas powered vehicles, electric vehicles are: * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	74.2%	76.0%	75.4%								
	Less expensive to purchase	5.2%	4.3%	4.6%								
	Equally expensive to purchase	9.5%	8.8%	9.1%								
	Unsure	11.1%	10.9%	10.9%								
Compared to gas powered vehicles, electric vehicles are: * Political Affiliation Crosstabulation												

% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	72.5%	75.5%	77.0%	78.5%	75.4%						
	Less expensive to purchase	6.0%	4.7%	4.0%	3.5%	4.6%						
	Equally expensive to purchase	10.0%	9.2%	8.5%	8.0%	9.1%						
	Unsure	11.5%	10.6%	10.5%	10.0%	10.9%						
Compared to gas powered vehicles, electric vehicles are: * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	78.0%	79.5%	71.0%	72.5%	74.8%	75.0%	77.0%	73.5%	75.4%		
	Less expensive to purchase	3.5%	3.0%	6.5%	6.0%	4.7%	4.8%	4.0%	5.2%	4.6%		

	Equally expensive to purchase	8.5%	7.5%	10.5%	10.0%	9.6%	9.2%	8.5%	9.5%	9.1%		
	Unsure	10.0%	10.0%	12.0%	11.5%	10.9%	11.0%	10.5%	11.8%	10.9%		
Compared to gas powered vehicles, electric vehicles are: * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	74.5%	73.5%	72.5%	76.0%	77.0%	75.2%	75.4%				
	Less expensive to purchase	5.0%	5.5%	6.0%	4.2%	4.0%	4.8%	4.6%				
	Equally expensive to purchase	9.5%	9.8%	10.0%	8.8%	8.5%	9.2%	9.1%				
	Unsure	11.0%	11.2%	11.5%	11.0%	10.5%	10.8%	10.9%				
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation												
% within Income												
		Income					Total					

		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Compared to gas powered vehicles, electric vehicles are:	More expensive to purchase	73.0%	77.0%	75.5%	74.5%	78.0%	75.4%					
	Less expensive to purchase	5.8%	4.0%	4.7%	5.0%	3.5%	4.6%					
	Equally expensive to purchase	9.5%	8.5%	9.2%	9.5%	8.5%	9.1%					
	Unsure	11.7%	10.5%	10.6%	11.0%	10.0%	10.9%					

Q11D

Compared to gas powered vehicles, electric vehicles can:
Drive more miles on a single charge
Drive fewer miles on a single charge
Drive about the same number of miles on a single charge
Unsure

Compared to gas powered vehicles, electric vehicles can: * Sample Crosstabulation										
% within Sample										
		Sample		Total						
		Cint	PureSpectrum							
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single	10.5%	9.2%	9.9%						

	charge									
	Drive fewer miles on a single charge	59.0%	61.0%	60.1%						
	Drive about the same number of miles on a single charge	20.0%	19.5%	19.8%						
	Unsure	10.5%	10.3%	10.2%						
Compared to gas powered vehicles, electric vehicles can: * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	10.2%	9.5%	9.9%						
	Drive fewer miles on a	59.5%	60.8%	60.1%						

	single charge									
	Drive about the same number of miles on a single charge	20.1%	19.7%	19.8%						
	Unsure	10.2%	10.0%	10.2%						
Compared to gas powered vehicles, electric vehicles can: * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	11.0%	8.5%	9.8%	10.0%	9.9%				
	Drive fewer miles on a single charge	58.5%	62.0%	60.3%	60.0%	60.1%				

	Drive about the same number of miles on a single charge	20.3%	19.0%	19.7%	19.8%	19.8%				
	Unsure	10.2%	10.5%	10.2%	10.2%	10.2%				
Compared to gas powered vehicles, electric vehicles can: * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	10.5%	9.5%	9.9%						
	Drive fewer miles on a single charge	59.5%	60.7%	60.1%						
	Drive about the same number	20.0%	19.6%	19.8%						

	of miles on a single charge									
	Unsure	10.0%	10.2%	10.2%						
Compared to gas powered vehicles, electric vehicles can: * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	12.0%	9.5%	8.7%	7.5%	9.9%				
	Drive fewer miles on a single charge	57.5%	60.5%	61.2%	62.5%	60.1%				
	Drive about the same number of miles on a single charge	20.5%	19.5%	19.5%	19.3%	19.8%				
	Unsure	10.0%	10.5%	10.6%	10.7%	10.2%				

Compared to gas powered vehicles, electric vehicles can: * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	8.5%	7.5%	12.5%	11.5%	9.5%	9.8%	8.7%	10.2%	9.9%
	Drive fewer miles on a single charge	62.0%	63.0%	57.0%	57.8%	60.7%	60.3%	61.5%	59.8%	60.1%
	Drive about the same number of miles on a single charge	19.2%	19.0%	20.5%	20.0%	19.6%	19.7%	19.3%	20.0%	19.8%
	Unsure	10.3%	10.5%	10.0%	10.7%	10.2%	10.2%	10.5%	10.0%	10.2%
Compared to gas powered vehicles, electric vehicles can: * Education Level Crosstabulation										
% within Education Level										

		Education Level						Total		
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	10.0%	9.8%	9.5%	10.2%	8.7%	9.7%	9.9%		
	Drive fewer miles on a single charge	60.0%	60.3%	60.7%	59.8%	61.5%	60.4%	60.1%		
	Drive about the same number of miles on a single charge	19.8%	19.7%	19.6%	20.0%	19.3%	19.7%	19.8%		
	Unsure	10.2%	10.2%	10.2%	10.0%	10.5%	10.2%	10.2%		
Compared to gas powered vehicles, electric vehicles can: * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				

Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a single charge	10.5%	9.0%	9.8%	10.0%	8.7%	9.9%			
	Drive fewer miles on a single charge	59.5%	61.0%	60.3%	60.0%	61.5%	60.1%			
	Drive about the same number of miles on a single charge	20.0%	19.5%	19.7%	19.8%	19.3%	19.8%			
	Unsure	10.0%	10.5%	10.2%	10.2%	10.5%	10.2%			

Q11E

Compared to gas powered vehicles, electric vehicles are:
Safer to drive
Less safe to drive
About the same safety
Unsure

Compared to gas powered vehicles, electric vehicles are: * Sample Crosstabulation												
% within Sample												

		Sample		Total								
		Cint	PureSpectrum									
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	11.0%	10.2%	10.6%								
	Less safe to drive	39.0%	41.0%	40.0%								
	About the same safety	30.0%	28.5%	29.3%								
	Unsure	20.0%	20.3%	20.1%								
Compared to gas powered vehicles, electric vehicles are: * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	10.8%	10.4%	10.6%								
	Less safe to drive	39.5%	40.5%	40.0%								
	About the same	29.6%	29.0%	29.3%								

	safety											
	Unsure	20.1%	20.1%	20.1%								
Compared to gas powered vehicles, electric vehicles are: * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	11.5%	9.5%	10.7%	10.6%	10.6%						
	Less safe to drive	38.5%	41.5%	40.2%	40.0%	40.0%						
	About the same safety	30.0%	28.9%	29.3%	29.2%	29.3%						
	Unsure	20.0%	20.1%	19.8%	20.2%	20.1%						
Compared to gas powered vehicles, electric vehicles are: * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
Compared	Safer	11.2%	10.2%	10.6%								

to gas powered vehicles, electric vehicles are:	to drive											
	Less safe to drive	39.2%	40.5%	40.0%								
	About the same safety	29.5%	29.2%	29.3%								
	Unsure	20.1%	20.1%	20.1%								
Compared to gas powered vehicles, electric vehicles are: * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	12.5%	10.0%	9.8%	9.0%	10.6%						
	Less safe to drive	37.5%	40.5%	41.0%	42.0%	40.0%						
	About the same safety	30.0%	29.4%	29.2%	28.7%	29.3%						

	Unsure	20.0%	20.1%	20.0%	20.3%	20.1%						
Compared to gas powered vehicles, electric vehicles are: * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal			
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	9.0%	8.5%	13.0%	12.0%	10.2%	10.7%	9.5%	11.0%	10.6%		
	Less safe to drive	42.0%	42.5%	37.0%	38.0%	40.5%	40.2%	41.5%	39.8%	40.0%		
	About the same safety	28.5%	28.0%	30.0%	29.5%	29.2%	29.3%	28.5%	29.5%	29.3%		
	Unsure	20.5%	21.0%	20.0%	20.5%	20.1%	19.8%	20.5%	19.7%	20.1%		
Compared to gas powered vehicles, electric vehicles are: * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					

Compared to gas powered vehicles, electric vehicles are:	Safer to drive	10.8%	10.6%	10.2%	11.0%	9.5%	10.4%	10.6%				
	Less safe to drive	39.5%	40.0%	40.5%	39.8%	41.5%	40.3%	40.0%				
	About the same safety	29.6%	29.3%	29.2%	29.5%	28.5%	29.2%	29.3%				
	Unsure	20.1%	20.1%	20.1%	19.7%	20.5%	20.1%	20.1%				
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
Compared to gas powered vehicles, electric vehicles are:	Safer to drive	11.0%	9.5%	10.2%	10.6%	9.0%	10.6%					
	Less safe to drive	39.0%	41.5%	40.5%	40.0%	42.0%	40.0%					
	About the same safety	30.0%	28.5%	29.2%	29.3%	28.7%	29.3%					

	Unsure	20.0%	20.5%	20.1%	20.1%	20.3%	20.1%					

Q12A

Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."
Disagree, Strongly
Disagree
Agree
Agree, Strongly

Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Sample Crosstabulation											
% within Sample											
		Sample		Total							
		Cint	PureSpectrum								
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Disagree, Strongly	23.5%	24.5%	24.0%							
	Disagree	16.0%	15.2%	15.6%							
	Agree	37.0%	36.5%	36.8%							
	Agree, Strongly	23.5%	23.8%	23.6%							

Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Gender Crosstabulation										
% within Gender										
		Gender		Total						
		Female	Male							
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Disagree, Strongly	23.8%	24.2%	24.0%						
	Disagree	15.8%	15.5%	15.6%						
	Agree	36.9%	36.7%	36.8%						
	Agree, Strongly	23.5%	23.6%	23.6%						
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Race Crosstabulation										
% within Race										
		Race				Total				
		Asian and Pacific Islander	Black or African American	Other race	White					
Do you	Disagree,	22.5%	25.0%	23.7%	24.1%	24.0%				

agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Strongly									
	Disagree	16.5%	15.0%	15.8%	15.5%	15.6%				
	Agree	37.5%	36.5%	36.9%	36.6%	36.8%				
	Agree, Strongly	23.5%	23.5%	23.6%	23.8%	23.6%				
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Ethnicity Crosstabulation										
% within Ethnicity										
		Ethnicity		Total						
		Hispanic or Latino	Not Hispanic or Latino							
Do you agree or disagree with this statement: "Electric vehicles are	Disagree, Strongly	23.2%	24.5%	24.0%						
	Disagree	16.2%	15.2%	15.6%						
	Agree	37.0%	36.5%	36.8%						
	Agree, Strongly	23.6%	23.8%	23.6%						

the future and will largely replace gas engines over time."										
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Political Affiliation Crosstabulation										
% within Political Affiliation										
		Political Affiliation				Total				
		Democrat	Independent	Other	Republican					
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Disagree, Strongly	20.5%	23.5%	24.5%	27.5%	24.0%				
	Disagree	13.0%	16.0%	15.2%	18.0%	15.6%				
	Agree	40.0%	37.0%	36.5%	33.0%	36.8%				
	Agree, Strongly	26.5%	23.5%	23.8%	21.5%	23.6%				

Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Political Ideology Crosstabulation										
% within Political Ideology										
		Political Ideology								Total
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/ Not Applicable	Slightly conservative	Slightly liberal	
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Disagree, Strongly	26.5%	28.0%	20.0%	21.0%	23.5%	24.1%	25.5%	22.8%	24.0%
	Disagree	17.5%	18.5%	12.5%	13.5%	16.0%	15.5%	17.0%	14.2%	15.6%
	Agree	34.0%	32.5%	40.5%	39.5%	37.0%	36.6%	35.0%	38.0%	36.8%
	Agree, Strongly	22.0%	21.0%	27.0%	26.0%	23.5%	23.8%	22.5%	25.0%	23.6%
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Education Level Crosstabulation										
% within Education Level										
		Education Level						Total		

		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree			
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time."	Disagree, Strongly	23.8%	24.0%	24.5%	22.8%	25.5%	23.9%	24.0%		
	Disagree	15.8%	15.6%	15.2%	14.2%	17.0%	15.7%	15.6%		
	Agree	36.9%	36.8%	36.5%	38.0%	35.0%	36.8%	36.8%		
	Agree, Strongly	23.5%	23.6%	23.8%	25.0%	22.5%	23.6%	23.6%		
Do you agree or disagree with this statement: "Electric vehicles are the future and will largely replace gas engines over time." * Income Crosstabulation										
% within Income										
		Income					Total			
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000				
Do you agree or disagree with this	Disagree, Strongly	22.5%	25.0%	23.5%	24.0%	27.5%	24.0%			
	Disagree	16.5%	15.0%	16.0%	15.6%	18.0%	15.6%			
	Agree	37.5%	36.5%	37.0%	36.8%	33.0%	36.8%			

statement: "Electric vehicles are the future and will largely replace gas engines over time."	Agree, Strongly	23.5%	23.5%	23.5%	23.6%	21.5%	23.6%			

Q12b

How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?
Extremely Confident
Very Confident
Somewhat Confident
Not too Confident
Not at all Confident

How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How confident are you that the U.S. will build the charging stations and infrastructure needed	Extremely Confident	9.0%	8.5%	8.7%								
	Very Confident	12.5%	13.8%	13.1%								
	Somewhat Confident	20.0%	19.5%	19.9%								

to support large numbers of electric vehicles on the roads?	Not too Confident	26.5%	26.0%	26.3%								
	Not at all Confident	32.0%	32.2%	32.0%								
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Extremely Confident	9.0%	8.5%	8.7%								
	Very Confident	13.0%	13.3%	13.1%								
	Somewhat Confident	19.8%	20.0%	19.9%								
	Not too Confident	26.2%	26.4%	26.3%								
	Not at all Confident	32.0%	31.8%	32.0%								
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific	Black or African American	Other race	White							

		Islander										
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Extremely Confident	10.0%	7.5%	8.8%	8.5%	8.7%						
	Very Confident	12.0%	14.0%	13.0%	13.5%	13.1%						
	Somewhat Confident	20.5%	19.0%	19.7%	19.8%	19.9%						
	Not too Confident	26.0%	27.0%	26.5%	26.2%	26.3%						
	Not at all Confident	31.5%	32.5%	32.0%	32.0%	32.0%						
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric	Extremely Confident	9.2%	8.5%	8.7%								
	Very Confident	12.8%	13.3%	13.1%								
	Somewhat Confident	20.0%	19.7%	19.9%								
	Not too Confident	26.4%	26.2%	26.3%								

vehicles on the roads?	Not at all Confident	31.6%	32.3%	32.0%								
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Extremely Confident	12.0%	8.5%	8.0%	5.5%	8.7%						
	Very Confident	15.0%	13.8%	13.0%	10.0%	13.1%						
	Somewhat Confident	22.0%	19.5%	19.5%	17.0%	19.9%						
	Not too Confident	24.5%	26.0%	26.5%	28.5%	26.3%						
	Not at all Confident	26.5%	32.2%	33.0%	39.0%	32.0%						
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How confident	Extremely	6.0%	5.0%	12.5%	11.5%	8.5%	8.8%	7.5%	10.0%	8.7%		

are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Confident											
	Very Confident	10.5%	9.5%	15.5%	14.0%	13.8%	13.0%	11.0%	14.5%	13.1%		
	Somewhat Confident	18.0%	17.0%	22.5%	21.5%	19.5%	19.7%	18.5%	21.0%	19.9%		
	Not too Confident	28.0%	29.0%	24.0%	25.0%	26.0%	26.5%	27.5%	25.5%	26.3%		
	Not at all Confident	37.5%	39.5%	25.5%	28.0%	32.2%	32.0%	35.5%	29.0%	32.0%		
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Extremely Confident	8.5%	8.7%	9.0%	10.0%	7.5%	8.6%	8.7%				
	Very Confident	13.0%	13.1%	12.5%	14.0%	11.0%	13.2%	13.1%				
	Somewhat Confident	19.8%	19.9%	20.0%	20.5%	18.5%	19.8%	19.9%				
	Not too Confident	26.2%	26.3%	26.5%	25.5%	27.5%	26.3%	26.3%				
	Not at all Confident	32.5%	32.0%	32.0%	30.0%	35.5%	32.1%	32.0%				

How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads? * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How confident are you that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads?	Extremely Confident	10.0%	7.5%	8.5%	8.7%	5.5%	8.7%					
	Very Confident	14.0%	11.0%	13.0%	13.1%	10.0%	13.1%					
	Somewhat Confident	20.5%	18.5%	19.8%	19.9%	17.0%	19.9%					
	Not too Confident	25.5%	27.5%	26.2%	26.3%	28.5%	26.3%					
	Not at all Confident	30.0%	35.5%	32.5%	32.0%	39.0%	32.0%					

Q14_1

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Sample Crosstabulation												
% within Sample												
		Sample		Total								

		Cint	PureSpectrum									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	51.0%	53.0%	52.0%								
	Somewhat important	42.5%	43.5%	43.0%								
	Neither important or unimportant	3.2%	2.8%	3.0%								
	Somewhat unimportant	1.5%	0.6%	1.0%								
	Very unimportant	1.8%	0.2%	1.0%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	51.5%	52.5%	52.0%								
	Somewhat important	42.8%	43.2%	43.0%								
	Neither important or unimportant	3.0%	3.0%	3.0%								
	Somewhat unimportant	1.3%	0.7%	1.0%								

	Very unimportant	1.4%	1.2%	1.0%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	51.5%	52.5%	51.5%	52.5%	52.0%						
	Somewhat important	42.8%	43.2%	42.8%	43.2%	43.0%						
	Neither important or unimportant	3.0%	3.0%	3.0%	3.0%	3.0%						
	Somewhat unimportant	1.3%	0.7%	1.3%	0.7%	1.0%						
	Very unimportant	1.4%	1.2%	1.4%	1.2%	1.0%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	51.8%	52.2%	52.0%								
	Somewhat important	42.7%	43.3%	43.0%								
	Neither important or unimportant	3.2%	2.8%	3.0%								
	Somewhat unimportant	1.1%	0.9%	1.0%								
	Very unimportant	1.2%	0.8%	1.0%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	50.5%	51.5%	52.5%	52.0%	52.0%						
	Somewhat important	42.2%	42.8%	43.6%	43.0%	43.0%						
	Neither important or unimportant	3.1%	3.0%	3.0%	3.0%	3.0%						
	Somewhat unimportant	1.2%	0.9%	0.8%	1.0%	1.0%						
	Very unimportant	1.0%	1.0%	1.1%	1.0%	1.0%						

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	51.0%	50.0%	53.0%	52.5%	51.5%	52.0%	51.8%	51.2%	52.0%		
	Somewhat important	42.0%	43.5%	42.5%	43.0%	42.8%	43.3%	42.7%	43.1%	43.0%		
	Neither important or unimportant	3.0%	2.5%	3.2%	3.0%	3.0%	2.8%	3.1%	2.9%	3.0%		
	Somewhat unimportant	1.5%	1.0%	0.8%	1.0%	1.1%	0.9%	1.2%	1.0%	1.0%		
	Very unimportant	1.5%	1.0%	0.5%	1.0%	1.0%	1.0%	1.2%	1.8%	1.0%		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all,	Very important	50.5%	51.5%	52.0%	52.2%	51.8%	51.3%	52.0%				

would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Some what important	42.8%	43.0%	42.5%	43.5%	43.2 %	42.9 %	43.0%				
	Neither important or unimportant	3.0%	3.2%	3.1%	2.8%	3.0%	3.0%	3.0%				
	Some what unimportant	1.3%	1.2%	1.0%	0.9%	1.1%	1.0%	1.0%				
	Very unimportant	1.4%	1.1%	1.2%	1.6%	1.0%	1.8%	1.0%				
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase price	Very important	50.0%	51.2%	52.5%	53.0%	51.5 %	52.0 %					
	Some what important	43.0%	42.8%	42.0%	43.5%	43.2 %	43.0 %					
	Neither important or unimportant	3.0%	3.1%	2.8%	3.0%	3.0%	3.0%					
	Some what unimportant	1.0%	1.2%	1.1%	1.0%	1.1%	1.0%					
	Very unimportant	1.0%	1.7%	1.6%	1.5%	1.2%	1.0%					

Q14_2

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	44.5%	45.1%	44.8%								
	Somewhat important	39.7%	40.1%	39.9%								
	Neither important or unimportant	4.2%	3.8%	4.0%								
	Somewhat unimportant	3.8%	4.2%	4.0%								
	Very unimportant	7.8%	6.8%	7.3%								

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	44.6%	44.9%	44.8%								
	Somewhat important	39.8%	40.0%	39.9%								
	Neither important or unimportant	4.0%	4.0%	4.0%								
	Somewhat unimportant	3.9%	4.1%	4.0%								
	Very unimportant	7.7%	7.0%	7.3%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	43.5%	45.0%	46.2%	44.5%	44.8%						
	Somewhat important	39.5%	40.0%	38.7%	39.9%	39.9%						
	Neither important or unimportant	4.5%	3.5%	4.2%	4.0%	4.0%						
	Somewhat unimportant	4.0%	3.8%	4.3%	4.0%	4.0%						
	Very unimportant	7.5%	7.7%	6.6%	7.3%	7.3%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How important, if at all, would each of the following factors be in your decisi	Very important	44.4%	45.0%	44.8%								
	Somewhat important	39.5%	40.3%	39.9%								
	Neither important or unimportant	4.3%	3.7%	4.0%								

on to buy or lease a vehicle? - Cost to fuel/charge	Somewhat unimportant	4.1%	3.9%	4.0%								
	Very unimportant	7.7%	7.1%	7.3%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	44.0%	44.5%	45.2%	44.8%	44.8%						
	Somewhat important	39.5%	40.0%	39.8%	39.9%	39.9%						
	Neither important or unimportant	4.0%	4.2%	3.8%	4.0%	4.0%						
	Somewhat unimportant	4.2%	3.9%	3.8%	4.0%	4.0%						
	Very unimportant	7.5%	7.4%	7.0%	7.3%	7.3%						

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	44.3%	45.0%	44.5%	45.2%	44.9%	44.8%	45.1%	44.6%	44.8%		
	Somewhat important	39.9%	39.5%	40.0%	39.7%	40.3%	39.9%	40.1%	39.6%	39.9%		
	Neither important or unimportant	4.1%	4.2%	3.9%	4.0%	4.2%	4.0%	4.1%	3.9%	4.0%		
	Somewhat unimportant	4.0%	3.8%	4.3%	4.2%	3.9%	4.0%	3.9%	4.1%	4.0%		
	Very unimportant	7.7%	7.5%	6.9%	7.3%	7.1%	7.3%	7.2%	7.0%	7.3%		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				

		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Very important	44.6%	44.7%	44.8%	45.1%	44.4%	44.5%	44.8%				
	Somewhat important	39.8%	39.9%	40.0%	39.5%	40.1%	39.7%	39.9%				
	Neither important or unimportant	4.0%	4.1%	4.0%	4.3%	3.9%	4.2%	4.0%				
	Somewhat unimportant	3.9%	4.0%	4.2%	3.8%	4.1%	4.0%	4.0%				
	Very unimportant	7.7%	7.2%	7.3%	7.5%	7.0%	7.3%	7.3%				
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the	Very important	44.5%	44.8%	45.0%	45.2%	44.7%	44.8%					
	Somewhat important	39.9%	39.6%	39.5%	39.8%	40.0%	39.9%					

following factors be in your decision to buy or lease a vehicle? - Cost to fuel/charge	Neither important or unimportant	4.0%	4.3%	4.2%	4.0%	3.9%	4.0%					
	Somewhat unimportant	4.0%	3.8%	4.1%	4.2%	3.9%	4.0%					
	Very unimportant	7.6%	7.5%	7.3%	7.2%	7.1%	7.3%					

Q14_3

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How important, if at all, would each of the following factors be in your decision to buy or lease a	Very important	24.0%	24.2%	24.1%								
	Somewhat important	64.8%	65.2%	65.0%								
	Neither important or	5.0%	4.8%	4.9%								

vehicle? - Cost to maintain (parts & repairs)	unimportant											
	Somewhat unimportant	2.7%	2.9%	2.8%								
	Very unimportant	3.5%	2.9%	3.2%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)	Very important	24.3%	23.9%	24.1%								
	Somewhat important	64.9%	65.1%	65.0%								
	Neither important or unimportant	4.8%	5.0%	4.9%								
	Somewhat unimportant	2.9%	2.7%	2.8%								
	Very unimportant	3.1%	3.3%	3.2%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Race Crosstabulation												
% within Race												
		Race				Total						

		Asian and Pacific Islander	Black or African American	Other race	White							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)	Very important	23.5%	24.5%	24.0%	24.3%	24.1%						
	Somewhat important	64.5%	65.2%	65.0%	64.8%	65.0%						
	Neither important or unimportant	5.1%	4.7%	4.8%	5.0%	4.9%						
	Somewhat unimportant	2.9%	2.6%	3.0%	2.8%	2.8%						
	Very unimportant	3.4%	2.9%	3.2%	3.1%	3.2%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How important, if at all, would each of the following factors be in your decision to buy or lease a	Very important	24.1%	24.2%	24.1%								
	Somewhat important	64.9%	65.1%	65.0%								
	Neither important or	4.9%	4.8%	4.9%								

vehicle? - Cost to maintain (parts & repairs)	unimportant											
	Somewhat unimportant	2.8%	2.7%	2.8%								
	Very unimportant	3.3%	3.1%	3.2%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)	Very important	24.0%	24.2%	24.5%	24.3%	24.1%						
	Somewhat important	64.8%	65.0%	65.3%	64.9%	65.0%						
	Neither important or unimportant	5.0%	4.7%	4.8%	5.0%	4.9%						
	Somewhat unimportant	2.9%	2.6%	2.8%	2.7%	2.8%						
	Very unimportant	3.3%	3.0%	3.2%	3.1%	3.2%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology										

		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal	Total		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)	Very important	24.3%	24.5%	24.0%	24.2%	23.9%	24.1%	24.4%	24.3%	24.1%		
	Somewhat important	64.9%	65.3%	65.1%	64.8%	65.2%	65.0%	64.7%	64.9%	65.0%		
	Neither important or unimportant	4.8%	5.0%	4.9%	4.8%	4.7%	4.8%	5.0%	4.9%	4.9%		
	Somewhat unimportant	2.9%	2.8%	2.7%	2.6%	2.9%	2.7%	2.8%	2.7%	2.8%		
	Very unimportant	3.1%	3.2%	3.3%	3.1%	3.0%	3.2%	3.3%	3.1%	3.2%		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to	Very important	24.0%	24.2%	24.3%	24.5%	24.1%	24.0%	24.1%				
	Somewhat important	64.7%	64.8%	65.0%	65.2%	64.9%	64.8%	65.0%				
	Neither important or unimportant	4.9%	4.8%	4.7%	5.0%	4.9%	4.8%	4.9%				

maintain (parts & repairs)	Some what unimp ortant	2.8%	2.9%	2.7%	2.6%	2.9%	2.8%	2.8%				
	Very unimp ortant	3.6%	3.3%	3.2%	3.1%	3.3%	3.1%	3.2%				
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs) * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Cost to maintain (parts & repairs)	Very important	24.0%	24.1%	24.3%	24.5%	24.2%	24.1%					
	Somewhat important	64.8%	65.0%	65.2%	64.9%	64.7%	65.0%					
	Neither important or unimportant	4.9%	5.0%	4.8%	4.7%	4.8%	4.9%					
	Somewhat unimportant	2.7%	2.8%	2.9%	2.6%	2.9%	2.8%					
	Very unimportant	3.6%	3.4%	3.2%	3.3%	3.1%	3.2%					

Q14_4

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Sample Crosstabulation													
% within Sample													
		Sample		Total									
		Cint	PureSpectrum										
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Very important			19.8%									
	Somewhat important			45.2%									
	Neither important or unimportant			20.3%									
	Somewhat unimportant			7.5%									
	Very unimportant			7.2%									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Gender Crosstabulation													
% within Gender													
		Gender		Total									
		Female	Male										
How important, if	Very important			19.8%									

at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Somewhat important			45.2%								
	Neither important or unimportant			20.3%								
	Somewhat unimportant			7.5%								
	Very unimportant			7.2%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle	Very important					19.8%						
	Somewhat important					45.2%						
	Neither important or unimportant					20.3%						
	Somewhat unimportant					7.5%						

? - Impact on the environment	Very unimportant					7.2%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Very important			19.8%								
	Somewhat important			45.2%								
	Neither important or unimportant			20.3%								
	Somewhat unimportant			7.5%								
	Very unimportant			7.2%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Political Affiliation Crosstabulation												
% within Political												

Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Very important					19.8%						
	Somewhat important					45.2%						
	Neither important or unimportant					20.3%						
	Somewhat unimportant					7.5%						
	Very unimportant					7.2%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How important, if at all, would each of the	Very important									19.8%		
	Somewhat important									45.2%		

following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Neither important or unimportant									20.3%		
	Somewhat unimportant									7.5%		
	Very unimportant									7.2%		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the	Very important							19.8%				
	Somewhat important							45.2%				
	Neither important or unimportant							20.3%				
	Somewhat unimportant							7.5%				
	Very unimportant							7.2%				

environment												
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Impact on the environment	Very important						19.8%					
	Somewhat important						45.2%					
	Neither important or unimportant						20.3%					
	Somewhat unimportant						7.5%					
	Very unimportant						7.2%					

Q14_5

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Very important			14.5%								
	Somewhat important			50.1%								
	Neither important or unimportant			20.4%								
	Somewhat unimportant			7.4%								
	Very unimportant			7.6%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How important, if at all, would each of the following factors be	Very important			14.5%								
	Somewhat important			50.1%								

in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Neither important or unimportant			20.4%								
	Somewhat unimportant			7.4%								
	Very unimportant			7.6%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Race Crosstabulation												
% within Race												
		Race				Total						
		Asian and Pacific Islander	Black or African American	Other race	White							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Very important					14.5%						
	Somewhat important					50.1%						
	Neither important or unimportant					20.4%						
	Somewhat unimportant					7.4%						
	Very unimportant					7.6%						

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Very important			14.5%								
	Somewhat important			50.1%								
	Neither important or unimportant			20.4%								
	Somewhat unimportant			7.4%								
	Very unimportant			7.6%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democrat	Independent	Other	Republican							
How important, if at all, would each of the	Very important					14.5%						
	Somewhat					50.1%						

following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	important											
	Neither important or unimportant					20.4%						
	Somewhat unimportant					7.4%						
	Very unimportant					7.6%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Total		
		Conservative	Extremely conservative	Extremely liberal	Liberal	Moderate	Other/Not Applicable	Slightly conservative	Slightly liberal			
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Very important									14.5%		
	Somewhat important									50.1%		
	Neither important or unimportant									20.4%		
	Somewhat unimportant									7.4%		
	Very unimportant									7.6%		

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	Very important							14.5%				
	Somewhat important							50.1%				
	Neither important or unimportant							20.4%				
	Somewhat unimportant							7.4%				
	Very unimportant							7.6%				

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.) * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the	Very important						14.5%					
	Somewhat						50.1%					

following factors be in your decision to buy or lease a vehicle? - Government or manufacturer incentives (rebates, tax credits, etc.)	important											
	Neither important or unimportant						20.4%					
	Somewhat unimportant						7.4%					
	Very unimportant						7.6%					

Q14_6

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options
Very important
Somewhat important
Neither important or unimportant
Somewhat unimportant
Very unimportant

How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Sample Crosstabulation												
% within Sample												
		Sample		Total								
		Cint	PureSpectrum									
How important, if at all, would each of the following factors be in your decision to buy or lease a	Very important			53.6%								
	Somewhat important			22.4%								
	Neither important or			11.8%								

vehicle? - Vehicle model options	unimportant											
	Somewhat unimportant			7.9%								
	Very unimportant			4.3%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Gender Crosstabulation												
% within Gender												
		Gender		Total								
		Female	Male									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options	Very important			53.6%								
	Somewhat important			22.4%								
	Neither important or unimportant			11.8%								
	Somewhat unimportant			7.9%								
	Very unimportant			4.3%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Race Crosstabulation												
% within Race												
		Race				Total						

		Asian and Pacific Islander	Black or African American	Other race	White							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options	Very important					53.6%						
	Somewhat important					22.4%						
	Neither important or unimportant					11.8%						
	Somewhat unimportant					7.9%						
	Very unimportant					4.3%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Ethnicity Crosstabulation												
% within Ethnicity												
		Ethnicity		Total								
		Hispanic or Latino	Not Hispanic or Latino									
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle	Very important			53.6%								
	Somewhat important			22.4%								
	Neither important or unimportant			11.8%								

model options	Some what unimp ortant			7.9%								
	Very unimp ortant			4.3%								
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Political Affiliation Crosstabulation												
% within Political Affiliation												
		Political Affiliation				Total						
		Democ rat	Indepen dent	Other	Repu blican							
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options	Very import ant					53.6 %						
	Some what import ant					22.4 %						
	Neithe r import ant or unimp ortant					11.8 %						
	Some what unimp ortant					7.9%						
	Very unimp ortant					4.3%						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Political Ideology Crosstabulation												
% within Political Ideology												
		Political Ideology								Tot al		
		Conser vative	Extrem ely	Extre mely liberal	Libera l	Mod erate	Other /Not	Slightly conser vative	Slig htly			

			conservative				Applicable		liberal			
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options	Very important									53.6%		
	Somewhat important									22.4%		
	Neither important or unimportant									11.8%		
	Somewhat unimportant									7.9%		
	Very unimportant									4.3%		
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Education Level Crosstabulation												
% within Education Level												
		Education Level						Total				
		Associate degree	Bachelor's degree	Graduate or professional degree	High school graduate	Less than high school	Some college, no degree					
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle	Very important							53.6%				
	Somewhat important							22.4%				
	Neither important or unimportant							11.8%				

model options	Some what unimp ortant							7.9%				
	Very unimp ortant							4.3%				
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options * Income Crosstabulation												
% within Income												
		Income					Total					
		$100,000 or more	$25,000 to $49,999	$50,000 to $74,999	$75,000 to $99,999	Less than $25,000						
How important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Vehicle model options	Very important						53.6%					
	Some what important						22.4%					
	Neither important or unimportant						11.8%					
	Some what unimportant						7.9%					
	Very unimportant						4.3%					