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| | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Auto_1. What is the make of the vehicle YOU currently drive most often? |
| 2 | Auto_2. What is the model year of this vehicle? |
| 3 | 1. How much, if at all, do you feel that the car you drive reflects your personality or self? |
| 4 | 2. Do you consider yourself a car person or someone who is passionate about cars, trucks, motorcycles, or other vehicles you drive yourself? |
| 5 | 3. Thinking about where you live, which of the following places/locations would it be easy for you to walk to? |
| 6 | 4. And of this same list, which of the following places DO you currently actually walk to? |
| 7 | 5. And again of this same list, which of the following places would you like to be able to walk to? |
| 8 | 6. How necessary is it for you to have a car to get to work? |
| 9 | 7.1. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Reminders about appointments (such as doctor visits) |
| 10 | 7.2. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Notifications that you're passing restaurants you've been to before |
| 11 | 7.3. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Pointing out stores that you've shopped at before |
| 12 | 7.4. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Asking you in the morning if you'd like to stop by a coffee shop you've been to before |
| 13 | 7.5. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Reminding you about services that you do on a regular basis (like dry cleaning or haircuts) |
| 14 | 7.6. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Telling you about specials or sales at stores you've shopped at |
| 15 | 7.7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Letting you know you are nearing a gas or charging station if you are low on gas or battery |
| 16 | 7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Grid Table |
| 17 | 7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Useful Summary |
| 18 | 7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Not useful Summary |
| 19 | 8. Again thinking about cars in the future, manufacturers are working now on self-driving cars. Have you seen, read, or heard anything about self-driving cars in the news? |
| 20 | 9. And what is your view of self-driving cars? |
| 21 | 10. Assuming the cost of self-driving cars is comparable to what it costs to your own car now, which would be your preference: |
| 22 | 11. And if self-driving cars cost MUCH LESS to own and maintain than it costs to own and maintain a car today, what would be your preference? |
| 23 | 12. Imagine for a moment that the self-driving cars are proven to be completely safe and that the cost is the same as today's cars. In this scenario, would you favor or oppose ONLY allowing self-driving cars on the road? |
| 24 | 13.1. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles |
| 25 | 13.2. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle |
| 26 | 13.3. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, state and federal governments will pass laws requiring vehicles to be self-driving |
| 27 | 13.4. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves |
| 28 | 13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Likely Summary |
| 29 | 13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Unlikely Summary |
| 30 | 14. How many road trips, where you drive a significant distance do you take in a typical year |
| 31 | 15. If you had regular access to a self-driving car, rather than having to drive yourself, would you: |
| 32 | 16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars? |
| 33 | 17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)? |
| 34 | 18. Do you know anyone that currently drives an electric car |
| 35 | 19. And do you plan to buy another/an electric car the next time you purchase a vehicle? |
| 36 | 19. And do you plan to buy another electric car the next time you purchase a vehicle? |
| 37 | 19. And do you plan to buy an electric car the next time you purchase a vehicle? |
| 38 | 20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you still plan to buy an electric car next time you purchase a vehicle if the government took away this subsidy? |
| 39 | 21. How interested, if at all, are you in owning an electric car? |
| 40 | 22.1. How appealing are each of the following features of electric cars to you personally? - Electric vehicles are half the cost of gas-powered vehicles to operate |
| 41 | 22.2. How appealing are each of the following features of electric cars to you personally? - Electric vehicles can go 500 miles on a single charge |
| 42 | 22.3. How appealing are each of the following features of electric cars to you personally? - Electric vehicles need service less often than gas-powered vehicles do |
| 43 | 22.4. How appealing are each of the following features of electric cars to you personally? - Electric vehicle owners receive a large tax benefit from the government |
| 44 | 22. How appealing are each of the following features of electric cars to you personally? - Appealing Summary |
| 45 | 22. How appealing are each of the following features of electric cars to you personally? - Not Appealing Summary |
| 46 | 23.1. How concerning, if at all, are each of the following to you about electric cars? - The ability to find a charging station when out in public |
| 47 | 23.2. How concerning, if at all, are each of the following to you about electric cars? - The increased electricity bill at my home |
| 48 | 23.3. How concerning, if at all, are each of the following to you about electric cars? - The reliability of electric vehicles |
| 49 | 23.4. How concerning, if at all, are each of the following to you about electric cars? - The ability for an electric vehicle to reach highway speeds |
| 50 | 23.5. How concerning, if at all, are each of the following to you about electric cars? - The safety features of electric vehicles |
| 51 | 23.6. How concerning, if at all, are each of the following to you about electric cars? - The durability of electric vehicles |
| 52 | 23.7. How concerning, if at all, are each of the following to you about electric cars? - Finding a mechanic who knows how to work on electric vehicles |
| 53 | 23. How concerning, if at all, are each of the following to you about electric cars? - Top 2 Box Summary |
| 54 | 23. How concerning, if at all, are each of the following to you about electric cars? - Bottom 2 Box Summary |
| 55 | GENDER |
| 56 | AGE |
| 57 | EDUCATION |
| 58 | REGION |
| 59 | INCOME |
| 60 | HOUSEHOLD COMPOSITION |
| 61 | HHCMP1. How many people are living or staying at your current address? |
| 62 | EMPLOYMENT STATUS |
| 63 | USMAR2. What is your marital status? |
| 64 | PGS01. How much of your household's grocery shopping do you, yourself, do? |
| 65 | CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent. |

Auto_1. What is the make of the vehicle YOU currently drive most often?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Toyota | 117 | 60 | 57 | 34 | 38 | 44 | 2 | 42 | 46 | 26 |
| | 12% | 12% | 11% | 12% | 11% | 11% | 3% | 11% | 12% | 17% |
| | | | | | | | * | | | FH |
| Chevrolet | 110 | 69 | 41 | 30 | 33 | 47 | 9 | 52 | 40 | 8 |
| | 11% | 14% | 8% | 11% | 10% | 12% | 11% | 14% | 10% | 5% |
| | | B | | | | | * | | | I |
| Honda | 89 | 37 | 52 | 31 | 31 | 28 | 2 | 32 | 36 | 19 |
| | 9% | 8% | 10% | 11% | 9% | 7% | 3% | 9% | 9% | 12% |
| | | | | | | | * | | | F |
| Ford | 89 | 48 | 41 | 17 | 37 | 35 | 7 | 26 | 44 | 12 |
| | 9% | 10% | 8% | 6% | 11% | 9% | 9% | 7% | 11% | 8% |
| | | | | | | | * | | | |
| Dodge | 69 | 30 | 39 | 21 | 24 | 24 | 2 | 31 | 30 | 6 |
| | 7% | 6% | 8% | 8% | 7% | 6% | 2% | 8% | 8% | 4% |
| | | | | | | | * | | | I |
| Hyundai | 56 | 21 | 35 | 11 | 19 | 26 | 2 | 20 | 21 | 13 |
| | 6% | 4% | 7% | 4% | 6% | 7% | 3% | 5% | 5% | 8% |
| | | | | | | | * | | | |
| Nissan | 42 | 21 | 21 | 12 | 14 | 16 | 2 | 18 | 15 | 7 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 2% | 5% | 4% | 4% |
| | | | | | | | * | | | |
| Mazda | 40 | 13 | 27 | 14 | 13 | 13 | 7 | 11 | 17 | 5 |
| | 4% | 3% | 5% | 5% | 4% | 3% | 8% | 3% | 4% | 3% |
| | | | | | | | * | | | |
| Kia | 36 | 14 | 23 | 4 | 12 | 19 | - | 14 | 18 | 4 |
| | 4% | 3% | 4% | 2% | 4% | 5% | - | 4% | 5% | 3% |
| | | | | | | | * | | | |
| Jeep | 25 | 12 | 14 | 8 | 7 | 11 | 3 | 6 | 14 | 3 |
| | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 2% |
| | | | | | | | * | | | |
| GMC | 23 | 17 | 7 | 6 | 2 | 15 | 2 | 10 | 8 | 3 |
| | 2% | 3% | 1% | 2% | 1% | 4% | 3% | 3% | 2% | 2% |
| | | | | | | | D | | | |
| Subaru | 22 | 8 | 14 | 8 | 4 | 10 | 3 | 5 | 11 | 5 |
| | 2% | 2% | 3% | 3% | 1% | 3% | 3% | 1% | 3% | 3% |
| | | | | | | | * | | | |
| Volkswagen | 16 | 6 | 9 | 2 | 9 | 5 | - | 2 | 8 | 5 |
| | 2% | 1% | 2% | 1% | 3% | 1% | - | 1% | 2% | 3% |
| | | | | | | | * | | | G |
| Audi | 13 | 10 | 3 | 4 | 8 | 1 | - | 5 | 2 | 5 |
| | 1% | 2% | 1% | 1% | 2% | * | - | 1% | * | 4% |
| | | | | | | | E | | | H |
| Mercedes-Benz | 12 | 7 | 5 | 3 | 1 | 8 | - | 4 | 5 | 3 |
| | 1% | 1% | 1% | 1% | * | 2% | - | 1% | 1% | 2% |
| | | | | | | | * | | | |
| Chrysler | 11 | 3 | 7 | 2 | 4 | 5 | - | 2 | 3 | 6 |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 4% |
| | | | | | | | * | | | GH |
| Buick | 10 | 5 | 5 | - | 4 | 6 | - | 5 | 4 | 2 |
| | 1% | 1% | 1% | - | 1% | 2% | - | 1% | 1% | 1% |
| | | | | | | | * | | | |
| Mitsubishi | 9 | 4 | 5 | 1 | 5 | 3 | - | 5 | 3 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% |
| | | | | | | | * | | | |
| Acura | 6 | 3 | 3 | 3 | 1 | 2 | - | 2 | 1 | 3 |
| | 1% | 1% | 1% | 1% | * | 1% | - | 1% | * | 2% |
| | | | | | | | * | | | H |
| Lincoln | 6 | 1 | 5 | 3 | - | 3 | - | 5 | 1 | * |
| | 1% | * | 1% | 1% | - | 1% | - | 1% | * | * |
| | | | | | | | * | | | |
| BMW | 6 | 5 | 1 | 4 | 2 | - | 2 | - | 2 | 2 |
| | 1% | 1% | * | 1% | 1% | - | 3% | - | * | 1% |
| | | | | | | | G* | | | G |
| Volvo | 5 | 1 | 4 | 3 | 1 | 2 | 2 | - | 2 | 2 |
| | 1% | * | 1% | 1% | * | 1% | 3% | - | * | 1% |
| | | | | | | | G* | | | G |
| Ram | 4 | 4 | * | 1 | 2 | 2 | - | - | 4 | 1 |
| | * | 1% | * | * | * | * | - | - | 1% | * |
| | | | | | | | * | | | |
| Cadillac | 4 | 3 | 2 | 1 | 2 | 1 | - | - | 4 | 1 |
| | * | 1% | * | * | 1% | * | - | - | 1% | * |
| | | | | | | | * | | | |
| Lexus | 2 | 1 | 1 | * | 1 | 1 | - | - | 1 | 2 |
| | * | * | * | * | * | * | - | - | * | 1% |
| | | | | | | | * | | | GH |
| Infiniti | 2 | 1 | 1 | 1 | - | 1 | - | - | 2 | - |
| | * | * | * | * | - | * | - | - | * | - |
| | | | | | | | * | | | |
| Fiat | 2 | 1 | 1 | 1 | 1 | - | - | - | 1 | 1 |
| | * | * | * | * | * | - | - | - | * | * |
| | | | | | | | * | | | |
| Scion | 1 | - | 1 | - | 1 | - | - | - | - | 1 |
| | * | - | * | - | * | - | - | - | - | * |
| | | | | | | | * | | | |
| Porsche | * | * | - | - | * | - | - | - | - | * |
| | * | * | - | - | * | - | - | - | - | * |
| | | | | | | | * | | | |
| Other | 26 | 12 | 14 | 5 | 7 | 14 | 2 | 10 | 11 | 2 |
| | 3% | 2% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 1% |
| | | | | | | | * | | | |
| Do Not Drive | 147 | 68 | 78 | 42 | 58 | 46 | 38 | 60 | 39 | 9 |
| | 15% | 14% | 15% | 15% | 17% | 12% | 44% | 16% | 10% | 6% |
| | | | | | | | GH* | HI | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

Auto_2. What is the model year of this vehicle?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Answering (unwtd) | 888 | 431 | 457 | 240 | 334 | 314 | 22 | 150 | 415 | 301 |
| Base: All Answering (wtd) | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| Earlier than 2013 | 497 | 239 | 258 | 116 | 169 | 211 | 39 | 201 | 188 | 69 |
| | 58% | 57% | 59% | 50% | 60% | 62% | 81% | 65% | 53% | 48% |
| | | | | | | C | ** | HI | | |
| 2013-2014 | 117 | 50 | 67 | 34 | 38 | 45 | 5 | 21 | 59 | 32 |
| | 14% | 12% | 15% | 15% | 14% | 13% | 9% | 7% | 17% | 22% |
| | | | | | | | ** | | G | G |
| 2015-2016 | 139 | 79 | 60 | 46 | 43 | 49 | - | 52 | 63 | 24 |
| | 16% | 19% | 14% | 20% | 15% | 15% | - | 17% | 18% | 16% |
| | | | | | | | ** | | | |
| 2017-2018 | 67 | 33 | 34 | 13 | 24 | 29 | 2 | 19 | 32 | 13 |
| | 8% | 8% | 8% | 6% | 9% | 9% | 5% | 6% | 9% | 9% |
| | | | | | | | ** | | | |
| Don't Know | 34 | 17 | 18 | 21 | 7 | 6 | 3 | 15 | 10 | 7 |
| | 4% | 4% | 4% | 9% | 3% | 2% | 5% | 5% | 3% | 5% |
| | | | | DE | | | ** | | | |
| Sigma | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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1. How much, if at all, do you feel that the car you drive reflects your personality or self?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-----------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Total Reflects A Great Deal To A Little (Net) | 768 | 363 | 405 | 212 | 259 | 297 | 48 | 283 | 308 | 128 |
| | 77% | 75% | 79% | 78% | 76% | 77% | 56% | 77% | 79% | 83% |
| | | | | | | | * | F | F | F |
| Reflects a great deal | 198 | 94 | 105 | 53 | 67 | 79 | 18 | 77 | 75 | 28 |
| | 20% | 19% | 20% | 19% | 20% | 20% | 21% | 21% | 19% | 18% |
| | | | | | | | * | | | |
| Reflects somewhat | 365 | 159 | 206 | 96 | 118 | 151 | 14 | 157 | 135 | 60 |
| | 36% | 33% | 40% | 35% | 35% | 39% | 16% | 43% | 34% | 39% |
| | | | A | | | | * | F | F | F |
| Reflects a little | 205 | 111 | 94 | 64 | 73 | 68 | 16 | 50 | 99 | 41 |
| | 21% | 23% | 18% | 23% | 22% | 18% | 19% | 14% | 25% | 26% |
| | | | | | | | * | | G | G |
| Does not reflect at all | 232 | 123 | 109 | 61 | 81 | 90 | 38 | 84 | 84 | 26 |
| | 23% | 25% | 21% | 22% | 24% | 23% | 44% | 23% | 21% | 17% |
| | | | | | | | GHI* | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Do you consider yourself a car person or someone who is passionate about cars, trucks, motorcycles, or other vehicles you drive yourself?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Yes (Net) | 589 | 321 | 269 | 176 | 202 | 211 | 51 | 214 | 232 | 92 |
| | 59% | 66% | 52% | 64% | 59% | 55% | 59% | 58% | 59% | 60% |
| | | B | | E | | | * | | | |
| Yes, very much | 129 | 92 | 37 | 42 | 45 | 42 | 13 | 40 | 58 | 18 |
| | 13% | 19% | 7% | 15% | 13% | 11% | 16% | 11% | 15% | 12% |
| | | B | | | | | * | | | |
| Yes, somewhat | 216 | 127 | 88 | 67 | 68 | 81 | 20 | 80 | 79 | 36 |
| | 22% | 26% | 17% | 24% | 20% | 21% | 23% | 22% | 20% | 24% |
| | | B | | | | | * | | | |
| Yes, a little | 245 | 102 | 143 | 67 | 89 | 89 | 18 | 95 | 95 | 37 |
| | 25% | 21% | 28% | 25% | 26% | 23% | 21% | 26% | 24% | 24% |
| | | | A | | | | * | | | |
| No, not at all | 411 | 165 | 245 | 97 | 138 | 176 | 35 | 153 | 160 | 62 |
| | 41% | 34% | 48% | 36% | 41% | 45% | 41% | 42% | 41% | 40% |
| | | | A | | | C | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Thinking about where you live, which of the following places/locations would it be easy for you to walk to?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Public park | 608 61% | 273 56% | 335 65% | 165 60% | 211 62% | 233 60% | 45 52% | 205 56% | 255 65% | 104 67% |
| | | | A | | | | * | | G | G |
| Grocery store | 582 58% | 279 57% | 303 59% | 157 58% | 201 59% | 224 58% | 45 52% | 214 58% | 233 60% | 90 59% |
| | | | | | | | * | | | |
| Public transportation (bus stop/rail station, etc.) | 539 54% | 239 49% | 301 58% | 141 52% | 181 53% | 217 56% | 31 37% | 188 51% | 223 57% | 96 63% |
| | | | A | | | | * | | F | FG |
| Restaurants | 498 50% | 231 48% | 267 52% | 131 48% | 179 53% | 188 49% | 43 50% | 171 46% | 202 51% | 83 54% |
| | | | | | | | * | | | |
| School | 425 42% | 189 39% | 236 46% | 107 39% | 160 47% | 158 41% | 23 26% | 160 44% | 174 44% | 68 44% |
| | | | | | | | * | F | F | F |
| Retail shopping center | 321 32% | 153 32% | 167 33% | 85 31% | 113 33% | 122 32% | 28 33% | 108 29% | 131 33% | 54 35% |
| | | | | | | | * | | | |
| Sports fields/arenas | 314 31% | 161 33% | 153 30% | 87 32% | 116 34% | 111 29% | 22 26% | 128 35% | 112 29% | 51 33% |
| | | | | | | | * | | | |
| Place of worship | 292 29% | 144 30% | 147 29% | 71 26% | 108 32% | 113 29% | 18 21% | 109 30% | 117 30% | 47 31% |
| | | | | | | | * | | | |
| A gym/fitness center | 282 28% | 123 25% | 159 31% | 95 35% | 97 29% | 91 23% | 19 22% | 102 28% | 113 29% | 48 31% |
| | | | | E | | | * | | | |
| Entertainment centers (movie theaters, concert halls, etc.) | 164 16% | 73 15% | 90 18% | 54 20% | 65 19% | 44 11% | 9 11% | 57 16% | 70 18% | 27 18% |
| | | | | E | E | | * | | | |
| Work / your job | 153 15% | 83 17% | 70 14% | 50 18% | 65 19% | 39 10% | 6 7% | 68 19% | 55 14% | 24 16% |
| | | | | E | E | | * | | | |
| None of these | 141 14% | 68 14% | 73 14% | 31 11% | 46 13% | 65 17% | 16 19% | 49 13% | 61 16% | 15 10% |
| | | | | | | | * | | I | |
| Sigma | 4320 432% | 2016 415% | 2303 448% | 1174 430% | 1542 454% | 1604 414% | 305 355% | 1560 424% | 1745 445% | 709 460% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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4. And of this same list, which of the following places DO you currently actually walk to?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Public park | 400 | 190 | 210 | 118 | 132 | 151 | 38 | 136 | 157 | 70 |
| | 40% | 39% | 41% | 43% | 39% | 39% | 44% | 37% | 40% | 46% |
| | | | | | | | * | | | |
| Grocery store | 356 | 188 | 168 | 95 | 126 | 135 | 39 | 127 | 131 | 59 |
| | 36% | 39% | 33% | 35% | 37% | 35% | 46% | 35% | 33% | 38% |
| | | | | | | | * | | | |
| Public transportation (bus stop/rail station, etc.) | 264 | 134 | 131 | 82 | 93 | 89 | 25 | 85 | 99 | 56 |
| | 26% | 28% | 25% | 30% | 27% | 23% | 29% | 23% | 25% | 36% |
| | | | | | | | * | | | GH |
| Restaurants | 262 | 139 | 123 | 71 | 97 | 94 | 26 | 91 | 96 | 49 |
| | 26% | 29% | 24% | 26% | 28% | 24% | 31% | 25% | 25% | 32% |
| | | | | | | | * | | | H |
| Retail shopping center | 192 | 99 | 92 | 52 | 73 | 67 | 20 | 63 | 78 | 30 |
| | 19% | 20% | 18% | 19% | 21% | 17% | 23% | 17% | 20% | 20% |
| | | | | | | | * | | | |
| Sports fields/arenas | 126 | 73 | 53 | 38 | 42 | 46 | 12 | 46 | 47 | 21 |
| | 13% | 15% | 10% | 14% | 12% | 12% | 14% | 13% | 12% | 14% |
| | | | | | | | * | | | |
| School | 109 | 55 | 54 | 51 | 34 | 24 | 9 | 45 | 41 | 14 |
| | 11% | 11% | 10% | 19% | 10% | 6% | 11% | 12% | 10% | 9% |
| | | | | DE | | | * | | | |
| Work / your job | 99 | 53 | 46 | 40 | 40 | 20 | 8 | 48 | 29 | 14 |
| | 10% | 11% | 9% | 15% | 12% | 5% | 9% | 13% | 7% | 9% |
| | | | | E | E | | * | H | | |
| A gym/fitness center | 76 | 39 | 37 | 35 | 22 | 19 | 10 | 21 | 28 | 18 |
| | 8% | 8% | 7% | 13% | 7% | 5% | 12% | 6% | 7% | 12% |
| | | | | DE | | | * | | | GH |
| Place of worship | 73 | 39 | 34 | 18 | 29 | 25 | 7 | 29 | 22 | 15 |
| | 7% | 8% | 7% | 7% | 9% | 7% | 8% | 8% | 6% | 9% |
| | | | | | | | * | | | H |
| Entertainment centers (movie theaters, concert halls, etc.) | 68 | 37 | 31 | 22 | 29 | 18 | 6 | 15 | 31 | 16 |
| | 7% | 8% | 6% | 8% | 8% | 5% | 7% | 4% | 8% | 10% |
| | | | | | | | * | | | G |
| None of these | 313 | 145 | 167 | 60 | 109 | 144 | 25 | 116 | 135 | 36 |
| | 31% | 30% | 33% | 22% | 32% | 37% | 29% | 32% | 34% | 24% |
| | | | | | C | C | * | | I | |
| Sigma | 2339 | 1193 | 1146 | 683 | 824 | 831 | 227 | 821 | 892 | 398 |
| | 234% | 245% | 223% | 250% | 242% | 215% | 264% | 223% | 228% | 259% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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5. And again of this same list, which of the following places would you like to be able to walk to?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------------|--------------|--------------|--------------|-------------|--------------|--------------|-------------|--------------|--------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Grocery store | 448 45% | 212 44% | 236 46% | 120 44% | 145 43% | 184 47% | 41 47% | 170 46% | 162 41% | 75 49% |
| Restaurants | 410 41% | 208 43% | 202 39% | 109 40% | 144 42% | 157 41% | 30 35% | 148 40% | 157 40% | 75 49% |
| Public park | 362 36% | 172 35% | 191 37% | 98 36% | 119 35% | 146 38% | 31 36% | 133 36% | 136 35% | 63 41% |
| Retail shopping center | 362 36% | 174 36% | 188 37% | 96 35% | 135 40% | 130 34% | 38 44% | 121 33% | 144 37% | 58 38% |
| Work / your job | 310 31% | 157 32% | 152 30% | 118 43% | 136 40% | 56 15% | 15 18% | 83 23% | 142 36% | 69 45% |
| Entertainment centers (movie theaters, concert halls, etc.) | 304 30% | 158 33% | 145 28% | 112 41% | 107 31% | 85 22% | 24 28% | 87 24% | 138 35% | 55 35% |
| Public transportation (bus stop/rail station, etc.) | 229 23% | 112 23% | 117 23% | 63 23% | 78 23% | 88 23% | 25 30% | 65 18% | 87 22% | 52 34% |
| A gym/fitness center | 218 22% | 90 19% | 127 25% | 81 30% | 79 23% | 58 15% | 13 16% | 64 17% | 93 24% | 47 31% |
| Sports fields/arenas | 187 19% | 110 23% | 77 15% | 55 20% | 71 21% | 62 16% | 10 11% | 58 16% | 84 21% | 35 23% |
| School | 156 16% | 77 16% | 78 15% | 64 23% | 56 17% | 36 9% | 15 17% | 47 13% | 67 17% | 27 17% |
| Place of worship | 126 13% | 56 12% | 69 13% | 27 10% | 49 14% | 50 13% | 19 22% | 29 8% | 54 14% | 23 15% |
| None of these | 175 18% | 83 17% | 93 18% | 34 12% | 59 17% | 83 21% | 8 9% | 76 21% | 76 19% | 16 10% |
| Sigma | 3287 329% | 1611 331% | 1676 326% | 976 358% | 1177 346% | 1134 293% | 270 313% | 1082 294% | 1340 342% | 595 387% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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6. How necessary is it for you to have a car to get to work?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|---------------------------------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Answering (unwtd) | 619 | 319 | 300 | 194 | 298 | 127 | 12 | 82 | 303 | 222 |
| Base: All Answering (wtd) | 554 | 291 | 263 | 175 | 246 | 133 | 25 | 168 | 254 | 107 |
| Definitely/Probably Could (Net) | 443 | 235 | 208 | 144 | 196 | 103 | 22 | 132 | 204 | 85 |
| | 80% | 81% | 79% | 82% | 80% | 77% | 90% | 78% | 80% | 79% |
| | | | | | | * | ** | * | | |
| I definitely need to have a vehicle to get to work | 309 | 170 | 139 | 96 | 140 | 72 | 14 | 88 | 151 | 56 |
| | 56% | 58% | 53% | 55% | 57% | 54% | 56% | 52% | 59% | 52% |
| | | | | | | * | ** | * | | |
| I could probably get to work without a vehicle if I needed to | 134 | 65 | 69 | 47 | 56 | 31 | 8 | 44 | 53 | 29 |
| | 24% | 22% | 26% | 27% | 23% | 23% | 33% | 26% | 21% | 27% |
| | | | | | | * | ** | * | | |
| I don't need a vehicle at all to get to work | 111 | 56 | 55 | 31 | 50 | 30 | 3 | 37 | 50 | 22 |
| | 20% | 19% | 21% | 18% | 20% | 23% | 10% | 22% | 20% | 21% |
| | | | | | | * | ** | * | | |
| Sigma | 554 | 291 | 263 | 175 | 246 | 133 | 25 | 168 | 254 | 107 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Reminders about appointments (such as doctor visits)

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 669 | 337 | 332 | 221 | 218 | 229 | 58 | 236 | 270 | 105 |
| | 67% | 69% | 65% | 81% | 64% | 59% | 67% | 64% | 69% | 68% |
| | | | | DE | | | * | | | |
| Not useful | 331 | 149 | 182 | 52 | 122 | 158 | 28 | 132 | 122 | 49 |
| | 33% | 31% | 35% | 19% | 36% | 41% | 33% | 36% | 31% | 32% |
| | | | | C | C | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Notifications that you're passing restaurants you've been to before

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 296 | 153 | 143 | 98 | 99 | 98 | 33 | 121 | 100 | 41 |
| | 30% | 32% | 28% | 36% | 29% | 25% | 39% | 33% | 26% | 27% |
| Not useful | 704 | 333 | 371 | 175 | 241 | 289 | 53 | 247 | 292 | 113 |
| | 70% | 68% | 72% | 64% | 71% | 75% | 61% | 67% | 74% | 73% |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Pointing out stores that you've shopped at before

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 307 | 158 | 149 | 95 | 109 | 103 | 43 | 120 | 101 | 42 |
| | 31% | 32% | 29% | 35% | 32% | 27% | 50% | 33% | 26% | 27% |
| | | | | | | | GHI* | | | |
| Not useful | 693 | 328 | 365 | 178 | 231 | 284 | 43 | 248 | 291 | 112 |
| | 69% | 68% | 71% | 65% | 68% | 73% | 50% | 67% | 74% | 73% |
| | | | | | | | * | F | F | F |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_4. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Asking you in the morning if you'd like to stop by a coffee shop you've been to before

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 307 | 161 | 146 | 109 | 117 | 81 | 32 | 119 | 109 | 47 |
| | 31% | 33% | 28% | 40% | 34% | 21% | 37% | 32% | 28% | 30% |
| | | | | E | E | | * | | | |
| Not useful | 693 | 325 | 368 | 164 | 223 | 306 | 55 | 249 | 283 | 107 |
| | 69% | 67% | 72% | 60% | 66% | 79% | 63% | 68% | 72% | 70% |
| | | | | | | CD | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_5. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Reminding you about services that you do on a regular basis (like dry cleaning or haircuts)

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 379 | 191 | 188 | 136 | 146 | 98 | 30 | 137 | 146 | 65 |
| | 38% | 39% | 37% | 50% | 43% | 25% | 35% | 37% | 37% | 42% |
| | | | | E | E | | * | | | |
| Not useful | 621 | 295 | 326 | 137 | 194 | 289 | 56 | 231 | 246 | 89 |
| | 62% | 61% | 63% | 50% | 57% | 75% | 65% | 63% | 63% | 58% |
| | | | | | | CD | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_6. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Telling you about specials or sales at stores you've shopped at

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 510 | 251 | 259 | 170 | 176 | 164 | 48 | 192 | 188 | 82 |
| | 51% | 52% | 50% | 62% | 52% | 42% | 56% | 52% | 48% | 53% |
| Not useful | 490 | 235 | 255 | 103 | 164 | 223 | 38 | 176 | 204 | 72 |
| | 49% | 48% | 50% | 38% | 48% | 58% | 44% | 48% | 52% | 47% |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7_7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Letting you know you are nearing a gas or charging station if you are low on gas or battery

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Useful | 810 | 384 | 426 | 248 | 272 | 289 | 82 | 285 | 315 | 129 |
| | 81% | 79% | 83% | 91% | 80% | 75% | 95% | 77% | 80% | 84% |
| Not useful | | | | DE | | | GHI* | | | |
| | 190 | 102 | 88 | 25 | 68 | 98 | 5 | 83 | 77 | 25 |
| | 19% | 21% | 17% | 9% | 20% | 25% | 5% | 23% | 20% | 16% |
| Sigma | | | | | C | C | * | F | F | F |
| | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Grid Table

| | Reminders about appointments (such as doctor visits) | Notifications that you're passing restaurants you've been to | Pointing out stores that you've shopped at before | Asking you in the morning if you'd like to stop by a coffee shop | Reminding you about services that you do on a regular basis (like) | Telling you about specials or sales at stores you've shopped at | Letting you know you are nearing a gas or charging station if you are |
|--------------------------------------|------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------------|
| | A | B | C | D | E | F | G |
| Base: All Respondents (unwtd) | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| Base: All Respondents (wtd) | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| Useful | 669 | 296 | 307 | 307 | 379 | 510 | 810 |
| | 67% | 30% | 31% | 31% | 38% | 51% | 81% |
| | BCDEF | | | | BCD | BCDE | ABCDEF |
| Not useful | 331 | 704 | 693 | 693 | 621 | 490 | 190 |
| | 33% | 70% | 69% | 69% | 62% | 49% | 19% |
| | G | AEFG | AEFG | AEFG | AFG | AG | |
| Sigma | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Useful Summary

| | Useful Summary | | | | | | | | | |
|---------------------------------------------------------------------------------------------|----------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Gender | | AGE | | | EDUCATION | | | |
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | A | B | C | D | E | F | G | H | I | |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Total useful mentions (Net) | 885 | 424 | 461 | 262 | 295 | 327 | 82 | 315 | 349 | 139 |
| | 88% | 87% | 90% | 96% | 87% | 85% | 95% | 86% | 89% | 90% |
| | | | | DE | | | * | | | |
| Reminders about appointments (such as doctor visits) | 669 | 337 | 332 | 221 | 218 | 229 | 58 | 236 | 270 | 105 |
| | 67% | 69% | 65% | 81% | 64% | 59% | 67% | 64% | 69% | 68% |
| | | | | DE | | | * | | | |
| Notifications that you're passing restaurants you've been to before | 296 | 153 | 143 | 98 | 99 | 98 | 33 | 121 | 100 | 41 |
| | 30% | 32% | 28% | 36% | 29% | 25% | 39% | 33% | 26% | 27% |
| | | | | E | | | * | | | |
| Pointing out stores that you've shopped at before | 307 | 158 | 149 | 95 | 109 | 103 | 43 | 120 | 101 | 42 |
| | 31% | 32% | 29% | 35% | 32% | 27% | 50% | 33% | 26% | 27% |
| | | | | | | | GHI* | | | |
| Asking you in the morning if you'd like to stop by a coffee shop you've been to before | 307 | 161 | 146 | 109 | 117 | 81 | 32 | 119 | 109 | 47 |
| | 31% | 33% | 28% | 40% | 34% | 21% | 37% | 32% | 28% | 30% |
| | | | | E | E | | * | | | |
| Reminding you about services that you do on a regular basis (like dry cleaning or haircuts) | 379 | 191 | 188 | 136 | 146 | 98 | 30 | 137 | 146 | 65 |
| | 38% | 39% | 37% | 50% | 43% | 25% | 35% | 37% | 37% | 42% |
| | | | | E | E | | * | | | |
| Telling you about specials or sales at stores you've shopped at | 510 | 251 | 259 | 170 | 176 | 164 | 48 | 192 | 188 | 82 |
| | 51% | 52% | 50% | 62% | 52% | 42% | 56% | 52% | 48% | 53% |
| | | | | DE | E | | * | | | |
| Letting you know you are nearing a gas or charging station if you are low on gas or battery | 810 | 384 | 426 | 248 | 272 | 289 | 82 | 285 | 315 | 129 |
| | 81% | 79% | 83% | 91% | 80% | 75% | 95% | 77% | 80% | 84% |
| | | | | DE | | | GHI* | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route - Not useful Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|---------------------------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Reminders about appointments (such as doctor visits) | 331 | 149 | 182 | 52 | 122 | 158 | 28 | 132 | 122 | 49 |
| | 33% | 31% | 35% | 19% | 36% | 41% | 33% | 36% | 31% | 32% |
| | | | | | C | C | * | | | |
| Notifications that you're passing restaurants you've been to before | 704 | 333 | 371 | 175 | 241 | 289 | 53 | 247 | 292 | 113 |
| | 70% | 68% | 72% | 64% | 71% | 75% | 61% | 67% | 74% | 73% |
| | | | | | | C | * | | | |
| Pointing out stores that you've shopped at before | 693 | 328 | 365 | 178 | 231 | 284 | 43 | 248 | 291 | 112 |
| | 69% | 68% | 71% | 65% | 68% | 73% | 50% | 67% | 74% | 73% |
| | | | | | | | * | F | F | F |
| Asking you in the morning if you'd like to stop by a coffee shop you've been to before | 693 | 325 | 368 | 164 | 223 | 306 | 55 | 249 | 283 | 107 |
| | 69% | 67% | 72% | 60% | 66% | 79% | 63% | 68% | 72% | 70% |
| | | | | | | CD | * | | | |
| Reminding you about services that you do on a regular basis (like dry cleaning or haircuts) | 621 | 295 | 326 | 137 | 194 | 289 | 56 | 231 | 246 | 89 |
| | 62% | 61% | 63% | 50% | 57% | 75% | 65% | 63% | 63% | 58% |
| | | | | | | CD | * | | | |
| Telling you about specials or sales at stores you've shopped at | 490 | 235 | 255 | 103 | 164 | 223 | 38 | 176 | 204 | 72 |
| | 49% | 48% | 50% | 38% | 48% | 58% | 44% | 48% | 52% | 47% |
| | | | | | C | CD | * | | | |
| Letting you know you are nearing a gas or charging station if you are low on gas or battery | 190 | 102 | 88 | 25 | 68 | 98 | 5 | 83 | 77 | 25 |
| | 19% | 21% | 17% | 9% | 20% | 25% | 5% | 23% | 20% | 16% |
| | | | | | C | C | * | F | F | F |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Again thinking about cars in the future, manufacturers are working now on self-driving cars. Have you seen, read, or heard anything about self-driving cars in the news?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Yes (Net) | 825 | 426 | 399 | 240 | 262 | 323 | 70 | 284 | 329 | 141 |
| | 82% | 88% | 78% | 88% | 77% | 83% | 81% | 77% | 84% | 92% |
| | | B | | D | | | * | | | GH |
| Yes, a great deal | 202 | 137 | 64 | 74 | 55 | 73 | 14 | 75 | 74 | 39 |
| | 20% | 28% | 13% | 27% | 16% | 19% | 16% | 20% | 19% | 25% |
| | | B | | DE | | | * | | | H |
| Yes, a little | 623 | 288 | 335 | 166 | 207 | 250 | 56 | 210 | 255 | 102 |
| | 62% | 59% | 65% | 61% | 61% | 65% | 65% | 57% | 65% | 66% |
| | | | | | | | * | | | G |
| No, nothing at all | 175 | 60 | 115 | 33 | 78 | 64 | 16 | 84 | 63 | 13 |
| | 18% | 12% | 22% | 12% | 23% | 17% | 19% | 23% | 16% | 8% |
| | | | A | | C | | * | I | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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9. And what is your view of self-driving cars?

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Positive (Net) | 546 | 277 | 269 | 187 | 189 | 170 | 54 | 198 | 193 | 102 |
| | 55% | 57% | 52% | 68% | 56% | 44% | 62% | 54% | 49% | 66% |
| | | | | DE | E | | * | | | GH |
| Very positive | 118 | 77 | 41 | 56 | 30 | 32 | 17 | 45 | 32 | 23 |
| | 12% | 16% | 8% | 20% | 9% | 8% | 20% | 12% | 8% | 15% |
| | | B | | DE | | | H* | | | H |
| Somewhat positive | 428 | 201 | 227 | 131 | 159 | 138 | 36 | 152 | 161 | 79 |
| | 43% | 41% | 44% | 48% | 47% | 36% | 42% | 41% | 41% | 51% |
| | | | | E | E | | * | | | GH |
| Negative (Net) | 454 | 209 | 245 | 86 | 151 | 217 | 32 | 170 | 199 | 52 |
| | 45% | 43% | 48% | 32% | 44% | 56% | 38% | 46% | 51% | 34% |
| | | | | | C | CD | * | I | I | |
| Somewhat negative | 315 | 143 | 172 | 65 | 103 | 148 | 20 | 115 | 140 | 40 |
| | 32% | 30% | 33% | 24% | 30% | 38% | 24% | 31% | 36% | 26% |
| | | | | | | C | * | | I | |
| Very negative | 139 | 65 | 73 | 21 | 48 | 69 | 12 | 55 | 59 | 12 |
| | 14% | 13% | 14% | 8% | 14% | 18% | 14% | 15% | 15% | 8% |
| | | | | | C | C | * | I | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Assuming the cost of self-driving cars is comparable to what it costs to your own car now, which would be your preference:

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Total Who Drive (unwtd) | 888 | 431 | 457 | 240 | 334 | 314 | 22 | 150 | 415 | 301 |
| Base: Total Who Drive (wtd) | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| To switch to using a self-driving vehicle | 267 | 140 | 127 | 83 | 91 | 94 | 16 | 105 | 88 | 58 |
| | 31% | 34% | 29% | 36% | 32% | 27% | 32% | 34% | 25% | 40% |
| To continue using a vehicle that you personally drive | 586 | 277 | 309 | 148 | 191 | 247 | 33 | 202 | 264 | 87 |
| | 69% | 66% | 71% | 64% | 68% | 73% | 68% | 66% | 75% | 60% |
| Sigma | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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11. And if self-driving cars cost MUCH LESS to own and maintain than it costs to own and maintain a car today, what would be your preference?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Total Who Drive (unwtd) | 888 | 431 | 457 | 240 | 334 | 314 | 22 | 150 | 415 | 301 |
| Base: Total Who Drive (wtd) | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| To switch to using a self-driving vehicle | 474 | 238 | 237 | 142 | 164 | 168 | 29 | 166 | 177 | 101 |
| | 56% | 57% | 54% | 62% | 58% | 49% | 60% | 54% | 50% | 70% |
| | | | | E | | | ** | | | GH |
| To continue using a vehicle that you personally drive | 379 | 180 | 199 | 88 | 118 | 173 | 19 | 141 | 175 | 43 |
| | 44% | 43% | 46% | 38% | 42% | 51% | 40% | 46% | 50% | 30% |
| | | | | | | C | ** | I | I | |
| Sigma | 853 | 418 | 436 | 231 | 282 | 341 | 48 | 308 | 353 | 145 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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12. Imagine for a moment that the self-driving cars are proven to be completely safe and that the cost is the same as today's cars. In this scenario, would you favor or oppose ONLY allowing self-driving cars on the road?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Favor (Net) | 542 | 268 | 274 | 171 | 185 | 186 | 49 | 214 | 184 | 94 |
| | 54% | 55% | 53% | 63% | 54% | 48% | 57% | 58% | 47% | 61% |
| | | | | E | | | * | H | | H |
| Strongly favor | 155 | 82 | 73 | 63 | 51 | 40 | 14 | 58 | 50 | 33 |
| | 16% | 17% | 14% | 23% | 15% | 10% | 17% | 16% | 13% | 21% |
| | | | | DE | | | * | | | H |
| Somewhat favor | 387 | 186 | 201 | 107 | 133 | 146 | 35 | 156 | 135 | 61 |
| | 39% | 38% | 39% | 39% | 39% | 38% | 40% | 42% | 34% | 40% |
| | | | | | | | * | | | |
| Oppose (Net) | 458 | 218 | 240 | 102 | 155 | 201 | 37 | 154 | 208 | 60 |
| | 46% | 45% | 47% | 37% | 46% | 52% | 43% | 42% | 53% | 39% |
| | | | | | | C | * | | GI | |
| Somewhat oppose | 273 | 129 | 144 | 61 | 101 | 111 | 23 | 87 | 129 | 35 |
| | 27% | 27% | 28% | 22% | 30% | 29% | 27% | 24% | 33% | 22% |
| | | | | | | | * | | GI | |
| Strongly oppose | 185 | 89 | 96 | 41 | 54 | 90 | 14 | 67 | 79 | 25 |
| | 19% | 18% | 19% | 15% | 16% | 23% | 16% | 18% | 20% | 16% |
| | | | | | | CD | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13_1. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Likely (Net) | 336 | 168 | 168 | 116 | 119 | 101 | 40 | 130 | 115 | 51 |
| | 34% | 35% | 33% | 42% | 35% | 26% | 46% | 35% | 29% | 33% |
| | | | | E | E | | H* | | | |
| Very likely | 60 | 29 | 31 | 21 | 29 | 10 | 5 | 19 | 25 | 11 |
| | 6% | 6% | 6% | 8% | 8% | 3% | 5% | 5% | 6% | 7% |
| | | | | E | E | | * | | | |
| Somewhat likely | 276 | 139 | 138 | 95 | 91 | 91 | 35 | 111 | 90 | 40 |
| | 28% | 29% | 27% | 35% | 27% | 23% | 41% | 30% | 23% | 26% |
| | | | | E | | | H* | | | |
| Unlikely (Net) | 664 | 318 | 346 | 157 | 221 | 286 | 46 | 238 | 277 | 103 |
| | 66% | 65% | 67% | 58% | 65% | 74% | 54% | 65% | 71% | 67% |
| | | | | | | CD | * | | F | |
| Somewhat unlikely | 415 | 190 | 225 | 103 | 127 | 186 | 28 | 154 | 166 | 67 |
| | 42% | 39% | 44% | 38% | 37% | 48% | 33% | 42% | 42% | 43% |
| | | | | | | CD | * | | | |
| Very unlikely | 249 | 128 | 121 | 55 | 94 | 100 | 18 | 84 | 111 | 36 |
| | 25% | 26% | 24% | 20% | 28% | 26% | 21% | 23% | 28% | 23% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13_2. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Likely (Net) | 545 | 279 | 265 | 173 | 190 | 182 | 52 | 209 | 192 | 92 |
| | 54% | 58% | 52% | 63% | 56% | 47% | 60% | 57% | 49% | 60% |
| | | | | E | E | | * | | | H |
| Very likely | 122 | 69 | 53 | 43 | 44 | 35 | 10 | 38 | 50 | 24 |
| | 12% | 14% | 10% | 16% | 13% | 9% | 12% | 10% | 13% | 15% |
| | | | | E | | | * | | | |
| Somewhat likely | 423 | 211 | 213 | 130 | 146 | 147 | 41 | 172 | 142 | 68 |
| | 42% | 43% | 41% | 48% | 43% | 38% | 48% | 47% | 36% | 44% |
| | | | | E | | | * | H | | H |
| Unlikely (Net) | 455 | 207 | 249 | 100 | 150 | 205 | 34 | 158 | 200 | 62 |
| | 46% | 42% | 48% | 37% | 44% | 53% | 40% | 43% | 51% | 40% |
| | | | | | | CD | * | | I | |
| Somewhat unlikely | 320 | 135 | 185 | 75 | 115 | 130 | 24 | 106 | 143 | 48 |
| | 32% | 28% | 36% | 28% | 34% | 34% | 28% | 29% | 36% | 31% |
| | | | A | | | | * | | | |
| Very unlikely | 135 | 71 | 63 | 24 | 35 | 75 | 11 | 53 | 57 | 14 |
| | 13% | 15% | 12% | 9% | 10% | 19% | 12% | 14% | 15% | 9% |
| | | | | | | CD | * | | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13_3. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, state and federal governments will pass laws requiring vehicles to be self-driving

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Likely (Net) | 298 | 145 | 153 | 89 | 103 | 106 | 39 | 104 | 106 | 49 |
| | 30% | 30% | 30% | 33% | 30% | 27% | 46% | 28% | 27% | 32% |
| | | | | | | | GH* | | | |
| Very likely | 69 | 37 | 32 | 26 | 29 | 15 | 7 | 32 | 18 | 12 |
| | 7% | 8% | 6% | 9% | 8% | 4% | 8% | 9% | 5% | 8% |
| | | | | E | E | | * | | | |
| Somewhat likely | 229 | 109 | 121 | 64 | 74 | 91 | 32 | 71 | 88 | 37 |
| | 23% | 22% | 23% | 23% | 22% | 24% | 38% | 19% | 22% | 24% |
| | | | | | | | GH* | | | |
| Unlikely (Net) | 702 | 341 | 361 | 184 | 237 | 281 | 47 | 264 | 286 | 105 |
| | 70% | 70% | 70% | 67% | 70% | 73% | 54% | 72% | 73% | 68% |
| | | | | | | | * | F | F | |
| Somewhat unlikely | 440 | 225 | 215 | 116 | 152 | 172 | 35 | 178 | 161 | 66 |
| | 44% | 46% | 42% | 42% | 45% | 44% | 40% | 48% | 41% | 43% |
| | | | | | | | * | | | |
| Very unlikely | 261 | 116 | 146 | 68 | 85 | 109 | 12 | 86 | 125 | 38 |
| | 26% | 24% | 28% | 25% | 25% | 28% | 14% | 23% | 32% | 25% |
| | | | | | | | * | | FGI | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13_4. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Likely (Net) | 494 | 233 | 261 | 148 | 166 | 181 | 51 | 195 | 174 | 74 |
| | 49% | 48% | 51% | 54% | 49% | 47% | 60% | 53% | 44% | 48% |
| | | | | | | | * | | | |
| Very likely | 97 | 53 | 44 | 26 | 38 | 33 | 8 | 44 | 30 | 15 |
| | 10% | 11% | 9% | 10% | 11% | 8% | 9% | 12% | 8% | 10% |
| | | | | | | | * | | | |
| Somewhat likely | 397 | 180 | 217 | 122 | 128 | 148 | 44 | 151 | 144 | 59 |
| | 40% | 37% | 42% | 45% | 38% | 38% | 51% | 41% | 37% | 38% |
| | | | | | | | * | | | |
| Unlikely (Net) | 506 | 253 | 253 | 125 | 174 | 206 | 35 | 173 | 218 | 80 |
| | 51% | 52% | 49% | 46% | 51% | 53% | 40% | 47% | 56% | 52% |
| | | | | | | | * | | | |
| Somewhat unlikely | 378 | 183 | 195 | 105 | 126 | 148 | 27 | 126 | 163 | 63 |
| | 38% | 38% | 38% | 38% | 37% | 38% | 31% | 34% | 42% | 41% |
| | | | | | | | * | | | |
| Very unlikely | 128 | 70 | 58 | 20 | 49 | 59 | 8 | 47 | 55 | 18 |
| | 13% | 14% | 11% | 7% | 14% | 15% | 9% | 13% | 14% | 11% |
| | | | | | C | C | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Likely Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles | 336 | 168 | 168 | 116 | 119 | 101 | 40 | 130 | 115 | 51 |
| | 34% | 35% | 33% | 42% | 35% | 26% | 46% | 35% | 29% | 33% |
| | | | | E | E | | H* | | | |
| In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle | 545 | 279 | 265 | 173 | 190 | 182 | 52 | 209 | 192 | 92 |
| | 54% | 58% | 52% | 63% | 56% | 47% | 60% | 57% | 49% | 60% |
| | | | | E | E | | * | | | H |
| In the near future, state and federal governments will pass laws requiring vehicles to be self-driving | 298 | 145 | 153 | 89 | 103 | 106 | 39 | 104 | 106 | 49 |
| | 30% | 30% | 30% | 33% | 30% | 27% | 46% | 28% | 27% | 32% |
| | | | | | | | GH* | | | |
| In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves | 494 | 233 | 261 | 148 | 166 | 181 | 51 | 195 | 174 | 74 |
| | 49% | 48% | 51% | 54% | 49% | 47% | 60% | 53% | 44% | 48% |
| | | | | | | | * | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Unlikely Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles | 664 | 318 | 346 | 157 | 221 | 286 | 46 | 238 | 277 | 103 |
| | 66% | 65% | 67% | 58% | 65% | 74% | 54% | 65% | 71% | 67% |
| | | | | | | CD | * | | F | |
| In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle | 455 | 207 | 249 | 100 | 150 | 205 | 34 | 158 | 200 | 62 |
| | 46% | 42% | 48% | 37% | 44% | 53% | 40% | 43% | 51% | 40% |
| | | | | | | CD | * | | I | |
| In the near future, state and federal governments will pass laws requiring vehicles to be self-driving | 702 | 341 | 361 | 184 | 237 | 281 | 47 | 264 | 286 | 105 |
| | 70% | 70% | 70% | 67% | 70% | 73% | 54% | 72% | 73% | 68% |
| | | | | | | | * | F | F | |
| In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves | 506 | 253 | 253 | 125 | 174 | 206 | 35 | 173 | 218 | 80 |
| | 51% | 52% | 49% | 46% | 51% | 53% | 40% | 47% | 56% | 52% |
| | | | | | | | * | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How many road trips, where you drive a significant distance do you take In a typical year

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| 5 or more | 331 | 171 | 160 | 89 | 100 | 142 | 24 | 110 | 138 | 59 |
| | 33% | 35% | 31% | 33% | 29% | 37% | 28% | 30% | 35% | 38% |
| | | | | | | | * | | | |
| 4 | 83 | 41 | 42 | 34 | 25 | 24 | 4 | 40 | 24 | 15 |
| | 8% | 8% | 8% | 12% | 7% | 6% | 5% | 11% | 6% | 10% |
| | | | | E | | | * | | | |
| 3 | 101 | 46 | 55 | 31 | 40 | 30 | 4 | 34 | 44 | 19 |
| | 10% | 10% | 11% | 11% | 12% | 8% | 5% | 9% | 11% | 12% |
| | | | | | | | * | | | |
| 2 | 195 | 96 | 99 | 52 | 63 | 80 | 15 | 65 | 88 | 26 |
| | 19% | 20% | 19% | 19% | 18% | 21% | 18% | 18% | 23% | 17% |
| | | | | | | | * | | | |
| 1 | 148 | 71 | 77 | 46 | 59 | 43 | 12 | 61 | 53 | 23 |
| | 15% | 15% | 15% | 17% | 17% | 11% | 14% | 17% | 13% | 15% |
| | | | | E | | | * | | | |
| None | 142 | 61 | 81 | 21 | 53 | 68 | 27 | 57 | 45 | 13 |
| | 14% | 12% | 16% | 8% | 16% | 18% | 31% | 16% | 12% | 8% |
| | | | | C | C | C | GHI* | I | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |
| Summary | | | | | | | | | | |
| Mean | 5.4 | 5.7 | 5.1 | 4.4 | 5 | 6.4 | 4.8 | 4.4 | 6.2 | 6.1 |
| | | | | | | C | * | | G | G |
| Median | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2.7 | 3 | 3 |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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15. If you had regular access to a self-driving car, rather than having to drive yourself, would you:

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------------------------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Take more road trips | 354 35% | 156 32% | 197 38% | 131 48% | 116 34% | 107 28% | 38 44% | 120 33% | 137 35% | 59 38% |
| Travel longer distances by vehicle, instead of flying | 311 31% | 166 34% | 145 28% | 109 40% | 111 33% | 91 23% | 34 40% | 93 25% | 125 32% | 59 38% |
| Go to different places than if you had to drive yourself | 303 30% | 142 29% | 161 31% | 109 40% | 96 28% | 99 26% | 25 29% | 116 32% | 111 28% | 51 33% |
| Travel with different types of entertainment other than just the vehicle radio | 299 30% | 172 35% | 126 25% | 125 46% | 103 30% | 71 18% | 26 30% | 93 25% | 124 32% | 55 36% |
| Take a different/more scenic route | 286 29% | 139 29% | 146 28% | 92 34% | 95 28% | 98 25% | 28 32% | 92 25% | 118 30% | 48 31% |
| Change what time of day you plan to travel | 235 24% | 116 24% | 119 23% | 85 31% | 84 25% | 66 17% | 21 24% | 73 20% | 100 26% | 42 27% |
| Go to more events/destinations that you do now | 225 22% | 98 20% | 126 25% | 86 32% | 82 24% | 56 15% | 30 34% | 74 20% | 83 21% | 38 25% |
| Stop at more places along the way | 163 16% | 83 17% | 80 16% | 64 23% | 49 14% | 50 13% | 24 28% | 57 16% | 54 14% | 27 18% |
| Travel with more people in the vehicle | 157 16% | 83 17% | 73 14% | 66 24% | 51 15% | 40 10% | 10 12% | 63 17% | 58 15% | 25 16% |
| None of these | 333 33% | 148 31% | 185 36% | 42 16% | 110 32% | 181 47% | 30 35% | 137 37% | 129 33% | 37 24% |
| Sigma | 2665 266% | 1305 268% | 1360 265% | 910 333% | 896 264% | 859 222% | 266 309% | 918 250% | 1040 265% | 440 286% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars?

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Positive (Net) | 723 | 359 | 364 | 217 | 249 | 258 | 57 | 264 | 277 | 126 |
| | 72% | 74% | 71% | 79% | 73% | 67% | 66% | 72% | 71% | 82% |
| | | | | E | | | * | | | FGH |
| Very positive | 249 | 147 | 102 | 92 | 82 | 75 | 25 | 71 | 99 | 54 |
| | 25% | 30% | 20% | 34% | 24% | 19% | 29% | 19% | 25% | 35% |
| | | B | | DE | | | * | | | GH |
| Somewhat positive | 474 | 212 | 261 | 125 | 167 | 183 | 32 | 193 | 178 | 71 |
| | 47% | 44% | 51% | 46% | 49% | 47% | 37% | 52% | 45% | 46% |
| | | | | | | | * | | | |
| Negative (Net) | 277 | 127 | 150 | 56 | 91 | 129 | 29 | 104 | 115 | 28 |
| | 28% | 26% | 29% | 21% | 27% | 33% | 34% | 28% | 29% | 18% |
| | | | | | | C | I* | I | I | |
| Somewhat negative | 211 | 90 | 121 | 42 | 68 | 102 | 21 | 84 | 84 | 23 |
| | 21% | 19% | 24% | 15% | 20% | 26% | 24% | 23% | 21% | 15% |
| | | | | | | C | * | I | I | |
| Very negative | 65 | 36 | 29 | 15 | 23 | 28 | 8 | 20 | 32 | 6 |
| | 7% | 8% | 6% | 5% | 7% | 7% | 10% | 5% | 8% | 4% |
| | | | | | | | * | | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Yes, I own a fully electric vehicle | 21 | 11 | 10 | 10 | 11 | * | 2 | 2 | 10 | 7 |
| | 2% | 2% | 2% | 4% | 3% | * | 3% | 1% | 2% | 5% |
| | | | | E | E | | * | | | G |
| No | 979 | 475 | 504 | 263 | 329 | 387 | 84 | 366 | 382 | 147 |
| | 98% | 98% | 98% | 96% | 97% | 100% | 97% | 99% | 98% | 95% |
| | | | | | | CD | * | I | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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18. Do you know anyone that currently drives an electric car

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Yes | 188 | 99 | 88 | 59 | 58 | 72 | 13 | 60 | 70 | 45 |
| | 19% | 20% | 17% | 21% | 17% | 19% | 15% | 16% | 18% | 29% |
| | | | | | | | * | | | GH |
| No | 812 | 387 | 426 | 214 | 282 | 315 | 73 | 308 | 322 | 109 |
| | 81% | 80% | 83% | 79% | 83% | 81% | 85% | 84% | 82% | 71% |
| | | | | | | | * | I | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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19. And do you plan to buy another/an electric car the next time you purchase a vehicle?

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Yes | 45 | 27 | 18 | 26 | 13 | 6 | 8 | 7 | 18 | 13 |
| | 5% | 6% | 4% | 9% | 4% | 2% | 9% | 2% | 5% | 8% |
| Maybe | | | | DE | | | G* | | | GH |
| | 282 | 156 | 126 | 103 | 92 | 87 | 15 | 95 | 107 | 65 |
| | 28% | 32% | 25% | 38% | 27% | 22% | 17% | 26% | 27% | 42% |
| No | | B | | DE | | | * | | | FGH |
| | 553 | 252 | 300 | 121 | 184 | 248 | 50 | 212 | 230 | 61 |
| | 55% | 52% | 58% | 44% | 54% | 64% | 58% | 58% | 59% | 40% |
| Don't know | | | | | C | CD | I* | I | I | |
| | 120 | 51 | 69 | 23 | 51 | 46 | 14 | 54 | 37 | 16 |
| | 12% | 11% | 13% | 9% | 15% | 12% | 16% | 15% | 9% | 10% |
| Sigma | | | | | C | | * | | | |
| | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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19. And do you plan to buy another electric car the next time you purchase a vehicle?

| | | Gender | | AGE | | | EDUCATION | | | |
|-----------------------------------------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|-----------|-----------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents ("Yes" at Q17) (unwtd) | 29 | 16 | 13 | 13 | 15 | 1 | 1 | 1 | 12 | 15 |
| Base: All Respondents ("Yes" at Q17) (wtd) | 21 | 11 | 10 | 10 | 11 | * | 2 | 2 | 10 | 7 |
| Yes | 9 | 5 | 4 | 5 | 3 | * | - | - | 5 | 4 |
| | 41% | 47% | 35% | 50% | 31% | 100% | - | - | 53% | 51% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Maybe | 11 | 5 | 6 | 4 | 7 | - | 2 | 2 | 4 | 2 |
| | 51% | 42% | 61% | 44% | 59% | - | 100% | 100% | 40% | 34% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| No | 2 | 1 | * | 1 | 1 | - | - | - | 1 | 1 |
| | 8% | 11% | 4% | 6% | 9% | - | - | - | 6% | 15% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sigma | 21 | 11 | 10 | 10 | 11 | * | 2 | 2 | 10 | 7 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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19. And do you plan to buy an electric car the next time you purchase a vehicle?

| | | Gender | | AGE | | | EDUCATION | | | |
|----------------------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents ("No" at Q17) (unwtd) | 971 | 467 | 504 | 259 | 369 | 343 | 38 | 178 | 448 | 307 |
| Base: All Respondents ("No" at Q17) (wtd) | 979 | 475 | 504 | 263 | 329 | 387 | 84 | 366 | 382 | 147 |
| Yes | 36 | 22 | 15 | 21 | 10 | 6 | 8 | 7 | 13 | 9 |
| | 4% | 5% | 3% | 8% | 3% | 2% | 10% | 2% | 3% | 6% |
| | | | | DE | | | G* | | | G |
| Maybe | 271 | 151 | 120 | 99 | 85 | 87 | 12 | 93 | 104 | 62 |
| | 28% | 32% | 24% | 38% | 26% | 22% | 15% | 25% | 27% | 42% |
| | | B | | DE | | | * | | | FGH |
| No | 551 | 251 | 300 | 120 | 183 | 248 | 50 | 212 | 229 | 60 |
| | 56% | 53% | 60% | 46% | 56% | 64% | 59% | 58% | 60% | 41% |
| | | | | | C | CD | I* | I | I | |
| Don't know | 120 | 51 | 69 | 23 | 51 | 46 | 14 | 54 | 37 | 16 |
| | 12% | 11% | 14% | 9% | 16% | 12% | 16% | 15% | 10% | 11% |
| | | | | | C | | * | | | |
| Sigma | 979 | 475 | 504 | 263 | 329 | 387 | 84 | 366 | 382 | 147 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you still plan to buy an electric car next time you purchase a vehicle if the government took away this subsidy?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|---------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Answering (unwtd) | 52 | 31 | 21 | 23 | 21 | 8 | 3 | 3 | 20 | 26 |
| Base: All Answering (wtd) | 45 | 27 | 18 | 26 | 13 | 6 | 8 | 7 | 18 | 13 |
| Would Still Purchase (Net) | 34 | 23 | 11 | 21 | 8 | 5 | 8 | 5 | 13 | 8 |
| | 76% | 86% | 61% | 82% | 60% | 86% | 100% | 66% | 75% | 67% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Definitely would still purchase an electric vehicle even if there is no subsidy | 17 | 10 | 7 | 10 | 5 | 3 | - | 5 | 9 | 3 |
| | 37% | 36% | 39% | 37% | 36% | 43% | - | 66% | 52% | 26% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Probably would still purchase an electric vehicle even if there is no subsidy | 17 | 13 | 4 | 12 | 3 | 3 | 8 | - | 4 | 5 |
| | 39% | 50% | 22% | 45% | 24% | 43% | 100% | - | 24% | 41% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Would Not Still Purchase (Net) | 11 | 4 | 7 | 5 | 5 | 1 | - | 2 | 4 | 4 |
| | 24% | 14% | 39% | 18% | 40% | 14% | - | 34% | 25% | 33% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Probably would NOT still purchase an electric vehicle if there is no subsidy | 8 | 2 | 6 | 3 | 4 | * | - | 2 | 3 | 2 |
| | 17% | 8% | 32% | 12% | 32% | 8% | - | 34% | 20% | 17% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Definitely would NOT still purchase an electric vehicle if there is no subsidy | 3 | 2 | 1 | 1 | 1 | * | - | - | 1 | 2 |
| | 7% | 6% | 7% | 6% | 8% | 6% | - | - | 5% | 17% |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Sigma | 45 | 27 | 18 | 26 | 13 | 6 | 8 | 7 | 18 | 13 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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21. How interested, if at all, are you in owning an electric car?

| | | Gender | | AGE | | | EDUCATION | | | |
|------------------------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Answering (unwtd) | 793 | 375 | 418 | 210 | 306 | 277 | 33 | 152 | 379 | 229 |
| Base: All Answering (wtd) | 812 | 387 | 426 | 214 | 282 | 315 | 73 | 308 | 322 | 109 |
| Interested (Net) | 351 | 181 | 171 | 128 | 118 | 106 | 32 | 117 | 136 | 66 |
| | 43% | 47% | 40% | 60% | 42% | 33% | 44% | 38% | 42% | 61% |
| | | | | DE | | | * | | | GH |
| Very interested | 79 | 48 | 31 | 35 | 22 | 22 | 13 | 19 | 34 | 12 |
| | 10% | 12% | 7% | 17% | 8% | 7% | 17% | 6% | 11% | 11% |
| | | B | | DE | | | G* | | | |
| Somewhat interested | 273 | 133 | 140 | 92 | 96 | 84 | 20 | 98 | 101 | 54 |
| | 34% | 34% | 33% | 43% | 34% | 27% | 27% | 32% | 32% | 49% |
| | | | | E | | | * | | | FGH |
| Not Interested (Net) | 461 | 206 | 255 | 87 | 164 | 210 | 41 | 191 | 186 | 43 |
| | 57% | 53% | 60% | 40% | 58% | 67% | 56% | 62% | 58% | 39% |
| | | | | | C | C | * | I | I | |
| Not too interested | 237 | 113 | 123 | 52 | 90 | 94 | 13 | 100 | 97 | 27 |
| | 29% | 29% | 29% | 24% | 32% | 30% | 18% | 32% | 30% | 24% |
| | | | | | | | * | | | |
| Not at all interested | 224 | 93 | 132 | 34 | 74 | 116 | 28 | 92 | 89 | 16 |
| | 28% | 24% | 31% | 16% | 26% | 37% | 38% | 30% | 28% | 15% |
| | | | | C | CD | I* | I | I | | |
| Sigma | 812 | 387 | 426 | 214 | 282 | 315 | 73 | 308 | 322 | 109 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22_1. How appealing are each of the following features of electric cars to you personally? - Electric vehicles are half the cost of gas-powered vehicles to operate

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | A | B | C | D | E | F | G | H | I | |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Appealing (Net) | 890 | 438 | 453 | 253 | 297 | 341 | 71 | 332 | 344 | 143 |
| | 89% | 90% | 88% | 93% | 87% | 88% | 82% | 90% | 88% | 93% |
| | | | | | | | * | | | FH |
| Very appealing | 493 | 236 | 257 | 166 | 154 | 173 | 39 | 173 | 189 | 91 |
| | 49% | 48% | 50% | 61% | 45% | 45% | 45% | 47% | 48% | 59% |
| | | | | DE | | | * | | | GH |
| Somewhat appealing | 398 | 202 | 196 | 87 | 143 | 168 | 32 | 159 | 155 | 52 |
| | 40% | 42% | 38% | 32% | 42% | 43% | 37% | 43% | 40% | 34% |
| | | | | | C | C | * | I | | |
| Not Appealing (Net) | 110 | 48 | 61 | 20 | 43 | 46 | 16 | 36 | 48 | 11 |
| | 11% | 10% | 12% | 7% | 13% | 12% | 18% | 10% | 12% | 7% |
| | | | | | | | I* | | I | |
| Not very appealing | 68 | 33 | 35 | 13 | 28 | 27 | 11 | 18 | 31 | 7 |
| | 7% | 7% | 7% | 5% | 8% | 7% | 13% | 5% | 8% | 4% |
| | | | | | | | * | | | |
| Not at all appealing | 42 | 15 | 26 | 7 | 16 | 19 | 4 | 17 | 16 | 4 |
| | 4% | 3% | 5% | 3% | 5% | 5% | 5% | 5% | 4% | 2% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22_2. How appealing are each of the following features of electric cars to you personally? - Electric vehicles can go 500 miles on a single charge

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | A | B | C | D | E | F | G | H | I | |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Appealing (Net) | 830 | 408 | 422 | 238 | 271 | 322 | 68 | 305 | 322 | 135 |
| | 83% | 84% | 82% | 87% | 80% | 83% | 79% | 83% | 82% | 88% |
| | | | | D | | | * | | | H |
| Very appealing | 408 | 201 | 206 | 122 | 121 | 165 | 37 | 146 | 147 | 77 |
| | 41% | 41% | 40% | 45% | 36% | 43% | 43% | 40% | 37% | 50% |
| | | | | | | | * | | | GH |
| Somewhat appealing | 422 | 206 | 216 | 116 | 149 | 157 | 30 | 159 | 176 | 58 |
| | 42% | 42% | 42% | 42% | 44% | 41% | 35% | 43% | 45% | 37% |
| | | | | | | | * | | I | |
| Not Appealing (Net) | 170 | 78 | 92 | 35 | 69 | 65 | 18 | 63 | 70 | 19 |
| | 17% | 16% | 18% | 13% | 20% | 17% | 21% | 17% | 18% | 12% |
| | | | | | C | | * | | I | |
| Not very appealing | 115 | 55 | 60 | 27 | 45 | 43 | 9 | 44 | 46 | 16 |
| | 11% | 11% | 12% | 10% | 13% | 11% | 11% | 12% | 12% | 10% |
| | | | | | | | * | | | |
| Not at all appealing | 55 | 23 | 32 | 8 | 25 | 23 | 9 | 19 | 24 | 3 |
| | 6% | 5% | 6% | 3% | 7% | 6% | 11% | 5% | 6% | 2% |
| | | | | | C | | I* | | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22_3. How appealing are each of the following features of electric cars to you personally? - Electric vehicles need service less often than gas-powered vehicles do

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | A | B | C | D | E | F | G | H | I | |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Appealing (Net) | 884 | 434 | 450 | 256 | 288 | 340 | 70 | 325 | 343 | 145 |
| | 88% | 89% | 88% | 94% | 85% | 88% | 82% | 88% | 87% | 94% |
| | | | | DE | | | * | | | FGH |
| Very appealing | 447 | 229 | 218 | 159 | 125 | 164 | 36 | 158 | 173 | 80 |
| | 45% | 47% | 42% | 58% | 37% | 42% | 42% | 43% | 44% | 52% |
| | | | | DE | | | * | | | H |
| Somewhat appealing | 437 | 205 | 232 | 97 | 163 | 177 | 34 | 167 | 170 | 65 |
| | 44% | 42% | 45% | 36% | 48% | 46% | 40% | 45% | 43% | 43% |
| | | | | | C | C | * | | | |
| Not Appealing (Net) | 116 | 52 | 64 | 17 | 52 | 47 | 16 | 43 | 49 | 9 |
| | 12% | 11% | 12% | 6% | 15% | 12% | 18% | 12% | 13% | 6% |
| | | | | | C | C | I* | I | I | |
| Not very appealing | 78 | 35 | 43 | 13 | 36 | 29 | 14 | 27 | 30 | 7 |
| | 8% | 7% | 8% | 5% | 11% | 8% | 16% | 7% | 8% | 4% |
| | | | | | C | | I* | | | |
| Not at all appealing | 38 | 17 | 21 | 4 | 17 | 17 | 2 | 15 | 19 | 2 |
| | 4% | 3% | 4% | 2% | 5% | 4% | 2% | 4% | 5% | 1% |
| | | | | | | | * | | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22_4. How appealing are each of the following features of electric cars to you personally? - Electric vehicle owners receive a large tax benefit from the government

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Appealing (Net) | 880 | 424 | 456 | 256 | 297 | 327 | 76 | 317 | 344 | 143 |
| | 88% | 87% | 89% | 94% | 87% | 84% | 89% | 86% | 88% | 93% |
| | | | | DE | | | * | | | GH |
| Very appealing | 463 | 231 | 232 | 157 | 142 | 163 | 38 | 167 | 177 | 82 |
| | 46% | 48% | 45% | 58% | 42% | 42% | 44% | 45% | 45% | 53% |
| | | | | DE | | | * | | | H |
| Somewhat appealing | 417 | 193 | 224 | 99 | 155 | 164 | 39 | 150 | 167 | 61 |
| | 42% | 40% | 44% | 36% | 45% | 42% | 45% | 41% | 43% | 40% |
| | | | | | C | | * | | | |
| Not Appealing (Net) | 120 | 62 | 58 | 17 | 43 | 60 | 10 | 51 | 48 | 11 |
| | 12% | 13% | 11% | 6% | 13% | 16% | 11% | 14% | 12% | 7% |
| | | | | | C | C | * | I | I | |
| Not very appealing | 71 | 46 | 25 | 12 | 25 | 34 | 6 | 25 | 32 | 8 |
| | 7% | 9% | 5% | 5% | 7% | 9% | 7% | 7% | 8% | 5% |
| | | B | | | | | * | | | |
| Not at all appealing | 49 | 16 | 33 | 4 | 18 | 26 | 4 | 26 | 16 | 3 |
| | 5% | 3% | 6% | 2% | 5% | 7% | 5% | 7% | 4% | 2% |
| | | | | | C | C | * | I | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22. How appealing are each of the following features of electric cars to you personally? - Appealing Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Electric vehicles are half the cost of gas-powered vehicles to operate | 890 | 438 | 453 | 253 | 297 | 341 | 71 | 332 | 344 | 143 |
| | 89% | 90% | 88% | 93% | 87% | 88% | 82% | 90% | 88% | 93% |
| | | | | | | | * | | | FH |
| Electric vehicles can go 500 miles on a single charge | 830 | 408 | 422 | 238 | 271 | 322 | 68 | 305 | 322 | 135 |
| | 83% | 84% | 82% | 87% | 80% | 83% | 79% | 83% | 82% | 88% |
| | | | | D | | | * | | | H |
| Electric vehicles need service less often than gas-powered vehicles do | 884 | 434 | 450 | 256 | 288 | 340 | 70 | 325 | 343 | 145 |
| | 88% | 89% | 88% | 94% | 85% | 88% | 82% | 88% | 87% | 94% |
| | | | | DE | | | * | | | FGH |
| Electric vehicle owners receive a large tax benefit from the government | 880 | 424 | 456 | 256 | 297 | 327 | 76 | 317 | 344 | 143 |
| | 88% | 87% | 89% | 94% | 87% | 84% | 89% | 86% | 88% | 93% |
| | | | | DE | | | * | | | GH |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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22. How appealing are each of the following features of electric cars to you personally? - Not Appealing Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-------------------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Electric vehicles are half the cost of gas-powered vehicles to operate | 110 | 48 | 61 | 20 | 43 | 46 | 16 | 36 | 48 | 11 |
| | 11% | 10% | 12% | 7% | 13% | 12% | 18% | 10% | 12% | 7% |
| Electric vehicles can go 500 miles on a single charge | 170 | 78 | 92 | 35 | 69 | 65 | 18 | 63 | 70 | 19 |
| | 17% | 16% | 18% | 13% | 20% | 17% | 21% | 17% | 18% | 12% |
| | | | | | C | | * | | I | |
| Electric vehicles need service less often than gas-powered vehicles do | 116 | 52 | 64 | 17 | 52 | 47 | 16 | 43 | 49 | 9 |
| | 12% | 11% | 12% | 6% | 15% | 12% | 18% | 12% | 13% | 6% |
| | | | | | C | C | I* | I | I | |
| Electric vehicle owners receive a large tax benefit from the government | 120 | 62 | 58 | 17 | 43 | 60 | 10 | 51 | 48 | 11 |
| | 12% | 13% | 11% | 6% | 13% | 16% | 11% | 14% | 12% | 7% |
| | | | | | C | C | * | I | I | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_1. How concerning, if at all, are each of the following to you about electric cars? - The ability to find a charging station when out in public

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | A | B | C | D | E | F | G | H | I | |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 877 | 427 | 450 | 240 | 291 | 347 | 76 | 319 | 342 | 139 |
| | 88% | 88% | 88% | 88% | 85% | 90% | 89% | 87% | 87% | 90% |
| | | | | | | | * | | | |
| Very concerning | 543 | 255 | 289 | 159 | 160 | 224 | 35 | 194 | 229 | 84 |
| | 54% | 52% | 56% | 58% | 47% | 58% | 41% | 53% | 59% | 55% |
| | | | | D | | D | * | | F | |
| Somewhat concerning | 334 | 172 | 162 | 81 | 131 | 122 | 41 | 125 | 113 | 55 |
| | 33% | 35% | 31% | 30% | 38% | 32% | 48% | 34% | 29% | 36% |
| | | | | | C | | H* | | | H |
| Bottom 2 Box (Net) | 123 | 59 | 64 | 33 | 49 | 40 | 10 | 49 | 50 | 15 |
| | 12% | 12% | 12% | 12% | 15% | 10% | 11% | 13% | 13% | 10% |
| | | | | | | | * | | | |
| Not very concerning | 91 | 44 | 46 | 22 | 39 | 30 | 8 | 38 | 33 | 12 |
| | 9% | 9% | 9% | 8% | 11% | 8% | 9% | 10% | 8% | 8% |
| | | | | | | | * | | | |
| Not at all concerning | 32 | 15 | 18 | 12 | 10 | 10 | 2 | 10 | 17 | 3 |
| | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 4% | 2% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_2. How concerning, if at all, are each of the following to you about electric cars? - The increased electricity bill at my home

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 813 | 379 | 434 | 228 | 266 | 319 | 65 | 309 | 318 | 121 |
| | 81% | 78% | 84% | 84% | 78% | 82% | 76% | 84% | 81% | 78% |
| | | | A | | | | * | | | |
| Very concerning | 441 | 194 | 247 | 132 | 155 | 154 | 39 | 162 | 180 | 60 |
| | 44% | 40% | 48% | 48% | 46% | 40% | 45% | 44% | 46% | 39% |
| | | | A | | | | * | | | |
| Somewhat concerning | 372 | 185 | 187 | 97 | 110 | 165 | 26 | 147 | 138 | 61 |
| | 37% | 38% | 36% | 35% | 32% | 43% | 31% | 40% | 35% | 39% |
| | | | | | | D | * | | | |
| Bottom 2 Box (Net) | 187 | 107 | 80 | 45 | 74 | 68 | 21 | 59 | 74 | 33 |
| | 19% | 22% | 16% | 16% | 22% | 18% | 24% | 16% | 19% | 22% |
| | | B | | | | | * | | | |
| Not very concerning | 140 | 78 | 63 | 30 | 59 | 52 | 14 | 47 | 54 | 25 |
| | 14% | 16% | 12% | 11% | 17% | 14% | 16% | 13% | 14% | 16% |
| | | | | | | | * | | | |
| Not at all concerning | 47 | 30 | 17 | 15 | 16 | 16 | 7 | 12 | 20 | 8 |
| | 5% | 6% | 3% | 6% | 5% | 4% | 8% | 3% | 5% | 5% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_3. How concerning, if at all, are each of the following to you about electric cars? - The reliability of electric vehicles

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 794 | 375 | 419 | 215 | 272 | 307 | 68 | 298 | 304 | 124 |
| | 79% | 77% | 82% | 79% | 80% | 79% | 79% | 81% | 78% | 80% |
| | | | | | | | * | | | |
| Very concerning | 343 | 142 | 201 | 89 | 114 | 140 | 19 | 122 | 149 | 53 |
| | 34% | 29% | 39% | 33% | 33% | 36% | 22% | 33% | 38% | 34% |
| | | | A | | | | * | | | |
| Somewhat concerning | 451 | 233 | 218 | 126 | 158 | 166 | 49 | 176 | 155 | 71 |
| | 45% | 48% | 42% | 46% | 46% | 43% | 57% | 48% | 40% | 46% |
| | | | | | | | H* | | | |
| Bottom 2 Box (Net) | 206 | 111 | 95 | 58 | 68 | 80 | 18 | 70 | 88 | 30 |
| | 21% | 23% | 18% | 21% | 20% | 21% | 21% | 19% | 22% | 20% |
| | | | | | | | * | | | |
| Not very concerning | 166 | 90 | 76 | 41 | 59 | 66 | 16 | 62 | 64 | 24 |
| | 17% | 18% | 15% | 15% | 17% | 17% | 19% | 17% | 16% | 16% |
| | | | | | | | * | | | |
| Not at all concerning | 41 | 22 | 19 | 16 | 10 | 15 | 2 | 8 | 24 | 6 |
| | 4% | 4% | 4% | 6% | 3% | 4% | 3% | 2% | 6% | 4% |
| | | | | | | | * | | G | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_4. How concerning, if at all, are each of the following to you about electric cars? - The ability for an electric vehicle to reach highway speeds

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 723 | 318 | 404 | 188 | 257 | 278 | 63 | 267 | 279 | 113 |
| | 72% | 65% | 79% | 69% | 76% | 72% | 74% | 73% | 71% | 73% |
| | | | A | | | | * | | | |
| Very concerning | 288 | 122 | 166 | 75 | 97 | 116 | 25 | 92 | 129 | 42 |
| | 29% | 25% | 32% | 27% | 28% | 30% | 29% | 25% | 33% | 27% |
| | | | A | | | | * | | | |
| Somewhat concerning | 435 | 196 | 239 | 113 | 161 | 161 | 38 | 176 | 150 | 71 |
| | 44% | 40% | 46% | 41% | 47% | 42% | 44% | 48% | 38% | 46% |
| | | | | | | | * | H | | H |
| Bottom 2 Box (Net) | 277 | 168 | 110 | 85 | 83 | 110 | 23 | 101 | 113 | 41 |
| | 28% | 35% | 21% | 31% | 24% | 28% | 26% | 27% | 29% | 27% |
| | | B | | | | | * | | | |
| Not very concerning | 212 | 126 | 85 | 61 | 62 | 89 | 21 | 86 | 76 | 29 |
| | 21% | 26% | 17% | 22% | 18% | 23% | 24% | 23% | 19% | 19% |
| | | B | | | | | * | | | |
| Not at all concerning | 66 | 41 | 24 | 25 | 20 | 21 | 2 | 14 | 37 | 12 |
| | 7% | 9% | 5% | 9% | 6% | 5% | 3% | 4% | 9% | 8% |
| | | B | | | | | * | | G | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_5. How concerning, if at all, are each of the following to you about electric cars? - The safety features of electric vehicles

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 649 | 288 | 360 | 167 | 221 | 261 | 59 | 234 | 256 | 100 |
| | 65% | 59% | 70% | 61% | 65% | 67% | 68% | 64% | 65% | 65% |
| | | | A | | | | * | | | |
| Very concerning | 268 | 105 | 162 | 65 | 86 | 116 | 23 | 92 | 115 | 37 |
| | 27% | 22% | 32% | 24% | 25% | 30% | 27% | 25% | 29% | 24% |
| | | | A | | | | * | | | |
| Somewhat concerning | 381 | 183 | 198 | 101 | 135 | 145 | 36 | 142 | 141 | 63 |
| | 38% | 38% | 39% | 37% | 40% | 37% | 42% | 39% | 36% | 41% |
| | | | | | | | * | | | |
| Bottom 2 Box (Net) | 351 | 198 | 154 | 106 | 119 | 126 | 27 | 134 | 136 | 54 |
| | 35% | 41% | 30% | 39% | 35% | 33% | 32% | 36% | 35% | 35% |
| | | | B | | | | * | | | |
| Not very concerning | 274 | 151 | 123 | 77 | 96 | 101 | 18 | 116 | 98 | 42 |
| | 27% | 31% | 24% | 28% | 28% | 26% | 21% | 31% | 25% | 27% |
| | | | B | | | | * | | | |
| Not at all concerning | 78 | 47 | 31 | 30 | 23 | 25 | 9 | 18 | 37 | 13 |
| | 8% | 10% | 6% | 11% | 7% | 6% | 11% | 5% | 10% | 8% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_6. How concerning, if at all, are each of the following to you about electric cars? - The durability of electric vehicles

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 781 | 370 | 411 | 214 | 261 | 306 | 62 | 293 | 305 | 121 |
| | 78% | 76% | 80% | 79% | 77% | 79% | 72% | 80% | 78% | 78% |
| | | | | | | | * | | | |
| Very concerning | 342 | 153 | 189 | 76 | 107 | 159 | 33 | 121 | 138 | 50 |
| | 34% | 31% | 37% | 28% | 31% | 41% | 39% | 33% | 35% | 32% |
| | | | | | | CD | * | | | |
| Somewhat concerning | 439 | 217 | 222 | 138 | 154 | 147 | 29 | 172 | 167 | 71 |
| | 44% | 45% | 43% | 51% | 45% | 38% | 34% | 47% | 43% | 46% |
| | | | | E | | | * | | | |
| Bottom 2 Box (Net) | 219 | 116 | 103 | 59 | 79 | 81 | 24 | 75 | 87 | 33 |
| | 22% | 24% | 20% | 21% | 23% | 21% | 28% | 20% | 22% | 22% |
| | | | | | | | * | | | |
| Not very concerning | 176 | 95 | 81 | 45 | 65 | 66 | 20 | 65 | 66 | 25 |
| | 18% | 19% | 16% | 16% | 19% | 17% | 23% | 18% | 17% | 16% |
| | | | | | | | * | | | |
| Not at all concerning | 43 | 21 | 22 | 14 | 14 | 15 | 4 | 10 | 21 | 8 |
| | 4% | 4% | 4% | 5% | 4% | 4% | 5% | 3% | 5% | 5% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23_7. How concerning, if at all, are each of the following to you about electric cars? - Finding a mechanic who knows how to work on electric vehicles

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Top 2 Box (Net) | 840 | 390 | 450 | 224 | 283 | 333 | 69 | 316 | 326 | 129 |
| | 84% | 80% | 88% | 82% | 83% | 86% | 80% | 86% | 83% | 84% |
| | | | A | | | | * | | | |
| Very concerning | 426 | 187 | 239 | 114 | 129 | 184 | 26 | 158 | 179 | 64 |
| | 43% | 38% | 47% | 42% | 38% | 47% | 31% | 43% | 46% | 41% |
| | | | A | | | D | * | | | |
| Somewhat concerning | 414 | 203 | 211 | 110 | 154 | 150 | 43 | 159 | 147 | 65 |
| | 41% | 42% | 41% | 40% | 45% | 39% | 50% | 43% | 38% | 42% |
| | | | | | | | * | | | |
| Bottom 2 Box (Net) | 160 | 96 | 64 | 49 | 57 | 54 | 17 | 52 | 66 | 25 |
| | 16% | 20% | 12% | 18% | 17% | 14% | 20% | 14% | 17% | 16% |
| | | | B | | | | * | | | |
| Not very concerning | 122 | 72 | 50 | 33 | 46 | 43 | 15 | 40 | 47 | 20 |
| | 12% | 15% | 10% | 12% | 13% | 11% | 17% | 11% | 12% | 13% |
| | | | B | | | | * | | | |
| Not at all concerning | 38 | 24 | 14 | 16 | 11 | 11 | 2 | 11 | 19 | 5 |
| | 4% | 5% | 3% | 6% | 3% | 3% | 3% | 3% | 5% | 3% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23. How concerning, if at all, are each of the following to you about electric cars? - Top 2 Box Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|---------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| The ability to find a charging station when out in public | 877 | 427 | 450 | 240 | 291 | 347 | 76 | 319 | 342 | 139 |
| | 88% | 88% | 88% | 88% | 85% | 90% | 89% | 87% | 87% | 90% |
| | | | | | | | * | | | |
| The increased electricity bill at my home | 813 | 379 | 434 | 228 | 266 | 319 | 65 | 309 | 318 | 121 |
| | 81% | 78% | 84% | 84% | 78% | 82% | 76% | 84% | 81% | 78% |
| | | | A | | | | * | | | |
| The reliability of electric vehicles | 794 | 375 | 419 | 215 | 272 | 307 | 68 | 298 | 304 | 124 |
| | 79% | 77% | 82% | 79% | 80% | 79% | 79% | 81% | 78% | 80% |
| | | | | | | | * | | | |
| The ability for an electric vehicle to reach highway speeds | 723 | 318 | 404 | 188 | 257 | 278 | 63 | 267 | 279 | 113 |
| | 72% | 65% | 79% | 69% | 76% | 72% | 74% | 73% | 71% | 73% |
| | | | A | | | | * | | | |
| The safety features of electric vehicles | 649 | 288 | 360 | 167 | 221 | 261 | 59 | 234 | 256 | 100 |
| | 65% | 59% | 70% | 61% | 65% | 67% | 68% | 64% | 65% | 65% |
| | | | A | | | | * | | | |
| The durability of electric vehicles | 781 | 370 | 411 | 214 | 261 | 306 | 62 | 293 | 305 | 121 |
| | 78% | 76% | 80% | 79% | 77% | 79% | 72% | 80% | 78% | 78% |
| | | | | | | | * | | | |
| Finding a mechanic who knows how to work on electric vehicles | 840 | 390 | 450 | 224 | 283 | 333 | 69 | 316 | 326 | 129 |
| | 84% | 80% | 88% | 82% | 83% | 86% | 80% | 86% | 83% | 84% |
| | | | A | | | | * | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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23. How concerning, if at all, are each of the following to you about electric cars? - Bottom 2 Box Summary

| | Total | Gender | | AGE | | | EDUCATION | | | |
|---------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| The ability to find a charging station when out in public | 123 | 59 | 64 | 33 | 49 | 40 | 10 | 49 | 50 | 15 |
| | 12% | 12% | 12% | 12% | 15% | 10% | 11% | 13% | 13% | 10% |
| | | | | | | | * | | | |
| The increased electricity bill at my home | 187 | 107 | 80 | 45 | 74 | 68 | 21 | 59 | 74 | 33 |
| | 19% | 22% | 16% | 16% | 22% | 18% | 24% | 16% | 19% | 22% |
| | | B | | | | | * | | | |
| The reliability of electric vehicles | 206 | 111 | 95 | 58 | 68 | 80 | 18 | 70 | 88 | 30 |
| | 21% | 23% | 18% | 21% | 20% | 21% | 21% | 19% | 22% | 20% |
| | | | | | | | * | | | |
| The ability for an electric vehicle to reach highway speeds | 277 | 168 | 110 | 85 | 83 | 110 | 23 | 101 | 113 | 41 |
| | 28% | 35% | 21% | 31% | 24% | 28% | 26% | 27% | 29% | 27% |
| | | B | | | | | * | | | |
| The safety features of electric vehicles | 351 | 198 | 154 | 106 | 119 | 126 | 27 | 134 | 136 | 54 |
| | 35% | 41% | 30% | 39% | 35% | 33% | 32% | 36% | 35% | 35% |
| | | B | | | | | * | | | |
| The durability of electric vehicles | 219 | 116 | 103 | 59 | 79 | 81 | 24 | 75 | 87 | 33 |
| | 22% | 24% | 20% | 21% | 23% | 21% | 28% | 20% | 22% | 22% |
| | | | | | | | * | | | |
| Finding a mechanic who knows how to work on electric vehicles | 160 | 96 | 64 | 49 | 57 | 54 | 17 | 52 | 66 | 25 |
| | 16% | 20% | 12% | 18% | 17% | 14% | 20% | 14% | 17% | 16% |
| | | B | | | | | * | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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GENDER

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Male | 486 | 486 | - | 138 | 162 | 186 | 49 | 162 | 188 | 86 |
| | 49% | 100% | - | 51% | 48% | 48% | 57% | 44% | 48% | 56% |
| | | B | | | | | * | | | GH |
| Female | 514 | - | 514 | 135 | 178 | 201 | 37 | 206 | 204 | 68 |
| | 51% | - | 100% | 49% | 52% | 52% | 43% | 56% | 52% | 44% |
| | | | A | | | | * | I | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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AGE

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| 18-34 (Net) | 273 | 138 | 135 | 273 | - | - | 26 | 110 | 97 | 41 |
| | 27% | 28% | 26% | 100% | - | - | 30% | 30% | 25% | 26% |
| | | | | DE | | | * | | | |
| 18-24 | 108 | 63 | 45 | 108 | - | - | 18 | 54 | 31 | 5 |
| | 11% | 13% | 9% | 40% | - | - | 21% | 15% | 8% | 3% |
| | | | | DE | | | HI* | HI | I | |
| 25-34 | 165 | 75 | 89 | 165 | - | - | 8 | 56 | 65 | 36 |
| | 16% | 15% | 17% | 60% | - | - | 9% | 15% | 17% | 23% |
| | | | | DE | | | * | | | FGH |
| 35-54 (Net) | 340 | 162 | 178 | - | 340 | - | 22 | 88 | 162 | 68 |
| | 34% | 33% | 35% | - | 100% | - | 25% | 24% | 41% | 44% |
| | | | | | CE | | * | | G | FG |
| 35-44 | 154 | 73 | 81 | - | 154 | - | 9 | 30 | 75 | 40 |
| | 15% | 15% | 16% | - | 45% | - | 10% | 8% | 19% | 26% |
| | | | | | CE | | * | | G | FGH |
| 45-54 | 186 | 89 | 97 | - | 186 | - | 13 | 58 | 87 | 28 |
| | 19% | 18% | 19% | - | 55% | - | 15% | 16% | 22% | 18% |
| | | | | | CE | | * | | | |
| 55+ (Net) | 387 | 186 | 201 | - | - | 387 | 38 | 170 | 133 | 45 |
| | 39% | 38% | 39% | - | - | 100% | 44% | 46% | 34% | 30% |
| | | | | | | CD | * | HI | | |
| 55-64 | 266 | 121 | 144 | - | - | 266 | 25 | 118 | 95 | 28 |
| | 27% | 25% | 28% | - | - | 69% | 29% | 32% | 24% | 18% |
| | | | | | | CD | * | HI | I | |
| 65+ | 121 | 65 | 57 | - | - | 121 | 13 | 52 | 39 | 18 |
| | 12% | 13% | 11% | - | - | 31% | 15% | 14% | 10% | 12% |
| | | | | | | CD | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |
| Summary | | | | | | | | | | |
| Mean | 46.7 | 46.5 | 46.9 | 26.2 | 44.9 | 62.8 | 47.3 | 47.3 | 46.4 | 45.8 |
| | | | | | C | CD | * | | | |
| STD. DEV. | 15.88 | 16.41 | 15.37 | 5.44 | 5.93 | 6.26 | 19.71 | 17.1 | 14.25 | 14.43 |
| | | | | | | | | | | |
| STD. ERR. | 0.5 | 0.75 | 0.68 | 0.33 | 0.3 | 0.34 | 3.16 | 1.28 | 0.66 | 0.8 |
| | | | | | | | | | | |
| Median | 48 | 48 | 48 | 27 | 45 | 62 | 51.11 | 53 | 47 | 44 |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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EDUCATION

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-----------------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Primary School or less | 10 1% | 7 1% | 2 * | - - | - - | 10 2% | 10 11% | - - | - - | - - |
| | | | | | | CD | GHI* | | | |
| Some high school | 77 8% | 42 9% | 35 7% | 26 10% | 22 6% | 29 7% | 77 89% | - - | - - | - - |
| | | | | | | | GHI* | | | |
| Graduated high school | 368 37% | 162 33% | 206 40% | 110 40% | 88 26% | 170 44% | - - | 368 100% | - - | - - |
| | | | | D | | D | * | FHI | | |
| Some college / CEGEP / Trade School | 110 11% | 54 11% | 56 11% | 26 10% | 47 14% | 37 10% | - - | - - | 110 28% | - - |
| | | | | | | | * | | FGI | |
| Graduated from college / CEGEP / Trade School | 215 22% | 95 20% | 120 23% | 53 19% | 90 27% | 72 19% | - - | - - | 215 55% | - - |
| | | | | | E | | * | | FGI | |
| Some university, but did not finish | 67 7% | 38 8% | 28 5% | 17 6% | 25 7% | 25 6% | - - | - - | 67 17% | - - |
| | | | | | | | * | | FGI | |
| University undergraduate degree | 112 11% | 60 12% | 52 10% | 31 11% | 51 15% | 30 8% | - - | - - | - - | 112 73% |
| | | | | | E | | * | | | FGH |
| University graduate degree | 42 4% | 26 5% | 16 3% | 10 4% | 17 5% | 16 4% | - - | - - | - - | 42 27% |
| | | | | | | | * | | | FGH |
| Sigma | 1000 100% | 486 100% | 514 100% | 273 100% | 340 100% | 387 100% | 86 100% | 368 100% | 392 100% | 154 100% |
| Summary | | | | | | | | | | |
| <HS | 86 9% | 49 10% | 37 7% | 26 10% | 22 6% | 38 10% | 86 100% | - - | - - | - - |
| | | | | | | | GHI* | | | |
| HS | 368 37% | 162 33% | 206 40% | 110 40% | 88 26% | 170 44% | - - | 368 100% | - - | - - |
| | | | | D | | D | * | FHI | | |
| Post Sec | 392 39% | 188 39% | 204 40% | 97 35% | 162 48% | 133 34% | - - | - - | 392 100% | - - |
| | | | | | CE | | * | | FGI | |
| Univ Grad | 154 15% | 86 18% | 68 13% | 41 15% | 68 20% | 45 12% | - - | - - | - - | 154 100% |
| | | | | | E | | * | | | FGH |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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REGION

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| BC | 136 | 62 | 74 | 45 | 38 | 53 | 13 | 46 | 53 | 24 |
| | 14% | 13% | 14% | 17% | 11% | 14% | 15% | 12% | 14% | 16% |
| | | | | | | | * | | | |
| AB | 112 | 58 | 54 | 38 | 38 | 37 | 5 | 47 | 44 | 16 |
| | 11% | 12% | 10% | 14% | 11% | 9% | 6% | 13% | 11% | 11% |
| | | | | | | | * | | | |
| SK/MB | 65 | 52 | 13 | 27 | 28 | 9 | 4 | 28 | 27 | 6 |
| | 7% | 11% | 3% | 10% | 8% | 2% | 5% | 8% | 7% | 4% |
| | | B | | E | E | | * | | | |
| Ontario | 384 | 166 | 218 | 112 | 122 | 150 | 36 | 125 | 157 | 65 |
| | 38% | 34% | 42% | 41% | 36% | 39% | 42% | 34% | 40% | 42% |
| | | | A | | | | * | | | |
| Quebec | 235 | 104 | 131 | 30 | 82 | 124 | 26 | 97 | 78 | 35 |
| | 23% | 21% | 25% | 11% | 24% | 32% | 30% | 26% | 20% | 23% |
| | | | | | C | CD | * | | | |
| Atlantic Canada | 68 | 44 | 24 | 21 | 33 | 14 | 2 | 25 | 33 | 7 |
| | 7% | 9% | 5% | 8% | 10% | 4% | 3% | 7% | 8% | 5% |
| | | B | | | E | | * | | I | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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INCOME

| | | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| <\$25K | 154 | 74 | 80 | 39 | 51 | 64 | 41 | 65 | 38 | 10 |
| | 15% | 15% | 16% | 14% | 15% | 17% | 48% | 18% | 10% | 6% |
| | | | | | | | GHI* | HI | | |
| \$25K - <\$55K | 291 | 159 | 132 | 72 | 102 | 117 | 25 | 114 | 125 | 27 |
| | 29% | 33% | 26% | 26% | 30% | 30% | 29% | 31% | 32% | 18% |
| | | B | | | | | * | I | I | |
| \$55K - <\$100K | 308 | 139 | 170 | 95 | 103 | 111 | 11 | 105 | 132 | 60 |
| | 31% | 29% | 33% | 35% | 30% | 29% | 13% | 29% | 34% | 39% |
| | | | | | | | * | | F | FG |
| \$100K - <\$150K | 104 | 60 | 44 | 32 | 44 | 28 | 3 | 17 | 55 | 30 |
| | 10% | 12% | 9% | 12% | 13% | 7% | 3% | 5% | 14% | 20% |
| | | | | | E | | * | | FG | FGH |
| \$150K+ | 29 | 14 | 16 | 4 | 11 | 15 | - | 8 | 9 | 12 |
| | 3% | 3% | 3% | 1% | 3% | 4% | - | 2% | 2% | 8% |
| | | | | | | | * | | | FGH |
| Prefer not to answer | 113 | 40 | 73 | 32 | 29 | 52 | 5 | 59 | 34 | 15 |
| | 11% | 8% | 14% | 12% | 9% | 13% | 6% | 16% | 9% | 10% |
| | | | A | | | | * | H | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | |
| Under \$50K | 388 | 204 | 184 | 89 | 140 | 159 | 64 | 155 | 139 | 30 |
| | 39% | 42% | 36% | 33% | 41% | 41% | 74% | 42% | 35% | 19% |
| | | | | | | | GHI* | I | I | |
| \$50K+ | 499 | 242 | 258 | 152 | 171 | 176 | 17 | 153 | 220 | 109 |
| | 50% | 50% | 50% | 56% | 50% | 46% | 20% | 42% | 56% | 71% |
| | | | | E | | | * | F | FG | FGH |
| Under \$40K | 284 | 145 | 139 | 64 | 104 | 116 | 58 | 117 | 89 | 20 |
| | 28% | 30% | 27% | 23% | 30% | 30% | 67% | 32% | 23% | 13% |
| | | | | | | | GHI* | HI | I | |
| \$40K to less than \$60K | 195 | 102 | 93 | 59 | 59 | 77 | 9 | 78 | 88 | 20 |
| | 20% | 21% | 18% | 22% | 17% | 20% | 10% | 21% | 22% | 13% |
| | | | | | | | * | I | I | |
| \$60K to less than \$100K | 274 | 125 | 149 | 82 | 93 | 99 | 11 | 89 | 118 | 56 |
| | 27% | 26% | 29% | 30% | 27% | 26% | 13% | 24% | 30% | 36% |
| | | | | | | | * | | F | FG |
| \$100K or more | 134 | 74 | 60 | 36 | 55 | 43 | 3 | 25 | 64 | 42 |
| | 13% | 15% | 12% | 13% | 16% | 11% | 3% | 7% | 16% | 27% |
| | | | | | | | * | | FG | FGH |
| Mean (,000) | 63.2 | 64.1 | 62.3 | 64.5 | 65.6 | 60.2 | 32.6 | 55.1 | 67.2 | 88.8 |
| | | | | | | | * | F | FG | FGH |
| STD. DEV. | 42.58 | 42.83 | 42.37 | 42.83 | 43.67 | 41.32 | 28.31 | 35.27 | 39.22 | 54.95 |
| | | | | | | | | | | |
| STD. ERR. | 1.43 | 2.03 | 2.02 | 2.76 | 2.48 | 2.26 | 3.15 | 2.01 | 2.07 | 4.66 |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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HOUSEHOLD COMPOSITION

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Kids | 252 | 109 | 143 | 98 | 137 | 17 | 15 | 78 | 109 | 50 |
| | 25% | 22% | 28% | 36% | 40% | 4% | 17% | 21% | 28% | 32% |
| No Kids | | | | E | E | | * | | | FG |
| | 748 | 377 | 371 | 175 | 203 | 370 | 71 | 289 | 283 | 104 |
| | 75% | 78% | 72% | 64% | 60% | 96% | 83% | 79% | 72% | 68% |
| Sigma | | | | | | CD | I* | I | | |
| | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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HHCMP1. How many people are living or staying at your current address?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| 1 | 228 | 124 | 104 | 37 | 78 | 113 | 26 | 76 | 88 | 39 |
| | 23% | 26% | 20% | 14% | 23% | 29% | 31% | 21% | 22% | 25% |
| | | | | | C | C | * | | | |
| 2 | 393 | 191 | 202 | 78 | 102 | 213 | 28 | 169 | 144 | 51 |
| | 39% | 39% | 39% | 29% | 30% | 55% | 33% | 46% | 37% | 33% |
| | | | | | | CD | * | HI | | |
| 3 | 182 | 85 | 97 | 63 | 81 | 38 | 11 | 57 | 79 | 36 |
| | 18% | 17% | 19% | 23% | 24% | 10% | 12% | 15% | 20% | 23% |
| | | | | E | E | | * | | | G |
| 4 | 117 | 54 | 64 | 48 | 54 | 15 | 14 | 27 | 55 | 20 |
| | 12% | 11% | 12% | 18% | 16% | 4% | 17% | 7% | 14% | 13% |
| | | | | E | E | | * | | G | G |
| 5 | 61 | 29 | 33 | 35 | 19 | 8 | 5 | 28 | 22 | 6 |
| | 6% | 6% | 6% | 13% | 6% | 2% | 6% | 8% | 6% | 4% |
| | | | | DE | E | | * | | | |
| 6 | 11 | 2 | 9 | 8 | 3 | - | - | 6 | 3 | 2 |
| | 1% | * | 2% | 3% | 1% | - | - | 2% | 1% | 1% |
| | | | | E | | | * | | | |
| 7 | 1 | 1 | - | 1 | - | - | 1 | - | - | - |
| | * | * | - | * | - | - | 2% | - | - | - |
| | | | | | | | * | | | |
| 8 | 3 | - | 3 | 1 | 2 | - | - | 2 | 1 | - |
| | * | - | 1% | * | 1% | - | - | 1% | * | - |
| | | | | | | | * | | | |
| 9 | 2 | - | 2 | 2 | - | - | - | 2 | - | - |
| | * | - | * | 1% | - | - | - | 1% | - | - |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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EMPLOYMENT STATUS

| | Total | Gender | | AGE | | | EDUCATION | | | |
|-----------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Employed full-time | 390 | 218 | 172 | 124 | 188 | 78 | 15 | 110 | 183 | 82 |
| | 39% | 45% | 33% | 46% | 55% | 20% | 18% | 30% | 47% | 53% |
| | | B | | E | CE | | * | | FG | FG |
| Employed part-time | 107 | 43 | 64 | 40 | 30 | 37 | 6 | 40 | 50 | 11 |
| | 11% | 9% | 12% | 15% | 9% | 10% | 7% | 11% | 13% | 7% |
| | | | | | | | * | | I | |
| Self employed | 57 | 29 | 28 | 11 | 28 | 19 | 4 | 19 | 21 | 14 |
| | 6% | 6% | 5% | 4% | 8% | 5% | 4% | 5% | 5% | 9% |
| | | | | | | | * | | | H |
| Unemployed but looking for a job | 51 | 28 | 23 | 20 | 24 | 8 | 5 | 18 | 22 | 6 |
| | 5% | 6% | 4% | 7% | 7% | 2% | 6% | 5% | 6% | 4% |
| | | | | E | E | | * | | | |
| Unemployed and not looking for a job/Long-term sick or disabled | 66 | 36 | 30 | 13 | 29 | 23 | 21 | 22 | 22 | 1 |
| | 7% | 7% | 6% | 5% | 9% | 6% | 24% | 6% | 6% | 1% |
| | | | | | | | GHI* | I | I | |
| Full-time parent, homemaker | 66 | 2 | 65 | 15 | 34 | 18 | 9 | 32 | 21 | 5 |
| | 7% | * | 13% | 5% | 10% | 5% | 10% | 9% | 5% | 3% |
| | | | A | | E | | * | I | | |
| Retired | 202 | 100 | 102 | - | 2 | 199 | 17 | 100 | 56 | 29 |
| | 20% | 21% | 20% | - | 1% | 52% | 20% | 27% | 14% | 19% |
| | | | | | | CD | * | HI | | |
| Student/Pupil | 51 | 25 | 27 | 49 | 2 | - | 7 | 27 | 14 | 4 |
| | 5% | 5% | 5% | 18% | 1% | - | 9% | 7% | 3% | 3% |
| | | | | DE | | | * | I | | |
| Military | 1 | 1 | - | 1 | - | - | - | - | 1 | - |
| | * | * | - | * | - | - | - | - | * | - |
| | | | | | | | * | | | |
| Prefer not to answer | 9 | 4 | 5 | 1 | 3 | 5 | 2 | 1 | 3 | 2 |
| | 1% | 1% | 1% | * | 1% | 1% | 3% | * | 1% | 1% |
| | | | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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USMAR2. What is your marital status?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| Single, never married | 301 30% | 178 37% | 123 24% | 144 53% | 96 28% | 61 16% | 45 52% | 111 30% | 98 25% | 46 30% |
| Living with partner | 128 13% | 55 11% | 72 14% | 55 20% | 52 15% | 21 5% | 15 18% | 42 11% | 55 14% | 16 10% |
| | | | | E | E | | * | | | |
| Married | 440 44% | 203 42% | 236 46% | 69 25% | 158 47% | 213 55% | 11 13% | 165 45% | 188 48% | 76 49% |
| | | | | | C | C | * | F | F | F |
| Widowed | 31 3% | 5 1% | 26 5% | - - | 4 1% | 27 7% | 3 4% | 15 4% | 10 3% | 3 2% |
| | | | A | | | CD | * | | | |
| Divorced or separated | 101 10% | 45 9% | 56 11% | 5 2% | 29 9% | 66 17% | 11 13% | 35 10% | 41 10% | 13 9% |
| | | | | | C | CD | * | | | |
| Sigma | 1000 100% | 486 100% | 514 100% | 273 100% | 340 100% | 387 100% | 86 100% | 368 100% | 392 100% | 154 100% |
| | | | | | | | | | | |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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PGS01. How much of your household's grocery shopping do you, yourself, do?

| | Total | Gender | | AGE | | | EDUCATION | | | |
|--------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents (unwtd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 |
| Base: All Respondents (wtd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| All of it | 499 | 220 | 279 | 94 | 202 | 203 | 46 | 173 | 203 | 76 |
| | 50% | 45% | 54% | 34% | 59% | 52% | 54% | 47% | 52% | 50% |
| | | | A | | C | C | * | | | |
| Almost all of it | 208 | 85 | 123 | 72 | 71 | 65 | 10 | 82 | 74 | 42 |
| | 21% | 18% | 24% | 26% | 21% | 17% | 11% | 22% | 19% | 27% |
| | | | A | E | | | * | | | FH |
| About half of it | 194 | 114 | 80 | 55 | 54 | 85 | 13 | 80 | 77 | 24 |
| | 19% | 24% | 15% | 20% | 16% | 22% | 16% | 22% | 20% | 15% |
| | | B | | | | | * | | | |
| Less than half of it | 76 | 48 | 28 | 42 | 9 | 25 | 12 | 25 | 29 | 9 |
| | 8% | 10% | 5% | 15% | 3% | 7% | 14% | 7% | 8% | 6% |
| | | B | | DE | | D | * | | | |
| None | 23 | 18 | 5 | 10 | 5 | 9 | 5 | 7 | 9 | 2 |
| | 2% | 4% | 1% | 4% | 1% | 2% | 5% | 2% | 2% | 2% |
| | | B | | | | | * | | | |
| Sigma | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

| | Total | Gender | | AGE | | | | | | EDUCATION | | | | |
|---------------------------------------------------------------|-------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|--|--|--|--|
| | | Male | Female | 18-24 | 25-34 | 35+ | HS | HS | Post Sec | Univ Grad | | | | |
| | | A | B | C | D | E | F | G | H | I | | | | |
| Base: All Respondents (unwt'd) | 1000 | 483 | 517 | 272 | 384 | 344 | 39 | 179 | 460 | 322 | | | | |
| Base: All Respondents (wt'd) | 1000 | 486 | 514 | 273 | 340 | 387 | 86 | 368 | 392 | 154 | | | | |
| North American origins (Net) | 604 | 291 | 313 | 152 | 219 | 233 | 50 | 252 | 234 | 68 | | | | |
| | 60% | 60% | 61% | 56% | 65% | 60% | 59% | 68% | 60% | 44% | | | | |
| North American Aboriginal origins | 40 | 16 | 25 | 14 | 14 | 12 | 7 | 12 | 16 | 4 | | | | |
| | 4% | 3% | 5% | 5% | 4% | 3% | 8% | 3% | 4% | 3% | | | | |
| Canadian | 572 | 276 | 296 | 142 | 207 | 222 | 46 | 241 | 219 | 66 | | | | |
| | 57% | 57% | 58% | 52% | 61% | 57% | 53% | 66% | 56% | 43% | | | | |
| Other North American origins | 12 | 5 | 6 | 1 | 4 | 8 | - | 5 | 6 | 1 | | | | |
| | 1% | 1% | 1% | * | 1% | 2% | - | 1% | 2% | 1% | | | | |
| British Isles origins (Net) | 301 | 138 | 163 | 88 | 89 | 123 | 26 | 108 | 125 | 42 | | | | |
| | 30% | 28% | 32% | 32% | 26% | 32% | 30% | 29% | 32% | 27% | | | | |
| English | 200 | 83 | 117 | 64 | 63 | 73 | 17 | 70 | 85 | 29 | | | | |
| | 20% | 17% | 23% | 24% | 18% | 19% | 19% | 19% | 22% | 19% | | | | |
| Irish | 150 | 69 | 82 | 52 | 47 | 52 | 16 | 49 | 63 | 23 | | | | |
| | 15% | 14% | 16% | 19% | 14% | 13% | 13% | 13% | 16% | 15% | | | | |
| Scottish | 144 | 57 | 87 | 36 | 46 | 62 | 17 | 54 | 52 | 21 | | | | |
| | 14% | 12% | 17% | 13% | 13% | 16% | 19% | 15% | 13% | 18% | | | | |
| Other British Isles origins | 17 | 5 | 12 | 7 | 8 | 2 | - | 8 | 6 | 3 | | | | |
| | 2% | 1% | 2% | 3% | 2% | * | - | 2% | 2% | 2% | | | | |
| Western European origins (Net) | 201 | 101 | 101 | 61 | 66 | 75 | 17 | 57 | 95 | 31 | | | | |
| | 20% | 21% | 20% | 22% | 19% | 19% | 20% | 16% | 24% | 20% | | | | |
| French origins | 93 | 46 | 47 | 26 | 33 | 34 | 9 | 26 | 41 | 18 | | | | |
| | 9% | 9% | 9% | 10% | 10% | 9% | 10% | 7% | 10% | 11% | | | | |
| Dutch | 38 | 19 | 19 | 16 | 9 | 12 | 6 | 10 | 18 | 3 | | | | |
| | 4% | 4% | 4% | 6% | 3% | 3% | 7% | 3% | 5% | 2% | | | | |
| German | 70 | 29 | 41 | 24 | 22 | 24 | 2 | 21 | 35 | 12 | | | | |
| | 7% | 6% | 8% | 9% | 6% | 6% | 3% | 6% | 9% | 8% | | | | |
| Other Western European origins | 22 | 12 | 10 | 6 | 8 | 7 | - | 8 | 11 | 2 | | | | |
| | 2% | 2% | 2% | 2% | 2% | 2% | - | 2% | 3% | 1% | | | | |
| Eastern European origins (Net) | 103 | 38 | 65 | 38 | 30 | 35 | 4 | 31 | 45 | 23 | | | | |
| | 10% | 8% | 13% | 14% | 9% | 9% | 4% | 8% | 12% | 15% | | | | |
| Hungarian | 15 | 4 | 10 | 7 | 1 | 7 | - | 9 | 5 | 1 | | | | |
| | 1% | 1% | 2% | 2% | * | 2% | - | 2% | 1% | * | | | | |
| Polish | 34 | 18 | 16 | 16 | 9 | 9 | 1 | 11 | 14 | 8 | | | | |
| | 3% | 4% | 3% | 6% | 3% | 2% | 2% | 3% | 3% | 5% | | | | |
| Russian | 24 | 8 | 16 | 8 | 9 | 6 | - | 8 | 10 | 5 | | | | |
| | 2% | 2% | 3% | 3% | 3% | 2% | - | 2% | 3% | 4% | | | | |
| Ukrainian | 31 | 12 | 19 | 13 | 9 | 9 | - | 7 | 17 | 7 | | | | |
| | 3% | 2% | 4% | 5% | 3% | 2% | - | 2% | 4% | 4% | | | | |
| Other Eastern European origins | 21 | 5 | 17 | 2 | 10 | 9 | 2 | 2 | 9 | 8 | | | | |
| | 2% | 1% | 3% | 1% | 3% | 2% | 3% | 1% | 2% | 5% | | | | |
| Southern European origins (Net) | 60 | 25 | 35 | 16 | 23 | 21 | 5 | 18 | 29 | 8 | | | | |
| | 6% | 5% | 7% | 6% | 7% | 5% | 6% | 5% | 7% | 5% | | | | |
| Greek | 6 | 3 | 3 | 4 | 2 | - | - | - | 5 | 1 | | | | |
| | 1% | 1% | 1% | 1% | 1% | - | - | - | 1% | 1% | | | | |
| Italian | 35 | 17 | 18 | 10 | 11 | 14 | 3 | 14 | 14 | 5 | | | | |
| | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 4% | 3% | | | | |
| Portuguese | 15 | 6 | 9 | 6 | 4 | 6 | - | 7 | 8 | 1 | | | | |
| | 2% | 1% | 2% | 2% | 1% | 2% | - | 2% | 2% | 1% | | | | |
| Spanish | 6 | 1 | 6 | 1 | 4 | 1 | 2 | - | 2 | 1 | | | | |
| | 1% | * | 1% | * | 1% | * | 3% | - | 1% | 1% | | | | |
| Other Southern European origins | 2 | 2 | - | - | 2 | - | - | - | 2 | - | | | | |
| | * | * | - | - | 1% | - | - | - | 1% | - | | | | |
| Other European origins (Net) | 22 | 12 | 10 | 10 | 5 | 7 | 3 | 8 | 8 | 3 | | | | |
| | 2% | 2% | 2% | 4% | 1% | 2% | 3% | 2% | 2% | 2% | | | | |
| Other Northern European origins (excl. British Isles Origins) | 16 | 12 | 5 | 8 | 4 | 5 | 3 | 4 | 7 | 3 | | | | |
| | 2% | 2% | 1% | 3% | 1% | 1% | 3% | 1% | 2% | 2% | | | | |
| Other European origins | 6 | * | 5 | 2 | 1 | 2 | - | 4 | 1 | * | | | | |
| | 1% | * | 1% | 1% | * | 1% | - | 1% | * | * | | | | |
| Caribbean origins (Net) | 12 | 6 | 6 | 3 | 2 | 7 | - | 5 | 5 | 2 | | | | |
| | 1% | 1% | 1% | 1% | 1% | 2% | - | 1% | 1% | 2% | | | | |
| Jamaican | 8 | 3 | 5 | 1 | 2 | 6 | - | 5 | 3 | 1 | | | | |
| | 1% | 1% | 1% | * | * | 2% | - | 1% | 1% | * | | | | |
| Other Caribbean origins | 5 | 2 | 2 | 3 | 1 | 1 | - | - | 3 | 2 | | | | |
| | * | 1% | * | 1% | * | * | - | - | 1% | 1% | | | | |
| Latin, Central and South American origins (Net) | 4 | 3 | 1 | 2 | * | 1 | - | - | 2 | 2 | | | | |
| | * | 1% | * | 1% | * | * | - | - | * | 1% | | | | |
| Latin, Central and South American origins | 4 | 3 | 1 | 2 | * | 1 | - | - | 2 | 2 | | | | |
| | * | 1% | * | 1% | * | * | - | - | * | 1% | | | | |
| African origins (Net) | 11 | 2 | 8 | 6 | 4 | 1 | - | 5 | 3 | 3 | | | | |
| | 1% | * | 2% | 2% | 1% | * | - | 1% | 1% | 2% | | | | |
| African origins | 11 | 2 | 8 | 6 | 4 | 1 | - | 5 | 3 | 3 | | | | |
| | 1% | * | 2% | 2% | 1% | * | - | 1% | 1% | 2% | | | | |
| Asian origins (Net) | 94 | 53 | 41 | 52 | 34 | 8 | 5 | 32 | 21 | 36 | | | | |
| | 9% | 11% | 8% | 19% | 10% | 2% | 6% | 9% | 5% | 23% | | | | |
| West Central Asian and Middle Eastern origins | 16 | 10 | 7 | 11 | 5 | - | - | 12 | 1 | 3 | | | | |
| | 2% | 2% | 1% | 4% | 1% | - | - | 3% | * | 2% | | | | |
| East Indian | 12 | 8 | 5 | 7 | 4 | 3 | - | 4 | 4 | 5 | | | | |
| | 1% | 2% | 1% | 2% | 1% | 1% | - | 1% | 1% | 3% | | | | |
| Other South Asian origins | 7 | 3 | 5 | 4 | 3 | * | - | 2 | 1 | 4 | | | | |
| | 1% | 1% | 1% | 1% | 1% | * | - | 1% | * | 3% | | | | |
| Chinese | 48 | 30 | 18 | 28 | 16 | 4 | 5 | 12 | 13 | 17 | | | | |
| | 5% | 6% | 3% | 10% | 5% | 1% | 6% | 3% | 3% | 11% | | | | |
| Filipino | 11 | 6 | 5 | 8 | 3 | - | - | 5 | 3 | 3 | | | | |
| | 1% | 1% | 1% | 3% | 1% | - | - | 1% | 1% | 2% | | | | |
| Other East and Southeast Asian origins | 10 | 5 | 5 | 4 | 5 | 1 | - | 5 | - | 5 | | | | |
| | 1% | 1% | 1% | 2% | 1% | * | - | 1% | - | 3% | | | | |
| Oceania origins (Net) | 2 | 2 | - | - | 1 | 1 | - | - | 1 | 1 | | | | |
| | * | * | - | - | * | * | - | - | * | 1% | | | | |
| Oceania origins | 2 | 2 | - | - | 1 | 1 | - | - | 1 | 1 | | | | |
| | * | * | - | - | * | * | - | - | * | 1% | | | | |
| Prefer not to answer | 14 | 6 | 9 | 10 | 4 | 1 | 4 | 3 | 5 | 2 | | | | |
| | 1% | 1% | 2% | 4% | 1% | * | 5% | 1% | 1% | 1% | | | | |
| Sigma | 1716 | 782 | 935 | 549 | 574 | 584 | 140 | 623 | 685 | 268 | | | | |
| | 172% | 161% | 182% | 201% | 169% | 154% | 163% | 169% | 175% | 174% | | | | |

Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B,C/D/E,F/G/H/I
 Minimum Base: 30 (**), Small Base: 100 (*)

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