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

Draft Final Report



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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:

- <u>Section 1: Introduction</u> 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	Cint	PS	Combined
Group			
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	28%	18%	23%
American			
Asian and Pacific	2%	3%	3%
Islander			
Other race	7%	15%	11%

Table 4. Hispanic Origin Demographics

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



Not Hispanic or	77%	89%	83%
Latino			

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	15%	15%	15%
conservative			
Conservative	20%	20%	20%
Extremely	10%	11%	10%
conservative			
Other/Not	4%	6%	5%
Applicable			

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	11%	12%	12%
degree			



Table 8. Household Income Demographics

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

Focus Group Demographics

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

Table 9. Age Group Demographics

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

Table 10. Gender Demographics

	Percent of	
Gender	Participants	
Female	51%	
Male	49%	



Table 11. Race/Ethnicity Demographics

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

Table 12. Hispanic Origin Demographics

	Percent of
Hispanic Origin	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.

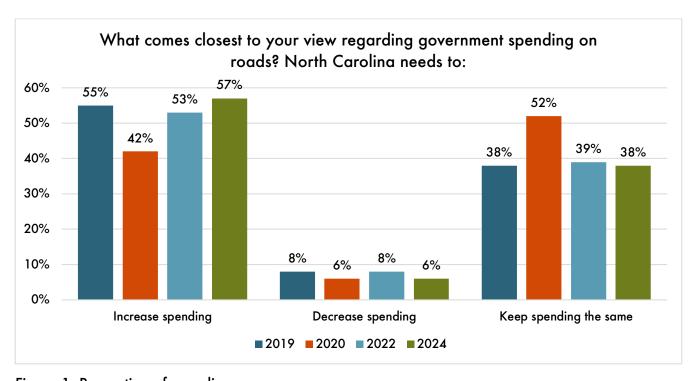


Figure 1. Perception of spending, year-over-year

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.

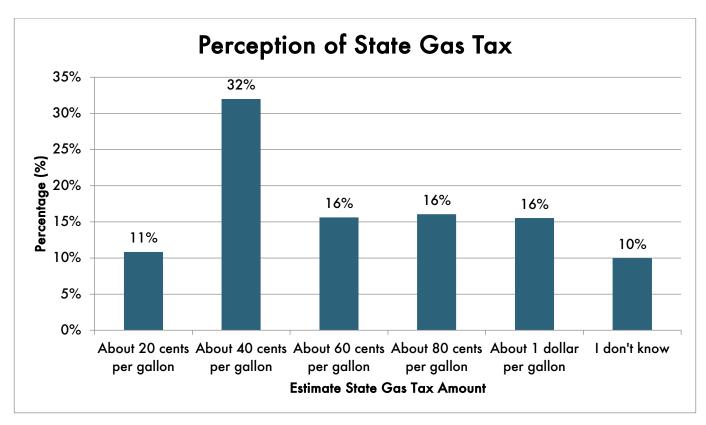


Figure 2. Perception of State Gas Tax Amount



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 system¹. 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.



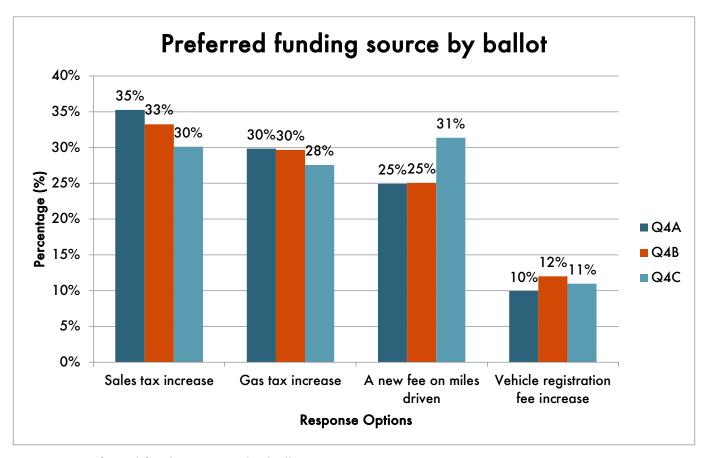


Figure 3. Preferred funding source by ballot

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.



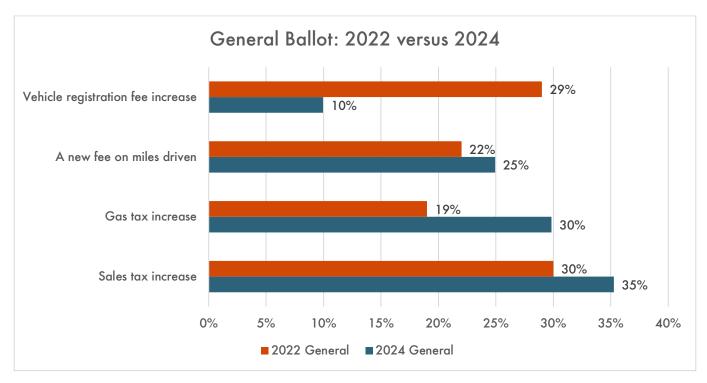


Figure 4. General ballot results in 2022 vs 2024

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:

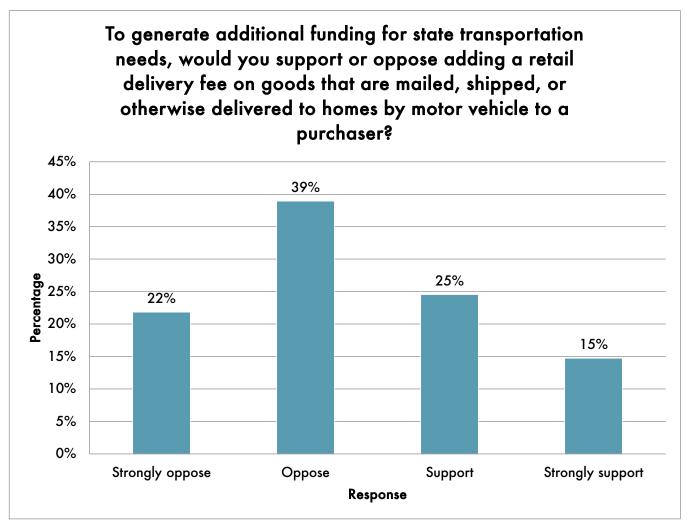


Figure 5. Retail delivery fee support

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%).

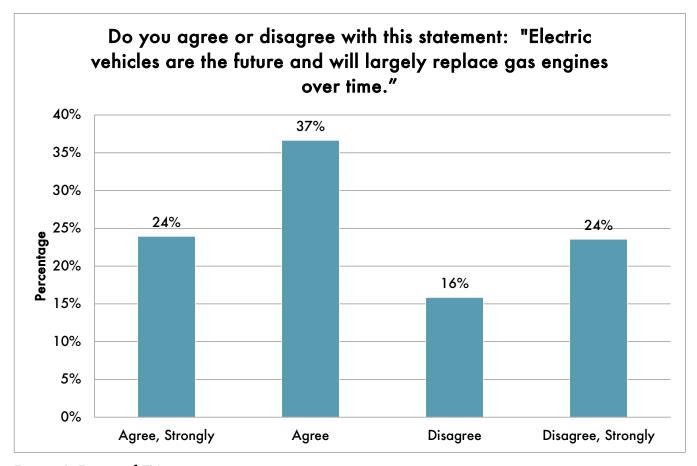


Figure 6. Future of EVs



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.

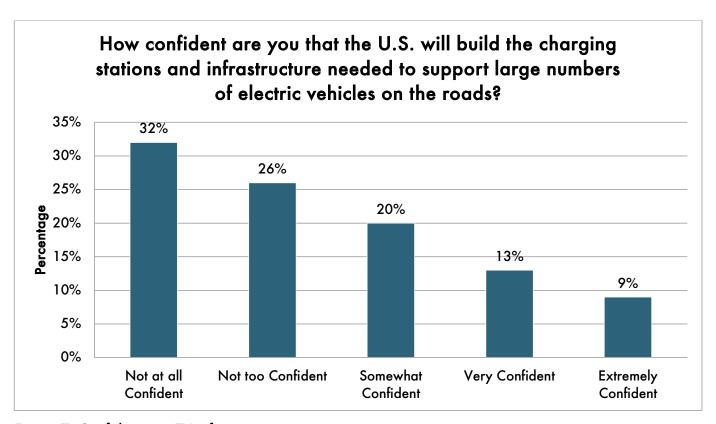


Figure 7. Confidence in EV infrastructure

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.





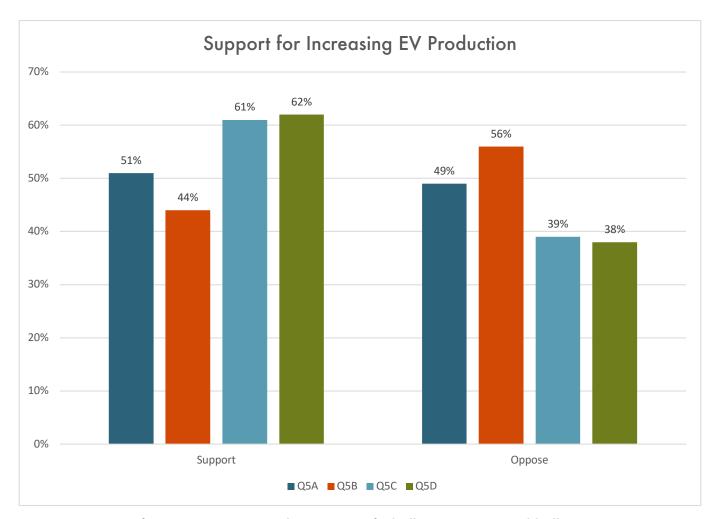


Figure 8. Support for increasing EV production, specific ballot versus general ballot



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.

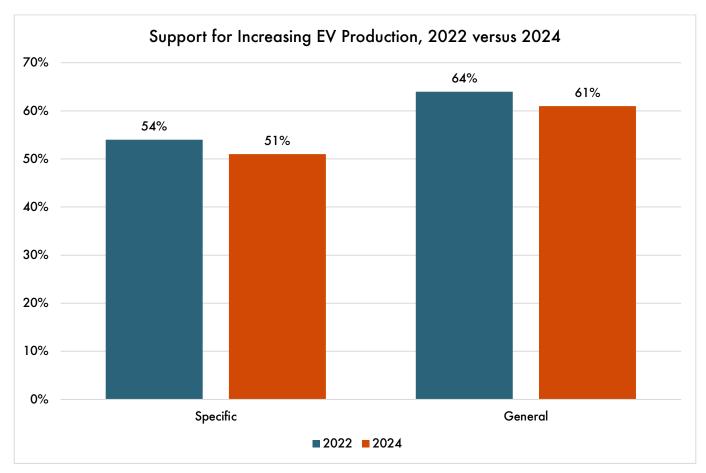


Figure 9. Support for increasing EV production, 2022 versus 2024

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.

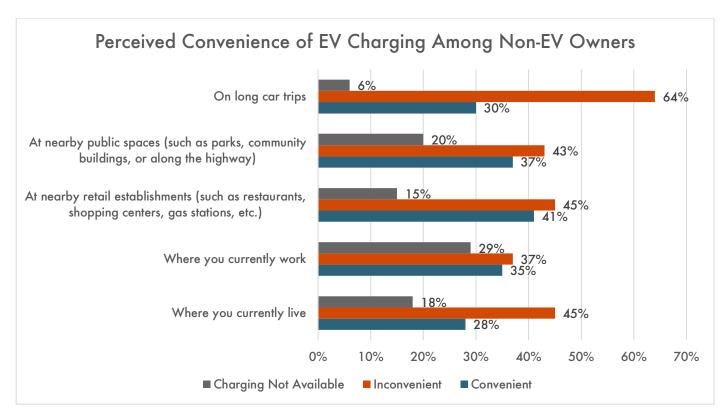


Figure 10. Perceived convenience of EV charging among non-EV owners



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.



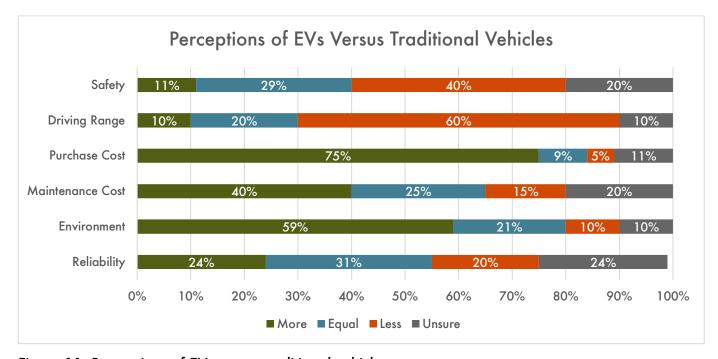


Figure 11. Perceptions of EVs versus traditional vehicles



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

will not affect your ability to complete this survey.	
O Very important (1)	
O Somewhat important (2)	
O Somewhat unimportant (3)	
O Very unimportant (4)	



Page Break -

Q2 What comes closest to your view regarding government spending on roads? North Carolina needs to:
O Increase spending (1)
 Keep spending at its current amount (2)
O 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?
O Strongly (1)
O 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?
O Strongly (1)
O Not strongly (2)
Display This Question:
If What comes closest to your view regarding government spending on roads? North Carolina needs to: =



Q2c Do you feel strongly or not strongly about keeping spending on roads at its current amount?
○ Strongly (1)
O 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:
O About 20 cents per gallon (1)
O About 40 cents per gallon (2)
○ About 60 cents per gallon (3)
○ About 80 cents per gallon (4)
O About 1 dollar per gallon (5)
O 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)
O Not very confident (2)
O 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?
O Strongly support (1)
O Support (2)
Oppose (3)
O 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)
O 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)								
O 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)								
O An increase of 18 cents per gallon in the state tax on gasoline purchases (2)								
O 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								



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)	
C 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)	
O 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	
= I haven't driven in the past year	
= 1 haven't driven in the past year Q8B On average, about how many days per week do you drive any vehicle?	
= 1 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)	
= 1 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	
28B 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	
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?	
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)	
28B 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)	
28B 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)	



End of Block: Blo	ock 1/
Start of Block: Q	25AB
	u support or oppose a goal for North Carolina to have 50% of all newly cles run on electric power by 2030?
O Support	(1)
Oppose	(2)
_	u support or oppose a goal for North Carolina to have 1.25 million registered electric power by 2030?
O Support	(1)
Oppose	(2)
	you support or oppose a goal for North Carolina to increase the number of ered vehicles that run on electric power?
O Support	(1)
Oppose	(2)
	you support or oppose a goal for North Carolina to increase the percentage istered vehicles that run on electric power?
O Support	(1)
Oppose	(2)
End of Block: Q	5AB



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?
O Strongly (1)
O 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?
O Strongly (1)
O 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

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



Display This Question:

Q7b Are you the p	orimary drive	er of eithe	r a hybr	id or ar	n electr	ic vehi	cle?			
O Yes, I am th	e primary dr	iver (1)								
O No, someor	e else in my	househol	d is the	primary	driver	(2)				
Other (3) _								 ı		
								 	 . – –	
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.



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	

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

Display This Question:

O Very likely (1)

Somewhat likely (2)

O Not too likely (3)

O Not at all likely (4)

O 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

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



QI	OB How likely are you to seriously consider buying or leasing another electric vehicle?
	○ Very likely (1)
	O Somewhat likely (2)
	○ Not too likely (3)
	O Not at all likely (4)
	O I do not expect to purchase another vehicle (5)
End	of Block: EV likelihood
Sta	rt of Block: Q11ABCDE
Q1	1A Compared to gas powered vehicles, electric vehicles are:
	○ More reliable (1)
	C Less reliable (2)
	C Equally reliable (3)
	O Unsure (4)
Q1	1B Compared to gas powered vehicles, electric vehicles are:
	Better for the environment (1)
	○ Worse for the environment (2)
	○ No different for the environment (3)
	O Unsure (4)



Q11Ca Compared to gas powered vehicles, electric vehicles are:
○ More expensive to maintain (1)
Cless expensive to maintain (2)
Equally expensive to maintain (3)
O 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)
Ounsure (4)
Q11D Compared to gas powered vehicles, electric vehicles can:
O Drive more miles on a single charge (1)
O Drive fewer miles on a single charge (2)
O Drive about the same number of miles on a single charge (3)
O Unsure (4)



Q11E Compared to gas powered vehicles, electric vehicles are:
○ Safer to drive (1)
C Less safe to drive (2)
O About the same safety (3)
O 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."
O Disagree, Strongly (1)
O 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?
C Extremely Confident (1)
O Very Confident (2)
O Somewhat Confident (3)
O Not too Confident (4)
O 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)	0	0	0	0	0
Cost to fuel/charge (2)	0	0	0	0	0
Cost to maintain (parts & repairs) (3)	0	0	0	0	\circ
Impact on the environment (4)	0	0	0	0	0
Government or manufacturer incentives (rebates, tax credits, etc.) (5)	0	0	0	0	0
Vehicle model options (6)	0	0	0	0	0
Range (distance to travel on one tank/charge) (7)	0	0	0	0	0



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)	0	0	0	0	0
Where you currently work (2)	0	0	0	0	\circ
At nearby retail establishments (such as restaurants, shopping centers, gas stations, etc.) (3)	0	0	0		0
At nearby public spaces (such as parks, community buildings, or along the highway) (4)	0	0	0		0
On long car trips (5)	0	0	0	0	0



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)	0	0	0	0	0
Where you currently work (2)	0	0	0	0	\circ
At nearby retail establishments (such as restaurants, shopping centers, gas stations, etc.) (3)		0	0		
At nearby public spaces (such as parks, community buildings, or along the highway) (4)	0	0	0		
On long car trips (5)	0	\circ	\circ	\circ	\circ

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?

Mhys

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?

Mhh

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

% within Sample							
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question will not affect your ability to complet e this survey.	Very unimpo rtant	26.9%	23.6%	25.2%			
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question will not affect your ability to complet e this survey.	Very unimpo rtant	24.5%	26.0%	25.2%				
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		Race				Total		
		Asian and Pacific Islander	Black or African America n	Other race	White			
To start, how importan	Very importa nt	23.7%	21.1%	25.9%	26.9%	25.4 %		
t are transpor tation issues	Somew hat importa nt	22.4%	26.9%	23.2%	23.6%	24.2 %		
to you? Your respons e to this	Somew hat unimpo rtant	28.9%	25.7%	24.4%	24.9%	25.1 %		
question will not affect your ability to complet	Very unimpo rtant	25.0%	26.3%	26.5%	24.7%	25.2 %		



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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

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What comes closest to	Incre ase spen ding	54.1%	59.1%	56.6%			
your view regard ing govern ment spendi ng on	Keep spen ding at its curre nt amou nt	39.9%	35.5%	37.7%			
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		Gender		Total			
	I	Female	Male				
What comes closest to	Incre ase spen ding	61.7%	51.5%	56.6%			
your view regard ing govern ment spendi ng on	Keep spen ding at its curre nt amou nt	34.6%	40.8%	37.7%			
roads? North Caroli na needs to:	Decr ease spen ding	6.8%	4.6%	5.7%			
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% within Race								
		Race				Total		
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What comes closest to	Incre ase spen ding	52.5%	59.7%	55.5%	58.8	56.6 %		
your view regard ing govern ment spendi ng on	Keep spen ding at its curre nt amou nt	39.8%	34.6%	38.8%	37.6	37.7		
roads? North Caroli na needs to:	Decr ease spen ding	4.6%	6.8%	5.1%	5.9%	5.7%		
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roads? North Caroli na needs to:	Decr ease spen ding	6.9%	4.4%	4.1%	7.0%	7.0%	5.1%	5.7%	
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What comes closest to	Incre ase spen ding	55.4%	58.2%	60.1%	56.8 %	52.5 %	56.6 %		
your view regard ing govern ment spendi ng on	Keep spen ding at its curre nt amou nt	39.1%	35.9%	34.2%	38.6	40.8 %	37.7		
roads? North Caroli na needs to:	Decr ease spen ding	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

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Do you	Stro ngly	63.8%	67.2%	65.5%			
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Do	Stro		ly conserv	ely	67.9%	rate 65.5	/Not Applic able 64.9	conserv	htly liber al 67.2	65.
you	ngly	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 %	/Not Applic able 64.9 %	conserv ative 63.8%	htly liber al 67.2 %	5%
you feel	ngly Not	vative	ly conserv ative	ely liberal		65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative	htly liber al 67.2 % 32.8	5% 34.
you feel strong	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 %	/Not Applic able 64.9 %	conserv ative 63.8%	htly liber al 67.2 %	5%
you feel	ngly Not	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing spend	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing spend	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing spend ing	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.
you feel strong ly or not strong ly about increa sing spend ing on	ngly Not stron	vative	conserv ative 62.2%	ely liberal 68.8%	67.9%	65.5 % 34.5	/Not Applic able 64.9 % 35.1	conserv ative 63.8%	htly liber al 67.2 % 32.8	5% 34.



_			not strong	ly about	increasir	ng spend	ling on r	oads? *	
Educat %	ion Lev	el Crossto	IDUIGIION						
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	l	Educatio	n Level					Total	
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		te	r's	ate or	school	than	colleg		
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				ional	ate	schoo	degre		
				degree		I	е		
Do you	Stro ngly	65.8%	66.4%	67.5%	64.3%	63.7 %	65.1 %	65.5%	
feel	Not	34.2%	33.6%	32.5%	35.7%	36.3	34.9	34.5%	
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Do you	l Leal et	ronaly or	not strong	ılv about	increasir	l spend	ling on		
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		\$100,0	\$25,00	\$50,00	\$75,0	Less			
		00 or	0 to	0 to	00 to	than			
		more							



			\$49,99 9	\$74,99 9	\$99,9 99	\$25,0 00			
Do you	Stro ngly	67.2%	66.5%	66.8%	64.9%	62.2 %	65.5 %		
feel strong ly or not strong ly about increa sing spend ing on roads ?	Not stron gly	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

	ing spe	ending on I	ot strongly roads? * Sa				
% within Sampl e							
		Sample		Total			
		Cint	PureSpe ctrum				
Do you feel	Stron gly	71.8%	74.8%	73.3%			
strongl y or not strongl y about decrea	Not stron gly	28.2%	25.2%	26.7%			



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sing spendi								
ng on								
roads?								
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			ot strongly					
Crossta			oads? * Ge	naer				
Crossta	bulatio	n						
%								
within								
Gende								
r								
	l .	Gender	•	Total				
		Female	Male					
Do you	Stron	72.5%	74.1%	73.3%				
feel	gly	12.0/0	17.1/0	7 3.3 /0				
strongl	Not	27.5%	25.9%	26.7%				
y or	stron	21.070	20.070	20.770				
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Do you	feel str	ongly or no	ot strongly	about dec	reasing			
spendin	g on ro	ads? * Rad	ce Crosstab	ulation				
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within								
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		Asian	Black or	Other	White	1		
		and	African	race	AAIIIC			
		Pacific	American	1400				
		Islander	7					
Do you	Stron	71.9%	74.5%	72.5%	74.3%	73.3%		
feel	gly	- , -	- / -	,,,,				
strongl	Not	28.1%	25.5%	27.5%	25.7%	26.7%		
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roads?								
Do you	feel str	ongly or no	t strongly	l about				
decreas	ing spe	ending on r	oads? * Etl					
Crossta	bulatio	n						
%								
within Ethnicit								
у								
		Ethnicity		Total				
		Hispanic	Not					
		or Latino	Hispanic or Latino					
Do you	Stron	72.3%	74.3%	73.3%				
feel strongl	gly Not	27.7%	25 70/	26.7%				
y or	stron	21.1%	25.7%	20.7%				
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Dovou	fool otre	naly or na	ot otropaly	about dos	rossing			
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%								
within								
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Affiliati								
on		Political A	 ffiliation			Total		
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	ı	at	ent		ican			
Do you feel	Stron	71.0%	73.3%	72.5%	76.5%	73.3%		
strongl	gly Not	29.0%	26.7%	27.5%	23.5%	26.7%		
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Do you	fool etre	naly or na	ot strongly	ahout dec	reasing s	nending	on road	 s2 * Politie	cal Ideo	logy
Crossta			or strongly	about acc	icasing s	penang	OII IOaa	is i onti	cai iaco	logy
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			tive				able		1	
Do you	Stron	75.2%	78.2%	70.0%	71.2%	73.3%	72.6%	74.0%	71.9	73.3
feel	gly								%	%
strongl	Not	24.8%	21.8%	30.0%	28.8%	26.7%	27.4%	26.0%	28.1	26.7
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		309.00		onal	te	schoo	degre			
				degree			e			
Do you	Stron	73.6%	74.0%	75.1%	72.5%	70.8%	73.9%	73.3%		
feel	gly									
strongl	Not	26.4%	26.0%	24.9%	27.5%	29.2%	26.1%	26.7%		
y or	stron									
not	gly									
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y about										



decrea sing spendi ng on roads?								
Do you feel str	onaly or n	 ot strongly	about dec	reasing s	 spending	on		
roads? * Incon				. cucg c	,po			
% within Income								
	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			
Do you Stron gly	72.5%	73.3%	74.5%	73.9%	72.2%	73.3%		
strongl y or not strongl y about decrea sing spendi ng on roads?	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

about keep	el strongly or not ping spending on ount? * Sample ation				
% within					
Samp le					
	Sample	Total			



		Cint	PureSpe ctrum				
Do	Stro	49.8%	49.2%	49.5%			
you	ngly	17.075		17.070			
feel	Not	50.2%	50.8%	50.5%			
stron	stron	30.276	30.078	30.378			
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Do you	ı faal si	rongly or	not strong	 .l.z			
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%		J					
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Gend							
er							
		Gender		Total			
		Female	Male				
Do	Stro	50.5%	48.5%	49.5%			
you	ngly						
feel	Not	49.5%	51.5%	50.5%			
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		and	African	race					
		Pacific	America						
	1	Islander							
Do	Stro	44.7%	49.4%	48.5%	49.9%	49.5			
you	ngly					%			
feel	Not	55.3%	50.6%	51.5%	50.1%	50.5			
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			Latino					
Do	Stro	49.4%	49.5%	49.5%				
you	ngly							
feel	Not	50.6%	50.5%	50.5%				
stron		30.078	30.5 /6	30.378				
	stron							
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tion										
		Political /	Affiliation			Total				
		Democr	Indepen	Other	Repub					
		at	dent		lican					
Do	Stro	48.2%	51.0%	49.0%	49.8%	49.5				
you	ngly					%				
feel	Not	51.8%	49.0%	51.0%	50.2%	50.5				
stron	stron	ļ				%				
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		Political I	deology							Tota
		Conser vative	Extreme ly conserv ative	Extrem ely liberal	Liberal	Mode rate	Other /Not Applic able	Slightly conserv ative	Slig htly liber al	
Do you	Stro ngly	47.9%	51.3%	48.3%	43.6%	50.9 %	56.0 %	50.0%	50.2 %	49. 5%
feel stron gly or not stron gly about keepi ng spend ing on roads at its curre nt amou nt?	Not stron gly	52.1%	48.8%	51.7%	56.4%	49.1 %	44.0 %	50.0%	49.8 %	50. 5%
		• .	not strong cation Leve	•		spendin	g on rod	ds at its		
% within Educ ation Level										
E0 4 61		Educatio	n Level	l				Total		
		Associa te degree	Bachelo r's degree	Gradu ate or profess ional degree	High school gradu ate	Less than high schoo I	Some colleg e, no degre e			



Do you	Stro ngly	48.1%	46.7%	50.0%	51.0%	53.5 %	50.8 %	49.5%	
feel	Not	51.9%	53.3%	50.0%	49.0%	46.5	49.2	50.5%	
stron	stron	01.770	00.070	00.070	77.075	%	%	00.070	
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%									
within									
Incom									
е		Income					Total		
		\$100,0	\$25,00	\$50,00	\$75,0	Less			
		00 or	0 to	0 to	00 to	than			
		more	\$49,99 9	\$74,99 9	\$99,9 99	\$25,0 00			
Do	Stro	51.6%	49.9%	48.9%	53.9%	47.9	49.5		
you	ngly					%	%		
feel	Not	48.4%	50.1%	51.1%	46.1%	52.1	50.5		
stron gly or	stron					%	%		
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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	PureSpe				
T 1 1	A 1	11 404	ctrum	10.00/			
To help	Ab	11.4%	10.3%	10.8%			
pay for	out						
roads,	20						
you pay taxes	cen ts						
wheneve	per						
r you	gall						
buy gas	on						
in North	Ab	31.4%	32.6%	32.0%			
Carolina	out						
. What	40						
do you	cen						
think the	ts						
state gas	per						
tax is for	gall						
North Carolina	on Ab	16.0%	15.2%	15.6%			
, per	out	10.076	13.2 /0	13.076			
gallon?	60						
9	cen						
Please	ts						
DO NOT	per						
search	gall						
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answer	Ab	15.9%	16.3%	16.1%			
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for help. Accurac	80						
y does	cen ts						
not	per						
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participa	Ab	16.0%	15.5%	15.8%			
tion in	out						
the rest	1						
of the	doll						
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and our	per						



results depend on learning of what you may or may not know. The state gas tax	gall on						
per gallon is approxi mately:							
	l do n't kno w	9.3%	10.1%	9.7%			
ask for he your parti and our re what you The state approxim	you lyou the rolina NO NO llp. A icipation may congregate gas to	ouy gas in link the sto , per gallo T search f ccuracy o on in the depend o or may no	North Coate gas taxon? or the ansloes not alrest of the on learning t know.	wer or ffect survey			
% within Gender							
		Gender Female	Male	Total			



To help pay for roads, you pay taxes wheneve r you buy gas	Ab out 20 cen ts per gall on	10.4%	11.2%	10.8%			
in North Carolina . What do you think the state gas tax is for North	Ab out 40 cen ts per gall on	32.5%	31.5%	32.0%			
Carolina , per gallon? Please DO NOT search for the	Ab out 60 cen ts per gall on	15.3%	15.9%	15.6%			
answer or ask for help. Accurac y does not affect your	Ab out 80 cen ts per gall on	16.3%	15.9%	16.1%			
participa tion in the rest of the survey and our results depend on	Ab out 1 doll ar per gall on	15.2%	16.4%	15.8%			



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the survey				•					
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To help pay for roads, you pay taxes wheneve r you buy gas	Ab out 20 cen ts per gall on	10.5%	11.1%	10.8%	10.8	10.8		
in North Carolina . What do you think the state gas tax is for North	Ab out 40 cen ts per gall on	32.2%	31.8%	32.6%	31.4 %	32.0 %		
Carolina , per gallon? Please DO NOT search for the	Ab out 60 cen ts per gall on	15.4%	15.8%	15.7%	15.5 %	15.6 %		
answer or ask for help. Accurac y does not affect your	Ab out 80 cen ts per gall on	16.3%	15.9%	16.5%	15.7 %	16.1 %		
participa tion in the rest of the survey and our results depend on	Ab out 1 doll ar per gall on	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 do n't kno w	9.5%	9.4%	9.8%	10.1	9.7%		
To help pe whenever What do y North Car	you l you th	ouy gas ir ink the st	n North Co ate gas ta	ırolina.				
ask for he your parti and our re	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 Hispani c or Latino	Not Hispani c or Latino	Total				



To help pay for roads, you pay taxes wheneve r you buy gas	Ab out 20 cen ts per gall on	11.1%	10.5%	10.8%			
in North Carolina . What do you think the state gas tax is for North	Ab out 40 cen ts per gall on	31.6%	32.4%	32.0%			
Carolina , per gallon? Please DO NOT search for the	Ab out 60 cen ts per gall on	15.8%	15.4%	15.6%			
answer or ask for help. Accurac y does not affect your	Ab out 80 cen ts per gall on	15.8%	16.4%	16.1%			
participa tion in the rest of the survey and our results depend on	Ab out 1 doll ar per gall on	16.3%	15.3%	15.8%			



learning of what you may or may not know. The state gas tax per gallon is approximately: To help pegas in No is for Nor Please DC Accuracy the survey may or may	th Carth Corth Carth Car	rolina. We rolina, pe T search foot affect our result know. Ix per gal	hat do your gallon? or the ans your part s depend	wer or as icipation on learni	ne state of sk for he in the re ng of wh	p. est of eat you		
n								
			Affiliation	·	T	Total		
		Democr at	Indepen dent	Other	Repub lican			
To help pay for roads, you pay	Ab out 20 cen	10.8%	11.1%	10.8%	10.4	10.8		



taxes	ts							
wheneve	per							
r you	gall							
buy gas	on							
in North	Ab	33.7%	33.3%	32.0%	29.0	32.0		
Carolina	out	33.7 /0	33.3 /6	32.076	%	%		
. What	40				/0	/0		
do you think the	cen							
	ts							
state gas	per							
tax is for	gall							
North	on	1.5.00/	1.5.00/	1 / 00/	1 / 5	15 /		
Carolina	Ab	15.2%	15.8%	14.9%	16.5	15.6		
, per	out				%	%		
gallon?	60							
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answer	Ab	15.8%	15.2%	16.3%	17.5	16.1		
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not know.								
The state gas tax per gallon is approxi mately:								
	l do n't kno w	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								
		Conser vative	Extreme ly conserv ative	Extrem ely liberal	Libera 	Mode rate	Other /Not Applic able	Slightly conser vative	Slig htly liber al	al
To help pay for roads, you pay taxes wheneve r you buy gas	Ab out 20 cen ts per gall on	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	Ab out 40 cen ts per gall on	30.9%	28.2%	34.0%	33.4 %	32.2 %	32.1 %	30.6%	34. 2%	32. 0%
Carolina , per gallon? Please DO NOT search for the	Ab out 60 cen ts per gall on	16.9%	16.2%	14.9%	15.0 %	15.3 %	15.2 %	16.0%	15. 2%	15. 6%
answer or ask for help. Accurac y does not affect your	Ab out 80 cen ts per gall on	14.9%	17.7%	15.8%	16.3 %	16.0 %	16.4 %	15.7%	16. 2%	16. 1%
participa tion in the rest of the survey and our results depend on learning of what you may or may not know.	Ab out 1 doll ar per gall on	16.1%	17.4%	14.3%	15.5 %	15.9	15.6	17.2%	14. 5%	15. 8%



gas tax per gallon is approxi mately:									
I 9.9% 9.9% 9.6% 10.1 9.5% 10.0 9.39 do n't kno w	% 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									
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in North Carolina . What do you think the state gas tax is for North	Ab out 40 cen ts per gall on	31.4%	32.3%	31.5%	32.2	31.6	32.1 %	32.0%	
Carolina , per gallon? Please DO NOT search for the	Ab out 60 cen ts per gall on	15.8%	15.2%	15.7%	15.4 %	15.9 %	15.5 %	15.6%	
answer or ask for help. Accurac y does not affect your	Ab out 80 cen ts per gall on	15.9%	16.5%	15.8%	16.2 %	15.6	16.4 %	16.1%	
participa tion in the rest of the survey and our results depend on learning of what you may or may not know.	Ab out 1 doll ar per gall on	16.1%	15.6%	16.3%	15.5 %	15.9 %	15.4	15.8%	



gas tax									
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mately:		0.40/	0.00/	0.40/	10.1	0.50/	100	0.70/	
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	W								
To help po	ay for	roads, yo	ou pay tax	kes when	ever you	buy ga	s in		
North Car	olina	. What do	you thinl	c the state	gas tax	is for N	lorth		
Carolina,	per g	allon?							
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		more	\$49,99	\$74,9	\$99,9	\$25,			
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To help	Ab	11.2%	10.5%	11.0%	10.3	11.1	10.8		
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you pay taxes wheneve r you buy gas	cen ts per gall on								
you pay taxes wheneve r you	cen ts per gall	31.4%	32.3%	31.5%	32.2	31.6	32.0		
you pay taxes wheneve r you buy gas	cen ts per gall on	31.4%	32.3%	31.5%	32.2	31.6	32.0 %		
you pay taxes wheneve r you buy gas in North	cen ts per gall on Ab	31.4%	32.3%	31.5%					
you pay taxes wheneve r you buy gas in North Carolina	cen ts per gall on Ab out	31.4%	32.3%	31.5%					



state gas tax is for North Carolina	per gall on								
, per gallon?	Ab out 60	15.8%	15.2%	15.7%	15. 4 %	15.9 %	15.6 %		
Please DO NOT search	cen ts								
for the answer	per gall on								
or ask for help. Accurac	Ab out 80	15.9%	16.5%	15.8%	16.2 %	15.6 %	16.1 %		
y does not affect	cen ts per								
your participa tion in	gall on Ab	16.1%	15.6%	163	15.5	15.9	15.8		
the rest of the	out 1	10.1 /6	13.0%	%	%	%	%		
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Q3a

How confident are you in your response?

Confident

Not very confident

I guessed

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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

transpor or oppos goods th otherwis	tation se addi at are e deliv o a pui	needs, wo ng a retai mailed, sl ered to ho chaser? *	inding for puld you so I delivery for Dipped, or Domes by more Sample	ee on				
% within Sample								
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To generat e addition al funding for state transpor tation needs,	Stro ngly supp ort Sup port	25.2% 38.4%	15.1% 24.8% 38.8%	14.9% 25.0% 38.6%	14.9% 25.0% 38.6%				
would you support or oppose adding a retail delivery fee on goods that are mailed, shipped , or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	21.7%	21.3%	21.5%	21.5%				
				100.0 %					
transpor or oppos goods th otherwis vehicle t Crosstat % within	tation ise addinat are leed to the deliversity of t	needs, wo ng a retail mailed, sh ered to ho chaser? *	nding for sold you sudd you sudding for sold grant	state upport ee on					
Gender	1	Gender		Total					
		Female	Male						



To generat e addition	Stro ngly supp ort	15.0%	14.8%	14.9%	14.9%				
al funding for state	Sup port	24.8%	25.2%	25.0%	25.0%				
transpor tation needs, would	Opp ose	38.5%	38.7%	38.6%	38.6%				
you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwise delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	21.7%	21.3%	21.5%	21.5%				
needs, w delivery otherwis purchase	ould y fee on e deliv	ou suppo goods tha ered to ho	inding for rt or oppos at are mail omes by m stabulation	se addinç ed, shipp otor vehi	g a retail ed, or	UN			
% within Race									
		Race				Total			
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To generat e addition al funding for state transpor tation needs,	Stro ngly supp ort Sup port	15.5% 24.5% 38.0%	16.0% 26.0% 37.4%	13.5% 25.5% 39.5%	14.5% 24.0% 39.5%	14.9 % 25.0 % 38.6 %	14.9 % 25.0 %			
would you support or oppose adding a retail delivery fee on goods that are mailed, shipped , or otherwi se delivere d to homes by motor vehicle to a purchas	Stro ngly opp ose	22.0%	20.6%	21.5%	22.0%	21.5 %	21.5 %			
er?		100.0%	100.0%	100.0	100.0	100.0				
transport or oppos goods th otherwis	tation ree addinate are are are are are are are are are ar	needs, wo ng a retail mailed, sh ered to ho chaser? *	Inding for ould you su delivery f nipped, or omes by m Ethnicity	state upport ee on						
		Ethnicity		Total						



To generat e addition al funding for state transpor	Stro ngly supp ort Sup port	Hispani c or Latino 14.5%	Not Hispanic or Latino 15.3%	14.9%	14.9% 25.0%				
tation needs, would	Opp ose	38.7%	38.5%	38.6%	38.6%				
you support or oppose adding a retail delivery fee on goods that are mailed, shipped , or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	21.7%	21.3%	21.5%	21.5%				
		100.0%	100.0%						
needs, w delivery otherwis	ould y fee on e deliv	ou suppo goods tha ered to ho	inding for s rt or oppos at are maile omes by m filiation Cr	se adding ed, shipp otor veh	g a retail ed, or icle to a	on			



Affiliatio											
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To generat e addition	Stro ngly supp ort	20.0%	16.9%	15.8%	6.7%	14.9 %					
al funding for state	Sup port	35.3%	23.8%	32.1%	8.7%	25.0 %					
transpor tation needs, would	Opp ose	28.7%	40.9%	35.3%	49.7%	38.6 %					
you support or oppose adding a retail delivery fee on goods that are mailed, shipped , or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	16.0%	18.4%	16.2%	35.5%	21.5 %					
To gone	rata adi	ditional fo	nding for	state tre	 	on nood	le weul	1 4011 011	nort o	<u> </u>	
oppose a	adding I to ho	a retail de mes by m	inding for elivery fee otor vehic	on goods	s that are	mailed	l, shippe	d, or oth			
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		Political I	deology							Tot	
		Conser vative	Extreme ly conserv ative	Extrem ely liberal	Liberal	Mode rate	Other /Not Applic able	Slightly conser vative	Slig htly liber al	al	
To generat e addition	Stro ngly supp ort	3.2%	2.1%	33.1%	32.0%	14.2 %	10.0	6.0%	16. 4%	14. 9%	
al funding for state transpor	Sup port	7.0%	7.8%	52.3%	36.0%	26.4 %	26.5 %	14.0%	30. 3%	25. 0%	
tation needs, would	Opp ose	52.3%	50.0%	11.5%	28.0%	38.9 %	46.5 %	47.0%	34. 8%	38. 6%	
you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	37.5%	40.1%	3.1%	4.0%	20.5 %	17.0	32.0%	18. 5%	21. 5%	
T	-4 •		41:	-4-4- 4				1			
support shipped, * Educat	or oppoor	ose addin erwise de	nding for s g a retail d livered to abulation	lelivery fe	ee on go	ods that	t are ma	iled,			
% within Educati on Level											



		Educatio	n Level					Total		
		Associa te degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e			
To generat e addition	Stro ngly supp ort	13.7%	17.1%	17.6%	13.7%	13.6 %	13.7 %	14.9%		
al funding for state transpor	Sup port	24.0%	27.8%	27.5%	23.5%	24.0 %	23.3	25.0%		
tation needs, would	Opp ose	40.9%	33.6%	33.5%	41.4%	41.1 %	40.9 %	38.6%		
you support or oppose adding a retail delivery fee on goods that are mailed, shipped , or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	21.4%	21.5%	21.4%	21.4%	21.3	22.1	21.5%		
would yo	ou supp mailed,	oort or op shipped,	nding for spose adding or otherwaser? * Inc	ng a retai ise delive	I delivery ered to h	y fee on omes b	goods			
% within Income										



		Income					Total			
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25,0				
To generat e addition	Stro ngly supp ort	15.1%	14.8%	15.0%	14.7%	14.9 %	14.9 %			
al funding for state transpor	Sup	25.1%	25.0%	25.3%	24.9%	24.7 %	25.0 %			
tation needs, would	Opp ose	38.6%	38.4%	38.5%	38.8%	38.7 %	38.6 %			
you support or oppose adding a retail delivery fee on goods that are mailed, shipped, or otherwi se delivere d to homes by motor vehicle to a purchas er?	Stro ngly opp ose	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



transporta a retail de shipped, o motor veh state gas	ation ne livery fe or other sicle to a	eds, would ee on good wise deliv a purchase	ling for stated you prefet dis that are lead to hore or increases tabulation	r adding mailed, nes by sing the			
% within Sample							
		Sample		Total			
		Cint	PureSpe ctrum				
generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods that are	A retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home s	45.2%	42.4%	43.8%			
mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state gas tax?	An increa se in the state gas tax	54.8%	57.6%	56.2%			



transport a retail de shipped, motor vel state gas	ation ne elivery fe or other hicle to a	eds, would ee on good wise deliv a purchase	ding for start d you prefe ds that are ered to hor er or increa osstabulatio	er adding mailed, mes by asing the			
% within Gender							
		Gender	1	Total			
		Female	Male				
To generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods that are	A retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home s	46.1%	41.5%	43.8%			
mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state gas tax?	An increa se in the state gas tax	53.9%	58.5%	56.2%			



Within Race Race Actain America Islander on and Pacific Islander on and Pacific Islander on America Islander on all delive ry fee for maile delivery of the or maile deliver that are mailed, shipped, or or otherwis e delivered to a purchas er or or uncreasing the state to a purchas er or increasing the state gas tax? Ance African African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific African Pacific Pacific African Pacific P	would you mailed, sh	u prefer nipped, a purch	adding a i or otherwi	ling for sta retail delive se delivere creasing th	ery fee on d to home	goods thes by mot	at are tor		
Race Asian and Pacific Islander To generate addition al funding for state transport atton maile delivery refee on goods that are mailed. Shipped, or otherwise edilivere delivere delivere delivere delivere to a purchase er or increasi ng the state to the state delivere to a purchase er or increasi ng the state to the state to the state delivere in the state delivere to a purchase er or increasi ng the state to the st									
and Pacific Islander To generate addition al retail delive all or state transport attorn maile would you shipp prefer adding a retail delivery fee on goods that are mailed, shipped, or other state are mailed, brown that are motherwise e state delivere to a purchase er or increasi ng the state of the purchase er or increasi ng the state state deliver and the state of the process of the pacific plants and pacific labeled and process and pacific plants are named and pacific labeled and pacific plants are named and pacific labeled and pacific plants are named and			Race				Total		
generate addition al ry fee on goods that are mailed, shipped, or otherwise e delivere dto homes by motor vehicle to a purchase er or increasi ng the state			and Pacific	African America		White			
mailed, shipped, or se in otherwis e state delivere do to homes by motor vehicle to a purchas er or increasi ng the state	generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods	retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home	44.5%	46.2%	42.0%	42.5%			
	mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state	An increa se in the state gas	55.5%	53.8%	58.0%	57.5%			



Seminor Semi	transport a retail de shipped, motor vel state gas	ation ne elivery fe or other nicle to a	eds, would ee on good wise deliv a purchase	ling for stated you prefet dis that are left ered to hore er or increa	er adding mailed, mes by asing the				
Ethnicity Hispani c or Latino To A retail deliver ny fee funding needs, would you prefer adding a retail delivery fee on shate mailed, shipped, or otherwise e delivere delivere delivere by motor vehicle to a purchas er or increasi ng the state									
To generate addition al retail addition al roy fee funding for state transport attin adin needs, would you prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise e delivering the otherwise e delivered to homes by motor vehicle to a purchas er or increasi ng the state			Ethnicity		Total				
generate addition al ry fee funding on state transport ation needs, would you shipp prefer adding a retail delivery fee on goods that are mailed, shipped, or otherwise e delivere d to homes by motor vehicle to a purchas er or increasi ng the state			cor	Hispanic					
mailed, shipped, or se in otherwis e state delivere d to homes by motor vehicle to a purchas er or increasi ng the state	generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods	retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home	45.0%	42.6%	43.8%	43.8%			
	mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state	An increa se in the state gas	55.0%	57.4%	56.2%	56.2%			



would you mailed, sl vehicle to	u prefer hipped, o a purch	adding a lor otherwi	ling for state the state of the	ry fee on d to hom	goods thes by mot	at are		
% within Political Affiliatio								
n								
		Political A	Affiliation			Total		
		Democr at	Independ ent	Other	Republ ican			
To generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods that are	A retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home s	44.9%	39.3%	42.9%	47.9%	43.8 %		
mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state gas tax?	An increa se 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 Tota Extremel Extrem Other/ Slightly Sligh Conserv Liberal Mode ative ely rate Not conserv tly liberal **Applic** ative conserva liber able tive al Τo 38.7 43.8 Α 46.6% 47.2% 40.1% 44.3% 41.9% 46.6% 44.6 % % % generate retail addition delive al ry fee funding on for state goods that transport ation are needs, maile would d, you shipp prefer ed, or other adding a retail wise delivery delive fee on red to aoods home that are S mailed, An 53.4% 52.8% 59.9% 55.7% 61.3 58.1% 53.4% 55.4 56.2 shipped, % % % increa se in otherwis the state delivere gas d to tax homes by motor vehicle to a purchas er or increasi ng the state gas tax? 100.0%



adding a delivered	retail de to home	livery fee e	ling for state on goods to or vehicle to sstabulation	hat are ma o a purcha	ailed, shi _l	pped, or	otherwi	se	
% within Education Level									
II Level		Education	Level					Total	
		Associat e degree	Bachelor' s degree	Gradua te or professi onal degree	High school gradua te	Less than high schoo	Some colleg e, no degre e		
To generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods that are	A retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home s	56.1%	25.4%	49.9%	31.7%	62.2	37.5%	43.8%	
mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state gas tax?	An increa se in the state gas tax	43.9%	74.6%	50.1%	68.3%	37.8	62.5%	56.2%	



you prefe shipped,	er adding or other	g a retail d wise deliv	ling for sta elivery fee ered to ho e state gas	on goods mes by m	that are o	mailed, cle to a			
% within Income									
		Income		•	•		Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00			
To generate addition al funding for state transport ation needs, would you prefer adding a retail delivery fee on goods that are	A retail delive ry fee on goods that are maile d, shipp ed, or other wise delive red to home s	35.5%	48.7%	45.6%	38.5%	50.7	43.8%		
mailed, shipped, or otherwis e delivere d to homes by motor vehicle to a purchas er or increasi ng the state gas tax?	An increa se 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

transport	ation nee	eds in NC,	per person f which of the prefer? *	ne			
% within							
Sample		0 1					
		Sample		Total			
		Cint	PureSpe ctrum				
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	26.1%	23.1%	24.6%			
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	29.1%	31.3%	30.2%			
	An increa se in the genera I state sales tax	34.3%	35.8%	35.1%			



transport	ation nee options	eds in NC,	9.8% er person f which of tl	he			
% within		T	T				
Gender							
		Gender		Total		 	
		Female	Male				
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	25.8%	23.4%	24.6%			
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	29.7%	30.7%	30.2%			
	An increa se in the genera I state sales tax	34.1%	36.1%	35.1%			



	An increa se in the annual vehicle registr ation	10.4%	9.8%	10.1%				
in NC, wh Crosstab	ich of th	tra \$120 p e followin	er person f g options v	or transp vould you	ortation i	needs * Race		
% within Race								
Nace		Race		l		Total		
		Asian and Pacific Islander	Black or African America n	Other race	White	-		
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	22.5%	26.8%	23.9%	25.2%	24.6 %		
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	31.2%	28.8%	30.0%	30.9%	30.2		
	An increa se in the genera I state sales tax	36.2%	34.5%	35.8%	33.9%	35.1 %		



To goner	An increa se in the annual vehicle registr ation fee	10.1%	9.9% er person f	10.3%	10.0%	10.1		
transport	ation nee options	eds in NC,	which of the prefer? * I	ne				
% within Ethnicity								
Lamorey		Ethnicity	<u> </u>	Total				
		Hispani c or Latino	Not Hispanic or Latino					
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	25.2%	24.0%	24.6%				
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	29.6%	30.8%	30.2%				
	An increa se in the genera I state sales tax	34.8%	35.4%	35.1%				



	An increa se in the annual vehicle registr ation fee	10.4%	9.8%	10.1%				
in NC, wh	nich of th	tra \$120 p e followin n Crosstab	er person f g options v oulation	or transp vould you	ortation r prefer? *	needs		
% within Political Affiliation								
	ı	Political A	Affiliation		1	Total		
		Democr at	Indepen dent	Other	Republ ican			
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	24.0%	24.7%	24.3%	25.3%	24.6 %		
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	31.0%	29.5%	30.8%	29.4%	30.2		
	An increa se in the genera I state sales tax	35.2%	36.1%	34.5%	34.7%	35.1 %		



	An increa se in the annual vehicle registr ation fee	9.8%	9.7%	10.4%	10.6%	10.1				
To genera	ate an ex	tra \$120 p	er person f Political Id	or transp	ortation r	needs in	NC, whi	ch of the	followir	ng
% within Political Ideology	Vould you	prefer :	1 Ontical lo		losstabu					
	I	Political I	deology	L	ı		I.	L		Tota
		Conserv ative	Extremel y conserva tive	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Sligh tly liber al	1
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	23.3%	25.9%	24.6%	23.9%	25.2 %	24.4%	25.0%	24.1	24.6 %
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	31.5%	28.7%	30.9%	29.8%	30.5	30.1%	29.4%	30.6	30.2
	An increa se in the genera I state sales tax	34.1%	35.6%	34.9%	36.0%	34.3	35.2%	36.1%	34.8	35.1 %



	An increa se in the annual vehicle registr ation fee	11.1%	9.7%	9.6%	10.3%	9.9%	10.3%	9.5%	10.5	10.1
To general following	ate an ex options	tra \$120 p would you	er person f ı prefer? * I	or transpo Education	ortation r Level Cı	needs in rosstabu	NC, whi ulation	ch of the		
% within Educatio n Level										
		Associa te degree	Bachelor 's degree	Gradua te or profess ional degree	High school gradua te	Less than high schoo	Some colleg e, no degre e	Total		
To generate an extra \$120 per person for transport ation needs in NC, which of	A new fee based on miles driven on North Carolin a roads	25.3%	23.9%	24.8%	24.6%	25.0 %	24.2%	24.6%		
the following options would you prefer?	An increa se in the state tax on gasolin e purcha ses	29.6%	30.7%	29.3%	31.1%	30.0	30.3%	30.2%		
	An increa se in the genera I state	34.7%	35.2%	36.3%	34.0%	35.9 %	34.3%	35.1%		



Sales tax 10.4% 10.2% 9.6% 10.3% 9.1% 11.1% 10.1% An increa se in the annual vehicle 10.2% 10.3% 10.3% 11.1% 10.1%	
An increa se in the annual 10.4% 10.2% 9.6% 10.3% 9.1% 11.1% 10.1%	
increa se in the annual	
increa se in the annual	
se in the annual	
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ation	
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To generate an extra \$120 per person for transportation needs in NC,	
which of the following options would you prefer? * Income	
Crosstabulation	
Crosstabulation	
% within	\neg
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ation North	
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NC, a	
which of roads	
the An 31.6% 38.8% 30.4% 31.1% 29.2 30.2%	
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An 34.5% 35.7% 36.3% 33.9% 35.2 35.1%	
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sales tax								
An increa se in the annual vehicle registr ation 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

transport following	ation ned options ises abo	eds in NC, would you ut the sam	er person f which of th u prefer? E ne total reve	ne ach			
% within Sample							
•		Sample		Total			
	Cint PureSpectrum To A new 23.0% 27.0%						
To generate an extra \$120 per person for transport ation needs in	fee of 1 cent per mile driven on state roads			25.0%			
NC, which of the following options would you prefer?	An increa se of 18 cents per gallon in the	27.9%	31.9%	29.9%			



		I		I	I	1	ı		
Each	state								
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same	ses								
total	An	31.0%	35.0%	33.0%					
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	cent								
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	in the								
	genera								
	I state								
	sales								
	tax	10.1%	14.1%	12.1%					
	An	10.1%	14.1%	12.1%					
	increa								
	se of								
	\$120								
	in the								
	annual								
	vehicle								
	registr								
	ation								
	fee								
To genera	ate an ex	tra \$120 p	er person f	or					
			which of th						
			ı prefer? E						
			e total reve	nue. *					
Gender C	rosstabu	ılation							
% within									
Gender									
		Gender		Total					
		Female	Male						
То	A new	23.0%	27.0%	25.0%					
generate	fee of								
an extra	1 cent								
\$120 per	per								
person	mile								
for	driven								
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ation	state								
needs in	roads								
HEEUS III	Toaus	I		l	l .]	<u> </u>		



NC, which of the following options would you prefer? Each option raises about the same total	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	27.9%	31.9%	29.9%				
revenue.	increa se of 1 cent per dollar in the genera I state sales tax							
	An increa se of \$120 in the annual vehicle registr ation fee	10.1%	14.1%	12.1%				
in NC, who option raid Crosstab	ich of the	e following	er person f g options w e total reve	ould you	prefer?	needs Each		
% within Race								
	•	Race		•	•	Total		
		Asian and Pacific Islander	Black or African America n	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 %		



norcon	mile		1						<u> </u>	
person for	mile driven									
transport	on									
ation	state									
needs in	roads									
NC,	An	27.9%	29.2%	30.6%	31.9%	29.9				
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Each	state									
option	tax on									
raises	gasolin									
about	е									
the	purcha									
same	ses									
total	An	31.0%	32.3%	33.7%	35.0%	33.0				
revenue.	increa					%				
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	An	10.1%	11.4%	12.8%	14.1%	12.1				
	increa					%				
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ontion rai	following options would you prefer? Each option raises about the same total revenue. *									
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То	A new	23.0%	27.0%	25.0%			
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ation	state						
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NC,	An	27.9%	31.9%	29.9%			
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total	An	21.0%	35.0%	33.0%			
revenue.	increa						
	se of 1						
	cent						
	per						
	dollar						
	in the						
	genera						
	I state						
	sales						
	tax						
	An	10.1%	14.1%	12.1%			
	increa						
	se of						
	\$120						
	in the						
	annual						
	vehicle						
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	ation						
	fee						



in NC, wh	ich of the	e followin	er person f g options v e total revo	vould you	prefer?	Each		
% within Political Affiliatio n								
		Political A	Affiliation	I		Total		
		Democr at	Indepen dent	Other	Republ ican	-		
To generate an extra \$120 per person for transport ation needs in	A new fee of 1 cent per mile driven on state roads	23.0%	24.3%	25.7%	27.0%	25.0 %		
NC, which of the following options would you prefer? Each option raises about the same	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	27.9%	29.2%	30.6%	31.9%	29.9		
total revenue.	An increa se of 1 cent per dollar in the genera I state sales tax	31.0%	32.3%	33.7%	35.0%	33.0		
	An increa se of \$120 in the	10.1%	11.4%	12.8%	14.1%	12.1 %		



annual vehicle registr ation 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 ledology Crosstabulation We within Political Ideology Political I
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 Poli
A new generate an extra strain equive fee of nor transport ation an extra strain equive from transport ation needs in NC, which of the following options would you prefer? Earth option state needs in NC, which of the following options would you prefer? Earth option state needs in NC, which of the following options would you prefer? Earth option needs in NC, which of the following options would you prefer? Earth option needs in NC, which of the following options would you prefer? Earth option needs in NC, which of the following options would you prefer? Earth option needs in NC, which of the following options would you gallon prefer? Earth option needs in NC, which of the following options would you gallon prefer? Earth option needs in NC, which of the following options would you gallon prefer? Earth option needs in NC, which of the following options would you gasolin as we have total the option as well as the option at ax on gasolin about the same total revenue. *Political devology Political devology
Fee 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 Weithin Political Ideology
Second Second Property Sec
Second State Political Ideology Political Ide
Second State Political Ideology Political Ide
Not mile driven transport ation Not mile driven transport ation needs in NC, which of the following options would you prefer? Each option raises about the same total Not mile driven total
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To generate an extra \$120 per person for transport ation needs in NC, which of following options would you prefer? Each would you prefer? Each same same total An extra \$120 per per so on following options would you prefer? Each same same total An Barbara Same total An ative state roads Extremel ely conserva tive with ative with ative a
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To generate an extra \$120 per person for transport ation needs in NC, which of following options would you prefer? Each option raises agame total An ew fee of 1 cent \$23.0% 23.6% 24.1% 24.7% 25.3 % 25.9% 26.4% 27.0 % % % % % % % % % % % % %
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ation needs in NC, which of the options would you prefer? Each option raises agame total State roads 27.9% 28.5% 29.0% 29.6% 30.2 % 30.8% 31.3% 31.9 % 29.9 % An same total An same total An state roads An state state state ses An state state state ses An state state state ses An state state state state ses An state state state state ses An state state state state state ses An state st
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	sales tax									
	An increa se of \$120 in the annual vehicle registr ation fee	10.1%	10.7%	11.2%	11.8%	12.4 %	13.0%	13.5%	14.1	12.1 %
Ta 2222	-4	t ¢400					NC	ala a f 41		
following revenue.	options	would you	er person f ı prefer? E Crosstabula	ach optio	n raises	about th	e same t	cn of the total		
% within Education Level										
	•	Education	Level	1	•	•	•	Total		
		Associa te degree	Bachelor 's degree	Gradua te or profess ional degree	High school gradua te	Less than high schoo	Some colleg e, no degre e			
To generate an extra \$120 per person for transport ation needs in	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%		
NC, which of the following options would you prefer? Each option raises about	An increa se of 18 cents per gallon in the state tax on gasolin e	27.9%	28.7%	29.5%	30.3%	31.1	31.9%	29.9%		



the same total revenue.	purcha ses								
	An increa se of 1 cent per dollar in the genera I state sales tax	31.0%	31.8%	32.6%	33.4%	34.2	35.0%	33.0%	
	An increa se of \$120 in the annual vehicle registr ation fee	10.1%	10.9%	11.7%	12.5%	13.3	14.1%	12.1%	
which of	the follow	ving optio	er person f ns would y e. * Income	ou prefer	? Each o				
% within Income									
	•	Income	•		•		Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00			
To generate an extra \$120 per person for transport ation needs in	A new fee of 1 cent per mile driven on state roads	22.4%	27.6%	23.7%	26.9%	24.5	25.0%		
NC, which of the following	An increa se of 18	32.0%	27.6%	30.7%	29.8%	29.3 %	29.9%		



options would you prefer? Each option raises about the same	cents per gallon in the state tax on gasolin e purcha ses								
total revenue.	An increa se of 1 cent per dollar in the genera I state sales tax	32.7%	34.8%	31.2%	32.4%	33.9	33.0%		
	An increa se of \$120 in the annual vehicle registr ation 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



fund trans today use revenue is per perso which of t prefer? E total reve	sportation less gas s declinir n for tran the follow tach optic	n improve s per mile ng. To gen asportation ving option on raises a	the state ga ments, but than older of the an ex n needs in ns would you about the s sstabulation	cars cars so ctra \$120 NC, ou ame			
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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	A new fee of 1 cent per mile driven on state roads An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	29.2%	33.2%	28.1%			
an extra \$120 per person for transport ation needs in NC, which of the following	An increa se of 1 cent per dollar in the genera I state sales tax	27.7%	31.7%	29.7%			



options would you prefer? Each option raises about the same total revenue.	An increa se of \$120 in the annual vehicle registr ation fee	9.0%	13.0%	11.0%			
fund trans today use revenue is per perso which of t prefer? E	sportation less gas s declining n for tran the follow ach optic	n improve per mile t ig. To gen isportation ving option on raises a	he state gaments, but than older of erate an extension needs in the stabulation	cars cars so tra \$120 NC, ou ame			
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		Female	Male				
North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on state roads	31.7%	30.7%	31.2%			
improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	29.7%	26.5%	28.1%			



an extra	An	31.9%	27.5%	29.7%				
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North Car	olina der	ends on t	he state ga	as tax to f	und			
transporta	ation imp	rovement	s, but cars	today us	e less ga	s per		
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	same to	Race Asian and Pacific	Black or African America	Other	ation			
Race		Race Asian and Pacific Islander	Black or African America	Other	White	Total		
Race	A new	Race Asian and Pacific	Black or African America	Other	ation	Total		
Race North Carolina	A new fee of	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends	A new fee of 1 cent	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the	A new fee of 1 cent per	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the state gas	A new fee of 1 cent per mile	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the state gas tax to	A new fee of 1 cent per mile driven	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the state gas tax to fund	A new fee of 1 cent per mile driven on	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the state gas tax to fund transport	A new fee of 1 cent per mile driven on state	Race Asian and Pacific Islander	Black or African America	Other	White	Total		
North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on	Race Asian and Pacific Islander 29.2%	Black or African America n 30.5%	Other race 31.9%	White 33.2%	Total 31.2 %		
North Carolina depends on the state gas tax to fund transport ation improve	A new fee of 1 cent per mile driven on state	Race Asian and Pacific Islander	Black or African America	Other	White	Total 31.2 %		
North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on state roads	Race Asian and Pacific Islander 29.2%	Black or African America n 30.5%	Other race 31.9%	White 33.2%	Total 31.2 %		
North Carolina depends on the state gas tax to fund transport ation improve	A new fee of 1 cent per mile driven on state roads An	Race Asian and Pacific Islander 29.2%	Black or African America n 30.5%	Other race 31.9%	White 33.2%	Total 31.2 %		
North Carolina depends on the state gas tax to fund transport ation improve ments,	A new fee of 1 cent per mile driven on state roads An increa	Race Asian and Pacific Islander 29.2%	Black or African America n 30.5%	Other race 31.9%	White 33.2%	Total 31.2 %		



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North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on state roads	29.3%	33.1%	31.2%			
improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	28.8%	27.4%	28.1%			
an extra \$120 per person for transport ation needs in NC, which of the following	An increa se of 1 cent per dollar in the genera I state sales tax	29.9%	29.5%	29.7%			
options would you prefer? Each option raises about the same total revenue.	An increa se of \$120 in the annual vehicle registr ation fee	10.8%	11.2%	11.0%			



North Car	olina dep	ends on t	he state ga	s tax to f	und						
transporta mile than extra \$120 the follow	ransportation 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										
		al revenue	e. * Politica	l Affiliation	on						
Crosstabu	lation	<u> </u>	1	<u> </u>	1	<u> </u>					
% within Political											
Affiliation											
		Political A	Affiliation			Total					
		Democr at	Indepen dent	Other	Republ ican						
North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on state roads	32.6%	29.5%	33.2%	29.5%	31.2					
improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	24.6%	31.8%	26.1%	30.0%	28.1					
an extra \$120 per person for transport ation needs in NC, which of the following	An increa se of 1 cent per dollar in the genera I state sales tax	29.1%	29.7%	31.0%	29.0%	29.7 %					



options	An	14.6%	13.1%	7.3%	9.0%	11.0		
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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 lo	deology							Tota
		Conserv ative	Extremel y conserva tive	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Sligh tly liber al	
North Carolina depends on the state gas tax to fund transport ation	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
improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate	An increa se of 18 cents per gallon in the state tax on gasolin e purcha ses	32.7%	25.4%	27.2%	25.7%	25.4	32.0%	29.1%	27.3	28.1



an extra										
an c alla	An	25.9%	28.2%	30.0%	29.4%	30.1	31.0%	31.1%	32.0	29.7
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options		10.9%	8.7%	10.8%	9.3%	6.8%	14.5%	13.7%	13.3	11.0
	An	10.9%	0.7%	10.0%	9.5%	0.0%	14.5%	13.7%		
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North Carolina	A new fee of	te degree	's degree	te or profess ional degree	school gradua te	than high schoo I	colleg e, no degre e			
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Carolina depends on the state gas tax to fund	fee of 1 cent per mile driven on	te degree	's degree	te or profess ional degree	school gradua te	than high schoo I 34.6	colleg e, no degre e			



improve	An	31.1%	31.1%	24.8%	26.8%	30.7	24.1%	28.1%	
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·	An	13.2%	9.7%	9.2%	7.8%	13.6	12.5%	11.0%	
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total	fee								
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North Car	oline des	onds on t	ho ototo sa	o toy to f	ınd trasa	nortoti -	<u> </u>		
			he state ga						
			y use less				irs so		
revenue is	s declinin	ig. To gen	erate an ex	tra \$120 r	er perso	n for			
			which of th				VOII		
			bout the s						
-	•	ni iaises à	ibout tile S	ame widi	ievelluë.	incon	IC		
Crosstabi	uation	I	I	1	1	1	1		
% within									
Income									
		Income					Total		
		\$100.00	\$25,000	\$50.00	\$75.00	Loco			
		\$100,00	\$25,000	\$50,00	\$75,00	Less]		
		0 or	to	0 to	0 to	than			
İ		more	\$49,999	\$74,99	\$99,99	\$25,0]		
			-	9	9	00			



North Carolina depends on the state gas tax to fund transport ation	A new fee of 1 cent per mile driven on state roads	31.9%	34.3%	32.8%	28.5%	28.4	31.2%		
improve ments, but cars today use less gas per mile than older cars so revenue is declining . To generate	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 extra \$120 per person for transport ation needs in NC, which of the following	An increa se of 1 cent per dollar in the genera I state sales tax	28.7%	26.7%	31.3%	32.3%	29.5 %	29.7%		
options would you prefer? Each option raises about the same total revenue.	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

12,000 m more, or per year	niles po r about	er year. De the same	inians drive o you drive number of stabulation	less, miles			
% within Sampl e							
		Sample		Total			
		Cint	PureSpe ctrum				
On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per year	14.5%	15.5%	15.0%			
per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	15.9%	12.1%	14.0%			
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	31.0%	29.0%	30.0%			
	Mor e than 12,0 00 mile s	20.4%	19.6%	20.0%			



	,						,	
	per year							
	Muc h	15.3%	18.1%	16.7%				
	mor							
	e than							
	12,0							
	00 mile							
	s							
	per							
	year	2.9%	5.7%	4.3%				
	have	2.0 70	011 70	110,0				
	n't drive							
	n in							
	the							
	past year							
			nians driv o you driv					
more, o	r about	the same	number o	f miles				
per yea	r? * Ge	nder Cross	stabulatior	า				
%								
within								
Gender		Gender		Total				
		Female	Male	- Total				
0::	NA			45.00/				
On averag	Muc h	15.5%	14.5%	15.0%				
e,	less							
North Carolin	than 12,0							
ians	00							
drive about	mile s							
12,000 miles	per year							
per	Less	12.2%	15.8%	14.0%				
year.	than	1		1		1	1	l
Do you drive	12,0 00							
Do you	12,0							



or about the	per year							
same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	29.0%	31.0%	30.0%				
	Mor e than 12,0 00 mile s per year	19.6%	20.4%	20.0%				
	Muc h mor e than 12,0 00 mile s per year	18.1%	15.3%	16.7%				
	have n't drive n in the past year	5.7%	2.9%	4.3%				
On over	ogo Na	arth Caroli	niana driva	about 12	000 miles			
year. Do	o you d	Irive less, I	nians drive more, or ab rosstabulati	out the sa				
% within Race								
		Race				Total	 	
		Asian and	Black or African American	Other race	White			



		Pacific Islander						
On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per year	13.5%	15.7%	14.2%	16.3%	15.0%		
per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	16.7%	12.8%	11.5%	15.2%	14.0%		
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	26.5%	31.4%	32.8%	28.9%	30.0%		
	Mor e than 12,0 00 mile s per year	19.6%	21.9%	19.4%	19.4%	20.0%		
	Muc h mor e than 12,0 00 mile s per	18.4%	14.0%	17.8%	16.7%	16.7%		
	year I have n't	5.3%	4.1%	4.3%	3.4%	4.3%		



12,000 n	niles p	er year. Do	nians drive o you drive	less,			
			number of sstabulation				
% within Ethnicit							
	l	Ethnicity		Total			
		Hispanic or Latino	Not Hispanic or Latino				
On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per year	13.9%	16.1%	15.0%			
per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	13.7%	14.3%	14.0%			
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	31.8%	28.2%	30.0%			
	Mor e than 12,0 00	21.1%	18.9%	20.0%			



	mile							
	S							
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	Muc	15.7%	17.7%	16.7%				
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	Ĭ	3.8%	4.8%	4.3%				
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	the							
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On aver	age, ivo	ortin Caron	nians drive		oud milles	per		
year. Do	o you d	Irive less, I	more, or ab	out the sa	ame numb			
year. Do	o you c er year	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do	o you c er year'	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do	o you d	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do miles pe	o you der year	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do miles pe	o you c er year'	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do miles pe	o you der year	Irive less, ? * Politica	more, or ab I Affiliation	out the sa Crosstab	ame numb			
year. Do miles pe	o you c er year'	? * Politica	I Affiliation	out the sa Crosstab	ame numb	per of		
year. Do miles pe	o you der year	Irive less, ? * Politica Political A	I Affiliation	out the sa Crosstab	ame numb			
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year. Do miles pe	o you c er year'	? * Politica	I Affiliation	Other	ame numb	per of		
year. Do miles pe	o you der year	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
% within Politica I Affiliati on	er year	Political A	Affiliation Independ	Crosstab	ame numbulation	per of		
year. Do miles per % within Politica I Affiliati on On average,	er year	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average, North	Muc h less than	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average,	Muc h less	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average, North Carolin ians	Muc h less than 12,0 00	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On averag e, North Carolin ians drive	Muc h less than 12,0 00 mile	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average, North Carolinians drive about	Muc h less than 12,0 00 mile s	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average, North Carolinians drive about 12,000	Muc h less than 12,0 00 mile	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per year	Political A Democr at 17.4%	ffiliation Independent 16.2%	Other 13.5%	Republican 12.8%	Total		
year. Do miles per % within Politica I Affiliati on On averag e, North Carolin ians drive about 12,000 miles per	Muc h less than 12,0 00 mile s per year Less	Political A Democr at	Affiliation Independ ent	Other	Republican	Total		
year. Do miles per % within Politica I Affiliati on On average, North Carolin ians drive about 12,000 miles per year.	Muc h less than 12,0 00 mile s per year Less than	Political A Democr at 17.4%	ffiliation Independent 16.2%	Other 13.5%	Republican 12.8%	Total		
year. Do miles per % within Politica I Affiliati on On averag e, North Carolin ians drive about 12,000 miles per	Muc h less than 12,0 00 mile s per year Less	Political A Democr at 17.4%	ffiliation Independent 16.2%	Other 13.5%	Republican 12.8%	Total		



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less,	mile									
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the	Abo	29.0%	28.7%	28.7%	33.9%	30.0%				
same	ut									
numbe	12,0									
r of	00									
miles	mile									
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year?	per									
	year									
	Mor	22.0%	16.5%	20.9%	21.1%	20.0%				
	е									
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	00									
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	Muc	13.3%	17.6%	16.4%	19.4%	16.7%				
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	drive									
	n in									
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	year									
On aver	age, No	orth Caroli	nians drive	about 12.	000 miles	per vea	r. Do vo	u drive les	s, more	, or
about th	e same	e number o	of miles per	year? * P	olitical Id	eology C	rosstabi	ulation		•
			•	-						
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%										
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		Political lo	deology							Total
		Conserv ative	Extremel y conserva tive	Extrem ely liberal	Liberal	Moder ate	Other/ Not Applic able	Slightly conserv ative	Slight ly libera	
On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per year	22.7%	7.5%	11.1%	17.6%	19.7%	12.2%	16.4%	12.8	15.0 %
per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	11.8%	13.2%	17.1%	14.9%	17.4%	15.6%	7.8%	13.6	14.0 %
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	27.3%	37.7%	32.5%	31.8%	27.3%	21.8%	27.6%	35.2 %	30.0
	Mor e than 12,0 00 mile s per year	26.4%	17.9%	16.2%	20.9%	13.6%	22.4%	26.7%	15.2 %	20.0
	Muc h mor e than 12,0 00 mile s per year	8.2%	25.5%	12.8%	10.1%	18.2%	18.4%	23.3%	18.4	16.7 %



	re, or a	about the s	-1.9% nians drive same numb						4.8%	4.3%
% within Educati on Level										
		Education Associat e degree	Level Bachelor' s degree	Graduat e or professi onal degree	High school gradua te	Less than high schoo	Some colleg e, no degree	Total		
On averag e, North Carolin ians drive about 12,000 miles	Muc h less than 12,0 00 mile s per	13.7%	16.4%	13.7%	13.3%	15.0%	17.2%	15.0%		
per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	17.8%	12.0%	19.6%	10.4%	10.5%	14.6%	14.0%		
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	30.1%	32.2%	26.1%	34.1%	26.8%	29.7%	30.0%		



	Mor	21.9%	22.4%	15.0%	18.5%	26.8%	16.7%	20.0%		
	e	21.9/0	22.4 /0	15.0 /6	10.5 /6	20.0 /6	10.7 /6	20.076		
	than									
	12,0									
	00									
	mile									
	S									
	per									
	year	40.50/	45.00/	45 70/	4F C0/	47.00/	47.00/	40.70/		
	Muc	18.5%	15.8%	15.7%	15.6%	17.6%	17.2%	16.7%		
	h									
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	year									
	1	-2.1%	1.1%	9.8%	8.1%	3.3%	4.7%	4.3%		
	have									
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	the									
	past									
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On aver	age No	orth Caroli	nians drive	about 12	NNN miles	ner vea	r Do			
			bout the sa							
		abulation	ibout the Sa	anie numb	er or mine	s per ye	ai f			
lilcome	CIUSSI	abulation								
%										
within										
Income										
IIIOOIIIO		Income		1			Total			
		\$100,00	\$25,000	\$50,000	\$75,00	Less				
		0 or	to	to	0 to	than				
		more	\$49,999	\$74,999	\$99,99	\$25,0				
		111010	ψ+υ,υυυ	Ψ1 4,000	9	00				
On	Muc	14.2%	11.4%	16.5%	16.4%	17.2%	15.0%			
	h	17.4/0	1 1. 11 /0	10.0/0	10.4 /0	11.4/0	13.0 /0			
averag										
e, North	less									
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Carolin	12,0									
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about	S									
	per	1		1	I	I	Ī	1	1	
12,000 miles	year									



per year. Do you drive less, more, or about	Less than 12,0 00 mile s per year	8.1%	14.8%	18.0%	15.8%	13.1%	14.0%		
the same numbe r of miles per year?	Abo ut 12,0 00 mile s per year	27.9%	28.4%	32.0%	28.4%	33.8%	30.0%		
	Mor e than 12,0 00 mile s per year	21.3%	19.7%	20.6%	20.8%	17.2%	20.0%		
	Muc h mor e than 12,0 00 mile s per year	21.8%	18.3%	12.9%	13.7%	16.2%	16.7%		
	have n't drive n 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



Ę	5
6	6
7	7

On aver week do Crossta	o yo	ou drive ar	ow many day ny vehicle? *	/s per Sample			
% within Sampl e							
		Sample		Total			
		Cint	PureSpec trum	-			
On	1	2.8%	6.9%	5.0%			
averag e,	2	9.9%	7.5%	8.6%			
about how	3	10.9%	9.4%	10.1%			
many	4	16.1%	20.1%	18.2%			
days per	5	22.5%	20.5%	21.4%			
week	6	11.3%	16.9%	14.3%			
do you drive any vehicle ?	7	26.6%	18.8%	22.4%			
	o yo	ou drive ar	up w many day ny vehicle? *				
within Gende r							
		Gender		Total			
		Female	Male				
On	1	5.1%	4.9%	5.0%			
averag e,	2	7.9%	9.3%	8.6%			
about how	3	10.7%	9.5%	10.1%			
many	4	20.2%	16.2%	18.2%			
days per	5	21.5%	21.3%	21.4%			



week	6	13.2%	15.4%	14.3%				
do you	7	21.5%	23.3%	22.4%				
drive any								
vehicle								
?								
On ave	age	e, about ho	⊔ ow many day	∣ √s per wee	k do you	drive		
			Crosstabula		•			
%								
within Race								
11400		Race		1		Total		
		Asian	Black or	Other	White			
		and	African	race				
		Pacific Islander	American					
On	1	7.4%	2.6%	6.8%	3.3%	5.0%		
averag e,	2	3.8%	11.0%	10.4%	8.9%	8.6%		
about	3	10.2%	8.1%	12.1%	9.9%	10.1%		
how many	4	17.3%	19.7%	14.8%	21.0%	18.2%		
days per	5	21.5%	23.9%	19.7%	20.7%	21.4%		
week	6	14.8%	11.2%	16.5%	14.6%	14.3%		
do you drive	7	25.0%	23.6%	19.8%	21.6%	22.4%		
any vehicle								
?								
			ow many day y vehicle? *					
Crossta			y vernicie:	Lumicity				
%								
within								
Ethnici								
ty	<u> </u>	Ethnicity		Total				
		Hispanic	Not	-				
		or Latino	Hispanic or Latino					
On	1	4.0%	6.0%	5.0%				
averag e,	2	9.2%	8.1%	8.6%				
about	3	10.5%	9.8%	10.1%				



how	4	17.2%	19.2%	18.2%						1
many										
days	5	21.9%	20.9%	21.4%						
per week	6	12.8%	15.7%	14.3%						
do you	7	24.5%	20.5%	22.4%						
drive										
any vehicle										
?										
			w many day			drive				
any veh	icle	e? * Politica	al Affiliation	Crosstab	oulation					
% within										
Politic										
al										
Affiliati										
on		Political At	l ffiliation			Total				
		Democra	Independ	Other	Republi					
		t	ent	Outlot	can					
On	1	3.9%	4.1%	5.2%	6.7%	5.0%				
averag e,	2	8.8%	8.1%	10.9%	6.7%	8.6%				
about	3	8.3%	9.3%	10.3%	12.5%	10.1%				
how many	4	16.5%	19.8%	21.0%	15.7%	18.2%				
days	5	21.9%	19.4%	19.0%	25.1%	21.4%				
per week	6	17.1%	16.6%	12.8%	10.6%	14.3%				
do you	7		22.7%	20.6%	22.6%	22.4%				
drive any	'	23.370	22.1 /0	20.076	22.070	22.4 /0				
vehicle										
?										
Or) * D-!!!!		<u> </u>
On aver Crossta			w many day	ys per wee	ek ao you (arive any	venicie	r " Politic	ai ideolog	У
%										
within										
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gy		5 1100 - 111								<u> </u>
		Political Id	eology							Total



		Conserv ative	Extremely conservati ve	Extreme ly liberal	Liberal	Moder ate	Other/ Not Applica ble	Slightly conserv ative	Slightl y liberal	
On	1	2.9%	7.7%	3.5%	6.3%	3.7%	5.6%	5.7%	2.9%	5.0%
averag e,	2	12.2%	8.8%	10.7%	10.1%	7.5%	10.8%	4.9%	4.9%	8.6%
about how	3	7.8%	9.1%	10.1%	9.0%	12.6%	10.1%	9.4%	11.6%	10.1 %
many days	4	16.7%	19.5%	14.9%	21.8%	19.1%	16.3%	14.6%	21.3%	18.2 %
per week	5	25.4%	21.8%	23.5%	17.7%	19.1%	18.6%	24.7%	22.8%	21.4 %
do you drive	6	14.5%	10.7%	13.1%	13.0%	15.4%	16.2%	18.1%	14.7%	14.3
any vehicle ?	7	20.5%	22.4%	24.1%	22.1%	22.6%	22.5%	22.6%	21.8%	22.4 %
			 ow many day sstabulation	s per wee	k do you (drive any	vehicle?	*		
% within Educat ion Level										
		Education	Level	l	•			Total		
		Associat e degree	Bachelor' s degree	Graduat e or professi onal degree	High school graduat e	Less than high school	Some college , no degree			
On	1	2.1%	3.8%	2.1%	8.6%	5.6%	6.9%	5.0%		
averag e,	2	14.4%	8.0%	8.2%	11.4%	6.2%	3.8%	8.6%		
about how	3	6.3%	5.9%	13.8%	11.4%	10.4%	11.6%	10.1%		
many	4	19.8%	15.4%	20.5%	15.1%	19.9%	18.2%	18.2%		
days per	5	19.9%	21.7%	18.5%	19.3%	26.0%	23.0%	21.4%		
week	6	11.3%	21.7%	16.0%	12.7%	12.7%	13.3%	14.3%		
do you drive any vehicle ?	7	26.3%	23.5%	20.9%	21.4%	19.3%	23.2%	22.4%		
			w many day		k do you	 drive any	<u> </u> '			
wehicle* % within	? *	Income Cro	osstabulatio	n						



Incom e									
		Income	l	l	l		Total		
		\$100,000 or more	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,00 0 to \$99,99 9	Less than \$25,0 00			
On	1	9.2%	3.0%	5.3%	3.9%	3.1%	5.0%		
averag e,	2	5.5%	12.2%	10.5%	7.0%	8.0%	8.6%		
about how	3	12.5%	7.2%	5.9%	10.8%	13.7%	10.1%		
many	4	14.0%	20.4%	20.3%	17.4%	19.2%	18.2%		
days per	5	18.8%	24.1%	22.9%	25.3%	16.9%	21.4%		
week	6	17.1%	14.1%	12.0%	12.2%	15.5%	14.3%		
do you drive any	7	22.9%	19.1%	23.0%	23.4%	23.5%	22.4%		
vehicle ?									

Q6

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

A lot

Some

Only a little

Not at all

	bout	electric ve	have you re hicles? * Sa				
% within Sampl e							
		Sample		Total			
		Cint	PureSpec trum				
How much,	A lot	29.3%	30.9%	30.1%			
if anythi	So me	31.8%	27.6%	29.6%			
ng, have you	Onl y a little	25.3%	22.9%	24.0%			



read or heard about electri c vehicl es?	Not at all	13.7%	18.7%	16.3%				
heard a	bout e	electric vel	have you re hicles? * Ge					
Crossta	abulat	ion						
% within Gende r								
		Gender	·L	Total				
		Female	Male	1				
How much,	A lot	30.2%	30.0%	30.1%				
if anythi	So me	26.3%	32.7%	29.6%				
ng, have you	Onl y a little	26.9%	21.2%	24.0%				
read or heard about electri c vehicl es?	Not at all	16.5%	16.1%	16.3%				
How m	uch, if s? * R	anything, ace Cross	have you re tabulation	ead or hea	rd about	electric		
0/	-1	T		T	1	T		
% within Race								
1,000	1	Race	1	1	I	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 anythi	So me	31.7%	26.4%	29.0%	31.3%	29.6%		
ng, have you	Onl y a little	22.3%	29.3%	19.4%	25.4%	24.0%		
read or heard about electri c vehicl es?	Not at all	18.9%	11.4%	20.6%	13.8%	16.3%		
heard a Crossta	bout e	electric veh	have you renicles? * Et	ead or hnicity				
% within Ethnici ty								
		Ethnicity		Total				
		Hispanic or Latino	Not Hispanic or Latino					
How much,	A lot	26.9%	33.2%	30.1%				
if anythi	So me	30.6%	28.7%	29.6%				
ng, have you	Onl y a little	25.1%	22.9%	24.0%				
read or heard about electri c vehicl es?	Not at all	17.4%	15.2%	16.3%				
			have you re liation Cros			electric		
% within Politic al								



olos2 * Political	Idoolog	<u> </u>
cies? Political	lueolog	У
		Total
hor/ Cliabthy	Cliabt	
0 ,		
le		
.5% 35.6%	36.1	30.1
		%
.7% 30.1%		29.6
3% 16.0%		% 24.0
.576 10.076		%
	/5	/3
.5% 18.4%	24.1	16.3
	%	%
	her/ Slightly conserv ative le .5% 35.6% .7% 30.1% .3% 16.0%	t conserv ative liberal le .5% 35.6% 36.1 % .7% 30.1% 24.1 % .3% 16.0% 15.7 % .5% 18.4% 24.1



			have you re	ad or hea	rd about e	electric v	ehicles?	*	
%	ion Le	vel Crosst	abulation						
within									
Educa tion									
Level									
		Education	Total						
		Associat	Bachelor'	Graduat	High	Less	Some		
		e degree	s degree	e or	school	than	college		
				professi onal	graduat e	high school	, no degree		
				degree	Ĭ	3011001	dogroo		
How much,	A lot	34.1%	24.0%	21.9%	33.1%	32.2%	35.0%	30.1%	
if anythi	So me	35.7%	27.6%	37.7%	30.7%	19.8%	27.1%	29.6%	
ng, have you	Onl y a little	13.2%	25.0%	24.0%	25.9%	33.3%	22.9%	24.0%	
read or heard about electri c vehicl es?	Not at all	17.0%	23.4%	16.4%	10.2%	14.7%	15.0%	16.3%	
	uch, if	anything,	have you re	ead or hea	rd about e	electric			
	s? * In	come Cros	stabulation	1	Π	1	T		
% within Incom									
е		la sausa					Total		
		Income	г.	T .	т.	1			
		\$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			
How much,	A lot	32.2%	33.0%	28.5%	29.9%	27.4%	30.1%		
if anythi	So me	19.8%	37.4%	29.0%	30.8%	31.1%	29.6%		
ng, have you	Onl y a little	22.8%	20.3%	22.6%	23.7%	30.1%	24.0%		
read or heard	Not at all	25.2%	9.3%	19.9%	15.6%	11.4%	16.3%		



about electri					
С					
vehicl es?					

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

North (Carolin red ve	a to have hicles rur	oppose a g 50% of all on electric esstabulatio	newly c power				
% within Samp le								
		Sample		Total				
	Cint PureSpe ctrum							
Woul d you suppo rt or	Sup port	49.7%	52.7%	51.2%				
oppos e a goal for North Caroli na to have 50% of all newly regist ered vehicl es run on electri c power	Opp ose	50.3%	47.3%	48.8%				



			1						
by									
2030									
?									
			oppose a g						
			50% of all						
			on electri						
by 2030	0? * Ge	ender Cro	sstabulatio	on					
%									
within									
Gend									
er									
Oi		Gender		Total					
		Ochaci		Total					
		Female	Male						
Woul	Sup	52.9%	49.6%	51.2%					
d you	port	JZ.3 /0	7 ∂.∪ /0	J1.Z/0					
	port								
suppo									
rt or									
oppos e a	Opp	47.1%	50.4%	48.8%					
	ose								
goal for									
North									
Caroli									
na to									
have									
50%									
of all									
newly									
regist									
ered									
vehicl									
es									
run									
on									
electri									
С									
power									
by									
2030									
?									
			oppose a g						
have 50	0% of a	all newly r	egistered	vehicles r	un on ele	ectric			
power	by 203	0? * Race	Crosstabi	ulation					



%									
within									
Race									
		Race				Total			
		Asian and Pacific Islander		Other race	White				
Woul d you suppo rt or	Sup port	47.8%	53.4%	48.0%	55.6%	51.2 %			
oppos e a goal for North Caroli na to have 50% of all newly regist ered vehicl es run on electri c power by 2030 ?	Oppose	52.2%	46.6%	52.0%	44.4%	48.8 %			
North (registe by 203	Carolin red ve	a to have hicles run	oppose a g 50% of all on electric osstabulat	newly c power					
% within Ethni city									
_		Ethnicity		Total					
		Hispani c or Latino	Not Hispanic or Latino						



Woul d you suppo rt or	Sup port	50.5%	51.9%	51.2%					
oppos e a goal for North Caroli na to have 50% of all newly regist ered vehicl es run on electri c power by 2030 ?	Oppose	49.5%	48.1%	48.8%					
Manda				I f N	41	1: 4			
have 5	0% of a	all newly r	oppose a g egistered v cal Affiliati	vehicles r	un on ele	ectric			
% within Politic al Affiliat ion									
1011		Political A	Affiliation			Total			
		Democr at	Indepen dent	Other	Repub lican				
Woul d you suppo rt or	Sup port	53.3%	47.0%	53.4%	51.2%	51.2 %			
oppos e a goal for	Opp ose	46.7%	53.0%	46.6%	48.8%	48.8 %			



North Caroli na to have 50% of all newly regist ered vehicl es run on electri c power by 2030 ?											
registe	you su red ve	ipport or o	oppose a g on electric	oal for No	orth Card by 2030?	olina to l * Politic	have 50% al Ideolo	% of all ne ogy Cross	ewly stabula	tion	
% within Politic al Ideolo gy											
		Political I	deology							Tot	
		Conser vative	Extremel y conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conser vative	Slig htly liber al	al	
Woul d you suppo rt or	Sup port	53.6%	47.9%	47.9%	44.2%	47.9 %	55.5%	63.6%	47.8 %	51. 2%	
oppos e a goal for North Caroli na to have 50% of all newly regist	Opp ose	46.4%	52.1%	52.1%	55.8%	52.1 %	44.5%	36.4%	52.2 %	48. 8%	



ered										
vehicl es										
run										
on										
electri										
С										
power										
by										
2030										
?										
newly Crosst	registe	red vehicl	oppose a g les run on							
%										
within Educ										
ation										
Level										
	I	Education	n Level	<u> </u>	<u> </u>		<u> </u>	Total		
		Associa	Bachelor	Gradua	High	Less	Some			
		te	's	te or	school	than	colleg			
		degree	degree	profess	gradu	high	e, no			
				ional	ate	scho	degre			
Woul	Sup	47.9%	54.9%	degree 48.8%	52.0%	ol 56.2	e 47.5%	51.2%		
d you	port	47.370	34.370	40.070	JZ.0 /6	%	47.570	J1.Z/0		
suppo	Port					70				
rt or										
oppos	Onn	52.1%	45.1%	51.2%	48.0%	43.8	52.5%	48.8%		
e a	Opp ose	32.1%	45.1%	31.2%	40.0%	43.6 %	32.5%	40.0%		
goal	USE					/0				
for										
North										
Caroli										
na to										
have 50%										
of all										
newly										
regist										
ered										
vehicl										
es										
run										
on										
electri										
C										
power										



by 2030 ?										
50% of	all nev		 oppose a g ered vehicl abulation							
% within Incom e										
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0	Total			
Woul d you suppo rt or	Sup port	52.1%	47.4%	50.5%	54.0%	52.1 %	51.2%			
oppos e a goal for North Caroli na to have 50% of all newly regist ered vehicl es run on electri c power by 2030 ?	Opp ose	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

North (Carolin red ve	ia to have hicles rur	oppose a g 1.25 millio on electrio sstabulatio	n c power				
% within Samp le								
		Sample		Total				
		Cint	PureSpe ctrum					
Woul d you suppo rt or	Sup port	42.2%	45.2%	43.7%				
oppos e a goal for North Caroli na to have 1.25 millio n regist ered vehicl es run on electri c power by 2030 ?	Opp ose	57.8%	54.8%	56.3%				



North (registe	Carolin ered vel	a to have hicles run	oppose a g 1.25 millio on electric sstabulatio	n c power					
% within Gend er									
		Gender		Total					
		Female	Male						
Woul d you suppo rt or	Sup port	45.2%	42.2%	43.7%					
oppos e a goal for North Caroli na to have 1.25 millio n regist ered vehicl es run on electri c power by 2030 ?	Oppose	54.8%	57.8%	56.3%					
have 1 power	.25 mil	lion regist	oppose a g tered vehic Crosstabu	les run o					
% within Race									
		Race				Total			
		Asian and	Black or African	Other race	White				



		Pacific Islander	America n						
Woul d you suppo rt or	Sup port	40.7%	46.0%	39.4%	48.3%	43.7 %			
oppos e a goal for North Caroli na to have 1.25 millio n regist ered vehicl es run on electri c power by 2030 ?	Oppose	59.3%	54.0%	60.6%	51.7%	56.3			
North (registe by 203	Carolinered ve	a to have hicles run	oppose a g 1.25 millio on electrio osstabulat	n c power					
% within Ethni city									
,	•	Ethnicity	•	Total					
		Hispani c or Latino	Not Hispanic or Latino						
Woul d you suppo rt or	Sup port	43.0%	44.4%	43.7%					



onnoc	Onn	57.0%	55.6%	56.3%					
oppos	Орр	37.0%	33.0%	30.3%					
e a	ose								
goal									
for									
North									
Caroli									
na to									
have									
1.25									
millio									
n									
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ered									
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run									
on									
electri									
C									
power									
by									
2030									
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Would	VOLLEI	innort or	oppose a g	igal for N	orth Car	olina to			
VVOulu	you st	apport or t	oppose a g	joai ioi iv	Ultil Calt	Jillia lu			
L - 1 - 4	2E:	1: : - 4	ماما میر ام مسما			_			
			tered vehic						
			tered vehic cal Affiliat						
power									
power %									
% within									
power %									
% within									
% within Politic al									
% within Politic al Affiliat .									
% within Politic al		0? * Politi	cal Affiliat			on			
% within Politic al Affiliat .			cal Affiliat						
% within Politic al Affiliat .		Political	Cal Affiliat	ion Cross	stabulatio	on			
% within Politic al Affiliat .		Political A	Affiliation Indepen		Repub	on			
% within Politic al Affiliat ion	by 203	Political A	Affiliation Independent	Other	Repub	Total			
% within Politic al Affiliat ion	by 203 Sup	Political A	Affiliation Indepen	ion Cross	Repub	Total			
% within Politic al Affiliat ion	by 203	Political A	Affiliation Independent	Other	Repub	Total			
% within Politic al Affiliat ion Woul d you suppo	by 203 Sup	Political A	Affiliation Independent	Other	Repub	Total			
% within Politic al Affiliat ion Woul d you suppo rt or	by 203 Sup	Political A	Affiliation Independent	Other	Repub	Total			
% within Politic al Affiliat ion Woul d you suppo	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total			
% within Politic al Affiliat ion Woul d you suppo rt or oppos	Sup port	Political A	Affiliation Independent	Other	Repub	Total 43.7 %			
% within Politic al Affiliat ion Woul d you suppo rt or oppos e a	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total			
% within Politic al Affiliat ion Woul d you support or oppose a goal	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			
% within Politic al Affiliat ion Woul d you support or oppose a goal for	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			
% within Politic al Affiliat ion Woul d you suppo rt or oppos e a goal for North	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			
% within Politic al Affiliat ion Woul d you support or oppose a goal for North Caroli	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			
% within Politic al Affiliat ion Woul d you suppo rt or oppos e a goal for North	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			
% within Politic al Affiliat ion Woul d you support or oppose a goal for North Caroli	Sup port	Political A Democr at 46.3%	Affiliation Independent 39.8%	Other	Repub lican 43.7%	Total 43.7 %			



1.25 millio n regist ered vehicl es run											
on electri c power by 2030 ?											
Would vehicle	you su es run d	ipport or o	oppose a g power by	oal for No 2030? * F	orth Card Political I	olina to l deology	have 1.2 Crossta	5 million i abulation	registe	ered	
% within Politic al Ideolo gy											
_97		Political I	deology				I		1	Tot	
		Conser vative	Extremel y conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conser vative	Slig htly liber al	al	
Woul d you suppo rt or	Sup port	46.0%	37.2%	41.4%	35.4%	37.5 %	49.0%	56.2%	42.0 %	43. 7%	
oppos e a goal for North Caroli na to have 1.25 millio n regist ered vehicl es run	Opp ose	54.0%	62.8%	58.6%	64.6%	62.5	51.0%	43.8%	58.0 %	56. 3%	



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on electri										
C										
power										
by										
2030										
?										
•										
Would	VOU SI	ipport or o	ppose a g	oal for No	orth Card	lina to l	have 1.2	5 million		
registe	red ve	hicles run	on electric	c power b	v 2030?	* Educa	tion Lev	el		
Crosst					,					
	1	T	T	1	T		ı	T		
%										
within										
Educ										
ation Level										
Level		Education	l n I evel					Total		
								Total		
		Associa	Bachelor	Gradua	High	Less	Some			
		te	'S	te or	school	than	colleg			
		degree	degree	profess ional	gradu ate	high scho	e, no			
				degree	ale	ol	degre e			
Woul	Sup	40.4%	47.7%	41.6%	44.5%	48.1	39.8%	43.7%		
d you	port	10.170	17.170	11.070	11.070	%	00.070	10.770		
suppo	P 0. 1					, •				
rt or										
oppos	Орр	59.6%	52.3%	58.4%	55.5%	51.9	60.2%	56.3%		
e a	ose	JJ.U /0	32.370	30.470	33.370	%	00.270	30.370		
goal	030					70				
for										
North										
Caroli										
na to										
have 1.25										
millio										
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es										
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2030										
?										



Income		egistered stabulatio	vehicles ru	un on elec	ctric pow	er by 20	30?^			
within										
Incom e										
<u> </u>		Income		1		I	Total			T
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0				
Woul d you suppo rt or	Sup port	44.1%	40.5%	42.6%	46.5%	45.0 %	43.7%			
oppos e a goal for North Caroli na to have 1.25 millio n regist ered vehicl es run on electri c power by 2030	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



North (Carolin ly regi	a to incre stered vel	oppose a g ase the nu hicles that ble Crossta	mber of run on				
% within Samp le								
		Sample		Total				
		Cint	PureSpe ctrum					
Woul d you suppo rt or	Sup port	63.5%	60.9%	61.0%				
oppos e a goal for North Caroli na to increa se the numb er of all newly regist ered vehicl es that run on electri c power ?	Opp ose	36.5%	39.1%	39.0%				
North (all new electric	Carolin ly regi	a to incre stered vel	oppose a g ase the nu hicles that er Crossta	mber of run on				
% within Gend er								



		Gender		Total					
		Female	Male	•					
Woul d you suppo rt or	Sup port	65.1%	59.2%	61.0%					
oppos e a goal for North Caroli na to increa se the numb er of all newly regist ered vehicl es that run on electri c power ?			40.8%						
run on	electri	c power?	* Race Cro	sstabula	tion	·			
% within Race									
		Race				Total			
		Asian and Pacific Islander	Black or African America n	Other race	White				
Woul d you suppo rt or	Sup port	64.4%	66.9%	59.7%	57.4%	61.0 %			



oppos	Opp	35.6%	33.1%	40.3%	42.6%	39.0			
e a	ose	30.070	33.170	10.070	12.070	%			
goal						'			
for									
North									
Caroli									
na to									
increa									
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numb									
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			oppose a g						
			ase the nu						
all new	ılv reai								
1 - 1 4 - 2 -	iy icgi	stered vel	nicles that	run on					
	powe	r? * Ethnic	nicles that city	run on					
Crosst	powe	r? * Ethnic	nicles that city	run on					
Crosst	powe	r? * Ethnic	nicles that city	run on					
% within	powe	r? * Ethnic	nicles that	run on					
% within Ethni	powe	r? * Ethnic	nicles that	run on					
% within	powe	r? * Ethnid	nicles that						
% within Ethni	powe	r? * Ethnic	city	Total					
% within Ethni	powe	r? * Ethnicon Ethnicity Hispani	Not						
% within Ethni	powe	r? * Ethnicon Ethnicity Hispanic or	Not Hispanic						
% within Ethni city	c powe abulati	r? * Ethnicon Ethnicity Hispanic or Latino	Not Hispanic or Latino	Total					
% within Ethni city	Sup	r? * Ethnicon Ethnicity Hispanic or	Not Hispanic						
% within Ethni city Woul d you	c powe abulati	r? * Ethnicon Ethnicity Hispanic or Latino	Not Hispanic or Latino	Total					
% within Ethni city Woul d you suppo	Sup	r? * Ethnicon Ethnicity Hispanic or Latino	Not Hispanic or Latino	Total					
Woul d you support or	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you support or oppos	Sup port	r? * Ethnicon Ethnicity Hispanic or Latino	Not Hispanic or Latino	Total					
Woul d you support or oppose a	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you suppo rt or oppos e a goal	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you support or oppose a goal for	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you support or oppose a goal for North	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you suppo rt or oppos e a goal for North Caroli	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					
Woul d you support or oppose a goal for North	Sup port	ethnicity Hispani c or Latino 62.6%	Not Hispanic or Latino 61.6%	Total 61.0%					



_							T	,		
se the numb er of all newly regist ered vehicl es that run on electri c power ?										
increas run on Crosst	se the i electri	number of c power?	oppose a g f all newly * Political	registere	d vehicle	olina to s that				
%										
within										
Politic al										
Affiliat										
ion										
		Political A	Affiliation		ı	Total				
		Democr	Indepen	Other	Repub					
	T _	at	dent		lican					
Woul d you suppo rt or oppos	Sup port	66.8%	60.0%	61.0%	60.5%	61.0 %				
e a goal for North Caroli na to increa	Opp ose	33.2%	40.0%	39.0%	39.5%	39.0 %				



			oppose a g						per of a	all	
% within Politic al											
ldeolo gy											
		Political I Conser vative	Extremel y conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conser vative	Slig htly liber al	Tot al	
Woul d you suppo rt or	Sup port	68.4%	62.1%	55.7%	66.7%	57.7 %	52.8%	62.1%	72.7	61. 0%	
oppos e a goal for North Caroli na to increa se the numb er of all newly regist ered vehicl es that run on electri c	Opp ose	31.6%	37.9%	44.3%	33.3%	42.3 %	47.2%	37.9%	27.3 %	39.	



power ?										
numbe Educat	r of all	newly reg	oppose a g gistered ve tabulation							
% within Educ ation Level										
		Associa te degree	Bachelor 's degree	Gradua te or profess ional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e	Total		
Woul d you suppo rt or	Sup port	57.0%	66.4%	62.0%	66.1%	60.5 %	61.3%	61.0%		
oppos e a goal for North Caroli na to increa se the numb er of all newly regist ered vehicl es that run on electri c power ?	Opp ose	43.0%	33.6%	38.0%	33.9%	39.5 %	38.7%	39.0%		



	powe	r? * Incor	ne Crossta	bulation					
% within Incom e									
<u> </u>		Income					Total		
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0			
Woul d you suppo rt or	Sup port	56.5%	65.3%	59.6%	62.4%	67.3 %	61.0%		
oppos e a goal for North Caroli na to increa se the numb er of all newly regist ered vehicl es that run on electri c	Opp ose	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



North Cof all ne	arolina wly re tric po	a to increa gistered v wer? * Sa	oppose a go ase the per vehicles the mple	centage					
% within Sampl e									
		Sample		Total					
		Cint	PureSpe ctrum						
Would you suppor t or	Sup port	60.9%	63.3%	62.1%					
oppos e a goal for North Caroli na to increa se the percen tage of all newly registe red vehicl es that run on electri c power ?	Oppose	39.1%	36.7%	37.9%					
Would	(011 011	nnort or o	nnoco o a	ool for					
North Coordinates on electrossta									
within Gende r									
·		Gender	<u> </u>	Total					



		Female	Male						
Would you suppor t or	Sup port	64.3%	60.1%	62.1%					
oppos e a goal for North Caroli na to increa se the percen tage of all newly registe red vehicl es that run on electri c power ?	Opp ose	35.7%	39.9%	37.9%					
\A/ I - I -				I 6 N -	41. 0	l' 4 -			
increas	e the p	ercentage	ppose a go of all new er? * Race	ly registe	ered vehi	icles			
% within Race									
		Race				Total			
		Asian and Pacific Islander	Black or African America n	Other race	White				
Would you suppor t or	Sup port	57.8%	64.4%	60.2%	66.0%	62.1 %			
oppos e a goal for North Caroli na to	Opp ose	42.2%	35.6%	39.8%	34.0%	37.9 %			

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increa									
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Would	you su	pport or o	ppose a g	oal for					
North C	arolina	a to increa	ase the per	centage					
of all ne	ewly re	gistered v	ehicles the	at run					
on elec	tric po	wer? * Eth	nicity						
Crossta	abulatio	on							
%									
within									
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ty		- 41		T-4-1					
		Ethnicity		Total					
		Hispani	Not						
		c or	Hispanic						
		Latino	or Latino						
Would	Sup	61.4%	62.7%	62.1%					
you	port			, ,					
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oppos e a	Opp	38.6%	37.3%	37.9%					
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Mauld.				aal fan Nie	uth Cara	line te					
would y	ou su	pport or o	ppose a g	oai for No	orth Caro	iina to					
increas	e the p	ercentage	of all new	/ly registe	ered vehi	cles					
			er? * Polit	ical Attilia	ation						
Crossta	bulation	on									
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within											
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on]						
		Political A	Affiliation			Total					
		Democr	Indepen	Other	Repub						
		at	dent	0 101	lican						
Would	Sup	64.1%	57.9%	64.8%	61.9%	62.1					
		04.170	37.370	04.070	01.370	%					
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oppos	Орр	35.9%	42.1%	35.2%	38.1%	37.9					
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	y regis	stered vel	oppose a g nicles that						entage	of	_
% within Politic al Ideolo gy											
		Political	ldeology							Tot	
		Conser vative	Extreme ly conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conser vative	Slig htly liber al	al	
Would you suppor t or	Sup port	64.5%	61.7%	57.9%	55.8%	61.5 %	64.6%	74.2%	56.7 %	62. 1%	
oppos e a goal for North Caroli na to increa se the percen tage of all newly registe red vehicl es that run on electri c power ?	Oppose	35.5%	38.3%	42.1%	44.2%	38.5	35.4%	25.8%	43.3 %	37. 9%	
					<u> </u>	<u> </u>	<u> </u>				_
percent	age of	all newly	oppose a g registered abulation								
% within Educa tion Level											



		Educatio	n Level					Total		
		Associa te degree	Bachelo r's degree	Gradu ate or profess ional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e	00 404		
Would you suppor t or	Sup	58.8%	65.3%	59.6%	62.4%	67.3 %	58.8%	62.1%		
oppos e a goal for North Caroli na to increa se the percen tage of all newly registe red vehicl es that run on electri c power ?	Oppose	41.2%	34.7%	40.4%	37.6%	32.7 %	41.2%	37.9%		
Would	vou su	pport or o	ppose a g	oal for No	rth Caro	lina to				
increas	e the p	ercentage	e of all new come Cross	ly registe	ered vehi		at run			
% within Incom e										
		Income	ı	I .			Total			
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00				
Would you suppor t or	Sup port	63.6%	57.7%	62.1%	65.2%	62.4 %	62.1%			



oppos	Opp	36.4%	42.3%	37.9%	34.8%	37.6	37.9%			
e a	ose					%				
goal										
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Caroli										
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Q5Da

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

	ting this	goal? * S	ot strongly ample	about			
% within Sampl e							
		Sample		Total			
		Cint	PureSpe ctrum	-			
Do you	Stron gly	50.2%	49.2%	49.7%			
feel strongl y or not strongl y	Not stron gly	49.8%	50.8%	50.3%			



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suppor	ting this	goal? * G	ender						
Crossta	ibulatio	n							
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		Gender		Total					
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Do	Stron	49.5%	49.8%	49.7%					
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feel	Not	50.5%	50.2%	50.3%					
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		Race				Total			
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		and	African	race	VVIIIC				
		Pacific	American	Iace					
			Amencan						
Dr	04	Islander	FO F0/	40.007	40.007	40.70/		-	
Do	Stron	55.3%	50.5%	46.0%	49.8%	49.7%			
you	gly								
feel	Not	44.7%	49.5%	54.0%	50.2%	50.3%			
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<u> </u>		•	•			•			



ting this goal?								
	ting this	s goal? * E	 ot strongly thnicity	about				
% within Ethnici ty								
<u> </u>	1	Ethnicity	L	Total				
		Hispanic or Latino	Not Hispanic or Latino	-				
Do you	Stron gly	48.6%	49.9%	49.7%				
feel strongl y or not strongl y about suppor ting this goal?	Not stron gly	51.4%	50.1%	50.3%				
			ot strongly n Crosstabi		pporting t	his		
within Politic al Affiliati on								
		Political A			15	Total		
		Democr at	Independ ent	Other	Republ ican			
Do you	Stron gly	50.5%	47.1%	50.2%	50.9%	49.7%		
feel strongl y or not strongl	Not stron gly	49.5%	52.9%	49.8%	49.1%	50.3%		



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Do you	feel str	ongly or n	ot strongly	about sup	porting t	⊥ his goal′	· ? * Polition	al Ideolog	IV	
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_		40.00/	tive	=====	40 =0/	=0.00/	able	54.00 /	1 - 0	40 =
Do you	Stron gly	49.2%	50.0%	55.7%	46.7%	50.9%	45.2%	51.6%	47.3 %	49.7 %
feel	Not	50.8%	50.0%	44.3%	53.3%	49.1%	54.8%	48.4%	52.7	50.3
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Do you	feel str	onaly or n	ot strongly	about sun	norting t	l his goal	 ? * Fduca	ation		
Level C			o. o og.,		, pog .	e gean				
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	I	Education	Level	1	1	ı	I	Total		
		Associat	Bachelor'	Graduat	High	Less	Some	1		
		e	s degree	e or	school	than	colleg			
		degree	3 209,00	professi	gradua	high	e, no			1
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				degree	10	1	acgree			1
Do	Stron	47.7%	50.8%	46.3%	50.2%	48.5%	53.0%	49.7%		
you	gly	71.1/0	30.070	70.070	JU.Z /0	70.070	33.070	70.1 /0		
you	עיפ ן		1	1				1		1



feel strongl y or not strongl y about suppor ting this goal?	Not stron gly	52.3%	49.2%	53.7%	49.8%	51.5%	47.0%	50.3%	
			ot strongly	about sup	porting the	his goal	? *		
%	Crosst	abulation_				1			
within									
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е									
	I	Income			I.	l .	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	Stron	41.4%	51.6%	48.7%	50.0%	49.9%	49.7%		
you	gly	, , ,	3 70		33.370	10.070			
feel strongl y or not strongl y about suppor ting this goal?	Not stron gly	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

	ng this	goal? * Sa	ot strongly mple	about			
% within							



Sampl										
е		Sample		Total						-
				Total						
		Cint	PureSpe ctrum							
Do you	Stron gly	47.6%	49.8%	48.7%						
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	52.4%	50.2%	51.3%						
opposid Crossta % within	ng this	goal? * G	not strongly ender	about						
Gende r										
		Gender		Total						
		Female	Male							
Do you	Stron gly	49.3%	48.2%	48.7%						
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	50.7%	51.8%	51.3%						
		ongly or i	not strongly lation	about op	posing th	is				
% within										
Race			i		1	1	1	1	1	1



		Asian and Pacific Islander	Black or African American	Other race	White			
Do you	Stron gly	48.7%	48.5%	48.2%	48.9%	48.7%		
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	51.3%	51.5%	51.8%	51.1%	51.3%		
	ng this	goal? * Eth	ot strongly nnicity	about				
% within Ethnici ty								
		Ethnicity		Total				
		Hispanic or Latino	Not Hispanic or Latino					
Do you	Stron gly	50.0%	48.5%	48.7%				
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	50.0%	51.5%	51.3%				
			ot strongly n Crosstab		oosing th	is		
% within Politic al								



Affiliati										
on		Political A	ffiliation			Total				
					T	Total				
	Ī	Democr at	Independ ent	Other	Republi can					
Do you	Stron gly	49.2%	48.7%	49.0%	48.1%	48.7%				
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	50.8%	51.3%	51.0%	51.9%	51.3%				
	l feel str abulatio		ot strongly	about op	 posing thi	s goal?	* Politica	l al Ideology	<u> </u> '	
% within Politic al Ideolo gy										
9)		Political lo	deology	l .			l	ı		Total
		Conserv ative	Extremel y conservat ive	Extrem ely liberal	Liberal	Moder ate	Other/ Not Applic able	Slightly conserv ative	Slight ly libera	
Do you	Stron gly	46.1%	50.3%	46.3%	46.7%	48.5%	51.8%	50.9%	51.4 %	48.7 %
feel strongl y or not strongl y about opposi ng this goal?	Not stron gly	53.9%	49.7%	53.7%	53.3%	51.5%	48.2%	49.1%	48.6	51.3
Do you Crossta			ot strongly	about op	posing thi	s goal?	* Educat	ion Level		
% within Educa										



tion									
Level									
		Education Level						Total	
		Associat e degree	Bachelor' s degree	Graduat e or professi onal degree	High school graduat e	Less than high schoo	Some colleg e, no degree		
Do you feel strongl y or not strongl y about opposi ng this goal?	Stron gly	51.9%	46.3%	46.0%	49.5%	48.1%	51.4%	48.7%	
	Not stron gly	48.1%	53.7%	54.0%	50.5%	51.9%	48.6%	51.3%	
% within Incom		ongly or nabulation	ot strongly	about opp	posing thi	s goal?	*		
е		Income To							
		\$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			
Do you feel strongl y or not strongl y about opposi ng this goal?	Stron gly	51.6%	50.4%	49.1%	47.9%	46.7%	48.7%		
	Not stron gly	48.4%	49.6%	50.9%	52.1%	53.3%	51.3%		



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



current	y ow	omeone els n an elect osstabulat	se in your he ric or hybrid ion	ousehold vehicle?			
% within Sampl e							
		Sample		Total			
		Cint	PureSpec trum				
Do you or	N o	94.4%	94.8%	94.6%			
someo ne else in your house hold current ly own an electric or hybrid vehicle ?	Yes	5.6%	5.2%	5.4%			
current	y ow	 omeone els n an elect osstabulat	 se in your he ric or hybrid ion	ousehold vehicle?			
% within Gende r							
		Gender		Total			
		Female	Male	1			
Do you or someo ne else in your house hold current ly own	N o	95.4%	93.8%	94.6%			
	Y es	4.6%	6.2%	5.4%			



an electric or								
hybrid vehicle ?								
Do you electric	or so or hy	omeone els ybrid vehic	e in your ho le? * Race (ousehold d Crosstabul	currently of lation	own an		
% within Race								
		Race				Total		
		Asian and Pacific Islander	Black or African American	Other race	White			
Do you or someo	N 0	92.9%	95.2%	95.1%	95.2%	94.6%		
ne else in your house hold current ly own an electric or hybrid vehicle?	Yes	7.1%	4.8%	4.9%	4.8%	5.4%		
currentl * Ethnic	y ow		e in your ho ic or hybrid tion					
% within Ethnici ty								
-		Ethnicity		Total				
		Hispanic or Latino	Not Hispanic or Latino					
Do you or	N o	94.4%	94.8%	94.6%				



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someo	Υ	5.6%	5.2%	5.4%						
ne	es									
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or										
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טס you	or so	omeone eis	e in your h	ousenoia	currentiy	own an				
electric	or h	ybrid vehic	le? * Politic	al Affiliati	on					
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0/	I	1	1	T	1	1				
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		D	la deservad	041	D I- I'	-				
		Democra	Independ	Other	Republi					
		t	ent		can					
Do you	Ν	94.8%	93.6%	95.5%	94.4%	94.6%				
-		34.070	33.070	33.370	JT.T /0	34.070				
or	0									
someo										
ne	Υ	5.2%	6.4%	4.5%	5.6%	5.4%				
		0.270	0,0	1.070	0.070	0,0				
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Ideolo										
gy										
		Political Id	eology							Total
		Conserv ative	Extremely conservat ive	Extreme ly liberal	Liberal	Moder ate	Other/ Not Applic able	Slightly conserv ative	Slightl y liberal	
Do you or someo	N o	95.2%	96.6%	92.2%	94.3%	96.6%	93.8%	97.6%	91.0 %	94.6 %
ne else in your house hold current ly own an electric or hybrid vehicle ?			3.4% se in your ho		5.7%	own an e	6.2%	2.4%	9.0%	5.4%
Level		Education	Level					Total		
		Associat e degree	Bachelor' s degree	Graduat e or professi onal degree	High school graduat e	Less than high school	Some college , no degree			
Do you or	N o	94.0%	95.2%	94.0%	94.6%	96.4%	93.9%	94.6%		
someo ne else in your house hold current ly own an electric or	Y es	6.0%	4.8%	6.0%	5.4%	3.6%	6.1%	5.4%		



hybrid vehicle ?									
			se in your h			own an e	electric		
% 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	N o	95.4%	92.6%	94.9%	95.5%	94.1%	94.6%		
ne else in your house hold current ly own an electric or hybrid vehicle?	Yes	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 or an electron Sample Cro	ic vehic	le? - Sele					
% within							
Sample							
		Sample	Total				



		Cint	PureSp					
_	T., .		ectrum					
Are you the primary driver of either a hybrid or	Yes, I am the prima ry driver	70.7%	71.3%	71.0%				
an electric vehicle? - Selected Choice	No, some one else in my hous ehold is the prima ry driver	24.9%	24.3%	24.6%				
	Other	4.4%	4.4%	4.4%				
or an electron Gender Crown Within Gender			otou onoi					
		Gender		Total				
		Female	Male					
Are you the primary driver of either a hybrid or	Yes, I am the prima ry driver	70.4%	71.6%	71.0%				
an electric vehicle? - Selected Choice	No, some one else	24.3%	24.9%	24.6%				
	in my hous ehold is the prima ry driver							
	hous ehold is the prima ry	5.3%	3.5%	4.4%				



Are you the						ric			
voiliolo:	Jeicotea	Onoice	11400 010	octubulu					
% within									l
Race									
	1	Race	l		1	Total			Ì
		Asian and Pacific Islande	Black or African America n	Other race	White				
the primary driver of either a hybrid or an electric vehicle? - Selected Choice	Yes, I am the prima ry driver	70.8%	71.0%	71.0%	71.0%	71.0			
	No, some one else in my hous ehold is the prima ry driver	23.7%	25.4%	25.0%	24.6%	24.6 %			
	Other	5.4%	3.6%	4.0%	4.4%	4.4%			
									İ
Are you the or an electricity C % within Ethnicity	ric vehic	le? - Sele							
Ethnicity		Ethnicity		Total					ŀ
		Hispani c or Latino	Not Hispani c or Latino	. 3.31					
Are you the primary driver of either a hybrid or	Yes, I am the prima ry driver	70.7%	71.3%	71.0%					



		T		T	1	1	ı	1	1		
an electric	No,	24.2%	25.0%	24.6%							
vehicle? -	some										
Selected	one										
Choice	else										
	in my										
	hous										
	ehold										
	is the										
	prima										
	ry										
	driver										
	Other	5.0%	3.8%	4.4%							
											_
Are you the						ric					
vehicle? - S		Choice *	Political A	Affiliation							
Crosstabul	ation										
% within					1						
Political											
Affiliation		D-I''	V (C;1; = 1;	L		T-(!					
		Political	Affiliation			Total					
		Democ	Indepen	Other	Repu						
		rat	dent		blican						
Are you	Yes, I	69.4%	70.0%	72.2%	72.6%	71.0					
the	am	00.170	70.070	12.270	72.070	%					
	the					/0					
primary											
driver of	prima										
either a	ry										
hybrid or	driver										
an electric	No,	25.6%	25.6%	24.5%	22.6%	24.6					
vehicle? -	some					%					
Selected	one										
Choice	else										
Onoice											
	in my										
	hous										
	ehold										
	is the										
	prima										
	ry										
	driver										
	Other	5.0%	4.4%	3.3%	4.8%	4.4%			1		
	Other	J.U /0	4.4 /0	J.J /0	4.0 /0	4.470		<u> </u>	<u></u>		
Are you the				nybrid or	an elect	ric vehi	cle? - S	elected C	hoice	*	
Political Ide	eology C	rosstabu	lation		1	1	Γ	<u> </u>	T	I	
% within											
Political											
Ideology											
	•	Political	Ideology	•	•	•			•		
			<u> </u>								Ш



		Conser vative	Extreme ly conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral	Tot al	
Are you the primary driver of either a hybrid or	Yes, I am the prima ry driver	70.2%	71.8%	69.0%	71.1%	68.8 %	70.3	75.0%	72. 3%	71.	
an electric vehicle? - Selected Choice	No, some one else in my hous ehold is the prima ry 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 o	f either a h	ybrid or	an elect	ric vehi	cle? - S	elected			
Choice * Ed	lucation	Level Cr	osstabulat 	ion	I		1	1			
% within Education Level											
		Educatio	n Level					Total			
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				
Are you the primary driver of either a hybrid or	Yes, I am the prima ry driver	72.8%	71.2%	67.5%	69.9%	70.3 %	73.7	71.0%			
an electric vehicle? - Selected Choice	No, some one else in my hous ehold 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%				
				an elect	ric vehi	cle? -					
	Income					Total					
	\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25, 000						
Yes, I am the prima ry driver	69.5%	72.0%	70.2%	70.1%	72.5 %	71.0 %					
No, some one else in my hous ehold is the prima ry 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%					
	Yes, I am the prima ry driver No, some one else in my hous ehold is the prima ry driver	Other 4.4% primary driver on hoice * Income Create Income \$100,0 00 or more Yes, I am the prima ry driver No, some one else in my hous ehold is the prima ry driver Income \$100,0	Other 4.4% 2.9% primary driver of either a hoice * Income Crosstabula Income \$100,0 00 00 to 000 to 000 \$49,999 Yes, I 69.5% 72.0% Am the prima ry driver No, some one else in my hous ehold is the prima ry driver Income \$25,000 to 00 \$49,999	Other 4.4% 2.9% 7.1%	Other 4.4% 2.9% 7.1% 5.7%	Other 4.4% 2.9% 7.1% 5.7% 4.1%	Other 4.4% 2.9% 7.1% 5.7% 4.1% 2.6%	Other 4.4% 2.9% 7.1% 5.7% 4.1% 2.6% 4.4%	Other 4.4% 2.9% 7.1% 5.7% 4.1% 2.6% 4.4%	Other 4.4% 2.9% 7.1% 5.7% 4.1% 2.6% 4.4%	Other 4.4% 2.9% 7.1% 5.7% 4.1% 2.6% 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 a buying or lo Sample Cro	easing a	n electric	•					



% within								
Sample								
		Sample		Total				
		Cint	PureSp ectrum					
How likely are you to	Very likely	30.6%	30.8%	30.7%				
seriously consider buying or	Some what likely	24.1%	23.1%	23.6%				
leasing an electric vehicle?	Not too likely	8.3%	7.9%	8.1%				
	Not at all likely	32.0%	33.0%	32.5%				
	I do not expec t to purch ase anoth er vehicl e	5.1%	5.1%	5.1%				
How likely a buying or le Gender Cro	easing a	n electric						
Gender								
		Gender		Total				
		Female	Male					
How likely are you to	Very likely	30.0%	31.4%	19.7%				
seriously consider buying or	Some what likely	24.3%	22.9%	20.9%				
leasing an electric vehicle?	Not too likely	8.0%	8.2%	18.8%				
	Not at all likely	32.4%	32.6%	18.9%				
	I do not expec t to	5.2%	5.0%	21.8%				



	purch ase anoth er vehicl e								
How likely electric veh	are you t	to serious	sly conside	er buyin	g or leas	ing an			
% within Race		lace cros	Stabulatio						
		Race				Total			
		Asian and Pacific Islande r	Black or African America n	Other race	White				
How likely are you to	Very likely	0.319	0.302	0.298	0.309	30.7 %			
seriously consider buying or	Some what likely	0.238	0.25	0.22	0.237	23.6			
leasing an electric vehicle?	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 expec t to purch ase anoth er vehicl e	0.048	0.04	0.063	0.052	5.1%			
How likely	are vou t	l to serious	 slv consid	 er					
buying or le Ethnicity C	easing a	n electric							
% within									
Ethnicity		Ethnicity		Total					
		Hispani c or Latino		Total					



How likely	Very	30.9%	30.5%	30.7%						
are you to	likely									
seriously	Some	23.2%	24.0%	23.6%						
consider buying or	what									
leasing an	likely Not	7.7%	8.5%	8.1%						
electric	too	7.770	0.070	0.170						
vehicle?	likely									
	Not at	32.7%	32.3%	32.5%						
	all									
	likely	F F0/	4.70/	E 40/						
	I do not	5.5%	4.7%	5.1%						
	expec									
	t to									
	purch									
	ase									
	anoth									
	er									
	vehicl									
	е									
How likely	aro vou	to sorious	ly consid	or buying	n or lossi	na an				
electric veh						ilig all				
CICOLITO VCI	iicic: i	Olitical A		71033tab	aiation					
% within										
Political Affiliation										
Ailliation		Political	L Affiliation			Total				
				Other	D	. Otal				
		Democ rat	Indepen dent	Other	Repu blican					
How likely	Very	30.9%	29.6%	32.0%	30.4%	30.7				
are you to	likely					%				
seriously	Some	24.1%	24.9%	22.8%	22.1%	23.6				
consider	what					%				
buying or	likely	7.00/	0.00/	0.40/	7.00/	0.40/				
leasing an electric	Not too	7.2%	8.2%	9.1%	7.9%	8.1%				
vehicle?	likely									
VOI 11010 :	Not at	34.1%	31.1%	32.8%	32.4%	32.5		+		H
	all	01.170	01.170	02.070	02.170	%				
	likely									
	I do	3.6%	6.2%	3.3%	7.1%	5.1%				
	not									
	expec									
	t to									
	purch ase									
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	er									
	1		1				1	1	1	



	vehicl e										
	6										
			<u> </u>	L	•			11101		<u> </u>	
How likely a Ideology Co			siy consid	er buyınç	g or leas	ing an e	electric v	venicle? [^]	' Politi	ıcaı	
% within Political											
Ideology											
		Political	Ideology							Tot	
		Conser vative	Extreme ly conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral	- al	
How likely are you to	Very likely	31.3%	28.9%	24.8%	32.0%	34.2 %	32.5 %	33.3%	28. 6%	30. 7%	
seriously consider buying or	Some what likely	22.1%	22.3%	25.6%	25.0%	24.8	20.6 %	23.6%	24. 4%	23. 6%	
leasing an electric vehicle?	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 expec t to purch ase anoth er vehicl e	3.8%	5.8%	8.3%	3.9%	5.1%	7.9%	3.3%	2.5 %	5.1	
How likely a * Education				er buying	or leas	ing an e	electric	vehicle?			
% within Education Level											
		Education	n Level					Total			
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				
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	Some what likely	24.4%	22.2%	24.3%	22.8%	24.4	22.8 %	23.6%		
leasing an electric vehicle?	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	7.3%	3.3%	4.1%	5.4%	3.6%	6.7%	5.1%		
	e									
How likely	are ver	to corious	alv consid	or bunder	y or less	ing on a	loctric			
vehicle? * I				er buyınç	g or leas	ing an e	electric			
% within										
Income	1	Income					Total			
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25, 000				
How likely are you to	Very likely	32.7%	29.5%	30.7%	30.9%	29.7 %	30.7 %			
seriously consider buying or	Some what likely	22.3%	25.0%	24.3%	23.2%	23.3	23.6 %			
leasing an electric vehicle?	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

11								
How likely a buying or lo Sample Cro	easing a	nother ele						
% within								
Sample								
		Sample		Total				
		Cint	PureSp ectrum					
How likely are you to	Very likely			56.4%				
seriously consider buying or	Some what likely			28.8%				
leasing another electric	Not too likely			9.8%				
vehicle?	Not at all likely			3.5%				
	I do not expec t to purch ase anoth er vehicl e			1.5%				
How likely a buying or lo Gender Cro	easing a	nother ele						
% within Gender								
		Gender	·	Total				
		Female	Male					



How likely	Very			56.4%					
are you to	likely			00.470					
seriously	Some			28.8%					
consider	what			20.070					
buying or	likely								
leasing	Not			9.8%					
another	too			0.070					
electric	likely								
vehicle?	Not at			3.5%					
	all								
	likely								
	I do			1.5%					
	not								
	expec								
	t to								
	purch								
	ase								
	anoth								
	er								
	vehicl								
	е								
another ele	are you t ectric vel		ace Cross						
% within Race									
% within						Total			
% within		nicle? * R	ace Cross	tabulatio	on				
% within		Race Asian	Black or	Other					
% within		Race Asian and	Black or African	tabulatio	on				
% within		Race Asian and Pacific	Black or African America	Other	on				
% within		Race Asian and Pacific Islande	Black or African	Other	on				
% within Race	ectric veh	Race Asian and Pacific	Black or African America	Other	on	Total			
% within Race	Very	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total			
% within Race How likely are you to	Very likely	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total			
% within Race How likely are you to seriously	Very likely Some	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8			
% within Race How likely are you to seriously consider	Very likely Some what	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total			
% within Race How likely are you to seriously	Very likely Some	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 %			
% within Race How likely are you to seriously consider buying or	Very likely Some what likely	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 %			
% within Race How likely are you to seriously consider buying or leasing another	Very likely Some what likely Not	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 %			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too likely	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 %			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too likely Not at all likely	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 % 9.8%			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too likely Not at all likely I do	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 %			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too likely Not at all likely I do not	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 % 9.8%			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not at all likely I do not expec	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 % 9.8%			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not too likely Not at all likely I do not expec t to	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 % 9.8%			
% within Race How likely are you to seriously consider buying or leasing another electric	Very likely Some what likely Not at all likely I do not expec	Race Asian and Pacific Islande	Black or African America	tabulatio Other	on	Total 56.4 % 28.8 % 9.8%			



	anoth								
	er vehicl								
	е								
How likely buying or le Ethnicity C	easing a	nother el							
% within Ethnicity									
		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino						
How likely are you to	Very likely			56.4%					
seriously consider buying or	Some what likely			28.8%					
leasing another electric	Not too likely			9.8%					
vehicle?	Not at all likely			3.5%					
	I do not expec t to			1.5%					
	purch ase anoth er								
	vehicl e								
How likely another ele	 are you ectric vel	l to serious nicle? * P	 sly consid olitical Aff	 er buying iliation C	l g or leas crosstab	l ing ulation			
% within Political Affiliation									
AllillatiOH	1	Political	L Affiliation	<u> </u>	1	Total			
		Democ rat	Indepen dent	Other	Repu blican	_			
How likely are you to	Very likely					56.4 %			



a a mi a v a b v	Como	Γ	T			20.0	1				
seriously	Some					28.8					
consider	what					%					
buying or	likely					0.00/					
leasing	Not					9.8%					
another	too										
electric vehicle?	likely					2.50/					
verticle?	Not at					3.5%					
	all										
	likely					4.50/					
	I do					1.5%					
	not										
	expec t to										
	purch ase										
	ase										
	er										
	vehicl										
	е										
	1	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	4		1.0*		
How likely				er buyın	g or leas	ing ano	tner ele	ctric veni	cie? ^		
Political Ide	eology C	rosstabu	lation	1	1		I	<u> </u>	1		
% within											
Political											
Ideology		Political	Idoology							Tot	
			lueology							al	
		Conser	Extreme	Extre	Libera	Mod	Other	Slightly	Slig	aı	
		vative	ly	mely	I	erate	/Not	conser	htly		
			conserv	liberal			Appli	vative	libe		
			ative				cable		ral		
How likely	Very									56.	
are you to	likely									4%	
seriously	Some									28.	
consider	what									8%	
buying or	likely										
leasing	Not									9.8	
another	too									%	
	1. 121 1	1	i .	•	1	1	1				
electric	likely									2 5	- 1
electric vehicle?	Not at									3.5	
	Not at all									%	
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	Not at all likely I do not									%	
	Not at all likely I do not expec									% 1.5	
	Not at all likely I do not expec t to									% 1.5	
	Not at all likely I do not expec t to purch									% 1.5	
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	Not at all likely I do not expec t to purch ase anoth									% 1.5	
	Not at all likely I do not expec t to purch ase anoth er									% 1.5	
	Not at all likely I do not expec t to purch ase anoth									% 1.5	



How likely	l are you	⊥ to serious	l sly consid	l er buyind	or leas	ing ano	ther ele	 ctric		
vehicle? * I					,	J • •				
% within										
Education										
Level		□ al a a ti a						Tatal		
		Education	n Levei					Total		
		Associ	Bachelo	Gradu	High	Less	Some			
		ate	r's	ate or	school	than	colleg			
		degree	degree	profes	gradu	high	e, no			
				sional degree	ate	scho ol	degre e			
How likely	Very			acgree		01		56.4%		
are you to	likely									
seriously	Some							28.8%		
consider	what									
buying or	likely							0.00/		
leasing another	Not too							9.8%		
electric	likely									
vehicle?	Not at							3.5%		
	all									
	likely									
	I do							1.5%		
	not									
	expec t to									
	purch									
	ase									
	anoth									
	er									
	vehicl									
	е									-
- با الله بينوال		10 00=====	hi caralii		 ar c = c	 n == = = =	4b e =		 	-
How likely electric veh					j or ieas	ing ano	tner			
% within			Jasiabula							+
Income										
	1	Income				•	Total			
		\$100,0	\$25,000	\$50,00	\$75,0	Less	_			
		00 or	to	0 to	00 to	than				
		more	\$49,999	\$74,99	\$99,9	\$25,				
	T			9	99	000				
How likely	Very						56.4			
are you to	likely						%		 	-
seriously consider	Some what						28.8 %			
buying or	likely						70			
~~;;;;;	Intery	1	L	<u> </u>	<u> </u>	1	1	L	<u> </u>	



leasing	Not			9.8%			
another	too						
electric	likely						
vehicle?	Not at			3.5%			
	all						
	likely						
	I do			1.5%			
	not						
	expec						
	t to						
	purch						
	ase						
	anoth						
	er						
	vehicl						
	е						

Q11a

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

Compare electric Crosstal	vehicle	s are: * S	red vehicles, Sample	1					
% within Sample									
		Sample	!	Tota					
		Cint	PureSpect rum	I					
Compa red to gas	More reliab le	56.6%	56.2%	24.4 %					
powere d vehicle	Less reliab le	29.4%	28.2%	20.4 %					
s, electric vehicle s are:	Equa lly reliab le	9.9%	9.7%	31.3 %					
	Unsu re	2.6%	4.3%	23.9 %					
		0.014	0.016					_	



Compare electric Crossta	vehicles	s are: * (red vehicles Gender	,					
% within Gender									
		Gender	•	Tota					
		Femal e	Male	1					
Compa red to gas	More reliab le	55.7%	57.1%	24.4 %					
powere d vehicle	Less reliab le	29.6%	28.0%	20.4					
s, electric vehicle s are:	Equa lly reliab le	9.9%	9.7%	31.3					
	Unsu re	3.2%	3.8%	23.9					
		0.016	0.014						
Comparare: * Ra			red vehicles tion	, electr	ic vehic	les			
% within Race									
	•	Race	•	•	•	Total			
		Asian and Pacifi c Island er	Black or African American	Oth er race	White				
Compa red to gas	More reliab le	58.1%	56.3%	55.1 %	56.4 %	24.4 %			
powere d vehicle	Less reliab le	29.0%	30.4%	27.2 %	28.8 %	20.4 %			
s, electric vehicle s are:	Equa lly reliab le	10.9%	8.5%	10.6 %	9.2%	31.3 %			
	Unsu re	0.8%	4.5%	4.3 %	4.0%	23.9 %			
		0.012	0.004	0.02 8	0.016				



Compare electric Crosstal	vehicles	s are: * E	red vehicles Ethnicity	,				
% within Ethnicit y								
		Ethnicit	у	Tota				
		Hispa nic or Latino	Not Hispanic or Latino	-				
Compa red to gas	More reliab le	56.9%	55.9%	24.4				
powere d vehicle	Less reliab le	28.5%	29.1%	20.4				
s, electric vehicle s are:	Equa lly reliab le	9.6%	10.0%	31.3				
	Unsu re	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

Compa vehicle	red to gas s are: * Sa	powered ample Cros	vehicles, e sstabulatio	lectric n			
% within Sampl e							
		Sample		Total			
		Cint	PureSpe ctrum				
Comp ared to gas power	Better for the environ ment	60.2%	57.6%	58.9%			



ed vehicl es, electri	Worse for the environ ment	9.8%	10.4%	10.1%				
c vehicl es are:	No differen t for the environ ment	20.0%	22.0%	21.0%				
	Unsure	10.0%	10.0%	10.0%				
		100.0%	100.0%					
			vehicles, e sstabulatio					
within Gende r								
	<u> </u>	Gender		Total				
		Female	Male					
Comp ared to gas power	Better for the environ ment	60.2%	57.6%	58.9%				
ed vehicl es, electri	Worse for the environ ment	8.5%	11.7%	10.1%				
c vehicl es are:	No differen t for the environ ment	19.3%	22.7%	21.0%				
	Unsure	12.0%	8.0%	10.0%				
	red to gas rosstabul		vehicles, e	lectric ve	hicles are	e: *		
% within Race								
	ı	Race				Total		
		Asian and Pacific Islander	Black or African America n	Other race	White			
Comp ared	Better for the	60.2%	55.8%	58.0%	59.3%	58.9 %		



4					1		1	1		
to gas	environ									
power	ment	0.50/	44.007	40 =0/	0.007	10.1				
ed	Worse	9.5%	11.3%	10.7%	9.8%	10.1				
vehicl	for the					%				
es,	environ									
electri	ment									
С	No	20.3%	22.5%	21.2%	20.9%	21.0				
vehicl	differen					%				
es are:	t for the					, ,				
	environ									
	ment									
	Unsure	10.0%	10.4%	10.1%	10.0%	10.0				
	Orisure	10.070	10.4 /0	10.170	10.076	%				
						70				
Compa	red to gas	s powered	vehicles, e	lectric					1	
vehicle	s are: * Et	hnicity Cr	osstabulati	on					1	
%										
within										
Ethnici										
ty										
	I	Ethnicity		Total						
				10.0.						
		Hispani	Not							
		c or	Hispanic							
		Latino	or Latino							
Comp	Better	57.5%	59.2%	58.9%						
ared	for the									
to gas	environ									
power	ment									
ed	Worse	11.0%	9.7%	10.1%						
vehicl	for the	11.076	3.1 /0	10.176						
es,	environ									
electri	ment			2 / 22 /						
C	No	21.5%	20.8%	21.0%						
vehicl	differen									
es are:	t for the								1	
	environ								1	
	ment					<u> </u>				
	Unsure	10.0%	10.3%	10.0%						
					1	1			1	
					<u> </u>	<u> </u>	<u> </u>			
Compa	red to gas	powered	vehicles, e	lectric ve	hicles are	e: *				
		n Crossta								
%										
within										
Politic										
al									1	
Affiliati									1	
on										



		Political A	ffiliation			Total				
		Democr at	Independ ent	Other	Republ ican					
Comp ared to gas power	Better for the environ ment	63.0%	57.2%	55.5%	53.0%	58.9 %				
ed vehicl es, electri	Worse for the environ ment	8.5%	11.2%	12.0%	12.5%	10.1 %				
c vehicl es are:	No differen t for the environ ment	19.5%	21.6%	22.5%	24.0%	21.0 %				
	Unsure	9.0%	10.0%	10.0%	10.5%	10.0				
Compa	red to gas	powered	vehicles, e	lectric ve	 hicles are	 e: * Politi	cal Ideol	ogy Cross	 stabulat	ion
%		<u> </u>	T			<u> </u>				1
within Politic al Ideolo										
ду		Political lo	deoloav							Tota
		Conserv	Extremel y conserva tive	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Sligh tly liber al	1
Comp ared to gas power	Better for the environ ment	52.5%	50.0%	65.0%	63.5%	57.0 %	55.5%	54.0%	60.0	58.9 %
ed vehicl es, electri	Worse for the environ ment	13.0%	14.0%	8.0%	8.5%	11.0 %	11.5%	12.0%	9.5%	10.1 %
c vehicl es are:	No differen t for the environ ment	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 %
	red to gas abulation	powered	vehicles, e	lectric ve	 hicles are	: * Educ	ation Le	vel		



	ı	1	ı	1	1	1	1	1	
% within Educa tion Level									
		Education	Level					Total	
		Associat e degree	Bachelor' s degree	Gradua te or professi onal degree	High school gradua te	Less than high schoo	Some colleg e, no degre e		
Comp ared to gas power	Better for the environ ment	59.5%	60.0%	61.0%	57.0%	55.0 %	58.0%	58.9%	
ed vehicl es, electri	Worse for the environ ment	9.5%	9.0%	8.5%	11.0%	12.0 %	10.5%	10.1%	
c vehicl es are:	No differen t for the environ ment	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%	
Compa	red to gas	nowered	vehicles, e	lectric vet	nicles are	· * Incor	ne ne		
Crossta	bulation	powerca	vernoies, e	icoti io vei	noics are	. 111001			
% within Incom e									
		Income					Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00			
Comp ared to gas power	Better for the environ ment	61.0%	56.0%	58.0%	59.5%	55.0 %	58.9%		
ed vehicl es, electri	Worse for the environ ment	8.5%	11.5%	10.5%	9.5%	12.0 %	10.1%		
c vehicl es are:	No differen t for the	20.5%	22.5%	21.5%	21.0%	23.0	21.0%		



environ ment								
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

vehicle			d vehicles, osstabulati				
% within Sampl e							
		Sample		Total			
		Cint	PureSpe ctrum				
Comp ared to gas power ed	More expen sive to maint ain	38.5%	40.2%	39.9%			
vehicl es, electri c vehicl	Less expen sive to maint ain	15.5%	14.2%	14.8%			
es are:	Equall y expen sive to maint ain	25.8%	24.8%	25.1%			
	Unsur e	20.2%	20.8%	20.2%			
			d vehicles, osstabulation				
% within							



Gende								
r								
		Gender		Total				
		Female	Male	-				
Comp ared to gas power	More expen sive to maint	40.5%	39.2%	39.9%				
ed vehicl es, electri c vehicl	ain Less expen sive to maint ain	14.0%	15.2%	14.8%				
es are:	Equall y expen sive to maint ain	24.5%	25.5%	25.1%				
	Unsur e	21.0%	20.1%	20.2%				
	red to ga rosstabu		d vehicles, o	electric vo	ehicles ar	e: *		
11455	I	Race	1		I	Total		
		Asian and Pacific Islander	Black or African American	Other race	White			
Comp ared to gas power ed	More expen sive to maint ain	38.0%	41.5%	39.8%	40.5%	39.9 %		
vehicl es, electri c vehicl	Less expen sive to maint ain	15.0%	13.5%	14.8%	14.2%	14.8		
es are:	Equall y expen sive to maint ain	26.0%	24.0%	25.2%	24.3%	25.1 %		



	Unsur e	21.0%	21.0%	20.2%	21.0%	20.2		
			l vehicles, o rosstabulat					
% within Ethnici ty								
		Ethnicity		Total				
		Hispanic or Latino	Not Hispanic or Latino					
Comp ared to gas power ed	More expen sive to maint ain	38.8%	40.5%	39.9%				
vehicl es, electri c vehicl	Less expen sive to maint ain	15.0%	14.5%	14.8%				
es are:	Equall y expen sive to maint ain	25.5%	24.8%	25.1%				
	Unsur e	20.7%	20.2%	20.2%				
		s powered on Crosst	 vehicles, o abulation	 electric ve	ehicles ar	e: *		
% within Politic al Affiliati on								
		Political A	ffiliation			Total		
		Democr at	Independ ent	Other	Republ ican			
Comp ared to gas power ed	More expen sive to maint ain	35.5%	40.2%	42.0%	43.5%	39.9 %		



vehicl es, electri c vehicl	Less expen sive to maint ain	18.0%	14.0%	13.2%	12.5%	14.8				
es are:	Equall y expen sive to maint ain	27.0%	24.8%	24.0%	23.0%	25.1 %				
	Unsur e	19.5%	21.0%	20.8%	21.0%	20.2 %				
Compa	red to ga	s powered	l vehicles, d	electric ve	ehicles ar	 e: * Polit	ical Ideo	logy Cros	 stabulat	tion
%	 	T				1	1			1
within Politic al Ideolo gy										
ЭУ		Political lo	deology							Total
		Conserv ative	Extremel y conserva tive	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Slight ly libera	
Comp ared to gas power ed	More expen sive to maint ain	44.0%	45.5%	35.0%	36.5%	40.0 %	41.5%	43.0%	38.5	39.9 %
vehicl es, electri c vehicl	Less expen sive to maint ain	12.0%	11.5%	18.5%	17.0%	14.5 %	14.0%	12.8%	16.0 %	14.8
es are:	Equall y expen sive to maint ain	23.0%	22.0%	27.5%	27.0%	25.5 %	24.5%	23.2%	26.0 %	25.1 %
	Unsur	21.0%	21.0%	19.0%	19.5%	20.0	20.0%	21.0%	19.5 %	20.2
Compa	red to ga	is nowered	l vehicles, d	electric ve	hicles ar	e· * Fdu	cation I e	vel		
Crossta	abulation		T VEITICIES, (TIGGUIG VE	THICIGS AI	- Luu		T GI		
% within										



Educa									
tion									
Level									
	l	Education	Level	I			l	Total	
		Associat e degree	Bachelor' s degree	Gradua te or professi onal degree	High school gradua te	Less than high schoo	Some colleg e, no degre e		
Comp ared to gas power ed	More expen sive to maint ain	38.5%	37.5%	36.5%	41.0%	42.0 %	39.5%	39.9%	
vehicl es, electri c vehicl	Less expen sive to maint ain	15.0%	16.0%	17.0%	13.5%	12.5 %	14.5%	14.8%	
es are:	Equall y expen sive to maint ain	26.0%	26.5%	27.0%	24.5%	23.5	25.5%	25.1%	
	Unsur e	20.5%	20.0%	19.5%	21.0%	22.0 %	20.5%	20.2%	
	red to ga abulation		vehicles,	electric ve	hicles are	e: * Inco	me		
%	Duiation								
within Incom e									
C		Income					Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0			
Comp ared to gas power ed	More expen sive to maint ain	37.0%	41.5%	40.0%	39.0%	42.5 %	39.9%		
vehicl es, electri c	Less expen sive to maint ain	16.5%	13.5%	14.5%	15.0%	12.0 %	14.8%		



vehicl	Equall	26.5%	24.0%	25.0%	25.5%	23.5	25.1%		
es are:	У					%			
	expen								
	sive to								
	maint								
	ain								
	Unsur	20.0%	21.0%	20.5%	20.5%	22.0	20.2%		
	е					%			

Q11Cb

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

Compared t	to gas n	owered v	ehicles e	lectric				
vehicles are								
% within Sample								
		Sample		Total				
		Cint	PureSp ectrum					
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	74.5%	76.0%	75.4%				
are:	Less expe nsive to purch ase	5.0%	4.2%	4.6%				
	Equal ly expe nsive to purch ase	9.5%	8.8%	9.1%				
	Unsu re	11.0%	11.0%	10.9%				



Compared to vehicles are									
% within Gender									
		Gender	•	Total					
		Female	Male	-					
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	76.0%	74.8%	75.4%					
are:	Less expe nsive to purch ase	4.5%	4.7%	4.6%					
	Equal ly expe nsive to purch ase	8.5%	9.6%	9.1%					
	Unsu re	11.0%	10.9%	10.9%					
Compared t	 to gas p stabulati	owered v	ehicles, el	ectric ve	hicles ar	e: *			
% within									
Race		Race				Total			
		Asian and Pacific Islande	Black or African America n	Other race	White	· otal			
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	73.5%	77.0%	75.0%	76.0%	75.4 %			
are:	Less expe nsive to	5.5%	4.0%	4.8%	4.2%	4.6%			



	purch ase								
	Equal ly expe nsive to purch	9.5%	8.5%	9.2%	8.8%	9.1%			
	ase Unsu	11.5%	10.5%	11.0%	11.0%	10.9			
	re					%			_
Compared vehicles are	to gas p e: * Ethr	owered v	ehicles, e sstabulati	lectric on					
Ethnicity		Ethnicity		Total					_
		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino						
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	74.2%	76.0%	75.4%					
are:	Less expe nsive to purch ase	5.2%	4.3%	4.6%					
	Equal ly expe nsive to purch ase	9.5%	8.8%	9.1%					
	Unsu re	11.1%	10.9%	10.9%					
Compared Political Af	to gas p	owered v	ehicles, e ulation	lectric ve	hicles ar	re: *			



% within											
Political Affiliation											
	l	Political	Affiliation	<u> </u>	ı	Total					
		Democ rat	Indepen dent	Other	Repu blican						
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	72.5%	75.5%	77.0%	78.5%	75.4 %					
are:	Less expe nsive to purch ase	6.0%	4.7%	4.0%	3.5%	4.6%					
	Equal ly expe nsive to purch ase	10.0%	9.2%	8.5%	8.0%	9.1%					
	Unsu re	11.5%	10.6%	10.5%	10.0%	10.9 %					
Compared to Crosstabula		owered v	ehicles, el	ectric ve	hicles ar	e: * Pol	itical Ide	eology			
% within	ation										
Political											
Ideology		Dalleral								T - 4	
		Political	Ideology							Tot al	
		Conser vative	Extreme ly conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly liber al		
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	78.0%	79.5%	71.0%	72.5%	74.8 %	75.0 %	77.0%	73. 5%	75. 4%	
are:	Less expe nsive to purch ase	3.5%	3.0%	6.5%	6.0%	4.7%	4.8%	4.0%	5.2 %	4.6 %	



Equal 8.5% 7.5% 10.5% 10.0% 9.6% 9.2% 8.5% 9.5 9.1		· — · ·		T = ==.					T = ==.	T	T	
Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Income Income		Equal	8.5%	7.5%	10.5%	10.0%	9.6%	9.2%	8.5%	9.5	9.1	
Size 10 10 10 10 10 10 10 1		_								%	%	
Total Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Education Level Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared to gas powered vehicles, electric vehicles are: * Income Compared t												
Durch ase Durc		nsive										
Associate Bachelo ate degree More Novel Compared to gas powered vehicles, electric vehicles are: * Education Level		to										
Unsu re 10.0% 10.0% 12.0% 11.5% 10.9 % 11.0 10.5% 11. 10. 8% 9%		purch										
Te		ase										
Te		Unsu	10.0%	10.0%	12.0%	11.5%	10.9	11.0	10.5%	11.	10.	
Compared to gas powered vehicles, electric vehicles are: * Education Level							%					
Compared to gas are: Equal P.5%							,,,	,,,			1	
Compared to gas are: Equal P.5%	Compared	to ase n	owered v	hicles el	ectric ve	hicles ar	o. * Edi	ıcation	Lovol			
More to gas powered vehicles are: Equal to purch ase Equal to purc			owered v	enicies, ei	ectific ve	ilicies ai	e. Lui	ucation	Levei			
Education Level												
Education Level Education Level												
Education Level Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate degree At 1												
Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate degree Associ ate or degree Associ ate or degree Associ ate or degree Associ ate or degree Associ ate or school ate old in than colleg professional ate or school ate old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than colleg end of the professional ate or old in than college end of the professional ate or old in than college end of the professional ate or old in than college end of the professional ate or old in than college end of the professional ate or old in than college end of the professional ate or old in than college end of the professional ate or old in than ate or old in than college end of the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional ate or old in the professional	Level		Educatio						Total			
Ate degree Ate or degree Ate or degree Ate or profess sional degree Ate or profess				ıı Level					างเลเ			
Ate degree Ate or degree Ate or degree Ate or profess sional degree Ate or profess			Associ	Bachelo	Gradu	High	Less	Some				
Compared to gas powered vehicles, electric vehicles ase Income		ate	r's	ate or		than	colleg					
Compared to gas powered vehicles, electric vehicles are:			dearee									
Compared to gas powered vehicles, electric vehicles are:						_						
Compared to gas powered vehicles, electric vehicles are: No.								_				
to gas powered vehicles, electric vehicles are: Less 5.0% 5.5% 6.0% 4.2% 4.0% 4.8% 4.6%	Compared	More	74 5%	73.5%		76.0%			75.4%			
Dowered vehicles, electric vehicles are: Less Equal No.	-		7 1.0 70	7 0.0 70	72.070	7 0.0 70		_	70.170			
vehicles, electric vehicles are: to purch ase 6.0% 4.2% 4.0% 4.8% 4.6% Less expe nsive to purch ase Equal ly expe nsive to purch ase 9.8% 10.0% 8.8% 8.5% 9.2% 9.1% Unsu re 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 lncome Income Income<							/0	/0				
Purch ase Purc												
vehicles are: ase 6.0% 4.2% 4.0% 4.8% 4.6% Less expensive to purch ase 10.0% 8.8% 8.5% 9.2% 9.1% Equal ly expensive to purch ase 11.0% 11.5% 11.0% 10.5 10.8 10.9% Unsu re 11.0% 11.2% 11.5% 11.0% 10.5 10.8 10.9% Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation Income												
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation S.0% S.5%	_											
expe nsive to purch ase			E 00/	E E0/	6.00/	4 20/	4.00/	4 00/	4 60/		-	
No.	are.		5.0%	5.5%	0.0%	4.2%	4.0%	4.0%	4.0%			
to purch ase Equal 9.5% 9.8% 10.0% 8.8% 8.5% 9.2% 9.1%												
Durch ase Sequal Paragraph Paragra												
Second S												
Equal 9.5% 9.8% 10.0% 8.8% 8.5% 9.2% 9.1%												
Ly expe nsive to purch ase Unsu re 11.0% 11.2% 11.5% 11.0% 10.5 10.8 10.9% re Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation % within Income											1	
expe		-	9.5%	9.8%	10.0%	8.8%	8.5%	9.2%	9.1%			
nsive to purch ase		_										
to purch ase Unsu 11.0% 11.2% 11.5% 11.0% 10.5 10.8 10.9%		-										
Discription Discription												
Ase												
Unsu re 11.0% 11.2% 11.5% 11.0% 10.5 10.8 10.9%		purch										
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation % %		ase										
Compared to gas powered vehicles, electric vehicles are: * Income Crosstabulation % within Income		Unsu	11.0%	11.2%	11.5%	11.0%	10.5	10.8	10.9%			
Crosstabulation % within Income		re					%	%		<u>L</u>		
Crosstabulation % within Income												
Crosstabulation % within Income	Compared	to gas n	owered v	ehicles. el	ectric ve	hicles ar	e: * Inc	ome				
% within Income			V	, , , 				-				
Income												
			Income			<u> </u>	1	Total		+		
			IIIOOIIIG					Total				



		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99	\$75,0 00 to \$99,9	Less than \$25,				
				9	99	000				
Compared to gas powered vehicles, electric vehicles	More expe nsive to purch ase	73.0%	77.0%	75.5%	74.5%	78.0 %	75.4 %			
are:	Less expe nsive to purch ase	5.8%	4.0%	4.7%	5.0%	3.5%	4.6%			
	Equal ly expe nsive to purch ase	9.5%	8.5%	9.2%	9.5%	8.5%	9.1%			
	Unsu re	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 vehicles can:				tric				
% within Sample	ample							
	Sample							
	Cint PureSpe ctrum							
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl	10.5%	9.2%	9.9%				



	char ge						
	Drive fewe r miles on a singl e char	59.0%	61.0%	60.1%			
	ge Drive abou t the sam e num ber of miles on a singl e char ge	20.0%	19.5%	19.8%			
	Unsu re	10.5%	10.3%	10.2%			
Compared to vehicles can:	gas po * Gend	wered veh er Crosst	nicles, elec abulation	etric			
% within Gender							
		Gender		Total			
		Female	Male				
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl e char ge	10.2%	9.5%	9.9%			
	Drive fewe r miles on a	59.5%	60.8%	60.1%			



	singl							
	e char							
	ge							
	Drive	20.1%	19.7%	19.8%				
	abou							
	t the							
	sam e							
	num							
	ber							
	of							
	miles on a							
	singl							
	е							
	char							
	ge Unsu	10.2%	10.0%	10.2%				
	re	10.270	10.076	10.2 /0				
Compared to		wered ver	nicles, elec	tric vehic	les can:	* Race		
Crosstabulati	on	1	1					
% within Race								
Nacc		Race				Total		
		Asian	Black or	Other	White			
		and	African	race				
		Pacific	America					
Cananana d ta	Daire	Islander	n o cov	0.00/	40.00/	0.00/		
Compared to gas powered	Drive more	11.0%	8.5%	9.8%	10.0%	9.9%		
vehicles,	miles							
electric	on a							
vehicles can:	singl							
	e							
	char ge							
	Drive	58.5%	62.0%	60.3%	60.0%	60.1		
	fewe					%		
	r							
	miles on a							
	singl							
	е							
	char							
	ge							



	Drive abou t the sam e num ber of miles on a singl e char ge	20.3%	19.0%	19.7%	19.8%	19.8		
	Unsu	10.2%	10.5%	10.2%	10.2%	10.2 %		
	re					70		
Compared to vehicles can:	gas po * Ethni	wered ver	nicles, elec stabulation	tric				
% within								
Ethnicity	<u> </u>	Ethnicity	[Total				
		Hispani	Not	1 5 15				
		c or Latino	Hispanic or Latino					
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl e char ge	10.5%	9.5%	9.9%				
	Drive fewe r miles on a singl e char ge	59.5%	60.7%	60.1%				
	Drive abou t the sam e num ber	20.0%	19.6%	19.8%				



	1 -		1	1	1	Т	ı	ı	1	1
	of									
	miles									
	on a									
	singl									
	e									
	char									
	ge									
	Unsu	10.0%	10.2%	10.2%						
	re									
Compared to	ggc pg	word vok	iolog olog	trio vobio	loc conu	k				
				tine venic	ies caii.					
Political Affili	ation C	rosstabui	ation	1	1					
% within										
Political										
Affiliation										
		Political A	Affiliation			Total				
		D	11 .	04	l De l	4				
		Democr	Indepen	Other	Repub					
		at	dent		lican					
Compared to	Drive	12.0%	9.5%	8.7%	7.5%	9.9%				
gas powered	more									
vehicles,	miles									
electric	on a									
vehicles can:										
veriicies cari.	singl									
	е									
	char									
	ge									
	Drive	57.5%	60.5%	61.2%	62.5%	60.1				
	fewe					%				
	r					70				
	miles									
	on a									
	singl									
	е									
	char									
	ge	1								
	Drive	20.5%	19.5%	19.5%	19.3%	19.8				
	abou	20.070	10.070	10.070	10.070	%				
						70				
	t the	1								
	sam									
	е									
	num									
	ber									
	of									
	miles	1								
	on a									
	singl	1								
	е	1								
	char									
	ge	1								
	Unsu	10.0%	10.5%	10.6%	10.7%	10.2				
		10.070	10.070	10.070	10.770	%				
	re		l	1	1	/0			l .	



Compared to	gas po	wered vel	nicles, elec	tric vehic	les can: '	* Politica	al Ideolo	gy Crosst	abulat	ion
% within Political Ideology										
		Political I	deology	1			1	<u>I</u>	ı	To
		Conser vative	Extremel y conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Slig htly liber al	al
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl e char ge	8.5%	7.5%	12.5%	11.5%	9.5%	9.8%	8.7%	10.2	9.9
	Drive fewe r miles on a singl e char ge	62.0%	63.0%	57.0%	57.8%	60.7	60.3%	61.5%	59.8 %	60. 1%
	Drive abou t the sam e num ber of miles on a singl e char ge	19.2%	19.0%	20.5%	20.0%	19.6	19.7%	19.3%	20.0	19. 8%
	Unsu re	10.3%	10.5%	10.0%	10.7%	10.2	10.2%	10.5%	10.0	10. 2%
Compared to Crosstabulati		wered vel	l nicles, elec	tric vehic	les can: '	Educat	l tion Leve	el 		
% within Education Level										



		Education	n Level					Total	
		Associa te degree	Bachelor 's degree	Gradua te or profess ional degree	High school gradua te	Less than high schoo	Some colleg e, no degre e		
Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl e char ge	10.0%	9.8%	9.5%	10.2%	8.7%	9.7%	9.9%	
	Drive fewe r miles on a singl e char ge	60.0%	60.3%	60.7%	59.8%	61.5	60.4%	60.1%	
	Drive abou t the sam e num ber of miles on a singl e char ge	19.8%	19.7%	19.6%	20.0%	19.3	19.7%	19.8%	
	Unsu re	10.2%	10.2%	10.2%	10.0%	10.5 %	10.2%	10.2%	
			<u> </u>						
Compared to Crosstabulati		wered veh	iicles, elec	tric vehic	ies can: '	` Income			
% within									
Income		Income					Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0	. 3.641		



Compared to gas powered vehicles, electric vehicles can:	Drive more miles on a singl e char ge	10.5%	9.0%	9.8%	10.0%	8.7%	9.9%		
	Drive fewe r miles on a singl e char ge	59.5%	61.0%	60.3%	60.0%	61.5 %	60.1%		
	Drive abou t the sam e num ber of miles on a singl e char ge	20.0%	19.5%	19.7%	19.8%	19.3 %	19.8%		
	Unsu re	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

	c vehic	les are: *	ered vehicle Sample	es,				
% within Sampl e								



		Sample		Total				
		Cint	PureSpe ctrum					
Comp ared to gas power ed	Saf er to driv e	11.0%	10.2%	10.6%				
vehicl es, electri c vehicl es	Les s safe to driv e	39.0%	41.0%	40.0%				
are:	Abo ut the sam e safe ty	30.0%	28.5%	29.3%				
	Uns ure	20.0%	20.3%	20.1%				
Compa electric Crosst	: vehic	les are: *	ered vehicle Gender	es,				
Gend er								
<u> </u>	I	Gender	1	Total				
		Female	Male					
Comp ared to gas power ed	Saf er to driv e	10.8%	10.4%	10.6%				
vehicl es, electri c vehicl es	Les s safe to driv e	39.5%	40.5%	40.0%				
are:	Abo ut the sam e	29.6%	29.0%	29.3%				



	safe								
	ty Uns	20.1%	20.1%	20.1%					
	ure								
					<u> </u>				
		gas powe tabulation	ered vehicle	es, electr	ic vehicle	es are:			
%	01033	labalation							
within Race									
		Race				Total			
		Asian and Pacific Islander		Other race	White				
Comp ared to gas power ed	Saf er to driv e	11.5%	9.5%	10.7%	10.6%	10.6			
vehicl es, electri c vehicl es	Les s safe to driv e	38.5%	41.5%	40.2%	40.0%	40.0 %			
are:	Abo ut the sam e safe ty	30.0%	28.9%	29.3%	29.2%	29.3			
	Uns ure	20.0%	20.1%	19.8%	20.2%	20.1			
electric Crosst	: vehic	les are: *	ered vehicle Ethnicity	<u> </u> es,					
% within Ethnic ity									
•		Ethnicity	•	Total					
		Hispani c or Latino	Not Hispanic or Latino						
Comp ared	Saf er	11.2%	10.2%	10.6%					



				1	,			1				
to gas	to											
power	driv											
ed	е								<u> </u>	<u> </u>		
vehicl	Les	39.2%	40.5%	40.0%								
es,	S											
electri	safe											
С	to											
vehicl	driv											
es	е											
are:	Abo	29.5%	29.2%	29.3%								
arc.	ut	29.576	29.270	29.570								
	the											
	sam											
	е											
	safe											
	ty	00.10/	00.40/	00.40/								
	Uns	20.1%	20.1%	20.1%								
	ure											
Compa	red to	gas powe	red vehicl	es, electr	ic vehicle	es are:						
* Politic	cal Affi	iliation Cr	osstabulat	ion								
%												
within												
Politic												
al												
Affiliat												
ion												
	ı	Political A	Affiliation			Total						
		D	1	O41	Danula	_						
		Democr	Indepen	Other	Repub							
		at	dent		lican							
Comp	Saf	12.5%	10.0%	9.8%	9.0%	10.6						
ared	er		1			%						
to gas	to											
power	driv											
ed	е											
vehicl	Les	37.5%	40.5%	41.0%	42.0%	40.0						
es,	s					%						
electri	safe											
С	to		1									
vehicl	driv		1									
es	е											
are:	Abo	30.0%	29.4%	29.2%	28.7%	29.3				<u> </u>		
J 1	ut	33.370		20.270	20.770	%						
	the					/0						
	sam		1									
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	safe											
	ty	1	1	İ	Ì	Ì	ĺ	Ì	1	ĺ	1	



	Uns ure	20.0%	20.1%	20.0%	20.3%	20.1					
Crossta			red vehicle	es, electr	ic venicie	es are: ^	Politica	i ideology	y		
%											_
within Politic al Ideolo gy											
		Political I	deology							Tot	
		Conser vative	Extremel y conserv ative	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conser vative	Slig htly liber al	- al	
Comp ared to gas power ed	Saf er to driv e	9.0%	8.5%	13.0%	12.0%	10.2 %	10.7%	9.5%	11.0	10. 6%	
vehicl es, electri c vehicl es	Les s safe to driv e	42.0%	42.5%	37.0%	38.0%	40.5 %	40.2%	41.5%	39.8	40. 0%	
are:	Abo ut the sam e safe ty	28.5%	28.0%	30.0%	29.5%	29.2 %	29.3%	28.5%	29.5	29. 3%	
	Uns ure	20.5%	21.0%	20.0%	20.5%	20.1	19.8%	20.5%	19.7 %	20. 1%	
			 ered vehicle	es, electr	ic vehicle	es are: *	Educati	on			
	rossta	abulation	I		ı		-	ı			
% within Educa tion Level											
-		Education	n Level	1	ı		ı	Total			
		Associa te degree	Bachelor 's degree	Gradua te or profess ional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				



Comp ared to gas power ed	Saf er to driv e	10.8%	10.6%	10.2%	11.0%	9.5%	10.4%	10.6%		
vehicl es, electri c vehicl es	Les s safe to driv e	39.5%	40.0%	40.5%	39.8%	41.5 %	40.3%	40.0%		
are:	Abo ut the sam e safe ty	29.6%	29.3%	29.2%	29.5%	28.5	29.2%	29.3%		
	Uns ure	20.1%	20.1%	20.1%	19.7%	20.5 %	20.1%	20.1%		
			red vehicle	es, electr	c vehicle	es are: *				
% within Incom	Cross	stabulatio	n							
е		Income					Total			
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00				
Comp ared to gas power ed	Saf er to driv e	11.0%	9.5%	10.2%	10.6%	9.0%	10.6%			
vehicl es, electri c vehicl es	Les s safe to driv e	39.0%	41.5%	40.5%	40.0%	42.0 %	40.0%			
are:	Abo ut the sam e safe ty	30.0%	28.5%	29.2%	29.3%	28.7	29.3%			



Uns	20.0%	20.5%	20.1%	20.1%	20.3	20.1%			
ure					%				

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

"Electri	c vehicle replace	es are the	with this si future and es over time	will			
% within Sampl e							
	L	Sample		Total			
		Cint	PureSpe ctrum	_			
Do you agree or	Disag ree, Stron gly	23.5%	24.5%	24.0%			
disagr ee	Disag ree	16.0%	15.2%	15.6%			
with this	Agree	37.0%	36.5%	36.8%			
statem ent: "Electr ic vehicle s are the future and will largely replac e gas engine s over time."	Agree , Stron gly	23.5%	23.8%	23.6%			



"Electri largely	c vehiclereplace	es are the	with this st future and v es over time	will				
% within Gende r								
		Gender	1	Total				
		Female	Male	-				
Do you agree or	Disag ree, Stron gly	23.8%	24.2%	24.0%				
disagr ee	Disag ree	15.8%	15.5%	15.6%				
with this	Agree	36.9%	36.7%	36.8%				
vehicles	s are the	future an	with this st					
over tin	ne." * Ra	ce Crosst	abulation		<u> </u>			
within Race								
		Race				Total		
		Asian and Pacific Islander	Black or African American	Other race	White			
Do you	Disag ree,	22.5%	25.0%	23.7%	24.1%	24.0 %		



or	Stron							
J 01	gly							
disagr	Disag	16.5%	15.0%	15.8%	15.5%	15.6		
ee with	ree	27.50/	20.50/	20.00/	20.00/	%		
this	Agree	37.5%	36.5%	36.9%	36.6%	36.8 %		
statem	Agree	23.5%	23.5%	23.6%	23.8%	23.6		
ent:	,					%		
"Electr	Stron							
ic vehicle	gly							
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e gas								
engine								
s over time."								
Do you	agree o	r disagree	with this st	tatement:				
			future and					
			es over time	e." *				
Ethnich	ty Cross	tabulation						
I .								
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% within								
% within Ethnici								
within								
within Ethnici		Ethnicity		Total				
within Ethnici		Ethnicity Hispanic	Not	Total				
within Ethnici		Ethnicity	Hispanic	Total				
within Ethnici ty	Diean	Ethnicity Hispanic or Latino	Hispanic or Latino					
within Ethnici ty	Disag ree.	Ethnicity Hispanic	Hispanic	Total 24.0%				
within Ethnici ty	Disag ree, Stron	Ethnicity Hispanic or Latino	Hispanic or Latino					
within Ethnici ty Do you agree or	ree, Stron gly	Ethnicity Hispanic or Latino 23.2%	Hispanic or Latino 24.5%	24.0%				
Do you agree or disagr	ree, Stron gly Disag	Ethnicity Hispanic or Latino	Hispanic or Latino					
within Ethnici ty Do you agree or disagree ee	ree, Stron gly Disag ree	Ethnicity Hispanic or Latino 23.2%	Hispanic or Latino 24.5%	24.0%				
Do you agree or disagr	ree, Stron gly Disag	Ethnicity Hispanic or Latino 23.2%	Hispanic or Latino 24.5%	24.0%				
Do you agree or disagr ee with this statem	ree, Stron gly Disag ree	Ethnicity Hispanic or Latino 23.2%	Hispanic or Latino 24.5%	24.0%				
Do you agree or disagr ee with this statem ent:	ree, Stron gly Disag ree Agree	Ethnicity Hispanic or Latino 23.2% 16.2% 37.0%	Hispanic or Latino 24.5%	24.0% 15.6% 36.8%				
within Ethnici ty Do you agree or disagr ee with this statem ent: "Electr	ree, Stron gly Disag ree Agree Agree	Ethnicity Hispanic or Latino 23.2% 16.2% 37.0%	Hispanic or Latino 24.5%	24.0% 15.6% 36.8%				
Do you agree or disagr ee with this statem ent:	ree, Stron gly Disag ree Agree	Ethnicity Hispanic or Latino 23.2% 16.2% 37.0%	Hispanic or Latino 24.5%	24.0% 15.6% 36.8%				



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engine								
s over								
time."								
			with this st					
vehicles	s are the	future an	d will largel	y replace	gas engii	nes		
over tin	ne." * Po	litical Affil	iation Cros	stabulatio	on			
%								
within								
Politic								
al								
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Do	Dioca	at 20.5%	ent 23.5%	24.5%	ican 27.5%	24.0		
	Disag	20.5%	23.5%	24.5%	27.5%	24.0 %		
you	ree,					70		
agree	Stron							
or	gly	40.00/						
disagr	Disag			45 00/	40.00/	45.0		
ee	_	13.0%	16.0%	15.2%	18.0%	15.6		
	ree					%		
with	_	40.0%	37.0%	15.2% 36.5%	18.0% 33.0%	% 36.8		
with this	ree Agree	40.0%	37.0%	36.5%	33.0%	% 36.8 %		
with this statem	ree					% 36.8 % 23.6		
with this statem ent:	Agree	40.0%	37.0%	36.5%	33.0%	% 36.8 %		
with this statem ent: "Electr	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic	Agree	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will largely	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will largely replac	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will largely replac e gas	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will largely replac	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electric vehicle s are the future and will largely replace gas engine	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		
with this statem ent: "Electr ic vehicle s are the future and will largely replac e gas engine s over	Agree Agree , Stron	40.0%	37.0%	36.5%	33.0%	% 36.8 % 23.6		



			with this st time." * Pol					future and	l will lar	gely
% within Politic al Ideolo										
ду		Political Id	deology			<u> </u>		<u>L</u>	<u> </u>	Total
		Conserv ative	Extremel y conserva tive	Extrem ely liberal	Liberal	Mode rate	Other/ Not Applic able	Slightly conserv ative	Slight ly libera	
Do you agree or	Disag ree, Stron gly	26.5%	28.0%	20.0%	21.0%	23.5	24.1%	25.5%	22.8 %	24.0 %
disagr ee	Disag ree	17.5%	18.5%	12.5%	13.5%	16.0 %	15.5%	17.0%	14.2 %	15.6 %
with this	Agree	34.0%	32.5%	40.5%	39.5%	37.0 %	36.6%	35.0%	38.0 %	36.8 %
statem ent: "Electr ic vehicle s are the future and will largely replac e gas engine s over time."	Agree , Stron gly	22.0%	21.0%	27.0%	26.0%	23.5	23.8%	22.5%	25.0 %	23.6
and wil		replace ga	with this st as engines o					future		
% within Educat ion Level		Education	L ovel					Total		
		Education	Level					Total		



		Associat e degree	Bachelor' s degree	Gradua te or professi onal degree	High school gradua te	Less than high schoo	Some colleg e, no degre e		
Do you agree or	Disag ree, Stron gly	23.8%	24.0%	24.5%	22.8%	25.5 %	23.9%	24.0%	
disagr ee	Disag ree	15.8%	15.6%	15.2%	14.2%	17.0 %	15.7%	15.6%	
with this	Agree	36.9%	36.8%	36.5%	38.0%	35.0 %	36.8%	36.8%	
statem ent: "Electr ic vehicle s are the future and will largely replac e gas engine s over time."	Agree , Stron gly	23.5%	23.6%	23.8%	25.0%	22.5	23.6%	23.6%	
the futu Crossta		vill largely	with this st replace gas						
% within Incom e									
		Income					Total		
		\$100,00 0 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,00 0 to \$99,99 9	Less than \$25,0 00			
Do you agree or	Disag ree, Stron gly	22.5%	25.0%	23.5%	24.0%	27.5 %	24.0%		
disagr ee	Disag ree	16.5%	15.0%	16.0%	15.6%	18.0 %	15.6%		
with this	Agree	37.5%	36.5%	37.0%	36.8%	33.0 %	36.8%		



statem ent:	Agree	23.5%	23.5%	23.5%	23.6%	21.5 %	23.6%		
"Electr	Stron								
ic	gly								
vehicle									
s are									
the									
future									
and									
will									
largely									
replac									
e gas									
engine									
s over									
time."									

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 confid the chargin needed to s vehicles on Crosstabul	g station support the roa	ns and int large nun	frastructur obers of el	re				
% within								
Sample								
		Sample		Total				
		Cint	PureSp ectrum					
How confident are you that the	Extre mely Confi dent	9.0%	8.5%	8.7%				
U.S. will build the charging	Very Confi dent	12.5%	13.8%	13.1%				
stations and infrastructu re needed	Some what Confi dent	20.0%	19.5%	19.9%				



to support large numbers of electric vehicles on the roads?	Not too Confi dent Not at all Confi dent	32.0%	32.2%	26.3%					
How confid the chargin needed to s vehicles on Crosstabula	g station support the roa	ns and inflarge num	frastructu nbers of el	re					
% within Gender									
Oction		Gender		Total					
		Female	Male	_					
How confident are you that the	Extre mely Confi dent	9.0%	8.5%	8.7%					
U.S. will build the charging	Very Confi dent	13.0%	13.3%	13.1%					
stations and infrastructu re needed	Some what Confi dent	19.8%	20.0%	19.9%					
to support large numbers of electric	Not too Confi dent	26.2%	26.4%	26.3%					
vehicles on the roads?	Not at all Confi dent	32.0%	31.8%	32.0%					
How confid stations an of electric v	d infrast	ructure n	eeded to	support l	arge nur	nbers			
% within									
Race		Race				Total			
		Asian and Pacific	Black or African America n	Other race	White				



		Islande r							
How confident are you that the	Extre mely Confi dent	10.0%	7.5%	8.8%	8.5%	8.7%			
U.S. will build the charging	Very Confi dent	12.0%	14.0%	13.0%	13.5%	13.1			
stations and infrastructu re needed	Some what Confi dent	20.5%	19.0%	19.7%	19.8%	19.9 %			
to support large numbers of electric	Not too Confi dent	26.0%	27.0%	26.5%	26.2%	26.3 %			
vehicles on the roads?	Not at all Confi dent	31.5%	32.5%	32.0%	32.0%	32.0 %			
needed to s vehicles on Crosstabula % within	the roa								
Ethnicity									
		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino						
How confident are you that the	Extre mely Confi dent	9.2%	8.5%	8.7%					
U.S. will build the charging	Very Confi dent	12.8%	13.3%	13.1%					
stations and infrastructu re needed	Some what Confi dent	20.0%	19.7%	19.9%					
to support large numbers of electric	Not too Confi dent	26.4%	26.2%	26.3%					



vehicles on the roads?	Not at all Confident	31.6%	32.3%	32.0%							
How confid stations an of electric v	d infrasi	tructure n	eeded to	support l	arge nur						
Crosstabul	ation										
% within Political Affiliation											
		Political	Affiliation			Total					
		Democ rat	Indepen dent	Other	Repu blican						
How confident are you that the	Extre mely Confi dent	12.0%	8.5%	8.0%	5.5%	8.7%					
U.S. will build the charging	Very Confi dent	15.0%	13.8%	13.0%	10.0%	13.1 %					
stations and infrastructu re needed	Some what Confi dent	22.0%	19.5%	19.5%	17.0%	19.9 %					
to support large numbers of electric	Not too Confi dent	24.5%	26.0%	26.5%	28.5%	26.3 %					
vehicles on the roads?	Not at all Confident	26.5%	32.2%	33.0%	39.0%	32.0 %					
		41 4 4	ha II Ci	 		: . 4 . 4		 	4		
How confid needed to s Crosstabul	support										
% within Political Ideology											
	1	Political	Ideology	<u> </u>		1	1	1	1	Tot	
		Conser vative	Extreme ly conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral	- al	\uparrow
How confident	Extre mely	6.0%	5.0%	12.5%	11.5%	8.5%	8.8%	7.5%	10. 0%	8.7	



are you	Confi										
that the U.S. will build the charging	dent Very Confi dent	10.5%	9.5%	15.5%	14.0%	13.8	13.0	11.0%	14. 5%	13. 1%	
stations and infrastructu re needed	Some what Confi dent	18.0%	17.0%	22.5%	21.5%	19.5 %	19.7 %	18.5%	21. 0%	19. 9%	
to support large numbers of electric	Not too Confi dent	28.0%	29.0%	24.0%	25.0%	26.0 %	26.5 %	27.5%	25. 5%	26. 3%	
vehicles on the roads?	Not at all Confident	37.5%	39.5%	25.5%	28.0%	32.2 %	32.0 %	35.5%	29. 0%	32. 0%	
How confid infrastructuroads? * Ed % within Education	ıre need	ed to sup	port large	numbers							
Level											
		Education	on Level					Total			
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				
How confident are you that the	Extre mely Confi dent	8.5%	8.7%	9.0%	10.0%	7.5%	8.6%	8.7%			
U.S. will build the charging	Very Confi dent	13.0%	13.1%	12.5%	14.0%	11.0 %	13.2 %	13.1%			
stations and infrastructu re needed	Some what Confi dent	19.8%	19.9%	20.0%	20.5%	18.5 %	19.8 %	19.9%			
to support large numbers of electric	Not too Confi dent	26.2%	26.3%	26.5%	25.5%	27.5 %	26.3 %	26.3%			
vehicles on the roads?	Not at all Confident	32.5%	32.0%	32.0%	30.0%	35.5 %	32.1 %	32.0%			



% within				tabulatio					
Income									
		Income					Total		
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25, 000			
confident are you hat the J.S. will build the charging	Extre mely Confi dent	10.0%	7.5%	8.5%	8.7%	5.5%	8.7%		
	Very Confi dent	14.0%	11.0%	13.0%	13.1%	10.0	13.1 %		
stations and infrastructu re needed	Some what Confi dent	20.5%	18.5%	19.8%	19.9%	17.0 %	19.9 %		
e needed o support arge umbers f electric	Not too Confi dent	25.5%	27.5%	26.2%	26.3%	28.5 %	26.3		
vehicles on the roads?	Not at all Confi dent	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 importa following fa lease a vehi Crosstabula	ctors be cle? - Pı	in your d	ecision to	buy or				
% within Sample								
<u> </u>		Sample		Total				



		Cint	PureSp					
How	Very	51.0%	ectrum 53.0%	52.0%				
important,	import	011070	00.070	02.070				
if at all,	ant							
would	Some	42.5%	43.5%	43.0%				
each of the following	what							
factors be	import ant							
in your	Neithe	3.2%	2.8%	3.0%				
decision to	r							
buy or	import							
lease a vehicle? -	ant or							
Purchase	unimp ortant							
price	Some	1.5%	0.6%	1.0%				
	what							
	unimp							
	ortant	4.00/	0.00/	4.00/				
	Very unimp	1.8%	0.2%	1.0%				
	ortant							
lease a veh Crosstabul		ıı ondoc p						
Gender								
		Gender		Total				
		Gender Female	Male	Total				
How	Very		Male 52.5%	Total 52.0%				
important,	import	Female						
important, if at all,	import ant	Female 51.5%	52.5%	52.0%				
important, if at all, would	import ant Some	Female						
important, if at all, would each of the	import ant Some what	Female 51.5%	52.5%	52.0%				
important, if at all, would each of the following factors be	import ant Some what import ant	Female 51.5%	52.5%	52.0%				
important, if at all, would each of the following factors be in your	import ant Some what import	Female 51.5%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to	import ant Some what import ant Neithe r	Female 51.5% 42.8%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to buy or	import ant Some what import ant Neithe r import	Female 51.5% 42.8%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to	import ant Some what import ant Neithe r import ant or	Female 51.5% 42.8%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase	import ant Some what import ant Neithe r import	Female 51.5% 42.8%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? -	import ant Some what import ant Neithe r import ant or unimp ortant Some	Female 51.5% 42.8%	52.5%	52.0%				
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase	import ant Some what import ant Neithe r import ant or unimp ortant Some what	Female 51.5% 42.8% 3.0%	52.5% 43.2% 3.0%	52.0% 43.0% 3.0%				
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Purchase	import ant Some what import ant Neithe r import ant or unimp ortant Some	Female 51.5% 42.8% 3.0%	52.5% 43.2% 3.0%	52.0% 43.0% 3.0%				



	Very unimp ortant	1.4%	1.2%	1.0%					
How import be in your o price * Race	decision	to buy or							
% within Race									
Nace		Race			<u> </u>	Total			
		Asian and Pacific Islande	Black or African America n	Other race	White				
How important, if at all,	Very import ant	51.5%	52.5%	51.5%	52.5%	52.0 %			
would each of the following factors be	Some what import ant	42.8%	43.2%	42.8%	43.2%	43.0 %			
in your decision to buy or lease a vehicle? - Purchase	Neithe r import ant or unimp ortant	3.0%	3.0%	3.0%	3.0%	3.0%			
price	Some what unimp ortant	1.3%	0.7%	1.3%	0.7%	1.0%			
	Very unimp ortant	1.4%	1.2%	1.4%	1.2%	1.0%			
	1 15 1	<u> </u>							
How import following fa lease a veh Crosstabula	ictors be	in your c	lecision to	buy or					
% within Ethnicity									
=	I	Ethnicity	1	Total					
		Hispani c or Latino	Not Hispani c or Latino						



How	Very	51.8%	52.2%	52.0%					
important,	import	011070	02.270	02.070					
if at all,	ant								
would	Some	42.7%	43.3%	43.0%					
each of the	what								
following	import								
factors be	ant	0.00/	0.00/	0.00/					
in your decision to	Neithe r	3.2%	2.8%	3.0%					
buy or	import								
lease a	ant or								
vehicle? -	unimp								
Purchase	ortant								
price	Some	1.1%	0.9%	1.0%					
	what								
	unimp								
	ortant	4.00/	0.00/	4.00/					
	Very	1.2%	0.8%	1.0%					
	unimp ortant								
	Ortant								
How import	lant if at	all would	d each of	the follow	ving fact	ors			
be in your									
price * Poli					. aronao				
-	1	1		1	•	1			
% within									
Political									
Affiliation		Dolitical	L Affiliation			Total			
						Total			
		Democ	Indepen	Other	Repu				
		rat	dent	50.50/	blican	50.0			
How	Very	50.5%	51.5%	52.5%	52.0%	52.0			
important, if at all,	import ant					%			
would	Some	42.2%	42.8%	43.6%	43.0%	43.0			
each of the	what	12.270	12.070	10.070	10.070	%			
following	import					"			
factors be	ant								
in your	Neithe	3.1%	3.0%	3.0%	3.0%	3.0%			
decision to	r								
buy or	import								
lease a vehicle? -	ant or								
Purchase	unimp								
price	ortant Some	1.2%	0.9%	0.8%	1.0%	1.0%			
, p55	what	1.4/0	0.970	0.076	1.0 /0	1.0 /6			
	unimp								
	ortant								
	Very	1.0%	1.0%	1.1%	1.0%	1.0%			
	unimp								
	ortant]			



_											
How import lease a veh								decision	to buy	or	
% within Political Ideology											
	l	Political	Ideology	I	l	·		•		Tot	
		Conser vative	Extrem ely conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral	- al	
How important, if at all,	Very import ant	51.0%	50.0%	53.0%	52.5%	51.5 %	52.0 %	51.8%	51. 2%	52. 0%	
would each of the following factors be	Some what import ant	42.0%	43.5%	42.5%	43.0%	42.8 %	43.3 %	42.7%	43. 1%	43. 0%	
actors be a your lecision to buy or lease a lehicle? - Purchase lirice	Neithe r import ant or unimp ortant	3.0%	2.5%	3.2%	3.0%	3.0%	2.8%	3.1%	2.9	3.0 %	
price	Some what unimp ortant	1.5%	1.0%	0.8%	1.0%	1.1%	0.9%	1.2%	1.0	1.0	
	Very unimp ortant	1.5%	1.0%	0.5%	1.0%	1.0%	1.0%	1.2%	1.8	1.0	
How import decision to Crosstabula % within Education Level	buy or le										
LGVGI	<u> </u>	Education	n Level	I	<u> </u>	<u> </u>		Total			
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				
How important, if at all,	Very import ant	50.5%	51.5%	52.0%	52.2%	51.8 %	51.3 %	52.0%			



would each of the following factors be	Some what import ant	42.8%	43.0%	42.5%	43.5%	43.2 %	42.9 %	43.0%		
in your decision to buy or lease a vehicle? - Purchase	Neithe r import ant or unimp ortant	3.0%	3.2%	3.1%	2.8%	3.0%	3.0%	3.0%		
price	Some what unimp ortant	1.3%	1.2%	1.0%	0.9%	1.1%	1.0%	1.0%		
	Very unimp ortant	1.4%	1.1%	1.2%	1.6%	1.0%	1.8%	1.0%		
How import decision to Crosstabula	buy or le						in your			
% within										
Income		Income					Total			
			AOT 335	A =0.55	A		TOTAL			
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99	\$75,0 00 to \$99,9 99	Less than \$25, 000				
How important, if at all,	Very import ant	50.0%	51.2%	52.5%	53.0%	51.5 %	52.0 %			
would each of the following factors be	Some what import ant	43.0%	42.8%	42.0%	43.5%	43.2 %	43.0 %			
in your decision to buy or lease a vehicle? - Purchase	Neithe r import ant or unimp ortant	3.0%	3.1%	2.8%	3.0%	3.0%	3.0%			
price	Some what unimp ortant	1.0%	1.2%	1.1%	1.0%	1.1%	1.0%			
	Very unimp ortant	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

following buy or	ng factor lease a v	s be in ye ehicle? -	vould each our decisio Cost to osstabulati	on to				
% within Sampl e								
	<u> </u>	Sample		Total				
		Cint	PureSp ectrum					
How import ant, if	Very import ant	44.5%	45.1%	44.8%				
at all, would each of the	Some what import ant	39.7%	40.1%	39.9%				
followi ng factor s be in your decisi	Neithe r import ant or unimp ortant	4.2%	3.8%	4.0%				
on to buy or lease a	Some what unimp ortant	3.8%	4.2%	4.0%				
vehicl e? - Cost to fuel/ch arge	Very unimp ortant	7.8%	6.8%	7.3%				



following buy or	ng factor lease a v	s be in yo ehicle? -	ould each our decisio Cost to sstabulatio	n to					
% within Gend er									
Ci		Gender		Total					
		Female	Male	1					
How import ant, if	Very import ant	44.6%	44.9%	44.8%					
at all, would each of the	Some what import ant	39.8%	40.0%	39.9%					
followi ng factor s be in your decisi	Neithe r import ant or unimp ortant	4.0%	4.0%	4.0%					
on to buy or lease a	Some what unimp ortant	3.9%	4.1%	4.0%					
vehicl e? - Cost to fuel/ch arge	Very unimp ortant	7.7%	7.0%	7.3%					
be in ye	our decis	ion to bu	 vould each y or lease tabulation						
% within Race									
		Race				Total			
		Asian and Pacific Islande r	Black or African America n	Other race	White				



How import	Very import	43.5%	45.0%	46.2%	44.5%	44.8 %			
ant, if	ant								
at all, would each of the	Some what import ant	39.5%	40.0%	38.7%	39.9%	39.9 %			
following factors be in your decisi	Neithe r import ant or unimp ortant	4.5%	3.5%	4.2%	4.0%	4.0%			
on to buy or lease a	Some what unimp ortant	4.0%	3.8%	4.3%	4.0%	4.0%			
vehicl e? - Cost to fuel/ch arge	Very unimp ortant	7.5%	7.7%	6.6%	7.3%	7.3%			
		1							
			ould each ur decisio						
buy or	lease a v	ehicle? -	Cost to	,,,,,					
fuel/ch			osstabula	tion					
% within Ethnic ity									
ity		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino	-					
How import ant, if	Very import ant	44.4%	45.0%	44.8%					
at all, would each of the	Some what import ant	39.5%	40.3%	39.9%					
followi ng factor s be in your decisi	Neithe r import ant or unimp ortant	4.3%	3.7%	4.0%					



			1	1		T	1	1			
on to	Some	4.1%	3.9%	4.0%							
buy or	what										
lease	unimp										
а	ortant										
vehicl	Very	7.7%	7.1%	7.3%							
		1.170	7.170	1.5%							
e? -	unimp										
Cost	ortant										
to											
fuel/ch											
arge											
u g u					1						
			<u> </u>								
			ould each								
			y or lease			to					
fuel/ch	arge * Po	litical Aff	iliation Cro	osstabula	ation						
%											
within								1			
Politic]					
al											
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on											
		Political	Affiliation			Total					
		Democ	Indepen	Other	Repub						
		rat	dent	0 11.10.	lican						
How	Very	44.0%	44.5%	45.2%	44.8%	44.8					
		44.070	44.570	45.270	44.070	%					
import	import					%					
ant, if	ant										
at all,	Some	39.5%	40.0%	39.8%	39.9%	39.9					
would	what					%					
each	import										
of the	ant										
followi	Neithe	4.0%	4.2%	3.8%	4.0%	4.0%					
		4.0 /0	4.2 /0	J.O /0	4.0 /0	4.0%					
ng	r										
factor	import]					
s be in	ant or										
1/01:5	u 0.								1	1	
your											
	unimp										
decisi	unimp ortant	4 2%	3 9%	3.8%	4 0%	4 0%					
decisi on to	unimp ortant Some	4.2%	3.9%	3.8%	4.0%	4.0%					
decisi on to buy or	unimp ortant Some what	4.2%	3.9%	3.8%	4.0%	4.0%					
decisi on to buy or lease	unimp ortant Some what unimp	4.2%	3.9%	3.8%	4.0%	4.0%					
decisi on to buy or lease a	unimp ortant Some what unimp ortant										
decisi on to buy or lease a vehicl	unimp ortant Some what unimp ortant Very	4.2%	3.9%	3.8%	4.0% 7.3%	4.0%					
decisi on to buy or lease a vehicl e? -	unimp ortant Some what unimp ortant Very										
decisi on to buy or lease a vehicl	unimp ortant Some what unimp ortant Very unimp										
decisi on to buy or lease a vehicl e? - Cost	unimp ortant Some what unimp ortant Very										
decisi on to buy or lease a vehicl e? - Cost to	unimp ortant Some what unimp ortant Very unimp										
decisi on to buy or lease a vehicl e? - Cost to fuel/ch	unimp ortant Some what unimp ortant Very unimp										
decisi on to buy or lease a vehicl e? - Cost to	unimp ortant Some what unimp ortant Very unimp										



	e a vehic										
% within Politic al Ideolo gy		Political	Idealogy							Tot	
		Conser	Extreme ly conserv ative	Extrem ely liberal	Libera I	Mode rate	Other /Not Applic able	Slightly conser vative	Slig htly liber al	al	
How import ant, if	Very import ant	44.3%	45.0%	44.5%	45.2%	44.9 %	44.8 %	45.1%	44. 6%	44. 8%	
at all, would each of the	Some what import ant	39.9%	39.5%	40.0%	39.7%	40.3 %	39.9 %	40.1%	39. 6%	39. 9%	
following factor s be in your decisi	Neithe r import ant or unimp ortant	4.1%	4.2%	3.9%	4.0%	4.2%	4.0%	4.1%	3.9	4.0 %	
on to buy or lease a	Some what unimp ortant	4.0%	3.8%	4.3%	4.2%	3.9%	4.0%	3.9%	4.1 %	4.0 %	
vehicl e? - Cost to fuel/ch arge	Very unimp ortant	7.7%	7.5%	6.9%	7.3%	7.1%	7.3%	7.2%	7.0	7.3 %	
decisio		or lease	 rould each a vehicle?								
% within Educa tion											
Level		Education	n Level					Total			



		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional	High school gradu ate	Less than high scho	Some colleg e, no degre			
	T			degree		ol	е			
How import ant, if	Very import ant	44.6%	44.7%	44.8%	45.1%	44.4 %	44.5 %	44.8%		
at all, would each of the	Some what import ant	39.8%	39.9%	40.0%	39.5%	40.1 %	39.7 %	39.9%		
following factors be in your decisi	Neithe r import ant or unimp ortant	4.0%	4.1%	4.0%	4.3%	3.9%	4.2%	4.0%		
on to buy or lease a	Some what unimp ortant	3.9%	4.0%	4.2%	3.8%	4.1%	4.0%	4.0%		
vehicl e? - Cost to fuel/ch arge	Very unimp ortant	7.7%	7.2%	7.3%	7.5%	7.0%	7.3%	7.3%		
your de Income	ecision to		ould each							
% within Incom										
е		Income					Total			
		\$100,0	\$25,000	\$50,00	\$75,0	Less	-			
		00 or more	to \$49,999	0 to \$74,99 9	00 to \$99,9 99	than \$25,0 00				
How import ant, if	Very import ant	44.5%	44.8%	45.0%	45.2%	44.7 %	44.8 %			
at all, would each of the	Some what import ant	39.9%	39.6%	39.5%	39.8%	40.0 %	39.9 %			



followi	Neithe	4.0%	4.3%	4.2%	4.0%	3.9%	4.0%			
ng	r									
factor	import									
s be in	ant or									
your	unimp									
decisi	ortant									
on to	Some	4.0%	3.8%	4.1%	4.2%	3.9%	4.0%			
buy or	what									
lease	unimp									
а	ortant									
vehicl	Very	7.6%	7.5%	7.3%	7.2%	7.1%	7.3%			
e? -	unimp									
Cost	ortant									
to										
fuel/ch										
arge										

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

How import following fa lease a veh repairs) * S	actors be icle? - C	in your o	decision to iintain (pa	buy or				
% within Sample								
	ı	Sample		Total				
		Cint	PureSp ectrum	-				
How important, if at all,	Very import ant	24.0%	24.2%	24.1%				
would each of the following factors be	Some what import ant	64.8%	65.2%	65.0%				
in your decision to buy or lease a	Neithe r import ant or	5.0%	4.8%	4.9%				



vahiala?			1		1				1	
vehicle? - Cost to	unimp ortant									
maintain	ortant									
(parts &		0.70/	0.00/	0.00/						
repairs)	Some	2.7%	2.9%	2.8%						
repairs)	what									
	unimp									
	ortant	2.50/	2.00/	2.00/						
	Very	3.5%	2.9%	3.2%						
	unimp ortant									
	ortant									
	4 :6 -4	- 11	 	41						
How import										
following fa	ictors be	in your c	lecision t	o buy or						
lease a veh				irts &						
repairs) * G	ender Ci	rosstabul	ation							
		1	1							
% within										
Gender										
		Gender		Total						
		Female	Male							
	I									
How	Very	24.3%	23.9%	24.1%						
important,	import									
if at all,	ant	04.00/	0= 10/	0= 00/						
would	Some	64.9%	65.1%	65.0%						
each of the	what									
following	import									
factors be	ant	4.00/	5.00/	4.00/						
in your	Neithe	4.8%	5.0%	4.9%						
decision to	r :									
buy or lease a	import									
vehicle? -	ant or									
Cost to	unimp ortant									
maintain	Some	2.9%	2.7%	2.8%						
(parts &	what	2.970	2.1 /0	2.070						
repairs)	unimp									
	ortant									
	Very	3.1%	3.3%	3.2%				1		
	unimp	0.170	3.070	0.2 /0						
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	2.13111							1		
How import	ant if at	all would	d each of	the follo	ving fact	ore		1		
be in your o						.013				
maintain (p										
αια (β	W 16	puns, it		Jusuian						
% within										
Race										
		Race	•	•	•	Total				



		Asian and Pacific Islande r	Black or African America n	Other race	White				
How important, if at all,	Very import ant	23.5%	24.5%	24.0%	24.3%	24.1 %			
would each of the following factors be	Some what import ant	64.5%	65.2%	65.0%	64.8%	65.0 %			
in your decision to buy or lease a vehicle? - Cost to	Neithe r import ant or unimp ortant	5.1%	4.7%	4.8%	5.0%	4.9%			
maintain (parts & repairs)	Some what unimp ortant	2.9%	2.6%	3.0%	2.8%	2.8%			
	Very unimp ortant	3.4%	2.9%	3.2%	3.1%	3.2%			
How import following fa lease a veh repairs) * E	ictors be icle? - C	in your o	lecision to intain (par	buy or					
% within Ethnicity									
		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino						
How important, if at all,	Very import ant	24.1%	24.2%	24.1%					
would each of the following factors be	Some what import ant	64.9%	65.1%	65.0%					
in your decision to buy or lease a	Neithe r import ant or	4.9%	4.8%	4.9%					



vehicle? -	unimn				1			1			l I	
Cost to	unimp ortant											
maintain	Ortani											
		0.00/	0.70/	0.00/								
(parts & repairs)	Some	2.8%	2.7%	2.8%								
repairs)	what											
	unimp											
	ortant	2.20/	10/									
	Very	3.3%	3.1%	3.2%								
	unimp											
	ortant											
How import						ors						
be in your o					Cost to							
maintain (p		pairs) * P	olitical Af	filiation								
Crosstabul	ation		1	T	1							
% within												
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		Political	Affiliation			Total						
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How	Very	24.0%	24.2%	24.5%	24.3%	24.1						
important,	import	2 110 70		2 110 70	2 70	%						
if at all,	ant					, ,						
would	Some	64.8%	65.0%	65.3%	64.9%	65.0						
each of the	what	0 70	33.373	00.070	•• /•	%						
following	import					, 0						
factors be	ant											
in your	Neithe	5.0%	4.7%	4.8%	5.0%	4.9%						
decision to	r	0.070	117 70	1.070	0.070	1.0 /0						
buy or	import											
lease a	ant or											
vehicle? -	unimp											
Cost to	ortant											
maintain	Some	2.9%	2.6%	2.8%	2.7%	2.8%						
(parts &	what	2.0 70		2.070		2.0 /0						
repairs)	unimp											
' /	ortant											
	Very	3.3%	3.0%	3.2%	3.1%	3.2%						
	unimp	0.070	0.070	0.270	0.170	0.270						
	ortant											
	J. Corne											
How import	l tant if of	all word	d each of	the feller	ving fact	ore bo	n vour	decision	to bus	l or		
lease a veh	•	•			_		•		_			
icase a vell	iicie: - C	ost to IIId	ınıanı (pai	is or teb	alis) PC	mucai I	realogy	U U U S S L	abuiatiC	/11		
% within												
Political												
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	1	Political	Ideology	1	1	1		1	ı			
		· Cittour	.acc.ogy									



		Conser vative	Extrem ely conserv ative	Extre mely liberal	Libera I	Mod erate	Other /Not Appli cable	Slightly conser vative	Slig htly libe ral	Tot al	
How important, if at all,	Very import ant	24.3%	24.5%	24.0%	24.2%	23.9 %	24.1 %	24.4%	24. 3%	24. 1%	
would each of the following factors be	Some what import ant	64.9%	65.3%	65.1%	64.8%	65.2 %	65.0 %	64.7%	64. 9%	65. 0%	
in your decision to buy or lease a vehicle? - Cost to	Neithe r import ant or unimp ortant	4.8%	5.0%	4.9%	4.8%	4.7%	4.8%	5.0%	4.9	4.9	
maintain (parts & repairs)	Some what unimp ortant	2.9%	2.8%	2.7%	2.6%	2.9%	2.7%	2.8%	2.7	2.8	
	Very unimp ortant	3.1%	3.2%	3.3%	3.1%	3.0%	3.2%	3.3%	3.1	3.2	
How import decision to Education	buy or le	ease a ve	hicle? - Co					*			
% within Education Level											
		Education	n Level			1	1	Total			
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e				
How important, if at all,	Very import ant	24.0%	24.2%	24.3%	24.5%	24.1 %	24.0 %	24.1%			
would	_	C4 70/	64.8%	65.0%	65.2%	64.9	64.8	65.0%			
each of the following factors be	Some what import ant	64.7%	04.070	00.070		%	%				



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 import decision to repairs) * Ir	buy or le	ease a ve	hicle? - Co				in your			
% within										
Income										
	•	Income		•	•	•	Total			
		\$100,0	\$25,000	\$50,00	\$75,0	Less	1			
		00 or	to	0 to	00 to	than				
		more	\$49,999	\$74,99 9	\$99,9 99	\$25, 000				
How important, if at all,	Very import ant	24.0%	24.1%	24.3%	24.5%	24.2 %	24.1 %			
would each of the following factors be	Some what import ant	64.8%	65.0%	65.2%	64.9%	64.7 %	65.0 %			
in your decision to buy or lease a vehicle? - Cost to	Neithe r import ant or unimp ortant	4.9%	5.0%	4.8%	4.7%	4.8%	4.9%			
maintain (parts & repairs)	Some what unimp ortant	2.7%	2.8%	2.9%	2.6%	2.9%	2.8%			
	Very unimp ortant	3.6%	3.4%	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?

- Impact on the environment

Very important

Somewhat important

Neither important or unimportant

Somewhat unimportant



followin or lease	g factors a vehicl	if at all, we s be in you le? - Impa ample Cro	ur decisio ct on the	n to buy				
% within Sampl e								
	<u>I</u>	Sample	<u> </u>	Total				
		Cint	PureSp ectrum					
How import ant, if	Very import ant			19.8%				
at all, would each of the	Some what import ant			45.2%				
followi ng factors be in your decisio	Neithe r import ant or unimp ortant			20.3%				
n to buy or lease a vehicle	Some what unimp ortant			7.5%				
? - Impact on the enviro nment	Very unimp ortant			7.2%				
followin or lease environ	g factors a vehicl	if at all, we s be in you le? - Impa ender Cro	ur decisio ct on the	n to buy				
% within Gende r								
	ı	Gender	<u>I</u>	Total				
		Female	Male	1				
How import ant, if	Very import ant			19.8%				



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the env	ironment	* Race C	rosstabula	ation								
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i		Asian	Black or	Other	White							
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How im	oortant. i	if at all. w	ould each	of the								
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or loos	gracions	e? - Impa	at an the	ii to buy								
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ty		Etho: ait.		Total								
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How im	portant. i	if at all. w	ould each	of the fo	llowing f	actors						
			or lease									
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import	import									8%	
ant, if	ant									4-	
at all,	Some									45.	
would	what									2%	
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factors	import											
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your	unimp											
decisio	ortant											
n to	Some						1	7.5%				
buy or								1.5/0				
	what											
lease a	unimp											
vehicle	ortant											
? -	Very							7.2%				
Impact	unimp											
on the	ortant											
	0. 20.11	I	I	1	1	1	1	1	i	il .	i I	



enviro nment										
your de	cision to	buy or le	ould each ase a vehi osstabulat	cle? - Im			be in			
% within Incom e										
		Income				1	Total			
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25, 000				
How import ant, if	Very import ant						19.8 %			
at all, would each of the	Some what import ant						45.2 %			
followi ng factors be in your decisio	Neithe r import ant or unimp ortant						20.3			
n to buy or lease a vehicle	Some what unimp ortant						7.5%			
? - Impact on the enviro nment	Very unimp ortant						7.2%			

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



How import following fa lease a veh manufactur etc.) * Samp	ictors be icle? - G er incen	in your o overnmer tives (reb	lecision to nt or ates, tax o	o buy or				
% within								
Sample		Sample		Total				
				Total				
		Cint	PureSp ectrum					
How important, if at all,	Very import ant			14.5%				
would each of the following factors be	Some what import ant			50.1%				
in your decision to buy or lease a vehicle? - Governme	Neithe r import ant or unimp ortant			20.4%				
nt or manufactu rer incentives	Some what unimp ortant			7.4%				
(rebates, tax credits, etc.)	Very unimp ortant			7.6%				
How import following fa lease a veh manufactur etc.) * Gend	ictors be icle? - G er incen	in your o overnmer tives (reb	lecision to nt or ates, tax o	o buy or				
% within Gender								
Octiuci		Gender		Total	1			
		Female	Male					
How important, if at all,	Very import ant			14.5%				
would each of the following factors be	Some what import ant			50.1%				



in your	Neithe			20.4%					
decision to	r			20.4 /0					
buy or	import								
lease a	ant or								
vehicle? -	unimp								
Governme	ortant								
				7.4%					
nt or	Some			7.4%					
manufactu	what								
rer	unimp								
incentives	ortant			7.00/					
(rebates,	Very			7.6%					
tax credits,	unimp								
etc.)	ortant								
How import									
be in your o									
or manufac	turer inc	entives (r	ebates, ta	x credits	s, etc.) *	Race			
Crosstabula	ation								
% within									
Race									
		Race				Total			
		A - '	Disalasa	041	\ \ \ / - ! 4 -				
		Asian	Black or	Other	White				
		and	African	race					
		Pacific	America						
		Islande	n						
	T	r							
How	Very					14.5			
important,	import					%			
if at all,	ant								
would	Some					50.1			
each of the	what					%			
following	import								
factors be	ant								
in your	Neithe					20.4			
decision to	r					%			
buy or	import								
lease a	ant or								
vehicle? -	unimp								
Governme	ortant								
nt or	Some					7.4%			
manufactu	what								
rer	unimp								
incentives	ortant								
(rebates,	Very					7.6%			
•	v Cı y	I	İ		I	1.070	ĺ		
tax credits	unimn								
tax credits, etc.)	unimp								
etc.)	unimp ortant								



How import following fa lease a veh manufactur etc.) * Ethn	actors be icle? - G er incen	e in your o overnmer tives (reb	lecision to nt or ates, tax o	buy or					
% within									
Ethnicity		Ethnicity		Total					
				Total					
		Hispani c or Latino	Not Hispani c or Latino						
How important, if at all,	Very import ant			14.5%					
would each of the following factors be	Some what import ant			50.1%					
in your decision to buy or lease a vehicle? - Governme	Neithe r import ant or unimp ortant			20.4%					
nt or manufactu rer incentives	Some what unimp ortant			7.4%					
(rebates, tax credits, etc.)	Very unimp ortant			7.6%					
How import be in your o or manufact Political Af	decision turer inc	to buy or entives (r	lease a vo ebates, ta	ehicle? -	Governr				
% within Political Affiliation									
	•	Political	Affiliation	•		Total			
		Democ rat	Indepen dent	Other	Repu blican				
How important, if at all,	Very import ant					14.5 %			
would each of the	Some what					50.1 %			



following	import										
factors be	ant										
	Neithe					20.4					
in your decision to						20.4 %					
	r inconcent					70					
buy or	import										
lease a	ant or										
vehicle? -	unimp										
Governme	ortant										
nt or	Some					7.4%					
manufactu	what										
rer	unimp										
incentives	ortant										
(rebates,	Very					7.6%					
tax credits,	unimp										
etc.)	ortant										
How import	ant, if at	all, would	d each of	the follow	ving fact	ors be	in your	decision	to buv	or or	
lease a veh											
Political Ide					2 = 2 · • •	- (,	,			
	3, 1										
% within											
Political											
Ideology											
	•	Political	Ideology							Tot	
		0			1:1	Mad	Othern	Ol:l-4l-	CI:	al	
		Conser	Extrem	Extre	Libera	Mod	Other	Slightly	Slig		
		vative	ely	mely	I	erate	/Not	conser	htly		
		vative	conserv	liberal		erate	Appli	vative	libe		
		vative	1		1	erate			_		
How	Very	vative	conserv			erate	Appli		libe	14.	
important,	import	vative	conserv			erate	Appli		libe	14. 5%	
important, if at all,	import ant	vative	conserv		ı	erate	Appli		libe	5%	
important, if at all, would	import ant Some	vative	conserv		1	erate	Appli		libe	5% 50.	
important, if at all, would each of the	import ant	vative	conserv		I	erate	Appli		libe	5%	
important, if at all, would each of the following	import ant Some	vative	conserv		1	erate	Appli		libe	5% 50.	
important, if at all, would each of the following factors be	import ant Some what	vative	conserv		I	erate	Appli		libe	5% 50.	
important, if at all, would each of the following	import ant Some what import	vative	conserv			erate	Appli		libe	5% 50.	
important, if at all, would each of the following factors be	import ant Some what import ant	vative	conserv			erate	Appli		libe	5% 50. 1%	
important, if at all, would each of the following factors be in your	import ant Some what import ant Neithe	vative	conserv			erate	Appli		libe	5% 50. 1% 20.	
important, if at all, would each of the following factors be in your decision to	import ant Some what import ant Neithe r	vative	conserv			erate	Appli		libe	5% 50. 1% 20.	
important, if at all, would each of the following factors be in your decision to buy or	import ant Some what import ant Neithe r import ant or	vative	conserv			erate	Appli		libe	5% 50. 1% 20.	
important, if at all, would each of the following factors be in your decision to buy or lease a	import ant Some what import ant Neithe r import ant or unimp	vative	conserv			erate	Appli		libe	5% 50. 1% 20.	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? -	import ant Some what import ant Neithe r import ant or unimp ortant	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme	import ant Some what import ant Neithe r import ant or unimp ortant Some	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu	import ant Some what import ant Neithe r import ant or unimp ortant Some what	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu rer	import ant Some what import ant Neithe r import ant or unimp ortant Some what unimp	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu rer incentives	import ant Some what import ant Neithe r import ant or unimp ortant Some what unimp ortant	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu rer incentives (rebates,	import ant Some what import ant Neithe r import ant or unimp ortant Some what unimp ortant Very	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4% 7.4 %	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu rer incentives (rebates, tax credits,	import ant Some what import ant Neithe r import ant or unimp ortant Some what unimp ortant Very unimp	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4%	
important, if at all, would each of the following factors be in your decision to buy or lease a vehicle? - Governme nt or manufactu rer incentives (rebates,	import ant Some what import ant Neithe r import ant or unimp ortant Some what unimp ortant Very	vative	conserv			erate	Appli		libe	5% 50. 1% 20. 4% 7.4 %	



How import										T
decision to (rebates, ta							irer ince	entives		
% within Education Level										
LOVOI		Education	n Level					Total		+
		Associ ate degree	Bachelo r's degree	Gradu ate or profes sional degree	High school gradu ate	Less than high scho ol	Some colleg e, no degre e			
How important, if at all,	Very import ant							14.5%		
would each of the following factors be	Some what import ant							50.1%		
in your decision to buy or lease a vehicle? - Governme	Neithe r import ant or unimp ortant							20.4%		
nt or manufactu rer incentives	Some what unimp ortant							7.4%		
(rebates, tax credits, etc.)	Very unimp ortant							7.6%		
How import decision to incentives (buy or le	ease a ve	hicle? - Go	overnme	nt or ma	nufactu				
Income		Income					Total			+
		\$100,0 00 or more	\$25,000 to \$49,999	\$50,00 0 to \$74,99 9	\$75,0 00 to \$99,9 99	Less than \$25, 000				
How important, if at all,	Very import ant						14.5			
would each of the	Some what						50.1 %			



following	import						
factors be	ant						
in your	Neithe			20.4			
decision to	r			%			
buy or	import						
lease a	ant or						
vehicle? -	unimp						
Governme	ortant						
nt or	Some			7.4%			
manufactu	what						
rer	unimp						
incentives	ortant						
(rebates,	Very			7.6%			
tax credits,	unimp						
etc.)	ortant						

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

How import following fa lease a veh Sample Cro	actors be icle? - Vo	in your o	decision to	buy or				
% within								
Sample								
		Sample		Total				
		Cint	PureSp ectrum					
How important, if at all,	Very import ant			53.6%				
would each of the following factors be	Some what import ant			22.4%				
in your decision to buy or	Neithe r import			11.8%				
lease a	ant or							



vehicle? -	unimp										
Vehicle model	ortant										
options	Some			7.9%							
	what										
	unimp ortant										
	Very			4.3%							
	unimp										
	ortant										
How import	l tant_if at	 all_would	l d each of	the							
following fa	actors be	in your c	lecision t	to buy or							
lease a veh			del optio	ns *							
Gender Cro	osstabula	ation									
% within											
Gender		Gender		Total							
		Female	Male	-							
How	Momi	Terriale	IVIGIC	53.6%							
important,	Very import			33.0%							
if at all,	ant										
would	Some			22.4%							
each of the following	what import										
factors be	ant										
in your	Neithe			11.8%							
decision to	r										
buy or lease a	import ant or										
vehicle? -	unimp										
Vehicle	ortant										
model options	Some what			7.9%							
Options	unimp										
	ortant										
	Very			4.3%							
	unimp										
	ortant										
How impor	tant, if at	all, would	d each of	the follo	ving fact	tors					
be in your o	decision	to buy or	lease a v	ehicle? -	Vehicle	model					
-	1				1	T					
% within Race											
	1	Race	L		1	Total					
		I				l	l	1	1		



		Asian and Pacific Islande r	Black or African America n	Other race	White				
How important, if at all,	Very import ant					53.6 %			
would each of the following factors be	Some what import ant					22.4			
in your decision to buy or lease a vehicle? -	Neithe r import ant or unimp					11.8			
Vehicle model options	ortant Some what unimp ortant					7.9%			
	Very unimp ortant					4.3%			
How import following fa lease a veh Ethnicity C	ictors be icle? - Ve	in your dehicle mo	lecision to	buy or					
% within Ethnicity									
		Ethnicity		Total					
		Hispani c or Latino	Not Hispani c or Latino						
How important, if at all,	Very import ant			53.6%					
would each of the following factors be	Some what import ant			22.4%					
in your decision to buy or lease a vehicle? - Vehicle	Neithe r import ant or unimp ortant			11.8%					



model	Some			7.9%							
options	what			1.070							
орионо	unimp										
	ortant										
	Very			4.3%							_
	unimp			1.070							
	ortant										
	- Ortanic										_
How impor	⊥ tant. if at	all. would	d each of	the follo	⊥ wing fact	ors					
be in your											
options * P											
			T	T	1	T					
% within											
Political											
Affiliation		D III I	V CC.11. 1.			T ()					
		Political	Affiliation			Total					
		Democ	Indepen	Other	Repu						
		rat	dent		blican						
How	Very					53.6					
important,	import					%					
if at all,	ant										
would	Some					22.4					
each of the	what					%					
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factors be	ant										
in your	Neithe					11.8					
decision to	r					%					
buy or	import										
lease a vehicle? -	ant or										
Vehicle? -	unimp										
model	ortant					7.00/					
options	Some					7.9%					
options	what										
	unimp ortant										
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	Ortant	1						1			_
How impor	tant if of	all would	l deach of t	the follo	l Ning fact	ore be	in vour	decision	to bus	l Or	
lease a veh									to buy	, OI	
15455 4 VCI	V		asi optioi	.5 . 5110	.541 1460	.Jgy Oi	Journa				
% within											
Political											
Ideology											
		Political	Ideology							Tot	-
		1				1			T	al	
		Conser	Extrem	Extre	Libera	Mod	Other	Slightly	Slig	<u>.</u>	
		Conser vative	Extrem ely	Extre mely	Libera I	Mod erate	Other /Not	Slightly conser	Slig htly	<u>د.</u>	



			conserv ative				Appli cable		libe ral		
How important, if at all,	Very import ant									53. 6%	
would each of the following factors be	Some what import ant									22. 4%	
in your decision to buy or lease a vehicle? - Vehicle	Neithe r import ant or unimp ortant									11. 8%	
model options	Some what unimp ortant									7.9 %	
	Very unimp ortant									4.3 %	
How import		all, would	d each of t	the follov	ving fact	ors be	in your				
How import decision to Crosstabula % within Education Level	tant, if at buy or le	ease a ve	hicle? - Ve								
decision to Crosstabula % within Education	tant, if at buy or le		hicle? - Ve					Total			
decision to Crosstabula % within Education	tant, if at buy or le	ease a ve	hicle? - Ve					Total			
decision to Crosstabula % within Education	tant, if at buy or le	Education Associate	on Level Bachelo r's	Gradu ate or profes sional	High school gradu	Less than high scho	Some colleg e, no degre				
decision to Crosstabula % within Education Level How important,	very import	Education Associate	on Level Bachelo r's	Gradu ate or profes sional	High school gradu	Less than high scho	Some colleg e, no degre	Total			



model	Some							7.9%		
options	what							1.370		
орионѕ	unimp									
	ortant									
	Very							4.3%		
	unimp							4.5%		
	ortant									
	ortant									
	14 :£ -4		 	lla a f allau			<u> </u>			
How impor										
decision to Crosstabul		ease a ve	nicie? - ve	enicie mo	aei opti	ons " in	icome			
Crossiabui	ation									
% within										
Income										
	Income						Total			
		\$100,0	\$25,000	\$50,00	\$75,0	Less				
		00 or	to	0 to	00 to	than				
		more	\$49,999	\$74,99	\$99,9	\$25,				
			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	9	99	000				
How	Very						53.6			
important,	import						%			
if at all,	ant									
would	Some						22.4			
each of the	what						%			
following	import									
factors be	ant									
in your	Neithe						11.8			
decision to	r						%			
buy or	import									
lease a	ant or									
vehicle? -	unimp									
Vehicle	ortant									
model	Some						7.9%			
options	what									
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